**MINUTES OF THE REGULAR MEETING**

**OF THE REIDSVILLE CITY COUNCIL**

**HELD MONDAY, AUGUST 11, 2014 AT 6 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

**COUNCIL MEMBERS ABSENT:** Councilwoman Sherri G. Walker

**CITY STAFF PRESENT:** Michael J. Pearce, City Manager

Angela G. Stadler, CMC, City Clerk

William F. McLeod Jr., City Attorney

Kevin Eason, Public Works Director

Tom Wiggins, Assistant City Manager, Community Services

Donna Setliff, Community Development Manager

Mayor Donecker called the meeting to order.

**INVOCATION.**

Dr. Jacey Bell, Associate Pastor of Elm Grove Baptist Church, Reidsville, provided the invocation.

**PLEDGE OF ALLEGIANCE.**

Council members then led in reciting the Pledge of Allegiance.

**Moment of Silence.**

Mayor Donecker asked for a moment of silence for Councilwoman Walker’s mother, who is not doing well.

**PROCLAMATIONS:**

**RECOGNIZING THE 50TH ANNIVERSARY OF THE CIVIL RIGHTS ACT OF 1964.**

The Mayor asked Dr. Bell to come back up to the front, where the Mayor, accompanied by Mayor Pro Tem Brown, presented Dr. Bell the proclamation recognizing the 50th anniversary of the Civil Rights Act. Mayor Donecker read aloud the proclamation. (A COPY OF THE PROCLAMATION IS HEREIN INCORPORATED AND MADE A PART OF THESE MINUTES.) Dr. Bell thanked Council for recognizing the Civil Rights Act of 1964 and said he accepted the proclamation with humility on behalf of the Reidsville Branch of the NAACP.

**APPROVAL OF THE CONSENT AGENDA.**

Mayor Donecker asked if there were any items Council members wanted to separate out from the Consent Agenda. None were offered.

**Councilman Turner then made the motion, seconded by Councilman Gorham and approved in a 6-0 vote by Council, to approve the Consent Agenda.**

**CONSENT AGENDA ITEM NO. 1 -- APPROVAL OF THE JULY 9, 2014 REGULAR MEETING MINUTES.**

With the approval of the Consent Agenda in a 6-0 vote, the Council approved the July 9, 2014 regular meeting minutes.

**CONSENT AGENDA ITEM NO. 2 -- APPROVAL OF BUDGET ORDINANCE AMENDMENT NO. 1 TO PAY FOR REVIEWS OF WIRELESS TELECOMMUNICATION FACILITY APPLICATIONS.**

With the approval of the Consent Agenda in a 6-0 vote, the Council approved the following Budget Ordinance Amendment:

**BUDGET ORDINANCE AMENDMENT NO. 1**

**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 $2,550.00.

**Section 2.** That expense account number 10-4910-4300, Wireless Contracted Services, be increased by $2,550.00.

This the 11th day of August, 2014.

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

John M. “Jay” Donecker

Mayor

ATTEST:

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

Angela G. Stadler, CMC/NCCMC

City Clerk

**PUBLIC HEARING:**

**CONSIDERATION OF A SPECIAL USE PERMIT TO ALLOW THE OPERATION OF AN INTERNET SWEEPSTAKES CAFÉ AT 1627 FREEWAY DRIVE.**

At the beginning of the public hearing, City Clerk Angela Stadler swore in Community Development Manager Donna Setliff and applicant Ryan Strickland.

In making the staff report, Setliff explained that Ryan Strickland, on behalf of Strickland Tate, LLC, has filed a Special Use Application for an Internet Sweepstakes Café at 1627 Freeway Drive, which most will know as the old Zoey’s. The City’s Zoning Ordinance allows such cafes in General Business and Highway Business by SUP, she said, adding that this property is zoned HB.

Setliff said that to the west of this property is Residential Agricultural-20, to the southwest is Conditional Use Residential-12 and to the north, south and east, the properties are zoned HB. The City’s Comprehensive Plan shows this property in the Suburban Growth Area. This area’s Development Objectives are to encourage development of activity centers at planned locations, to increase the number of planned unit developments and provide urban services or utilities in an orderly fashion, she said.

Setliff then went over the Special Use Development Standards for such cafes as she had outlined in her memo:

An internet sweepstakes café/operation must be the principal use. No accessory uses are permitted.

*Strickland has provided a signed letter stating that the sole purpose of this building is for an internet sweepstakes café.*

Internet sweepstakes café/operation/machines are prohibited from being an accessory use to any other type principal use.

*Staff is satisfied that the internet sweepstakes café is the principal use and not accessory use to any other use.*

There shall be no more than 25 gaming machines, computer or terminals per café/operation.

An internet sweepstakes café/operation shall have at least 100 sq. ft. of space per gaming machine or computer terminal.

