

March 19, 2018

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 Pro Tem E. Lois Watkins presiding. The Mayor Pro Tem called the meeting to order at 7:14 p.m.

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

Member absent: Mayor David W. Combs and Councilmember Reuben C. Blackwell, IV.

Staff Present: Rochelle D. Small-Toney, City Manager; Pamela O. Casey, City Clerk; Thomas M. Moton, Jr., Assistant City Manager; Peter Varney, Interim Assistant City Manager; Tameka Kenan-Norman, Chief Communications and Marketing Officer; Archie Jones, Director of Human Relations; JoSeth Bocook, Interim Director of Development Services; Amy Staton, Director of Finance; Mark Adcox, Video Production Specialist; Ken Hunter, Budget and Evaluation Manager; Darryl Strother, Electrical Distribution Superintendent; J. Scott Hale, Police Sergeant; Alex Langley, Athletics Division Supervisor; Todd Gardner, Transit System Manager; Kim Batts, Deputy City Clerk; and Richard J. Rose, City Attorney.

Security Officer: Retired Police Sergeant Stoney Battle.

The Mayor Pro Tem opened the meeting and called on Councilmember Chris Miller to offer prayer.

## WELCOME

Mayor Pro Tem Watkins 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 regularly scheduled meeting of the City Council held February 26, 2018 were approved as submitted to the City Council prior to the meeting.

## APPROVAL OF RETREAT MINUTES

The minutes of the City Council Retreat held in Wilmington, North Carolina, on February 21-23, 2018 were approved as submitted to the City Council prior to the meeting.

The minutes of the Retreat are as follows:

### **ROCKY MOUNT CITY COUNCIL RETREAT**

**February 21 - 23, 2018**

**Embassy Suites, Wilmington Riverfront**

**9 Estelle Lee Place**

**Wilmington, NC**

#### **CITY COUNCIL PRESENT:**

E. Lois Watkins, Mayor Pro Tem  
David W. Combs, Mayor  
Andre D. Knight  
Reuben C. Blackwell, IV  
Lamont Wiggins

#### **STAFF PRESENT:**

Rochelle D. Small-Toney, City Manager  
Pamela O. Casey, City Clerk  
Thomas M. Moton, Jr., Assistant City Manager  
Peter Varney, Interim Assistant City Manager  
Tameka Kenan-Norman, Chief Communications Officer

Tom Rogers  
W. B. Bullock  
Chris Miller

Ken Hunter, Budget Manager\*  
Richard J. Rose, City Attorney  
Amy Staton, Finance Director  
Charlean Wilkins, Executive Secretary,  
City Manager's Office  
Landis Faulcon, Director of Community & Business  
Development  
Kelvin Yarrell, Director of Parks and Recreation\*\*

**ALSO PRESENT:**

Joe Durham, Facilitator, Joe Durham and Associates  
Kim Hufham\*\* (Wilmington)  
Ed Wolverton\*\*(Wilmington)  
Kevin Harris, Rocky Mount-Edgecombe CDC\*\*\*  
Charles Penny\*\*\*  
John McDonald, SFA \*\*\*  
Marcus Murrell\*\*\*  
Dev Pathik, SFA\*\*\*

\*Present Wednesday and Friday only

\*\*Present Thursday only

\*\*\*Present Friday only

*WEDNESDAY, FEBRUARY 21 – 1:15 P.M.*

**OPENING**

Mayor Pro Tem E. Lois Watkins opened the meeting at 1:15 p.m. and welcomed all present. She thanked staff for the excellent agenda planning and called on City Manager Rochelle D. Small-Toney to introduce the agenda items.

The City Manager gave an overview of the agenda and introduced Joe Durham who will be facilitating the Council Retreat.

Mr. Durham told the Council he lives in Wilmington sometimes and in Raleigh sometimes. He thanked the Council for choosing Wilmington for the retreat and stated his goal is to help Council articulate their goals and keep all on time and on task.

**1. DEPARTMENT IMPLEMENTATION OF CITY COUNCIL GOALS – Thomas M. Moton, Jr.**

Facilitator Joe Durham led a high-level discussion relative to department implementation of City Council goals.

Assistant City Manager Thom Moton stated there are nine (9) goals identified by Council. He noted they are not numbered and are all equally important. Mr. Moton led discussion of Council goals highlighting the following updates:

- **PUBLIC ENGAGEMENT** – deploy communication strategies leading to successful engagement with residents and business owners throughout the Triangle and Eastern North Carolina:
  - Departments are taking advantage of electronic media
  - Branding for the Rocky Mount Event Center – achieved; trademark process underway
  - Bi-Weekly City Worker Update disseminated to City employees
  - Annual MY Rocky Mount disseminated to citizens
  - C.I.T.Y. TV 19 (government access channel) – 18 programs aired since July 2017 regarding city events and initiatives; new program recorded to include two segments – interviews with Interim Police Chief Willie Williams and Finance Director Amy Staton

\*Mayor Combs arrived

- Continued utilization of all communication mediums to relay information on events and initiatives to various audiences in the City and throughout the region; continuing to use the following marketing mediums: Centurylink, Suddenlink, Time Warner Cable, Rocky Mount Telegram, Nashville Graphic, Raleigh News & Observer, Facebook ads, pre-roll online marketing via Suddenlink and online marketing via Century Link, First Media radio, Soul 92 Jams, Life 103.1, whiteboards, vinyl billboards, utility bill inserts and mobile marketing
- Continued to work with Proclaim Interactive on enhancing the City's online reputation (with the goal that when Rocky Mount is entered as a Google search positive stories come up first)
- Revision to the social media policy underway (written in 2012; comprehensive overview)
- Parks and Recreation identified efforts they have made to engage residents and business owners utilizing the marketing and communications office; participating in local and regional organizations such as the Boys and Girls Club, Nash-Rocky Mount Public Schools, Preservation Rocky Mount, the Downeast Partnership for Children, Sylvan Heights, etc.; some cross-marketing
- Improved presence of utilization of department, Imperial Centre and special events websites (the department has launched updates of their new Imperial Centre, Sports Complex and Special events website)
- Fire Department has launched new mobile campaign through phone texting to inform the public of Fire initiatives and events
- Continue to support annual Citizens Fire Academy in an effort to build community relationships and educate the public
- Environmental Services Division coordinated with Public Affairs to distribute 2018 Recycling Brochures to all City utility customers; also posted on website (includes calendar with collection schedule; completed in November)
- Environmental Services – working on an application to be used to communicate directly with residents, provide alerts to schedule changes and allow customers to self select how and when they receive reminders regarding solid waste collection services
- Public Tours of Water and Wastewater Plants and outside speaking engagements (two external presentations on water and wastewater treatment plant conducted – Kiwanis Club and STEM summer camp in the past 6 months)

***Councilmember comments/questions:***

Councilmember Blackwell:

- Have only had one complaint about making payments online and but otherwise has heard good comments and that is a great addition (Response from Amy Staton – there was a problem last week but was resolved in a couple hours)
- Questioned if customers are able to reserve tickets for events online. (Response from Tameka Kenan-Norman – yes; Thom Moton – starting with tickets recently sold online for “King’s First Dream” customers were able to select their seat online)

Mayor Combs:

- Are public tours of the wastewater treatment plant available and, if so, who are taking them? (Response from Thom Moton – yes, Kiwanis and the STEM summer camp)
- Councilmember Miller – tours of the plant need to be during the day when the plant is in operation

Councilmember Wiggins:

- There has been conversation relative to the action plan to make Technology Services its separate department and the implementation of a GIS website; can you help me make the connection between that and public engagement? (Response by Thom Moton: Sometimes residents, the business community and developers are looking for information through GIS about the availability of infrastructure within the housing component; sometimes

Councilmembers will get a call asking who owns property; the goal is engagement with business owners and residents)

Councilmember Watkins:

- What is the target date for the online GIS to be up and running? (Response by Rochelle Small-Toney: GIS is running now; certain improvements were recommended in the IT Strategic Plan; the Finance Director has provided recommendations about what those improvements should be and I will be contacting you soon to talk about some proposed restructuring for the organization to include new technology).
- **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:
  - Class and compensation study underway (Council recently met with consultant, Ronnie Charles; expected to be a 9 or 10-month process with significant engagement with employees; interim reports will be provided)
  - Diversity, Equity & Inclusion Training (training ongoing since 2014; one of the highlights was a visit to the race exhibit at the North Carolina Museum of Natural Sciences followed by facilitated discussion)
  - Assess perceptions of improved commitment to Diversity & Inclusion (bi-annual) – the DEIG group was created and continue to meet; supervisors received full day of training in 2017; looking at a component to focus on training for other approximately 600 employees; plans to continue training in 2018 and 2019 to enforce values

\*Councilmember Rogers arrived

- Expand communication between Executive Leadership and employees: TABLE TALK sessions for employee interaction with the City Manager and Assistant City Managers has been created (observations identified during sessions are shared with Department Heads)
- Leadership Development – Human Resources and the City Manager’s Office assisted with implementation of “Heart-based Leadership” training provided by Deborah Roberts, Weldon Cooper Center, University of Virginia, delivered to Department Heads/Division Heads/Supervisors; additional training planned
- Reduce Health Insurance Costs – Human Resources is investigating alternative options for health coverage, including risk pools and proceeding with bidding of health insurance and broker services

***Councilmember comments/questions:***

Councilmember Knight:

- Is the leadership team receptive to diversity, equity and inclusion training? (Response from Rochelle Small-Toney: Change requires clear expectations and they were shared with the leadership team in October and those expectations are filtering throughout the organization; TABLE TALK sessions have been established to meet with employees who voluntarily wish to meet with the Manager and Assistant Managers at lunch to give their perspective – 3 or 4 sessions held and been successful; plan not to take the organize through too much change at one time; efforts to fill vacant position for Assistant Manager beginning in March; restructuring of the IT department will be intensive and will require additional resources; Community & Business Development Department restructuring has already occurred; other changes planned is restructure of Manager’s office to free time for the availability of Manager to meet with Council).
- Are Department Heads in charge of professional development or Human Resources? I think departments need some help and I would like to have further discussion with you about fair treatment of employees. (Response by Rochelle Small-Toney: Human Resources is the department assigned to design programs).
- In reviewing action items it appears there is a mismatch and that Human Relations should be more involved. (Assistant City Manager Moton noted Human Relations is heavily involved, but perhaps did not submit what they were doing as an action item.)

