

Salisbury, North Carolina  
October 4, 2016

## **REGULAR MEETING**

**PRESENT:** Mayor Karen Kirks Alexander, Presiding; Mayor Pro Tem Maggie A. Blackwell; Council Members Kenneth Hardin, William Brian Miller, and David Post; City Manager W. Lane Bailey; Deputy City Clerk Kelly Baker, and City Attorney F. Rivers Lawther, Jr.

**ABSENT:** City Clerk Myra B. Heard.

Salisbury City Council met in Council Chambers in City Hall located at 217 South Main Street. The invocation was given by Councilmember Miller. The meeting was called to order by Mayor Alexander at 5:00 p.m.

## **PLEDGE OF ALLEGIANCE**

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

## **RECOGNITION OF VISITORS**

Mayor Alexander welcomed all visitors present.

## **RECOGNITION – HISTORIC PRESERVATION EFFORTS**

Mayor Alexander recognized Mr. Doug Black and his wife Leslie and read a Proclamation honoring Mr. Black for his many contributions to the City's historic preservation efforts. She then presented a copy of the Presentation to Mr. Black and expressed Council's gratitude for his volunteer work with historic preservation.

**PROCLAMATIONS**

Mayor Alexander proclaimed the following observances:

OCTOBER TOUR DAYS  
FIRE PREVENTION WEEK

October 8-9, 2016  
October 9-15, 2016

**RECOGNITION – FOREIGN EXCHANGE STUDENTS**

Mayor Alexander recognized Dr. State Alexander, Special Assistant to the President of Livingstone College. Dr. Alexander introduced Mr. Earl Brown who is Director of Livingstone College’s international programs. Mr. Brown noted the college has established Memorandums of Understanding with several international programs for students to attend Livingstone College and for Livingstone students to study abroad. He introduced the current class of foreign exchange students: Paula Ngunza, Angola; Jonathan Thompson, Bahamas, Tara Thompson, Bahamas; Davy Baltus, France; Gagan Kaur, India; Anshit Mishra, India; Sandeep Singh Negi, India; Uttam Rastogi, India; Saranish Gupta, India; Rajika Khurana, India; Nanayakkara Crishanthi, Nigeria; Victor Nayiturki, Rwanda; and Titus Okwong, Uganda.

Council welcomed the students and thanked them for being a part of the community.

**RECOGNITION – SALISBURY TRANSIT SYSTEM**

Mayor Alexander recognized the Salisbury Transit Department for placing first to win the North Carolina Department of Transportation Performance Excellence Award.

Transit Director Rodney Harrison noted Salisbury Transit was judged on performance benchmarks that included operating ratio, cost per trip, and the Transit System exceeded the superior rating on four out of six opportunities. He introduced members of the Transit System: Ms. Iola Givens, Mr. Jimmy Coulter, Mr. Joseph Shannon, Mr. Rick Kepley, and Ms. Terry Simmons. Mayor Alexander presented the award to the Transit team and congratulated them on their achievement.

**CONSENT AGENDA**

(a) Approval of Minutes

Approve Minutes of the Regular meetings of September 6, 2016 and September 20, 2016 and the Special meeting of September 22, 2016.

(b) Handicapped Parking Spaces

Adopt an Ordinance amending Section 13-341 of the City Code to designate two parking spaces as handicap on west side of the 400 block of North Main Street and two spaces in the 500 block of North Main Street.

ORDINANCE AMENDING CHAPTER 13, ARTICLE X, OF THE CODE OF THE CITY OF SALISBURY, RELATING TO RESERVED HANDICAPPED PARKING SPACES.

(The above Ordinance is recorded in full in Ordinance Book No. 25 at Page No. 58, and is known as Ordinance 2016-33.)

(c) Budget Ordinance Amendment – Insurance Proceeds

Adopt a Budget Ordinance amendment to the FY2016-2017 budget in the amount of \$8,554 to appropriate insurance proceeds received for damage to the City's radio tower site.

