

REGULAR MEETING

PRESENT: Mayor Susan W. Kluttz, Presiding; Mayor Pro Tem, Paul B. Woodson, Jr.; Councilmen William (Bill) Burgin; William (Pete) Kennedy; Mark N. Lewis; City Manager, David W. Tremé; City Attorney, F. Rivers Lawther, Jr.; and City Clerk, Myra B. Heard.

ABSENT: None.

The meeting was called to order by Mayor Kluttz at 4:00 p.m. The invocation was given by Councilman Lewis.

PLEDGE OF ALLEGIANCE

Mayor Kluttz led those present in the Pledge of Allegiance to the United States flag.

RECOGNITION OF VISITORS

Mayor Kluttz recognized all visitors present.

ADDITIONS/DELETIONS TO THE AGENDA

Mayor Kluttz noted the following changes to the Agenda:

Move Item 15 – Council to receive comments from the City Manager will be heard after the Consent Agenda.

Delete Item 14 – Council to consider an appointment to the Salisbury-Rowan Human Relations Council.

PRESENTATION FROM PARKS AND RECREATION INTRODUCING SUMMER CAMP ACTIVITIES

Ms. Karen Wilkinson, Marketing and Community Relations Manager, introduced two campers, Chase Thompson and Yasmine Lenster, and Chipper the Squirrel from the summer camp program. The campers explained that the goal of Parks and Recreation Month is to promote health and fitness to citizens.

Mayor Kluttz recognized the group of campers in attendance and Councilman Kennedy recognized his nephew, Mr. Lee Kennedy. Mayor Kluttz expressed pride in the children who participate in the program, and thanked Parks and Recreation staff for what they do for the community.

PROCLAMATION

Mayor Kluttz proclaimed the following observance:

PARKS AND RECREATION MONTH July 2006

CONSENT AGENDA

(a) Minutes

Approve Minutes of the regular meeting of June 6, 2006.

(b) Approve Subdivision Plat

Approve minor subdivision plat S-08-06 for KMD Holdings, LLC to subdivide a 5.693 acre tract located on Richard Street into two (2) commercial lots.

Thereupon, Mr. Kennedy made a **motion** to adopt the Consent Agenda as presented. Mr. Burgin seconded the motion. Messrs. Burgin, Kennedy, Lewis, Woodson, and Ms. Kluttz voted AYE. (5-0)

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COMMENTS FROM THE CITY MANAGER

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(a) Planning Board

Council received the Planning Board recommendations and comments from their June 13, 2006 meeting.

(b) Bridge Funding Request from District Attorney

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Mr. David Treme, City Manager, stated the City received a request from Mr. Bill Kennerly, Rowan County District Attorney, requesting bridge funding for two (2) assistant district attorneys. He explained that the State of North Carolina, through different budget situations, may not be able to provide funding for these two (2) positions.

Mr. Kennerly stated that as of today, there is no State budget for the fiscal year beginning July 1, 2006. He noted that the District Attorney's Office is a State office with the building and furniture provided by Rowan County. He pointed out that for the past nine (9) years the office has been staffed by five (5) full-time assistant district attorneys and that five (5) years ago, as a part of Project SAFE Salisbury, the District Attorney's Office applied for and received a Federal grant to hire two (2) Federally funded assistant district attorneys. He explained that these funds ran out February 28, 2006 and the State Administrative Office of the Court has agreed to fund the two (2) positions through June 2006. He added that the North Carolina House and Senate budgets project two (2) assistant district attorneys for Rowan County but the effective dates of legislation are October 1, 2006 and January 1, 2007. He noted that without funding the Rowan County District Attorney's Office could lose two (2) positions for three (3) to six (6) months.

Mr. Kennerly stated that he sent letters to Rowan County and the City of Salisbury requesting consideration for bridge funding to allow the District Attorney's Office to maintain the two (2) assistant district attorney positions. He added that he has called the State Administrative Office of the Court requesting that they continue the funding so local government will not be required to provide funding, but has not yet received an answer. He pointed out that during a State hiring freeze in September 2000, the City and County helped with bridge funding to fill a vacant assistant district attorney position.

