



MAY 14, 2013, CITY COUNCIL MINUTES SPECIAL MEETING BUDGET WORKSHOP

The City Council of the City of Clinton, North Carolina, met in a special budget workshop at 6:00 PM on May 14, 2013, in the City Hall Training Room. Mayor Starling presided. Councilmembers Strickland, Turlington, Stefanovich, Becton, and Mayor Pro Tem Harris were present.

Also present were City Manager Connet; Assistant City Manager – Finance Director Shawn Purvis; Police Chief Jay Tilley; Fire Chief Adon Snyder; Human Resource Manager Lisa Carter; Public Works Director Jeff Vreugdenhil; Planning and Zoning Director Mary Rose; Recreation Director Jonathan Allen; City Clerk Elaine F. Hunt; and Kristin Stafford, Accounting Operations Manager.

Melvin Henderson, of the Sampson Weekly, was also present.

City Manager John F. Connet blessed the meal.

Mayor Starling called the budget workshop to order.

BRANDING—CITY OF CLINTON

City Manager Connet introduced this item which was continued from the May 7, 2013, city council meeting. He stated that several research, branding, and marketing firms were contacted; however, he and Planning Director Mary Rose would brief them on two firms selected.

Ms. Rose spoke regarding a firm called Arnett Muldrow. She stated that this firm is located in Greenville, SC; specializes in branding and community revitalization for small to midsize towns and Main Street organizations; and developed brands for over 320 communities in 30 states. Ms. Rose stated that Arnett Muldrow's brand elements consist of a mixture of colors; a font, a logo that claims ownership to the common themes of the City of Clinton; and a tagline which incorporates the history, the blending of cultures and the heritage of the city. After reviewing a handout on Arnett Muldrow, Ms. Rose concluded by stating that this firm's objectives would include providing a comprehensive product that meets the communication and budgetary needs of Clinton and they provide branding and marketing training for multiple state's Main Street programs.

City Manager Connet spoke regarding North Star Destination Strategies. He stated that there is only a slight difference in the two branding firms. He presented to City Council a handout. He stated that this firm works solely with communities. He further stated that after having worked with almost 200 communities in 38 states, North Star is considered an industry leader in community branding. They have worked with communities as small as a population of 358. Mr. Connet informed City Council that North Star has worked on community-wide branding initiatives with Hickory, Goldsboro-Wayne County, Concord, New Bern, and Jacksonville.

Mr. Connet stated that both North Star and Arnett Muldrow have pretty pictures; however, the difference in the two firms is the research. North Star spends a lot of time doing research and capturing data. He stated that North Star's research has 3 main jobs: to drive the strategy for the brand in a way that is entirely authentic to Clinton, gain buy in from all the stakeholders involved, and inform the strategic plan to get the highest and best use out of North Star's efforts. City Manager Connet informed City Council on the steps North Star would take to create the brand for Clinton.

City Council asked questions regarding branding; such as, what do we want to brand; why brand; etc. Ms. Rose and City Manager Connet responded that we want others to know about Clinton when we travel elsewhere. Mr. Connet stated that the focus groups of the Comprehensive Plan will work closely with the branding firm.

Councilmember Stefanovich expressed that branding requires a significant commitment from City Council and city staff. He stated that City Council needs to be willing to commit for at least five years.

Councilmember Turlington questioned whether the firm will assist after the branding is complete. Ms. Rose stated that she heard minimum assistance will be given, especially, by one of the firms.

Mayor Starling asked if City Council might narrow their decision to one firm and City Manager asks that firm to make a presentation before City Council.

It was the consensus of City Council to continue the consideration of proposals for the City of Clinton's branding initiative until the May 21, 2013, budget workshop at 6:00 PM in the City Hall Training Room.

REVIEW OF GENERAL FUND BUDGET

Assistant City Manager Purvis distributed a handout and presented a PowerPoint concerning the FY 2013-2014 Budget. He first stated the goals: (1) welcoming neighborhoods and public spaces (2) quality job growth (3) sound and sustainable infrastructure (4) enhanced quality of life (5) affordable and varied housing opportunities and (6) financial sustainability. He presented the General Fund Overview, Department Budgets, Fee Schedule and Recommendations, and Vitals. (SEE ATTACHMENT #1)

Mr. Purvis stated that we have not received estimates from the County Tax Office and have not received information from our health provider. He stated

that although the CPI is 1.6%, he had adjusted our COLA to 1%. Mr. Purvis stated that revenues have been lost as it relate to privilege license fees and the Internet Sweepstakes. He reviewed each line item within the attached handout.

