

March 13, 2017

The City Council of the City of Rocky Mount met this day in regular session at 7:00 p.m. in the George W. Dudley City Council Chamber of the Frederick E. Turnage Municipal Building with Mayor David W. Combs presiding.

Councilmembers present: André D. Knight, Reuben C. Blackwell, IV, Lamont Wiggins, Tom Rogers, W. B. Bullock and Christine Carroll Miller.

Councilmember absent: E. Lois Watkins.

Staff Present: Charles W. Penny, City Manager; Pamela O. Casey, City Clerk; Tasha Logan Ford and Thomas M. Moton, Jr., Assistant City Managers; Brad Kerr, Director of Engineering; Ken Graves; Director of Planning and Development; Amy Staton, Director of Finance; Rusty Owens, Energy Resources Operations Manager; Ken Hunter, Budget and Evaluation Manager; and Richard J. Rose, City Attorney.

Security Officer: Retired Police Sergeant Stoney Battle.

Mayor Combs opened the meeting and prayer was offered by Councilmember Reuben C. Blackwell, IV.

APPROVAL OF MINUTES

The minutes of the City Council Retreat held in Charlotte, North Carolina, on February 22-24, 2017 and of a regular scheduled meeting of the City Council held February 27, 2017 were approved as submitted to the City Council prior to the meeting.

The minutes of the Retreat are as follows:

**2017 CITY COUNCIL RETREAT
February 22 - 24, 2017
DoubleTree by Hilton
Charlotte, NC**

CITY COUNCIL PRESENT:

W. B. Bullock, Mayor Pro Tem
David W. Combs, Mayor
Andre Knight*
Manager
Reuben Blackwell, IV*
Manager
Lamont Wiggins
Manager
Lois Watkins*
Tom Rogers
Manager
Chris Miller

STAFF PRESENT:

Charles W. Penny, City Manager
Pamela O. Casey, City Clerk
Tasha Logan Ford, Assistant City
Thom Moton, Jr., Assistant City
Tameka Kenan-Norman, Public Affairs
Amy Staton, Finance Director
Ken Hunter, Budget and Evaluation
Richard S. Rose, City Attorney*

OTHERS PRESENT:

Ted Cole and Mitch Brugillio (Davenport)

**Day One
WEDNESDAY, FEBRUARY 22 - 1:00 P.M.**

OPENING - W. B. Bullock, Mayor Pro Tem

Mayor Pro Tem W. B. Bullock called the meeting to order at 1:08 p.m. and welcomed all present.

He called on City Manager, Charles W. Penny to make comments and introduce the agenda items.

COMMENTS - Charles W. Penny, City Manager

Mr. Penny advised the City Council:

- a new Council photo will be taken prior to the Council meeting on Monday, February 27, 2017 (please wear dark solid colors);
- the first new bus has arrived and will be available at the back of City Hall on Monday, February 27, 2017 at 3:30 p.m. for Council to see (is low entry for wheelchairs, bike racks and has video cameras);
- his last day as City Manager will be March 31, 2017;
- budgets are due from Department Heads by March 10, 2017;
- the goal is to have the 2018 budget close to completion by March 31, 2017 and to have met with all Department Heads for budget reviews so the budget can be presented to Council in May;
- the CIP is complete; and
- the press is unable to attend the retreat, but will be contacting Councilmembers for comments/quotes.

The City Manager told the City Council that the City has a few challenges but there are more positives. He outlined challenges and positives as:

- 1) MILD WEATHER: The first challenge is the 2018 budget. He reported that the winter of 2016 was mild and thus far 2017 has been mild which impacts the sale of gas. He added that last year the City did not make margin and may not again this year which impacts the amount that can be transferred to the General Fund. He stated the City is looking at a shortage of \$2.1M and is taking steps to reduce and balance the budget. He said the \$1.5M appropriated last year to balance the budget will be used to balance the 2017 budget. He added there is still hope for cooler weather in April.

Mr. Penny told the Council that a purchase gas adjustment will only work for the amount of gas sold and if we do not make margin in 2017 not only will the 2017 budget be affected, but the 2018 budget will also be affected.

- 2) PROPERTY REVALUATION: The prognosis of some of the County Commissioners was not as bad as predicted, but there is an impact of a reduction of appropriately 6.5% to the City and a 1.5% reduction to Nash County. He stated Edgecombe County figures have not been received, but he is hopeful they will not be like the Nash County evaluation. Mr. Penny told the Council that Nash County prepared the 2007-2008 revaluation in house and values were too high resulting in current adjustments.

He added that he has had conversations with Zee Lamb, Jim Wrenn and Bob Pearson relative to some Nash County property values being down by \$100,000 while others are unexpectedly high. Mr. Penny reported that he has asked the Nash County Manager to look at the numbers again because there appears to be some keying errors which will need to be corrected. He added this is an issue when trying to balance the budget as the majority of citizens will not complain about low evaluations since the result will be lower taxes. He stated that a revenue neutral budget would have little effect on citizens. He said it is incumbent on Nash County to correct the values. He added that debt payments will be due. Citizens receiving large increases in property values will see tax increases.

Councilmember Wiggins added that the most significant increases are to commercial properties.

Mayor Combs stated the process is flawed and citizens do not understand that tax value and market value are completely different. He suggested it would be helpful if the newspaper

would prepare a story explaining the difference between market and tax values.

Councilmember Wiggins questioned whether Nash County Commissioners sit on the Board of Equalization and Review.

- 3) CSX: Growing the City's tax base is still a goal. Staff has had conversations with CSX relative to annexation into the City. He noted advantages of annexation would be protection of a Class Two Fire Department resulting in insurance savings and additional savings on water and sewer costs.
- 4) GOLD ROCK: Ratio will bring a report to Council at the first meeting in March. He stated that Norris Tolson believes Ratio's work to be outstanding.
- 5) DEVELOPMENT: The Rocky Mount Mill will be announcing a new 25,000 square foot tenant soon; March 6 Tarboro Brewing will open in the former Sweet Tater's site; Koi Pond has added more brewing capacity; the Topsy Tomato Restaurant will open in the spring; and Lou Reda's Tap Room will open in May.
- 6) Predevelopment marketing funds and the first year of operations for the Downtown Community Facility was included in the financing; SFA will start marketing the facility on March 6th and 7th.

Mr. Penny called on Assistant City Manager Thom Moton, Jr. to lead review of the City Council goals.

CITY COUNCIL GOALS REVIEW - Thomas Moton, Jr., Assistant City Manager

Mr. Moton noted the citywide goals were established by the Mayor and Council in 2011 and updated in November 2015. He outlined the Citywide Goals as:

- 1) **Public Engagement** - *Deploy communication strategies leading to successful engagement with residents, business owners and residents throughout the Triangle and Eastern North Carolina*
- 2) **Diverse & Innovative Talent** - *Achieve excellence as a City in talent management, growing a culture of diversity and inclusion, expanding innovative service delivery and ensuring fiscal stewardship*
- 3) **Uplift Housing & Education** - *Develop and implement strategies and initiatives uplifting housing conditions and educational opportunities for disadvantaged residents and neighborhoods*
- 4) **Community Mobilization** - *Encourage and enable faith-based organizations, churches and clergy to mobilize for improving the lives of residents in need and strengthening the importance of family*
- 5) **Young, Skilled Adults** - *Continue the local legacy of entrepreneurial success and grow opportunities for innovation by successfully engaging, recruiting and retaining young, skilled adults*
- 6) **Collaboration & Visioning** - *Build support amongst residents, organizations and local leaders for continued collaboration guided by regional visioning for the Twin Counties*
- 7) **Destination Downtown** - *Redevelop the Central City into a destination for residential development and commercial activity through targeted investments, including the Downtown Community facility, housing and infrastructure*
- 8) **Effective Transportation** - *Develop and implement projects and strategies focused on effective transportation solutions for all residents*
- 9) **Responsible Public Safety** - *Implement measure and strategies to successfully reduce crime, manage community conflicts and build broad citizen trust and respect for Police and Fire*

Mr. Moton outlined the City Staff Values (Goals) as follows:

- Excellent public service
- Excellent customer service
- Innovation

He provided the City Council with action items and updates and recapped each of the City Council goals, as revised in November 2015. He highlighted the following Action Items/Updates:

1) Public Engagement:

- Develop a communications committee consisting of representatives from various departments to assist the Office of Public Affairs in constructing city-wide messages, writing articles for publications (press releases), constructing story ideas for TV 19 and ideas on marketing; and developing a corporate style guide consisting of writing and design standards, proper logo usage, etc. The committee will meet on a quarterly basis, if necessary.

Mayor Pro Tem Bullock stated he likes the idea of celebrating the City's 150th anniversary and it is important to keep the enthusiasm up relative to CSX. He suggested connecting with retired CSX employees to piggyback on their memories in an effort to plan upcoming anniversary celebration events and remember the past.

Mayor Combs questioned if the City has any plans for a 150th celebration.

City Clerk Pamela O. Casey reported there is a Committee organized to work on the celebration(s) and plans are ongoing. She told the Council the anniversary will be celebrated all year and incorporated in all events planned, especially Parks and Recreation events, with the largest celebration taking place in conjunction with the July 3 celebration when the contents of the time capsule buried in 1967 are revealed and new items collected from various sources for inclusion in a new time capsule. She added that conversations will be held with businesses, schools and neighborhood organizations relative to their participation in the 150th anniversary celebration(s).

Councilmember Wiggins stated that at the Council retreat in Fayetteville in 2013 a conversation was held relative to increasing public engagement and expanding the Public Affairs Office. He requested an update from the Public Affairs Manager.

NOTE: The City Manager noted Public Affairs Manager Tameka Kenan-Norman will provide an update to Council at the March 13, 2017 Committee of the Whole meeting.

The City Manager reported that since that time a part-time person (20 hours) has been added. He told the Council that the Public Affairs Manager will provide an update to the Council at an upcoming Committee of the Whole Meeting.

Assistant City Manager Tasha Logan Ford told the Council in spite of multiple efforts there are still residents who do not receive information. She stated efforts are ongoing to identify avenues to push out information to residents.

