

Salisbury, North Carolina
February 1, 2011

REGULAR MEETING

PRESENT: Mayor Susan W. Kluttz, Presiding; Mayor Pro Tem Maggie A. Blackwell, Councilmen William (Pete) Kennedy, William Brian Miller, and Paul B. Woodson, Jr.; City Manager David W. Treme; Deputy City Clerk Kelly Baker; and City Attorney F. Rivers Lawther, Jr.

ABSENT: City Clerk Myra B. Heard

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

PLEDGE OF ALLEGIANCE

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

RECOGNITION OF VISITORS

Mayor Kluttz welcomed all visitors present. She noted City Clerk Myra Heard was unable to be in attendance.

CONSENT AGENDA

(a) Approval of Minutes

Approve Minutes of the Regular meeting of January 18, 2011.

(b) Temporary Traffic Flow Reversal – Masonic Lodge Brunswick Stew

Approve a request from the Andrew Jackson Masonic Lodge to make Water Street and

300 West Cemetery Street a one-way street in the southbound direction for its Annual Brunswick Stew sale Thursday, February 24, 2011.

(c) Budget Ordinance Amendment – Various Donations Police Department

Adopt a budget Ordinance amendment to the FY2010-2011 budget in the amount of \$1,400 to appropriate various donations received for the Police Department.

AN ORDINANCE AMENDING THE 2010-2011 BUDGET ORDINANCE OF THE CITY OF SALISBURY, NORTH CAROLINA TO APPROPRIATE VARIOUS POLICE DONATIONS.

(The above Ordinance is recorded in full in Ordinance Book No. 23 at Page No. 9, and is known as Ordinance 2011-05.)

(d) Budget Ordinance Amendment – Police Department K9

Adopt a budget Ordinance amendment to the FY2010-2011 budget in the amount of \$8,500 to appropriate Restricted Asset Forfeiture funds for the purchase of a Police K9 for the Police Department.

AN ORDINANCE AMENDING THE 2010-2011 BUDGET ORDINANCE OF THE CITY OF SALISBURY, NORTH CAROLINA TO APPROPRIATE RESTRICTED FORFEITURE FUNDS.

(The above Ordinance is recorded in full in Ordinance Book No. 23 at Page No. 10, and is known as Ordinance 2011-06.)

Thereupon, Mr. Woodson made a **motion** to adopt the Consent Agenda as read. Mr. Miller seconded the motion. Messrs. Kennedy, Miller, Woodson, and Mses. Blackwell and Kluttz voted AYE. (5-0)

GOALS AND HIGHLIGHTS – COMMUNITY APPEARANCE COMMISSION

Ms. Barbara Perry, Chair of the Community Appearance Commission (CAC), and Ms. Lynn Raker, staff liaison, presented the CAC Highlights and Goals:

- Awarded six Municipal Service District Incentive Grants
 - Total Grants - \$10,035
 - Total Project Amounts - \$90,047
- Awarded nine Innes Street Improvement Grants
 - Total Grants - \$22,445
 - Total Project Amounts - \$65,854
- Public Art Committee
 - Installed Governor Ellis marker

- Fabrication of name panels for Cotton Mills Corner
- 2010 Salisbury Sculpture Show
- Neighborhoods and Education Committee
 - Neighborhood Leaders Alliance
 - Biannual meetings
 - Continued support for better housing and code services efforts
 - Designed BlockWork program
 - Co-sponsored Spring and Fall spruce-up with Public Services Department
 - Adopt-a-Street program
- Landscape Committee
 - Landscape of the Month Awards
 - Holiday Storefront Decorations Awards

Ms. Perry reviewed the 2011-2012 Level 1 Goals:

- Partner with Planning Board and Historic Preservation Commission to draft new Chapter 12 Signs for Land Development Ordinance
- Continue efforts to promote better housing conditions
- Work with new Code Services Division to advise on the development of policies and standards, including but not limited to stricter codes, inspections between rentals, rental certificates of occupancy, and a Council appointed Housing Commission
- Partner with Downtown Salisbury, Inc. and Salisbury Tourism and Cultural Development Commission to develop a master plan for downtown holiday decorations.