Mayor Kluttz stated that she is unhappy when the City is asked to assume funding responsibilities that belong to the State and that this has happened before, but that it is vitally important to keep the court system running efficiently. She pointed out that the North Carolina Metropolitan Coalition is focusing on the need for more assistant district attorneys and agree that there are major problems with under-funding in the court system and the affect it has on law enforcement. She stated that she would not want to see anything happen to the successful Project SAFE Salisbury program and therefore supports the request.

Mayor Pro Tem Woodson stated that he feels Rowan County has a good District Attorney and staff and that he would support the request.

Councilman Burgin questioned how long the City could sustain support of the positions. He stated that he agrees with the bridge funding, but that the City could not provide funding over an extended period of time.

Mr. Treme stated that the request was for up to a six (6) month period, and added that the maximum expenditure for the two (2) positions would be \$80,427 and would be split with the County, which has approved funding fifty (50) percent of the cost. He pointed out that residents of the City pay County taxes and when the funding is divided fifty (50) percent, City residents pick up a higher percentage and if this situation should arise again, consideration should be given to the assessed value of the City and County based on population, which would result in a City share of approximately twenty-one (21.8) to twenty-three (23.5) percent.

Mr. Treme stated that in the past the City did provide bridge funding for the two (2) positions for two (2) months. He noted that the City's share should be less than \$40,000 because of the way the grant positions are funded.

Councilman Kennedy inquired about lobbying State legislators to make funding available prior to January. Mr. Kennerly stated that the District Attorney's Association has been lobbying the legislators since the budget bills were presented.

Thereupon, Mr. Woodson made a **motion** to fund up to six (6) months, two (2) assistant district attorneys for the District Attorney's Office, at fifty (50) percent, not to exceed \$40,213.50. Mr. Burgin seconded the motion. Messrs. Burgin, Kennedy, Lewis, Woodson, and Ms. Kluttz voted AYE. (5-0)

(c) Public Services Director

Mr. Treme announced that effective June 19, 2006, Mr. Tony Cinquemani has been named full time Public Services Director.

Mayor Kluttz congratulated Mr. Cinquemani on his appointment.

UPDATE ON HENDRIX BARBEQUE/ASHBROOK ROAD TEMPORARY DRIVEWAY

Mr. Dan Mikkelson, Director of Land Management & Development, reviewed the history of this zoning site. He stated that in March 2004, the property on the corner of Highway 70 and Ashbrook Road was rezoned from R-20 to BRT-S which placed special conditions on the property. He noted that the conditions allowed all R-20 uses as well as parking for Hendrix Barbeque but required site plan review. He stated that throughout the process the neighborhood supported the rezoning and use of the parking lot but have consistently opposed allowing a driveway connection from the parking lot to Ashbrook Road.

Mr. Mikkelson explained that in July 2004, the site plan that was submitted proposed a driveway, which was also recommended by staff and the Planning Board, but City Council denied the driveway connection to Ashbrook Road. He added that in December 2005, the North Carolina Department of Transportation (NCDOT) installed a temporary gravel driveway from the parking lot to Ashbrook Road while Highway 70 construction was taking place in front of Hendrix Barbeque. He added that in May 2006 City and State representatives met to discuss the situation and at this meeting the NCDOT Engineer requested the City allow the driveway to remain until the end of construction. He pointed out that in June 2006, Hendrix Barbeque paved its parking lot and the temporary driveway, noting that NCDOT gave Hendrix permission to pave the driveway as long as they understood it was at their risk. He pointed out that the fact it is paved does not grant any permanency to the driveway.

Mayor Kluttz asked if the City was asked for permission or received notification when the driveway was paved. Mr. Mikkelson stated that neither Hendrix or NCDOT notified the City and added that the residents notified the City after it was paved.

Councilman Lewis asked if any of the communication from NCDOT indicated that the parking lot would be paved but not used. Mr. Mikkelson stated that he did not recall; however, there are construction barrels blocking the driveway.

Mr. Lewis stated that he has received no feedback that would indicate anyone in Westcliffe has changed their mind regarding access to the parking lot on Ashbrook Road. He added that he does not feel Council would have supported the rezoning if it had not had neighborhood support. He stated that he recommends Council move to have the temporary driveway removed.

Councilman Burgin stated that City Council approved the rezoning with conditions which are not being met and he feels are being deliberately ignored. He questioned what options the City has in having this access removed and noted that action needs to be taken quickly.

