Salisbury, North Carolina
December 2, 2014

REGULAR MEETING

PRESENT: Mayor Paul B. Woodson, Jr., Presiding; Mayor Pro Tem Maggie A. Blackwell, Council Members Karen Kirks Alexander, William (Pete) Kennedy, and William Brian Miller; Interim City Manager John Sofley; City Clerk Myra B. Heard; and City Attorney F. Rivers Lawther, Jr.

ABSENT: None

Salisbury City Council met in Council Chambers in City Hall located at 217 South Main Street. The meeting was called to order by Mayor Woodson at 4:00 p.m. The invocation was given by Councilmember Kennedy.

PLEDGE OF ALLEGIANCE

Mayor Woodson recognized Mr. Matthew Fesperman from Boy Scout Troop 443 and invited him to lead those present in the Pledge of Allegiance to the United States flag.

RECOGNITION OF VISITORS

Mayor Woodson welcomed all visitors present.

CONSENT AGENDA

(a) Approval of Minutes

Approve Minutes of the Regular Meeting of November 18, 2014.
(b) 2015 Council Meeting Dates

Adopt the 2015 schedule of regular Council meeting dates.

(c) Budget Ordinance Amendment – Water Tap Fees

Adopt a Budget Ordinance amendment to the FY2014-2015 budget in the amount of $48,120 to appropriate water tap fees.

ORDINANCE AMENDING THE 2014-15 BUDGET ORDINANCE OF THE CITY OF SALISBURY, NORTH CAROLINA TO APPROPRIATE WATER TAP REVENUES.

(The above Ordinance is recorded in full in Ordinance Book No. 24 at Page No. 118, and is known as Ordinance 2014-47)

(d) Budget Ordinance Amendment – Insurance Proceeds

Adopt a Budget Ordinance amendment to the FY2014-2015 budget in the amount of $31,893.93 to appropriate insurance proceeds.

ORDINANCE AMENDING THE 2014-15 BUDGET ORDINANCE OF THE CITY OF SALISBURY, NORTH CAROLINA TO APPROPRIATE INSURANCE PROCEEDS.

(The above Ordinance is recorded in full in Ordinance Book No. 24 at Page No. 119, and is known as Ordinance 2014-48)

Thereupon, Ms. Alexander made a motion to adopt the Consent Agenda as presented. Mr. Kennedy seconded the motion. Messrs. Kennedy, and Woodson, and Mses. Alexander and Blackwell voted AYE. (4-0)

Councilmember Miller joined the meeting after the Consent Agenda.

SUP-03-2014 – LIVINGSTONE URBAN FARM

SUP-03-2014 – Unnumbered Locke Street

(a) Swearing In

Mayor Woodson indicated anyone who wished to speak for or against this item must be sworn in, and he asked those who would like to speak to come forward. Mayor Woodson administered the oath to the following:

Mr. Preston Mitchell
Mr. Joe Fowler
Mr. State Alexander
(b) **Ex Parte Disclosure**

Mayor Woodson asked Council if anyone had discussions regarding this case within the last two to three weeks. Councilmember Alexander stated she received a telephone call from someone who wanted to confirm the size of the lot being considered. Councilmember Kennedy indicated he had watched the Planning Board meeting on Access16. Mayor Woodson stated he was part of the planning process several months ago, but has had no other discussions in the last several weeks.

Planning and Development Services Manager Preston Mitchell indicated Council members should also disclose any conflicts of interest that might exist. Ms. Alexander stated she worked with Livingstone College six month to one year ago to design a trail connecting to the City’s Greenway. She added it did not pertain to the farm, but the farm was shown on the plan. Mayor Woodson stated he did not think this was significant.

Mayor Woodson noted Council will first receive information from staff.

Mr. Mitchell stated his presentation is based on information submitted to staff as part of the request and as part of the Planning Board meeting. He noted the Planning Board held a courtesy hearing and found in favor of all three standards and recommends approval of this request with one condition.

Mr. Mitchell reviewed an aerial photograph of the property and noted it is located east of Brenner Avenue and north of Locke Street. He stated the parcel in question is one 32-acre tract, although Livingstone College owns all three parcels shown on the map. He pointed out the location of the Livingstone College campus northeast from the site across from Old Plank Road, and he noted the site is north of Eamon Park and near Harris Teeter and the YMCA.

Mr. Mitchell indicated the request is for a Special Use Permit (SUP) for an urban farm in the Institutional Campus (IC) zoning district. He stated the use is new and was added during a text amendment adopted by Council this past summer. He commented it took most of the year to develop the text amendment to allow urban farms in several of the zoning classifications, and Salisbury is forging a new path by allowing urban farming within the City limits. He added very few communities in North Carolina have language related to urban farming. He displayed a definition of urban farming as adopted.

Mr. Mitchell explained an SUP is a use that is generally compatible with other uses in the district. He stated it is not a prohibited use but is required to go through the quasi-judicial process. He noted the questions that must be asked are: how does the use conform to the land and surrounding area, and are there any adverse impacts from the particular use. He added there is also an appropriate test for the specific location to determine how the use will conform to the area both visually and functionally. He emphasized the use is generally compatible with the land uses already permitted within the zoning district.

Mr. Mitchell informed Council the existing zoning for the 32-acre site is IC which is the same zoning Livingstone has on its campus located on West Monroe Street. He reviewed a geographical map of the site and pointed out Locke Street. He commented Locke Street is even
with the entryway into the farm, and then the property drops to the back to a creek. Mr. Mitchell stated much of the timber has been cleared from the area as part of an overall Forestry Management Plan which was submitted by Livingstone College. He added it was cleared in preparation for the urban farm.

Mr. Mitchell reviewed the master plan submitted with the request and pointed out the 32-acre tract where the SUP will be applicable if approved. He stated Livingstone College has indicated a 400-foot by 400-foot area that will be the most intensive portion of the farm and will contain agriculture and livestock production. He explained livestock means smaller animals such as chickens and rabbits. He stated the College plans to have orchards in the larger areas of the tract along with plantings as part of their long-term Forestry Management Plan.

Mr. Mitchell displayed an enlarged drawing of the 400-foot by 400-foot area. He noted there will be one point of ingress and egress off of Locke Street coming into a parking lot. He pointed out the plan has been updated since the Planning Board meeting in order to identify four paved parking spaces and a bicycle rack. He noted the building located at the entrance of the farm will be used for classroom space and storage. He stated the livestock, rabbit and chicken area is located deeper into the farm with an area for vermiculture, or composting, located at the rear of the property.

Mr. Mitchell then reviewed ground photographs of the property from various points of view. He pointed out trees have been left intact adjacent to the lowland area beside of the creek at the rear of the property. He indicated the homes located across from the farm on Locke Street are the rear yards of homes located in the Eamon Park neighborhood. He stated there was a group of residents who lived in one home that attended the Planning Board meeting with questions about replanting trees in the timbered area. He added the applicant testified they will have shade and ornamental plantings along Locke Street where there was no farming.

