**MINUTES OF THE REGULAR MEETING**

**OF THE REIDSVILLE CITY COUNCIL**

**HELD WEDNESDAY, MARCH 11, 2015 AT 3 P.M.**

**COUNCIL CHAMBERS, CITY HALL**

**CITY COUNCIL MEMBERS PRESENT:** Mayor John M. “Jay” Donecker

Mayor Pro Tem Harry L. Brown

Councilman Tom Balsley

Councilman Donald L. Gorham

Councilman William Hairston

Councilman Clark Turner

Councilwoman Sherri G. Walker

**COUNCIL MEMBERS ABSENT:** NONE

**CITY STAFF PRESENT:** David L. Bracken, Interim City Manager

Angela G. Stadler, CMC, City Clerk

William F. McLeod Jr., City Attorney

Chris Phillips, Assistant City Manager of Administration/Finance Director

Tom Wiggins, Assistant City Manager of Community Services

Kevin Eason, Public Works Director

Donna Setliff, Community Development Manager

Mayor Donecker called the meeting to order. He introduced Rev. Lyle Milligan.

**INVOCATION.**

Rev. Lyle Milligan, Minister of Music at First Baptist Church, 409 S. Main Street, Reidsville, provided the invocation.

**PLEDGE OF ALLEGIANCE.**

Council members led in the reciting the Pledge of Allegiance.

**PROCLAMATIONS**

**RECOGNITION OF RETIRED SOLID WASTE COLLECTOR SAMUEL DOGGETT FOR 30 YEARS OF SERVICE TO THE CITY.**

Mayor Donecker invited retired Solid Waste Collector Samuel Doggett up front for the reading of his 30-year proclamation. (A COPY OF THE PROCLAMATION IS HEREIN INCORPORATED AND MADE A PART OF THESE MINUTES.) The Mayor thanked Doggett for his service to the City, and Doggett shook hands with each of the Council members. Mayor Donecker presented him with a 30-year watch.

**RECOGNITION OF RETIRED BATTALION CHIEF CLYDE GUY FOR 30 YEARS OF SERVICE TO THE CITY.**

Mayor Donecker then recognized retired Fire Battalion Chief Clyde Guy with the reading of a proclamation. (A COPY OF THE PROCLAMATION IS HEREIN INCORPORATED AND MADE A PART OF THESE MINUTES.) Guy thanked God, the City, the City Council and each department, including Fire Chief David Bracken. He shook hands with each Council member and received his 30-year watch, which the Mayor said was a small token and “thank you” for what Guy has done over the years.

The Mayor noted that a lot of experience had just walked through that door and these employees will need to be replaced. It will be difficult to do; however, the City needs to do that if we are going to survive at the level we are now, he stressed.

**APPROVAL OF THE CONSENT AGENDA.**

The Mayor asked if there were any items to be pulled from the Consent Agenda, but none were offered.

**Councilman Turner then made the motion, seconded by Councilman Gorham and unanimously approved by Council in a 7-0 vote, to approve the Consent Agenda.**

**CONSENT AGENDA ITEM NO. 1 – APPROVAL OF THE FEBRUARY 6, 2015 SPECIAL MEETING (OPEN SESSION) MINUTES, THE FEBRUARY 10, 2015 REGULAR MEETING MINUTES AND THE FEBRUARY 24, 2015 SPECIAL MEETING (OPEN SESSION) MINUTES.**

With the Consent Agenda approved in a 7-0 vote, the Council approved the February 6, 2015 Special Meeting (Open Session) Minutes, the February 10, 2015 Regular Meeting Minutes and the February 24, 2015 Special Meeting (Open Session) Minutes.

**CONSENT AGENDA ITEM NO. 2 – APPROVAL OF BUDGET ORDINANCE AMENDMENT NO. 9, WHICH APPROPRIATES FUNDS FOR WIRELESS CONTRACTED SERVICES.**

With the approval of the Consent Agenda in a 7-0 vote, the Council approved Budget Ordinance Amendment No. 9 as follows:

**BUDGET ORDINANCE AMENDMENT NO. 9**

**WHEREAS,** the Mayor and City Council of the City of Reidsville adopted a budget ordinance on June 4, 2014 which established revenues and authorized expenditures for fiscal year 2014-2015; and

**WHEREAS,** since the time of the adoption of said ordinance, it has become necessary to make certain changes in the City's budget to recognize wireless fee revenues and to appropriate those funds for wireless contracted services;

**NOW, THEREFORE, BE IT ORDAINED,** by the Mayor and City Council of the City of Reidsville that the budget ordinance as adopted on June 4, 2014 is hereby amended as follows;

**Section 1.**  That revenue account number 10-3346-0000, Wireless Fees, be increased by $850.00.

**Section 2.** That expense account number 10-4910-4300, Wireless Contracted Services, be increased by $850.00.

This the 11th day of March, 2015.