Mayor Kluttz asked if NCDOT has priority over City Council since the area is still under construction. Mr. Mikkelson stated that NCDOT implied it had the right to allow the driveway despite the City's wishes, but are past the point of construction that the driveway is necessary and have indicated that it is now the City's decision. He indicated that he would contact NCDOT to see how to handle the removal since it is still in a NCDOT construction zone.

Mr. Treme stated that he thinks the City has the authority from the right-of-way out to the road to do what Council wants. He noted that he will contact Hendrix Barbeque and NCDOT and come to an agreement on how to handle the removal of the paved parking lot access to Ashbrook Road.

Thereupon, Mr. Burgin made a **motion** to request staff to remove the driveway consistent with the pre-approval of the site plan as soon as possible. Mr. Kennedy seconded the motion. Messrs. Burgin, Kennedy, Lewis, Woodson, and Ms. Kluttz voted AYE. (5-0)

Mr. Burgin requested a report at the next City Council meeting.

REPORT FROM JOEL GOODMAN – OWNER AND DEVELOPER KRESS BUILDING

Ms. Wendy Brindle, Traffic Engineer, stated that since the Kress Building will require short term closures of parking and travel lanes, staff requested that Mr. Joel Goodman, owner and developer, make a presentation to inform the City of the type work that will be done.

Mr. Joel Goodman stated that the S. H. Kress and Company opened in Salisbury on September 17, 1910 at 300 South Main Street. He explained the history of the Kress store and presented the renovation plans:

- Renovations are planned in three construction phases:
 - Phase I: Exterior
 - Clean exterior of entire building
 - Replace all upper window glass
 - Repair dentil cornice and other decorative moldings
 - Remove old air conditioning unit from roof
 - Install new roof system
 - Repair masonry including tuck pointing of joints as needed
 - Replace KRESS letters on Main and Bank Street sides
 - Install exterior lighting on Main and Bank Street facades
 - Clean and maintain rear alley way
 - Phase II: Street Level Floor and Basement
 - Demolition of interior walls and structures added to building
 - Reconstruct original stair case from Main Street to second floor

- Install new HVAC, electrical and plumbing including restrooms
- Clean, prepare and paint all original walls and ceilings
- Clean and resurface original terrazzo flooring on street level floor
- Refurbish original ceiling light fixtures on street level floor
- Configure to suit to tenants – proposed basement floor plan
- Configure to suit to tenants – proposed street level floor plan
- Phase III: Second Floor
 - Construct four luxury apartments
 - Install new HVAC, electrical and plumbing
 - Resurface original maple flooring

Councilman Woodson stated that he was very impressed and appreciates what it will do for downtown Salisbury.

Mayor Klutz stated that she thinks this is exciting for the historic preservation of downtown Salisbury. She noted that she recently had the opportunity to tour the building and was fascinated at how many original features remain in the building. She added that this is significant to the South Main Street area of downtown.

Mr. Goodman stated that he has five (5) requests:

- Authorization to temporarily block Bank Street
- Authorization to temporarily block the sidewalk adjacent to the Kress Plaza
- Authorization to temporarily block parking spaces adjacent to the Kress Plaza
- Request Council to consider participation in a streetscape program for the building
- Request that a large tree on the sidewalk be removed and replaced with a smaller variety

Mr. Goodman stated that in requesting temporary blockage of Bank Street and the sidewalk and parking spaces adjacent to the Kress Building, he does not want to disturb citizens or the traffic flow. He explained that heavy machinery will be used during the renovation and he needs flexibility in blocking areas during the key times of work. He stated that he does not want to block the areas for extended periods of time but would like to have flexibility in the closing times.

Mr. Woodson stated that he can support the requests for the temporary closings and asked for staff recommendation on the streetscape and removal of the tree.

Mr. Joe Morris, Planning and Community Development Director, stated that there have been other precedents in the downtown area where the City has worked with developers who have privately developed properties. He noted that staff would need to look at the timetable for the redevelopment of the building and how it might fit into the opportunity to upgrade the streetscape in the area. He added that he would appreciate the opportunity to work with Mr. Goodman on this project.