ORDINANCE AMENDING THE 2016-2017 BUDGET ORDINANCE OF THE CITY OF SALISBURY, NORTH CAROLINA TO APPROPRIATE INSURANCE PROCEEDS.

(The above Ordinance is recorded in full in Ordinance Book No. 25 at Page No. 59, and is known as Ordinance 2016-34.)

(d) Policy Revision – Salisbury Transit System

Approve the revised System Safety Review Program and Drug and Alcohol Testing Policy for Salisbury Transit System.

Thereupon, Ms. Blackwell made a **motion** to adopt the Consent Agenda as presented. Mr. Post seconded the motion. Messrs. Hardin, Miller and Post, and Mses. Alexander and Blackwell voted AYE. (5-0)

**DOWNTOWN SALISBURY, INC. ECONOMIC DEVELOPMENT STRATEGY**

Ms. Paul Bohland, Executive Director of Downtown Salisbury, Inc. (DSI), addressed Council regarding economic strategies for downtown Salisbury. She noted the goals of DSI for FY2016-17 are to be the hub of business and technology and urban living as well as the core of culture and history for the area.

Ms. Bohland reviewed statistics from 2015-16:

- Over \$8.8 million in investment in downtown Salisbury
- Net gain of five businesses, four business expansions
- Net gain of 31 jobs
- 12 facades improved or redone

Mr. Bohland shared the cumulative statistics for DSI for 1980-2015:

- Over \$135 million in investment
- Over 1,130 jobs net gain since 1980
- 348 net business gain since 1980

She also reviewed the change in tax value for the Municipal Service District (MSD) over time, noting there had been more than a 140% increase since 1989:

- 1989 value - \$31.5 million
- 1991 value - \$41.6 million
- 2001 value - \$55.1 million
- 2011 value - \$74.7 million
- 2015 value - \$75.8 million

Ms. Bohland reviewed the property values for one acre in different uses:

Suburban house - \$142,000 per acre  
Lake house - \$685,000 per acre  
Bix box retail - \$533,000 per acre  
Historic house - \$880,000 per acre  
Downtown Salisbury - \$1,022,000 per acre

Ms. Bohland reviewed some of the recent downtown projects including New Sarum Brewery which created 10 new jobs and resulted in \$2.2 million in private investment, and the Morgan Ridge Brewery which resulted in 23 full-time and 18 part-time positions. She indicated there are 142 residential units downtown with the Washington Building and Wallace Wholesale projects underway. She reviewed the results of an open house hosted by DSI to seek input on the types of infrastructure or development people would like to see downtown, and she noted a second open house will be held later in October.

Councilmember Hardin asked Ms. Bohland how many shops and things of diversity are located downtown buildings. Ms. Bohland stated there are 11 business out of the 259 buildings, and she pointed out not all are retail. She added there are 85 businesses downtown.

Mr. Hardin asked how many buildings are empty. Ms. Bohland noted there are 29 empty buildings. Mr. Hardin asked about the ratio of empty buildings to businesses last year. Ms. Bohland stated that since she began her job almost three years ago the occupancy rate has increased from 85% to 90%.

Mr. Hardin asked about the DSI surveys to determine amenities people would like downtown. Ms. Bohland explained a focus group was held with 140 people. She noted a second open house will be held at the end of October. Mr. Hardin asked if the data could be tracked from the second open house in order to be more scientific. He added he would like to have more data when determining what investments to make, adding he is concerned about giving money to revitalize downtown without data and specifics.

Mr. Hardin commented he is concerned about crime and a statement was made at a previous meeting that if the downtown area is developed it will reduce crime. He stated he would like to see a correlation study that crime will be reduced if money is invested downtown.

Councilmember Post noted Ms. Bohland indicated there was a net gain of 348 businesses, but she indicated there are 85 businesses downtown. Ms. Bohland stated 348 is the accumulation of businesses that have remained in business for a period of time.

Mr. Post commented he would like to see what other cities do to disincentivize vacancies in their downtowns.

City Manager Lane Bailey pointed out the property owners in the MSD pay an additional tax and those funds are used to pay for incentives.

