

Salisbury, North Carolina  
February 21, 2012

## **REGULAR MEETING**

**PRESENT:** Mayor Paul B. Woodson Jr., Presiding; Mayor Pro Tem Susan W. Kluttz, Council Members Maggie A. Blackwell, William (Pete) Kennedy (arrived 4:22 p.m.), and, William Brian Miller; Interim City Manager Doug Paris; 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 Miller.

## **PLEDGE OF ALLEGIANCE**

Mayor Woodson led 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 Special Meeting of February 1, 2012, the Recessed Meeting of February 2, 2012 and the Regular Meeting of February 7, 2012.

Thereupon, Mr. Miller made a **motion** to adopt the Consent Agenda as presented. Ms. Kluttz seconded the motion. Messrs. Miller, and Woodson, and Meses. Blackwell and Kluttz voted AYE. (4-0)

## **SHELTER MINISTRIES OF ROWAN COUNTY**

Community Planning Services Director Joe Morris introduced Mr. Chris Bradshaw, Volunteer Chair of Shelter Ministries of Rowan County, and Ms. Kyna Foster, Executive Director of Rowan Helping Ministries (RHM), to address Council regarding the work of their organization.

Ms. Foster stated the needs in the community continue to grow and to meet these needs Rowan Helping Ministries has embarked on an effort to build a new facility to house its shelter, soup kitchen, and educational programs. She added the existing building will be remodeled for crisis assistance services.

Ms. Foster stated during the past 12 months an average of 54 men, women, and children received shelter at Rowan Helping Ministries, which is almost twice the number served eighteen months ago. She indicated a recent 24 hour count of the homeless documented 161 homeless individuals in Rowan County. She noted the current facility was built to house 40 men, but almost 25 years later 67 men, women, and children have received shelter during one night. She indicated last month four families required shelter at the same time, and she stated the dining room and lobby are currently being used for sleeping space. She pointed out the break-room and interview offices are also being converted into sleeping space when the need arises. She explained the dining area was designed to serve 60 guests but is currently serving an average of 150 to 170 people during a one hour lunch period.

Ms. Foster indicated several land options and buildings were considered for expansion, but the best option was determined to be across the street from the current facility. She noted the Shelter needs to be in a location that provides transportation and easy access to other services and facilities. She indicated many facilities are within walking distance or have access to the Salisbury Transit System, and she pointed out there is a bus stop in front of the current location.

Ms. Foster explained that if the facilities are close together staff can more efficiently manage overhead. She stated the Shelter respectfully requests Council's support of the Shelter's land needs.

Mr. Morris displayed an aerial map of the current property and its location adjacent to Long Street and Liberty Street. He explained there are three City-owned properties in this block, and Rowan Helping Ministries has requested the City donate or sell the land at minimal cost. He noted some issues affecting the land assembly:

- A public alley that shelter ministries may be petitioning to close
- Lots owned by the Community Development Corporation (CDC)
- Privately owned lots Mr. Bradshaw has been working to acquire

Mr. Morris referenced the City-owned property as tax map and parcels 010-402, 010-443, and 010-403 and noted the combined tax value is \$98,000. He explained the property does not generate tax revenue for the City since it is publically owned.

Mr. Bradshaw stated there is a tremendous need for a new shelter, and generous donors and volunteers have come together to raise funds for the project. He explained RHM has been acquiring property in the 200 block of North Long Street, and it has bought or contracted the needed property with the exception of City-owned and CDC properties. He noted RHM plans to petition the City to close the alleys that will be surrounded by RHM property and to ask Council to waive the \$500 petition fee.

Mr. Morris displayed conceptual drawings of the proposed facility and the site plans that are currently in technical review. He stated the site plans will be presented to the Planning Board in the coming weeks.

Mr. Bradshaw explained the CDC property will be used as a support area for storm water runoff and retention ponds. He noted the houses on the other parcels will be restored and used for family transitional housing. He indicated RHM will seek rezoning for the property at the appropriate time.

Mr. Bradshaw stated RHM staff has met with neighbors in the Park Avenue and Brooklyn South Square neighborhoods and is taking their suggestions into consideration. He indicated the neighbors will be informed throughout the process. He asked for Council's support regarding the donation of City-owned property.

Mayor Pro Tem Klutz stated Rowan Helping Ministries is a tremendous asset to Rowan County. She noted a vast need in the community, and added she is thrilled about the proposed expansion. She thanked everyone involved and indicated she knows of no better use for City-owned property. She stated she feels all applicable fees should be waived, and indicated the City should do all it can to make the new Shelter possible.