Mr. Mitchell discussed the three standards for decision required for all SUP's and noted there can also be additional standards, but they do not apply in this case. He reviewed the standards:

- The use meets all required principles and specifications of the Ordinance and any adopted land use plans and is in harmony with the general purpose and intent and preserves its spirit; and
- The proposed plan as submitted and approved will be visually and functionally compatible to the surrounding area; and
- The public health, safety, and welfare will be assured, and the proposed development will not substantially injure the value of adjoining property and associated uses if located where proposed

Mr. Mitchell commented the core questions Council needs to ask are:

- Does it meet the Code and Vision 2020 Plan
- Is it visually/functionally compatible
- Are the public health, safety, welfare, and property values protected
Mr. Mitchell described the Production of Evidence:

- Burden on applicant to produce evidence that all applicable standards will be met
- Burden is on any opponent to produce evidence (not hearsay) that any of the applicable standard will not be met
- All applicable standards must be found in the affirmative (approved) in order to approve the SUP
- If even one of the applicable standards is not found in the affirmative, the SUP must be denied

Mr. Mitchell then presented evidence that was presented by staff to the Planning Board:

1. Proposed plan conforms with applicable sections of the Land Development Ordinance (LDO)
2. Not inconsistent with the Vision 2020 Comprehensive Plan. Mr. Mitchell pointed out the current Vision 2020 Plan does not address urban farming, but in reviewing the plan staff found the request is not inconsistent with any existing language.
3. North Carolina Department of Environment and Natural Resources (NC DENR) submitted a letter indicating permitted forestry is exempt from Sedimentation Pollution Control Act of 1973
4. Rowan County Sedimentation and Erosion Control submitted an email exempting regulation provided adherence to best management practices
5. North Carolina Forest Service Forestry Management Plan submitted for timbering and exempts farm from Landscape Ordinance
6. No additional use standards required

(b) Mayor Woodson opened the floor to receive testimony regarding SUP-03-2014.

Mr. Joe Fowler, 325 Eastland Drive, stated he has been helping Livingstone College as a consultant in the development of the farm. He noted Mr. Mitchell gave a wonderful presentation and all of the pieces have been put together. He stated the potential for this farm is tremendous, particularly because of where it is located. Mr. Fowler indicated the farm will enhance the value of everything around it, and he added education and learning are tremendous components of the farm. He stated it will be used for Livingstone College education and will also be a sustainable farm that will support itself in many different ways.

Councilmember Miller asked if the boundary of the farm will be fenced. Mr. Fowler responded some fencing will be used depending on where it is appropriate, and a variety of ways will be used to keep everything secure and safe.

Mayor Woodson commented 60 or 70 years ago shop owners lived above their shops and then everyone moved to the suburbs. He stated now everyone is moving back into town. He commented Livingstone College had this farm in the 1940s or 1950s and now it is proposed for use again. He added he thinks it is very appropriate.

There being no one else present to give testimony, Mayor Woodson closed the floor.
Mr. Mitchell stated Mr. Fowler provided additional information at the Planning Board meeting, and he wanted to share some of the information that helped the Planning Board in making its recommendation. He stated at the Planning Board meeting Mr. Fowler testified:

- The Natural Resources Conservation Services (NRCS) manages erosion control as part of larger farming and forestry plan
- Farming, although not applicable under many of the local standards, is heavily regulated by the United States Department of Agriculture (USDA) North Carolina Department of Agriculture, Federal Drug Administration (FDA), NCDENR requirements

Mr. Mitchell noted during the Planning Board there was a question regarding composting and if it would create odors. He stated the composting is a combination of solid waste from the Livingstone College cafeteria and brown waste, which is carbon. He explained these are combined and considered a Type 3 composting which must meet strict NCDENR guidelines. He stated the composting portion of the farm will not go unregulated and will be strictly regulated by NCDENR. He added there will be no odor coming from that portion of the farm.

Mr. Mitchell stated Mr. Fowler also testified that there would be no pigs, hogs or large livestock, and the livestock would be limited to chickens, rabbits and smaller animals.

Mr. Mitchell noted the Planning Board recommended approval with one condition added that livestock production, or any animal portion of the farm, be limited to the original 400-foot by 400-foot area. He indicated any expansion of livestock production beyond this area will require an amendment to the SUP. He pointed out the College will be able to have orchards and crop production on the remaining 32-acres, but livestock production will be limited to the 400-foot by 400-foot area.

Councilmember Alexander noted the farm will be limited to chickens and rabbits, and she asked if any other animals will be allowed. Mr. Mitchell stated the farm is not technically limited to chickens and rabbits as a condition, but this is proposed at this time based on the applicant’s testimony. He noted other animals could be provided, but pigs or hogs would never be allowed. He added swine is regulated separately in North Carolina. Ms. Alexander asked if the farm could have animals as large as a cow. Mr. Mitchell indicated it could, but it would be limited to the 400-foot by 400-foot area, which is approximately four acres.

Ms. Alexander clarified there would not be cows grazing in the other areas of the farm. Mr. Mitchell stated there could be goats because the College has discussed using goats to clean kudzu from the area. He added the goats would not be used for a production purpose but would be used for maintenance and cleaning. He stated livestock production would involve producing milk or meat or something similar and would be limited to the four acre area.

Mayor Woodson stated he supports this and thinks it is a good idea. He added not many people know much about farming anymore because people love grocery stores.
Thereupon, Ms. Alexander made a **motion** that Council finds the use meets all required principles and specifications of the Ordinance and any adopted plans and is in harmony with the general purpose and intent and preserves its spirit as evidenced by the following testimony:

- Staff testified that the proposed plan conforms with applicable sections of the Salisbury Land Development Ordinance (LDO)
- Staff testified that the proposed plan is not inconsistent with the Vision 2020 Plan
- No additional use standards are required
- Staff testified that Rowan County Sedimentation & Erosion Control submitted an email exempting their requirements for agriculture and forestry activities provided that they adhere to accepted best management practices
- Staff testified that NCDENR submitted a letter indicating that permitted forestry activities are exempt from the Sedimentation Pollution Control Act of 1973 (SPCA)
- Staff testified that a Forestry Management Plan was submitted, which exempts the development from the landscape ordinance of the Salisbury LDO
- Farm consultant testified that although some local requirements are exempt, the farm is required to adhere to USDA, North Carolina Department of Agriculture, FDA, and North Carolina Department of Natural Resources requirements
- Farm consultant testified that the Natural Resources Conservation Service (NRCS) manages erosion control as part of a larger farming/forestry plan

Mr. Miller seconded the motion. Messrs. Kennedy, Miller, and Woodson, and Mses. Alexander and Blackwell voted **AYE**. (5-0)

Thereupon, Ms. Alexander made a **motion** that the proposal as submitted and approved will be visually and functionally compatible to the surrounding area as evidenced by the following testimony:

- Farm consultant testified that larger areas outside of the initial intensive horticultural farming area will be planted with orchard trees
- Farm consultant testified that a first goal of the farm is to feed the Livingstone College culinary program – a tremendous education component
- Farm consultant testified that the barn will contain classrooms for education/training
- Farm consultant testified that a line of trees was retained directly along Locke Street, and that this line of trees will be enhanced with additional shade and/or flowering trees
- Farm consultant testified that no tree clearing was done adjacent to the creek and lowland area on the north end of the 32-acre site

Mr. Miller seconded the motion. Messrs. Kennedy, Miller, and Woodson, and Mses. Alexander and Blackwell voted **AYE**. (5-0)
Thereupon, Ms. Alexander made a motion that the public health, safety and welfare will be assured, and the purposed development will not substantially injure the value of adjoining property and associated uses if located where proposed as evidenced by the following testimony:

- Farm consultant testified that the farm will compost solid waste (green waste) from the Livingstone cafeteria to be mixed with carbon waste (brown waste)
- Farm consultant testified that the composting area will be a Small Type 3 pursuant to Department of Natural Resources guidelines, and that it must (and will) be under 2 acres and a minimum of 200 feet from any property line
- Farm consultant testified that there will be no odor from the composting operation
- Farm consultant testified that any chickens will be free range chickens in a moveable fenced area
- Farm consultant testified that there will be no pigs, hogs, or large livestock and that all farm equipment will be locked up

Ms. Alexander further moved that the suggested findings support the general requirements as required by the Salisbury Land Development Ordinance. Mr. Miller seconded the motion. Messrs. Kennedy, Miller, and Woodson, and Mses. Alexander and Blackwell voted AYE. (5-0)

Thereupon, Ms. Alexander made a motion to issue a Special Use Permit SUP-03-2014 allowing the use of an urban farm on a 32-acre parcel (Tax Map and Parcel 008-179) located at unnumbered Locke Street with the condition added that livestock production be limited to the original 400-foot by 400-foot area, and that any expansion of livestock production beyond the original 400-foot by 400-foot area will require an amendment to the Special Use Permit. Mr. Miller seconded the motion. Messrs. Kennedy, Miller, and Woodson, and Mses. Alexander and Blackwell voted AYE. (5-0)

RELOCATION AND EXPANSION ASSISTANCE AGREEMENT – NEW SARUM BREWING COMPANY

Salisbury-Rowan Economic Development Commission Executive Director Robert Van Geons and Downtown Salisbury, Inc. President Paula Bohland presented a modification to a previously approved incentive grant agreement for New Sarum Brewing Company for Council's consideration. Ms. Bohland reviewed the previously approved incentive agreement:

- New Sarum agreed to create 10 jobs by June 30, 2016
- The City agreed to sell approximately 2,100 square feet of City-owned land to New Sarum Brewery for $1,000
  - Portion of Parcel 010 283
- The City agreed to a no-cost ground lease with New Sarum Brewery for approximately 1,300 square feet of property in the City-owned Gateway Building parking lot and to provide an entrance into the parking lot off of North Lee Street
- The City awarded a $50,000 grant to New Sarum Brewery through its Building Renovation Incentive Program
- The City reserves the right to repurchase the 2,100 square feet from New Sarum Brewery for the original purchase price if the project does not begin within two years of the sale date

Ms. Bohland pointed out work has begun on the project. She reviewed the modification request and noted four parking spaces previously allocated in the no-cost ground lease will now contain facility equipment. She explained New Sarum Brewery must own the land in order to meet zoning and loan requirements.

Mr. Van Geons noted in addition to the previously approved land purchase, New Sarum Brewery is also requesting the City sell the four parking spaces where it will construct external housing for machinery. He added the 34.67 feet by 22.83 feet area is necessary for company operations and will be subject to City sidewalk easements.

Mr. Van Geons reviewed a map of the area, and he pointed out the location of the four parking spaces and the loss of an easement for a loading area. He emphasized the sale of the four parking spaces to New Sarum Brewery is the only significant change to the agreement.

Ms. Bohland pointed out the benefits to the City:

- 10 jobs will be created
- The City will collect $1,000 in revenue for the sale of the land
- The City will collect over $130,000 in new tax revenue over 10 years
- A longtime vacant building will be renovated and expanded
- The facility will serve local customers and attract tourists to the community

Interim City Manager John Sofley noted New Sarum Brewery agreed to construct a concrete pad for its dumpster to prevent parking lot issues.

Councilmember Miller asked if the parking spaces adjacent to the four parking spaces will be functional. He pointed out the parking spaces and their close proximity to the easement and the loading dock. Mr. Van Geons stated the parking spaces will be functional. He added there will be two parking spaces between the loading dock and two parking spaces will be converted to compact parking. He noted the loading zone will be clearly marked and no parking will be allowed.

Councilmember Alexander clarified the four parking spaces will house equipment. Mr. Sofley stated that is correct.

(b) Mayor Woodson convened a public hearing, after due notice thereof, to receive comments regarding a modification to a previously approved Relocation and Expansion Assistance Agreement for New Sarum Brewing Company.

There being no one to address Council, Mayor Woodson closed the public hearing.
Thereupon, Ms. Blackwell made a motion to approve a modification to a previously approved Relocation and Expansion Assistance Agreement with New Sarum Brewing Company. Mr. Kennedy seconded the motion. Messrs. Kennedy, Miller, and Woodson, and Mses. Alexander and Blackwell voted AYE. (5-0)

**ECONOMIC DEVELOPMENT INCENTIVE GRANTS – BERNHARDT BUILDING**

Salisbury-Rowan Economic Development Commission Executive Director Robert Van Geons and Downtown Salisbury, Inc. President Paula Bohland addressed Council regarding economic development incentive grants for a building revitalization and multi-use revitalization project for the Bernhardt Building. Ms. Bohland reviewed the request:

- Approximately $1.2 million in downtown investment
- Approximately $71,000 in new tax revenue over the next 10 years
  - Based upon $0.6569 tax rate
- An opportunity to diversify the City tax base and promote downtown housing opportunities
- Creation of at least nine jobs
- A vacant downtown historic building will be improved and occupied

Ms. Bohland noted the development company for this project is Calm Holdings, LLC which is based in Rowan County. She stated partners Bryan Wymbms and Chad Vriesema are focused on helping the community reclaim its history and its values.

Ms. Bohland pointed out the Bernhardt Building was built in the late 1800s at 111 through 115 North Main Street. She explained the historic structure is in disrepair and quickly becoming downtown blight which affects the economic viability of the entire block of 100 North Main Street.

Ms. Bohland explained:

- In 2013, Calm Holdings, LLC purchased the property to renovate and repurpose, creating 18,000 square feet of mixed-use space
- The building will house over 10,000 square feet of commercial space mainly on the ground floor including offices, a restaurant, and retail business
- 7,400 square feet of housing
  - Six additional downtown housing units
- Approximately 2,600 square feet of commercial space is pre-leased to a restaurant
- The upper level, and a portion of the bottom floor, will provide six high-end apartments
- At least nine jobs will be created
- The project will represent a $1.2 million investment in the community
- The Bernhardt Project will create a repurposed, multi-use facility with downtown housing opportunities
Mr. Van Geons stated the investment will directly and indirectly increase the City tax base. He noted the company is applying for the Building Renovation, Building Production, Residential Utilities, and Fire Suppression Incentive Grant Programs for a total grant request of $148,155:

- $50,000 from the Building Renovation Grant Program to assist in building renovation and repurposing
- $64,155 from the Residential Production Grant

Ms. Bohland added the company is also requesting:

- $9,000 from the Residential Utilities Grant
- $25,000 from the Fire Suppression Grant

Ms. Bohland pointed out the first floor will be primarily commercial and includes pre-leased restaurant space. She stated the second floor will consist of apartments.

Mayor Woodson asked if the facility will have adequate parking in the rear of the property. Ms. Bohland noted parking for the facility will need to be considered.

Mr. Van Geons presented a Fiscal Impact Analysis of the project, and he noted approximately $71,000 in new tax revenue will be generated by the property over 10 years. He added this revenue does not include sales tax or any taxable equipment that will be installed.

Mr. Van Geons reviewed the direct and indirect effect of the nine jobs that will be created. He noted the total effect to the community will be approximately 12.1 jobs.

Ms. Bohland emphasized:

- The City will benefit from the nine jobs created
- The City will collect over $70,945 in new tax revenue over 10 years
- A longtime vacant historic building will be renovated and repurposed
- The repurposed building will develop new business and increase downtown housing options

(b) Mayor Woodson convened a public hearing, after due notice thereof, to receive comments regarding a building renovation and multi-use revitalization project in the amount of $148,155 for the Bernhardt Building.