*Strickland has provided a layout of the interior of the building. I have calculated the interior square footage designated for operation and found it to be 2,476 square feet. To operate 25 gaming machines he is required to have 2,500. Therefore, based on the square footage, the number of gaming machines will be limited to 24.*

Persons under the ages of eighteen (18) are prohibited within the premises.

*Strickland has provided a signed letter stating persons under eighteen are prohibited.*

Selling and/or consuming alcoholic beverages are prohibited within the premises.

A*t the time of the Planning Board meeting, Strickland had not provided written documentation that he agreed to this condition. However, since the Planning Board meeting he has presented a notarized statement agreeing to this condition.*

The property on which a sweepstake cafe/operation resides shall be located at least 1,000 feet from the property on which any child-care facility, pre-school, school, church or other internet sweepstakes café/operation is located.

*The enclosed zoning map shows a 1,000 foot buffer around this property. Staff has confirmed there is no child-care facility, pre-school, school, church or other internet sweepstakes operation within 1,000 feet.*

Internet sweepstakes cafes/operations shall be operated only on the ground floor of a building.

*This is a one story building.*

Forty percent (40%) of the building front shall be in glass windows, so that a clear and unobstructed view of the interior can occur from the street.

*The front of this building is glass exceeding the forty percent requirement.*

No curtains, screens, blinds, partitions, signs or other obstructions shall be placed between the entrance to the room where gaming machines or computer terminals are stationed and the rear walls of the room so that a clear and unobstructed view of the interior can occur from the street.

*Strickland has provided a signed letter stating that they will comply with this development standard.*

There shall not be more than one internet sweepstakes café/operation gaming establishment within any one shopping center or multi-business use.

*This is a stand-alone business and not a part of a shopping center or multi-business center.*

There shall be one parking space for each operator and one parking space for each permitted gaming machine, computer or terminal. In shopping centers and multi-business uses, proof will be provided that demonstrates required parking exists for both the internet sweepstakes café and other uses on the same parcel or business center.

*Thirty-six parking spaces are provided, exceeding the requirement.*

The Community Development Manager noted that, as with any Special Use application, the Council must come to certain findings regarding the impact of this proposed business on the area. It is the applicant’s responsibility to provide evidence, she added.

Setliff reminded Council members that they will need to vote on the four Findings of Fact. She then reviewed the three conditions staff recommended to the Planning Board. They are:

1) The Internet Sweepstakes Café is limited to 24 sweepstakes gaming machines due to the square footage of the gaming area.

2)    Applicant shall comply with provisions of the City of Reidsville Zoning Ordinance, specifically the Special Use Permit development standards outlined in Article V, both now and in the future.

3) The building must meet all applicable Building, Handicap and Fire Codes.

The Planning Board voted unanimously in favor of the four Findings of Fact and in favor of granting the SUP with the three staff-recommended conditions and a fourth condition the Planning Board added, Setliff said. The fourth condition was as follows:

The owner submits a notarized affidavit stating that no alcohol will be permitted on the premises. Setliff noted that this has already been provided.

Councilman Turner told Setliff he understood that the State of North Carolina has outlawed such cafes but not Rockingham County. Setliff said that it has been left up to the discretion of the District Attorney to enforce and that, at some point, it is a police issue. Rockingham County placed a moratorium on internet sweepstakes cafes until November because it has no ordinance about them. The County Planning Board is looking into the issue tonight at its meeting, she said. The Councilman said it is up to District Attorney Phil Berger Jr. then.

Mayor Donecker opened the public hearing at 6:15 p.m. He asked if there was anyone who wished to speak against the Special Use Permit? There was no one. He asked if anyone wished to speak in favor?

The applicant Ryan Strickland, 203 East Meadow Road, Eden, came forward. He said he had met several of the Council members at last month’s Planning Board meeting. He offered Council members the opportunity to ask him questions.

Mayor Pro Tem Brown said he attended the Planning Board meeting, and Mr. Strickland did a good job there. In referencing the agreement not to sell alcoholic beverages on the property, the applicant said he would take it a step further and if they have the slightest indication anyone has had alcohol, that person would be removed from the premises. Councilman Gorham said there was no “gray area” during the Planning Board meeting; Mr. Strickland met all the criteria. It was noted that Mr. Strickland does not own any other such cafes in Reidsville but does own one in Eden.

Mayor Donecker closed the public hearing at 6:20 p.m.