### **PUBLIC COMMENT**

Mr. Robert Van Geons shared workforce data with Council, and he noted the number of people who commute in or out of Rowan County and Salisbury. He indicated 62% of the employees of Gildan have Salisbury zip codes. Mayor Pro Tem Blackwell asked Mr. Van Geons to email Council the data.

Ms. Carolyn Logan stated students were at the last Council meeting and were made to feel like they should not be there. She noted everyone has a right to attend the meetings. She shared her concerns about gun violence and the need for Council to come up with a plan to address the violence.

Mr. Peace Alar stated in order to raise the economy and lower crime, the issues of stress and debt must be addressed. He noted stress is why people use violence. He suggested bringing economic strategies together to share how to relieve debt and raise credit scores so the money will circulate back into the community.

Ms. LaTonya Stockwell indicated she was robbed in 2009 and tried to work with police because she knew where her things were, but they did not respond. She noted an arrest was finally made five years later. She also reference an incident on a school bus involving an adult who threatened children. She noted her frustration with the court system because the case was dismissed. She indicated the bus was filled with minorities, and she thinks if the person threatening them had been African American it would not have been dismissed.

There being no one else to address Council, Mayor Alexander closed public comment.

## **SALISBURY TRANSIT SYSTEM ADVERTISING POLICY**

Transit Director Rodney Harrison introduced Mr. Kevin Elwood with Keystone Marketing Communications and noted Mr. Elwood was the consultant hired to help Salisbury Transit develop an advertising program.

Mr. Elwood explained advertising for Salisbury Transit is a way to reach a large number of people and provide additional revenue for minimal investment for the City. He added Transit advertising is also a good resource for the City to promote its efforts to the community.

Mr. Elwood indicated Phase 1 includes establishing a policy to outline the purpose of the program in order to reduce possible conflicts. He noted this would include acceptable content, staff responsibilities, vehicle restrictions and an appeal process.

Mr. Elwood reviewed the different types of advertising styles that would include interior inserts, exterior partial or full wrapping of the buses, and shelter and bench advertisements. He stated it is important to establish the Advertising Policy regarding non-public forum versus public forum. He added there are discounts provided for non-profits, no alcohol or tobacco products will be permitted, no adult oriented entertainment or retail, no obscene materials as described by statute, federal or state laws, no political ads and no web links or Quick Response (QR) codes that reference any of the previously mentioned prohibited categories.

Councilmember Miller asked who is responsible to install the advertising. Mr. Harrison indicated he is reviewing an outside company, and he will look into an indemnification clause to insure any damage that might happen during installation.

Mr. Miller asked if the estimated revenue generated by the advertisements is known. Mr. Harrison stated he does not currently have that information, because staff believed the first step was to adopt a policy that indicates what type of signs are acceptable. He added once the policy is approved staff can go back and look at revenue projections. Mr. Miller commented he would like to have information about the revenues charged by other municipalities who allow advertising on their transit vehicles.

Councilmember Post asked about the number of buses. Mr. Harrison indicated the City has six buses and one service truck that will also be used.

Councilmember Post noted the buses should be wrapped for Fibrant. Mayor Alexander asked if Fibrant will have to pay the City to advertise. City Manager Lane Bailey indicated Fibrant, just as with other departments, will have to pay to advertise or its competition might raise objections.

Mr. Harrison noted departments such as Parks and Recreation would be considered a non-profit and would receive the non-profit rate. Mayor Pro Tem Blackwell asked about the discount for non-profits. Mr. Elwood stated non-profits are usually given a 15% discount.

Councilmember Hardin asked if the items prohibited are done so because they affect the City or affect ridership. Mr. Elwood commented the prohibited subjects could impact both if they were allowed.

Thereupon, Ms. Blackwell made a **motion** to approve the Advertising Policy for Salisbury Transit System. Mr. Miller seconded the motion.