/s/\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

John M. “Jay” Donecker

Mayor

ATTEST:

/s/\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Angela G. Stadler, CMC/NCCMC

City Clerk

**CONSENT AGENDA ITEM NO. 3 – APPROVAL OF A RESOLUTION DIRECTING THE CLERK TO INVESTIGATE A PETITION RECEIVED UNDER G.S. 160A-31 REQUESTING VOLUNTARY ANNEXATION OF A PORTION OF 2311 FREEWAY DRIVE (APPROXIMATELY .66 ACRES) BY THE PROPERTY OWNER BRIAN L. WASHBURN/WASHBURN INVESTMENTS, LLC, AND A RESOLUTION FIXING THE DATE OF THE PUBLIC HEARING FOR THE COUNCIL’S APRIL 14TH MEETING.**

With the approval of the Consent Agenda in a 7-0 vote, the Council approved the following two Resolutions, which begin the voluntary annexation process for a portion of 2311 Freeway Drive as noted in Interim City Manager David Bracken’s memo to City Council (A COPY OF THE MEMORANDUM IS HEREIN INCORPORATED AND MADE A PART OF THESE MINUTES.):

The Resolution Directing the Clerk to Investigate the Petition was approved as follows:

**RESOLUTION DIRECTING THE CLERK**

**TO INVESTIGATE A PETITION RECEIVED**

**UNDER G.S. 160A-31**

**WHEREAS**, a petition requesting annexation of an area described in said petition was received on February 3, 2015 by the City Council of the City of Reidsville; and

**WHEREAS**, G.S. 160A-31 provides that the sufficiency of the petition shall be investigated by the City Clerk before further annexation proceedings may take place; and

**WHEREAS**, the City Council of the City of Reidsville deems it advisable to proceed in response to this request for annexation;

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Reidsville that:

The City Clerk is hereby directed to investigate the sufficiency of the above described petition and to certify as soon as possible to the City Council the result of her investigation.

This the 11th day of March, 2015.

/s/\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

John M. "Jay" Donecker

Mayor

ATTEST:

/s/\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Angela G. Stadler, CMC/NCCMC

City Clerk

With the Clerk having investigated the sufficiency of the petition, the Resolution Fixing the Date of the Public Hearing was approved as follows:

**A15-01**

**RESOLUTION FIXING DATE OF PUBLIC HEARING**

**ON QUESTION OF ANNEXATION**

**PURSUANT TO G.S. 160A-31**

**WHEREAS**, a petition requesting annexation of the contiguous area described herein has been received; and

**WHEREAS**, the City Council has by resolution directed the City Clerk to investigate the sufficiency of the petition; and

**WHEREAS**, certification by the City Clerk as to the sufficiency of the petition has been made;

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Reidsville, North Carolina that:

**Section 1.** A public hearing on the question of annexation of the area described herein will be held at Reidsville City Hall, 230 W. Morehead Street, at 6 p.m. on Tuesday, April 14, 2015.

**Section 2.** The area proposed for annexation is a portion of the property described as follows:

Beginning at an iron in the northern right of way margin of U.S. Highway No. 29 By-Pass, said iron being located North 84 deg. 55 min. 40 sec. West 23.77 feet from an iron, the northeast corner of Lots Nos. 76 and 77 in the western margin of Wilson Street, as shown on map of Stokes Addition to Reidsville as recorded in the Office of the Register of Deeds of Rockingham County in Map Book 2 at Page 33; thence with the line of Charlie B. Roach Heirs and Lot No. 76 North 84 deg. 55 min. 40 sec. West 605.61 feet to an iron in the McMahan line and passing over an iron at 210.47 feet; thence with McMahan South 25 deg. 22 min. 00 sec. East 446.88 feet to an iron in the northern right of way margin of U.S. Highway No. 29 By-Pass; thence with said margin North 49 deg. 37 min. 00 sec. East 540.60 feet to an iron, the point of beginning and containing 2.68 acres, more or less, as surveyed by Obie M. Chambers, R.L.S., on November 28, 1975, with the area to be annexed approximately .66 acres.

**Section 3.** Notice of the public hearing will be published in the Reidsville Review, a newspaper having general circulation in the City of Reidsville, at least ten (10) days prior to the date of the public hearing.

This the 11th day of March, 2015.

/s/\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

John M. "Jay" Donecker Mayor

ATTEST:

/s/\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Angela G. Stadler, CMC/NCCMC, City Clerk

**- End of Consent Agenda -**

**PUBLIC HEARING:**

**CONSIDERATION OF A TEXT AMENDMENT TO THE CITY’S ZONING ORDINANCE, WHICH WOULD PERMIT PET GROOMING AS A PRINCIPAL USE IN HIGHWAY BUSINESS AND GENERAL BUSINESS (T2015-1).**

In making the staff report, Community Development Manager Donna Setliff noted that Council was considering a text amendment to the City’s Zoning Ordinance which would allow pet grooming as a principal use in the Highway Business and General Business zoning districts. In 2012, pet grooming was added as a principal use in Central Business, and the applicant is requesting it be allowed in Highway Business. Staff is also recommending adding it to General Business as well, Setliff said, noting that pet grooming is already allowed as an accessory use in these other districts with pet supply stores and veterinary hospitals.