Councilmember Rogers:

- What is offered for employees to encourage them to manage their own health? (Response by Thom Moton: there is an annual screening and employees are encouraged to meet a certain wellbeing and meet certain matrices; the HealthMapRx program provides support and one on one coaching with a nutritionist or other healthcare professional, often onsite, at no cost, to achieve a certain well-being; also, those with chronic issues who participate can receive their prescription drugs free of costs (EX: diabetes, hypertension); flu shots are provided to employees; brown bag lunches led by occupational nurse are offered)
- Is there good participation? (Response by Thom Moton: Yes there is, participation has grown slowly, but is increasing.) (Response by Ken Hunter: The most recent 2017 report reflected a savings of approximately \$600 or \$700 in claims; about 200 members are currently active; expanded into behavioral health in 2017; been in place since 2011-2012; overall the plan has been successful due to the savings generated and employees like it and continue participation.)
- Does the performance appraisal process include discussion regarding career development and dialogue relative to employees' goals? (Response by Rochelle Small-Toney: Not in a sufficient way; opportunities are being sought and there needs to be a more thoughtful, intentional and documented way; the appraisal process will be reviewed during the pay and classification process; I have already begun to identify professional opportunities for employee development.)

Councilmember Watkins:

- Reported she has participated in the HealthMapRx program for the past three (3) years, has lost weight and is committed to the program

Councilmember Wiggins:

- People can go to the health center for free for almost anything preventative or maintenance in nature
- We need to look at ongoing internal professional development to make sure we are preparing employees to advance to leadership positions; building leadership needs to be a part of our policy so it is at the forefront

Councilmember Blackwell:

- We have had previous discussion about implementing career ladders in Public Works and the Fire Department, but I am not sure we received feedback on whether employees are taking advantage of that; have learned what isn't measured doesn't happen; in agreement with Councilmember Rogers we need to have clear, articulated goals for skills enhancement and leadership training; new leadership results in change (sometimes not well received); Human Relations was created to deal with race relations – is that Department effective in being the place where employees are comfortable about discussing race relations and equity and inclusion? Are there objections for Human Relations as they interface with Human Resources to create safe places where people can express their concerns or frustrations? We have to have expectations from Department Heads. Does Human Resources have adequate staffing to handle this enhanced focus on these goals? I don't think we have looked at staffing in that department? (Response by Rochelle Small-Toney: Human Relations should play a role, but because they are internal to the organization that may present some challenges; we will definitely look into that. Human Resources reports to Thom, but it is my observation that there is a gap. What is missing is a manager or analyst to address gaps, policy development and provide recommendations to achieve goals. Assistant City Manager Moton concurred.)

Mayor Combs:

- Suggested if an analyst position is created in Human Resources that person should work across departments.

Councilmember Wiggins:

- During the last pay and performance classification study there was a focus from Council on labor-based employees in the Public Works Department; after that study was implemented I have received less complaints, but I don't know if that was measured, but I was satisfied

because I got fewer calls; there are other areas where we need to focus attention. (Response by Rochelle Small-Toney: I have asked Human Resources to prepare an analysis; they have to report to EOC every two years; we can give you a snapshot from that report and you will be able to see trends and measurements and a high-level glimpse of where employees are positioned in the organization.)

- **UPLIFT HOUSING & EDUCATION** – develop and implement strategies and initiatives uplifting housing conditions and educational opportunities for disadvantaged residents and neighborhoods

Assistant City Manager Thom Moton stated the Council has maintained a significant interest in improving neighborhood conditions. The housing study has been implemented. He stated the City Manager has asked staff to research how the City can be more engaged in South Rocky Mount to create a climate to improve the area and deepen and enrich relationships with Williford School and the Boys and Girls Club.

Councilmember Blackwell:

- Stated engagement between the City and the Board of Education would provide an opportunity for dialogue; he added the City can do it what it does and the schools do what they do and that we segway our priorities so we do it in tandem. (Manager Rochelle Small-Toney: Noted she has struggled with the relationship and has reached out to speak with the Superintendents when she has seen the need and particularly relative to safety and code issues involving schools located in the City and how to make the community safer. She added Parks and Recreation is heavily engaged in working with the staff and children at Williford School.)
- Stated the closing of Pope School was due to a failure of all elected parties to prioritize and if we desire for the City to grow from the inside out we have to attract younger people and set goals with consideration of education of children
- Noted it is a great time to talk about development initiatives including healthcare and other considerations to strengthen our community
- Said when he first came on the Council he was told City's don't do housing; look at what we are doing today
- Added parks, sidewalks and streets are also important.
- Stated that while looking at housing initiatives we should incorporate incentives for workforce housing. (Response by the Manager: We are at a point that we have target neighborhoods and are now gathering data about neighborhoods and the conditions where children are being raised.)

Mayor Pro Tem Watkins:

- Stated the City needs to be more involved in the school system; she noted when people are considering moving to this area poor performance of our school system can be a hindrance to the City

Councilmember Rogers:

- Suggested the Manager and Superintendents should have a serious discussion about how the City and school system can collaborate and bring the Council into the discussion, as necessary
- He said school safety should be a topic of discussion.

Mayor Combs:

- Questioned what, short of investing funds, the Manager sees as the City's role relative to education. (Response by Manager: To help assure the community is safe, that there is decent housing and code violations are addressed and efforts made to keep communities on the edge of code violations from further deteriorating).
- **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.

- Assistant Manager Moton noted the focus continues on sensitive community issues. The City Manager advised it is still not known who owns the confederate monument
- Assistant City Manager Moton stated Mayor Pro Tem Watkins and Councilmembers Miller and Rogers have been involved in the Community Anti-Litter Coalition and have been effective in providing resources to help combat litter in working with the homeless population through United Community Ministries and Tri-County Industries and staff has approached the business community regarding providing funds to supplement litter control.

Councilmember Miller:

- Suggested we look at organizing “clean up” events in communities and provide dumpsters for certain periods of time

Councilmembers Knight and Blackwell:

- Suggested the ordinance be reviewed relative to items placed on the street for pick up, particularly related to rental properties and bulk pickup, particularly at vacant properties

Mayor Combs:

- Pick up does not occur if utilities are turned off

Discussion continued.

Councilmembers reviewed the following goals without comment with it being noted that time will be available on Friday for additional discussion:

- **YOUNG, SKILLED ADULTS** – continue the local legacy of entrepreneurial success and grow opportunities for innovation by successfully engaging, recruiting and retaining young, skilled adults
- **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
- **EFFECTIVE TRANSPORTATION** – develop and implement projects and strategies focused on effective transportation solutions for all residents
- **COLLABORATION & VISIONING** – build support amongst residents, organizations and local leaders for continued collaboration guided by regional visioning for the Twin Counties

Mayor Combs:

- Does the Twin Counties Visioning Plan prepared by Dr. James Johnston continue to be utilized?

Councilmember Blackwell:

- It has been transformative on the healthcare side; there are monthly meetings between Nash and Edgecombe Counties and monthly meetings and strategic plans among the healthcare community; and the vision plan is being quoted in many grant documents across North Carolina
- **RESPONSIBLE PUBLIC SAFETY** – implement measures and strategies to successfully reduce crime, manage community conflicts and build broad citizen trust and respect for Police and Fire

Mayor Combs:

- I know we are not in a hurry because we have Interim Chief Williams onboard, but do you have a timeline to start the process (for hiring a police chief)? (Response by Rochelle Small-Toney: expect to start the process in May or June by putting out an RPT for an executive firm to help with recruitment)

**RECESS**

Mayor Pro Tem Lois Wiggins recessed the meeting at 2:35 p.m. for a break.

**RECONVENE**

The Retreat reconvened at 2:55 p.m. with the Mayor and all Councilmembers present.

**2. FINANCIAL UPDATE – Amy Staton, Finance Director**

The City Manager called on Finance Director Amy Staton to provide the City Council with a Financial Update.

Ms. Staton thanked the City Council for their time, service and dedication to the City.

She provided information relative to current individual funds, financial trends, fund balance policy and debt capacity.

She provided the following reports and charts reflecting FY2018 revenues and expenditures and responded to questions posed by Councilmembers:

**GENERAL FUND**

- **REVENUES:**
  - Shortfall of -\$916,810
    - Ad valorem taxes – revaluation resulted in a shortfall of \$396,870; levy @ 97%; a number of appeals resulted in lower taxes
    - City could not transfer any funds from the gas fund last year resulting in a \$2M shortfall to the General Fund (should not be a problem next year)
    - Approximately \$3M appropriated from fund balance (one-year incident)
    - All other revenues as expected
    - Do not see fluctuations
    - Sales tax continues to grow steadily @ 4%
    - Revenues have stabilized
- **EXPENDITURES:**
  - Doing fine
    - Departments asked to cut their budget; perhaps could cut more
    - Shortfall of -\$916,810 (less than expected)
- **ELECTRIC:**
  - Shortfall of -\$4,317,810 (fund balance appropriated \$7M; due to large LED project started and financed last year; there was excess revenue in the CAFR; reflected excess of over \$4M – so it was a wash from last year; doing fine
  - Gross margin for electric is where it needs to be or slightly above
  - \$1.5 difference in sales and services – about 1% down in sales; not spent as much either
- **GAS:**
  - Shortfall of almost -\$1M; where we want to be
  - Dedicated to closely following to make sure positive bottom line
  - Were concerned with price we were paying for gas and a gas purchase adjustment was put in place; working capital is set aside and staff will come back to Council if that is needed
- **WATER:**
  - Almost \$700,000 below revenue target
  - Water has struggled over last couple of years with meeting targeted revenue targets;
  - Operating expenses have been identified that can bring numbers down, may be okay but depends on volume of water sold; looking at a costs of service study



- Using some of fund balance, but will not have significant effect
- Challenge: some large customers have been volatile
- Have been some conservation efforts

Councilmember Knight:

- Questioned if anything has been heard relative to the pricing for gas. (Response by the Manager: that is still under review by the Attorney General)

- SEWER

- Doing well; revenues projected for a little over \$1M
- Additional sums coming in from leachate

- STORMWATER

- -\$51, 230; broken even; does not generate a lot of revenue
- Is a fund with a lot of needs that the City will have to look to figure out how to fund
- Challenge continues to be the tax base

Councilmember Wiggins:

- Noted that involuntary annexations are no longer available and the City needs to consider other ways of expanding its boundaries and tax base

Mayor Combs:

- Reported he is seeing more new residential development now than at any time before the recession; regional and national builders are in town

- CURRENT YEAR SUMMARY

- Good:
  - Sales tax growth
  - General fund revenues stable
- Challenges:
  - Tax base
  - Infrastructure projects for utilities

**FINANCIAL TRENDS (graphs provided)**

- PROPERTY TAXES:

- Collections on par with prior years; expect 90% collection

- AD VALOREM VALUATION GROWTH:

- Spikes relative to evaluation

- GENERAL FUND BALANCE:

- Spikes relative to evaluation
- Reflects 2008 recession decline and regrowth thereafter
- Used some of fund balance last year (still above target; within fund balance policy)

- UTILITY FUND BALANCE TREND:

- Reflects trends in all funds

- FUND BALANCE POLICY:

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

- DEBT:

- General fund: \$58.2; prior year \$20.0
- General fund (utilities): \$16.5; prior year \$14.6
- City has some revolving loans;

- Special obligation bond is close to \$60M
  - General Fund Payment as % of expenditures – 7.81% (target ratio is no more than 15%; may go as high as 9 or 9.5% due to event center; sport complex comes off books in 2020)
  - General Fund Debt % of assessed valuation 2017 – 1.55% (target ratio is no more than 2.5%)
  - Ten-year Payout Ratio – 54.8% (target ratio is floor of no less than 50%) current largest constraint; doesn't leave room for debt without a tax increase
- **DEBT SUMMARY:**
    - Current debt ratios within policy targets
    - Continue to hold general fund debt levels
    - Event Center bond payments began May 2017; interest only for 2 years; first principle payment in May of 2019

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

### **RECESS**

Mayor Pro Tem Lois Wiggins recessed the meeting at 3:39 p.m. for a break.

