

March 27, 2017

The City Council of the City of Rocky Mount met this day in regular session at 4:00 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, E. Lois Watkins, Tom Rogers, W. B. Bullock and Christine Carroll Miller.

Staff Present: Charles W. Penny, City Manager; Pamela O. Casey, City Clerk; Tasha Logan Ford and Thomas M. Moton, Jr., Assistant City Managers; Tameka Kenan-Norman, Public Affairs Manager; Rich Worsinger, Director of Energy Resources; Amy Staton, Director of Finance; Nicki Gurganus, Accounting Manager; Elayne Henderson, Director of Human Resources; Archie Jones, Director of Human Relations; Ken Hunter, Budget and Evaluation Manager; and Richard J. Rose, City Attorney.

Security Officer: Retired Police Sergeant Stoney Battle.

Mayor Combs opened the meeting at 4:07 p.m. and prayer was offered by Councilmember Tom Rogers.

WELCOME

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

APPROVAL OF MINUTES

The minutes of a regular meeting of the City Council held March 13, 2017 were approved as submitted to the City Council prior to the meeting.

RETIREMENT CERTIFICATE/CHARLES W. PENNY, CITY MANAGER

The Mayor recognized and congratulated City Manager Charles W. Penny on his upcoming retirement and presented him with a certificate of appreciation from the City for 35 years of dedicated public service and 23 years of dedicated service to the City of Rocky Mount (March 21, 1994 - April 1, 2017). The City Council and Mrs. Edith Penny joined the Mayor and City Manager for a photograph.

PETITIONS FROM THE PUBLIC

Nehemiah Smith, Jr. of 1620 E. Virginia Street reiterated his complaints with regard to the lack of diversity in the Fire Department.

COMMITTEE OF THE WHOLE MINUTES

The City Council received the minutes from a Committee of the Whole meeting held March 13, 2017. The minutes are as follows:

MINUTES OF A MEETING OF THE COMMITTEE OF THE WHOLE HELD MONDAY, MARCH 13, 2017 AT 5:00 P.M. IN THE COMMITTEE ROOM OF THE FREDERICK E. TURNAGE MUNICIPAL BUILDING

MEMBERS PRESENT:
W. B. Bullock, Mayor Pro Tem
Andre D. Knight
Reuben C. Blackwell, IV*

STAFF PRESENT:
Charles W. Penny
Pamela O. Casey
Tasha Logan Ford

Lamont Wiggins
 Tom Rogers
 Chris Miller
 David W. Combs, Mayor

Thomas Moton, Jr.
 Tameka Kenan-Norman
 Amy Staton
 Brad Kerr
 Mark Adcox
 John Jesso
 Robin Cox
 Ken Hunter
 Ken Graves
 Richard J. Rose

OTHERS PRESENT:

Don Dethlefs, SinkCombsDethlefs
 Gail Suson, Barnhill Holt
 Tim Oakley, Oakley Collier
 Ann Colier, Oakley Collier
 David Griffin, Oakley Collier

OPENING OF MEETING

Mayor Pro Tem W. B. Bullock called the meeting to order at 5:07 p.m. and welcomed all present. He reminded those present that Committee of the Whole meetings are work sessions for the Mayor and Council and requested that any questions or concerns from attendees be held and addressed with a Councilmember or staff person following the meeting. He called on City Manager Charles W. Penny to introduce the agenda items.

WELCOME

City Manager Charles W. Penny welcomed Lindell John Kay who will be covering City/County Government for the Rocky Mount Telegram.

1. DOWNTOWN COMMUNITY FACILITY (DCF) FINANCING UPDATE - Design Build Team

The City Manager stated that the Design Team for the DCF will share an update and 3-D rendering of the facility from the exterior through the interior to allow Council to see the configurations including selection of proposed materials and colors. He added that Council's work and decisions are causing other activity in the Downtown area. He called on Gail Suson with Barnhill Holt Brothers to show a rendering of the facility (exterior and interior) and samples of materials. He introduced Don Dethlefs and David Griffin with the Design Team.