Mr. Post stated he would prefer to table the policy in order to have an opportunity to discuss the implications for Fibrant advertising and the type of discount the City could give itself. He noted a worst case scenario would be to have Time Warner or AT&T to buy wraps for the buses. Ms. Blackwell pointed out the motion refers to the policy and the policy provided does not refer to Fibrant or cross-payment. Mr. Miller noted the policy is amendable, and the City Manager and legal counsel can advise if issues arise.

Mayor Alexander called for the question with Messrs. Hardin and Miller, and Mses. Alexander and Blackwell voted AYE. Mr. Post voted NAY (4-1)

Council discussed the need for a second motion in order to move forward with the policy and noted municipalities must incorporate fees into its fee schedule in order to charge the fee.

Mr. Post pointed out Fibrant rates are in the budget ordinance, and he asked if Council is allowed to authorize the City Manager and Fibrant Director the ability to set rates in order to respond to a competitive market. City Attorney Rivers Lawther noted Council can authorize the City Manager to set the rates through an ordinance, and he pointed out the budget is adopted each year to set the rates.

Thereupon, Mr. Miller made a **motion** to adopt an Ordinance amending the 2016-2017 Budget Ordinance of the City of Salisbury, North Carolina to approve transit advertising rates. Ms. Blackwell seconded the motion. Mr. Post stated he would like to see what other municipalities charge in order to see if the rates are comparable. It was noted that the rates are amendable. Messrs. Hardin and Miller and Mses. Alexander and Blackwell voted AYE. Mr. Post voted NAY (4-1)

## **BOARDS AND COMMISSIONS**

### **Human Relations Council**

Upon a motion by Mr. Post, seconded by Ms. Blackwell, and with Messrs. Hardin and Post, and Ms. Alexander voting AYE, the following appointment was made to the Human Relations Council to fill an unexpired term:

Ms. Linda Hunt

Term Expires 03/31/18

## **THE MURAL**

Mr. Post noted Council has discussed referring the maintenance of the Mural to the Public Art Committee. He noted he would like to encourage the group to place the Mural on its agenda in order to have current bills paid and determine who should maintain it.

Mayor Alexander indicated she will request the Chair of the Public Art Committee add this to the Committee's next agenda.

## **CITY MANAGER'S COMMENTS**

### (a) Purchase of Property

City Manager Lane Bailey noted staff recommends Council approve the purchase of property at 310 Cedar Springs Road for the future site of Fire Station 6. He noted several months ago Council approved an agreement with Mr. Bill Burgin and Ramsay, Burgin, Smith Architectural Firm to evaluate sites. He commented staff consulted with Mr. Burgin and believe this site is the best location for Station 6. He stated staff has done due diligence for environmental issues, and the funds to construct the station will come from subsequent fiscal years. He added the station will be initially constructed using Fund Balance and then the remainder will be part of a debt package as the station is developed.

Mr. Bailey explained this area is where the Fire Department has the greatest distance to respond which impacts response times. He noted this has an effect on insurance rates for the area and since the area is industrial the City's Hazmat equipment will be based from this location.

Thereupon, Mr. Miller made a **motion** to approve the purchase of property located at 310 Cedar Springs Road, Tax Map 471 Parcel 070, in the amount of \$154,728 for the future site of Fire Station 6. Ms. Blackwell seconded the motion. Messrs. Hardin, Miller and Post and Meses. Alexander and Blackwell voted AYE. (5-0)

### (b) CIP Work Session

Mr. Bailey discussed setting a date for Council to conduct a Capital Improvement Plan work session. By consensus, Council agreed to meet November 18, 2016 at 12:00 noon.

## **MAYOR'S ANNOUNCEMENTS**

### (a) Historic Preservation Incentive Grants

Mayor Alexander announced applications for the 2016-2017 Historic Preservation Incentive Grants are now available. These matching grants are available on a competitive basis for exterior projects on owner-occupied houses in the four residential local historic districts: North Main Street, Brooklyn South Square, West Square and Ellis Street Graded School. Applications

are due by October 14, 2016. To receive an application or inquire about eligibility, please call 704-638-5324.