Ms. Perry then reviewed the CAC Goals with funding requests:

- Continue the Municipal Service District Grant program \$35,000
 - Public Investment 1981-2010 \$408,000
 - Private Investment 1981-2010 \$5,730,000
- Continue the Innes Street Incentive Grant program \$35,000
 - Public Investment 1996-2009 \$386,445
 - Private Investment 1996-2009 \$4,546,000
- Continue Fall and Spring Spruce-up Days, Adopt a Salisbury Street Program, Landscape of the Month and other programs \$ 2,250
- Improve appearance, comfort and maintenance of downtown streetscape with 3-year phased purchase and installation of additional trash receptacles and benches (year 3 of 3) \$ 5,000
- Continue to expand public art and education with History and Art Trail, sculpture show, etc. \$20,000
- Add receptacles to medians on both sides of the East Innes Street Railroad Bridge \$ 3,500

- Biannual BlockWork program to promote neighborhood accountability block by block \$10,000

Ms. Perry discussed other key Goals for the CAC:

- Support Downtown Salisbury, Inc. efforts to develop maintenance ordinance for commercial buildings
- Continue to raise awareness of public art opportunities
- Continue to serve as liaison for neighborhood leaders
- Host biannual neighborhood leaders meetings

Ms. Perry indicated Community Appearance Grants create:

- More jobs
- Increased tourism
- Higher tax values
- Upper-floor use
- Attractive downtown
- Renovations projects

Ms. Perry informed Council she attended the 2011 North Carolina Main Street Conference in Shelby, North Carolina. She stated she is proud to be a part of Salisbury, and noted how far the City has come compared to other cities.

Mayor Kluttz thanked the committee and staff for the impressive report.

Mayor Pro Tem Blackwelder stated it appears the CAC touches every part of the City, and pointed out the CAC partners with many groups to make Salisbury better. Ms. Blackwelder noted the City of High Point visited Salisbury in 2010 to learn how the downtown has been made so beautiful and successful, and she added she thinks the CAC has a large part in Salisbury's success.

GOALS AND HIGHLIGHTS – HISTORIC PRESERVATION COMMISSION

Ms. Anne Lyles, Chair of the Historic Preservation Commission (HPC), and Ms. Janet Gapen, staff liaison, presented the Highlights and Goals for the Historic Preservation Commission.

Ms. Lyles reviewed 2010 Certificates of Appropriateness:

- Approved by Staff 72
- Approved by Minor Works Committee 41

• Approved by Historic Preservation Commission	38
• Denied by Commission	2
• Deferred (2) or Withdrawn (2)	<u>4</u>
Total Applications	157

Ms. Lyles then presented the 2010 Highlights:

- Historic Preservation Master Plan:
 - Received Federal Grant – Historic Preservation Fund
 - First Public Input Session was held November 29, 2010
 - Over 20 Stakeholder Interviews and Focus Groups
 - Second Public Input Session to be held February 9, 2011
- Historic Preservation Incentive Grants:
 - 11 Grants in 2010
 - \$20,338 total awarded
 - Matched by \$31,306 in private investment
- Bi-Annual Newsletter:
 - Mailed to over 600 historic district property owners
 - Information on grants, historic district guidelines, Certificates of Appropriateness, contacts

Ms. Lyles reviewed the 2011 Goals for the HPC:

- Continue Historic Preservation Incentive Grant Program at the current level of funding - \$25,000
- Participate in development of the Historic Preservation Master Plan
- Implement methods to simplify and streamline the review process
- Complete other updates to the historic district design guidelines as needed
- Increase use of the Design Review Advisory Committee to assist applicants
- Continue the Preservation Link newsletter
- Increase education and outreach to neighborhoods and property owners
- Increase training for commission members and staff
- Continue efforts to inform real estate agents and brokers about historic districts and Certificates of Appropriateness
- Assist the Planning Board in updates to the sign ordinance
- Provide assistance as needed to the Fulton Heights neighborhood regarding local designation
- Apply for Preserve America Community designation
- Consider expanding 2007 local bill that limits demolition in the downtown; amend the bill to include residential districts
- Promote an event in celebration of National Historic Preservation Month (May)

Ms. Lyles expressed her appreciation for staff support to the Commission.