Don Dethlefs with SinkCombsDethlefs told the Council he believes the facility will be a national model. He provided an update showing a fly through of the facility and provided samples of interior materials. He noted the building will be a pre-engineered building and the goal was to make it light, exciting, colorful and inviting so it will look like it really belongs in the Downtown area.

David Griffin showed the Council photographs and samples of the exterior materials planned for use for the facility and responded to questions from Councilmembers. He noted the roof is low-sloped and will have internal drains to capture rainwater to be sent to the stormwater system.

Councilmembers expressed a desire to have more input relative to color selections, particularly as it relates to the yellow. Mr. Griffin noted there are a lot of paint choices and, with the exception of the brick, the colors can be changed.

Councilmember Blackwell asked if plans for parking will be shared with Council. The City Manager reported that the site plan is in second review.

City Manager Charles W. Penney inquired if the Council would be willing to schedule a COW meeting for 2 p.m. on March 27, 2017 and the consensus was to schedule a meeting.

COMMITTEE RECOMMENDATION. *By consensus, the City Council approved a recommendation to schedule a Committee of the Whole Meeting for March 27, 2017 at 2:00 p.m.*

2. DOWNTOWN REVITALIZATION: CARLETON HOUSE REDEVELOPMENT - John Jesso

The City Manager called on John Jesso, Downtown Development Manager, provide an update relative to Downtown Revitalization. Mr. Jesso provided the Council with the "Imagine!" logo created for the Downtown.

Mr. Jesso presented a PowerPoint presentation outlining interest and potential activity in the Downtown area to include:

- The May and Gorham Building (8 apartments; restaurant w/kitchen; office space; and retail locations);
- The Post Office Building with Southeast Gardens added (possible brewery; concert stage; beer garden; and Monk to Mill trail nearby);
- The Carleton House (motorcourt renovations w/68 rooms converted to 32 suites; add 4-story structure - using New Market and Historic Tax Credits);
- Depot Park (multipurpose use);
- Station Square to close in April 2017; and
- Multifamily residential over retail on Howard Street.

He told the City Council he is excited about how the City is creating the future and moving forward.

COMMITTEE RECOMMENDATION. Report only; no action.

3. MARKETING REPORT - Tameka Kenan Norman

Public Affairs Manager Tameka Kenan-Norman advised the City Council of the following current efforts since 2015 to relay positive news about the City:

- MARKETING MEDIUMS (need to hear a message 8 times for it to resonant)
 - Print advertising (still alive and well)
 - o Rocky Mount Telegram (120,000 unique visits per month online; 27,000 per day print)
 - o Raleigh News and Observer (reaches 171,500 online per day; 126,000 per day print; 32,496 zoned)
 - Vinyl and digital signs (weekly impressions digital: 83,133; vinyl: 60,842)
 - TV Advertising (spots per month: Viamedia: 300; Time Warner Cable: 260; and Suddenlink: 100)
 - Radio Advertising: Power 95.5; Life 103.1; Choice 92.10; Foxy 107.1; Rock City 99.3; Kiss 101.9 and Big Dawg 98.5 (contests, streaming, pre-roll, mobile ads, Facebook posts, display ads and interviews)
 - Social Media
 - Websites for Government Offices; Police; Fire; Imperial Centre; Energy Resources; and Senior Center
 - Mudcats Stadium ads and outreach
 - Google Display Ads and Retargeting Ads: 386,840 estimated impressions per month
 - Text Marketing: text Citybeat to 55469 (VIP)
 - Online reputation
 - Blogs
 - Bill inserts
 - TV 19 slides
 - Whiteboards
 - Magazines
 - Website redesign
 - Press conferences
 - E-newsletters

- Press releases
- Branding: new podium; step and repeat banner; mic flag

Ms. Norman outlined Public Affairs Resources as:

- PUBLIC AFFAIRS RESOURCES:
 - Full time
 - o Public Affairs Manager
 - o TV 19 Videographer
 - o Administrative Assistant
 - Part-Time
 - o Communications Specialist (writing)

She outlined additional positions oftentimes found in Public Affairs Departments and areas for potential growth in the Public Affairs Department:

- Marketing Coordinator (marketing plans and strategies; measure return on investment)
- Graphics Designer (need to ensure marketing in sync throughout the City)
- Digital Communications Specialist (update social media policies; create social media strategies and digital display ads)
- TV 19 Production Assistant (assists with set design; hosts shows; writes scripts; assists with filming to provide a second camera)

Councilmember Blackwell suggested shifting resources from Departments that currently coordinate their own messaging to the Public Affairs umbrella to ensure consistency. He noted that in-house competency is critical. He added that budget priority should be on making sure marketing and public affairs resources are sound and solid and streaming alongside brick and mortar investment. Councilmember Wiggins stated the City needs to develop a marketing and communications plan and perhaps look at some reorganization. The City Manager told the Council that it is important to prioritize and expanding the department will need to be a process.

Ms. Norman stated that creating additional positions in the Public Affairs Department would change her role and responsibilities to allow creating a communications plan with measurable objectives, media training and building branding relationships with stakeholders. She noted technology will also be needed should additional positions be created (work stations for each; photography; photo gear; edit station).

COMMITTEE RECOMMENDATION. Report only; no action.

4. **RECESS/CLOSED SESSION.** The City Manager requested a Closed Session for a matter involving economic development.

COMMITTEE RECOMMENDATION. Motion was made at 6:28 p.m. by Councilmember Miller, seconded by Councilmember Blackwell and unanimously carried that the City Council go into Closed Session immediately following a five minute recess to discuss a matter involving economic development.

The minutes of the Closed Session shall be placed on file as **ESM-463** at the end of **Minute Book 33** upon approval for release by the City Attorney.

5. **REGULAR SESSION/ADJOURN.** The Mayor Pro Tem convened the Committee in regular session at 7:00 p.m. and, there being no further business for the Committee of the Whole, by consensus, the meeting adjourned.

Motion was made by Councilmember Miller, seconded by Councilmember Knight and unanimously carried that the minutes from the Committee of the Whole be approved.

BUDGET ORDINANCE AMENDMENT/MLK, JR. COMMISSION ACTIVITIES

The City Council received an ordinance amending the fiscal year 2016-2017 budget to appropriate funds in the Canteen Fund to cover expenses tied to activities of the Martin Luther King, Jr. Commission (\$1,350).

Motion was made by Councilmember Knight, seconded by Councilmember Blackwell and unanimously carried that **Ordinance No. O-2017-33** entitled **ORDINANCE AMENDING THE BUDGET ORDINANCE FOR THE FISCAL YEAR 2016-2017 FOR MARTIN LUTHER KING, JR. COMMISSION ACTIVITIES** be adopted.

ASSESSMENT CONTRACT/WATER SERVICE

The City Council received an assessment contract with Shirley Jean Freer for water service to 1221 Freer Drive (PIN# 38511016028). Council was advised that the contract provides for the assessment of \$4,265 in water connection fees against the property.

Motion was made by Councilmember Miller, seconded by Councilmember Wiggins and unanimously carried that the assessment contract with Shirley Jean Freer for water service to 1221 Freer Drive (**C-2017-12**) be approved and that the Mayor and City Clerk be authorized to execute the same on behalf of the City.

SURPLUS PERSONAL PROPERTY/SUBSTATION TRANSFORMERS

The City Council received a request that the following personal property be declared surplus to the City's needs and authorized for private sale:

- Substation 10(C): General Electric, Serial No. F-961189A
- Substation 1: Westinghouse, Serial No. 6532686
- Substation 9: Allis Chamber, Serial No. 02-8228-62560-1

Motion was made by Councilmember Blackwell, seconded by Councilmember Rogers and unanimously carried that **Resolution No. R-2017-10** entitled **RESOLUTION AUTHORIZING THE DISPOSITION OF CERTAIN PERSONAL PROPERTY BY PRIVATE SALE(S)** be adopted (resolution authorizes the City Clerk to publish notice of the resolution in accordance with G.S. 160A-267). Council reserves the right for final approval of said sale.