Thereupon, Mr. Burgin made a **motion** to allow staff to work with Mr. Goodman on the first three (3) requested items for the temporary blocking of Bank Street, sidewalks and parking to insure the safety of our citizens, and that in one (1) month staff present to Council a proposal pertaining to the timeframe and options regarding the streetscape and tree. Mr. Woodson seconded the motion. Messrs. Burgin, Kennedy, Lewis, Woodson, and Ms. Klutz voted AYE. (5-0)

Mayor Klutz requested that the developer and staff be flexible in closing Bank Street in order to open and close without staying closed for a long period of time.

Mr. Goodman commended staff by stating that the excellent City staff is one reason he pursued this project in Salisbury.

** Mayor Klutz stated that she will make an additional change to the agenda. Item 12 and 13 will be heard next.

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AGREEMENT WITH ROWAN SALISBURY SCHOOLS FOR THE EAST ELEMENTARY SCHOOL WATER LINE

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Mr. Matt Bernhardt, Assistant City Manager for Utilities, stated that Utilities staff has worked with school system staff in planning and implementing the extension of water and sewer service to new school sites. He noted that the first extension project to what was previously referred to as Summit Park Elementary, now named Koontz Elementary, has been completed ahead of schedule and under budget. He stated that the agreement for the second extension project for sewer service to the East Elementary site is ready for Council consideration:

- Project Agreement
 - Proposed New School site near Rockwell
 - Eight thousand, three hundred (8,300) linear feet of twelve (12) inch water line along Highway 152
 - Private (school-owned) lift station and force main
 - Project cost estimate: \$1,300,000
 - One hundred (100) percent funding by schools

Mr. Bernhardt displayed a map of the site and noted that the school is in support of the project and the agreement has been adopted by the Board of Education.

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Thereupon, Mr. Lewis made a **motion** to authorize the Mayor and the City Clerk to execute an agreement between the City of Salisbury, Salisbury-Rowan Utilities and Rowan-Salisbury Schools for the construction of a water main lift station and force main to serve East Elementary School. Mr. Burgin seconded the motion. Messrs. Burgin, Kennedy, Lewis, Woodson, and Ms. Kluttz voted AYE. (5-0)

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PRESENTATION ON SECOND CREEK GRANT PROJECT
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Mr. Matt Bernhardt, Assistant City Manager for Utilities, stated that this project represents a partnership of agencies and organizations to leverage issues into obtaining grant funding to achieve a win-win for everyone involved. He noted that the project involves working to put sewer into the Second Creek basin along Highway 70 in order to address the needs of the organizations in the area. Mr. Bernhardt reviewed the participants, overview, and benefits of the project:

- Participants
 - Rowan County
 - Apple Baking
 - Mr. Rob Watson
 - Mr. Ed Livesey
 - Meridian Automotive
 - Mr. Kevin Prill
 - Mr. Tony Velasco
 - Rowan-Salisbury Schools
 - Salisbury-Rowan Utilities
- Overview –
 - Primary purpose of this multi-grant, multi-participant partnership project would be through the extension of sewer service into the Second Creek Drainage basin and the elimination of at least three package sewer systems, and would achieve benefits for:
 - Meridian Automotive
 - Apple Baking
 - Rowan County
 - Rowan-Salisbury Schools
 - Salisbury-Rowan Utilities
- Second Creek Package Treatment Plant
 - Assumed by Salisbury-Rowan Utilities (SRU) as part of transfer of County Utilities
 - Limited capacity and expensive to operate
 - Receives sewer flow from Meridian and West Middle School
 - Limiting factor in Meridian's growth
 - To be Eliminated through Grant Creek
- Proposed New Second Creek Sewer Line Outfall
 - Eighteen thousand (18,000) linear feet of sewer line extended along Second Creek Drainage Basin
 - Allows for elimination of Second Creek Package Treatment Plant
 - Allows for elimination of West Middle School Lift Station
 - Extends sewer beyond potential (future) elementary school site
- Proposed New Second Creek Lift Station
 - Would replace current landfill sewer lift station and utilize existing force main sewer line
 - Would allow elimination of Second Creek Package Treatment Plant
 - Potential to receive flow from majority of Second Creek Basin
- West Middle School Lift Station
 - Necessary for West Middle School sewer to reach Second Creek Package Treatment Plant
 - Additional expense for school system
 - Would be eliminated by gravity sewer line extension
- Hurley Elementary School Sand Filter System
 - Sand filter septic system
 - Expensive to operate and maintain
 - Could be eliminated by connection to Pine Valley Sewer System
- Pine Valley Package Treatment Plant
 - Currently owned and operated by Aqua-NC
 - Limited Capacity: Could be eliminated by gravity sewer connection to SRU's existing Athens West Lift Station
 - Transfer negotiations underway
- Apple Baking Company
 - Currently operates utilizing limited capacity package plant and spray fields