Councilmember Blackwell agreed with Mayor Pro Tem Klutz and stated her family has volunteered at Rowan Helping Ministries for nine years. She pointed out the Shelter population and the number of meals served has doubled in the last eight years. She added no one is immune to homelessness, and Council should do all it can to support the effort to build a new facility.

Councilmember Miller stated the Shelter expansion is a wonderful thing. He noted there will be a use for the existing facility, and the City should work to improve marking crosswalks and lighting for this part of the City. He added he is continually amazed at what this City can accomplish, and he commended everyone who is working on the project.

Mr. Blackwell asked Ms. Foster to introduce the Rowan Helping Ministries supporters who were present. Those in attendance were: Mr. Chip Short, Mr. Steve Drinkard, Mr. Dave Setzer, Ms. Dianne Scott, Ms. Cam Campbell, and Mr. Paul Fisher.

Mayor Woodson thanked all of the supporters and wished them the best.

Thereupon, Ms. Blackwell made a **motion** to allow the Interim City Manager to formulate a plan for the transfer of property, through donation or minimal sale in accordance with applicable General Statutes. Mayor Woodson added to the motion to waive the \$500 fee for

the alley closing. Ms. Kluttz seconded the motion. Messrs. Miller, Woodson, and Mses. Blackwell and Kluttz voted AYE. (4-0)

**2012-2013 COMMUNITY DEVELOPMENT BLOCK GRANT AND HOME FUNDS**

*\*\*Councilmember Kennedy arrived during the Community Development Block Grant presentation.*

(a) Senior Planner Janet Gapen addressed Council regarding the use of 2012-2013 Community Development Block Grant (CDBG) and HOME funds. She explained the public hearing to be held by Council is an opportunity for citizens and residents of neighborhoods affected by the funds to comment regarding the use of funds, and for staff to receive proposals for public service activities that may be funded. Ms. Gapen reviewed the source of funds:

- United States Department of Housing and Urban Development
  - Community Development Block Grants (CDBG)
  - HOME Investment Partnership

Ms. Gapen presented the estimated funding for 2012-2013:

CDBG	\$253,956
HOME	\$92,587
<u>Program Income</u>	<u>\$35,000</u>
Total	\$381,543

Ms. Gapen reviewed the CDBG Funding History for the period 2004-2012:

<u>Year</u>	<u>CDBG Allocation</u>	<u>Difference</u>	<u>Percentage of Change</u>
2004-20005	\$397,000		
2005-2006	\$375,798	(\$21,202)	(5.3%)
2006-2007	\$341,450	(\$34,348)	(9.1%)
2007-2008	\$327,526	(\$13,924)	(4.1%)
2008-2009	\$305,040	(\$22,486)	(6.9%)
2009-2010	\$309,654	\$4,614	1.5%
2010-2011	\$335,518	\$25,864	8.4%
2011-2012	\$258,212	(\$77,312)	(23%)
2012-2013	\$253,956	(\$4,256)	(1.6%)

Ms. Gapen noted between 2004 and 2012, Salisbury experienced a 36 percent reduction in CDBG funding.

Ms. Gapen explained the City has housing programs and public infrastructure investments that focus on four revitalization areas: West End, Jersey City, Park Avenue, and the East End. She indicated with the West End Neighborhood Transformation Plan under way, more funding may be invested in the West End during the coming years.

Ms. Gapen displayed a graph illustrating the Five Year Consolidated Plan (2010-2014) that governs fund usage. She explained the yearly annual plans are required to be in harmony with the priorities that were set in the Five Year Consolidated Plan. She noted the priorities for the Plan include:

- Acquisition/Rehabilitation for Homeownership
- New Home Construction
- Down Payment Assistance
- Rehabilitation of Owner-Occupied Homes
- Affordable Rental Housing Development
- Sidewalks/Public Infrastructure/Park Improvements
- Public Services (capped at 15 percent of CDBG funds)

(b) Mayor Woodson convened a public hearing, after due notice thereof, to receive comments regarding the use of 2012-2013 CDBG and HOME funds.