There being no one to address Council, Mayor Woodson closed the public hearing.

Councilmember Miller stated he is excited about the project. He added he has worked with Mr. Vriesema in the past, and he is confident the completed project will be an asset to the community. Mr. Miller explained in addition to the increased tax base, the project will build momentum in the community and may encourage other property owners to make improvements. He pointed out sales tax revenue will be generated by the new commercial activity and additional
citizens living in the downtown which will have a ripple effect on the local economy. He stated Council had this type of redevelopment in mind when the idea for incentives was discussed at its Retreat.

Mayor Woodson noted Bernhardt's has been a landmark in the City for over 100 years and a central focus of the downtown. He noted its redevelopment is important to the City.

Mayor Pro Tem Blackwell reflected upon former Mayor Paul Bernhardt and his love for the City and its downtown. She agreed with Mr. Miller that when Council discussed the incentive packages at its Retreat the Bernhardt Building is exactly the type of project it had in mind. She explained the incentives are stackable and the project qualifies for multiple grants. She noted the project will have a ripple effect on the community.

Councilmember Alexander stated she supports the project. She noted so much has happened in the downtown since Council’s Retreat. She added the Central Office Building is not in the central downtown but it represents $9 million in development. She commented this project will add another million in investment and six additional housing units to the downtown area. She stated the incentive grants are a wonderful investment in the City and its future.

Councilmember Kennedy noted at its Retreat, Council stated it wanted to bring jobs to the area. He indicated New Sarum Brewery will create 10 jobs, and this project will create nine jobs. He added Council must work to create jobs in the community because citizens desperately need work.

Thereupon, Mr. Kennedy made a motion to approve economic development incentive grants for a building renovation and multi-use revitalization project in the amount of $148,155 for the Bernhardt Building. Mr. Miller seconded the motion. Messrs. Kennedy, Miller, and Woodson, and Mses. Alexander and Blackwell voted AYE. (5-0)

Mayor Woodson thanked Mr. Wymbs and Mr. Vriesema for their investment in the community.

**EAST INNES AND LONG COMPLETE STREETS DRAFT PLAN**

City Engineer Wendy Brindle thanked Urban Design Planner Lynn Raker and Administrative Specialist Diana Moghrabi for their work on the East Innes and Long Complete Streets project. She explained the North Carolina Department of Transportation (NCDOT) conducted a Spot Safety Study of East Innes Street, between Arlington and Long Streets, in response to a high number of vehicular and pedestrian traffic collisions. She indicated the Spot Safety Study recommended prohibiting some left turns, but staff felt a more comprehensive study was needed. She added in 2012 the City partnered with NCDOT and the Cabarrus-Rowan Metropolitan Planning Organization (MPO) to fund the study. She explained the MPO funded 80 percent of the study while the City and NCDOT each funded 10 percent with a total cost of $120,000. She stated the study boundaries were expanded to include East Innes Street, from I-85...
to Church Street, and Long Street, from Martin Luther King, Jr. Avenue to Bringle Ferry Road. She noted the study also considered left turns at the square.

Ms. Brindle stated in 2013 Design Workshop was selected as the consulting firm for the project. She noted Council appointed a Steering Committee and data collection began. She stated five public input sessions were held, property owners along East Innes Street were contacted, a Charrette was held, and the study received press coverage. Ms. Brindle noted staff is confident it has a good idea of what the community would like to see in the plan.

Ms. Brindle stated on November 19, 2014 a draft plan was presented to the Steering Committee who voted to present the plan to Council and set a public hearing. She added staff would like to make the plan available for online review before the public hearing. She noted staff will contact citizens who requested changes to the plan.

Ms. Brindle introduced Mr. Glenn Walters and Mr. Drake Fowler from Design Workshop who presented the draft plan to Council. Mr. Walters noted the plan focuses on Innes Street, which connects the City to I-85 and is a gateway to the downtown area. He added there are also issues associated with pedestrian connectivity and crossing along Innes Street. He noted the study also looked at Long Street, which was sized to handle commercial activity that never transpired. He added the large street separates the neighborhood, and a goal of the study was to reconnect the neighborhood and make Long Street safer to cross. He emphasized the traffic counts on Long Street do not support the width of the road.

Mr. Walters noted the process was very thorough and included VHB, a traffic consulting firm, who surveyed the situation on Long and Innes Streets to determine changes that could be made to the streets while accommodating automobiles. He commented Design Workshop entered into the study knowing the plan must be value oriented, and the study includes cost options to make the most of available funding.

Mr. Walters stated Design Workshop used key pad polling to receive public input. He noted the majority believed if the pedestrian and bicycle component of the street improved, it would improve the overall street. He indicated improving pedestrian safety and circulation was critical, but the community also wanted the street to be beautiful and promote the City. He noted NCDOT is a key partner in the process, and Innes and Long Streets are State streets that must follow State regulations.

Mr. Walters displayed an artist’s rendering of the design proposals. He pointed out medians could be installed along Long Street to narrow the lanes and reduce the scale of street making it easier for pedestrians to cross. He noted the proposed streetscapes would allow on-street parking and bicycle lanes.

Mr. Fowler noted the study also focused on the Square and making the most of underutilized space in the area. He reviewed left turns at the Square:

- Any solution that allows left turns at the Square will require a dedicated left turn lane and will eliminate 11 to 16 parking spaces
• Without a dedicated left turn lane the intersection fails due to traffic stacking during peak hours
• Improving downtown walkability is a priority for residents and business owners
• Creating bump-outs at the intersection provides a more attractive arrival to downtown and decreases crossing distance without eliminating parking spaces

Mr. Fowler noted the study included 24 blocks and the probable cost for Innes Street would be $2,351,000 and $1,636,000 for Long Street. He emphasized the changes were accomplished without moving curb lines or changing the Stormwater system which could cost approximately $500,000 per block.

Mayor Woodson asked if staff received input from members of First Calvary Baptist Church. Ms. Raker noted staff is working with the church regarding its parking needs. Mayor Woodson commented the plan will remove a lane along South Long Street. Ms. Raker indicated a turning lane will be included at the intersections. She added the plan calls for marked parking spaces along South Long Street, but it would be dangerous to implement in a traffic lane where drivers do not expect parked cars. She explained the Church is allowed to park in the street during Sunday Service and funerals.

Councilmember Miller asked how many parking spaces would be created within the cross section at First Calvary Baptist Church. Ms. Raker stated approximately eight or nine parking spaces would be created. Mr. Miller asked if parking would be created along the entire street where improvements are made. Ms. Raker stated that is correct.

Mr. Fowler noted the proposed improvements have a traffic calming quality in addition to providing additional parking.

Mayor Woodson asked if the business owners along East Innes Street are satisfied with the plan. Ms. Brindle stated staff made an extra effort to contact business owners in the area and are working to address their concerns. Ms. Raker pointed out the main concern of business owners was maintaining ingress and egress to their business. She indicated the majority of the businesses are supportive of the proposed changes because they are concerned about their customer's safety.

Mayor Pro Tem Blackwell noted extending the downtown character toward I-85 would enhance visibility. She noted the Square is a 60-foot crossing and a long way to walk in the heart of downtown to cross the street. She asked if staff could provide names of cities that have implemented similar strategies and how they feel about the change.