- Limited future growth potential due to limitations of existing package plant and spray fields
- Would be connected to gravity sewer through grant project
- Existing system could be converted to sewer pretreatment
- Objectives
 - Extension of gravity sewer up the Second Creek Drainage basin
 - Elimination of Second Creek Package Wastewater Plant
 - Relocation of sewer lift station at County landfill to allow greater access/use
 - Elimination of lift station at West Rowan Middle School
 - Elimination of Sand Filter Septic System at Hurley School
 - Elimination of Spray Irrigation System and conversion of package plant to pretreatment at Apple Baking
 - Expansion and growth of both Meridian Automotive and Apple Baking through extension of gravity sewer to their respective facilities
 - Provision of Sewer service to portion of Highway 70 growth corridor
 - Elimination of Pine Valley Subdivision Package Plant
- Project Cost
 - The \$4,085,000 project would seek grant funds totaling \$3,505,000
 - The remainder of the project funding would come from local matching funding totaling \$580,000

- Breakdown of the grants sought:

| <u>Grant</u> | <u>Applicant</u> | <u>Amount</u> |
|--|------------------------|----------------------|
| <u>CDBG-ED:</u> | | |
| a. Meridian | Rowan County | \$1,000,000.00 |
| b. Apple Baking | Rowan County | \$ 480,000.00 |
| <u>NC Rural Center:</u> | | |
| a. Meridian | Rowan County | \$ 500,000.00 |
| b. Apple Baking | Rowan County | \$ 50,000.00 |
| Comm. Finance Ctr. IDF | Rowan County | \$ 500,000.00 |
| US-EDA | Rowan County/Salisbury | <u>\$ 975,000.00</u> |
| Total Grant Funding: \$3,505,000.00 | | |

- Listing of Grants with a high expectation of funding approval (funds are available with eligible projects being funded on a first come – first serve basis):

| <u>Grant</u> | <u>Applicant</u> | <u>Amount</u> |
|------------------------------------|------------------|-----------------------|
| <u>CDBG-ED:</u> | | |
| a. Meridian | Rowan County | \$1,000,000.00 |
| b. Apple Baking | Rowan County | 480,000.00 |
| <u>NC Rural Center:</u> | | |
| a. Meridian | Rowan County | \$ 500,000.00 |
| b. Apple Baking | Rowan County | <u>\$ 50,000.00</u> |
| Total | | \$2,030,000.00 |

- Breakdown of potential maximum and minimum local funding

| <u>Potential Maximum Local Funding</u> | | |
|---|---|-----------------------|
| City of Salisbury | = | \$ 692,334.00 |
| Rowan County | = | \$ 681,333.00 |
| Rowan-Salisbury Schools | = | <u>\$ 681,333.00</u> |
| Local Funding Total | = | \$2,055,000.00 |

Potential Minimum Local Funding

| | | |
|----------------------------|---|----------------------|
| City of Salisbury | = | \$ 200,666.00 |
| Rowan County | = | \$ 189,667.00 |
| Rowan-Salisbury Schools | = | \$ 189,667.00 |
| Local Funding Total | = | \$ 580,000.00 |

- Project Benefits
 - Job Creation – Meridian Automotive’s production schedule will enable it to expand its full-time employment by one hundred (100) persons beginning February 2007
 - Job Retention – Apple Baking will retain twenty (20) jobs and create five (5) additional jobs
 - Meridian
 - Elimination of significant current Pump and Haul expense expansion of operation
 - Operation and maintenance (O&M) cost savings
 - Schools
 - Elimination of West Rowan Middle School Lift Station (cost savings)
 - Elimination of Hurley Middle School Sand Filter Septic System (cost savings)
 - Sewer service to serve future school site (NC Highway 801)
 - Apple Baking
 - Elimination of existing Package Plant Spray and Fields (cost savings)
 - Sewer capacity to support current and future growth
 - Salisbury/Rowan Utilities
 - Additional flow and customers
 - Elimination of Package Plant (cost savings)
 - Expansion of service area (sewer into part of Second Creek basin)
 - Rowan County
 - Economic Development (job retention and creation)
 - Decreased operational costs for schools
 - Lesser cost for sewer extension to future school site