2) Diverse & Innovative Talent:

- Fire
 - Delivery of Aspiring Officer Development for employees seeking advancement along with incumbent officers seeking development; and
 - Implementation of mentoring program for various ranks throughout the organization
- Parks & Recreation
 - Intentional programming to ensure engagement of diverse populations; and

- Intentional partnerships to ensure inclusion of diverse populations (EX: NRMS, Boys and Girls Club, CIS, AKA, etc.) - includes Princeville school students

The City Manager gave an update relative to staff diversity and inclusion efforts and responded to Council inquiries by reporting:

- Training for the management team and Diversity and Inclusion Group (DEIG) is ongoing - joint training scheduled for March 16
- Working towards identifying training and awareness efforts throughout the organization (900 employees); thus far have:
 - included payroll staffers;
 - placed information in newsletter;
 - reported in Supervisors' meetings; and
 - posted documentation in departments
- o Future efforts include:
 - workplace bulletins;
 - wallet cards with key values;
 - effective communication; and
 - reinforcement of trainings and lessons learned

3) Uplift Housing & Education:

- Expand outreach of Operation ARM program through partnerships with various community organizations; and
- Partnerships with organizations with priorities in serving underserved families and individuals
- Other efforts:
 - o enrichment: museum, learn through play, mother/son dance
 - o work with Communities in Schools; continuous process of providing learning opportunities;
 - o after school programs include pre-school care programming at some facilities;
 - o community mobilization and success with churches;
 - o Fire Department supports community days at churches providing exposure to children and church members; and
 - o established chaplains in Fire and Police Departments

4) Community Mobilization:

- Reconvened regular meetings with local faith leaders, City staff and elected officials

5) Young, Skilled Adults:

- Mr. Penny noted
 - some staff have been involved in the Jaycees and Here's to Success Young Ambassadors and supportive of young adults moving into the community
 - there are still opportunities
 - Brew Mill is a great meeting place for a mixture of young and old
 - additional opportunities include Juneteenth and BBQ Throw Down

Councilmember Rogers questioned the status of the Visioning Plan efforts.

Assistant City Manager Tasha Logan Ford reported that Ted Abernathy visited and spoke at a closing ceremony two years ago and each group is continuing efforts.

City Clerk Pamela O. Casey reported that a "Twin Counties Virtual Tour Meeting" led by Dorsey Tobias is scheduled in the City Council Chamber on Friday, March 4, 2017 at 11:30 a.m. She invited all to attend.

The City Manager added that many SC2 efforts were focused on visioning efforts.

6) Collaboration & Visioning:

Councilmember Wiggins stated much has been in the newspaper relative to Gold Rock. He added that public engagement is eluded to in this goal and efforts need to be made to continue to build and maintain relationships with local government partners to include the Carolinas Gateway Partnership. He said the City needs to be proactive in reporting what efforts have been made including monetary investment in the community, collaboration efforts, visioning and public engagement, creating economy and filling housing voids to silence negativity.

The City Manager stated at a recent meeting regarding Gold Rock he made attendees aware of the number of school age children living in the area and that the area is providing affordable housing. He added that the total picture needs to be considered when having conversations. He suggested a meeting with the newspaper (publisher and editor) to make them aware of current efforts relative to the Gold Rock corridor plan.

Councilmember Wiggins reported that there are local lenders with financial stakes in some Gold Rock properties.

Mayor Pro Tem Bullock suggested business leaders be included in conversations between the City and Counties to encourage private investment in the Gold Rock area.

RECESS

Mayor Pro Tem W.B. Bullock recessed the meeting for a break at 2:39 p.m.

RECONVENE

The Retreat reconvened at 3:07 p.m. with all present and Assistant City Manager Thomas Moton, Jr. continued discussion relative to Council goals.

7) Destination Downtown:

City Manager Charles W. Penny told the Council there is a lot going on Downtown that speaks to Council's vision. He noted:

- Council will receive an update from Downtown Manager John Jesso soon;
- a group from the UK is interested in Downtown property;
- a gentleman has recently purchased apartments on Rose Street for redevelopment;
- Station Square has been purchased (expect to close soon/need Phase 2 environmental process; new owners plan to locate a restaurant on the property);
- conversation has been held with a hotelier relative to the Carleton House property;
- Ratio has prepared a rendering which Council will see soon;
- Plans for property (cleaners) on Falls Road will be part of a hotel (70 rooms);
- Barnhill is looking for a store front Downtown; and
- an agreement has been made with Chambliss & Rabil relative to the parking lot

*Councilmember Watkins arrived.

City Manager Charles W. Penny suggested Council renew conversations with Herman T. Jones regarding property at the corner of Thomas and Atlantic and also look at the property behind the Prime Smokehouse.

Assistant City Manager Moton provided an update relative to the policy established due to culverts existing under private properties in the Downtown area and noted the owners of Clean-Clean have recently made inquiries relative to their building on Washington Street. He recommended re-routing as a possible solution and stated the matter will come before the Council soon.

8) **Effective Transportation:** (see handout)

9) **Responsible Public Safety:** (see handout)

Assistant City Manager Moton opened the floor for questions, feedback, additions and/or amendments, comments and reactions from Councilmembers relative to Council goals.

City Manager Charles W. Penny told the Council the Mayor will need to leave early on Thursday and will call in to participate in the meeting by phone on Friday. He stated that once Council has an opportunity to review the documents provided additional conversation relative to Council goals can be held on Friday.

Presenter's PowerPoint Presentation is on file in the City Clerk's Office.

TOURISM DEVELOPMENT & MARKETING OF THE DOWNTOWN COMMUNITY FACILITY (DCF) - Ken Hunter, Budget and Evaluation Manager

City Manager Charles W. Penny told the Council the retreat is being held in Charlotte during the week of the CIAA Tournament in order to discuss how the City will market sports tourism. He called on Budget and Evaluation Manager Ken Hunter to provide a report on tourism development and marketing of the DCF.

Mr. Hunter provided a detailed Action Plan to grow Rocky Mount's tourism economy.

*Councilmembers Knight and Blackwell arrived.

Mr. Hunter discussed the value of tourism and marketing to the Rocky Mount economy and reported:

- Tourism and retail are the only sectors to experience local job growth in the decade since the last recession;
- The City receives 2% of the occupancy tax collected by Nash County;
- Growth is tied to many City investments;
- Accessibility to I-95 has driven the rise of Nash County hotels (2 under development);
- Nash County hotels provide more than 925,000 room nights a year with current average occupancy of 60%;
- Hotel sales for 2016 should exceed \$38M with an average room rate around \$70 per night (with an effective average revenue per available room [RevPAR] of \$14/night);
- Recent growth was driven by Hurricane Matthew;
- Most hotels/motels are located inside the City;
- City destination properties and attractions along with some Edgecombe County locations are marketed to tourists by Nash County TDA;
- Edgecombe County has turned over marketing management to the Edgecombe County Chamber (website exists but not much printed material);
- Nash Travel & Tourism Council:

- Appointed by TDA; hotel-oriented;
- City Parks & Recreation Director serves as ex-officio
- Oversees tourism marketing
- \$470k annual budget
- 1 full-time director and a part-time assistant
- Based out of train station; looking at other sites
- Appointed by County Commissioners

Mr. Hunter provided a SWOT analysis focused on the City's strengths and weaknesses. He reported that the hotel supply continues to grow along Winstead Avenue and Downtown sites are being considered. He explained the structure of the Nash and Edgecombe TDA's and provided the following options for moving forward:

- Leveraging Existing Partnerships (develop strategy)
 - Partner, support and leverage SFM engagement
 - Better engage Nash County Travel & Tourism
 - Build relationship with Edgecombe County TDA
- Establish City Visitor Authority
 - Build out to encourage regional partnership
 - Will require staffing/marketing support
 - \$300,00/year minimum funding
- Establish City and Twin Counties Visitor Authority:
 - Independent regional agency
 - Funded w/share of Occupancy Tax
 - Governed by regional board
 - Requires negotiated agreement
- Three options:
 - 1) Work with what we currently have;
 - 2) Work with Nash and Edgecombe Counties TDA's to create a regional body with new board providing for appointments by the City
 - 3) Create City visitor's authority

Councilmember Wiggins expressed the need for the City to do all necessary to make the DCF a success.

Mr. Penny reported that Mike Crum from the Charlotte Convention and Visitors Bureau will speak on Thursday morning with a tour of the Charlotte Convention Center and NASCAR Hall of Fame to follow.

Mr. Hunter concluded by reporting that:

- The City has led growth of local tourism sector
- DCF continues present momentum
- There is a need to capitalize on opportunity; and
- Relationships and resources exist and are available.

*Ted Cole and Mitch Brugillio (Davenport) arrived.

Presenter's PowerPoint Presentation is on file in the City Clerk's Office.

ENTERPRISE FUNDS DEBT CAPACITY - Ted Cole (Davenport)

City Manager Charles W. Penny introduced Ted Cole and Mitch Brugillio from Davenport & Company. He called on Ted Cole to provide a revenue bond overview to the City Council.

Mr. Cole provided the Council with discussion materials. He explained that:

- Cash, revolving loans and elements of installment purchase financing are all types of financing the City has used in the past

- Revenue bonds have become a more prevalent form of funding and may be a new consideration for financing (bond holder or lender would not have a security interest in assets; only revenue pledge)
- A revenue bond is a debt instrument secured by a pledge of the net revenues derived from an enterprise system (critical system assets are not pledged)
- A rating may be required if more than bank financing is required
- An enterprise system may include one or more utility operations (Electric, Gas, Water, Sewer and Stormwater) as designated by Council under an Indenture of Trust

Mr. Cole explained that should the Council choose to employ the use of revenue bonds the City will still be able to cash fund projects and apply for revolving loans, but a revenue pledge will provide more flexibility for issuing debt. He provided the City Council with the existing debt profile, historical financial operations, capital funding capacity and supporting pro forma detail for each of the City's five enterprise funds (Electric, Gas, Water, Sewer and Stormwater). He outlined the City's existing debt in the five enterprise funds.