The Mayor then went over the four Findings of Fact, each of which was voted upon by Council as follows:

1) that the use will not materially endanger the public health or safety if located where proposed and developed according to the plan as submitted and approved; -- **Vote 5-1 in favor (Councilman Balsley opposed)**

2) that the use meets all required conditions and specifications;-- **Vote 6-0 in favor**

3) that the use will not substantially injure the value of adjoining or abutting property, or that the use is a public necessity; and, -- **Vote 5-1 in favor** **(Councilman Balsley opposed)**

4) that the location and the character of the use if developed according to the plan as submitted and approved will be in harmony with the area in which it is to be located and in general conformity with the Comprehensive Plan for Reidsville and its surroundings. – **Vote 5-1 in favor (Councilman Balsley opposed)**

**The Mayor then called a vote on the Special Use Permit with the four stated conditions, which received a 5-1 vote in favor with Councilman Balsley voting in opposition.**

The Special Use Permit as approved follows:



**SPECIAL USE PERMIT**

**REIDSVILLE, N. C.**

There is hereby granted to Strickland & Tate, LLC, a Special Use Permit in accordance with the Reidsville Zoning Ordinance, Article V, Section 3 of the Reidsville Zoning Ordinance.

This permit is to allow an Internet Sweepstakes Cafe at 1627 Freeway Drive, specifically Rockingham County Tax No. 7994-11-56-6450 with the following conditions:

1) The Internet Sweepstakes Café is limited to 24 sweepstakes gaming machines due to the square footage of the gaming area.

2)    Applicant shall comply with provisions of the City of Reidsville Zoning Ordinance, specifically the Special Use Permit development standards outlined in Article V.

3) The building must meet all applicable Building, Handicap and Fire Codes.

4. The owner submits a notarized affidavit stating that no alcohol will be permitted on the premises.

Said property is zoned Highway Business.

This Permit is granted to the person, firm, or corporation designated above, and for the purpose and under the conditions set forth above. The Special Use Permit will continue to remain valid following transfer of ownership of the property provided that circumstances and conditions remain as described at the time that the Permit is granted. Violations of the conditions set forth will be cause for immediate termination of the Permit.

AUTHORIZED this \_\_\_\_\_\_ day of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,

2014, by the CITY COUNCIL OF REIDSVILLE, N. C.

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

CITY CLERK

ANGELA G. STADLER

Mr. Strickland said if anything changes, just let him know because they like to work smoothly with local municipalities.

**- End of Public Hearing -**

**CONSIDERATION OF A RESOLUTION SUPPORTING THE NOMINATION OF THE CHINQUA-PENN WALKING TRAIL AS A NATIONAL RECREATION TRAIL.**

At the introduction of this item, Mayor Donecker invited Mrs. Lee Templeton to come forward.

Mrs. Templeton, of 230 Robinson Lane, Wentworth, introduced herself as the Chair of the Friends of the Chinqua-Penn Walking Trail. She noted that this program promotes the use of existing trails that contribute to health, conservation and recreation goals. She noted that the Chinqua-Penn Trail, if designated, will have the opportunity to bring more visitors to Rockingham County through publicity on the National Recreation Trail website, etc. She encouraged everyone to travel the walking trail and told the Council she appreciated its support. The Mayor invited her to announce the trail’s upcoming fundraising event, “Run with the Cows.” Mrs. Templeton held up the event flyer and told about plans for the fundraiser, which will be held September 8th. Monies raised will go towards maintaining the trail and making necessary repairs to historic structures along the trail, she explained.

**Councilman Turner made the motion, seconded by Councilman Hairston and unanimously approved in a 6-0 vote, to endorse the resolution.**

The Resolution as approved follows:

**Resolution**

**Supporting Nomination of the Chinqua-Penn Walking Trail as a**

**National Recreation Trail**

**WHEREAS**, the Chinqua-Penn Walking Trail was created in 1997 by the North Carolina Upper Piedmont Research Station on the former Chinqua-Penn Plantation of Jeff and Betsy Penn; and,

**WHEREAS,** the 1.7-mile loop trail passes through old-growth woodlands and alongside streams, ponds, and pastures for a historic Black Angus herd, providing varied habitat for wildlife and for users’ enjoyment; and,

**WHEREAS**, along the trail are unique structures built of locally quarried stone where the Penns entertained guests, including the Stew Site, Spring House, Pump House, Summer House, and Rock Dam; and,

**WHEREAS,** because of the varied habitat along the trail, the Chinqua-Penn Walking Trail has been named a North Carolina Birding Trail, with over 150 species of birds identified along the trail; and,

**WHEREAS**, the National Wildlife Federation has named the Chinqua-Penn Walking Trail a Certified Wildlife Habitat, which provides food, water, cover, and places for wildlife to raise young; and,

**WHEREAS,** each year thousands of Rockingham County citizens and visitors from other North Carolina counties and other states and nations utilize the trail for recreation, outdoor exercise, birding, geocaching, and nature study; and,

**WHEREAS**, the trail is improved and maintained by the Upper Piedmont Research Station and the Friends of Chinqua-Penn Walking Trail, with generous support from the Reidsville Area Foundation, the Dan River Basin Association, the Rockingham County Naturalist Club, and trail users; and,

**WHEREAS**, designation of the Chinqua-Penn Walking Trail as a National Recreation Trail will recognize it as an exemplary trail of local and regional significance that contributes to health, conservation, and recreation goals in the United States; and,

**WHEREAS**, as the first National Recreation Trail in Rockingham County, the Chinqua-Penn Walking Trail will join over 1,200 other National Recreation Trails in all 50 states that receive the benefits of promotion, technical assistance, access to funding opportunities and networking to achieve the vision of “Trails for All Americans”;

**NOW, THEREFORE, BE IT RESOLVED,** that the **CITY OF REIDSVILLE** does hereby endorse the application of the Chinqua-Penn Walking Trail to become a National Recreation Trail.