Mr. Miller commended Mr. Fowler and Mr. Walters for their value approach to the Plan. He noted there is a lot of benefit for the cost in relation to the area covered.

Ms. Alexander asked Mr. Fowler and Mr. Walters if they would make recommendations regarding priority projects and then create a budget for each. Mr. Fowler noted the cost estimate was completed for each plan on a block-by-block basis. Mr. Walters added the project does not have to be completed at once.
Ms. Alexander noted NCDOT has acknowledged its street, which runs through the community, is a safety hazard. She stated she would like to know if there are ways to implement the plan that allow the City to partner with NCDOT to provide funding.

Ms. Brindle added there may be funds available through Spot Safety for certain sections of the plan, particularly along East Innes Street between Shaver and East Clay Streets. She noted staff will contact NCDOT who will make a determination using a cost/benefit ratio. She added there may be elements of the plan in which NCDOT is willing to participate, but it would require further discussion.

Ms. Alexander asked about the timeline of the project. Ms. Brindle noted the plan does not have a timeline. She added the plan is conceptual and as funding becomes available there is a plan in place.

Councilmember Kennedy noted there is a great deal of support in the community for the plan. He added he wants to make sure the plan is available to the public so Council can receive the feedback it needs to make a decision.

Mayor Woodson emphasized it is important to make sure the January 6, 2014 public hearing is well publicized. He noted the plan is a big change for the City, and Council wants to make sure citizens understand the changes that could take place. He asked City Clerk Myra Heard to make sure the community is aware of the public hearing. Mayor Woodson stated he supports the plan and wants to make sure the citizens also support it.

Mr. Miller asked how large trucks would maneuver the Square once the plan is implemented. Mr. Fowler explained a wide radius will allow trucks easy access to the street, but it will also allow vehicles to maneuvers the streets at a higher speed. He indicated Design Workshop promotes a curb that gradually tapers so big trucks do not damage it. He stated Design Workshop has pictures of the design it will send to Ms. Brindle.

Mr. Miller noted big trucks are tearing up the curb behind the Bank of North Carolina. He added the trucks turn onto the grass at the Wells Fargo near Harris Teeter creating a mess at the intersection. He commented if Council spends the money to implement the plan, he does not want the area to look worse in the future because the design was not properly executed. Ms. Brindle stated staff has turning templates that can be overlaid on a plan to determine the turn radius of a large truck.

Mayor Woodson asked if additional personnel would be required to maintain the proposed planting areas once the plan is implemented. Interim City Manager John Sofley noted there are many elements of the plan that can be implemented without additional plantings. He stated additional plantings will have a financial impact and require additional personnel.

Thereupon, Mr. Miller made a motion to set a public hearing for January 6, 2015 regarding the East Innes and Long Complete Streets Draft Plan. Mr. Kennedy seconded the motion.
Mr. Kennedy thanked Mr. Fowler, Mr. Walters, and staff for their work on the project. He asked the members of the Steering Committee who were in the audience to stand and be recognized.

Messrs. Kennedy, Miller, and Woodson, and Mses. Alexander and Blackwell voted AYE. (5-0)

**SPEED LIMIT – PORTION OF WEST INNES STREET**

Traffic Engineering Coordinator Vickie Eddleman explained that at the request of Catawba College staff worked with the North Carolina Department of Transportation (NCDOT) to reduce the speed limit on the portion of West Innes Street adjacent to the Catawba College campus. She displayed a map of the area and pointed out the proposed speed reduction will begin just beyond the intersection of Statesville Boulevard and Mahaley Avenue and will end at the Grants Creek Bridge.

Ms. Eddleman indicated a speed study was conducted and shows the 85th percentile speed to be 32 mph in the area. She noted this portion of roadway is currently posted at 35 mph in accordance with North Carolina General Statue. She stated based upon the speed data and heavy pedestrian use the Engineering Department, along with the Police Department, NCDOT, and Catawba College, concur that 25 mph is appropriate for this section of West Innes Street. She noted NCDOT has requested the City adopt a concurrent municipal ordinance to establish the 25 mph limit which will amend Section 13-336 of the City Code.

Thereupon, Mr. Kennedy made a motion to adopt an Ordinance amending Section 13-336, Article X, Chapter 13 of the Code of the City of Salisbury, relating to speed limits – generally. Ms. Blackwell seconded the motion. Messrs. Kennedy, Miller, and Woodson, and Mses. Alexander and Blackwell voted AYE. (5-0)

**ORDINANCE AMENDING SECTION 13-336, ARTICLE X, CHAPTER 13 OF THE CODE OF THE CITY OF SALISBURY, RELATING TO SPEED LIMITS – GENERALLY.**

(The above Ordinance is recorded in full in Ordinance Book No. 24 at Page No. 120, and is known as Ordinance 2014-49)

**UPDATE – PARKS AND RECREATION DEPARTMENT**

Human Resources Planner Michelle Nguyen and Recreation Coordinators Steve Clark and Terri Shaw addressed Council regarding staffing, facility improvements, new events, and programs at the City’s Parks and Recreation Department. Ms. Nguyen noted in May 2013, at the request of the City Manager, a transition team was formed to evaluate three areas of the Parks and Recreation Department: accountability, staffing and programming.
Ms. Nguyen stated the first area of focus was accountability. She explained when reviewing processes for counting the number of people participating in programs and events, the team found a uniform procedure had not been established. She indicated the team recommends counting participation by program registrations and facility usage. She explained program registrations would be counted by the following categories:

- Contracted programs
  - Athletic and non-athletic
- Employee-led programs
  - Athletic and non-athletic
- Special events
- Rentals

Ms. Nguyen indicated the team recommends purchasing two recreation software programs Active Network and FloNomics:

- Active Network will assist with registering participants for programs and scheduling rentals
- FloNomics will assist with counting the number of people entering the facilities

Ms. Nguyen noted counting the number of people who register for a class as one participant will significantly lower the number of participations recorded but will assure accuracy. She added this method was recommended by the North Carolina School of Government Benchmarking Program.

Ms. Nguyen indicated the team worked with programming staff to determine the programming needs of the department. She emphasized the team found the Parks and Recreation staff truly cares about the community it serves, but it had become dedicated to individual centers instead of the Department. She noted the team recommended:

- Assigning staff to specific areas of work or concentration
- Moving staff to a central location

Ms. Nguyen noted the team compared Parks and Recreation programming to private vendors to determine programming needs and the best times to offer specific programs. She added the team approached outside agencies and community partners who provide similar services to discuss potential partnerships as a way to share resources. She indicated the team reviewed the updated Parks and Recreation Master Plan and other resources to evaluate current programming. She reviewed the programming recommendations:

- Evaluate parks and facility usage to determine programming for each site
- Explore low cost options to create a more exciting atmosphere at the centers
- Coordinate program scheduling to better suit participant lifestyles
- Increase special events
Mr. Clark addressed staffing improvements over the last year:

- Staff was centralized to the City Office Building 4th floor to enhance communication and promote teamwork
- Staff cross-trained to support all facilities
  - Improve communications
  - Team-focused
  - More responsive frontline employees
- Specialized areas
  - Programs
  - Athletics
  - Health/Fitness
  - Special Events

Mr. Clark reviewed facility improvements:

- Event-focused Civic Center
- Painted lobbies in all four centers
- Painted bathrooms in Hall Gym
- Painted Lincoln Pool Splash Pad
- New furniture at Lincoln Pool
- Landscaping
- Miller Recreation Center becoming more community-focused
  - Upgraded computer lab at Miller Center
  - Miller Center Lounge
- Wi-Fi accessibility at all facilities