Mr. Cole told the Council that City staff already manages debt as if revenue bonds are being implemented and the enterprise funds have been well managed. He added that it is his opinion that the City would have a strongly rated enterprise system should a rating be required.

He provided and explained the funding capacity summary and told the City Council that should they decide to consider the use of revenue bonds the next steps would be to:

- Determine immediate project funding needs;
- Determine preferred revenue bond credit(s), including deciding which utility systems to group into a combined enterprise system;
- Prepare a draft general trust indenture(s);
- Analyze potential revenue bond funding options, including a public sale or direct bank loan;
- Establish a plan of finance; and
- Implement the plan of finance.

He responded to questions from the Councilmembers.

*Richard J. Rose, City Attorney, arrived.

The City Manager explained the impact of warm winters on the City's ability to make margin in the gas fund. He explained that any issuance of debt would have to be approved by the LGC and, while there are no immediate plans for the use of revenue bonds, the City has aging infrastructure including water, sewer and stormwater systems.

Finance Director Amy Staton reported that currently the 2nd point of delivery station and fire station storage building are physically pledged.

Presenter's PowerPoint Presentation is on file in the City Clerk's Office.

CLOSED SESSION

By consensus the City Council entered into closed session at 5:12 p.m. to discuss a personnel matter.

The minutes of the closed session shall be placed on file as **ESM-460** at the end of Minute Book No. 33 upon approval for release by the City Attorney.

REGULAR SESSION/ADJOURNMENT

Mayor Pro Tem W. B. Bullock convened the meeting in regular session at 5:30 p.m. and there being no further business for day one of the Retreat adjourned the meeting.

Day Two
THURSDAY, FEBRUARY 23 - 9:00 A.M.

CITY COUNCIL PRESENT:

W. B. Bullock, Mayor Pro Tem
Andre Knight*
Reuben Blackwell, IV
Lamont Wiggins
Lois Watkins
Tom Rogers
Chris Miller
David W. Combs, Mayor**

STAFF PRESENT:

Charles W. Penny, City Manager
Pamela O. Casey, City Clerk
Tasha Logan Ford, Assistant City Manager
Thom Moton, Jr., Assistant City Manager
Tameka Kenan-Norman, Public Affairs
Manager
Amy Staton, Finance Director
Ken Hunter, Budget Manager
Richard S. Rose, City Attorney

OTHERS PRESENT:

Mike Crum, Charlotte Regional Visitors Authority (CRVA)
Gina Sheridan, Charlotte Regional Visitors Authority (CRVA)
Jennifer Roberts, Mayor of Charlotte
Ann Wall, Assistant City Manager, Charlotte

OPENING - W. B. Bullock, Mayor Pro Tem

Mayor Pro Tem W. B. Bullock called the meeting to order at 8:59 a.m. and welcomed all present.

He called on City Manager, Charles W. Penny to make comments and introduce guests.

WELCOME - Ann Wall, Assistant City Manager, Charlotte, NC and Jennifer Roberts, Mayor of Charlotte

City Manager Charles W. Penny introduced Assistant City Manager Ann Wall for comments. Ms. Wall introduced Mayor Jennifer Roberts to give a welcome.

Mayor Roberts told the City Council she has been Mayor of Charlotte since 2015. She welcomed the City Council to Charlotte and shared her email address (Mayor@CharlotteNC.gov) should Council have questions at a later date.

She provided the following information:

- Charlotte is working on expanding the street car system to add three more lines
- There has been economic development of \$825,000 in Charlotte and \$1M in the County
- There is new development west of the airport; 1,400 acres will be mixed use
- Charlotte is working to be more of a destination location
- Charlotte has great collaboration between private and public partnerships
- Challenges:
 - Affordable housing
 - Education
 - Growing talent

Mayor Roberts responded to questions from the Councilmembers.

The Mayor and City Council joined Mayor Roberts for a photograph.

CHARLOTTE REGIONAL VISITORS AUTHORITY (CRVA) - Mike Crum and Gina Sheridan

City Manager Charles W. Penny told the City Council that one of the reasons Charlotte was selected for the Retreat is its convention and visitors bureau. He introduced Mike Crum and Gina Sheridan to share information relative to the Visitors Authority and marketing.

Mr. Crum welcomed the Council to Charlotte. He advised the Council that he is part of a 6-member leadership team and he was brought to Charlotte twenty-eight (28) years ago by the convention center catalyst project. He told the Council that the CIAA Tournament is one of Charlotte's signature events and the CIAA moved its headquarters to Charlotte about two (2) years ago. He noted that the vision is that Charlotte be recognized as a leading destination, delivering experiences that uniquely enrich the lives of visitors and community.

Mr. Crum and Ms. Sheridan shared the following information as to how the CRVA is organized (governance) and funded and how it promotes the City of Charlotte:

- Organization
 - Political subdivision of the City of Charlotte
 - Created by an act of the NC Legislature in 1951
 - Today, two primary charges:
 1. "To control management and operation of property and improvements...acquired by the City..."
 2. "...shall also engage in activities and programs aiding and encouraging convention and visitor promotion."

He noted Charlotte has \$6.5B in visitor spending and 124k in hospitality and leisure jobs resulting in a \$349 tax savings per resident each year.

He added that:

- perception is everything; if visitors believe your community is a great place to visit, they will visit;
- tourism generates transportation networks;
- Charlotte is in its 4th year of a 5-year strategic planning cycle;
- FY 2017 External Funding = \$29,319,692
 - CRVA funding started with a 3% occupancy tax (1.5% of a 6.5% rental car tax was added);
 - Convention center funding of 3% occupancy tax and 1% prepared food tax; and
 - NASCAR Hall of Fame funding of 2% occupancy tax;
 - Mecklenburg County hospitality taxes = \$244M: Tourism I = \$69M; Tourism II = \$12M; Convention Center = \$123M; and NASCAR Hall of Fame = \$40M
- when the tourism economy grows, the general economy grows

He provided examples of Charlotte's brand logos (Bojangles Coliseum; Charlotte Convention Center; Charlotte FILM; Charlotte's got a lot; NASCAR Hall of Fame; Ovens Auditorium; Spectrum Center and Visit Charlotte).

Mr. Crum introduced Gina Sheridan to share information relative to marketing.

Ms. Sheridan told the Council that she has family in Rocky Mount and the City is dear to her heart.

She shared campaign history of the "Charlotte's got a lot" campaign (9 years brand equity and \$15M+ investment) and noted the following:

- advertising generates impressive returns
- surveys reflect there is significant awareness of media placements (still 35.4% of the population are unaware of any media)
- media placement mirrors visitation
- advertising impacts the City image
- a majority of visitors are from within the State of NC and about one-half are visiting friends and relatives; understand importance of those visiting friends and relatives; important to know where people are coming from and determine how to market to them
- Advertising impact on city image - surveyed to learn people's perceptions of Charlotte and thereafter ads increased perceptions to influence travel; perceptions can change with the use of paid/earned media
- Charlotte is competitive and ranks well compared to visitors' spending in the Southeast (compared to 17 cities)
- travel motivators are:
 - affordable places to stay
 - cost of traveling to City
 - exciting
 - unique local dining
 - great shopping opportunities
 - outdoor activities
 - proximity to home
 - museums/cultural venues
 - kid-friendly activities
 - live theater/performing arts
 - great bars/nightlife
 - live sporting events
- destination marketing has a halo effect on economic development relative to perception of the City as
 - a good place to retire
 - a good place to purchase a second home
 - a good place to attend college
 - a good place to live
 - a good place to start a business
 - a good place to start a career
- the CRVA is being very deliberate in talking about the visitor economy

Ms. Sheridan stated the CRVA is a very maximized, efficiently run team and works to cross promote the City of Charlotte as a whole. She showed advertising examples for the ways the CRVA is promoting the City through Charlottesgotalot.com, the visitors guide, Charlotte's got a blog; team members dedicated to social media; "Happenings" magazine produced in-house monthly; local ambassadors to get visitors to get out and see more/do more; and repurposing information in other medias.

She stated the total cost of publications is \$200,000 annually and Charlotte has recently hired its first full-time advertising person.

She provided the Council with examples of the publications.

Mr. Crum told the City Council that the City stabilized the NASCAR Hall of Fame by reorganizing to consolidate marketing and went back to partners and renegotiated all agreements. He added that the venue hosts approximately 300 events on an annual basis.

Ms. Sheridan added that only two other US cities are structured like Charlotte. She provided her contact information.

Mr. Crum told the Council that placement of the Tybo Stadium was Charlotte's biggest error and that the stadium which was demolished in 1988 should have been built Downtown. He added he is very excited about what Rocky Mount is doing.

Councilmember Wiggins noted the reasons Charlotte was the chosen venue for the 2017 Council Retreat are:

- to hear how an Event Center and other locations can increase tourism and visits by residents, if properly marketed;
- how marketing can add to the economic vitality of our region;
- how Charlotte's marketing and media placement is effective as far south as Charleston;
- to hear how increased marketing of Rocky Mount, including social media, can attract more tourism and more economic development

Ms. Sheridan stated that it is daunting to look at an advertising budget of \$2M, but everyone is competing for the same dollars and it matters how a City "stands out." She offered the following words of advice:

- don't let dysfunctionalities of your city or organization drive how you communicate with the consumer;
- be mindful of valued propositions;
- don't confuse the consumer with dysfunctionalities from an internal position.

Ms. Sheridan responded to questions by Council including noting that Charlotte does not deal with a litter problem. She stated that Charlotte is clean and green, and added that nobody visits a city because it is green/clean, but if it is not they will not return. She told the Council that the biggest challenge in Charlotte is homelessness on the streets and the feeling of being unsafe.

Mr. Crum concluded by stating "great places to visit are also great places to live, work and raise kids." He added that Oxford Economics is a great tool to have in a city's toolbox.

Presenters' PowerPoint Presentations are on file in the City Clerk's Office.

*Councilmember Knight arrived.