This, the 11th day of August, 2014.

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**Jay Donecker, Mayor, City of Reidsville**

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

**Angela G. Stadler, CMC, City Clerk**

**CONSIDERATION OF AN AUTHORIZING RESOLUTION FOR A $200,000 GRANT FROM THE MAIN STREET SOLUTIONS FUND PROGRAM FOR THE HEFFINGER HEIST. (*THIS ITEM WAS TABLED FROM THE JULY 9, 2014 MEETING*.)**

Mayor Donecker noted that this item had been pulled from the agenda.

**CONSIDERATION OF A LETTER OF INTENT TO BE SUBMITTED TO KABOOM! AND APPROVAL OF THE ACCOMPANYING BUDGET ORDINANCE AMENDMENT FOR $9,500 IN FUNDING FOR THE LOCAL MATCH AND PLAYGROUND SITE SOIL TESTS.**

Mayor Donecker noted that this item had been pulled from the agenda.

**CONSIDERATION OF A REQUEST FROM THE PUBLIC WORKS DIRECTOR FOR $123,500 FROM THE WATER RESERVE FUND FOR PHASE II OF THE ICE PIGGING PROGRAM ON US 29 BUSINESS/FREEWAY DRIVE AND THE ACCOMPANYING BUDGET ORDINANCE AMENDMENT.**

Before Public Works Director Kevin Eason gave the staff report, City Manager Michael Pearce reminded Council members that a unidirectional flushing program was done throughout the City, but this typical way of flushing lines does not work on the larger lines. Eason has looked into other ways to clean up these larger lines, he said.

Eason then explained that the purpose of this proposed ice pigging project is to clean the larger lines from the City’s Water Treatment Plant up to the intersection of US 29 Business and Freeway Drive as outlined in his memo. (A COPY OF THE MEMO DATED JULY 25, 2014 IS HEREIN INCORPORATED AND MADE A PART OF THESE MINUTES.) He introduced Mr. Ron Pritchard, Plant Manager of the Albaad USA plant in the City’s Industrial Park. Noting that his company recently added 35 people to its workforce, Mr. Pritchard explained how Albaad makes wet wipes for retail and institutional wipes for senior living facilities, hospitals, etc. Their products are used by those who are more susceptible to illness, including the very young and very old, he noted. They have worked closely with Kevin Eason, Scott Jewell and Mike Burleson on the effluent in the system. He talked of the costs of running their water purification system, which included having to change out the filters every three months. Lately, they have seen a big difference in water quality, he said, adding that Scott Jewell has done a really good job and that the water from the WTP has made good strides but some of that quality is lost during the transportation through the lines. Mr. Pritchard noted that such issues caused him to have to shut down the plant one day.

Mr. Pritchard stressed that part of Albaad’s strategic plan is to get away from just the commodity line of baby wipes to do other products, such as drug production, etc. In order to do that, they must have confidence in their incoming water as well as consistency in the quality of the water, he said. His company is willing to pay to have the ice pigging continued into the FD line on their property, he added, because if they don’t, you lose that affect at 90%. He said their plans would mean a good future for Reidsville and for Albaad as well as an avenue to continue to have jobs.

Mayor Donecker said we want businesses to expand, and we can do a better job of helping with that. He said the migrating of the water plant in house was a major step. Mr. Pritchard, stressing it was not a reflection on the previous contractor, said it was refreshing to work with someone like Scott Jewell and being able to coordinate things like hydrant flushes together. He said Albaad’s Israeli ownership would say the same thing. He noted that the company owns 33 acres on that site, sales are really good, so much so that people are working too many hours. He again talked of plans to expand their line, which would require them to have a higher grade of quality water coming in. Councilman Hairston said it was refreshing to hear that Albaad has added 35 people and thanked Mr. Pritchard for his report.

Eason noted that we have made a lot of improvement in the past five years. He said he plans to do unidirectional flushing again for the smaller lines. He said only one line connects the City to the WTP. He researched and came up with two technologies – conventional pigging, which uses a lot more water, and ice pigging, which is a proprietary ownership under Utility Service Company that holds the license for doing this kind of work. Utility Service freezes the water, which makes a gritty ice material that scrapes off the deposits inside the lines, he explained.