### **RECONVENE**

The Retreat reconvened at 3:55 p.m. with the Mayor and all Councilmembers present.

### **3. PROPOSED 2019-2023 CAPITAL IMPROVEMENT PROGRAM – Ken Hunter, Budget and Evaluation Manager**

Budget and Evaluation Manager Ken Hunter gave an overview of the proposed 2019-2023 Capital Improvement Program. He explained the Capital Improvement Program is a five-year plan updated on an annual basis for the efficient and effective provision of public services and facilities. He reported that the Plan schedules proposed capital improvements having a minimum useful life of 3 years and a minimum cost of \$50,000 and examines and prioritizes the City's needs.

Mr. Hunter summarized the Capital Improvement Plan as follows noting that some adjustments will need to be made:

### **CURRENT YEAR CAPITAL PROJECTS:**

- **NEW FACILITIES:**
  - Event Center (opening Fall 2018)
  - Business Services Center (project opening Spring 2018)
- **MAJOR RENOVATIONS & EXPANSIONS:**
  - Backup PSAP @ Fire Station 7 (completion Spring 2018)
  - Douglas Block (assumed by City in Fall 2017; mold issues – water penetrated through brick)
  - Hornbeam Park (re-dedicated Summer 2017)
  - Holly Street Park (groundbreaking Spring 2018)
- **MAJOR EQUIPMENT PURCHASES:**
  - Technology Equipment (infrastructure & end-user)
  - Rural Transit System Vans
  - Police Cruisers & Support Vehicles
  - Two Fire Pumper Trucks
  - Environmental Services Side Loader
  - Streets Dump Truck
  - Utility Heavy Equipment Vehicles
- **TRANSPORATION & UTILITY INFRASTRUCTURE:**
  - Ongoing Resurfacing
  - Sidewalk Extensions & Replacement
  - Utility Relocations for NCDOT Projects

- Electric Substation #7 Rebuild
- Tar River Reservoir Dam Improvements
- 54" Outfall Rehabilitation

**CIP PROCESS CHANGES:**

- Community & Business Development projects moved into separate multi-year plan (to be presented by Department Director)
- Consolidate technology-related projects across departments
- Working with departments to identify and present critical projects beyond what we can fund with current revenue capacities (unmet needs)

Mr. Hunter outlined by department the proposed 2019-2023 CIP expenditures consisting of 162 projects expected to cost \$116.47M with 112 projects expected to be completed in FY 2019 at a cost of \$23.52M as follows:

- Water Resources - \$26.338M (highest costs; challenge across the country)
- Powell Bill – \$18.723M
- Energy Resources - \$18.231M (still have a lot of wooden poles to replace)
- Police & Fire - \$13.458M
- IT & Communications - \$9.339M
- Facilities – \$7.71M (Rocky Mount/Wilson Airport runway replacement; City share \$500,000)
- Parks & Recreation - \$6.399M (redevelopment of Marigold Park; Battle Park Masterplan)
- Transit - \$5.673M
- Stormwater - \$5.67M (continued work on Parkers Canal Project & systems that run under the Downtown)
- Public Works - \$4.929M

\*City Attorney Richard J. Rose arrived

He concluded his presentation by identifying the following unmet needs and responding to questions from the Council:

**UNMET NEEDS:**

- Beech Branch Outfall Rehabilitation (\$10.5M)
- Downtown Drainage, Phase II (Five Points) (\$2M)
- Treatment Plant Rehabilitations (\$4.4M)
- Community Connectivity (fiber & wifi) (\$5M)
- Rocky Mount Sports Complex & Stadium (\$9.4M)
- Senior Center (\$5.15M)
- Imperial Centre (\$3.95M)
- Battle Park Renovation
- Judicial Center (renovation or new building)
- Douglas Block Improvements
- Affordable Housing
- Sewer
  - Ongoing line rehabilitations
  - Treatment Plant Improvements
  - Screw Pump Replacement
  - Replacement Construction Equipment
- Stormwater
  - Parker's Canal, Phase II
  - Downtown Improvements, Phase I (Main Street)
  - Maple Creek (Easonburg)
  - Ongoing System Improvements
  - Basin Master Planning
  - Replacement Equipment Purchases

The Budget Manager provided the Council with a draft CIP overview of revenues and expenditures and stated the CIP will continue to be developed and refined during the annual budget process. He added that the updated CIP will be submitted in March and included with the proposed FY 2019 Annual Operating Budget. The following specific topics were identified for future Committee of the Whole meetings: Greenway Improvements; Downtown Pedestrian Bridge; and Affordable Housing Creation.

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

## **ADJOURNMENT**

There being no further business, the meeting adjourned at 5:02 p.m.

*THURSDAY, FEBRUARY 22 – 9 A.M.*

## **OPENING – February 22, 2018 – Retreat Day 2**

Mayor Pro Tem Watkins called the meeting to order at 9:05 a.m. and turned the meeting over to Facilitator Joe Durham.

Mr. Durham reviewed the proposed schedule for the day which includes a tour of Historic Downtown Sites by the Wilmington Trolley Company. He noted a change in the agenda noting Ed Wolverton, President and CEO of Wilmington Downtown, Inc. will address the Council from 11 a.m. to 12 noon.

He called on Assistant City Manager Thomas Moton, Jr. to continue review of the City Council achievements since the 2017 retreat.

### **4. DEPARTMENT IMPLEMENTATION OF CITY COUNCIL GOALS – Thomas M. Moton, Jr.**

Assistant City Manager Thom Moton continued discussion relative to review of the City Council's goals and achievements since 2017 beginning with:

- **YOUNG, SKILLED ADULTS** – continue the local legacy of entrepreneurial success and grow opportunities for innovation by successfully engaging, recruiting and retaining young, skilled adults
  - Investigate and develop recommendations for implementation for an in-city housing incentive program for City employees (year-long goal);
  - A number of young adults are employed by the Chamber of Commerce and a number are involved with the local Jaycees, Young Professionals and like social-professional development organizations;
  - Tackle the Tar is attractive to young professionals;
  - There are internships at local high schools and colleges;
  - The City's Engineering Department hosted a "Women in Engineering" program last year;
  - The City Manager's Office utilizes summer interns;
  - Delivery of Fire Engineer and Senior Firefighter development classes (semi-annual; in house program);
  - Continue support of Williford Leadership Council – Parks and Recreation and the Fire Department work closely by providing speakers and educational materials – provide speakers;
  - Increase participation in Youth Leadership Council – Human Relations has enhanced and increased programming and been able to send some students to the national conference; there are usually 12-14 members and it is open to all schools; not sure if there is a limit

Councilmember Rogers:

- Has enough time passed to get an indication of how successful the Fire Engineer and Senior Firefighter development classes have been? (Response by Assistant Manager Moton: We

can prepare a report and feedback from participants on that; I will get you something in your FYI packets about the current process.)

Councilmember Miller:

- Could we move to having an appointment by each Councilmember to the Youth Council to have an opportunity for representation from all seven (7) wards if they choose to participate

Councilmember Blackwell:

- Noted both his children were involved; it is not marketed at all and school principals are not engaged; there is good support by staff to the students and the City competes well at state competitions; Council could be more involved; Council has not in the past invited them to Council meetings; they need financial support
- **COLLABORATION & VISIONING** – build support amongst residents, organizations and local leaders for continued collaboration guided by regional visioning for the Twin Counties
  - Focus on Twin Counties Strategic Visioning Plan
- **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
  - Signage efforts are underway (through the Engineering Department);
  - Downtown Overlay District Planning is in process;
  - Utilizing the Booker T (staff has been working to increase activity and vibrancy in the Downtown and we will be working on that with a cross functional team

Councilmembers Miller and Knight:

- asked questions relative to Downtown banners. City Manager Small-Toney stated staff could review the use of banners as a part of the wayfinding project and as a way to dress up the Downtown.

\*Wilmington's Mayor arrived

#### 5. **GREETINGS FROM CITY OF WILMINGTON – Mayor Bill Saffo**

Mayor Saffo brought greetings and welcomed the Mayor, Council and staff to Wilmington. He told them revitalization efforts are coming to fruition in Wilmington and wished all an enjoyable visit.

#### 6. **TOURISM AND WILMINGTON'S SUCCESSFUL DOWNTOWN - Kim Hufham, President/CEO, New Hanover County Tourism Development Authority**

Mayor Pro Tem Wiggins and Councilmembers welcomed Kim Hufham, President and CEO of the New Hanover County Tourism Development Authority.

Ms. Hufham told the Councilmembers that Wilmington is not just a beach community and not just a city. She stated there is a strong tourism base in Wilmington.

Ms. Hufham presented a PowerPoint presentation relative to tourism in New Hanover County, including the impact the river has on tourism. She noted the Embassy Suites Hotel, the location of this meeting in the north end of the City, is in an area that was not always considered a good location. She noted it is a challenge to promote history in an area of the City that is not historic.

Ms. Hufham said people love water and Wilmington is surrounded by the sound, the ocean and the river. She said two driving forces that bring people to Wilmington are:

- 1) The historic river district on the water; and
- 2) The beaches.

She discussed branding efforts and the state of tourism, including information about the Tourism Development Authority and occupancy tax revenues, noting each New Hanover County resident's

taxes are offset \$220.88 as a result of occupancy tax collections, resulting in a savings of over \$500 for most households. Ms. Hufham further discussed Wilmington's evolution and responded to questions from the Mayor and Council.

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

### **RECESS**

Mayor Pro Tem Lois Watkins recessed the meeting at 10:20 p.m. for a break.

### **RECONVENE**

The Retreat reconvened at 10:35 p.m. with the Mayor and all Councilmembers present.