Mayor Klutz stated that it is obvious that a lot of work has gone into developing this plan and commended staff for their work. She asked if there is a connection between annexation and the implementation of this plan. Mr. Bernhardt noted that during his presentation to the Rowan County Board of Commissioners he was asked if this project had a connection to the City’s plan for annexation and he responded that clearly this project is not about annexation. He stated that the project is about job creation, elimination of limited capacity facilities, environmental improvements and environmental protection. He indicated that he assured the County Commissioners that he is not aware of any plans to leverage this project to annex into the area and annexation is a separate matter to be handled by City Council. He reiterated that this project did not originate from an intent to annex.

Councilman Kennedy asked who would own the system when the project is completed. Mr. Bernhardt stated that Salisbury-Rowan Utilities would own the facilities that are created.

Mr. Treme, City Manager, stated that this is consistent with the City’s agreement with Rowan County to provide water and sewer services for all of Rowan County and added that he recommends approval of the project plan.

Mr. Kennedy asked how this would affect the City’s rate payers. Mr. Bernhardt stated that other than the local match, there will be no negative impact on rate payers. He noted that on the contrary, given the cost to Salisbury-Rowan Utilities to maintain the Highway 70 Package Plant, a payback will be achieved for utility customers.

Thereupon, Mr. Burgin made a **motion** to authorize proceeding with the Second Creek Grant Project as presented. Mr. Woodson seconded the motion. Messrs. Burgin, Kennedy, Lewis, Woodson, and Ms. Klutz voted AYE. (5-0)

REPORT REGARDING FOCUS GROUPS – ATTRACTING AND RETAINING YOUNG PROFESSIONALS

Ms. Ruth Chaparro, Human Resources Personnel Analyst, introduced Mr. Warren Miller, Fountainworks, Inc. She stated that City Council set a goal to partner with the Rowan County Chamber of Commerce and Downtown Salisbury, Inc. to address attracting and retaining young professionals in the Salisbury-Rowan area.

Mr. Miller presented the results from three (3) focus groups and shared key findings and opportunities:

- Background
 - This project was a partnership between the Rowan County Chamber of Commerce, the City of Salisbury and Downtown Salisbury, Inc.
- Purpose
 - To gather ideas around how to attract and retain young professionals
- Three focus groups were held:
 - Young professionals who work in Salisbury but live in another community in the region
 - Young professionals who live and work in Salisbury