Mayor Kluttz stated the City appreciates what the Historic Preservation Commission does for the community, and for their hard work throughout the year.

GOALS AND HIGHLIGHTS – HUMAN RELATIONS COUNCIL

Reverend Wayne Houglan, Chair of the Salisbury-Rowan Human Relations Council (HRC), Mr. Mark Lewis, HRC Treasurer, and Ms. Ruth Kennerly, staff liaison, presented the HRC Goals and Highlights.

Reverend Houglan indicated the HRC had a great year, and he presented the HRC Vision Statement and Mission Statement:

- Vision Statement – “An inclusive community that lives with harmony, mutual respect and appreciation of diversity among all people”
- Mission Statement – “To create a secure environment of hospitality, inclusiveness, acceptance and appreciation of the diversity of the community”

Reverend Houglan stated it is important the HRC exists, particularly in a time where incivility has grown in all areas of public discourse. He added the HRC can show the broader community a diverse group of people of varied race, ethnic, cultural, religious, social, and economic backgrounds can come together and live in harmony. He asked members of the HRC in attendance to stand and be recognized.

Reverend Houglan reviewed the 2009-2010 Highlights:

- Coordinated La Fiesta de Rowan
- Coordinated the Dr. Martin Luther King, Jr. 2010 Celebration –
 - Breakfast
 - Procession to Freedom Cemetery
 - Ceremony
 - Parade
 - Festivities
- Coordinated the second Public Forum – Meet Your Neighbor
- Coordinated the Elizabeth Duncan Koontz Humanitarian Awards Banquet
- Coordinated two Mayor’s Spirit Luncheons
- Coordinated Let’s Get Connected Day

Mr. Lewis presented the proposed 2011-2012 Budget Request, with comparison budgets from the last three years.

Salisbury-Rowan Human Relations Council
2011-2012 Budget Request

	2008-2009 Actual	2009-2010 Actual	2010-2011 Budget	2011-2012 Budget Request
Total Program Income	\$6,823.11	\$5,314.84	\$6,797.00	\$6,000.00
Total Sponsorships	\$12,550.00	\$10,200.00	\$13,700.00	\$11,000.00
Salisbury City Support	\$3,500.00	\$3,500.00	\$3,500.00	\$3,500.00
Rowan County Support	\$3,500.00	\$3,500.00	\$3,500.00	\$3,500.00
Total Income	\$26,373.11	\$22,514.84	\$27,497.00	\$24,000.00
Total Program Expenses	\$23,316.46	\$22,777.03	\$25,823.73	\$22,500.00
Total Administrative Exp	\$372.43	\$1,109.69	\$1,500.00	\$1,500.00
Total Expenses	\$23,688.89	\$23,886.72	\$27,323.73	\$24,000.00
Net Proceeds	\$2,684.22	(\$1,371.88)	\$173.27	\$0.00

Mr. Lewis noted the HRC operates from three sources of income:

- Governmental - \$3,500 each from the City of Salisbury and Rowan County
- Program Income
 - Tickets to Martin Luther King, Jr. Breakfast
- Corporate Sponsorships
 - Ranges from \$17,000 to \$20,000

Reverend Houglund reviewed the 2010-2011 goals:

- Update by-laws and ordinances

Reverend Houglund indicated the HRC held a retreat in October 2010, and discussed the goals that were realistic for the HRC, in comparison to its existing Ordinances. He stated the HRC is working on a request to amend its Ordinances to reflect the fact the HRC is not able to effectively mediate complaints in regards to Equal Employment Opportunities and Fair Housing, as stated in the Ordinance creating the HRC. He commented a volunteer board with rotating membership is not geared to do that type of work, and the HRC would like to amend the Ordinance to better reflect what the HRC can accomplish with integrity.

Reverend Houglund continued reviewing the 2010-2011 Goals:

- Review committee membership assignments
- Evaluate events

- Create a professional resource directory
- Review orientation materials
- Increase presence at public events

Reverend Houglund stated the HRC wants to identify the needs of the community and develop new programs to address those needs. He indicated he thinks this will foster a community of mutual respect.