Ms. Kyna Foster and Ms. Cam Campbell, of Rowan Helping Ministries, 226 North Long Street, thanked Council for the \$18,200 it received from the CDBG Grant last year. Ms. Foster stated the money was used to pay part-time Shelter salaries. She explained in 2011 the average overnight occupancy was 39 guests, and last night 64 men, women, and children received shelter from the cold. Ms. Foster noted the current average overnight occupancy is 54 guests. She stated the recent count of homeless people in our community indicates there are 161 homeless individuals in Rowan County, and there are more in need of service. She explained the Shelter is experiencing an increase in the number of families with children needing shelter, and added in FY2010 the Shelter served two families, in FY2011 it served 19 families, and in the first seven months of the current fiscal year it has served 12 families. Ms. Foster explained the Shelter increased its weekly hours so children would have extended hours for homework, and weekend hours have been extended to allow residents more time out of extreme temperatures and rainy weather. She noted the increase in guests requires additional Shelter staff during peak times, and she added the Shelter has increased part-time staff to ensure a safe environment for its guest. Ms. Foster asked Council to consider an increase to its funding through CDBG to \$25,000 to help pay for the additional staff, and she thanked Council for its continued support.

Ms. Lucretia Trent, Family Crisis Council, 131 West Council Street, explained the organization helps victims of domestic violence. She thanked Council for its past support which helped fund an Advocate on Duty position. She noted the Advocate on Duty spends a shift in the house and makes sure security is appropriate and the victim's needs are met. She noted each shift has an Advocate on Duty, and stated the City support provides 70 percent of the funding for one Advocate on Duty position. She explained the Family Crisis Council operates a 30-day temporary shelter that provides court services, victim's advocacy, an anonymous address, and other types of protection for domestic assault and sexual assault victims. She explained the Family Crisis Council has partnered with Rowan Regional Medical Center to form a Rape Response Program that is manned by volunteers and supervised by the Family Crisis Council's outreach staff. She noted the Family Crisis Council provides education to the schools and any community group that requests its services.

Ms. Julianna Parish, Interim Executive Director at Community Care Clinic, 315 Mocksville Avenue, addressed Council regarding funding for its dental program. She thanked Council for its support in the past, and stated the Community Care Clinic provides free basic health care to low income and uninsured adults in Rowan County. She noted services are rendered from three departments: medical, dental, and pharmacy. She stated Rowan County is rated 62 out of 100 counties in North Carolina for overall health outcomes, and four of the five counties surrounding Rowan County have a higher ranking. She pointed out an estimated 20 percent of Rowan County residents are uninsured. She noted the Community Care Clinic received 2,271 medical visits, a 44 percent increase from 2010, the Pharmacy Department filled 20,458 prescriptions, and the Dental Department provided 754 appointments. She stated according to the cost per services provided by a Blue Cross Blue Shield Cost survey, the clinic provided over \$115,000 in dental services in 2011, at no cost to patients. She pointed out without dental insurance there is little hope for the working poor to obtain dental care, and in 2011, 219 hours of service were provided. She added for every patient seen there is at least 30 to 40 additional requests. She thanked Council for its support and requested an increase to \$12,000 to continue and increase services in hopes of providing over \$125,000 in dental services in 2012.

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

Mayor Woodson thanked the speakers for taking the time to address Council and noted their request will be taken in to consideration.

### **LAND DEVELOPMENT ORDINANCE TEXT AMENDMENT LDOTA-05-2011 - GAS STATIONS**

(a) Planning and Development Services Manager Preston Mitchell addressed Council regarding Land Development Ordinance (LDO) text amendment LDOTA-05-2011 regarding gas stations.

Mr. Mitchell indicated the LDO currently prohibits the location of an air hose and vacuum facility in the front of a building, noting it is restricted to the side and rear yards. He explained staff is requesting the restriction be relaxed to allow air and vacuum hoses to be located anywhere on the property to meet customer needs. He noted the City does not limit the location of these facilities for stand-alone car washes. He stated the request has been taken to the Technical Review Committee (TRC) and the Planning Board and received unanimous support.

Councilmember Miller asked what generated the need for the text amendment. Mr. Mitchell responded there was a project specific need, and he added staff routinely monitors the LDO in an effort to find areas that can be improved. He stated the Sheetz gas station brought the situation to staff's attention.

(b) Mayor Woodson convened a public hearing, after due notice thereof, to receive comments regarding Land Development text amendment LDOTA-05-2011.