The Public Works Director explained that half of the $247,000 needed will come from the Water Reserves and the other half from the $1 million in monies set aside for line rehab. Councilman Balsley asked how often does this have to be done? Eason said he expected once a decade and once it is completely cleaned out, every 10-15 years.

The City Manager noted that $400,000 is put aside every year for planned replacement of water lines. He said we are recommending that half of this money comes out of the planned replacement and the other half out of water reserves. He said there is currently about $7 million in the reserves, adding that you have to have a healthy reserve for plant improvements. He said that half coming from line replacement and half from reserves is a good plan.

The Mayor said it was forward thinking to have the ice pigging, which costs less than the traditional types of pigging. It was noted that from Holy Infant Catholic Church to the intersection cost about $70,000, which is three times cheaper than the conventional pigging. Councilman Hairston thanked Eason for putting his heart into the work.

**Councilman Balsley then made the motion to provide the funds necessary to do the cleaning out of the lines for $123,500, which was seconded by Councilman Turner.**

Mayor Pro Tem Brown said we need to be good stewards of the industry we have here. He said we talk about bringing new industry but it is just as important to maintain existing industries.

**The motion then passed in a 6-0 vote.**

The accompanying Budget Ordinance Amendment as approved follows:

**BUDGET ORDINANCE AMENDMENT NO. 2**

**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 appropriate funds for ice pigging of water lines;

**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 61-3991-0000, Water Fund Reserves, be increased by $123,500.00.

**Section 2.** That expense account number 61-7121-1911, Distribution Master Plan, be increased by $123,500.00.

This the 11th day of August, 2014.

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

John M. “Jay” Donecker

Mayor

ATTEST:

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

Angela G. Stadler, CMC/NCCMC

City Clerk

*(Clerk’s Note: This BOA was renumbered from No. 3 to No. 2 due to the pulling of the Kaboom! BOA.)*

City Manager Pearce commented that Scott Jewell has also been going out to businesses and individual houses to help with water concerns. He is doing a tremendous job for the City, on a large and small basis, the City Manager said.

**CONSIDERATION OF A CONTRACT WITH UTILITY SERVICES INC. TO INSTALL AN EQUIPMENT CORRAL ON THE VANCE STREET WATER TANK FOR $27,000 AND THE ACCOMPANYING BUDGET ORDINANCE AMENDMENT.**

In making the staff report, Public Works Director Eason said he was asking for $27,000 in funding to participate in an equipment corral on the top of the Vance Street water tank. Other such tanks are located on Thompsonville Street and the Holiday Loop, he noted. Sprint operates antennas on the Vance Street tank. These water tanks will last forever if properly maintained, and the Vance Street tank is up for a full rehabilitation this fall, he explained. During the rehabilitation, Sprint will have to pull its equipment off temporarily. If a corral is put on the tank, not only Sprint but other carriers will be able to place their equipment on it, and future maintenance could be done without making the provider remove its equipment, Eason noted. Sprint will pick up the cost for six of the poles, paying for three now and three in the near future, he said. The City will have 12 poles that Community Development will be able to market to other cell providers, Eason added.

City Manager Pearce said that funding will come from the Water Fund Reserves.

Councilman Balsley asked about other providers. Eason explained that cell phone carriers pay a fee to lease space on the tower, which would help the City recoup these costs. He added that this will be more attractive to the carriers because the poles will be higher in the air and the carriers won’t have to take the equipment off for future maintenance of the tank.

Mayor Pro Tem Brown noted that some citizens have had concerns about safety in dealing with cell phone towers. He asked if there was anything we can do to address those concerns in terms of a public meeting, either with Sprint or the FCC. Eason stated that the cell phone industry is highly regulated and falls under the FCC. The Public Works Director mentioned the possibility of Sprint coming to a community meeting to discuss technology and safety in general. City Manager Pearce said perhaps a Sprint representative could come to a Community Watch meeting. Councilman Gorham suggested the Moss Street and Penn House CW groups. The Councilman added that at an earlier meeting discussing a cell tower off Pecan Road, the City’s consultant said there was no possibility of danger due to the height of the tower. Councilman Turner noted that some people are still afraid of microwave ovens.

Community Development Manager Donna Setliff said that the City’s subcontractor that specializes in cell towers is very knowledgeable and reviews the City’s applications for cell towers. When questioned by the Mayor as to whether the consultant could come speak at a community meeting, Setliff indicated he might be able to.

**Councilman Gorham then made the motion, seconded by Mayor Pro Tem Brown and unanimously approved by Council in a 6-0 vote, to approve the allotment of $27,000.**

The corresponding Budget Ordinance Amendment as approved follows:

**BUDGET ORDINANCE AMENDMENT NO. 3**

**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 appropriate funds for an antenna corral to be completed as part of the Vance Street water tank improvements;

**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 61-3991-0000, Water Fund Reserves, be increased by $27,000.00.

**Section 2.** That expense account number 61-7121-3521, Maintenance and Repairs - Tanks, be increased by $27,000.00.

This the 11th day of August, 2014.

