



## Consider Approval of Revised Town of Davidson Vision and Core Value #5

To: Davidson Mayor and Board of Commissioners  
From: Cristina Shaul, Public Information Officer  
Re: Consider Approval of Proposed Changes to the Town of Davidson Vision and Core Value #5  
Date: April 24, 2018

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### 1. OVERVIEW

You have discussed changes to the Town of Davidson's vision statement and core value #5 over the past few months, starting at the January retreats. The purpose of the revisions is to more accurately reflect your vision for the town related to growth and retention of our "small-town character."

Attachments:

1. Latest version of proposed changes
2. A document of emails from citizens who shared feedback
3. Report from Open Town Hall survey

### 2. RELATED TOWN GOALS

Strategic Plan: Land-Use Strategy Goal

Constituents served: All people in the Town of Davidson and extra-territorial jurisdiction (ETJ).

### 3. OPTIONS/PROS & CONS

**Options:**

**1. Approve the latest version of proposed changes.**

Pros: The vision and core value will reflect *your* vision for the town. You will please the citizens who agreed with the revisions. You will be able to move on to other business.

Con: You will displease the subset of citizens that wishes you would leave the vision and core value as they are or don't agree with what's proposed (either specific wording or sentiment).

**2. Continue to wordsmith the vision and core value and approve at a future meeting.**

Pros: You'll get a final product that most clearly reflects your vision. Some citizens did not like word choice, sentiment, or lack of parallel structure.

Con: Some citizens do not feel these items should be revised and that you should focus on more pressing business.

**3. Keep the vision and core value as they are and make your interpretations known through your policies and actions.**

Pros: You will please the subset of citizens that would not like the vision and core value to be updated. You will be able to move on to other business. Your vision will be conveyed and enforced through growth management and historic preservation tools as outlined in the strategic plan.

Con: You will displease the subset of citizens that approved of the proposed changes.

**4. FYI or RECOMMENDED ACTION**

You may consider action at the April 24 meeting or a future meeting.

**5. NEXT STEPS**

If approved, we will update the vision and core value on all documents and the website.