Mr. Clark reviewed the software facility improvements:

- www.salisburync.gov/play
  - Active network online registration
  - Manage multiple facilities and programs centrally
  - Remove manual processes to increase efficiency
  - Drive participation in parks programs
  - Customers register for programs and manage their membership online
- FloNomics People Counter is a device that is located at the entrance of each building and counts the number of citizens coming into a facility
  - Department focus on efficient, informed management that works to
    - Plan program times
    - Optimize staffing levels

Mr. Clark reviewed the upcoming facility improvements:

- Additional landscaping and painting at Lincoln Pool
- Transition the Civic Center weight room to the City Park Center
• Extended weekend hours at the Miller Recreation Center in response to community feedback
• Paint the exterior of the Miller Recreation Center
• Install a game room at Hall Gym
• Redesign the lobby at Hall Gym
• Air conditioning at Hall Gym
• Outside signage at facilities and parks
• New flooring and painting at the Civic Center

Ms. Shaw referenced organized community input and noted:

• New survey initiatives
  o Recreation Program Community Survey
  o Event Evaluation Form
• Implemented Community Days
• One-on-one meetings with other groups and organizations
• play@salisburync.gov
• Forming a Youth Advisory Group with Knox Middle School students

Ms. Shaw noted staff is working to promote Parks and Recreation events using:

• Seasonal Program Guides
  o Sent to every school in the City limits and placed in downtown businesses
• Updated department logo
• Staff at facilities and extended hours
• www.salisburync.com/play
• 704-216-PLAY
• Continued work with Salisbury Post

Ms. Shaw reviewed the new programs implemented during the last year. She noted education is a major focus of the Parks and Recreation Department which featured:

• Step Up Your Game young author Meet and Greet and Book Giveaway
• Afterschool Program
• Out of School Fun Days
• Tutoring partnership with the Salisbury Youth Council
• Families And Communities Together (FACT) with a local church
• Film at 6 offered with the Rowan-Salisbury School System

Ms. Shaw reviewed Parks and Recreation Department affordable offerings:

• Parents can volunteer or attend classes for registration credit to offset the cost of after school and summer camp programs
• Free or low-cost quality programming
Ms. Shaw then reviewed the programming for life skills:

- Police Athletic League Football and Cheer
- Upcoming programs
  - Families and Communities Together (FACT)
  - Gemstones mentoring program
  - Rowan-Cabarrus Community College (RCCC) Adult Education/GED satellite location opening in the Miller Center

Mr. Clark noted the new events that have taken place over the last year:

- Movies in the Park
- Second Saturday Screenings
- Family Camp Outs at Community Park
- Tree Lighting and Candy Cane Hunt at City Park Lake
- New Year’s Event at the Bell Tower
- Selfies Expo
- Woof Stock
- Bell Tower Summer Concert Series
- Community Days
- Brown Bag Lunch Jam at Gateway Park
- Egg Hunt at Kelsey Scott Park

Mr. Clark reviewed the new fun features:

- Splash pad expansion at Lincoln Pool
- Hay Bale Maze
- Graffiti Wall
- Laser Obstacle Course
- Parks and Recreation Parade Float

Mr. Clark noted the Parks and Recreation Department hosted live entertainment:

- Bell Tower Summer Concert Series
- Brown Bag Lunch Jam
- Other events featuring live entertainment
  - New Year’s Eve at the Bell Tower
  - Craft Show
  - Movies in the Park
  - North Carolina Cyclocross Race at Community Park
Mr. Clark reviewed the Salisbury Community Park and the activities that take place at the park throughout the year.

- High school and college cross country practices and meets
- Catawba College softball tournament
- FC Carolina Alliance (FCCA) soccer tournament
- Little League
- National Softball Association (NSA) tournaments
- Family Campouts
- Top Gun Tournaments softball
- Model Airplane Fly-In
- YMCA 5K Run
- North Carolina Cyclocross Bike Race
- 300+ acres
- Fishing pier
- Two picnic decks
- Three shelters
- Two playgrounds
- Four multi-prep fields
- Five ball fields
- Paved walking trail
- Three miles of biking/hiking trails
- Dog friendly park

Mr. Clark reviewed the vehicle count and customers served at Community Park in 2014:

<table>
<thead>
<tr>
<th>Month</th>
<th>Vehicle Count</th>
<th>Customers Served (2.5 per vehicle)</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>823</td>
<td>2,508</td>
</tr>
<tr>
<td>February</td>
<td>7,676</td>
<td>19,190</td>
</tr>
<tr>
<td>March</td>
<td>16,831</td>
<td>42,077</td>
</tr>
<tr>
<td>April</td>
<td>22,409</td>
<td>56,022</td>
</tr>
<tr>
<td>May</td>
<td>19,921</td>
<td>39,842</td>
</tr>
<tr>
<td>June</td>
<td>11,543</td>
<td>28,857</td>
</tr>
<tr>
<td>July</td>
<td>10,029</td>
<td>25,072</td>
</tr>
<tr>
<td>August</td>
<td>6,610</td>
<td>16,525</td>
</tr>
<tr>
<td>September</td>
<td>7,206</td>
<td>18,015</td>
</tr>
<tr>
<td>October</td>
<td>8,892</td>
<td>22,230</td>
</tr>
<tr>
<td>Total</td>
<td>93,940</td>
<td>234,850</td>
</tr>
</tbody>
</table>

Ms. Nguyen noted in 2013 Community Park served approximately 232,000 citizens. She pointed out usage will be significantly higher in 2014.

Ms. Shaw emphasized partnerships are critical to the Parks and Recreation Department. She added staff is working to identify community resources and partner with organizations to help bridge the gap within the community.
Ms. Shaw noted in 2014 the Parks and Recreation Department implemented a Program Proposal Submission element. She explained proposals can be completed online or with staff for upcoming season or long-term items.

Ms. Shaw displayed photographs of Parks and Recreation special events and renovations. She pointed out attendance and revenue significantly increased when changes were implemented at Lincoln Pool, and she added staff received positive feedback from the community regarding the improvements.

Mayor Woodson asked if the City offers swimming lessons to the community. Ms. Shaw responded the City does offer swimming lessons to children and adults.

Mr. Clark reviewed upcoming events: Tree Lighting and Candy Cane Hunt, Brunch with Santa, and New Year’s Eve at the Bell Tower. He noted the last Second Saturday Screening of the year will include a Drop and Shop for parents. He explained school age children five and older can be dropped off at Hall Gym as early as 2:30 p.m. and picked up by 7:30 p.m. Saturday, December 13. He added two movies will be featured.

Ms. Shaw presented a video from Triple Threat Dance which started as a camp this summer and will now be offered as a class.

Mayor Woodson thanked the Parks and Recreation Department for all it has done for the community.

Interim City Manager John Sofley stated bringing everyone together increases communication and collaboration. He noted many programs have been added, and the work at Lincoln Pool had a tremendous impact on the community.

Councilmember Kennedy asked if any staff is located at the various Parks and Recreation facilities. Mr. Sofley stated staff still works at each location, and he added the members of the Parks and Recreation programming staff were centrally located. He explained when members of the programming staff were at the individual locations they considered the programs at their respective locations. He added having everyone in a central location has increased teamwork and resulted in new ideas.

Councilmember Alexander clarified the Parks and Recreation Planning staff is located in the City Office Building. Mr. Sofley noted that is correct. Ms. Alexander stated she is pleased a formal process is in place that is consistent for everyone interested in providing a program to the community.