### **7. DEPARTMENT IMPLEMENTATION OF CITY COUNCIL GOALS – Thomas M. Moton, Jr.**

Assistant City Manager Thom Moton concluded discussion relative to review of the City Council's goals and achievements since 2017 as follows:

- **COLLABORATION & VISIONING** – build support amongst residents, organizations and local leaders for continued collaboration guided by regional visioning for the Twin Counties
  - Partnered with Buck Leonard Baseball Program to offer baseball and enrichment programs to area youth;
  - Partnered with Juneteenth Community Empowerment Committee to offer cultural programs;
  - Supports efforts of the North Carolina Human Relations Council

Councilmember Miller:

- Requested there be a collaboration with the Twin Counties Museum and Hall of Fame and the City; she said there has been conversation relative to displaying photographs at the Event Center, but the Twin Counties Museum and Hall of Fame members have been told they cannot occupy two spaces. (Response by Rochelle Small-Toney: a proposal has been received from the Twin Counties Museum and Hall of Fame and she will review it to make a recommendation to the Council).

Assistant City Manager Moton told the Council the New York Ballet is looking for a home base for the summer and the City is hoping to bring them to Rocky Mount for the summer for two shows. He noted there is potential for them to come to Rocky Mount every year and use the City as its home base in North Carolina.

- **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
  - Working on focusing on the aesthetic value

Councilmember Blackwell:

- Is there a plan to brand ourselves as a music city by playing Thelonious Monk music in the train station, as an example, and being more intentional in that regard? (Response by Assistant City Manager Moton: We are working on expanding the footprint of public art Downtown and the wayfinding plan will be coming to Council for review).
- He questioned if the Director of Community & Business Development has the TIGER application and Five Points on her schedule for discussion. (Response by the Manager: She will talk about it).

Councilmember Watkins:

- Questioned if wayfinding would include local artist. (Response by Mr. Moton: I don't know that we have that focus, but we can explore how to tap into the local community and come back with ideas).

- **RESPONSIBLE PUBLIC SAFETY** – implement measures and strategies to successfully reduce crime, manage community conflicts and build broad citizen trust and respect for Police and Fire

### **RECESS**

Ed Wolverton, President and CEO of Wilmington Downtown, Inc. arrived and Mayor Pro Tem Lois Watkins called for a break at 10:54 a.m. to allow Mr. Wolverton to set up for his presentation.

\*Facilitator Joe Durham left the meeting

### **RECONVENE**

The Retreat reconvened at 11:02 a.m. with the Mayor and all Councilmembers present.

### **8. DEVELOPING PROGRAMS AND INITIATIVES THAT STIMULATE NEW INVESTMENT AND ACTIVITY IN DOWNTOWN WILMINGTON – Ed Wolverton, President and CEO, Wilmington Downtown, Inc.**

Mayor Pro Tem Watkins and Councilmembers welcomed Ed Wolverton, President and CEO of Wilmington Downtown, Inc.

Mr. Wolverton presented a PowerPoint presentation relative to the City of Wilmington's role in initiating economic growth. He told the Council that Wilmington is the eighth largest city in North Carolina and expects population growth to 125,000 in the next twenty years.

He told the Council that Wilmington:

- won "Best American Riverfront" in October 2014 (USA Today Reader's Choice Award)
- was voted number 2 of 10 best places to start a business by NerdWallet
- was voted Best Al Fresco Dining Neighborhood by USA Today Readers Choice in August 2015
- was voted number 13 most environmentally friendly cities by ValuePenguin in August 2016
- was voted number 7 in the top 10 for Better Drinkers award by SmartAsset in December 2016
- was voted number 8 of 20 best cities for tourists by ValuePenguin in October 2016
- was voted number 1 of 5 most popular cities in North Carolina by Public Policy Polling in December 2016; and
- voted America's 7<sup>th</sup> favorite city for brunch; 8<sup>th</sup> favorite city for pizza; 8<sup>th</sup> geekiest city; and 8<sup>th</sup> favorite city for architecture by Travel & Leisure in February 2017

He outlined important Downtown attractions and told the Council that Wilmington has 10,909 jobs; 880 businesses; has a tax value of \$496 million and millions of public private dollars are invested in the Downtown. He showed photos of completed Downtown projects and outlined current and potential development projects. He noted there is a need to grow more housing in the Downtown and planning is crucial.

He responded to questions from the Councilmembers.

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

\*Mayor Combs left for the day

### **RECESS**

Mayor Pro Tem Lois Watkins recessed the meeting for a working lunch at 12:01 p.m.

**RECONVENE**

The Retreat reconvened at 12:21 p.m. with all Councilmembers, with the exception of the Mayor, present.

**9. ECOTOURISM IN ROCKY MOUNT AND THE TWIN COUNTIES: LEVERAGING OUR FACILITIES IN BATTLE PARK AND BEYOND – Kelvin Yarrell**

City Manager Rochelle Small-Toney introduced Parks and Recreation Director Kelvin Yarrell. Mr. Yarrell presented a PowerPoint presentation relative to ecotourism and Battle Park with a focus on:

- Examining how Rocky Mount could use Battle Park and other amenities to examine ecotourism opportunities;
- Exploration of possible opportunities to leverage Battle Park and other recreational facilities through ecotourism and outdoor recreation; and
- Policy guidance from Council

He outlined the 2015 comprehensive master plan prior themes as:

1. Emphasis on existing parks;
2. Better connectivity;
3. Parks as revitalization tools;
4. Biking and walking safety;
5. Youth and teen activity;
6. Promote arts and education; and
7. Promote health and wellness

Mr. Yarrell informed the City Council that North Carolina ranks sixth nationally in tourism and in 2013 \$20.5B was spent on tourism in North Carolina. He defined ecotourism in the City of Rocky Mount as “responsible travel to natural areas which conserves the environment and improves the welfare of local people.”

He noted that when BBQ Throwdown planning is underway consideration is given to how to encourage tourism and how to use the event as a draw for the community. He provided a list of existing ecotourism amenities in the City that could be used to leverage tourism as:

- 7 miles of greenway
- 6 miles of paddle trail
- A 9-acre dog park
- Disc golf course
- 10 tennis courts
- 11 championship and 3 competition baseball fields
- A 6,000 seat football/soccer stadium
- 8 championship and 1 competition soccer field
- A 33-acre park and memorial honoring Dr. Martin Luther King, Jr.
- Early 1900’s carousel
- Miniature train
- Spray park
- Site of “I have a Dream” first included in speech by Dr. Martin Luther King, Jr.
- 3 family reunion-size picnic shelters, 9 traditional shelters and 3 mini-shelters
- 4 public fishing ponds, 5 piers and 2 boat launches
- 4 playgrounds and 1 children’s bouldering area

Mr. Yarrell added that ecotourism opportunities in the City include nature walks, shad fishing, camping platforms, boating, a science and nature center and tree houses. He noted while some opportunities exist it is not currently promoted at a high level. He told the Council that Battle Park is used for Tackle the Tar and the Ice Bowl.



He outlined nature-based and wildland recreation tourism opportunities in the area to be investigated as:

- Sylvan Heights Bird Park (City maintains relationship currently)
- North Carolina Birding Trail
- Medoc Mountain State Park
- Shocco Creek Game Land (Nash County)
- Lower Fishing Creek Game Land
- Natural Play Area; and
- Canoeing

*\*NOTE: The Council requested more information about Shocco Creek Game Land.*

Mr. Yarrell identified opportunities for adventure recreation as:

- Bouldering in Battle Park
- Low and high ropes course
- Canoeing on the Tar River Paddle Trail (boating is encouraged)
- White water rafting (along the Tar River – boulders would create the rapids)
- Canopy tours
- Pump track (biking)

He recommended:

1. Developing an Ecotourism Task Force to include public engagement and park cleanup; creating subcommittees; and continuing developing a relationship with “Friends of Battle Park”;
2. Partnering with the Travel and Tourism Authority for an Ecotourism symposium (staff met with EPA recently; the City is in compliance; and staff has had training and are mindful of the watershed); and
3. Developing a Battle Park Master Plan (will need a land management plan; recommend a consultant and citizen engagement).

Mr. Yarrell told the Council that the Parks and Recreation Department began working with the North Carolina Wildlife Commission in 2013 to investigate the possibility of a controlled burn, but the location of Battle Park in proximity to U. S. Highway 64 would require optimal weather conditions. He said they have been watching for those optimal conditions for years and they are yet to be realized.

Councilmember Blackwell:

- Asked if the City is employing science-based techniques when making decisions relative to Battle Park;
- Supported expanding the boundaries of the Battle Park master plan as long as it expands into Edgecombe County

The Parks and Recreation Director reported that the Department has reached out to a number of groups and had site visits and conversations. He said a prescribed burn would do wonders for the park, but safety considerations have to be balanced. He voiced a desire for citizen engagement and input. Conversation relative to park management, including signage, continued.

City Manager Rochelle Small-Toney noted the shelters need attention, but the point is to look at how Battle Park can be used to bolster tourism. She noted the City will engage a professional consultant. She told the Council that staff will draft a scope of work that talks about the Tar River Trail.

Councilmember Wiggins:

- Added he would like to see the Tar River Trail expanded

Councilmember Miller:

- Said it has been a suggestion from the community to consider naming the reservoir “Lake Spony”

The Council was shown a map of the parks. Assistant Manager Moton noted the goal is to provide connectivity and avoid crossing major thoroughfares.

### **RECESS**

Mayor Pro Tem Lois Watkins recessed the meeting for a break at 1:20 p.m.

### **RECONVENE**

The Retreat reconvened at 1:35 p.m. with all Councilmembers present.

### **10. COMMUNITY AND BUSINESS DEVELOPMENT INITIATIVES – Landis Faulcon, PhD**

City Manager Rochelle Small-Toney introduced Dr. Landis Faulcon, Director of Community & Business Development to provide a PowerPoint presentation on engaging and empowering individuals and communities.

Dr. Faulcon began her presentation with identifying five key terms important to engage and empower individuals and communities: 1) Focus; 2) Inclusion; 3) Collaboration; 4) Civic Pride; and 5) Accountability. She noted it is important to plan with people – not for people.

She outlined the Department’s vision as:

“Come home to Rocky Mount: the vibrant urban center of the Twin Counties Region offering an excellent quality of life, contemporary amenities and diverse opportunities for housing, business, employment and recreation.”

Dr. Faulcon listed the following opportunities and quick wins:

- Team building
- Website development
- Cross department team for Downtown appearance improvements and event planning (currently in progress)
- Cross departmental team for neighborhood quality (currently in progress)
- Strategic partners (Chamber and non-profit agencies)
- Resource development (ongoing; will look at federal agencies’ offerings)
- Performance indicators (will look current Downtown plans and throughout the City as a start for measuring; stated what gets measured gets done)

Dr. Faulcon noted and explained challenges for a renewed focus to include:

1. Limited or inaccurate data (GIS and foot data does not always match)
2. Transition (new people and new expectations)
3. Technology
4. Metrics (to strengthen community buy-in)
5. Timelines for proactivity (sensing tremendous sense of urgency)

She told the Council:

- 52 properties in the Downtown have been sold since 2014
- 1 permit for new constructions was issued in FY16-17 to Dollar General
- 1 permit for new construction has been issued this year: Rocky Mount Event Center
- 26 certificates of occupancy were issued in 2016/17; 15 so far in 2018
- 4 property owners have received funding from the Downtown Business Development Assistance Program for 6 properties since 2015; another applicant is now completing repairs; current funding balance is \$239,055

- 1 business has participated in the Downtown Development Improvement Grant since 2012
- Based on zoning data, there are 291 buildings zoned as commercial or office/industrial
- Based on utility data, 114 (39%) of the 291 commercial buildings Downtown do not have active utility accounts
- 177 (61%) of the commercial buildings Downtown are occupied with active utility accounts
- There are no hotels located Downtown, however, the Carleton House has been purchased for redevelopment
- There are 2 gas/convenience stores located Downtown: Hux Grocery and the Mart located next to Taste of Paradise

She said the department is organizing and getting focused so they can obtain the data needed as a springboard for new opportunities in the Downtown.