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

(c) Thereupon, Ms. Kluttz made a **motion** stating the City Council hereby finds and determines that adoption of an Ordinance to amend the Land Development Ordinance of the City of Salisbury, as underlined or stricken herein, is not inconsistent with the goals, objectives, and policies of the Vision 2020 Comprehensive Plan and that adoption of the Ordinance is reasonable and in the public interest. Therefore I move to adopt an Ordinance amending Section 3.3 (Additional Standards by Use), of the Land Development Ordinance of the City of Salisbury, North Carolina related to gas stations. Mr. Kennedy seconded the motion. Messrs. Kennedy, Miller, Woodson, and Mses. Blackwell and Kluttz voted AYE. (5-0)

AN ORDINANCE AMENDING SECTION 3.3 (ADDITIONAL STANDARDS BY USE) OF THE LAND DEVELOPMENT ORDINANCE OF THE CITY OF SALISBURY, NORTH CAROLINA RELATED TO GAS STATIONS.

(The above Ordinance is recorded in full in Ordinance Book No. 23 at Page No. 6, and is known as Ordinance 2012-06.)

**LAND DEVELOPMENT ORDINANCE TEXT AMENDMENT LDOTA-06-2011 – SITE TRIANGLES AT INTERSECTIONS**

(a) Planning and Development Services Manager Preston Mitchell addressed Council regarding Land Development Ordinance (LDO) text amendment LDOTA-06-2011 regarding site triangles at intersections.

Mr. Mitchell noted the LDO has site triangle restrictions for development of corner lots at intersections. He explained under the current LDO, when a four-way intersection is developed, it is required to have a site triangle that extends 25 feet from both directions of the apex of the corner of the lot. He stated nothing is allowed within the site triangle that is taller than 3 feet.

Mr. Mitchell stated Traffic Engineer Wendy Brindle has recommended the requirements be relaxed in specific zoning districts, subject to an engineering study that would clarify how the corner properties will be developed. He indicated Ms. Brindle would then determine the restrictions in regard to the site triangle. He noted it is also recommended that site triangles not be required at all-way stops. He stated the Planning Board supported this text amendment with a unanimous recommendation.

Mayor Woodson asked if this text amendment is for four-way stops. Mr. Mitchell replied it is for any intersection that involves site triangles. He pointed out the all way-stops would not have the site triangle restriction.

Mayor Pro Tem Kluttz asked if all-way stops would be evaluated individually or if site triangles will no longer be required. She noted it could create a safety issue if motorists do not stop at an all-way stop. Mr. Mitchell replied site triangles would not be required on all-way

stops on City maintained right-of-ways, with the exception of those required for intersections within the North Carolina Department of Transportation (NCDOT) jurisdiction. Mayor Pro Tem Kluttz stated City maintained all-way stops would not require site triangles, and the City staff agrees this is safe. Mr. Mitchell stated that is correct.

Councilmember Miller clarified that if a road is being developed, a site triangle will be required unless an engineering study is provided stating it is not necessary for the safety of vehicular traffic. Mr. Mitchell stated that is correct. Mr. Miller noted if the developer agrees to provide a site triangle of 25 feet, no action is required. Mr. Mitchell agreed. Mr. Miller noted if the developer wants to deviate from the site triangle, a traffic study will be required. City Engineer Dan Mikkelson responded this is correct, if the developer does not want a site triangle or wants a modified site triangle, a traffic study is required.

(b) Mayor Woodson convened a public hearing, after due notice thereof, to receive comments regarding Land Development text amendment LDOTA-06-2011.

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

(c) Thereupon, Mr. Miller made a **motion** stating the City Council hereby finds and determines that adoption of an Ordinance to amend the Land Development Ordinance of the City of Salisbury, as underlined or stricken herein, is not inconsistent with the goals, objectives, and policies of the Vision 2020 Comprehensive Plan and that adoption of the Ordinance is reasonable and in the public interest. Therefore I move to adopt an Ordinance amending Section 4.7 (Street Design and Layout Provisions), of the Land Development Ordinance of the City of Salisbury, North Carolina related to Site Triangles at Intersections. Ms. Blackwell seconded the motion. Messrs. Kennedy, Miller, Woodson, and Mses. Blackwell and Kluttz voted AYE. (5-0)

AN ORDINANCE AMENDING SECTION 4.7 (STREET DESIGN AND LAYOUT PROVISIONS) OF THE LAND DEVELOPMENT ORDINANCE OF THE CITY OF SALISBURY, NORTH CAROLINA RELATED TO SIGHT TRIANGLES AT INTERSECTIONS.