TOUR OF CHARLOTTE CONVENTION CENTER AND NASCAR HALL OF FAME - Mike Crum, CRVA, and Ted Woolford, Charlotte Convention Center

Councilmembers, City staff, the City Attorney and Mr. Crum departed at 10:30 a.m. for a tour of the Charlotte Convention Center and the NASCAR Hall of Fame. The group was met by Ted Woolford, Senior Event Manager of the Charlotte Convention Center, who led a guided tour of the facilities.

Council was advised that:

- the Charlotte Convention Center is approximately 22 years old;
- the Center's exhibit hall is 80,000-square-feet;
- it hosts a number of public shows annually (card gaming, volley ball, cheering);
- the Center has 8 full-time staff members and 3 part-time employees;
- the Center has an indoor loading dock;
- airwalls separate the exhibit hall.

The tour concluded with a visit to the NASCAR Hall of Fame. The group returned to the Doubletree and recessed for lunch.

Mayor Combs left the meeting**

RECONVENE

Mayor Pro Tem W. B. Bullock reconvened the Retreat at 1:30 p.m.

FINANCIAL UPDATE - Amy Staton, Finance Director

City Manager Charles W. Penny reported that it is his goal to have the budget reviewed and balance as much as possible by March 31 (his final work day); however, it will only be based on eight months of data and will need final tweaking.

He noted it is important to hold the line on any major purchases due to the Downtown Community Facility coming online and it would be wise to hold off on issuing any major debt for a couple years. Mr. Penny added that premarketing and the first year of operation for the DCF was included in the financing. He added that approximately \$2.1M will need to be transferred to balance the 2017-2018 budget and likely \$3M for 2018-2019.

Mr. Penny told the Council there have been challenges and issues with Nash County's revaluation figures and they are aware of the problem. He said the contractor has admitted making an error and he believes the County will take quick action to make the needed corrections. He stated failure to correct the figures will have a negative effect on the City and suggested that if the County fails to address and correct the problem there may need to be some official request sent from the City to the County. He added that the problem is compounded by the fact that Nash County prepared an in-house revaluation in 2008. Mr. Penny stated that residents wishing to sell their property could be adversely affected because many people do not understand that tax value and market value are different. He reported that the largest increase in values are to commercial properties.

The City Manager told the Council that good things continue to happen in Rocky Mount, private investment continues and the City will see further economic development in the next three to five years. He added the City needs to continue to grow its tax base.

Councilmember Rogers questioned if the City is able to transfer funds between the enterprise funds. Finance Director Amy Staton responded that the City does some transfers limited to administrative service charges.

Mr. Penny called on the Finance Director to present the financial update.

Ms. Staton provided information relative to current individual funds, financial trends and debt.

She provided reports and charts reflecting FY2017 revenues and expenditures as follows and responded to questions from Councilmembers:

General Fund (has stabilized; fund doing well)

- Ad valorem taxes - small tax increase; expect the year to end near budgeted amount)
- Sales tax - in line with budget
- Licenses and Permits - shortfall due to vehicle fee revenue going into the Powell Bill fund; transfers and other offset one another; basically tracking the same as FY 2016
- All other funds in line with budget
- Expect to have a net excess and not use \$1.5M appropriated in FY 2016; working to identify other sources in addition to this \$1.5M relative to balancing the FY 2017 budget
- Revenues
 - o Budgeted = \$62,790,734
 - o Projected = \$59,231,050
- Expenditures
 - o Budgeted = \$62,790,734
 - o Projected = \$58,817,886 (savings mostly due to normal vacancies)

Ms. Staton told the Council that Hurricane Matthew resulted in unbudgeted expenses, especially for Public Works, but even with those expenses there is still an excess.

Electric

- Sales below projected budget; expect to recoup by the end of the year; weather stabilization adjustment in place
- Revenues
 - o Budgeted = \$89,353,582
 - o Projected = \$86,748,740
- Expenditures
 - o Budgeted = \$89,353,582
 - o Projected = \$86,649,160

Gas

- Sales below projected budget due to mild weather
- Revenues
 - o Budgeted = \$22,611,750
 - o Projected = \$19,344,600
- Expenditures
 - o Budgeted = \$22,611,750
 - o Projected = \$20,382,970

The City Manager reported that the purchase gas adjustment has been implemented (\$.20 increase; approximate increase of \$10 per customer). He added that the charge for gas has not increased since 2014. Discussion was held relative to concerns if margin is not met. By consensus, Councilmembers voiced a concern that customers be informed and understand the purchase gas adjustment along with concern due to a recent confusing newspaper article. Mr. Penny noted that the City has no control of newspaper articles. Discussion continued relative to the City controlling its messaging through marketing.

Councilmember Miller questioned if global warming may cause warmer winters in future years and Councilmember Blackwell questioned if a year-long meteorological outlook exists.

Mr. Penny told the City Council that Energy Resources continues marketing to encourage the use of gas to make steam and expansion of the system.

Councilmembers requested a report from Energy Resources within the next 60 to 90 days.

Sewer

- Sales better than projected; expect an excess
- Revenues
 - o Budgeted = \$15,224,935
 - o Projected = \$14,055,700
- Expenditures
 - o Budgeted = \$15,224,935
 - o Projected = \$13,652,170

Water

- Experiencing a bit of a shortfall but balance remains healthy (shortfall perhaps indication of repairs needed relative to leakage); cost of service is being reviewed
- Revenues
 - o Budgeted = \$13,918,054
 - o Projected = \$11,463,000
- Expenditures
 - o Budgeted = \$13,918,054
 - o Projected = \$11,901,250

The City Manager reported that the City's charges for water and sewer are low compared to other communities. Councilmember Rogers stated he would like to see the City resume competing relative to its water rating.

Discussion was held relating to marketing of the City's core business (water). Councilmember Blackwell questioned Council's commitment to marketing stating Rocky Mount residents live in a City where they do not have to worry about power/gas for heating and cooling; sound infrastructure; or water quality and it is important that the City market its positives to create confidence and encourage citizens to recognize and be excited about the good quality of life in Rocky Mount. He complimented Public Affairs Manager Tameka Kenan-Norman for her efforts, adding she needs more assistance.

Councilmember Wiggins noted he has requested that Council receive an updated presentation from the Public Affairs Manager.

Stormwater

- Revenues and expenditures mostly on track as budgeted; not much variance
- Experienced some savings in salaries that can be rolled into fund balance
- Revenues
 - o Budgeted = \$4,625,625
 - o Projected = \$4,598,500
- Expenditures
 - o Budgeted = \$4,625,625
 - o Projected = \$4,313,920

Current Year Summary

- Good:
 - Sales tax growth 4%
 - General fund revenues are stable
 - Savings on fuel and utility cost for city facilities

Challenges

- Tax base
- Weather impact - gas

TRENDS

Property taxes

- Slight decrease due to revaluations
- Levy increased
- Collection percentages remain the about the same
- Tax revenue is slightly up per capita

Ad Valorem Valuation Growth

- Expected to stay flat

City Manager Charles W. Penny told the Council that larger economic development projects would be helpful and staff has been explaining the benefits of annexation to CSX. He reported that the City has not been able to get the numbers needed for an evaluation, but continues to work towards getting the information from the County tax assessors.

General Fund Balance

- On upward trend
- Just below \$13M target (target is \$10M)
- Continues to grow and doing well

Utility Fund Balance Trend (graft provided)

Fund Balance Policy

- Fund balance available 10% minimum met for all funds
- Reserves are established in utility funds for rate stabilization and capital
- Contingency reserve established = .25% for all funds

DEBT (as of 6/30/2016)

- General \$22.3; Utilities \$15.3 (relatively the same as prior year)
- DCF will be reflected next year (\$40M); 2017 payment = \$550,000
- General fund debt as % of expenditures - 2016 = 6%; 2017 = est. 7.2% (good; incorporates whole \$40M and still @ good rate)
- Total debt per capita - 2016 = \$618; 2017 = est. \$1,100
- Ten-year payout ratio - 2016 = \$88.7%; 2017 = est. 53.3% (floor ratio = floor of 50%, will improve when start to pay principle; 2020 debt rolls off)
- General fund debt % of assessed valuation - 2016 = .48%; 2017 = 1.45% (target ratio - no more than 2.5%)
- Debt summary
 - Current debt ratios within policy targets (good rate)
 - Should continue to hold general fund debt levels for at least 2 years
 - DCF payments to begin May 2017; interest only for 2 years

The Finance Director responded to questions from Councilmembers.

Mr. Penny made the Council aware that a future challenge will be renovation of the Judicial Center. Discussion was held relative to the Judicial Center and parking. Mr. Penny noted the library was built by Nash and Edgecombe Counties and the City.

Presenter's PowerPoint Presentation is on file in the City Clerk's Office.

RECESS

Mayor Pro Tem W.B. Bullock recessed the meeting for a break at 2:57 p.m.

RECONVENE

The Retreat reconvened at 3:15 p.m. Budget Manager Ken Hunter continued discussion relative to the Capital Improvement Program (CIP) review.

PROPOSED 2018-2022 CAPITAL IMPROVEMENT PROGRAM - Ken Hunter, Budget and Evaluation Manager

The City Manager told the Council that the CIP deals with large scale capital projects and staff has reviewed the CIP in an effort to keep expenditures as low as possible and maintain the current level of service.

Budget and Evaluation Manager Ken Hunter gave an overview of the proposed 2018-2022 Capital Improvement Program explaining that the CIP consists of:

- Plans for efficient and effective provision of public service and facilities
- Schedules proposed capital improvements with a minimum useful life of 3 years at a minimum cost of \$50,000; and
- Examines and prioritizes the City's needs.