During Assistant City Manager-Finance Director Purvis' presentation, several questions/concerns arose from City Council:

Councilmember Stefanovich: Streets resurfacing from last year is already showing wear and tear; and

Mayor Pro Tem Harris: No sidewalks or paths for children to walk on Barden Street. Three children were hit during last year; and

Councilmember Strickland: What is the cost of sidewalks for Barden Street; and

Councilmember Becton: Is the City still using inmate labor?

Public Works Director Vreugdenhil stated that the type of material used to resurface the streets is not as durable as in the past. He stated it would cost substantially more to resurface if we did so as in years past. He stated that he was able to resurface an extra mile this year because the City piggybacked off the State contract. He told City Council that there is no money in the budget for sidewalks. He informed all that next year, inmate labor may come from the local facilities. He further stated that all of Public Works' employees are receiving inmate training.

Mr. Vreugdenhil was directed to research the cost of sidewalks for Barden Street and bring this information back to City Council at the May 21, 2013, budget workshop.

Mr. Purvis stated that there will be a decrease in the Garage Department due to a reduction in the building maintenance line item. Councilmember Strickland questioned the design-build construction status for the City.

City Manager Connet stated that this bill passed the Senate and the House. He further stated that it has been referred to the committee on government.

Mr. Purvis stated that there are four categories for Fund Balance: Restricted (externally enforceable limitations); Committed (self-imposed limitations set in place prior to the end of the period); Assigned (limitations resulting from intended use expressed by the City Council); and Unassigned (residual net resources – total fund balance in General Fund in excess of restricted, committed, and assigned fund balance. He is requesting City Council to consider setting a range for these categories rather than specific amounts.

Mr. Purvis proposed one fee schedule change: Increasing the residential garbage fee from \$14.50 to \$15.00 per month. He stated that this increase will generate approximately \$18K and help offset fuel and maintenance costs.

Before concluding, Mr. Purvis presented the following key dates:

Tuesday, May 21, 2013 - Final budget workshop
Friday, May 31, 2013 - Proposed final budget submitted
Tuesday, June 4, 2013 - Manager's presentation and public hearing
Tuesday, June 18, 2013 - Adoption of FY2013-2014 Budget

Mr. Purvis concluded by stating that presently, there is approximately a \$225,000 gap within the FY2013-2014 Budget. A summary of the proposed capital purchases was given: 3 Police vehicles with cameras; 1 Recreation vehicle; 1 Street truck; and a mower for the Grounds Department.

POLICE AND FIRE FACILITIES

City Manager Connet stated that this item was discussed in February and he wants to know how City Council wants to proceed. He stated that JKF Architecture was engaged to review the feasibility of providing a new Police, Fire, and Rescue Facility on the site of the current Fire Station No. 1 and the surrounding lots currently under consideration for acquisition by the City. These surrounding lots include: Taylor Agency's property, Public Works recycling lot, and the property behind Fire Station No. 1 excluding Lean Bodz Gym. He stated that the Planning and Zoning building was also considered. The total project cost was \$9,864,712 (\$1.6 million is for the Planning and Zoning Department). (SEE ATTACHMENT #2)

Councilmember Strickland questioned if combining Police, Fire, and Rescue Facilities is now a common trend. Chief Snyder replied that, it depends upon the area. Chief Tilley commented that the sharing of resources was the appealing part to him.

City Manager Connet reviewed the other options mentioned previously:
(1) New Police Station only on existing site – project estimated cost -- \$3,721,771; (2) New Police Station only across from City Hall – project estimated cost -- \$3,645,678; (3) Closing John Street and constructing new Police, Planning and Zoning facilities – project estimated cost -- \$6,848,473; (4) Fire Station #1 Addition and Renovation -- project estimated cost -- \$1,101,775.

Mr. Connet concluded that previously, staff had explored the feasibility of developing at the former "RUS" Downtown Building site as an alternative site for the Police Station.

NO CLOSED SESSION

The closed session was removed from the agenda.

INTERIM CITY MANAGER

Mayor Starling, with the consensus of City Council, announced that Mr. Shawn Purvis will be the Interim City Manager for the City of Clinton. City Manager John Connet's last day with the City of Clinton is Friday, May 24, 2013.

CONTINUATION

Upon a motion made by Councilmember Stefanovich, seconded by Mayor Pro Tem Harris, the May 14, 2013, Budget Workshop was unanimously continued until the May 21, 2013, Budget Workshop beginning at 6:00 PM in the City Hall Training Room. This Budget Workshop of May 14, 2013, adjourned at 7:59 PM.

Elaine F. Hunt, MMC, City Clerk

Luther D. Starling, Jr., Mayor