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

John M. “Jay” Donecker

Mayor

ATTEST:

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

Angela G. Stadler, CMC/NCCMC

City Clerk

*(Clerk’s Note: This BOA was renumbered from No. 4 to No. 3 due to the pulling of the Kaboom! BOA.)*

**PUBLIC COMMENTS.**

**Update on 541 NE Market Street.**

Mr. David Willis of 131 Willis Lane, came forward to update Council members on his work at the house at 541 NE Market Street. He informed Council members that he was not going to make the September deadline he had set for himself, but he does have the windows in, the yard fixed, gravel is down and the house is secure, etc. Councilman Gorham said he had been keeping an eye on it, and Mr. Willis is doing a fantastic job. Councilman Turner said it was okay that he wasn’t going to finish in September.

**Invitation to Clam Jam.**

Mr. Doug Astin of 512 Merrick Street, Reidsville, invited Council members and those attending to Clam Jam this weekend, adding that the temperature is supposed to be 82-85 and sunny.

**CITY MANAGER’S REPORT.**

In making the staff report, City Manager Pearce referenced his written report. (A COPY OF THE WRITTEN REPORT IS HEREIN INCORPORATED AND MADE A PART OF THESE MINUTES.) He highlighted the celebration at Market Square for the beginning of the skat bus service next Tuesday. It includes a ribbon cutting by ADTS, mini-rides, a performance by Larry Johnson and his band and food by Sagebrush, added ADTS Director Lee Covington, who was in the audience. Pearce also noted that Police Chief Hassell’s first day on the job will be August 25, followed by his swearing in on August 26. The public is invited, the City Manager noted.

**COUNCIL MEMBERS’ REPORTS.**

**Mayor Pro Tem Brown** – The Mayor Pro Tem noted that he attended the Planning Board meeting in July and heard the internet sweepstakes café proposal. He said it is his intent to attend every board and commission meeting as soon as he could, including being the liaison to the Parks & Recreation Advisory Commission. He attended a Moonlight Madness basketball game, adding that everyone was happy with the air conditioning in the gymnasium. September 5th is the last day for football registration, he noted. He also attended the Bailey & Walker ribbon cutting. He thanked his fellow Council members for the proclamation for the Civil Rights Act of 1964, considered the most important legislation of the last century.

**Councilman Balsley** – The Councilman complained that for the past several months as he has driven up South Park Drive, he has noticed that there has been a lot of litter. This is our schools and our kids, he said, adding that he doesn’t know what can be done about it, but he wanted people to be aware of how it makes our City look.

Councilman Balsley recognized Diane Sawyer of the Chamber of Commerce, who discussed the upcoming Clam Jam, the skat bus launch and the upcoming United Way campaign kickoff. She stressed that people don’t realize the impact United Way has on us. The United Way is also hosting the September 4th coffee at the Reidsville YMCA, she added. She highlighted upcoming “Lunch and Learns” and thanked Council for its continued support.

**Councilman Hairston** – The Councilman said he had talked to a young man attending Rockingham Community College who was having trouble getting to school so he told him about the skat bus route. It should be a great help to the young man, the Councilman said. Lee Covington of ADTS also noted that semester passes to RCC are being offered and can be purchased using financial aid. The Councilman said he attended National Night Out with Councilman Gorham and was very impressed with how the citizens of Reidsville come together and unite with the Police Department and Fire Department. He said nothing critical was mentioned but that everybody was having a really good time, passing out safety tips and wanting to know what they can do to support the City. He said he attended six of the events, and the food was great.

**Councilman Turner** – The Councilman said he attended the Reidsville Downtown Corporation meeting and the Chamber of Commerce meeting. Regarding the United Way, he noted that industries look at how areas participate, and it is important to support that.

**Councilman Gorham** – The Councilman said he was able to attend the Planning Board meeting on July 16 and the Reidsville Downtown Seniors meeting on July 17. He attended two Community Watch meetings as they were planning for National Night Out and made all but one of the meetings that night, eating a lot of fish, hot dogs, hamburgers and ice cream.

**Mayor Donecker** – The Mayor thanked everyone who came out, saying he appreciated their attendance. He said he thought the CodeRED message helped and noted that the September meeting will be at 3 p.m. on September 10th. He noted that unemployment in Rockingham County is just above 7%, the first time that it hasn’t been in double digits for a while. He added that there are 1,000 jobs available in the vicinity. He stated that he will be doing City Chat on Thursday on Star News and Mayor/Council Hours at City Hall on August 26.