- Area college students
- Project Learning Objectives
 - To understand what young professionals value and what matters most as they think about a community where they want to live and work
 - To understand the amenities that attract young professionals so the community can develop these amenities
 - To develop ideas to help businesses market to young professionals and college students
- Focus Areas
 - Earning: Employment and earning opportunities for young professionals
 - Social Capital: Diversity and tolerance (a community's inclusion and tolerance of all kinds of people)
 - Around Town: Ease of getting to and around town
 - Cost of Lifestyle: Affordability and cost of living
 - Vitality: A "healthy community" where people are active. It includes recreational amenities
 - After Hours: Things to do after 5:00 PM
 - Downtown Housing: Housing in and around downtown Salisbury
- Employment and Earnings Opportunities
 - Earning was among the most important of all focus areas and Salisbury scored low in this category
 - Comment: "I was fortunate to find a good job here. My friends would move here if they could find jobs."
- Social Capital: Diversity and Tolerance
 - Social capital rated as an important focus area and relates closely to the overall theme that young professionals want to feel comfortable and connected
 - Comment: Salisbury: a friendly and welcoming community – "People don't talk to you in Altadena, California where I come from"
 - Comment: "It can be difficult for outsiders not from the South to quickly feel welcome."
- Around Town: Ease of Getting to and around Town
 - Around town not ranked as important as other areas (likely because Salisbury does not have a traffic problem)
 - Salisbury rated highly on ease of getting to and around town
 - Those who rated it poorly specifically cited public transportation as their reason
- Cost of Lifestyle: Affordability and Cost of Living
 - Salisbury scored very well on low cost of living, and young professionals said this was very important
 - Those who live and work in Salisbury cared most about this issue. They all gave the city the highest ranking for cost of living and all said this was very important to them
 - They defined affordable housing as \$125,000 to \$200,000 range (affordable housing is also community defined as less than 30% of monthly household income)
- Vitality: A Healthy Community
 - Vitality is also one of the most important focus areas for young and emerging professionals
 - Young professionals who live and work in Salisbury rated the availability of these amenities higher than average
 - Those who did not live in Salisbury were less aware of some of the amenities and rated Salisbury lower
- After Hours: Things to Do after 5:00 PM
 - All groups ranked Salisbury poorly
 - Young professionals considered it to be moderate importance. College students considered it to be moderate to high importance
 - All expressed interest in amenities that provide social outlets and opportunities for young people to connect with one another. Walkability was important
 - Suggestions ranged from coffee houses to sports bars to ethnic restaurants to social dancing clubs
- Downtown Housing: Housing in and around Downtown Salisbury
 - This was considered the least important and least available among the options
 - Participants said downtown housing would be best for young professionals before they started families
 - Safety was a key issue
 - Downtown housing is more attractive when the downtown has more to offer
 - Interested in schools
- Key Findings
 - Salisbury has important amenities that young professionals care about
 - Affordability, ease of getting around, safety, friendly people, recreational amenities, and proximity to Charlotte as well as the beach and mountains
 - Lack of job opportunities and things to do were key drawbacks of Salisbury
 - Young professionals want to feel "connected" (They don't want to feel isolated)
 - They want social and professional outlets and opportunities to connect with other young professionals in the community. They suggest that employers can play an important role in this area
 - Young professionals embrace cultural diversity
 - Among citizens, in restaurants, in retail, in community events, and even in foods at the farmers market
 - Many of Salisbury's amenities are not known
 - An opportunity to market and advertise to this population
 - Walkability and convenience

- Outdoor and recreational amenities are important
- Top Rated Amenities and Things to do
 - Outdoor events, particularly after-hours music outside (Live After 5 events)
 - Cultural events
 - Good shopping and retail – trendy stores and chains
 - Gyms
 - Clubs – social gathering places were preferred over nightclubs
 - Restaurants – including upscale, themed and ethnic
 - Open air fairs
 - Coffee shops and internet cafés
 - “Playgrounds” for adults (Dave and Busters or Celebration Station)
 - For young professionals with families: a place to take children – events, churches, YMCA
- Reaching Out to Young Professionals
 - Young professionals and college students are unaware of all of the amenities, shops and events in the community
 - Some key ideas and observations for businesses, the Chamber and its partners include:
 - Marketing (“There are a lot of things to do,” “Play in Salisbury”)
 - Advertise community events so they know about things to do. Create one location that makes it easy to access the information on what Salisbury has to offer (i.e. Visitors Center). Websites should be categorized and easy to navigate.
 - Expand hours and advertise expanded hours. Young professionals voiced frustration that Salisbury closes up at night. They want businesses that offer expanded evening hours.
 - Provide coupons and discounts online
 - Sponsor events – restaurants could hold events like shagging or salsa dancing
 - Promote nightly specials – free appetizer night
 - Mailers
 - Build email databases and send email blasts
- Other ideas
 - Important to support entrepreneurial activities (i.e. business incubator)
 - Recruit boomerangs (Best prospects already know your city)
 - Engage young professionals to serve on boards and commissions
 - Employers pay for membership fees and professional development
 - Support organizations and causes of young professionals
 - Match college students with employers. Establish a liaison/committee
 - Branding campaign will be an important opportunity
 - Engage the community in this conversation

Mr. Miller concluded by stating that there is no one thing that can be done to promote the attraction of young professionals, but a lot of small things that can be done to make a big difference.

Mayor Klutz noted that for a number of years Council has discussed that the key to the City’s successful future is bringing back and attracting young professionals. She suggested that the next step be the appointment of a task force for recommendations and to get word out to businesses regarding what young people are looking for.

Mr. Miller stated that he thinks a task force could be a good step and suggested that the formalized group include young professionals in order to engage those involved in the community.