(b) 10<sup>th</sup> Annual Autumn Craft Show

Mayor Alexander announced Parks and Recreation will hold the 10<sup>th</sup> Annual Autumn Craft Show Saturday, October 15, 2016 from 10:00 a.m. until 4:00 p.m. at the Salisbury Civic Center, 315 South Martin Luther King, Jr. Avenue. Over 50 vendors from throughout the state will be present with handmade and handcrafted merchandise. To register as a vendor contact Parks and Recreation at 704-216-PLAY.

(c) BlockWork

Mayor Alexander announced the Community Appearance Commission will partner with the Housing Advocacy Commission, Historic Salisbury Foundation and Livingstone College for the sixth annual BlockWork neighborhood improvement project. The event will be held on National Make a Difference Day, October 22, 2015, from 8:30 a.m. until 5:00 p.m. in the 800 and 900 blocks of West Horah Street. The 800 and 900 blocks of West Monroe Street will be closed to through traffic during the event, and parking will be available off South West Street. Citizens who would like to volunteer may contact the Planning Office at 704-638-5242 for more information.

(d) Downtown Salisbury, Inc. Open House

Mayor Alexander announced Downtown Salisbury, Inc. will host an Open House Tuesday, October 25, 2016 from 5:00 p.m. until 7:00 p.m. in the Salisbury Business Center located at 301 South Main Street. This event is the second of three Open House events to consider what public improvements, if any, should be made to ensure the long-term vitality of downtown. Citizens are invited to drop-in any time between 5:00 p.m. and 7:00 p.m.

(e) Halloween Fun Fest

Mayor Alexander announced Parks and Recreation in partnership with Downtown Salisbury, Inc. will host the annual Halloween Fun Fest Saturday, October 29, 2016 from 3:00 p.m. until 6:00 p.m. in the Salisbury Post parking lot. Activities include carnival games, live entertainment, face painting, trick or treating, hay rides, haunted trolley rides, a hay bale maze, costume contest, a pet costume contest and much more. Game tickets are \$5.00 for an unlimited pass.

(f) Community Job Fair

Mayor Alexander announced the City of Salisbury has partnered with NC Works, Rowan Cabarrus Community College, RowanWorks, Rowan Salisbury School System, Catawba College and the Chamber of Commerce to host the third Community Job Fair. She stated it is scheduled for Tuesday, October 25th from 11:00 am - 1:00 pm at the Civic Center. NC Works Career Center will host 2 workshops prior to the job fair for resume assistance and interviewing/dressing for

success techniques. These workshops will be held on Thursday, October 20<sup>th</sup> at 3:00 pm and Friday, October 21<sup>st</sup> at 9:00 am. Veterans will be allowed early entry, along with anyone who attends a workshop and obtains a completion certificate.

### **CLOSED SESSION**

Mayor Alexander requested Council go into a closed session concerning an economic development matter as allowed by NCGS 143-318.11(a)(4) and to consult with an attorney as allowed by as allowed by NCGS 143-318.11(a)(3).

Thereupon, Mr. Miller made a **motion** to go into a closed session concerning an economic development matter as allowed by NCGS 143-318.11(a)(4) and to consult with an attorney as allowed by as allowed by NCGS 143-318.11(a)(3). Mr. Post seconded the motion. Messrs. Hardin, Miller and Post, and Mses. Alexander and Blackwell voted AYE. (5-0)

### **RETURN TO OPEN SESSION**

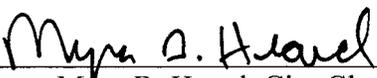
Thereupon, Ms. Blackwell made a **motion** for Council to return to open session. Mr. Miller seconded the motion. Messrs. Hardin, Miller and Post, and Mses. Alexander and Blackwell voted AYE. (5-0)

Mayor Alexander announced no action was taken in closed session.

### **ADJOURNMENT**

Motion to adjourn the meeting was made by Mr. Miller seconded by Ms. Blackwell. All Council members in attendance agreed unanimously to adjourn. The meeting was adjourned at 9:36 p.m.

  
\_\_\_\_\_  
Karen Kirks Alexander, Mayor

  
\_\_\_\_\_  
Myra B. Heard, City Clerk