Dr. Faulcon told the Council moving forward with Downtown development will include:

- Outreach to Downtown vacant property owners
- A developer's forum
- Downtown promotional materials (more promotion of incentives and programs needs to be in place along with a plan for evaluation and review to determine if they are being used and, if not, why not; and consideration of new plans)
- Financial tools for redevelopment
- A retail development strategy (she is in constant contact with Alan Matthews at the Chamber)
- Douglas Block Properties (tremendous opportunity); and
- Marketing (important how we market what we do)

Councilmember Blackwell:

- Inquired if management of Douglas Block properties is under the Department of Community & Business Development (Response by the Manager: Yes; Response by Dr. Faulcon: with the assistance of great partners at City Hall).

She provided the following information relative to housing and neighborhood services:

- 34 applications for the Urgent Repair Housing Program have been approved for funding; work will be bid out to contractors for completion by the end of April
- 26 out of 32 applications have been approved for the Housing Rebate Program with disbursement of \$186,586
- \$170,640 has been spent for the Housing Repair Program with 16 out of 19 applications approved
- The 2018-2021 Consolidated Plan and 2018-2019 Annual Action Plan are currently being developed with public hearings scheduled for the week of February 19
- The Wye/Southeast Rocky Mount neighborhood is being considered as a potential redevelopment area by the Redevelopment Commission; the Commission is hosting Community Meetings for March 19<sup>th</sup> at Mount Hermon Baptist Church at 10 a.m. and 6 p.m.; and
- The City has been selected as one of two localities to participate in a public/private partnership for new housing development with Tarboro Street being a proposed site.

Mayor Combs:

- Asked the amount budgeted for the Housing Rebate Program and the Housing Repair Program
- We should look at a tax rebate relative to property values before/after improvements
- Suggested staff prepare a map of contiguous properties

Councilmember Wiggins:

- Inquired how much funding was allocated for the Downtown Business Development Assistance Program.
- Questioned how to expand housing in the City (land banking).

She outlined plans for moving forward with housing and neighborhood services, business development and workforce development and posed the following four questions to Council:

1. Who and what are we trying to attract?
2. How will we measure our success?
3. What types of incentives should be available?
4. How do we maximize community benefits?

Discussion was held and the following concerns expressed by Councilmembers:

- Lack of fully integrated community (gentrification)
- Need to fully blend communities in the City
- Need strategies to blend and diversify the Downtown and surrounding neighborhoods
- Need to make housing opportunities for the most vulnerable
- Rent subsidies
- Need to create pathways to home ownership
- Tax caps and “grandfathering”

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

#### **11. TROLLEY TOUR OF HISTORIC DOWNTOWN SITES – Wilmington Trolley Company**

Day two of the Annual City Council Retreat concluded at 3:30 p.m. for a trolley tour of historic Downtown Wilmington sites.

*FRIDAY, FEBRUARY 23 – 9 A.M.*

#### **OPENING – February 23, 2018 – Retreat Day 3**

Mayor Pro Tem Watkins called the meeting to order at 9:00 a.m.

#### **12. MARKETING STRATEGIES – Tameka Kenan-Norman**

Chief Communications and Marketing Officer Tameka Kenan-Norman provided a PowerPoint presentation on communications and marketing for the City.

She stated that staff has worked with a company to massage the web to have positive information show up first when the City is googled. Efforts are also ongoing to correct information on Wikipedia.

She told the Council the City’s website receives almost 1M views. She showed examples of new and continuing marketing mediums including:

#### **NEW**

- Google display and retargeting;
- Knowledge graph;
- Ad messenger (60,000 impressions per month);
- Vinyl and digital billboards (digital billboard relocated to Winstead Avenue/less clutter)
- Mobile billboard (Wilson, Rocky Mount and Raleigh – “King’s First Dream”)
- The Daily Drum (10,000 circulation/bi-weekly);
- The Wilson Times (Print: 13,000/daily; Online: 50,000 impressions/campaign)

\*Note: Print still good exposure, but needs to be coupled with other marketing efforts

#### **CONTINUING**

- TV advertising (40 commercials; 100,000 online impressions; ABC11 – 40 commercials in a 10-day period for BBQ Throwdown)
  - Suddenlink – 100 spots per month
  - Time Warner Cable – 260 spots per month

- Via Media – 300 spots per month
- Radio Advertising
  - Power 95.5
  - Life 103.1
  - Choice FM 92.10
  - Big Dawg 98.5
  - Movin’ 99.3

Mayor Combs:

- Asked if someone streaming live could see our commercials.
- Does Downtown have a Facebook page (Response by Tameka Kenan-Norman: Yes)
- Facebook
  - Recreation services
  - Senior Center
  - Energy Resources
  - Imperial Centre
  - Fire
  - Police
  - Government Offices
  - *Downtown*

She provided an example of the rebranding logo and stated branding is: 1) Who you are; 2) Who you want to be; and 3) What people perceive you to be. She said marketing is an opportunity to re-event ourselves. She advised Council the new tagline is Rocky Mount “the center of it all.”

Ms. Kenan-Norman told the Council she is conducting a brand audit of all stationery, websites, social media, marketing collateral, signage, powerpoint, photographs and videos through April 2018 to identify what works well and strengths and weaknesses of our current logo. She added she is also working with Electricities.

She added efforts are underway through June 2018 to create a brand team consisting of employees, communications professionals and administrative assistants. She said citizens will be included.

Additionally, plans to create a brand style guide will conclude in the summer (July/August 2018) for brand voice/tone and colors; logo usage; corporate typography; photography style and graphics to have across the board consistency throughout the city. She added the style guide will be audited once a year.

She provided a handout entitled, “Can you see me now?” to demonstrate marketing mediums used.

Councilmember Wiggins:

- Suggested marketing be extended to reach the southwest market in Little Washington, Bethel and Greenville

Discussion was held relative to the “Fighting Crime” Facebook page.

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

**13. DOWNTOWN EVENT CENTER UPDATE – Charles Penny; John McDonald; Marcus Murrell; and Amy Staton**

**CONSTRUCTION UPDATE:**

Charles Penny provided the City Council with drone shots of the Event Center construction project and the following update relative to the Rocky Mount Event Center:

- All of structural steel is up and in place;
- The roof is installed (on most of the building – all except Gold Leaf side);

- Project is progressing well; however, there are challenges
- Due to cold weather, construction schedule is 4 weeks behind;
- Barnhill/Holt will formally request an extension of time to achieve substantial completion;
- Original substantial completion date is September 12, 2018 (time lost due to inclement weather; outside of weather delays if no additional time agreed to, liquidated damages may be involved);
- New projected completion date is October 7, 2018;
- Contractor has committed to make up time.

He outlined other challenges to be:

- Coordination of construction and furniture, fixtures and equipment (FF&E); however, stated it is manageable;
- Basketball goal installation has been delayed due to structural conflicts (issue resolved and goals will be installed in April);
- Basketball goal installation impacts telescopic seating/bleacher installation in north end of field house;
- Schedules are tight and are being managed and coordinated;
- Basketball floor installation is being finalized; and
- Project has many moving parts and has required maximum cooperation with Barnhill/Holt, SFA/SFM, vendors and City staff.

Aside from the challenges, he stated he is confident the project is on track and the building will open in the Fall of 2018. He recommended an “Event Center Site Experience” with speaker opportunities be planned with save the date notices sent out and suggested April 20, 2018 at 2 p.m. as a time for the event. He noted this would be an opportunity for lenders including NMTC contributors to see the facility.

He told the Council the center will need a vault and vault room and change order number 3 will soon be coming to Council for approval. He said no additional funding will be requested and savings and contingency will cover additional costs.

Mr. Penny added that OIC has upgraded the mammography (3D) machine and that will need to be aligned in the financials.

He reported that Barnhill/Holt Brothers Joint Venture came to the project with a 30% commitment of certified MWBE (Minority and Women Owned Business Enterprise) companies participating in the project and reports are monitored and reviewed monthly. He stated the reports include the percentage of funds expended with MWBE companies.

He concluded his presentation by advising the:

- The guaranteed maximum price (GMP) with Barnhill/Holt Brothers is \$26,497,122;
- MWBE participation is expected to be \$9,677,096.64 or 28.34% of the contracted amount (does not reflect participation in FF&E purchases);
- Holt Brothers Construction Company has the highest percentage of participation at 18.5%; and
- \$3.8M in FF&E will come through the City’s Purchasing Division.

Mr. Penny thanked the Council for allowing him to work on this challenging project.

Councilmember Blackwell:

- Suggested approximately 500 seats will be needed for the preview event
- Noted OIC is available to provide an update report at a Committee of the Whole Meeting

#### ***OPERATIONS UPDATE:***

John McDonald with SFM provided an operations update including review of the business and marketing plans; marketing and hiring timelines, budgeting overview and updates and the long-term outlook.

He told the Council the goal of the local and corporate SFM team is to strategically place the Rocky Mount Event Center as the premier all-purpose venue in North Carolina with a primary focus on amateur sports events that have a significant economic impact on the City and the Twin Counties. He added that SFM will utilize the uniqueness of the venue to attract and host a number of events that will span the realm of entertainment and social events including collegiate and high school events; non-traditional events such as martial arts, dance, cheering and academic events; local events for civic groups, graduations; and government association events.

Mr. McDonald reported that SFM wants the Event Center to be the premier facility in eastern North Carolina. He said the desire is for the Downtown to grow and outlined the following signs of growth before the building is even complete:

- The facility is being developed as an economic development and Downtown revitalization initiative to improve the health and social outcomes from local community members and provided the following revitalization update:
  - 30 properties were purchased in 2017 directly related to the Rocky Mount Event Center (RMEC) coming online in October 2018. He noted these properties will provide a mix of hotel, entertainment, office, residential, retail and restaurant space.
- One developer has begun restoration of 8 buildings in the Five Points District and has plans to create new retail, residential and office space
- The former Carleton House has been purchased and the owner is currently working on designs for the \$2.5M renovation of a 64-room boutique motel expected to open in early 2019.