The Mayor then noted that Council would be moving to the adjacent conference room for a Senior Center update. He called for a brief recess at 7:10 p.m. as the Council moved over to the other room.

**MOVE TO THE ADJACENT FIRST-FLOOR CONFERENCE ROOM FOR A PROPOSED SENIOR CENTER UPDATE.**

City Manager Pearce updated Council members on the proposed Senior Center. He said they were here for two reasons. One, some people might think the project has been forgotten, but staff has been working hard on it for 2½ years, he said. Secondly, Michelle Schneider of Capital Development Services is on hand to give a report, having been hired in April for a capital fund-raising campaign.

Pearce reminded Council members that this work started in December of 2011 when the Rec Center where the Senior Center had been located started experiencing mold problems. At that time the City spent several months looking at potential properties for a new Senior Center. In the meantime, staff also had to find places for the seniors to meet, and thanks in part to the Salvation Army, we didn’t miss a step, the City Manager said.

Pearce noted that the City wanted to build a “top notch” facility and looked at a three-acre site owned by Reidsville Baptist Church. In August of 2012, the City negotiated and purchased the property and hired Tom Moreau of TMA Architects to work on a possible design, he continued. Assistant City Manager Tom Wiggins worked with Moreau and a steering committee to determine what was needed in such a facility. They came back with a new concept and recommended a combination Senior Center and adult day care wing. After talking with several people, it was decided that ADTS (Aging, Disability & Transit Services) would be a perfect partner for this, the City Manager said. ADTS will be able to administer medicines and have a nurse on staff, he added. The City did a memorandum of understandings with ADTS, and on June 17, 2014, the City submitted plans to the State for approval.

The City Manager explained that normally there is a three-week turnaround time from the State on such plans, but we have been waiting two months. While approval is expected, the State says this is a unique private/public partnership and sharing of facilities that they have not seen before, Pearce said. It has been a lot for the State to absorb, he added. Staff expects to see the reviews or approvals by the end of this week and while no problems are expected, there will probably be some changes, he said. Architect Moreau will then submit the plans to the NC Department of Agriculture, DENR, the County Health Department and to the City of Reidsville. Pearce said the plan is to send out bids September 3 and give contractors a month to look at this, receiving bids back in on September 30. A presentation will be made to Council at its October meeting, he said.

**Changing Date of October Council Meeting.**

This led Pearce to briefly note the need to change the October meeting date. **Due to a conflict with the City Manager’s schedule, Council members agreed by consensus to hold their October meeting a week earlier – at 6 p.m. on Tuesday, October 7.**

**SENIOR CENTER UPDATE (CONTINUED).**

Pearce continued with the Center update, noting that changes had been made to the original design plans. The pool was eliminated, which eliminated 2,500 square feet, he said, reducing the “footprint” without reducing the services. By going to a brick front instead of a stone front, they were able to save an additional $100,000, he added.

The City Manager said we hope to get low bids on construction, but we won’t know until September 30th. He said they have worked really hard on this project, including the potential loan with USDA. He noted that neither Tom Wiggins nor he have the time to do a fund-raising campaign. Pearce said there are two pending grants the City is expecting and a third possibility has turned us down. With no time to do a fund-raising campaign, Pearce said he talked in April with the people at Capital Development Services. He then turned the discussion over to Michelle Schneider.

Schneider noted that her company specializes in such fund-raising projects, but they don’t often see such a rare project in terms of philanthropy. She said first she sat down and talked with various individuals to get their insights. One of the interesting things about this project, she explained, is that the potential for the USDA loan can throw some people off. With this in mind, if people understand the project, they are more willing to give, but she recommended that the fund-raising effort focus on equipping and furnishing the building rather than building the building. She also advocated breaking ground for the new Senior Center as soon as possible since some sentiment was expressed on whether this will really happen. She said she strongly recommends that the City move forward and focus on the message of the community, which should define the approach as she outlined in her presentation (A COPY OF THE PRESENTATION MATERIALS ARE HEREIN INCORPORATED AND MADE A PART OF THESE MINUTES.)

Looking at leadership, Schneider said there are a lot of potential leaders who could lead this effort, but she is not recommending a complicated campaign structure. She suggested a targeted effort towards a fairly narrow group of donors, using existing relationships with those potential donors. ADTS brings in other leaders, she added. Schneider suggested a committee approach with the Chair of that committee still an unknown.

Schneider stressed that this is an amazing opportunity, based on the programs being done and the people being served. She said we should start talking about the campus and how the City has invested deeply into this area. This is a continuing investment rather than something new, she added, and should be rebranded so that people have a high confidence in the work coming out of it. This advisory committee/board should look at the long-term care of the community and such issues as naming the facility, determining where the bus stop should be, etc. Schneider noted that the “campus” approach, including the proposed Center, the Teen Center and Rec Center will have the new Senior Center as its anchor.

