

**Town of Pinetops  
Board of Commissioner  
Strategic Planning Meeting  
Minutes  
December 1, 2020  
Pinetops Town Hall**

**Present:** Present for the meeting were Mayor Brenda Harrell, Commissioners Donald Webb, Barbara Taylor, Dennis Sugg, and Oscar Mabry. Commissioner Florence Pender was out of town and not able to participate in this meeting.

**Also in Attendance:** Finance Officer Tammy Keesler and Police Chief Stacy Harrell.

**A. Call to Order**

Mayor Harrell called the December 1<sup>st</sup> Strategic Planning Meeting to order at 5:00 p.m.

**B. Invocation**

Invocation was given by Commissioner Sugg.

**C. Pledge of Allegiance**

Mayor Harrell led the Pledge of Allegiance.

Commissioner Mabry asked for suggestions in how to get the citizens to participate in these meetings. Mayor Harrell told the Board that she would be willing to head up creating a Pinetops newsletter. Commissioner Taylor stated that she would like to see the newsletter be sent out at least quarterly if not monthly and would like for it to contain multiple items about the town. The hope is to recruit at least 5-7 members to serve on an advisory board. The newsletter should state the purpose, ask citizens what they would like to see accomplished, and so forth. Commissioner Mabry told the Board that he has already reached out to Mr. Hedgepeth, who was at our last meeting, the Health Department, and another individual who could help with writing grants. The Board agreed that the first step should be to generate a newsletter to see how much interest we get from citizens. The newsletter could also be posted on the town's website as well as enclosed with the utility bills. Another suggestion was partner with other organizations and use them as endorsements to give us more importance. The target date for getting the newsletter out will be sometime in January, after the holidays. The Board wanted to look back at the Memorandum of Understanding that was signed to see who the contact person for the town is. They also suggested letting that person know that we are going to be doing a newsletter. Should a questionnaire be sent out to citizens to see if this is something they would like to see the town pursue further? Commissioner Taylor suggested we reach out to the local business to discuss

ways they could promote their business, thus promoting Pinetops. We may want to invite them to participate in the strategic planning. The last suggestion was to take another look at the town's website to see how it could be revamped.

**D. Adjournment**

Commissioner Taylor made a motion to adjourn. Commissioner Sugg seconded the motion. Motion passed unanimously.

Date: 01/05/2021

ATTESTED:

  
\_\_\_\_\_  
Mayor Brenda Harrell

  
\_\_\_\_\_  
Finance Officer/Town Clerk Tammy Keesler