Mr. Kennedy thanked staff for the presentation and encouraged them to keep up the good work.
HALL GYM CONTRACT – HVAC TECHNOLOGIES

Purchasing Manager Anna Bumgarner and Business Manager Deb Young addressed Council regarding air conditioning at Hall Gym.

Ms. Young stated Hall Gym is heated. She explained it has louvered fans which provide cross ventilation but do not adequately air condition the gymnasium during spring, fall and summer. She noted staff recommends the installation of a 40-ton DuctSox system to provide cross ventilation and air conditioning throughout the 8,750 square foot gymnasium. She explained the system will support up to 60 people during the hottest summer months.

Ms. Bumgarner noted the project was sent out for bids on November 14, 2014 and two bids were submitted. She indicated HVAC Technologies, Inc., who currently provides maintenance at the Customer Service Center, was the low bidder at $183,820. She added the company estimates the completion time at 112 days.

Mayor Pro Tem Blackwell asked how often the occupancy rate exceeds 60 people in the summer. Ms. Young stated she did not have the exact number. She added staff worked with the Parks and Recreation Department to determine the appropriate occupancy for the gymnasium.

Councilmember Alexander asked if 60 people includes visitors and teams. Ms. Young stated the number includes coaches, parents, and participants.

Mayor Woodson asked if both companies bid 40-ton units. Ms. Young noted the companies bid the same scope and specification. Mayor Woodson pointed out the bids seem low. Ms. Young explained when bidding a building of this size the engineer considers heating and cooling specifications and the occupancy level. She pointed out the building has a very tall ceiling and heat naturally rises. She added the unit is designed to cool the space for 60 occupants on the hottest days. She indicated if the gymnasium was full of bleachers that held more than 60 people, the unit requested would be larger than 40-tons. She pointed out staff felt a larger unit would be counterproductive to the actual use of the facility.

Mayor Woodson asked if the duct work will be lowered. Ms. Young stated the ducts will go through the cross beams and blow down into the gymnasium.

Ms. Alexander asked if another tonnage system could be added to the proposed system if the building use increases. Ms. Young stated staff is working with Duke Power to improve service to the property. She added if additional air conditioning is needed in the future it could run from the main distribution panel through a secondary distribution panel. Ms. Alexander stated overcompensating with a larger unit can reduce efficiency and possibly damage the system.

Ms. Alexander asked if insulation will be added to the gymnasium. Ms. Young stated the appropriate insulation is on the roof system so additional insulation will not be added. She emphasized there are structural issues to consider due to the age of the building and its roof.
Thereupon, Mr. Kennedy made a **motion** to award a contract in the amount of $183,820 to HVAC Technologies, Inc. for air conditioning at Hall Gym. Ms. Alexander seconded the motion. Messrs. Kennedy, Miller, and Woodson, and Mses. Alexander and Blackwell voted AYE. (5-0)

Mayor Woodson stated this is a great project that is needed in the community. He added the air conditioning should be ready by spring.

**CONTRACT – CARDNO ENVIRONMENTAL SERVICES**

Senior Planner Trey Cleaton addressed Council regarding a $350,000 contract to be awarded to Cardno Environmental Services for technical activities and reporting as part of a three-year Environmental Protection Agency (EPA) Community-wide Brownfields Assessment Grant. He explained the grant is a cooperative agreement that allows the EPA to hold the funding to be dispersed. He pointed out the grant requires a partnership with a professional environmental services consulting firm.

Mr. Cleaton explained the City received eight applications. He noted two applicants were selected for interviews, and once the applicants were scored Cardno Environmental Services emerged as the winner.

Mr. Cleaton noted the proposed contract is for $350,000. He added the total grant is for $400,000 to be distributed over a three-year period. He explained the additional $50,000 allows for training, travel, and approved activities regarding the grant administration.

Ms. Alexander confirmed the contract will not impact the City Budget. Mr. Cleaton responded that is correct. He explained the EPA awards the grant on the City’s behalf.

Thereupon, Ms. Alexander made a **motion** to award a contract in the amount of $350,000 to Cardno Environmental Services for technical activities and reporting as part of a three-year Environmental Protection Agency Community-wide Brownfields Assessment Grant. Mr. Miller seconded the motion.

Councilmember Miller noted this is a Brownfields survey, and the City will receive documentation regarding conditions at various sites throughout the City. Mr. Cleaton stated that is correct, and he added the grant is an assessment that includes Phase I, Phase II, and cleanup planning if contaminants are found. He emphasized the grant does not include the cleanup. Mr. Miller noted the funds will administer Phases I and II, the remediation plans, and the oversight of the firm guiding the City through the process. Mr. Cleaton stated that is correct. He noted he will still act as project manager and administrator.

Mr. Miller asked how the sites were identified. Mr. Cleaton noted through public input and meetings 26 sites were identified. He pointed out four sites including Kesler Mill, the Empire Hotel, Duncan Monroe School, and the Old Long Street Foundry have development potential. He emphasized economic development is critical to the program. He noted the
Empire Hotel has development potential and interest, and he added the grant will help remove development barriers.

Mr. Cleaton explained an assessment grant can be used as leverage toward future grants for cleanup. He added this is the first step in a long-term Brownfields program.

Ms. Alexander asked if Price High School is on the list. Mr. Cleaton noted Price High School is not on the list, and he added the list is very flexible and can change. He commented the grant involves economic development, and there must be a return on investment. He noted Kesler Mill is a great location with history and development potential that would bring measurable benefits to the community. He added a random gas station within the City limits without development potential would not be an effective use of the funds. He explained the City will work with its consulting firm partner to find and score the sites.

Interim City Manager John Sofley noted there is an emphasis on the potential for the site to be re-developed for economic benefit.

Messrs. Kennedy, Miller, and Woodson, and Mses. Alexander and Blackwell voted AYE. (5-0)

Mr. Cleaton stated the next step will be implementing a Brownfields Advisory Committee that will guide the project for three years. He noted there will be a kick-off public meeting after the holidays with the consultant, EPA officials, City representatives and committee members. He added staff would like the consultant to present an update to Council at its 2015 Retreat.

**RESOLUTION OF SUPPORT – HIGH ROCK NUTRIENT STRATEGY DEVELOPMENT PROJECT**

Senior Engineer Jeff Jones explained the Yadkin-Pee Dee River Basin Association is a coalition of dischargers on the Yadkin and Pee Dee Rivers. He stated the Association formed a subcommittee to participate in the State’s process of developing numerical nutrient criteria for the watershed upstream of High Rock Lake. He noted almost none of the dischargers have nutrient removal as part of their wastewater treatment, and participation in the subcommittee provides a collective voice for the dischargers. He stated nutrient removal would be a significant expenditure for the City, and the idea is to spread the cost across all of the contributors.

Mr. Jones explained nitrogen and phosphorous are part of the waste streams. He added nitrogen from the wastewater treatment plants upstream of High Rock Lake add approximately 14 percent of the total contribution into the lake. He explained high-level nitrogen removal from the waste stream could cost $10,000,000.

Councilmember Alexander asked if the Yadkin-Pee Dee River Basin Association would be responsible for making contributors take responsibility. Mr. Jones noted the Resolution provides a larger collective voice to participate in the State’s process.
Salisbury-Rowan Utilities (SRU) Director Jim Behmer explained instead of municipalities addressing the North Carolina Department of Environmental and Natural Resources (DENR) individually, the issue will be discussed with a group that will include Winston Salem, Mount Airy, Wilkesboro, Lexington, Thomasville, and Statesville.