ROCKY MOUNT TRANSIT/FY 2017 TRANSIT DEVELOPMENT GRANT

The City Council was provided with a grant agreement relative to the North Carolina Department of Transportation, Public Transportation Division, 2017 Transit Development Program Capital Grant (Project No.: 17-DG-043/WBS Element No.: 36223.18.4.3) in the amount of \$10,100 for funding for software installation to efficiently upload non-emergency medical transportation (NEMC) claims for processing.

Motion was made by Councilmember Watkins, seconded by Councilmember Wiggins and unanimously carried that the grant agreement with the North Carolina Department of Transportation be approved; that the Mayor and City Clerk be authorized to execute the grant agreement and any additional required documentation and/or certifications on behalf of the City; and that **Resolution No. R-2017-11** entitled **RESOLUTION AUTHORIZING CITY OF ROCKY MOUNT/TAR RIVER TRANSIT TO ENTER INTO AN AGREEMENT WITH THE NORTH CAROLINA DEPARTMENT OF TRANSPORTATION** be adopted.

HURRICANE MATTHEW HAZARD MITIGATION GRANT PROGRAM

The City Council was advised that property owners affected by Hurricane Matthew in October of 2016, when the City experienced significant flooding and damage to more than 300 structures within the City, have the option to participate in the State Hazard Mitigation Grant Program to receive assistance for acquisition, elevation or reconstruction of damaged properties. Assistant City Manager Tasha Logan Ford informed the Council that applications for Tier One priority projects (residential acquisitions, elevation and mitigation reconstruction) are due March 31 and applications for Tier Two projects (generators, early warning systems, mitigation plan updates, stormwater management, wind retrofits and mitigation of commercial properties) are due May 1. Mrs. Logan informed the City Council that Council approval is required in order for staff to submit the necessary letters of intent for participation in the program.

Motion was made by Councilmember Miller, seconded by Councilmember Bullock and unanimously carried that the City's participation in the State Hurricane Hazard Mitigation Grant Program be approved; that staff be authorized to submit the necessary letters of intent; and that the City Manager, Finance Director, Mayor and/or City Clerk be authorized to execute any necessary documents on behalf of the City.

HEALTHMAPRX PROGRAM

The City Council received a proposal from Piedmont Pharmaceutical Care Network, LLC (PPCN) to provide patient/self-management through the HealthMapRx program for certain chronic health conditions including diabetes, cardiovascular diseases (hypertension/hyperlipidemia), asthma and depression. The Council was advised that PPCN has worked with the City for ten years and within that time significant improvement in the health and health care costs associated with employees who have voluntarily participated in the program has been seen.

The City Council was informed that the contract is for a 4-year period and though the monthly member costs has risen by \$5 the overall impact on the City's budget is a significant savings in the reduced health care cost of those participating in the program.

Council was further advised that PPCN also provides the data analysis for the biometric screenings at a cost of \$500.

Motion was made by Councilmember Bullock, seconded by Councilmember Wiggins and unanimously carried that the proposal from Piedmont Pharmaceutical Care Network, LLC (**C-2017-13**) be accepted and that the Mayor and City Clerk be authorized to execute the contract on behalf of the City.

BIDS/ONE (1) HIGH VELOCITY TRUCK MOUNTED SEWER CLEANER

The City Council received the tabulation of bids received for one (1) high velocity truck mounted sewer cleaner. Bids were received and opened on March 7, 2017 after all necessary legal procedures had been implemented and the bid tabulation is on file in the office of the City Clerk as **BD-2017-9**.

Motion was made by Councilmember Rogers, seconded by Councilmember Miller and unanimously carried that the bid be awarded to Bruder/Sharpe, Incorporated as the lowest responsive responsible bidder at a total cost of \$196,444; and that the Purchasing Division be authorized to issue a purchase order for the equipment in accordance with the Council's award.

BIDS/LONG LIFE PHOTOCELLS AND FLOOD LIGHTS

The City Council received the tabulation of bids received for long life photocells and flood lights. Bids were received and opened on March 14, 2017 after all necessary legal procedures had been implemented and the bid tabulation is on file in the office of the City Clerk as **BD-2017-10**.