It was noted that some have questioned the location of the proposed Senior Center. City Manager Pearce noted that the 1993 Old Towne Plan highlighted investment in that part of the Reidsville community. Pearce noted that a greenway trail to Lowes Field was included in the original greenways plan. He said he thinks this is a “perfect spot” for the Senior Center.

Councilman Turner expressed concern about how we are going to pay for the Center, especially in light of economic issues. Mayor Donecker said it will be paid for the same way the City did for the community pool. You have to step up to the challenge, the Mayor asserted, adding that the pool was done in harder economic times. Schneider stressed that philanthropy does not replace taxes. She said she has given something to Council that will work today. People understand internal functions, such as furnishings and equipment, more so than how their donation might impact a multi-million dollar project, Schneider asserted.

Councilman Balsley discussed how investments have helped local communities within the City, citing as examples Vance Street and Scales Street, etc. People, in turn, are putting money back into those areas, he said. He noted that this could occur in this area as well.

Schneider noted that education is a hot philanthropic topic right now, which is often connected to other issues. It may be a little harder to sell projects involving seniors because kids are so cute, but that is why it is important to bring in the supporters of those other programs you partner with to help in the fund-raising efforts, she said.

Again, Councilman Turner noted that during the community pool campaign, it went into debt and had to rely on the Greensboro YMCA for operations. Mayor Donecker reiterated that he believes strongly that we have the right team in place. Councilman Gorham said we have “yo-yoed” those people (seniors) since he has been on Council. Adding that it is estimated our elderly population will grow at least 10%, the Councilman stressed that we need to strive for this facility which is “going to be a feather in our hat” and will be known beyond Reidsville.

Schneider stressed that the City let the people be involved, let them “own” the campus. They need to be a part of creating it and making decisions about it, she asserted. The consultant said that ADTS has people out there who would support it. She said we need to align the timing with that and grow those partnerships. People can buy into the interior of the building but the cultivation and education of those donors are needed. Again, she stressed the need to send out proposals with the right ambassadors, those who have already forged relationships with the potential donors. Schneider said that there may be additional foundations that might be available for support, but further research is needed.

Schneider said this effort needs to target major gifts rather than a fund-raising campaign. She added that Council needs to establish a naming policy since it is estimated that 30% of the funding can come from naming of rooms, etc. She said it is much better to have a standard naming policy, whether it is just for this building or whether it might include other parks and rec areas, etc.

Schneider also noted that this is an interesting effort because with a public/private partnership, donors can give to either the City or to ADTS. She said those kinds of conversations need to be held now, adding that it is estimated it would take about $420,000 to furnish both sides of the building. Other things to be considered, she said, are that typically a minimum three-year pledge period is offered, but someone will need to pay for expenses on the front end. She said plans for how that would be handled would need to be made now as well. Stewarding those gifts is really important, the consultant said, stressing the need to thank those people.

In terms of Marketing & Communications, Schneider also stated the need to have as much transparency out into the community as soon as possible. She also noted that a Statement of Need had been created. She said we don’t do a great job of telling why we are building this building. We need to switch the message to what are we going to do with this building? How are you going to change lives? The Statement of Need can be further developed for marketing, etc., she said. City Manager Pearce came up with a timeline of events, Schneider said. The focus is on “Why?” Why are you going to do it? A third of your population can be affected, she added. You should be talking to civic clubs and others. Schneider said the City needs to go back to the Senior Center and talk about it because they are your ambassadors. More than just a press release needs to be done, she added.

Schneider also stressed that this can’t be two fund-raising campaigns – one by the City and one by ADTS. She encouraged the City to take advantage of the staffing available at ADTS. You have the plan, and you have the right people to do the plan, she said. If you can communicate that out in the community, she said she thought the City would be successful.

In conclusion, City Manager Pearce noted that such an effort is different and requires a leap of faith. Until the project is completed or until the bid opening, we won’t know how much we will need to borrow from USDA, he said. Pearce said it will be 2017 before we have to start paying any of the money back. It will be a “step by step” process, he noted, thanking Michelle Schneider for the work she has done.

Mayor Donecker also thanked former Mayor Laura Felts for her insight on the project. Councilman Gorham asserted that if we can get a key donor to come in, that would start a “domino effect” of giving and help destroy any negative perceptions about the location, etc. Noting again the possible 30% in funding possibilities from naming of the facility or rooms, Mayor Donecker stressed the need to nail down a naming policy before going to area organizations and/or industries.

**MOTION TO ADJOURN.**

**Councilman Turner made the motion, seconded by Councilman Gorham and unanimously approved by Council in a 6-0 vote, to adjourn at approximately 8:15 p.m.**

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John M. “Jay” Donecker, Mayor

ATTEST:

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Angela G. Stadler, CMC/NCCMC, City Clerk