Mayor Woodson noted the cleanup will cost millions. Mr. Jones added it will be a significant expenditure.

Councilmember Miller stated the Resolution of Support is a good thing. Mr. Jones agreed and noted he has worked on the issue since 2005.

Thereupon, Mr. Miller made a motion to adopt a Resolution of support for the Yadkin-Pee Dee River Basin Association High Rock Lake Nutrient Strategy Development Project. Ms. Blackwell seconded the motion. Messrs. Kennedy, Miller, and Woodson, and Mses. Alexander and Blackwell voted AYE. (5-0)

RESOLUTION OF SUPPORT FOR YADKIN-PEE DEE RIVER BASIN ASSOCIATION HIGH ROCK LAKE NUTRIENT STRATEGY DEVELOPMENT PROJECT.

(The above Resolution is recorded in full in Resolution Book No. 14 at Page No. 29, and is known as Resolution 2014-25)

INTERIM CITY MANAGER’S COMMENTS

(a) Introduction – Mr. Kent Winrich

Interim City Manager John Sofley announced the City has hired Mr. Ken Winrich as the new Director of Broadband and Infrastructure Services. He explained the hire came after an extensive search that lasted several months. He noted Mr. Mike Jury, who had contracted with the City to provide these services, notified him several months ago that he decided not to sell his private company. Mr. Sofley added retaining ownership of the private company will require a majority of Mr. Jury’s time making him less available to the City. He noted Fibrant has experienced significant growth over the last year, and someone must oversee the operations on a daily basis. He added Mr. Jury will continue to provide consulting services as outlined in his contract, but he is unable to provide daily management. He indicated after a series of interviews the City selected Mr. Winrich to oversee day-to-day Fibrant operations.

Mr. Winrich commended Mr. Jury for his work to stabilize Fibrant. He added Fibrant is ready to be taken to the next level. He stated larger cities regret not getting into the fiber optic business and due to State law they no longer have the opportunity. He indicated Fibrant gives the City an advantage over other cities that will promote economic development.

Mr. Winrich explained he previously worked for Hibernia Media and was responsible for the European network and worldwide engineers. He added he worked on the Sochi Winter
Olympics, the French Open and Wimbledon to bring high definition video over a fiber-optic network into Europe. He added he also worked on the Super Bowl and the Final Four held in Atlanta in 2013. He noted he brings a wealth of fiber and media experience to the City. He added he is excited to have a great product to promote to other companies that will help expand economic development throughout the City.

Councilmember Alexander welcomed Mr. Winrich to the community and the City.

Mayor Woodson noted Mr. Jury did a good job stabilizing Fibrant. He welcomed Mr. Winrich to the City and stated he is excited about taking Fibrant to the next level. He commented Fibrant was implemented to make a difference in the City. He noted many cities of similar size are struggling to recruit businesses, and Fibrant helps Salisbury to stand out from the crowd.

Councilmember Miller asked Mr. Winrich to provide observation and ideas to Council at its annual Retreat.

Mr. Winrich stated the staff he has met is highly motivated, cares about each other and wants to do a good job. He stated Fibrant has a great team in place which is a huge step forward.

Ms. Alexander indicated she was very impressed with Mr. Winrich. She recalled in an earlier conversation Mr. Winrich pointed out the City’s pursuit of 99.999 percent reliability helped build the foundation that will take Fibrant to the next level. She added if the steps were taken any sooner it may have been a mistake from which it would have taken years to recover. She thanked Mr. Winrich for his insight and vision.

Mr. Winrich commented the City has a great story and he plans to get the word out.

Mr. Sofley noted at an earlier meeting Ms. Blackwell mentioned the City did not implement Fibrant to provide great video service to residents, and it is about economic development. He noted in the middle of his interview Mr. Winrich started talking about what Fibrant could do for the community regarding economic development and more importantly which business markets the City could pursue. He added the markets Mr. Winrich identified were the same markets Salisbury-Rowan Economic Development Commission Executive Director Robert Van Geons identified as best opportunities for the City. He added staff is proud to welcome Mr. Winrich to the City.

(b) Update – Fibrant Marketing

Interim City Manager John Sofley stated staff has issued a request for proposal regarding advertising. He noted staff has worked closely with Salisbury-Rowan Economic Development Commission Executive Director Robert Van Geons to ensure the City has a comprehensive program with a unified brand. He asked Web and Marketing Services Coordinator Fern Blair to address Council regarding updates to the Fibrant webpage.

Ms. Blair displayed screenshots of Fibrant.com before the website was rebuilt. She
explained the website was built on a traditional website framework that is not responsive to mobile devices. She added the website was slow to respond and may not work on the oldest internet browsers.

Ms. Blair noted staff completely rebuilt Fibrant.com. She stated the website is responsive and can be opened on mobile phones, tablets or computers, and it is compatible with any internet browser. She stated the website is resident focused and simple to navigate. She reviewed the features of the website and noted it has a link to Fibrant.biz, Fibrant's new business website. She added the two websites allow Fibrant to target residents and businesses providing an opportunity for growth.

Ms. Blair noted the business website has the same navigation as Fibrant.com. She added Fibrant.biz focuses on items that interest businesses such as ad insertion and quotes. She explained both sites are on the new framework which allows the websites to move into the future with Fibrant.

Ms. Blair announced Fibrant has an introductory campaign to promote its gigabit status to the world.

Video Services Coordinator Jason Parks stated he created a new Fibrant commercial that is running at Tinseltown Cinema and will inform citizens that Salisbury is not just a Gig City, but it is America's Gig City.

Ms. Blair added Salisbury has a billboard on I-85 near the Jake Alexander Boulevard exit that announces Salisbury is America’s Gig City. She stated the City has a new website that was created in conjunction with RowanWorks, www.americasgig.com. She stated the new website promotes Fibrant’s residential and business services and gigabit internet speeds to the world. She indicated businesses can learn about partner groups and economic development that could entice them to make Salisbury their Gig City.

Ms. Blair noted the latest Fibrant advertising focuses on the sales staff and the offer of 50 by 50 megabits per second for $45 per month. She presented another commercial running at Tinseltown Cinema and on the Fibrant ad insertion channel.

Mr. Sofley thanked Mr. Van Geons for his work on the project and for securing the Uniform Resource Locator (URL) for Americasgig.com.

Mayor Woodson noted the City and Fibrant are moving forward and great plans are in place for 2015.
MAYOR'S ANNOUNCEMENTS

(a) Tree Lighting Ceremony and Candy Cane Hunt

Mayor Woodson announced the Salisbury Parks and Recreation Department Tree Lighting Ceremony and Candy Cane Hunt will be held Friday, December 5, 2014 at 6:00 p.m. at the City Park Lake. The public is invited to attend.

(b) Brunch with Santa

Mayor Woodson announced the Salisbury Parks and Recreation Department will host Brunch with Santa Saturday, December 6, 2014 from 10:00 a.m. until 12:00 noon at the Civic Center, 315 South Martin Luther King, Jr. Avenue. Call 704-216-2708 PLAY for more information and to register by December 4, 2014.

ADJOURNMENT

Motion to adjourn the meeting was made by Ms. Blackwell seconded by Mr. Kennedy. All council members in attendance agreed unanimously to adjourn. The meeting was adjourned at 6:58 p.m.

Paul B. Woodson, Jr., Mayor

Myra B. Heard, City Clerk