Mayor Kluttz thanked Reverend Houglund, Mr. Lewis and Ms. Kennerly for the excellent report. She stated the Human Relations Council is the foundation for the City to be successful. She pointed out the number of events sponsored by the HRC each year demonstrates that race relations are celebrated more than once a year. She added the Martin Luther King, Jr. events were a great success this year, and she expressed her appreciation for the work done by the HRC throughout the year.

GOALS AND HIGHLIGHTS – PLANNING BOARD

Mr. Robert Cockerl, Chair of the Planning Board, and Mr. Preston Mitchell, staff liaison, presented the Goals and Highlights for the Planning Board.

Mr. Cockerl reviewed the Highlights for the Planning Board:

- Six conditional district petitions
- 13 rezoning petitions
- 11 Land Development Ordinance (LDO) text amendment petitions

Mr. Cockerl reviewed the 2010-2011 Goals:

- Completion of the Comprehensive Bicycle Plan – wrap-up
- Completion of the Eastern Gateway Area Plan – completed
- Conduct an Open Space study – underway
- Conduct a study of the LDO Use Matrix – Spring 2011
- Conduct a split-zoning study by Planning District – begin Summer 2011 and will carry over to next fiscal year
- Investigate the development of a Southern I-85 Corridor Area Plan whereby the end of the goal year the budget, geographical parameters, and partners would be determined for possible execution in 2012-2013
- Conduct a study to consider LDO amendments that would allow for Concept (Preliminary) Conditional Districts
- Conduct a study to consider LDO amendments that would develop fencing standards

Mayor Kluttz thanked the Planning Board and staff for their dedication and hard work, and commented their dedication makes Council's job easier.

Mayor Kluttz indicated Council has received Boards and Commissions reports at its last

several meetings in preparation of the upcoming City Council Retreat. She expressed Council's gratitude to all of the volunteers on the Boards and Commissions who give their time to make the City a special place.

UPDATE – LASH DRIVE CONNECTOR TRANSIT SERVICE

Public Services Director Tony Cinquemani, and Transit Manager Rodney Harrison addressed Council regarding the temporary Lash Drive Connector transit service. Mr. Harrison informed Council data has been compiled regarding the Lash Drive Connector, and it will be shared at the next Transportation Advisory Board (TAB) meeting to be held Thursday, February 10, 2011. He indicated he will return to Council following that meeting to present the TAB recommendation in regards to the Lash Drive Connector.

Mr. Cinquemani indicated the information presented in Council's Agenda packet is for Council review prior to being presented to the Transportation Advisory Board.

Councilman Woodson commented he has received citizen comments regarding the inability to obtain mammograms. He explained mammograms are only offered through Rowan Regional Medical Center's Julian Road facility, and there is no transit service to this location.

COMMENTS FROM THE CITY MANAGER

(a) **“Single-Stream Recycling Center Visit”**

City Manager David Treme recognized Solid Waste Manager Lynn Hillard, and Solid Waste Supervisor Brian Moore to present a DVD regarding single-stream recycling. Mr. Treme noted citizens may see recycling items being combined into one truck, and have the perception the materials are not being recycled. He noted it is more efficient to handle the materials as a single-stream where the materials are combined in the truck.

Mr. Hillard thanked Access 16 Station Manager Jason Parks for working with the Sanitation Division to produce the video. He explained the video was filmed at the Charlotte Recycling Center, which is operated by Fairfield County Recycling (FCR). He added FCR has approximately 22 recycling operations along the East coast. The video was then presented to Council.

Mayor Kluttz thanked Mr. Moore for his participation in the video, and for presenting the single-stream recycling program. She noted the importance of the message, and encouraged all citizens to recycle.

Councilman Kennedy stated it is important to continue airing the video on Access 16 to explain what can and cannot be recycled.

(b) 26th Annual Future Directions and Goal Setting Conference

Mr. Treme informed Council the Agenda for the 26th Annual Future Directions and Goal Setting Conference will be published by the end of the week. He noted the topics will include financial forecasting, economic impact of broadband on communities, and a review of goals adopted by Council at its 2010 conference.