Setliff also said that the Planning Board unanimously recommended approval of the text amendment.

Mayor Donecker opened the public hearing at 3:11 p.m. by asking if anyone wished to speak in favor or opposition to the text amendment? No comments were offered, and the public hearing closed at 3:12 p.m.

**Councilman Gorham then made the motion, seconded by Councilman Hairston and unanimously approved by Council in a 7-0 vote, to approve the text amendment.**

The text amendment as approved follows:

**Amendment T 2015-1**

**AMENDING THE CITY OF REIDSVILLE ZONING ORDINANCE**

**AN ORDINANCE AMENDING**

**ARTICLE V, DISTRICT REGULATIONS**

**SECTION 2, TABLE OF PERMITTED USES**

**OF THE CITY OF REIDSVILLE ZONING ORDINANCE**

**BE IT ORDAINED** by the City Council of the City of Reidsville, North Carolina, that the Zoning Ordinance of the City of Reidsville be amended as follows:

**Part I.** That Article V, Section 2, Table of Permitted Uses be amended by inserting Pet Grooming as a permitted use in Highway Business and General Business with the Note 34.

**Part II.** This Ordinance shall become effective upon its adoption by the City Council of the City of Reidsville, North Carolina.

**ADOPTED** this the \_\_\_\_\_\_\_ day of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, 2015 by the City Council of the City of Reidsville, North Carolina.

/s/\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**JOHN M. “JAY” DONECKER, MAYOR, REIDSVILLE, N.C.**

**/s/\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Angela G. Stadler, City Clerk**

**- End of Public Hearing -**

**CONSIDERATION OF A STREET ADDRESSING ORDINANCE AS RECOMMENDED BY STAFF.**

In making the staff report, Community Development Manager Donna Setliff said she had discussed with the City Clerk whether this ordinance should be a stand-alone ordinance or part of the Code of Ordinances, but regardless, we would like approval of the ordinance either way. She explained that the NC Department of Transportation will be constructing five service roads as part of the Freeway Drive project, which will be turned over to the City. She said we have already been asked to provide a name for one street so we need to adopt a resolution with a street name; however, before that, we need some kind of guidelines. Setliff took it a step further, noting staff has addressed properties over the years but with no written procedures on how to do that. This would put those procedures in ordinance form as opposed to just having it in the department, the Community Development Manager said. She said it is whatever the Council desires and added that she could go through the ordinance step by step or take questions.

Mayor Donecker asked if there are any questions from staff. He then asked if there has been any discussion with the County’s GIS staff about the change in street numbers, etc. Setliff explained that urban areas do it a little differently than rural areas. In urban areas, we increase the number of each block by 100, which in this ordinance, she said. The information is put into our database, forwarded to the County’s GIS database and given to Intrado, the company that does the 911 system, she said.

Setliff said the next step if this ordinance is approved would be for staff to bring forward a resolution to name at least one of these streets.

**Councilman Walker then made the motion, seconded by Councilman Turner and unanimously approved by Council in a 7-0 vote, to approve the ordinance.**

The Street Naming and Addressing Standards Ordinance as approved follows:

**AN ORDINANCE OF THE CITY OF REIDSVILLE, NORTH CAROLINA ESTABLISHING STREET NAMING AND ADDRESSING STANDARDS**

**ARTICLE I GENERAL PROVISIONS**

**SECTION 1 Purpose and Authority**

The purpose of this Ordinance is to provide a uniform system of assigning street names and addresses throughout the City, to facilitate provision of adequate public safety and emergency response services, and to minimize difficulty in locating buildings for public service agencies and the general public.

This Ordinance is enacted pursuant to authority granted in the North Carolina General Statues 160A-174 and 160A-296.

**ARTICLE II STREET ADDRESS ASSIGNMENT**

**SECTION 1 Assignment of Number Range**

All roadways, public and private having dedicated rights-of-way, shall be assigned a range of address numbers beginning at the point of intersection and increasing in a sequential manner to the end of the roadway with each block increasing by 100. Example, first block will be the 100 block range; second block will be the 200 block range and so forth.

**SECTION 2 Odd-Even Numbers**

Upon adoption of this Ordinance and when at all possible traveling south or east on a road, even numbers will be on the right and odd numbers will be on the left. Traveling north and west on a road, the even numbers will be on the left and odd numbers on the right.

**SECTION 3 Vacant Properties**

Because there is no way of determining how a large parcel will be subdivided or how many structures will eventually be built on a vacant parcel within a block, address ranges will be assigned so as to provide the flexibility to accommodate change. However, no addresses will be assigned to a unit until a Zoning Compliance Permit is issued.

**SECTION 4 Corner Lots**

While preplanning addresses in subdivisions, numbers will be reserved on both streets since the unit(s) could face either street. The owner or developer shall be assigned the street address that accommodates the front entrance of the structure at the time the Zoning Compliance Permit is issued.