He stated SFM wants to educate the community on what can happen in the building with meeting rooms and banquet space and reported on marketing efforts with national and regional marketing initiatives and local marketing and business development and provided the following timeline:

**2018:**

- February – national ads go online; AAU meeting (proposal presented); begin SEO services;
- March – finalize sales kit & sponsorship; start local advertising;
- April – NASC conference; begin billboard ads; business luncheon (to make area businesses aware of opportunities and build sponsorship);
- May – Start SEM, Google remarketing & social media advertising;
- June/July – Evaluate marketing efforts & bookings; start radio/tv ads;
- August – connect conference;
- September – start local print promotions;
- October – order print materials for onsite marketing;
- November – grand opening.

He invited the Council to view the event website at [rockymountevents.com](http://rockymountevents.com) and noted the importance of coordinating calendars relative to Parks and Recreation events.

Marcus Murrell told the Council he is currently utilizing office space across from City Hall. He noted a marketing manager (Ashley Pittman) has been hired to start next week and interviews are underway for the sales position. He advised that the marketing manager will have a 30, 60 and 90-day plan.

Mr. McDonald presented an organizational chart and hiring timeline to include a hiring and staff plan for efforts to hire local and an engagement plan with North Carolina Wesleyan, community colleges and schools for interns and part-time help (job fair planned for April 2018).

He provided the Council with plans for bookings (26 dates currently being held for major events) and gave a budget overview. He outlined the long-term outlook to include the following and responded to questions from the Council:

- Finding our niche (and letting people know where we are; very accessible; airport nearby)
- Challenges: compete with Raleigh, but able to compete with any facility in the country; structure of volleyball tournaments; hotels; becoming a destination
- Focusing on developing relationships – not just bookings

- Setting a standard for unrivaled customer service
- Staying ahead of the competition

He stated the goal is to drive and continue the success the City has realized with the outdoor sports complex with a primary focus on events that drive economic impact. He added they are currently looking at ideas for the grand opening event.

Councilmember Miller:

- Identified the annual meeting of Methodist churches as an opportunity

Councilmembers Blackwell and Miller:

- Noted a concern relative to the availability of hotel rooms (Dev Pathik advised none of the economic impact predicted included hotel rooms and he expects increased interest from hoteliers after the grand opening. He stated there needs to be a deeper conversation relative to community access and to identify the meaning of success relating to community access).

Councilmember Blackwell:

- Inquired as to what average hotel rates are in the City currently

Councilmember Rogers:

- Stated hotels fill up on the weekends and inquired whether a plan exists for weekday events (Response by John McDonald: Yes, conferences with service catering)

**RECESS**

Mayor Pro Tem Lois Watkins recessed the meeting for a break at 10:45 p.m.

**RECONVENE**

The Retreat reconvened at 1:05 p.m. with all Councilmembers present.

\*SFM attendees and Mr. Murrell left the retreat

***FINANCIAL UPDATE:***

Finance Director Amy Staton provided a financial update including sources of funds (bonds, NMTC and City funds - \$48,311,131) and use of funding as follows:

**Use of funds:**

• Construction (Bonds/NMTC)	\$34,457,573
• Land assembly (Bonds)	2,500,000
• Equipment (Bonds/NMTC)	5,091,980
• Contingency (Bond/City)	345,006
• Legal (Bonds)	831,092
• Consultants (NMTC/City)	2,712,726
• Financing Costs	<u>2,372,754</u>
TOTAL PROJECT	\$48,311,131

The Finance Director provided and explained the debt payments schedule to Council. She outlined the tax rate impact as:

Implemented:

2016	2.5 cents
2018	2.0 cents

Future Debt:

2019	2.25 – 2.5 cents
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Total for Project: 6.75 – 7 cents

Equivalent value: 1 cent = \$375,300

She noted the NMTC funds will expire at the end of seven years. She provided a case summary prepared by Davenport & Company.

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

\*Charles Penny left the retreat

#### **14. FY 2019 CITY COUNCIL GOALS AND ACTION ITEMS – Joe Durham**

Facilitator Joe Durham commended the Council for setting Citywide goals and action items. It was noted the Citywide goals:

- Are set by the Mayor and Council and tracked by the City Manager;
- Reflect strategic priorities of elected officials
- Lead to department-led goals and action items
- Were established in 2011 and updated November 2015
- Reflect expressed strategic interests of elected officials.

It was further noted that the City Manager regularly reports to Council relative to goal status, ongoing activities and accomplishments.

Citywide Goals were defined as:

- **PUBLIC ENGAGEMENT** – deploy communication strategies leading to successful engagement with residents and business owners throughout the Triangle and Eastern North Carolina;
- **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;
- **UPLIFT HOUSING & EDUCATION** – develop and implement strategies and initiatives uplifting housing conditions and educational opportunities for disadvantaged residents and neighborhoods
- **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.
- **YOUNG, SKILLED ADULTS** – continue the local legacy of entrepreneurial success and grow opportunities for innovation by successfully engaging, recruiting and retaining young, skilled adults
- **COLLABORATION & VISIONING** – build support amongst residents, organizations and local leaders for continued collaboration guided by regional visioning for the Twin Counties
- **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
- **EFFECTIVE TRANSPORTATION** – develop and implement projects and strategies focused on effective transportation solutions for all residents
- **RESPONSIBLE PUBLIC SAFETY** – implement measures and strategies to successfully reduce crime, manage community conflicts and build broad citizen trust and respect for Police and Fire

Discussion was held relative to opportunities created and accomplishments realized as follows:

- Entrepreneurship;
- Economic growth, impact on population growth (more jobs, more people), opportunity being created in RMT (new announcements);
- Opportunities for families (prosperity, upward mobility);

- Impact of positive public investment for overall good of community;
- Quality of Life;
- Impact of Rocky Mount Mills, opportunities created for young people (filling in gaps we missed), enabling more younger adults to choose to reside in the City;
- Parks & Recreation Programing (expanded, better promoted)
- Overall expansion in City programming, promotion;
- Potential for Downtown (energy), awareness of this in City and beyond;
- Change in community positiveness (optimism); moving beyond past negativity (new businesses, amenities, job announcements);
- Renewed interest in Battle Park, Tar River, potential for the City (overlooked assets);
- Improvement in local housing;
- New workforce housing and market rate housing;
- Increased activity in churches & faith-based organizations, making a positive difference;
- Positive impact of new City Manager (appreciation expressed to City Manager for her leadership (satisfaction);
- Stability of elected and professional management for the City; and the
- Impact of continued growth in marketing and communication efforts

The following challenges were recognized and a list was created during the meeting to include:

- Aging housing stock (older neighborhoods);
- Aging population;
- Continued negative attitudes, especially amongst in-City residents (long-term residents);
- Strained, negative relations with western governing partners;
- Negativity from local newspaper (more negative compared to Greenville);
- Shrinking resources for most vulnerable, impoverished residents (homeless, prisoner re-entry);
- Diverting funds for infrastructure, could be used for other priorities (how do you pay for what you want/need to do?);
- Dealing with General Assembly (sometimes non-supportive, pre-emptive actions towards municipalities);
- Need for better race relations;
- Level of support City can provide to address local school issues (for City schools, finances, influence/relationships);
- Continuing to communicate a positive message (good strategies and momentum in place);
- Full employment opportunities for everyone (skill gaps, quantity of opportunities); and
- Availability of relevant data; are we capturing what we need to capture for effective evaluation (quantifying to substantiate); is it accurate? are we interpreting correctly?

The following goal revisions were identified and list created during the meeting to include:

- Public Engagement: moving in right direction;
- Diverse & Innovative Talent: need to focus on both leadership and development, putting staff in line/on track for ultimate leadership positions (focus attention on leadership, multi-level professional development, preparing staff to be leaders); clearly-defined pathways to professional and performance development (includes hard skills and soft skills); provide section in evaluation to reinforce values of diversity; include focus on succession planning, being intentional about developing/recruiting young people (action item); complete circle of communication & marketing (looking to east, south);
- Uplift Housing & Education: need to build focus point about housing availability (workforce and market rate) and building tax base; begin to look at growing contiguously through land purchase (strategic, part of policy); continue to support educational opportunities in disadvantaged neighborhoods; tying in workforce development; role of City as a partner on education, supporting/partnering/collaborating; assessing conditions of housing; building less public housing, build more workforce and market (focus on transition, systematically); addressing landlord issues (education, enforcement); and looking at how to lift up every neighborhood;
- Community Mobilization: discussion relative to addressing community needs; is the City being pro-active? Identifying how faith-based organizations can help; need to identify clearly how they

can help (accessibility to technology, employment services, mentoring); should work to encourage/incent these organizations; need an action item list for these entities to enable partnerships (pro-active); should the goal be more than singularly-focused on faith-based community? Expand to be more inclusive (other nonprofits, community organizations, civic groups); make sure these groups are receiving technical assistance. Four areas of faith-based involvement (Joy, Church on the Rise/Peacemakers, Word Tabernacle/Impact Center, UCM), Churches can feed money into nonprofits (My Sister's House, WARM, UCM, etc.) and may need City to provide direction to develop relationships

### **RECESS**

Mayor Pro Tem Lois Watkins recessed the meeting for a working lunch at 12:05 p.m.

### **RECONVENE**

The Retreat reconvened at 12:25 p.m. with all Councilmembers present and discussion continued relative to goals and action items.

### **FY 2019 CITY COUNCIL GOALS AND ACTION ITEMS (continued) – Joe Durham**

- Young, Skilled Adults: Working well;
- Collaboration & Visioning: Positive feedback about Citizen Academy (participants feel very informed), should find ways to promote more as means to build support, marketing on TV-19, WHIG, etc.;
- Destination Downtown: Change “Downtown Community Facility” to “Event Center”;
- Effective Transportation: Are we contracting with the business community for events (use of transit)?; staff to investigate;
- Responsible Public Safety: Fire station/police substation with adjoining park/playground, building connections and diversity in an effort to build relationships with youth; relocation of Fire Station #2 offers opportunity for such a concept (or adding community garden); requests from residents for safe sales point for internet transactions (i.e., Police parking lots, Fire parking lots, etc.)

Mr. Durham again commended the Council on creating an active, living, breathing documents for goals and action items and stated he would work to incorporate the discussion into current goals.

### **15. COUNCIL'S DIRECTIVES TO THE MANAGER:**

None at this time.

### **CONCLUSION/ADJOURNMENT:**

Mayor Pro Tem E. Lois Watkins thanked Joe Durham for facilitating the City Council's retreat and thanked the City Manager for planning the retreat. She stated a good manager left a position of leadership in Rocky Mount to retire, but a good manager took his place. She recognized and thanked Interim Assistant City Manager Peter Varney for his love of the City and support as interim assistant manager.

City Manager Small-Toney recognized and thanked her Executive Assistant Charlean Wilkins for planning and logistical efforts and staff for making presentations. She stated that overall she walks away from this retreat feeling good about the work accomplished.

