



Clinton Connection

Citizen Quarterly Newsletter

Winter 2015

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Community Calendar

- **Monday, January 5**
Youth Baseball, Softball & T-Ball
Registration Opens
Clinton Recreation
- **Friday, January 23**
Youth Recreation Soccer
Registration Ends
Clinton Recreation
- **Monday, January 19**
Martin Luther King Jr., Banquet
Clinton-Sampson Chamber of Commerce
- **Fri. to Sun., Feb. 6-8, 13-15**
Addams Family
Sampson Community Theater
- **Thursday, February 19**
District 1 Meeting
Beaman St. Fire Station
- **Thursday, February 26**
District 4 Meeting
Bellamy Recreation Center
- **Tuesday, March 10**
District 2 Meeting
Beaman St. Fire Station
- **Thursday, March 12**
District 5 Meeting
Sampson Community Center
- **Thursday, March 19**
District 3 Meeting
City Hall Auditorium
- **Saturday, March 28**
5th Annual Super Sprint Triathlon
Clinton Recreation & FS Series

A New Brand for Clinton by Mary Rose, Planning & Zoning Director

In early 2014, the City of Clinton and the Clinton Main Street Program began a branding initiative to create a community brand for the city. The process began in earnest with the selection of Arnett Muldrow & Associates to guide the brand development. A successful brand relies on significant input from the community. This includes residents, businesses, community partners, and other various stakeholders. The City established a committee of residents and representatives from various partners such as the hospital, community college, and school system to assist in the information gathering process and work with the consultants. The consultants conducted interviews and focus groups with City Council, citizens, downtown committee members, business owners, and city staff for research. In all, nearly 80 people were involved in developing the community brand. After a few weeks of research and a few more weeks for design, Arnett Muldrow presented the brand to the steering committee for comments and review. The committee then recommended the new community brand, downtown brand, and modernized city seal to City Council for their approval at the September City Council meeting. The City officially unveiled the brand at the 2014 Court Square Street Fair and Barbecue Cook-off.



The approved brand is "Clinton – The Perfect Place to Call Home." Along with this tagline, the city received a brand message, brand images, and an implementation strategy to help put the brand in place. The city will use the community brand to promote and market Clinton locally and regionally to potential visitors, residents, and industry. The brand images incorporate a multi-colored millstone to illustrate our community's history and diversity.



2015 Annual District Meeting Schedule set by Elaine Hunt, City Clerk

A lot has been happening in the City of Clinton over the past year. The city has wrapped up several projects like the Eliza Lane CDBG project and has started significant new projects including the water production expansion. The city has also been busy preparing for the future with the 2035 Comprehensive Plan. This year's district meetings will feature a recap of everything the city has accomplished and will present the 2035 Comprehensive Plan for citizen discussion. The Mayor and City Council invite everyone to come and share their ideas, concerns, and comments at the 2015 district meetings. The annual meetings offer an opportunity for residents to interact in a more informal setting. Each district meeting is at a convenient location in the district and will be held during the months of February and March. "Each year these meetings offer us a great opportunity to interact with our citizens, and this year is no exception with all the city is doing. I know we will receive important feedback and wonderful suggestions," says Mayor Lew Starling. If you have any questions or need additional information regarding these meetings, please call City Hall at (910) 592-1961.

District Meeting Schedule

District 1	Feb. 19 7:00 pm	Beaman St. Fire Station
District 2	Mar. 10 7:00 pm	Beaman St. Fire Station
District 3	Mar. 19 7:00 pm	City Hall Auditorium
District 4	Feb. 26 7:00 pm	Bellamy Center
District 5	Mar. 12 7:00 pm	Sampson Center



Important Numbers

Emergency.....911
City Hall.....592-1961
Water & Sewer Billing.....299-4909
Code Enforcement.....299-4904
Sanitation & Streets.....299-4905
After-hours Emergency...592-1151
NIT Tip Line.....590-3009

City Council Meetings

City Council meetings are held the first Tuesday of every month at 7:00 p.m. in the auditorium at City Hall. Those interested in speaking at meetings should contact the City Clerk at (910) 592-1961.

Missed the City Council Meeting? Watch it on TV or Online!

You can watch City Council meetings every Thursday at 7:00 pm on StarVision GOAC-15. City Council meetings are also available on the City's You Tube channel, Clintonnc1.

Need More Information?

Visit our website 24-7 or like us on Facebook for more information about Clinton, community events, and what the City is doing for you.



What do You Think?

We'd like to know what you think about the newsletter and how we can improve it...

Call or email us at:
910-592-1961
spurvis@cityofclintonnc.us

City Continues Strong Financial Position *by Harry Staven, Finance Director*

The City of Clinton has received the Government Finance Officers Association (GFOA) Distinguished Budget Presentation Award for the fifth consecutive year. "The GFOA award demonstrates the city's commitment to strong budgeting and financial principles," stated City Manager Shawn Purvis. Each year, the GFOA recognizes a handful of cities that use the budget document as a policy document to communicate the annual financial plan, the sources and use of funds, and the expected outcomes from the use of the funds during the next budget cycle. This past year only 1,423 communities out of more than 18,000 received this award. Also, at the December City Council meeting the city received a clean audit for the fiscal year ending June 30, 2014. The audit affirms Clinton's financial strength, as the city increased its net position by more than \$1.3 million, and General Fund revenues exceeded expenditures by \$350,000. The city finance staff is proud of this accomplishment and is committed to serving the public with accurate, reliable, and open financial reporting. The budget and audit are available online at www.cityofclintonnc.us/documents.



Mayor Lew Starling presents Kristin Stafford and Harry Staven with the GFOA Distinguished Budget Presentation Award.

Clinton Bicycle Plan Pedals Forward *by Mary Rose, Planning & Zoning Director*

In early 2013, city staff and the Bicycle Plan Steering Committee began working with consultant Benchmark CMR, Inc. to develop the Clinton Comprehensive Bicycle Plan. The city received a grant from the NC Department of Transportation to fund the plan. The planning process included extensive background research, citizen participation through public surveys and meetings, and stakeholder interviews. The Clinton Comprehensive Bicycle Plan will serve as a roadmap to improve opportunities for bicycling as a safe and practical form of transportation throughout Clinton. The plan identifies priority projects to achieve these goals, including creation of bicycle lanes and shared lanes. Primary project areas in the plan are NC 24/Sunset Avenue, US 701 Business, Fayetteville Street, Beaman Street, Elizabeth Street, College Street, and Downtown Clinton. The city hopes the plan will contribute to city's goals of welcoming neighborhoods, enhanced quality of life, and sound and sustainable infrastructure by providing opportunities that promote clean transportation alternatives and healthy lifestyle choices.



Beaman St. now (left) and Beaman St. with proposed bike lanes.

Employee Spotlight *by Adon Snyder, Fire Chief*

The Clinton Fire Department stepped up to "Fill the Boot" this past September. Not only was the Department busy fighting fires and saving lives, they also partnered with the local Muscular Dystrophy Association (MDA) to "Fill the Boot." Nationally, MDA and fire departments have a long history of partnering to raise support and awareness for neuromuscular diseases. Captain Josh Coombs was inspired to head the 3-day campaign after meeting a mother and her infant daughter who suffers from muscular disease. In its first year, the Department set a modest goal of \$5,000 and went on to raise \$12,553. "The majority of the money raised will stay in Sampson County and will benefit those affected locally by the disease. This campaign would not have been a success without the support and generosity of the residents of Clinton and Sampson County," stated Captain Coombs.



From left: Clint Williams, Bradley Gainey, Matthew Smith, Brett Hairr, and Josh Coombs

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