**SECTION 5 Street Address Assignment**

**(1) Primary Address:** Single family structures (attached or detached), townhouses, commercial and industrial buildings will be assigned individual street numbers. Primary addresses will be determined by the block in which the property is located. The determination of block length will be by the City per the Reidsville Subdivision Regulations. In the event the availability of valid numbers is limited a secondary address will be added.

The address number shall be assigned by the primary entrance to the building.

**(2) Secondary Address:**

**(a) Duplex and Multi-family Units:** Apartment and residential condominium buildings are assigned primary and secondary addresses. The secondary address will follow the primary address and will consist of a number and/or letter. An example would be "1621 Smith Street, Unit 1" with "1621" being the primary address and "Unit 1" being the secondary address.

If there are multiple floors in an apartment building, the numbers will increase with each floor. An example would be 1621 Smith Street, Unit 1A with “1621” being the primary address and “Unit 1A” meaning it is on the 1st floor with “A” being the first unit on said floor. A second floor unit would be addressed as: 1621 Smith Street Unit 2A with “1621” being the primary address and “Unit 2A” meaning it is on the 2nd floor with “A” being the first unit on said floor.

If there are multiple buildings in an apartment complex, a building number may be assigned in addition to the primary and secondary number. An example would be 1621 Smith Street, Bldg. 1, Unit 1A. Said address could be written as 1621 Smith Street, Unit 1-1A. The Community Development Manager is given flexibility in addressing a complex with multiple buildings with multiple floors.

**(b) Non-Residential Buildings:** Office, commercial, and industrial buildings with multiple stories and/or more than one tenant per floor are also assigned secondary addresses. The secondary address will be a suite number. The first unit on the first floor would be addressed "1621 Smith Street, Suite 101"; the first unit on the second floor would be addressed "1621 Smith Street, Suite 201"; etc.

**(c) Signs, Utilities, etc.:** A primary address may be assigned when requested for freestanding signs or utility facilities. The Community Development Manager is given flexibility in assigning such numbers.

**SECTION 6 Display of Address Number**

On a newly constructed building or structure, a certificate of occupancy shall not be issued until the owner or occupant of such building or structure posts the number (including any letters) in an approved area on such building in accordance with the Display of Address Number Guidelines.

Within 30 days of the assignment of or change of a number for any existing building or structure, the owner or occupant of such building or structure shall post the number (including any letters) in an approved area on such building in accordance with the Display of Address Number Guidelines.

**(1) Display of Address Number Guidelines:**

**(a)** The minimum size of the number for all units shall not be less than three inches; however, the building number of an apartment, townhouse, condominium or any nonresidential complex shall be not less than six inches and shall be placed either in the appropriate center of the building or on the street end of the building so that it can be visible from either the public or private street or from the parking lot which serves the building.

**(b)** Individual unit numbers shall be maintained on all entrances visible from any public or private street as seen from both directions or from the parking lot which serves the building and shall be posted on the same side as the door opening. If the number would not be visible or readable at that location it shall be placed within a three-foot perimeter of the entrance so that it is visible and readable. In the event a building or structure is located more than 100 feet from the public street on which it fronts, or the lot on which the building or structure is located is landscaped such that the numbers cannot be seen from the public street, the assigned street address shall also be posted on the property at or near the property line at a driveway or walkway to said building.

**(c)** Arabic numerals (not spelled-out numbers) shall be used. The building number shall be in a contrasting color to the color scheme of the building or structure so that it is clearly visible and shall be maintained in a clearly visible manner. Building numbers shall use a similar color scheme for multiple numbers posted on the same building.

**(d)** When at all possible the assigned address number shall be displayed on the sign, utility facility, etc.

**(e)** Following the posting of the assigned number as required, the owner or occupant shall maintain such building or structure number at all times in compliance with this section.

**SECTION 7 Change of Existing Address**

In assigning new addresses, it is the goal to affect as few existing addresses as possible. There shall be a processing fee for address changes not initiated by the City.

**(1) Reasons for Change**

Existing addresses may be changed for just cause. Examples of just cause are:

* Street frontage where no addresses were left for vacant lot(s);
* Street name change approved by the City;
* Person unknowingly using the wrong address;
* Present street address series incorrect or misleading.
* Renovation of building which caused front entrance to be located on a

different street.

**(2) Notification**

The Community Development Department will notify the property owner; all affected local government departments and the U.S. Postal Service of any new assignment of or change in street address. An attempt shall be made to notify utility service companies.

**ARTICLE III STREET NAMING GUIDELINES**

**SECTION 1 General Guidelines**

Public and private street names may not duplicate or be so similar that it is reasonable to conclude that the names will cause confusion. Streets that will be in alignment must bear the same name, except for street segments separated by a major thoroughfare.

The Community Development Department is authorized to add compass point directional names (north, south, east and west) to a street name when it is deemed appropriate and in the best interest of the City.