Mr. Hunter informed the Council that staff is proposing a CIP of \$107.6M. He presented the following presentation:

FY 2017 Update

- Financed DCF
- Taking delivery of Tar River Transit Fleet (almost \$3M - funded 80% with federal grant and 10% by state; entire fleet to arrive by June; one new bus delivered and available for Council to tour)
- Housing Plan implementation
- Park renovations (accelerate 3 park renovations - Holly Street; Hornbeam and Sunset)

Mr. Hunter provided the Council with the proposed \$42M CIP by project group and revenue source and noted work continues to minimize and right size:

- Project Group
 - General Government - \$42.44M
 - Powell Bill - \$13.3M
 - Energy Resources - \$18.35M
 - Water Resources - \$27.26M
 - Stormwater - \$6.29M
- Revenue Source
 - General Fund - \$16.58M
 - Enterprise Fund - \$34.47M
 - Powell Bill - \$6.75M (unlikely to grow without increase in population; distributed across growing population)
 - Intergovernmental - \$11.44M (transit)
 - Debt - \$37.04M
 - Other - \$.47M (mostly tied to utilities)

Mr. Hunter outlined the largest FY 18 projects as:

- Resurfacing (\$1.7M)
- Substation 7 Transformer (\$1.1M)
- Replacement Fire Pumpers (\$1 M) (2 purchased for significant savings)
- Downtown Drainage (\$900K) (tied to stormwater; will work to closeout and relocate drainage underground)
- Wastewater Treatment Plant Screw Pump Replacement (\$550K)

He stated the proposed FY 2018-2022 CIP Budget is \$42.4M and consists of 71 projects. He outlined projects as:

- GENERAL GOVERNMENT
 - Public Safety Vehicle - \$7.2M (substantial investment)
 - Technology Improvements - \$3.3M (recabled buildings)

- Public Works Equipment - \$3.2M
- Evidence & Property Management Facility - \$2.7M
- Housing Redevelopment - \$2.25M
- Senior Center Renovations - \$1.85M (final debt payment to the Y this year; significant repairs needed)
- Fire Station Realignment - \$1.45M (replacement of rolling stock; Station 2 and 3 realignment to better serve community)
- Downtown Plan & Improvements - \$1M
- City Hall Improvements - \$1M (need to replace elevators; repave parking lot; work at train station; upfit at Southern Bank Building - will have extra funds from rent due to new Southern Bank Building not being ready)
- POWELL BILL - \$13.3M
 - 5-year Resurfacing - \$8.1M
 - Sidewalks - \$2.1M
 - Corridor Improvements - \$1M
 - Unknowns & Wesleyan Boulevard (changes to US 301; DOT moving ahead with Sunset/I-95 interchange)
- ENERGY RESOURCES
 - Electric - \$12M
 - o Equipment Replacement - \$3M
 - o Transmission Poles - \$2.55M
 - o Substation 14 Transmission Line - \$1.8M
 - Gas - \$5.6M
 - o Service Expansion - \$3.5M
 - o Equipment Replacement - \$790k
- WATER RESOURCES
 - Water - \$10.4M
 - o 2" Main Replacement - \$3.2M
 - o Tank Maintenance - \$1.1M (painting; filter rehab)
 - o Asset Management - \$740k
 - Sewer - \$16.8M
 - o Outfall Rehabilitation - \$7.1M
 - o Screw Pump Replacement - \$1.65M
 - o Asset Management - \$740k (cost of repairs from Hurricane Matthew not significant; waiting to hear from FEMA re reimbursement)
- STORMWATER - \$6.3m
 - Parker's Canal - \$1.7M
 - Equipment Replacement - \$1.38M
 - Downtown Drainage - \$1M
 - Many unknowns with these and other projects

Mr. Hunter concluded his presentation with the following and responded to questions from Council:

- FOLLOW-UP
 - CIP and capital budget are not appropriations
 - Projects reviewed by City Council during annual budget review
 - Proposed annual operating budget reflects proposed capital budget, joint presentation

Presenter's PowerPoint Presentation is on file in the City Clerk's Office.

ADJOURNMENT

There being no further business for day two of the Retreat the meeting adjourned at 4:12 p.m.

Day Three
FRIDAY, FEBRUARY 24 - 9:00 A.M.

CITY COUNCIL PRESENT:

W. B. Bullock, Mayor Pro Tem
Andre Knight*
Reuben Blackwell, IV*
Manager
Lamont Wiggins
Manager
Lois Watkins
Manager
Tom Rogers
Chris Miller

STAFF PRESENT:

Charles W. Penny, City Manager
Pamela O. Casey, City Clerk
Tasha Logan Ford, Assistant City
Manager
Thom Moton, Jr., Assistant City
Manager
Tameka Kenan-Norman, Public Affairs
Manager
Amy Staton, Finance Director**
Richard S. Rose, City Attorney

ABSENT:

David W. Combs, Mayor

OPENING - W. B. Bullock, Mayor Pro Tem

Mayor Pro Tem W. B. Bullock called the meeting to order at 9:00 a.m. and welcomed all present.

He called on Assistant City Manager, Tasha Logan Ford provide the housing update.

Ms. Ford reported that at last year's retreat staff was charged with investigating and/or implementing strategies to improve housing conditions with emphasis placed on the Targeted Areas of Opportunity (TAOs) identified in the 2015 Housing Study. She noted the goals of the strategies were to address recommendations from the study, preserve home ownership, increase property values and beautify neighborhoods.

Ms. Ford provided information relative to the three staff recommendations as follows:

- Proposal #1 - Rehab Loan
 - Purchase of older homes made difficult by the hefty costs of improvements required
 - o Utilize HUD & General Funds to incentivize private lending for rehab loans - \$500,000 total
 - o 5-year forgivable matching loan for up to \$12,500
 - o Restrict assistance to homes 50 years and older
 - o Uses include:
 - Utility related upgrades (electrical and plumbing)
 - Exterior improvements (roofs, porches, windows, doors)
 - Site improvements (drainage and driveway)
- UPDATE - Rehab Loan
 - Program will act as a matching grant (dollar for dollar), rather than a matching loan
 - Program expected to start March 1, 2017
 - All uses and restrictions remain the same

Ms. Ford stated there has been staffing transitions resulting in some delay of implementation. She told Council a new Community Development Administrator and a Housing Specialist have been recently hired. She recommended the frozen Planning Administrator position in the Planning Department be unfrozen and necessary adjustments be made to the job description to provide additional capacity across the department and support the continued housing initiatives.

She advised that the program will be open to anyone in the City so long as the property is 50 years or older and will operate on a first come/first served basis and the owner of the property must be current on payment of taxes on the subject property.

She added the program is expected to serve approximately 40 structures and can be combined with others to accomplish more. She stated that information can be shared with neighborhood presidents.

Discussion was held relative to loan vs. grant, qualification and budgeting concerns and Councilmember Blackwell suggested the program shows the City is investing in those who choose to live in older neighborhoods in the City.

- Proposal #2 - Tax Incentive
 - Many homeowners and investors are discouraged by property tax increase post-rehab
 - o Hold property taxes at pre-2017 amount for those that invest a minimum dollar amount between July 1, 2016 and June 30, 2018 (property would need to be reassessed after work is completed)
 - o Incentive could be made more attractive if City is able to encourage Nash and Edgecombe Counties to offer a similar tax hold (similar to agreements made for the Downtown Business District) - still need to hold conversations with the counties
- UPDATE - Tax Incentive
 - City staff is researching other municipalities to set the appropriate minimal dollar amount
 - Once research is complete, staff will need to hold discussion with the Counties' staff to gauge interest in coordination
 - Implementation of the program is planned for Fall 2017

Ms. Ford told the Council this program would be available to all residents and would help deter future deterioration.

- Proposal #3 - Expand Energy Share (weatherization rebate program)
 - Current Energy Share Program only reimburses \$500 for an attic insulation replacement and/or the installation of an energy efficient heating and air system for one utility customer for up to two (2) address per year
 - o Increases reimbursements to \$1,000 for heating and air system replacement and extends the program for up to five (5) addresses per year per utility customer
- UPDATE - Expand Energy Share
 - Program expanded to include duct work
 - Energy Share Program exhausted \$100,000 by January 2017 and it is anticipated the remaining \$100,000 will be exhausted by the new fiscal year
- HOUSING DEVELOPMENTS
 - Public Hearings held February 15 & 16
 - o Informed public about the Consolidated Plan process and gave public an opportunity to share with consultants the type of Community Development projects they would like to see (within the next 5 years)
 - An online survey is open now until March 3
 - Stakeholder meeting held; translated in Spanish
 - A draft Consolidated Plan and Analysis of Impediments to Fair Housing will be published in late March with a 30-day comment period
 - o Additional Public Hearings will be held in April

- The final Consolidated Plan will be placed on Council Agenda in early May

Ms. Ford told the Council much frustration was expressed in the meetings that were held relative to a need for rental assistance, utility bills and the perception the City is focusing on Beal Street development and not on other neighborhoods. She said they were unable to get specific ideas and staff will hold smaller meetings with neighborhood representatives. She said the process is ongoing and conversations continue with representatives from the Citizens Academy for ideas that can be put into a plan and tied to funding.

Councilmember Miller stated that one of the complaints from neighborhood leaders is the City needs better enforcement by community code.

Councilmember Watkins noted there is a lack of knowledge by residents of actions the City is taking. She stated many complaints have been or are being addressed, but residents are not aware.

Ms. Ford provided updates on the following projects:

- RAVENWOOD CROSSING (formerly Clairmont Apartments)
 - 80-unit development; \$200,000 in HOME plus \$200,000 in CDBG
 - Developer: WODA
 - Predominantly 2 and 3 bedroom units targeted towards families
 - Project Timeline
 - o Community meetings scheduled for mid-March
 - o Groundbreaking ceremony scheduled for April-May
 - o Construction to begin in May
 - o Preleasing by February 2018
 - o Fully constructed and leased by Summer 2018

City Manager Charles W. Penny told the Council that Troy Davis has purchased and plans to redevelop the apartments behind Ravenwood Crossing.

