WATAUGA ECONOMIC DEVELOPMENT CORPORATION

STRATEGIC PLAN

FISCAL YEARS 2021-2026

Delivered: July 20th, 2021

Andrea Gardner   City Manager
Watauga Economic Development Corporation Board

Arthur L. Miner  
President

Lissa Sieja  
Vice-President

Jan Hill  
Secretary

Malissa Minucci  
Director

Mike Alexander  
Director

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City Staff

Andrea Gardner
City Manager/City Secretary

Sandra Gibson
Finance

Marcia Reyna
Human Resources

Shawn Fannan
Parks and Community Services

Dianely Luis
City Administration

Gergehy Hyde
City Attorney

Bradley Fraley
Information Technology

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Acknowledgements

The City of Watauga would like to recognize the members of the WDC Board and the following employees for contributing to the development of the WEDC’s Strategic Plan.

**Board Members**

Arthur L. Miner—President, Place 1  
Vacant—Director, Place 2  
Jan Hill—Secretary, Place 3  
Malissa Minucci—Director, Place 4  
Mike Alexander—Director, Place 5  
Vacant—Director, Place 6  
Lissa Sieja—Vice President, Place 7

**Members of City Staff**

Andrea Gardner—City Manager/City Secretary  
Sandra Gibson—Director of Finance  
Sal Torres—Interim Parks & Community Services Director  
Marcia Reyna—Human Resources & Civil Service Director  
Bradley Fraley—Chief Information Officer  
Dianely Luis—Media Specialist
Executive Summary

Each calendar year, the Watauga Economic Development Corporation meets to review the WEDC’s Strategic Plan that includes goals and action items for the upcoming fiscal year. Prior to the upcoming fiscal year, the WEDC Board finalizes the WEDC’s Strategic Plan by approval through a resolution. The approved Strategic Plan guides budget development and action plans for the upcoming fiscal year.

Vision

The Watauga Economic Development Corporation is committed to building an economically vibrant community by supporting our local businesses through the development of business retention programs, completion of quality of life projects and new business attraction programs.

Mission

To advance the economic strength of the Watauga community through business support programs, public education and strategic partnerships.
Strategic Initiatives

1. Maintain sound fiscal management practices, conduct an annual review of the practices, and present the annual audit.

2. Continue monthly financial reporting.

3. Develop and implement a Business Retention & Expansion Plan.

4. Develop an incentive policy for Board recommendation to the City Council.

5. Create a food business park along Hightower Drive as a component of Capp Smith Park.

6. Develop and implement an advertising/marketing campaign.

7. Develop a Small Business Academy.

8. Seek tourism opportunities.

9. Increase Board Member participation at economic development conferences (ICSC and Retail Live) and include funding in the annual budget.

10. Create a public branding campaign that supports local business.

11. Identify and implement programs that create economic development opportunities.

12. Increase awareness and conduct public education of economic development programs.

13. Celebrate the successes of the WEDC.

14. Partner with the City to ensure the Mission of the WEDC is supported.

15. Partner with the City to improve the quality-of-life for Watauga businesses and residents.

16. Attract businesses that provide career development opportunities for Watauga residents.
The Capp Smith Park Splash Pad enhances the outstanding quality of life by uniting the community in a central location. Funding for the new Splash Pad was provided by the Watauga Economic Development Corporation and the City of Watauga.