Road naming actions expressly prohibited are:

* Words which have an unconventional spelling or are considered profane or
* offensive.
* Use of a proper name (Jason, Allison, etc.)
* Use of suffixes as primary street names.
* Use of special characters such as hyphens, apostrophes or dashes.

**SECTION 2 Street Name Suffix**

The following is a list of approved suffixes and abbreviations:

Suffix Abbreviation

Alley Aly

Avenue Av

Boulevard Blvd

Circle Cir

Court Ct

Drive Dr

Highway Hwy

Lane Ln

Loop Loop

Parkway Pkwy

Place Pl

Point Pt

Road Rd

Street St

Terrace Ter

Trail Tr

Way Way

**ARTICLE IV STREET NAME ASSIGNMENT**

**SECTION 1**  **New Public or Private Streets (New Developments)**

(a) The developer shall submit names for new public or private streets contained within proposed developments/subdivision in accordance with the regulations contained within the Subdivision Regulations.

(b) The Community Development Manager shall review for compliance with the Street Naming Guidelines.

(c) Upon approval, the developer shall record a plat to establish the name in the Register of Deeds Office.

**SECTION 2 Un-Named Public and Private Streets (Street Name Assignment)**

(a) The Community Development Department shall propose a street name for an existing public or private street, which has not had its name assigned by recording a plat with the Register of Deeds, in accordance with the regulations contained within the Subdivision Regulations.

(b) Street name assignments of un-named streets shall be taken before the City Council by Resolution. City Council will consider the name after an advertised public hearing and notification of each property owner on the affected street.

**ARTICLE V PRIVATE STREET NAME SIGNS**

A street name sign is required at the intersection of a private street and a public street.

The developer shall pay a fee to the City for erecting the required private street name sign.

**ARTICLE VI STREET NAME CHANGES**

**SECTION 1 Authorized Submission**

Request for renaming streets may be made to City Council by staff members, the Planning Board, a City Council member or by a petition from at least fifty-one (51) percent of the property owners of the affected street.

**SECTION 2 Citizen-Initiated Request**

Requests to change the name of a street which are submitted by citizens must be in writing and state the reason for the proposed change and shall include a petition signed by at least fifty-one (51) percent of the property owners affected by the street name change. Current available county tax records shall be used in making such a sufficiency review. The petition should clearly state the proposed street location and proposed new name. Affected property owners shall be those whose property is either addressed on or abuts the right-of-way of the street requested to be changed.

**SECTION 3 Approval Authority**

City Council will consider the name after an advertised public hearing and notification of each property owner on the affected street. At the public hearing, the City Council will take into consideration issues of public safety and convenience when deciding whether or not to rename the street.

**SECTION 4 Fees**

The City may establish an application fee to help defray the expenses of processing the request. Such fee is required to be submitted by an applicant, with the exception of City Council, the Planning Board or a City department.

**ARTICLE VII ADMINISTRATION**

The Community Development Manager or his/her designee is given authority to administer and assign City addresses. Any person desiring to place a number on any building or structure shall first apply to the Community Development Manager or his/her designee for the assignment of a proper number.

**ARTICLE VIII PENALITIES**

A violation of this Ordinance shall be subject to civil penalties per the City of Reidsville Code of Ordinances Part II, Chapter 1, Section 1.8.

**ARTICLE VIII EFFECTIVE DATE**

This Ordinance shall become effective upon its adoption by the City Council of the City of Reidsville, North Carolina

**ADOPTED** this the \_\_\_\_\_\_\_ day of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, 2015 by the City Council of the City of Reidsville, North Carolina.

/s/\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**JOHN M. “JAY” DONECKER, MAYOR, REIDSVILLE, N.C.**

**/s/\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Angela G. Stadler, City Clerk**

**REPORT BY BUSINESS DEVELOPMENT DIRECTOR MARK WELLS ON DOWNTOWN RETREAT.**

Mark Wells, the City’s Business Development Director, reported to Council about recent downtown retreats held by the City. He noted that some might ask, why do we have these retreats? He discussed the revisioning of where we want the downtown area to go, what have we done or accomplished and where are we going from here. The first of a two-day retreat was held January 10th, including three Downtown Corporation board members, three Council members and six downtown merchants, three of which were members of the Chamber of Commerce, he explained. He stressed they wanted to have as broad a voice as possible.

The retreat was designed and facilitated by David Long, who made sure everyone at the table had a voice. He was there to draw people to speak up and from that meeting, 50-plus ideas came out, Wells noted. On the second day of the retreat, February 28th, the group narrowed the 50-plus ideas down to approximately 5-7 ideas, tying the ideas into funding and prioritizing them. The group was encouraged to get their creativity flowing, Wells said.