Councilman Lewis stated that he envisions bringing together different groups from the community to help form an image of what the City would like to be and a task force consisting of young professionals could be an important part of this group. Mayor Klutz agreed that a task force should be an included element when Council establishes a group to define the City’s identity.

Councilman Burgin stated that there are some interesting dynamics happening in the community that are pushing Salisbury to a tipping point. He added that he thinks the efforts of finishing Interstate 85, downtown development with housing, restaurants and coffee shops and marketing the community are moving Salisbury ahead, and that in the interim the City should continue to look at its assets and be sure people understand what Salisbury has to offer.

Mayor Klutz thanked Mr. Miller for helping the City with this study.

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MUNICIPAL AGREEMENT WITH NCDOT REGARDING A COMPREHENSIVE BICYCLE PLANNING GRANT
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Mr. Preston Mitchell, Senior Planner, stated that he is presenting a request to adopt a resolution for a municipal agreement between the City and the North Carolina Department of Transportation (NCDOT) Bicycle and Pedestrian Division for a planning grant awarded to the City in 2006. He explained the background and guidelines of the Comprehensive Bicycle Plan:

- How did this begin?
 - Request for bicycle lane addition to recently resurfaced South Fulton Street
 - Lincolnton Road to South Main Street

- Council Committee recommended Comprehensive Bicycle Study and Plan to address this need broadly and uniformly in lieu of case-by-case

- Vision 2020 Comprehensive Plan
 - Policy B-1: Bikeways shall be planned for as a system-wide component of Salisbury's transportation planning
 - Policy B-2: The City shall facilitate a multiple option approach to bikeway development
 - Policies B-3, B-4 assume existence of Comprehensive Bicycle Plan

- Guidelines to Proceed
 - Municipal Reimbursement Agreement and Municipal Resolution
 - Consultant Selection
 - Steering Committee Selection
 - City to administer with extensive public involvement, and State to provide oversight and assistance

- Costs and Timeline
 - Total Qualifying Cost: \$65,000
 - NCDOT: Reimburse seventy (70%) percent up to \$45,500
 - City of Salisbury: Responsible for thirty (30%) percent up to \$19,500
 - Agreement permits eighteen (18) month window
 - Final plan expected December 2007

Mr. Mitchell requested City Council adopt the Resolution for the municipal agreement.

Thereupon, Mr. Woodson made a **motion** to adopt a Resolution authorizing the Mayor and City Clerk to execute a municipal agreement with the North Carolina Department of Transportation regarding a Comprehensive Bicycle Planning Grant. Mr. Kennedy seconded the motion. Messrs. Burgin, Kennedy, Lewis, Woodson, and Ms. Kluttz voted AYE. (5-0)

Mr. Kennedy stated that he and Mr. Burgin served on the Council Committee to study bicycle lanes and he feels it is important not to piece mill the lanes case by case, but to have a comprehensive plan for the entire City.

RESOLUTION PASSED BY THE CITY OF SALISBURY, NORTH CAROLINA.

(The above resolution in full in Resolution Book No. 12, at Page No. 29-30, and is known as Resolution No. 2006-17.)

APPOINTMENT TO SALISBURY HUMAN RELATIONS COUNCIL

This item was postponed.

PUBLIC COMMENTS

Mayor Kluttz opened the floor for public comment.

Mr. Jerry Shelby, 503 Carolina Boulevard, encouraged Council to develop a bicycle plan. He stated that this was addressed by Council in 2001 with a goal of implementation within one (1) to two (2) years. He added that he has also been working to get bicycle lanes in the County. He explained that the citizens have been promised bicycle lanes since 2000 and he hopes that the plan can be accomplished in 2006.

Councilman Burgin stated that the need has always been there but a series of difficult budgets have made it difficult to implement the plan, and added that this is the City's first good opportunity to make something happen.

There being no one else to address Council, Mayor Kluttz closed the public comment session.

MAYOR'S ANNOUNCEMENTS

(a) July Council Meeting Date

Mayor Kluttz announced that City Council will hold its first monthly meeting in July on Wednesday, July 5, 2006 at 4:00 p.m. in order to accommodate the July 4th Holiday.

ADJOURNMENT

Motion to adjourn the meeting was made by Mr. Woodson, seconded by Mr. Burgin. All council members agreed unanimously to adjourn. The meeting was adjourned at 6:16 P.M.

Mayor

City Clerk