

Town of Pendleton
Quarter 2 Progress Meeting for Year 2 of Strategic Plan

December 10, 2025

Original Planning Focus Question

*As the dedicated Town of Pendleton leadership and **stakeholders***, how will we:*

- *define, maintain and expand exemplary core services* that respond to the community's needs,*
- *demonstrate high standards of fiscal responsibility,*
- *effectively manage the ramifications of robust growth,*
- *increase community engagement,*

while preserving the essence of our community's unique character?

**Police, Code/Animal Control Enforcement, Planning & Zoning, Community Engagement Director, water & sewer, waste treatment, curbside sanitation pickup that includes recycling, brush, limb, & bulk item pickup*

Implied Commitment: To do what is in the best, long-term interests of the citizens of Pendleton.

***on Bike Rack: to be changed**

History, Hospitality, Happenings . . . Home

Facilitated by:

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Plan Component	<p align="center">Updated Strategic Plan Executive Summary December 10, 2025</p>						
Overarching Vision Components	Personnel & Performance		Planning & Development Implementation			Engaged Community Identity	
Updated Key Vision Elements for 2027	Adherence to Unified Property & Development Standards (A)	Strategically-Planned Business Development (B)	Branded Information Sharing (C)	Completing Responsive & Timely Capital Projects (D)	Built Connections Through Services, Places & Transportation Options (E)	Assessed & Addressed Personnel Needs (F)	Coordinated & Reliable Public Works (G)
Underlying Contradictions	Underdeveloped professional development system & capacity assessments		Undeveloped business development plan	Limited internal & external communication channels		Undefined scope of work leading to vague organizational success criteria	Muddled funding deliberation process
Strategic Directions and Action Areas	SD1: Fostering a Connected Community <ul style="list-style-type: none"> Expand Public Engagement Opportunities Enhance Branded Communication 		SD2: Creating Organizational Success <ul style="list-style-type: none"> Analyze & Strengthen Organizational Structure Bolster Personnel Success 		SD3: Tying Decisions to Visions <ul style="list-style-type: none"> Align Planning & Economic Impact Standardize Decision-Making and Operating Procedures 		
One-Year Project Calendar	Found on page 8, along with notes. (Picture of planning group on page 7)						

Agenda

✓ Welcome & Opening Remarks

- Participant Intros
- Context & Plan Highlights
- Silent Agenda Review

1:00-1:40
- 10
- 15
- 15

✓ Hear & Celebrate SD Progress

1:40-2:10
10m/team

✓ Update Project Calendar

- Directions
- Work in SD Teams

2:10-2:40
(30M)

→ Break 2:40-2:50 ←

- "Guest" Reader for each SD team & Group Review
- SMART - Gap/Overlap - Final Weigh In

2:50-3:30
10m/team
10m Final Weigh In

✓ Next Steps

Time & Date For:

- Next Plan Coord/Team Lead Meeting
- 2nd Annual SP Update Meeting
(Assignment for all Teams)
- Share/post/distribute Q3 Project Worksheets

3:30-3:40

✓ Closing Activities

- Feedback Form
- Closing Conversation
- Final Question

3:40-4:00

Team Progress Report	
Strategic Direction Team Name The Culture Club	Date 12/8/25
Team Lead(s) Mary Bess Johnson	

1. Accomplishments
<ul style="list-style-type: none"> • Issued Branding & Cultural Identity RFP, received, and scored submittals by the Brand Collaboration Team.
<ul style="list-style-type: none"> • Scheduled interviews with firms are to be held in January.
<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> •

2. Whoever Was Involved During Last Quarter
<ul style="list-style-type: none"> • Mary Bess Johnson
<ul style="list-style-type: none"> • Chris Murray
<ul style="list-style-type: none"> • Barbara Hamberg
<ul style="list-style-type: none"> • Lindsey Watley
<ul style="list-style-type: none"> • Amber Barnes
<ul style="list-style-type: none"> • (Karen Potter, Collaborator)
<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> •

3. Blocks or Difficulties
<ul style="list-style-type: none"> • Narrowing down the five closely scored submittals.
<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> •

4. Focus for Next Quarter & Any Adjusted Timelines
<ul style="list-style-type: none"> • Complete interviews and make the recommendation to Town Council by the deadline for their February Town Council meeting.
<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> •

Strategic Direction Team Progress Report

Team Name SD-2 The Cultivators

Date Dec 4, 2025

Team Lead(s) Jeff Van Drie

1. Accomplishments

- The Evaluation Process has begun and continues
- Completed employee survey
- Added a new member
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