There being no other items on the retreat agenda, the City Council retreat adjourned at 12:40 p.m.

### **104<sup>TH</sup> BIRTHDAY RECOGNITION**

Mayor Pro Tem Watkins recognized Ms. Thelma Grant for celebrating her 104<sup>th</sup> birthday on March 6, 2018. She presented a certificate recognizing this momentous occasion to Ms. Grant and congratulated her. The Mayor Pro Tem, Councilmembers and City Manager joined Ms. Grant and family members for a photograph.

Councilmember Knight noted that Ms. Grant is the oldest retired teacher in Edgecombe County.

**ROCKY MOUNT TOASTMASTERS 20<sup>TH</sup> ANNIVERSARY**

Mayor Pro Tem Watkins recognized and congratulated the Rocky Mount Toastmasters Club (#8957) on its 20<sup>th</sup> anniversary (1998-2018). She noted she is also a member of the Toastmasters Club and joined club members for a photograph.

**RECOGNITION AND PRESENTATION/ROCKY MOUNT PARKS AND RECREATION DEPARTMENT'S YOUTH 8U and 9-10 CROSS COUNTRY TEAMS**

The Mayor Pro Tem welcomed the Rocky Mount Parks and Recreation Department's Youth 8U and 9-10 Cross Country Teams and coaches and congratulated them on winning the USA Track & Field (USATF) and Amateur Athletic Union (AAU) Championships.

Motion was made by Councilmember Knight, seconded by Councilmember Rogers and unanimously carried that the following **Resolution (R-2018-9)** be adopted:

**RESOLUTION RECOGNIZING AND CONGRATULATING ROCKY MOUNT PARKS AND RECREATION DEPARTMENT'S YOUTH 8U and 9-10 CROSS COUNTRY TEAMS FOR WINNING USA TRACK & FIELD (USATF) AND AMATEUR ATHLETIC UNION (AAU) CHAMPIONSHIPS**

WHEREAS, USATF AND AAU, two of the most visible youth athletic development programs in the world, sponsor state, regional and national cross-country events for youth athletes across the United States; and

WHEREAS, the team members who compete in the state, regional and national championship meets must qualify based upon individual and team performance, as well as stellar times recorded during the various local meets that lead up to the championships; and

WHEREAS, the 8U Cross Country Team, comprised of the following team members: Candrice Davis, Shania Wilson, Maleah Grimes, Amaya Brown, Nylah Roberts and Nadiya Muhammad, won the USATF and AAU state and regional championships which qualified them for the national meet; and

WHEREAS, Candrice Davis was the individual USATF and AAU state champion for the 8U division and earned both USATF and AAU All-American honors and Maleah Grimes earned AAU All-American honors; and

WHEREAS, the 9-10 Cross Country Team, comprised of the following team members: Kennedy Turrentine, Keysha Mizzell, Jaydin Thomas and Kira Jones, won the USATF and AAU state championship and, based on their regional performance, qualified for the national meet; and

WHEREAS, championships such as this do not happen without dedicated leadership and the 8U and 9-10 Cross Country Teams had that in Coach Mark Davis; and

WHEREAS, the youth athletes performed in a manner that distinguished themselves individually and collectively as a team and brought credit not only to themselves, but to their families, their City and their community; and

WHEREAS, also contributing to the team's success was the support of their parents and the outstanding coaches including Mark Davis, Rose Davis and Preston Turrentine who provided leadership and coached the team members caring for them like family and guiding them through their various meets.

NOW, THEREFORE, BE IT RESOLVED that Mayor David W. Combs and the Rocky Mount City Council hereby congratulate the Rocky Mount Parks and Recreation Department's 8U and 9-10 Cross Country Teams on their great accomplishments; and

BE IT FURTHER RESOLVED that the Mayor and City Council, individually and collectively thank the members of the team, the coaches, staff and support personnel for the honor the championships have brought to the team and to the City of Rocky Mount; and

BE IT FURTHER RESOLVED that this resolution shall be spread upon the pages of the minutes of this proceeding and a copy shall be presented to each team member, the coaches and others who were instrumental in winning the championships.

Adopted this the 19<sup>th</sup> day of March, 2018.

Mayor Pro Tem Watkins called on team coaches to assist in presenting team members with an official copy of the Resolution. She congratulated the team and coaches on this outstanding accomplishment.

**AMERICAN RED CROSS MONTH**

The Mayor Pro Tem read a Proclamation proclaiming the month of March 2018 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, Ken Hunter, Board Chair for the Frederick E. Turnage Chapter of the Red Cross in Rocky Mount and Scott Hale, City of Rocky Mount Blood Committee Chair and joined them for a photograph.

**SPECIAL RECOGNITION**

City Manager Rochelle D. Small-Toney recognized and thanked Assistant City Manager Thomas M. Moton, Jr. for his service to the City as Assistant City Manager. She reported Mr. Moton has served in that position for just over three years and tonight is Mr. Moton's last meeting of the City Council as he will be moving to her hometown of Wilmington, North Carolina, to serve as Assistant City Manager. She wished him well in his new position invited Mr. Moton to make comments. Comments were made by Mr. Moton and he thanked the City Manager for acknowledging his service.

**PETITIONS FROM THE PUBLIC**

The Mayor Pro Tem opened the meeting for petitions from the public and there were none.

**CONSENT AGENDA**

**A. TEMPORARY STREET CLOSING (recommended for approval):**

- Request by Pastor Mack E. Battle, on behalf of East End Baptist Church, for permission to close the 900 block of East Highland Avenue (from the corner of Coleman to the corner of Magnolia Streets) from 2:00 p.m. until 6:00 p.m. on Saturday, March 31, 2018 for the church's Easter Youth Fellowship.

**B. AD VALOREM TAX RELEASES (recommended for approval):**

**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>				
2017	827	BERKSHIRE HOLDINGS LLC 1213 CULBRETH DR WILMINGTON, NC 28405	95.77 3.35	CITY INT
<b>TOTAL RELEASE:</b>			<b>99.12</b>	

2008	3113	THREE O ONE BEACH BINGO OF ROCKY MOUNT C/O TRICIA HALLOW 803 GREENVILLE BLVD SE GREENVILLE, NC 27858 <b>TOTAL RELEASE:</b>	14.17 CITY BUSINESS CLOSED IN 2007 11.97 INT  <b>26.14</b>
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Motion was made by Councilmember Miller, seconded by Councilmember Knight and unanimously carried that the recommendations relative to the Consent Agenda items be approved inclusive of approval of the street closing and tax releases contained therein.

**PLANNING BOARD RECOMMENDATIONS**

Interim Director of Development Services JoSeth Bocook presented a brief overview and explanation of the Planning Board recommendations.

The following action was taken upon the recommendations of the Planning Board:

**A. CONDITIONAL USE REZONING REQUEST/PUBLIC HEARING**

The Mayor Pro Tem 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 Rocky Mount Village, LLC for the rezoning of 5.42 acres at 20 East Elm Street and an adjacent unaddressed parcel from R-6MFA to B-2CU with the conditional use that the only permitted use shall be motel, hotel or motor court operations

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

**Bronson Williams**, was sworn by acting City Attorney Nick Ellis. Mr. Williams asked for clarification of the definition of tiny homes.

Interim Director of Development Services JoSeth Bocook explained that tiny homes are structures or dwellings constructed in accordance with recreational vehicle standards.

**Dan Jewell**, landscape architect with Coulter, Jewell, was sworn by acting City Attorney Nick Ellis. Mr. Jewell told the City Council he has been working with the development team at Rocky Mount Mills for the past three years. He stated there is a unique opportunity for the Mills to provide nightly guest rooms that will be pulled onto the site and permanently situated. He stated the tiny homes will be rented on a nightly basis; it is anticipated there will be a maximum of 30 units with one bedroom per unit. He added the zoning map shows the site on the northwestern portion of the property in the middle of the block with surrounding properties owned by the Mills or the City with little visibility from the street.

**Charles Chambers**, was sworn by acting City Attorney Nick Ellis. Mr. Chambers stated when he appeared to speak about affordable housing his time was limited. He stated there appears to be a question about the process for public hearings the time allotted for the public to speak.

Attorney Nick Ellis reminded Mr. Chambers this is a public hearing on a rezoning request and requested Mr. Chambers to limit his comments to the topic at hand.

Mr. Chambers stated he is addressing the chair and questioned Mr. Ellis' authority. Mayor Pro Tem Watkins requested Mr. Chambers to limit his comments to the public hearing related to the rezoning request.

He suggested the units be identified as motels rather than tiny homes.

No one else from the public appeared relative to the conditional use rezoning request and the Mayor Pro Tem declared the public hearing closed.

Councilmember Wiggins inquired if the petitioner is willing to go on record to offer additional conditional uses as previously discussed in the Committee of the Whole Meeting just prior to tonight's meeting relative to density, vegetative buffers, underpinning and permanent connect to City water and sewer and the Petitioner responded in the affirmative.

Motion was made by Councilmember Wiggins, seconded by Councilmember Knight and unanimously carried that action as to the rezoning request be deferred until the April 9, 2018 meeting of the City Council in order for the Ordinance and Resolution Authorizing the Conditional Use Permit to be redrafted.

Councilmember Knight stated there was a discussion in the Committee of the Whole Meeting wherein staff was requested to prepare a comprehensive ordinance for the entire City. He said the request is a new twist on an old concept

#### **WASTEWATER TREATMENT PLAN ELECTRICAL UPGRADES**

The City Council received a request for approval of an ordinance increasing the FY 2018 annual operating budget by \$930,000 (includes labor of \$431,505; materials from the City warehouse totaling \$348,496 and a contingency of \$144,998.83) in the Electric Fund for upgrades to the electric system at the City's Wastewater Treatment Plant.

Motion was made by Councilmember Knight, seconded by Councilmember Wiggins and unanimously carried that the following budget ordinance be adopted:

- a. **Ordinance No. O-2018-8** entitled **ORDINANCE AMENDING THE BUDGET ORDINANCE FOR THE FISCAL YEAR 2017-2018 FOR WASTEWATER TREATMENT PLAN ELECTRICAL UPGRADES.**

#### **AMENDMENT TO RESTATED SEWER SERVICE CONTRACT WITH EDGECOMBE WATER AND SEWER DISTRICTS NUMBERS 1, 2 AND 5**

The City Council received an amendment to a restated sewer contract with Edgcombe Water and Sewer Districts Numbers 1, 2 and 5. Council was advised this amendment will increase the existing wholesale sewer services with Edgcombe Water and Sewer Districts Numbers 1, 2 and 5 from its current allocation level of 240,000 gallons per day to 404,000 gallons per day in order to accommodate additional development at the Kingston Industrial Park due to the addition of Corning Pharmaceuticals and Triangle Tyre.