(c) Fibrant

Mr. Treme informed Council the first Fibrant billing was mailed December 3, 2010, with approximately 480 customers. He noted the best advertising has been through satisfied Fibrant customers, many of whom have volunteered to place Fibrant signs in their yard. Mr. Treme stated advertisements with stories of satisfied customers have been placed in the *Salisbury Post*, and similar stories will continue to be placed in the paper.

Mr. Treme indicated North Hills Christian School requested annexation into the City in order to receive Fibrant service. He noted the school's director has stated the new technology has enhanced the learning environment for their students.

Mr. Treme stated Council's upcoming Retreat will include speakers addressing the future of television, new trends available through Fibrant, and the economic impact of broadband on the community. He noted he receives compliments daily regarding Fibrant installations, quality of the television picture, speed of the internet, and clarity of the telephone.

Mr. Treme thanked Fibrant Sales and Marketing Director Len Clark, Public Information and Communication Director Karen Wilkinson, Fibrant Sales Specialist Audrey Eudy, and Assistant City Manager Doug Paris for their work to create a sales and marketing strategy for Fibrant. He commented the group is working together to address the start-up issues, and staff continues to make continuous improvements on operations. Mr. Treme stated he feels good about the progress that has been made, and he hopes to continue making improvements in order to make Council proud of its decision to implement Fibrant which will have long-term benefits to the community. He also thanked Director of Broadband Mike Crowell for his work to bring the Fibrant utility to its present state, along with Management Services Director John Sofley for financial information to implement the utility and coordinate customer service. Mr. Treme commented he is excited about what the future will hold, and noted the City is in a position to offer an outstanding service that is only available in approximately 50 communities throughout the entire country.

Mayor Kluttz pointed out she recently attended an open house at North Hills Christian School, which was the first school to be connected to Fibrant. She noted she was able to see first-hand the excitement and enthusiasm of the students using the new technology, and she added it can be available to all students within the City limits. She stated she looks forward to all students having access to this technology advantage, and it is very exciting for the future.

MAYOR'S ANNOUNCEMENTS

(a) North Carolina League of Municipalities Advocacy and Goal Setting Agenda Session

Councilman Miller stated he attended the North Carolina League of Municipalities Advocacy and Goal Setting Agenda Session January 20, 2011 in Raleigh, North Carolina. He reported there were 35 goals presented to delegates from across North Carolina. He pointed out that the eighth highest ranking goal is to support access to broadband and preserve municipalities' rights to provide services to their citizens. He commented he was pleased others within the State recognize and support the importance of this initiative.

Mayor Kluttz thanked Mr. Miller for attending the Session, and all he did to encourage broadband to be ranked eight on the list of goals. She commented there has not been a more important time for the North Carolina League of Municipalities to lobby the legislature for municipal broadband because the technology is new and there are many new legislators who need to hear what is really important to cities. She added when broadband is listed as number eight, it indicates more local governments than Salisbury realizes its importance.

(b) North Carolina Main Street Awards

Mr. Miller stated he attended the North Carolina Main Street Awards ceremony in Shelby, North Carolina. He noted there were 20 categories of top awards, or awards of merit, and he is pleased to report the City of Salisbury won three of the 20 awards. He pointed out the awards were for the Norvell Theater renovation, the Ghost Walk/Nights Out event, and the design award for the Center City Lot, which is the parking lot on East Innes Street. Mr. Miller indicated the City was well represented, and he understands the Rowan County Tourism Authority is working to have the event held in Salisbury again in the near future.

Mayor Kluttz stated Salisbury is very unique because it has wonderful people doing wonderful things to make the City such a special place.

(c) City Council Retreat

Mayor Kluttz announced the Salisbury City Council will hold its 26th Annual Future Directions and Goal Setting Retreat February 10-11, 2011.

ADJOURNMENT

Motion to adjourn the meeting was made by Ms. Blackwell, seconded by Mr. Woodson. All council members in attendance agreed unanimously to adjourn. The meeting was adjourned at 5:17 p.m.

Susan W. Kluttz, Mayor

Myra B. Heard, City Clerk