2. Who Was Involved During This Quarter

Jeff _____

Mona _____

Robbie _____

Amyee _____

Lisa _____

3. Blocks or Snags

- Change in leadership
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

4. Focus for Next Quarter, Any Adjusted Timelines

Analyzing employee descriptions and ensuring role clarity

Develop cross-training and skill building initiative



Updated One-Year Project Calendar • Town of Pendleton • December 10, 2025

Strategic Direction (SD) Teams	Q4: April – June '25	Q1: July – Sept.	Q2: Oct. – Dec.	Q3: Jan. – March '26	Project Pool
Fostering A Connected Community SD1 "The Culture Club"	<ul style="list-style-type: none"> Establish ongoing collaborations with diverse stakeholder groups ✓ 	<ul style="list-style-type: none"> Convene Brand Collaboration Team (BCT) (Milestone step of Q3 project) ✓ 	<ul style="list-style-type: none"> Draft/Edit/Publish Branding RFP ✓ (milestone) 	<ul style="list-style-type: none"> Receive, review & recommend RFP (marketing) firm (milestone) (75%) Create digital communication plan for Town strategic plan (25%) 	
Creating Organizational Success SD2 "The Cultivators"			<ul style="list-style-type: none"> Complete evaluation roll-out project ✓ Created employee survey ✓ 	<ul style="list-style-type: none"> Evaluate & revise employee benefits to remain competitive Implement cross-training to minimize service disruptions Formalize & document recruitment practices for all depts Evaluate & revise onboarding processes 	<ul style="list-style-type: none"> Standardize department meetings & distribute, e.g., monthly meeting day
Tying Decisions To Visions SD3 "The Dream Team"	<ul style="list-style-type: none"> Complete parking project (QR code) ✓ Complete & distribute budget fact sheet, e.g., Town website, social media, other ✓ 	<ul style="list-style-type: none"> (Begin work on Q3 Business Development Plan project) (Begin work on Q3 UDO project) 		<ul style="list-style-type: none"> Develop UDO implementation plan (50%) began Q1 Determine optimal results of effective Business Development Plan Edit Vision statements & craft comprehensive vision statement (95%) began Q1 	

✓ represents a completed project **FYI: Quarter Numbers align with Town of Pendleton fiscal year.**

Special Note: Calendar projects that are personnel and/or policy related require approval from either the Mayor, the Town Administrator, Town Council, and/or in some cases, the Town’s legal counsel. Therefore, SD Teams can make recommendations and need to include requesting approval as a distinct step on Project Worksheets before any changes can be implemented by staff, e.g., “Send recommendations to Town Council to request approval for xyz.”

Town of Pendleton
Updated Strategic Direction (SD) Team Roster

December 10, 2025

SD1: Fostering a Connected Community "The Culture Club"

Next Team Meeting: Tues. Dec. 16th at Noon at Town Hall

Meeting Schedule: 3rd Tuesdays at 11:00 a.m. at Town Hall

Barbara Hamberg Chris Murray* (incoming) Lindsey Watley Amber Barnes
Mary Bess Johnson* (outgoing)

SD2: Creating Organizational Success. "The Cultivators"

Next Team Meeting: Meetings are scheduled at the end of each meeting.

Meeting Schedule: Team decides each meeting time and date at the end of each meeting

Amyee Crawford Robbie Crosby Mona Fleming Lisa Kieffer Jeff Van Drie*

S3: Tying Decisions to Vision "The Dream Team"

Next Team Meeting: Wednesday, January 7th at 2:00 p.m.

Meeting Schedule: TBD

Annsley Weatherly Lyn Merchant Jay Lockaby David Poulson Steve Miller Bryan Lee Maverick Olaes*

*Team Leads

**Plan Coordinator: Lyn Merchant

Next Steps: Team Lead Meeting (Plan Coordination) - **Friday, January 9, 2026 at 8:30 a.m.**

2nd Annual Strategic Plan Update Meeting: Tuesday, March 10th, 9:30 a.m. - 3:30 p.m.

****Big Thanks** to all volunteers: Annsley for being the scribe; Amyee for being the Bike Rack Keeper, Robbie for being the Keeper of Time, Mona for being the "Wander" and Jay for being the Agenda Checker!!

****And to the Town for all of the raffle ticket prizes that were distributed.**

Town of Pendleton
Quarter 2 Strategic Plan Progress Meeting
Feedback Summary
(10 forms turned in)
December 10, 2025

1. What stood out for you today?

- Everyone understanding the plan
- People were sharing openly
- The progress every team is making
- Speed and discussion
- Efficiency
- Respect amount of details for newbies to learn
- How quick it went
- Healthy exchange of ideas
- New members
- Lunch was good

2. What felt like a "plus?"

- Got to talk with Lyn and Sarah
- New members, new ideas
- We're really further along than we thought
- Group think
- New people
- New talent additions
- Time management
- We got some feedback for our group
- Communication between teams & teams & dept. heads; new team member-Lisa is sharp!
- Accomplishments all around

3. What surprised you or was new?

- New members
- Glad the new mayor attended since this hasn't been the norm
- How quickly everything moved today
- NA (3)
- Employee survey
- Nothing (2)
- The addition of Vision statement
- Pace was good

4. What would you change?

- The room needs better acoustics & more outlets
- David
- NA (3)
- Nothing (2)
- Can't think of anything

4. What would you change? (continued)

- Remind folks to raise hands & not talk out
- Attitudes

5. What progress did you notice?

- Things (projects) are getting done
- I felt that things are clearer to me and my team
- We seem to be getting better with the worksheets
- Team progress
- Everyone getting in groove!
- Consistent, continued progress
- Refreshed goals
- Team 1 is really on the ball
- Project completions for all teams
- NA

6. What's one good next step for your SD team?

- Identify new businesses for Pendleton
- Vision statement
- We set a definite date
- Next meeting
- Stay focused
- Collection of data from teams
- Refocus
- We have more to work on
- Work on directions to communicate to department heads
- To share the plan with the community

7. What's one "take away" for you from today's meeting?

- Still need "buy in" from members
- We've got lots of work to do
- We may need some collaborator
- On time/on schedule
- Value of process design
- This was a shorter meeting
- Set goals
- We really have a new group of people
- Progress
- We need to evaluate how this whole plan works and how we are using it