Among the ideas were 1) establishment of a small business center in the downtown area, relocating it to the Chamber or somewhere else; 2) wayfinding, which is signage directing people to restrooms, businesses, etc.; 3) a downtown playground either in an alleyway or at Market Square where shoppers can take the kids to take a break from shopping or to bring more young people downtown; 4) recruit an anchor store but a concern expressed was a large enough facility although some possibilities were mentioned, including the Food Deals building and the Mural Building, etc.; 5) a strategic public relations plan, which was described as not a “grandiose” plan that sits on a shelf but one that reflects what is happening in the downtown as well as the changes now and in the future. Also mentioned was making Scales Street from Settle Street to the circle uni-directional and finding ways to improve and expand upon the current events offered.

Wells said the next step is to research and find out what the budget and feasibility is for each of these items, along with possible guidelines and regulations. He said he would be working with Assistant City Manager Tom Wiggins on this. Those findings would be reported back to this retreat team, all of whom have expressed a willingness to come back to the table and look at ways to invigorate our downtown, Wells said. After prioritizing the list and getting real data, they will establish an action plan and then come back to Council, he added.

The Mayor asked Wells to discuss Rockingham County Day. Wells explained that WXII-TV will be doing a media day highlighting Rockingham County from 4:30 a.m. to 6:30 p.m. on April 23. WXII’s anchors will be in the downtown area and citizens are invited to come downtown and get selfies with the anchors, etc.

Councilman Turner asked Wells what was meant by “uni-directional” in his downtown retreat presentation. Wells explained that there was discussion about making Scales one way from Settle Street northward to the circle. The Business Development Director said a lot of research would have to go into that.

Councilman Gorham asked that the City Council be sent a list of those seven ideas. Wells said the report from the second day of the retreat is not complete yet, but he would be happy to send those seven priorities to Council.

Mayor Donecker also noted that Wells had assisted Paige and Jerry Strader, who have purchased the former McCrory building. The couple is thinking of a scaled-down Mast Store-type general mercantile store and an archery store/range. They are looking at some possible downtown grants and State grants, the Mayor said.

The Mayor also noted that he was at Albaad yesterday, where officials there told him how appreciative they were of Mark’s help in getting some of their products down to Peru. Mark helped them get the paperwork squared away and now the company wants to take a shot at sending products to Chile, the Mayor continued.

Mayor Pro Tem Brown asked about a rumor that some Greensboro people were interested in the Back Street Seafood building. Wells had no details about that. Councilman Gorham said they should be letting Council know about situations such as the one at Albaad. Mayor Donecker said Council should be informed about major stuff such as expansions and grants, but this Peru thing, he said he was glad to have that as a surprise. It was decided Wells will work with Interim City Manager David Bracken about increasing communication with Council.

**MID-YEAR BUDGET REPORT BY ASSISTANT CITY MANAGER/FINANCE DIRECTOR CHRIS PHILLIPS.**

Assistant City Manager/Finance Director Chris Phillips noted that every year we do a mid-year report, which is usually reviewed at a retreat, but staff didn’t feel we should wait too much longer. The format is the same, he said, adding that we have looked at revenue sources and want to tell you where we are and where we thought we’d be. Everybody is being conservative on the expenditures side, Phillips explained, highlighting some of the things noted in the cover memo. (A COPY OF PHILLIPS’S COVER MEMO AND MID-YEAR REPORT ARE HEREIN INCORPORATED AND MADE A PART OF THESE MINUTES.) The Finance Director noted that two sources of revenue will be lower than budgeted – interest income and privilege license fees. He noted the City hasn’t seen any improvements in these low interest income rates and the State has been toying with taking away privilege license fees. After staff went through the budget last year, the State took those privilege license fees away except for beer and wine taxes. The City will be about $50,000 short in privilege license fees and about $40,000 short in interest income, a total less than $100,000, he said, adding we think the deficit can be covered through other revenues sources being over what was budgeted.

Phillips said on the expenditures side, the City has been moving forward on the 911 consolidation. The project was supposed to be completed last July 1 so the City included three months salaries in the budget, he explained. It took six months longer than we thought and has been a burden on the Police Department, but we think we can handle it, the Finance Director said. He discussed what happened to the telecommunicator positions, including two which will transition over to the County system. Phillips noted that had been included in retired City Manager Pearce’s budget message but added that it will squeeze the Police Department’s budget tighter than in the past. He pointed to the water treatment plant and sewer plants, which the City took over last year. When preparing this year’s budget, we only had two months of activity to look at so it was a “shot in the dark” in terms of the budget, he continued. Staff has been very conservative, and we may have to move some monies around or get some additional funding, Phillips said. This year staff will have a whole year under their belt as they prepare the budget, he added.

Phillips said he would be glad to answer any questions. He said we are in pretty good shape at this point in the fiscal year.

There was a brief discussion about transfers in the Parks and Recreation Fund. Phillips gave a brief history about how the Parks & Rec Fund was established as a separate fund. He noted that fees don’t cover the costs of the program. Those revenues are recognized in the General Fund so the General Fund has to make a transfer to the Parks & Recreation Fund, he said. While these two funds are kept separate, on the reporting side, it is considered one fund, Phillips said.

The Mayor thanked Phillips for doing a great job.