- BEAL STREET SQUARE
 - 80-unit development; \$250,000 in HOME
 - Leasing Update
 - o Community Center open to the public and acts as leasing office
 - o Units 50% leased
 - o Playground complete
 - o Construction will be fully complete in June
 - o Rent starts at \$420
- HOLLY STREET DUPLEXES (\$250,000 in HOME)
 - Holly Street Phase III (2 duplexes; 4 units)
 - o An additional 2 duplexes will be built to finish out the 600 block of Holly Street
 - o Construction is expected to begin March 2017
 - o Properties will be constructed and leased by June 2017
 - o 10 units
- HARAMBEE SQUARE APARTMENTS (\$400,000 in HOME)
 - Renovation Update
 - o Project 90% Complete
 - Remaining Renovations Include:
 - ❖ Window Replacement
 - ❖ Common Space Update (paint, flooring)
 - ❖ Minor Roofing
 - o 20 of 24 apartments are leased

- NATIONAL CIVILIAN COMMUNITY CORPS (NCCC) (volunteer teams)
 - Curb Appeal Enhancement Project
 - o Painting OSB Board to look like windows and doors, stenciling street numbers on curbs, cutting back overgrown vegetation, etc.
 - Team will conduct work from March 6th to April 17th (6 weeks)
 - Team will work in Downtown 3 neighborhoods with a high percentage of boarded up structures: Villa Place, Southeast Rocky Mount and Holly Street
 - Opportunity for team through AmeriCorps to return

Assistant City Manager Thomas Moton, Jr. told the City Council an update relative to replacing OSB Board with a plexiglas type acrylic sheet was provided in a recently FYI update. He advised the cost is \$200 per opening, substantially more expensive than OSB board. He reported that Ms. Alice Davis has been very complimentary. Councilmember Blackwell questioned if the plexiglas type material could be purchased directly from the manufacturer to reduce costs. Mr. Moton reported that the expense is primarily due to the anchors which hold the sheets in place.

- GENESIS ESTATES (Rocky Mount Edgecombe/CDC)
 - \$260,000 of HOME money was committed to the development of 2 houses in Genesis Estates
 - Homes are eligible for purchase by home buyers at or below 80% of AMI
 - Both homes received CO's in November - 1 home is under contract
 - Proceeds from sale to be returned to Rocky Mount Edgecombe/CDC for continued development
- DEHC PROJECTS
 - As the lead entity for the Down East HOME Consortium, the City has processed 3 full-home rehabs in Edgecombe County for up to \$40,000 and have 5 more homes in Edgecombe County pending
 - Typically alternate years for rehab work in each County (began in 2011)

City Manager Charles W. Penny told the Council that Atlantic Avenue (primary entrance to the DCF) needs to be developed and the project would be a great tax credit project.

Discussion ensued with Councilmember Rogers questioning why that is not a priority.

Assistant City Manager Tasha Logan Ford suggested a Master Plan similar to the Goldrock Corridor Development be prepared.

ACTION: Motion was made by Councilmember Blackwell, seconded by Councilmember Rogers and unanimously carried that the City return to the original strategy of preparing a corridor study and conceptual plan on Atlantic Avenue (to NC 97) and Grand Avenue (east and west).

CLOSED SESSION

The City Attorney requested a closed session to discuss matters concerning attorney/client privilege. The minutes of the closed session shall be placed on file as ESM-461 at the end of Minute Book No. 33 upon approval for release by the City Attorney.

Motion was made by Councilmember Miller, seconded by Councilmember Watkins and unanimously carried that the City Council go into closed session at 10:27 a.m.

REGULAR SESSION

Mayor Pro Tem W. B. Bullock convened the meeting in regular session at 10:48 a.m. and opened the floor for other items of concern of Council.

The Mayor Pro Tem stated he would like further discussion relative to some topics mentioned today to be held in an upcoming COW meeting including a discussion on the appearance of the City. He noted some campaign signs are still in place.

Councilmember Wiggins requested the Council consider setting the location of the 2018 Retreat now.

Comments by Council:

Councilmember Bullock suggested waiting to make a decision since in 90 days to 6 months the DCF will be under construction and other issues may develop.

Councilmember Blackwell stated that he agrees with scheduling a date for the Retreat earlier.

Councilmember Miller suggested prior to the next Retreat details of planning might include citizen input.

ACTION: Motion was made by Councilmember Knight, seconded by Councilmember Rogers and unanimously carried that Wilmington, NC be selected as the tentative location for the 2018 City Council Retreat.

Councilmember Blackwell voiced concerns related to inspections customer service and permitting.

Councilmember Miller stated that she has been approached relative to installation of solar panels on roofs. She requested that someone from Energy Resources or the Power Agency provide Council with information relative to solar panels/solar energy.

Councilmember Watkins said she has observed a lack of communication between permitting and utilities with proposed tenants.

The Mayor Pro Tem suggested that Council hold a discussion relative to additional topics for future COW meetings. He stated the discussion held in this Retreat has been helpful. He told the Council he believes the City is in a good position in spite of some challenges; that he is proud to serve on the Council; and Councilmembers can go home from the Retreat with the feeling something has been accomplished.

Mayor Pro Tem Bullock thanked City Manager Charles W. Penny and all staff for the work preparing for the Retreat. He thanked Mr. Penny for his service and stated he hates to see him leave.

City Manager Charles W. Penny thanked the Council for allowing him to serve as City Manager for the past seven years. He stated it has been a great experience and he sees a bright future for the City. He told Council to keep doing what they are doing. He noted he has only served one Council as City Manager and has been happy to serve this Council, even when there have been challenges. He stated it has been a positive experience and this Council has made him a better manager. He added the City has great staff that will continue to bring the City forward under the direction of Council.

He stated that Tameka Kenan-Norman has been the Public Affairs Manager for the past five years and under her direction marketing has come a long way. He said that as a government the City needs to figure out a way to tell its story consistently.

CLOSED SESSION

Councilmember Wiggins requested a closed session to discuss a personnel matter. The minutes of the closed session shall be placed on file as ESM-462 at the end of Minute Book No. 33 upon approval for release by the City Attorney.

Motion was made by Councilmember Wiggins, seconded by Councilmember Blackwell and unanimously carried that the City Council go into closed session at 11:15 a.m.

Staff members left the meeting.

CONCLUSION

Mayor Pro Tem W. B. Bullock convened the meeting in regular session at 12:00 p.m. and adjourned the Retreat.

WELCOME

The Mayor welcomed citizens and directed them to copies of the agenda near the entrance of the City Council Chamber.

AMERICAN RED CROSS MONTH

The Mayor read a Proclamation proclaiming the month of March 2017 as American Red Cross Month in the City of Rocky Mount. The Mayor presented the Proclamation to Cally Edwards, Executive Director of the Northeastern North Carolina Red Cross Chapter, and Ken Hunter, Board Chair for the Frederick E. Turnage Chapter of the Red Cross in Rocky Mount, and joined Ms. Edwards and Mr. Hunter for a photograph.

SPECIAL GUESTS/AMERICORPS NCCC TEAM

The Mayor recognized the following members of AmeriCorps National Civilian Community Corps: Sara Eckard; Troy Farrell; Ashley Graham; Daniella Gordon; Kat Barry; Maggie Yost; DeJuan Shelton; Mikayla Scogg; Zack Owens; and Willie Stewart.

He stated the team is currently being hosted by the City and is working on a Neighborhood Curb Appeal Enhancement Project in the neighborhoods of Southeast Rocky Mount, Villa Place and Holly Street. The Mayor noted their work will consist of painting plywood used for boarding homes to look like windows and doors, cutting back overgrown vegetation, painting street numbers along the curb and other yard work.

The Mayor explained that AmeriCorps NCCC is a 10-month, full-time, team-based residential program for men and women, ages 18-24. He added that in addition to the service project, the team will be volunteering at weekend community events.

PETITIONS FROM THE PUBLIC

Mayor Combs opened the meeting for petitions from the public.

Nehemiah Smith of 1620 East Virginia Street reiterated his complaint regarding a lack of commitment to diversity in the Fire Department. He recited hiring data relative to the Fire Department and questioned what black folk need to do to be promoted or hired.

Bronson Williams of 611 Hargrove Street told the City Council that he attended the groundbreaking for the Downtown Community Facility (DCF) today. He stated the facility will be a game changer for the community and will bring people to the City to visit and to live. He thanked the

Council for sticking to the facts, figures and data and for the hard work they have done to be sure the project will be fitting for the community and the region.

CONSENT AGENDA

A. AD VALOREM TAX RELEASES

SCHEDULE A - acknowledge receipt of report of the following taxes under \$100 approved for release and/or refund by the City Manager:

<u>YEAR</u>	<u>BILL NO.</u>	<u>NAME/ADDRESS</u>	<u>TAX</u>	<u>COMMENT</u>
<u>NASH COUNTY</u>				
2012	1629	HUNTERS WORLD ATTN: MARK E DAUGHTRIDGE 4264 LEASTON RD ROCKY MOUNT, NC 27803	9.18 3.56	CITY INT BILLED IN ERROR BUSINESS CLOSED IN 2011
TOTAL RELEASE:			12.74	
2013	1594	HUNTERS WORLD ATTN: MARK E DAUGHTRIDGE 4264 LEASTON RD ROCKY MOUNT, NC 27803	7.67 2.28	CITY INT BILLED IN ERROR BUSINESS CLOSED IN 2011
TOTAL RELEASE:			9.95	
2014	1001	HUNTERS WORLD ATTN: MARK E DAUGHTRIDGE 4264 LEASTON RD ROCKY MOUNT, NC 27803	5.60 1.16	CITY INT BILLED IN ERROR BUSINESS CLOSED IN 2011
TOTAL RELEASE:			6.76	
2015	1570	HUNTERS WORLD ATTN: MARK E DAUGHTRIDGE 4264 LEASTON RD ROCKY MOUNT, NC 27803	4.59 0.46 0.59	CITY PEN INT BILLED IN ERROR BUSINESS CLOSED IN 2011
TOTAL RELEASE:			5.64	
2016	926	HUNTERS WORLD ATTN: MARK E DAUGHTRIDGE 4264 LEASTON RD ROCKY MOUNT, NC 27803	4.59 0.46 0.14	CITY PEN INT BILLED IN ERROR BUSINESS CLOSED IN 2011
TOTAL RELEASE:			5.19	
2016	1728	T STEWART GIBSON PLLC 609 CHAD ST ROCKY MOUNT, NC 27803	38.89 3.89 1.18	CITY PEN INT BILLED IN ERROR BUSINESS CLOSED
TOTAL RELEASE:			43.96	

SCHEDULE B - approve release and/or refund of the following taxes over \$100:

<u>YEAR</u>	<u>BILL NO.</u>	<u>NAME/ADDRESS</u>	<u>TAX</u>	<u>COMMENT</u>
<u>NASH COUNTY</u>				
2016	23889	BELMONT LAKE PRESERVE HOMEOWNERS ASSOCIATION INC OFF RED OAK BATTLEBORO RD ROCKY MOUNT, NC 27804	9,756.59 268.31	CITY INT EXEMPT
TOTAL RELEASE:			10,024.90	

B. PROJECT ORDINANCE AMENDMENTS (Closeouts): (recommended for adoption)

1. Transit:

- a) Ordinance No. O-2017-16 entitled FINAL GRANT PROJECT ORDINANCE/FY 2015 COMMUNITY TRANSPORTATION CAPITAL GRANT;
 - b) Ordinance No. O-2017-17 entitled FINAL GRANT PROJECT ORDINANCE/FY 2015 AMERICAN RECOVERY REINVESTMENT GRANT PROGRAM CAPITAL PROJECT;
 - c) Ordinance No. O-2017-18 entitled FINAL GRANT PROJECT ORDINANCE/FY 2015 RURAL TRANSIT RGP PROGRAM;
 - d) Ordinance No. O-2017-19 entitled FINAL GRANT PROJECT ORDINANCE/FY 2015 URBAN TRANSIT SYSTEM OPERATING PROJECT GRANT;
 - e) Ordinance No. O-2017-20 entitled STATE OF GOOD REPAIR FORMULA FUNDS VAN PURCHASE;
2. Ordinance No. O-2017-21 entitled FINAL GRANT PROJECT ORDINANCE/SUMMER FEEDING PROGRAM GRANT;
3. Ordinance No. O-2017-22 entitled FINAL GRANT PROJECT ORDINANCE/GOVERNOR'S CRIME COMMISSION GANG INITIATIVE;
4. Ordinance No. O-2017-23 entitled FINAL GRANT PROJECT ORDINANCE/ACME UNITED SEWER PROJECT;
5. Ordinance No. O-2017-24 entitled FINAL GRANT PROJECT ORDINANCE/THORPE BUILDING REUSE AND RESTORATION PROJECT;
6. Ordinance No. O-2017-25 entitled FINAL GRANT PROJECT ORDINANCE/DOUGLAS BUILDING REUSE AND RESTORATION PROJECT;
7. Ordinance No. O-2017-26 entitled FINAL GRANT PROJECT ORDINANCE/STOKES BUILDING REUSE AND RESTORATION PROJECT;
8. Ordinance No. O-2017-27 entitled FINAL GRANT PROJECT ORDINANCE/MANHATTAN THEATER PROJECT; and
9. Ordinance No. O-2017-28 entitled FINAL GRANT PROJECT ORDINANCE/NUTKAO PRETREATMENT PROJECT.

Motion was made by Councilmember Rogers, seconded by Councilmember Miller and unanimously carried that the recommendations relative to the Consent Agenda items be approved inclusive of approval of the tax releases and adoption of the Ordinances contained therein.

PLANNING BOARD RECOMMENDATIONS

The City Council received the minutes and recommendations from a Planning Board meeting held February 14, 2017. The minutes are on file in the office of the City Clerk. The following action was taken upon the recommendations of the Planning Board.

REZONING REQUEST/PUBLIC HEARING

The Mayor opened a public hearing relative to the following rezoning request recommended for approval and found in compliance with the Comprehensive Plan by the Planning Board on December 13, 2016; referred back to the Planning Board by the City Council on January 11, 2017; and re-recommended for approval and found in compliance with the Comprehensive Plan by the Planning Board on February 14, 2017:

- request by Ibrahim Hasan Odeh to rezone ±0.34 acres at 1545 South Church Street from I-2 to B-5

Stephanie Viverette of 212 Bennett Street opposed the rezoning and stated that people can be seen on video camera urinating on the building now. She questioned what will happen when there is another convenience store within the same one-block radius and even greater access to beer and wine. She added another convenience store will not be good for the community; will offer more lottery tickets and result in more crime.

Bronson Williams of 611 Hargrove Street told the City Council that the residents of South Rocky Mount are opposed to the rezoning request. He added they want more control over the look of the community.

Nehemiah Smith of 1620 East Virginia Street told the Council his home is in South Rocky Mount and he agrees with Ms. Viverette that there are too many convenience stores in the area. He stated he is in favor of development, but not in favor of another convenience store. He said that things happen around convenience stores that children should not see and children should be safe in their community.

Patricia Hammond of 423 Craig Street opposed the rezoning and said several people at her church, Greater Joy, and the Peacemakers are also opposed. She said she has a petition in opposition to the rezoning.

Petitioner, **Ibrahim Odeh**, owner of 1545 S. Church Street told the City Council that a family member owns the store across the street from this location and there has been only one crime at his store when someone parked their car leaving the windows opened and their cell phone was stolen. He stated he has a petition with 152 names of individuals who would like a convenience store at that location. He added that Ms. Hammond does not live in the community. He said if there is a public urination problem, that is a police matter.

Hasson Odeh told the Council he has been in the community for twelve years and has never had any problem with anyone in the community. He said people in the community came to the store and told him that Ms. Hammond was asking them to oppose the rezoning. He said there are no homes on either side of the lot and only across the street from the property. He said in the 80's there were approximately 10 stores in the neighborhood and the Planning Board has approved the rezoning request. He added it is not against the law to sell alcohol or lottery tickets. He provided a petition in support of the rezoning to Planning Director, Ken Graves.

No one else appeared relative to the rezoning request and the Mayor declared the public hearing closed.

Councilmember Miller questioned if mediation has been held and the Planning Director reported that neighborhood meetings have been held with both sides and neither is willing to move from their position.

Motion was made by Councilmember Knight, seconded by Councilmember Wiggins unanimously carried that receipt of the Planning Board minutes be acknowledged; and that this matter be deferred until the March 27, 2017 meeting of the City Council.

**Note: Substitute Motion deferred item until the April 10, 2017 City Council meeting.*

REZONING REQUEST/PUBLIC HEARING

The Mayor opened a public hearing relative to the following rezoning request recommended for approval and found in compliance with the Comprehensive Plan by the Planning Board:

- request by Matthew Monroe and Sean Brady, Rea Ventures Group, LLC, to rezone ±6.26 acres at 1690 Northern Boulevard from B-2CU to R-6MFA

No one appeared to speak and the Mayor declared the public hearing closed.

Councilmember Miller requested more information relative to the rezoning request.

Planning Director Ken Graves reported that the requested rezoning is less intense than the current zoning going from commercial to residential. He reported the applicant is proposing to construct an 80-unit multi-family apartment complex facility similar to Ravenwood Crossing and the Beal Street Development Plan (workforce housing).

Petitioner, Sean Brady, Vice-President of Rea Ventures, told the Council the company is developers and owners of apartment communities and has over 4,100 units of apartment housing with four developments in North Carolina (Winston-Salem, Waynesboro, South Port and about to break ground in Wilson) that are very successful. He stated the property is under contract and the intended use is for 80-units, garden style apartments, 3-stories, 3 residential buildings and a clubhouse. He added the exteriors would be brick and Hardie Plank and they plan to continue to own the property. He stated the property management company will be Boyd Management based in South Carolina and there will be full-time onsite staff at the apartment complex.

Motion was made by Councilmember Miller, seconded by Councilmember Rogers and unanimously carried and that **Ordinance No. O-2017-29** entitled **ORDINANCE AMENDING THE LAND DEVELOPMENT CODE AND MAP OF THE CITY OF ROCKY MOUNT** be adopted.

REZONING REQUEST/PUBLIC HEARING

The Mayor opened a public hearing relative to the following rezoning request recommended for approval and found in compliance with the Comprehensive Plan by the Planning Board:

- request by Spencer Pittman to rezone ±0.89 acres at 2460 Tanner Road from B-5CU to A-1

No one appeared to speak and the Mayor declared the public hearing closed.

Councilmember Wiggins questioned the current conditions currently on the property and the Planning Director responded the request is for less intense zoning to go from commercial to agriculture with the intent is to place a manufactured home on the lot. He added that most of the area around the site is vacant and wooded and there is a manufactured home on adjacent property.

Motion was made by Councilmember Blackwell, seconded by Councilmember Knight and unanimously carried that **Ordinance No. O-2017-30** entitled **ORDINANCE AMENDING THE LAND DEVELOPMENT CODE AND MAP OF THE CITY OF ROCKY MOUNT** be adopted.

REZONING REQUEST/PUBLIC HEARING

The Mayor opened a public hearing relative to the following rezoning request recommended for approval and found in compliance with the Comprehensive Plan by the Planning Board:

- request by William Edward Harrison to rezone ±1.75 acres at 2021 and 2031 Leggett Road from R-10 to A-1

Erma Edge of 2032 Leggett Road requested clarification of the plans for the rezoning.

Planning Director Ken Graves reported the rezoning is very similar to the previous request in that the plan is to place a manufactured home on the property and for the adjacent lot to remain vacant.

Motion was made by Councilmember Knight, seconded by Councilmember Blackwell and unanimously carried that **Ordinance No. O-2017-31** entitled **ORDINANCE AMENDING THE LAND DEVELOPMENT CODE AND MAP OF THE CITY OF ROCKY MOUNT** be adopted.

CONDITIONAL USE REZONING REQUEST/PUBLIC HEARING

The Mayor opened a public hearing relative to the following conditional use rezoning request recommended for approval and found in compliance with the Comprehensive Plan by the Planning Board:

- request by Hassan Shehadeh for the rezoning of ±0.37 acres at 725 South Church Street from I-2 to B-5CU

The Mayor explained that a public hearing on a conditional use rezoning is quasi-judicial and all who testify must be sworn.

No one from the public appeared relative to the rezoning request and the Mayor declared the public hearing closed.

Motion was made by Councilmember Knight, seconded by Councilmember Blackwell and unanimously carried that action as to the rezoning request be deferred until the March 27, 2017 meeting of the City Council.

City Manager Charles W. Penny pointed out the two re-zonings were deferred to an afternoon meeting and suggested consideration of the re-zonings be instead deferred until the April 10, 2017 meeting.