Motion was made by Councilmember Rogers, seconded by Councilmember Miller and unanimously carried that the bids be awarded as follows and that the Purchasing Division be authorized to issue purchase orders for the equipment in accordance with the Council's award:

1. Item 1 - Tarheel Electric Membership Association (TEMA) @ total cost of \$93,600;
2. Item 2 - Tarheel Electric Membership Association (TEMA) @ total cost of \$382,200; and
3. Item 3 - WESCO @ total cost of \$38,050; and
4. Item 4 - WESCO @ total cost of \$84,645.

BIDS/ONE (1) YARD JOCKEY/YARD SPOTTER

The City Council received the tabulation of bids received for one (1) yard jockey/yard spotter. Bids were received and opened on March 14, 2017 after all necessary legal procedures had been implemented and the bid tabulation is on file in the office of the City Clerk as **BD-2017-11**.

Motion was made by Councilmember Rogers, seconded by Councilmember Miller and unanimously carried that the bid be awarded to Gregory Poole Equipment Company (with their trade-in allowance of \$4,000) at a total cost of \$96,115.36; and that the Purchasing Division be authorized to issue a purchase order for the equipment in accordance with the Council's award.

ASSIGNMENT OF PARKING LOT LEASE/STATION SQUARE

The City Council was provided with an Assignment of Lease Agreement with Norman Y. Chambliss, III; James E. Rabil; Oakwood Properties, LLC; and Station Square LLC. The Council was informed that in 1989 Norman Chambliss III and Jimmy Rabil expressed an interest in purchasing Station Square and being concerned with parking limitations approached the City with regard to leasing additional parking spaces. The Council was further informed that an agreement was reached whereby:

- the City agreed to lease not more than fifty (50) parking spaces in the Station Square parking lot south of the MKW building at a rate of \$12 per month with Chambliss and Rabil having the right to specify the number of spaces they wished to lease each month by providing notice thereof to the City fifteen (15) days prior to the beginning of each month;
- the initial spaces leased were 25 with an agreement for rent to be adjusted at the beginning of each fiscal year to the current standard rate for City-owned parking spaces in the Central Business District;
- the initial term of the lease was five years with five 5-year extension terms unless terminated by Chambliss and Rabil at least 60 days prior to the end of the current lease term;
- the intent of the City was to extend the lease for four additional 5-year terms commencing at the end of the final extension term, unless the City determined it needed the space; and
- in the event Chambliss and Rabil leased or sold the MKW building the City would extend the length of the lease for any remaining additional terms, or, if Chambliss and Rabil had a sale for the building all remaining additional terms would be extended if necessary to consummate the sale.

The City Council was advised that Chambliss and Rabil have identified a purchaser for the property and have requested the City to approve assignment of the parking rights and lease to the new owner, Station Square, LLC.

Motion was made by Councilmember Watkins, seconded by Councilmember Rogers and unanimously carried that the Assignment of Lease Agreement be approved and that the Mayor and City Clerk be authorized to execute the same on behalf of the City. The Assignment of Lease Agreement shall be filed in the City Clerk's Office with contract number C-2000-13.

APPOINTMENTS

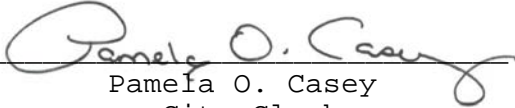
Motion was made by Councilmember Watkins, seconded by Councilmember Wiggins and unanimously carried that Jesse Lewis be re-appointed to the Braswell Memorial Library Board for a term to expire on December 31, 2020.

Motion was made by Councilmember Miller, seconded by Councilmember Rogers and unanimously carried that Councilmember Lois Watkins be re-appointed to the Tar River Transit Governing Board for a term to expire on December 31, 2019.

No action was taken to fill the vacancy on the STEP Board.

ADJOURN/RETURN TO COW CLOSED SESSION

There being no further business, the Mayor adjourned the meeting at 4:34 and reported the City Council will return to a Committee of the Whole Closed Session to discuss economic development and personnel matters.


Pamela O. Casey
City Clerk