**CONSIDERATION OF STAFF RECOMMENDATION TO AUTHORIZE THE CITY MANAGER TO CONTRACT WITH HEALTHGRAM, HCC, AND PCHCA FOR THE CITY’S HEALTH AND DENTAL PLAN FOR THE PERIOD MAY 1, 2015-APRIL 30, 2016.**

Assistant City Manager Chris Phillips discussed the City’s health and dental services, referencing the memo in the agenda packets. (A COPY OF THE MEMO IS HEREIN INCORPORATED AND MADE A PART OF THESE MINUTES.) Phillips noted the City is self-insured with the plan running from May to April. This is done to get the information in time to get it in the budget, he explained. Every year staff comes to Council for approval to renew with our providers, which include our third party administrator, HealthGram; our broker, Pinnacle Benefit Resources; and our local physican healthcare organization, Piedmont Community Health Care Alliance, which is done in partnership with the City of Reidsville and the City of Eden, he noted. HCC is the City’s re-insurer, he added.

Phillips told Council we come to you every year to renew our relationships if we are going to stay self-insured. This is usually done in our first budget work session, he said, but our re-insurer came to us two weeks ago with good figures for our renewal. With a little bit more money from HealthGram based on slight changes in our stop/loss policy, the re-insurer has given us good quotes which, while originally good until March 2, will now be held open until tomorrow. If we have to open up all of our February claims for review, something out there could change the numbers, Phillips said. He said it probably would not help us but could hurt us so we want to get this contract signed.

Expected claims for May 1, 2015 to April 30, 2016 are $2,134,340, which would be break even for us. With maximum claims, the liability would be $2,801,240, which is a difference of $666,000 between expected and maximum, he explained. If that happens, we would come back to you asking for help but he stressed that this is a “worst case scenario.” He said we still have time to change our plan, which can be done in a budget work session. Phillips said we are not looking to change the plan, especially since it was changed so much last year. We want to tread water until all of the pieces of the Affordable Care Act are made known, he said, adding that the biggest thing for us is the proposed Cadillac tax, which is out there for 2018. He noted these healthcare changes have been a “moving target,” and probably will continue to be so for a couple of years.

Phillips said that today, he is asking Council to give the City Manager authority to sign the contracts with HealthGram, HCC, PCHCA and Cobra Direct, which bills COBRA participants and retirees that pay for a portion of coverage or for dependent coverage.

Councilman Hairston asked to be excused from voting since he is a City retiree and on the City’s health insurance. It was noted Mayor Pro Tem Brown would need to be recused for the same reason.

**Councilman Balsley made the motion to recuse Councilman Hairston and Mayor Pro Tem Brown from voting on this issue. The motion was seconded by Councilman Turner and approved in a 5-0 vote.**

**Councilwoman Walker then made the motion, seconded by Councilman Gorham and unanimously approved by Council in a 5-0 vote, to allow Interim City Manager Bracken to contract with HealthGram, HCC, PCHCA and COBRA Direct.**

The Council took a brief break from the regular agenda to recognize some special visitors to the meeting. Councilman Turner noted that the Council meetings appear to have better attendance in the afternoons than at night.

Diane Sawyer of the Reidsville Chamber of Commerce noted that there was a group here participating in the Leadership Rockingham program. Each of the 15-16 participants introduced themselves.

**PUBLIC COMMENTS.**

**Leadership Rockingham.**

Sawyer noted that the Leadership Rockingham group had heard a great presentation from City staff this morning and learned a lot about the City.

**Arts Festival.**

Erica Thompson with the Junior Woman’s Club, which is celebrating 30 years, invited Council members to attend, in partnership with the Chamber, the Rockingham County Arts Council’s arts festival in the Chamber lobby. In the past the arts festival has been held at Rockingham Community College but has had to relocate, she explained. Diane Sawyer has worked with the Club, Reidsville High School and Rockingham County High School to hang art until April 30th and allow the public to vote on the People’s Choice Award. She said they are trying to encourage more people to come out to the show. Thompson, who is a teacher at the Early College, said they are currently accepting applications for next year’s students. March 27th is the application deadline and rising 9th-graders can apply, she added.

There was a brief discussion about raising the number of Reidsville High School students going to Rockingham Community College to reach a goal of 50%.

**CITY MANAGER’S REPORT.**

Interim City Manager David Bracken said he had five items to report. First, the Rockingham County Community Foundation has awarded the City a $25,000 grant for a campus walkway to the Senior Center. He gave a special thanks to Nick Aceves, Gwen Dunlap and other staff for working on the application. Secondly, due to complaints of excessive speeding on Sherwood Drive, he has instructed Police Chief Hassell to conduct strict traffic enforcement in the area for four weeks, which started on February 12th. Interim Manager Bracken said it is our belief that a lot of the traffic is school related. After one week, the following citations were issued: one child seat restraint violation; one speeding 35 MPH in a 20-MPH zone; two expired registration plates; and two expired inspections, he reported. Over the next couple of weeks, they noticed a decrease in activities with no observed infractions, he continued, but they will continue to monitor the area through the end of March. He will then receive a detailed report from the Police Chief and if there are any observed behaviors or infractions, we will come back to Council with some alternatives to address the problem, he said. He added that staff has prepared a speed hump policy if Council should elect to look at that. He said a meeting could be scheduled to discuss such a policy.