Councilmember Blackwell stated it is very clear there are serious cultural concerns and stressors and frank conversations about race and culture need to be held. He added he believes we are seeing an example of what happens when things are not dealt with over time and even though Council's role is to only consider the rezoning petitions it is in context with what is happening in our larger community. He stated there needs to be some serious proactive engagement between the Middle Eastern and African American communities where it concerns commerce in African American communities. He noted concerns evidenced by residents of the communities are real and the concerns of the business owners are also real and it would be a critical mistake simply to act on the rezoning requests and make no effort to change the formula in how to build a better, more inclusive and effective City and community. He noted there needs to be some frank dialogue.

Councilmember Knight agreed and expressed his experience in visiting similar stores primarily in the African American community and voiced his

opposition of businesses that extort and disrespect people. He suggested that the Human Relations Department have conversation with the business owners and the community.

*A substitute motion was made by Councilmember Blackwell, seconded by Councilmember Knight and unanimously carried that consideration of the rezoning requests for 1545 South Church Street and 725 South Church Street be deferred until the April 10, 2017 (instead of the March 27) City Council meeting and that the Human Relations Department be tasked to have conversations with businesses and the community and report to the City Council prior to the April 10 meeting, on what is taking place in businesses owned by members of the Middle Eastern community inside African American communities.

REZONING REQUEST/RESOLUTION AUTHORIZING CONDITIONAL USE PERMIT

The Mayor noted that a public hearing relative to the following rezoning request recommended for approval and found in compliance with the Comprehensive Plan by the Planning Board was held on February 13, 2017:

- request by Terry Wethington to rezone +/-4.59 acres at 4053 Sunset Avenue from B-1 & R-15 to B-2

Consideration of the rezoning was deferred until February 27, 2017 at which time the request was amended to add conditional uses. An Ordinance amending the Land Development Code and Map of the City was adopted on said date. Council was advised that the following conditions were being offered:

- all permitted land uses allowed with the exception of nightclub, bar and tavern
- A type C buffer shall be installed along all property lines adjacent to residential land uses and no reduction shall be permitted with the installation of a fence

The City Council was provided with a Resolution authorizing a conditional use permit.

Motion was made by Councilmember Bullock, seconded by Councilmember Rogers and unanimously carried that **Resolution No. R-2017-8** entitled **RESOLUTION AUTHORIZING CONDITIONAL USE PERMIT FOR TERRY WETHINGTON** be adopted.

ELECTRIC SERVICE SCHEDULE/AREA LIGHTING SERVICE

The City Council was provided with amended street and lighting service rate schedules updated to include LED light fixtures. The Council was advised that the proposed monthly rate for an LED light fixture is significantly less than comparable incandescent, mercury vapor, high pressure sodium or metal halide light fixtures.

Motion was made by Councilmember Bullock, seconded by Councilmember Miller and unanimously carried that **Ordinance No. O-2017-32** entitled **ORDINANCE APPROVING/AMENDING ELECTRIC RATE SCHEDULES** as follows be adopted:

- **ADMINISTRATIVE POLICY NO. X.7.14 ENTITLED "POLICY: ELECTRIC RATE SCHEDULE - STREET LIGHTING SERVICE"** and;

- **ADMINISTRATIVE POLICY NO. X.7.17 ENTITLED "POLICY: ELECTRIC RATE SCHEDULE - AREA LIGHTING SERVICE".**

PNC PROCUREMENT CARDS

The City Council was provided with an agreement with PNC for the use of procurement cards. City Manager Charles W. Penny advised the City Council that the Local Government Commission has guidelines for the use of Pcards programs which the City will follow and the Pcards will serve as an additional procurement method and be subject to statutory and existing City required procurement procedures.

Motion was made by Councilmember Miller, seconded by Councilmember Bullock and unanimously carried that the agreement with PNC Bank, National Association be approved and that the City Manager, Finance Director and Mayor be authorized to execute the agreement and any additional necessary documentation (**C-2017-9**) on behalf of the City.

DEED FOR HIGHWAY RIGHT-OF-WAY/ SPRINGFIELD ROAD

Assistant City Manager Tasha Logan Ford advised the Council that as part of the Springfield Road widening project (U-4762), which will be let for construction in August 2017, the North Carolina Department of Transportation (NCDOT) is proposing to acquire a right-of-way, a permanent easement (PUE) and a permanent drainage/utility easement at 900 Springfield Road. She reported the Engineering Department recommends approval of a Deed for Highway Right-of-Way.

Motion was made by Councilmember Wiggins, seconded by Councilmember Rogers and unanimously carried that the Mayor and City Clerk be authorized to execute the Deed for Highway Right-of-Way.

TAXICAB LICENSE/NEW APPLICATION

The City Council received a recommendation from the Chief of Police for the issuance of one (1) new taxi cab right to Eugene S. Miller-Humes.

Motion was made by Councilmember Knight, seconded by Councilmember Wiggins and unanimously carried that a Taxi Permit be approved for issuance to Eugene S. Miller-Humes as recommended by the Chief of Police.

LEASE/TRAIN STATION

City Manager Charles W. Penny advised the City Council that Tar River Transit currently occupies space on the third floor of the train station at 100 Coastline Street in rooms 315, 316 and 317 (approximately 1,792 square feet). He provided the City Council with a lease agreement for lease of the space for a period of five years with monthly rental of \$1,792 with tenant to be responsible for a pro rata share of utility costs and janitorial service.

Motion was made by Councilmember Blackwell, seconded by Councilmember Miller and unanimously carried that **Resolution No. R-2017-9** entitled **RESOLUTION OF INTENT TO LEASE OR RENT PROPERTY** be adopted. This resolution authorizes the City Clerk to advertise a Notice of Intent to approve the lease.

ELECTRIC SERVICE AGREEMENTS

The City Council received the following electric service agreements outlining the terms and conditions for the purchase of electric power by the following businesses:

- a. **Rocky Mount Medical Park (C-2017-10)**
- b. **Lidl (C-2017-11)**

Motion was made by Councilmember Rogers, seconded by Councilmember Wiggins and unanimously carried that the electric service agreements described above be approved and that the Mayor and City Clerk be authorized to execute the same on behalf of the City.

MUNICIPAL AGREEMENTS/NCDOT

The City Council received the following municipal agreements with the North Carolina Department of Transportation:

- a) Hunter Hill Road Widening Project (U-3621 A) - adjustment and relocation of City of Rocky Mount municipality-owned water and sewer infrastructure necessary for project - City responsible for 100% of construction costs estimated at \$311,085 (C-2017-4); and
- b) US Highway 310 Bypass (Wesleyan Boulevard) Improvement Project (U-3330) - adjustment and relocation of City of Rocky Mount municipally-owned water and sewer infrastructure necessary for project - City responsible for 100% of construction costs estimated at \$1,658,979 (C-2017-5).

Motion was made by Councilmember Rogers, seconded by Councilmember Wiggins and unanimously carried that the municipal agreements with the North Carolina Department of Transportation be approved and that the Mayor and City Clerk be authorized to execute the municipal agreements on behalf of the City.

The agreements will be filed with contract numbers (C-2017-4) and (C-2017-5) in the City Clerk's Office.

BIDS/ONE (1) EZ HAULER RUBBER TRACK DRIVE UNIT

The City Council received a recommendation to purchase one (1) EZ Hauler Rubber Track Drive Unit (\$153,197.50) through the National Joint Powers Alliance (NJPA), a competitive group purchasing program which allows purchases to be made through competitive bidding and offers competitively obtained purchasing services at discount prices to two or more public agencies, pursuant to N.C.G.S. 143-129(e)(3). The NJPA advertised as required by law and opened sealed bids on April 29, 2015. Bid documentation is on file in the office of the City Clerk as **BD-2017-8**.

Motion was made by Councilmember Bullock, seconded by Councilmember Miller and unanimously carried that the bid be awarded to Terex USA, LLC at a total cost of \$153,197.50 based on contract RFP #042815-TER awarded by the National Joint Powers Alliance (NJPA) and that the Purchasing Division be authorized to issue a purchase order for the equipment in accordance with the Council's award.

CHANGE ORDER/700-800 TRUNKING SYSTEM

The City Council received a change order on a contract with Motorola, Incorporated for upgrade of the City's 700-800 Trunking Radio

System from an analog to digital platform. The Council was advised that the upgrade of the trunking system requires an upgrade of the City's 911 call center recording system and it has been discovered that though the existing provider's, Revcord, recording system was fully upgradeable and compatible, it did not meet the project's goal of no single point of failure. The change order is recommended due to the importance of recording public safety radio calls. The Council was further advised that the change order increases the purchase order by \$180,000.

Motion was made by Councilmember Bullock, seconded by Councilmember Miller and unanimously carried that the change order be approved and that the Mayor and City Clerk be authorized to execute the same on behalf of the City. The change order will be placed on file in the City Clerk's office with the initial bid contract with Motorola, Incorporated (BD-2015-30).

APPOINTMENTS

No action was taken to fill the vacancies on the Braswell Memorial Library Board, the STEP Board or the Tar River Transit Governing Board.

COMMITTEE OF THE WHOLE MEETING/(ADDED TO AGENDA IN OPEN MEETING)

The City Council scheduled a Committee of the Whole Meeting for Monday, March 27, 2017 at 2:00 p.m.

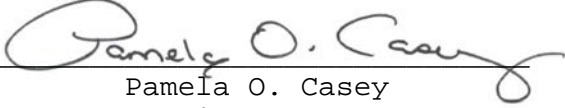
CLOSED SESSION

The Mayor requested a Closed Session to discuss a personnel matter.

Motion was made by Councilmember Miller, seconded by Councilmember Blackwell and unanimously carried that the City Council adjourn to Closed Session at 7:58 p.m. for the purpose stated. The minutes of the Closed Session shall be filed as ESM-464 at the end of Minute Book No. 33 upon approval for release by the City Attorney.

REGULAR SESSION

The Mayor convened the meeting in regular session at 9:00 p.m. and there being no further business, the Council meeting was adjourned.


 Pamela O. Casey
 City Clerk