Motion was made by Councilmember Miller, seconded by Councilmember Wiggins and unanimously carried that the amendment to the restated sewer service contract with Edgecombe Water and Sewer be approved and that the Mayor and City Clerk be authorized to execute the contract amendment on behalf of the City. The amendment will be placed on file with the original contract (C-2004-13).

**GRANT/NASH COUNTY FOUNDATION TO REDUCE THE USE OF DRUGS**

The City Council was informed that the Police Department has received grant funds of \$6,000 from the 2018 Nash County Foundation to Reduce the Use of Drugs and said grant does not require any matching funds. Council was advised the Police Department has utilized funding from this program for several years to fund programs such as its Explorer Post Program and to purchase equipment for demonstrations that deter drug use.

Motion was made by Councilmember Knight, seconded by Councilmember Wiggins and unanimously carried that notification of receipt of the grant funds be acknowledged and the use approved and that Ordinance No. **O-2018-9** entitled **ORDINANCE AMENDING THE BUDGET ORDINANCE FOR THE FISCAL YEAR 2017-2018/NASH COUNTY FOUNDATION REDUCE THE USE OF DRUGS GRANT** be adopted.

**LEASE/LICENSE AGREEMENT/GAY ROAD PROPERTY**

Assistant City Manager Peter Varney advised the City Council that since 2004 REB Properties, Inc. has been allowed to use the 87 acres of City-owned property on Gay Road (formerly used as a solid waste landfill) for hunting purposes pursuant to a license agreement which expired on January 31, 2016. He stated REB Properties, Inc. would like to enter into a new license agreement with a five-year term for use of the property at a cost of \$850 per year.

Motion was made by Councilmember Bullock, seconded by Councilmember Rogers and unanimously carried that **Resolution No. R-2018-10** entitled **RESOLUTION OF INTENT TO ENTER INTO LICENSE AGREEMENT** be adopted. This resolution authorizes the City Clerk to advertise a Notice of Intent to approve the lease pursuant to N.G.S.G. 160A-272).

**TAXICAB LICENSE**

The City Council received a recommendation from the Chief of Police for the issuance of one new taxi right license to Cherita S. Evans.

Motion was made by Councilmember Knight, seconded by Councilmember Wiggins and unanimously carried that a taxi permit be approved for issuance to Cherita S. Evans, as recommended by the Interim Chief of Police Willie R. Williams.

**AUDIT CONTRACT**

The City Council received a proposal from Martin Starnes & Associates to perform the Fiscal Year 2018 audit at a cost of \$55,000 which is an increase of \$5,425 from the prior year. The City Council was advised that the firm has performed the audit for the past eleven years and has provided excellent service both during the audit



engagement and during the year as assistance is required related to financial matters.

Motion was made by Councilmember Rogers, seconded by Councilmember Miller and unanimously carried that the proposal of Martin Starnes & Associates be accepted and that the Mayor and Director of Finance be authorized to execute the audit contract **(C-2018-3)** on behalf of the City.

**ENGINEERING SERVICES/PARKERS CANAL DRAINAGE IMPROVEMENT PROJECT/TASK ORDER NO. 4**

The City Council was provided with Task Order Number 4 on a contract with WK Dickson & Co., Inc. for engineering services associated with the design, bidding and construction of drainage improvements where Parkers Canal crosses God of Deliverance Ministries at 501 Tarboro Street. The Council was advised that, in addition to the damage experienced at the former location of the church's education building, the culvert sustained additional damage during Hurricane Matthew in the fall of 2016. It was noted that in the fall of 2017 the City applied for and later received a Hazard Mitigation Grant from the GoldLEAF Foundation to be used to remove the remaining portion of the culvert in order to eliminate the potential for further damage and mitigate the potential for upstream flooding. Council was advised the project scope was modified to include fencing around the perimeter of the project and to address the eventual replacement of the culvert where it passes underneath Cokey Road and in order to proceed with the proposed improvements and satisfy the timeline associated with the grant staff recommends approval of Task Order 4 in the amount of \$64,850.

Motion was made by Councilmember Knight, seconded by Councilmember Rogers and unanimously carried that Task Order Number 4 with WK Dickson & Co., Inc. be approved and that the Mayor be authorized to execute the Task Order on behalf of the City.

Task Order Number One 4 be placed on file with the original stormwater engineering services contract **(C-2014-23)**.

**STATE FUNDING/MOSQUITO AND TICK SUPPRESSION**

The City Council was advised that the North Carolina Department of Health and Human Services (NCDHHS) Environmental Health Section is funding 10 local health departments across the state to develop and improve local Integrated Mosquito and Tick Management programs and that Nash County was selected to take part in this program. Council was further advised that since Nash County does not have an established vector control program they recognize Rocky Mount as among the preeminent programs in the state they have offered to make this funding (\$16,000) available to the City.

Motion was made by Councilmember Knight, seconded by Councilmember Miller and unanimously carried that the appropriation of grant funds of \$16,000 from the North Carolina Department of Health and Human Services, through Nash County, to the City be approved.

**INTERLOCAL AGREEMENTS/USE OF 800 MHZ RADIO SYSTEM**

The City Council was advised that with the completion of the upgrade to the City's 800 MHz radio system the City can now move forward with establishing interlocal agreements with various public agencies for their use of the City's radio system. Council was provided with the agreements outlining the terms and conditions for the use of the radio system with the following agencies:

- a. Nash County Sheriff
- b. Nash County EMS
- c. Nash Community College
- d. Town of Nashville
- e. North Carolina Department of Public Safety - Probation
- f. North Carolina Supreme Court Police Department
- g. Battleboro Fire Department
- h. Sharpsburg Fire Prevention
- i. West Edgecombe Volunteer Fire Department
- j. Rocky Mount Housing Authority

Motion was made by Councilmember Knight, seconded by Councilmember Wiggins and unanimously carried that the Interlocal Agreements with the above agencies (**C-2018-4[a-j]**) be approved and that the Mayor be authorized to execute the same on behalf of the City.

Councilmember Wiggins stated the City has recently expended a significant amount to fund the backup Public Safety Answering Point (PSAP) System. He suggested a conversation with other local entities relative to financial assistance for its maintenance when the opportunity presents itself.

**ROCKY MOUNT TRANSIT/FY 2018 CERTIFICATIONS AND ASSURANCES**

The City Council was provided with the certifications and assurances required for the Mayor, City Attorney and City Clerk to be authorized to execute FY 2018 Transit Grant Agreements approved by the North Carolina Department of Transportation/Public Transportation Division and the Federal Transit Administration.

Motion was made by Councilmember Knight, seconded by Councilmember Rogers and unanimously carried that the certifications and assurances be approved and that the Mayor, City Attorney and City Clerk be authorized to execute the same on behalf of the City.

**PIGGYBACK PURCHASE/FLOOR COVERING FOR THE ROCKY MOUNT EVENT CENTER GYMNASIUM FLOOR**

The City Council received a proposal to purchase under the "piggyback purchase" statute [G.S. 143-129(g)] Platinum Series Protection Floor Covering for the Rocky Mount Event Center Gymnasium at a total cost of \$148,173.75.

The information furnished by the Purchasing Division supporting the recommendation will be placed on file in the office of the City Clerk as **BD-2018-8**.

Motion was made by Councilmember Wiggins seconded by Councilmember Rogers and unanimously carried that piggyback purchase of the floor covering described above be approved and that the Purchasing Division be authorized to issue a purchase order in accordance with the Council's award.

**BIDS/OLD MILL ROAD TRANSMISSION POLE RELOCATION PROJECT**

The City Council received the tabulation of bids received for the Old Mill Road Transmission Pole Relocation Project. Bids were received and opened on February 20, 2018 after all necessary legal procedures had been implemented and the bid tabulation is on file in the Office of the City Clerk as **BD-2018-9**.

Motion was made by Councilmember Wiggins, seconded by Councilmember Rogers and unanimously carried that the bid be awarded to River City Construction, Incorporated at a total cost of \$302,700 (includes the base bid cost of \$224,100, Adder Cost #2 for spreading 12kv distribution wire at a cost of \$32,365; and Adder Cost #3 for transferring the distribution wire and removing old pole(s) at a cost of \$46,305) and that the Mayor and City Clerk be authorized to execute the bid contract on behalf of the City.

**BIDS/UNDERGROUND CABLE INSTALLATION AND SYSTEM UPGRADE PROJECT**

The City Council received the tabulation of bids received for the underground cable installation and system upgrade project for the regional wastewater treatment facility. Bids were received and opened on January 18, 2018 after all necessary legal procedures had been implemented and the bid tabulation is on file in the Office of the City Clerk as **BD-2018-10**.

Motion was made by Councilmember Wiggins, seconded by Councilmember Rogers and unanimously carried that the bid be awarded to Directional Services, Incorporated (DSI) at a cost of \$431,505 and that the Mayor and City Clerk be authorized to execute the bid contract on behalf of the City.

**BID/ONE (1) 5-YARD DUMP AND THREE (3) CHASSIS CABS**

The City Council received the tabulation of bids received for one (1) 5-yard dump and three (3) chassis cabs. Bids were received and opened on February 8, 2018 after all necessary legal procedures had been implemented and the bid tabulation is on file in the office of the City Clerk as **BD-2018-11**.

Motion was made by Councilmember Wiggins, seconded by Councilmember Rogers and unanimously carried that the bids be awarded to Lilley International, Incorporated as follows and that the Purchasing Division be authorized to issue a purchase order(s) for the trucks in accordance with the Council's award:

- a. One (1) 2019 5-Yard Contractor Dump at a total cost of \$83,853.20 for the Streets Division; and
- b. Three (3) Chassis Cabs at a cost of \$68,242.60 each for a total cost of \$204,727.80 (one unit for the Streets Division and two units for the Stormwater Division).

**SPECIAL CALLED COMMITTEE OF THE WHOLE**

The City Council scheduled a Special Called Committee of the Whole Meeting for Tuesday, April 3, 2018 at 4:00 p.m. in the Committee Room, Third Floor of the Frederick E. Turnage Municipal Building, for the purpose of a presentation relative to the Development Finance Initiative of the School of Government Housing Development concerning market

analysis, public interests, selection of architect and detailed discussion of potential sites (Tarboro Street and Crossing at 64).

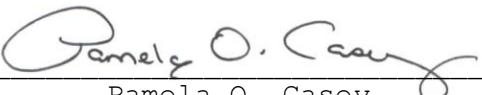
**TEMPORARY STREET CLOSING/LUPER STREET/ (ADDED TO AGENDA IN OPEN MEETING)**

The City Council received a request from Clinton and Barbara Richardson for permission to close the 1000 block of Luper Street (time to be determined) on Sunday, May 27, 2018 for a Family/Friends Day.

Motion was made by Councilmember Knight, seconded by Councilmember Wiggins and unanimously carried that the request be granted, subject to approval by staff.

**ADJOURNMENT**

There being no further business, the City Council meeting adjourned at 8:05 p.m.

  
\_\_\_\_\_  
Pamela O. Casey  
City Clerk