For his third item, Bracken reported that he attended the second Downtown Retreat, adding that it was a great day and a great time for our City as a whole. He noted we have some progressive minds here, and Reidsville is a good place to live. Fourthly, the Interim City Manager then discussed how the inclement weather has caused NCDOT’s work on Freeway Drive to be delayed by 300 days, pushing the completion date back from 2015 to November of 2016. He said we are aggressively looking at putting conduit in the median of Freeway Drive to do some decorative lighting going forward. Bracken said we don’t want to have any surprises when the project ends so we are managing the process as it moves forward.

And lastly, regarding the downtown public art project, artist Jim Gallucci has suggested some recommendations, which come with additional costs. Those changes came in yesterday and we are convening the committee either by email or in person and should be able to make a presentation to Council by its budget meeting on where we are, he concluded.

**COUNCIL MEMBERS’ REPORTS.**

**Mayor Pro Tem Brown** – The Mayor Pro Tem said he attended the ribbon cutting at CrossFit and was impressed with the level of commitment there. He also noted he rode the skat bus route with the Mayor and said he had talked with citizens about how it was helping them in their everyday life. He said that he did find out that the skat bus does not go into the Cambridge community, adding that we might need to address that and whether there is a need there.

**Councilman Balsley** – The Councilman said he attended the monthly meeting of the Chamber of Commerce. He said that Diane Sawyer had reported that we will have Casino Night coming up and some changes to the Staff Appreciation event. He said he was very impressed with the new office setup in the former Piedmont Gas building and that Sawyer has done a wonderful job as Chamber director. He said he appreciates what she has brought to our City, our downtown and to the Chamber. He then turned it over to Sawyer, who pointed out that the skat route is very flexible and if there is a need in the community, ADTS can adjust the route. She also asked Interim Manager Bracken to email her about the Freeway Drive update. She gave details about Casino Night, which will be held Saturday, April 11, and the Staff Appreciation event, which will be held from 11 a.m. to 2 p.m. on April 22nd. She talked about a Lunch & Learn, which is the second part of the series on networking, and other chamber activities.

**Councilman Hairston** – The Councilman said he attended the “Coffee with a Cop” event at Golden Corral. He noted that the Chief of Police is reaching out to the community and listening to people’s concerns. He said he has a really good feeling about recent promotions at the Police Department, which he believes have been very good selections. He said he was very proud of the Police Department. He also noted that with the inclement weather, Public Works cleared the streets quickly but one concern was that the roads froze over after being cleared. He stressed that Public Works had worked quickly to provide citizens with smooth access.

**Councilman Gorham** – The Councilman noted he had attended the Planning Board meeting but that item had already been discussed. He said Steve Owens was named Chair and George Rucker Vice Chair at the Planning Board meeting. He also attended the RDC retreat and was keynote speaker at the Downtown Senior Citizens Club meeting for Black History Month. He gave everyone a brief history lesson on African-American firsts in local government.

**Councilman Turner** – No report.

**Councilwoman Walker** – The Councilwoman noted that she also attended the “Coffee with a Cop” on Feb. 21 at Golden Corral as well as the March 4th promotional ceremony for the Police Department, which also included new recruits. She and the Mayor gave at the March 9th blood drive at Fire Station #1, and she attended the Chamber’s ribbon cuttings for Tech Authority and Sears. She thanked all the guests for coming out today.

**Mayor Donecker** – After complimenting Deputy City Clerk Cindy Farris’ Sundrop cake at the blood drive, the Mayor noted that there is a problem with keeping track of our local black history, including getting somewhere to store or display trophies from the former Booker T. Washington High School. He also stated that we should start the process with ADTS to see about getting the Cambridge community added to the skat bus route, facilitating the discussion to see if there is a need there.

The Mayor asked Council members to check their calendars for a special meeting to discuss the upcoming budget and other issues.

**It was decided to hold the meeting at 10 a.m. on Wednesday, March 25, 2015, at The Penn House if the facility is available.**

**MOTION TO GO INTO CLOSED SESSION.**

The Mayor noted the need to go into closed session under G.S. 143-318.11(a)(6) to discuss a personnel matter.

**Mayor Pro Tem Brown made the motion, seconded by Councilwoman Walker and unanimously approved by Council in a 7-0 vote, to go into closed session.**

**RETURN TO OPEN SESSION.**

**Upon return to open session, Councilwoman Walker made the motion, seconded by Councilman Gorham and unanimously approved by Council in a 7-0 vote to adjourn at approximately 4:45 p.m.**

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John M. “Jay” Donecker, Mayor

ATTEST:

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Angela G. Stadler, CMC/NCCMC, City Clerk