(The above Ordinance is recorded in full in Ordinance Book No. 23 at Page No.07, and is known as Ordinance 2012-07.)

**LAND DEVELOPMENT ORDINANCE TEXT AMENDMENT LDOTA-07-2011 – TECHNICAL REVIEW COMMITTEE**

(a) Planning and Development Services Manager Preston Mitchell addressed Council regarding Land Development Ordinance (LDO) text amendment LDOTA-07-2011 regarding the Technical Review Committee. Mr. Mitchell stated the text amendment will clarify the Technical Review Committee's (TRC) duties and responsibilities and addresses the recent City department organizational changes. He explained the TRC is a staff-led committee that reviews site plans for compliance with the LDO. He indicated there is no change in the make-up of the TRC, and the TRC and Planning Board unanimously recommend the changes to Council.

Councilmember Miller asked if Fibrant should be a part of the TRC process. Mr. Mitchell responded Fibrant is already a part of the process.

(b) Mayor Woodson convened a public hearing, after due notice thereof, to receive comments regarding Land Development text amendment LDOTA-07-2011.

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

(c) Thereupon, Mr. Kennedy made a **motion** stating the City Council hereby finds and determines that adoption of an Ordinance to amend the Land Development Ordinance of the City of Salisbury, as underlined or stricken herein, is not inconsistent with the goals, objectives, and policies of the Vision 2020 Comprehensive Plan and that adoption of the Ordinance is reasonable and in the public interest. Therefore I move to adopt an Ordinance amending Section 14.2 (Boards and Commissions Established), of the Land Development Ordinance of the City of Salisbury, North Carolina related to Technical Review Committee. Mr. Miller seconded the motion. Messrs. Kennedy, Miller, Woodson, and Mses. Blackwell and Klutz voted AYE. (5-0)

AN ORDINANCE AMENDING SECTION 14.2 (BOARDS AND COMMISSIONS ESTABLISHED) OF THE LAND DEVELOPMENT ORDINANCE OF THE CITY OF SALISBURY, NORTH CAROLINA RELATED TO THE TECHNICAL REVIEW COMMITTEE.

(The above Ordinance is recorded in full in Ordinance Book No. 23 at Page No. 8, and is known as Ordinance 2012-08.)

### **TRAFFIC STUDY – EAST INNES STREET AND NORTH AND SOUTH LONG STREETS**

City Engineer Dan Mikkelson stated the North Carolina Department of Transportation (NCDOT) recently conducted a spot safety study on East Innes Street between Arlington Street and Long Street. He explained the study recommended left-turn restrictions from non-signalized intersections onto East Innes Street. He indicated NCDOT recognized a more comprehensive study of the corridor would be appropriate if a funding source could be identified. He stated staff met with NCDOT and recommends a study that would evaluate pedestrian safety, emergency station access, business access, transit and bicycle accommodations and traffic congestion.

Mr. Mikkelson noted there has also been a request from the Brooklyn South Square neighborhood regarding a study of traffic calming on North Long Street, along with the need to address Rowan Helping Ministries expansion on South Long Street.

Mr. Mikkelson stated staff asked NCDOT for a more comprehensive study that would include citizen and business involvement and NCDOT agreed, but did not have a funding source.

He stated the Cabarrus-Rowan Metropolitan Planning Organization (MPO) has a possible funding source that would pay 80% of the study, pending approval by the MPO. He noted the City would have to apply this month and, if approved, the MPO would have time to plan for the study in its budget for the coming year. He stated NCDOT has agreed to split the 20 percent local share, leaving the City responsible for 10 percent that would be due in FY2013. He stated staff met with a consulting firm to provide a budget estimate to determine if left turns at the City square (intersection of Main and Innes Streets) could be included in the study. He stated if both studies are done the total cost would be approximately \$120,000, and the City's share would be approximately \$12,000. He pointed out if the Innes Street and Long Street study is done alone the total cost is approximately \$100,000, and the City's share would be approximately \$10,000. He noted the study of the square would cost approximately \$45,000, and combining the studies would result in a substantial savings of approximately \$25,000. Mr. Mikkelson stated NCDOT may not be willing to participate in the study regarding left turns at the square. He pointed out if the City applies for the funding it is not committed until the City budget and the MPO budgets are approved.

Mr. Mikkelson explained staff is aware of problems with the East Innes Street corridor, and a comprehensive study is needed to develop a plan of action. He noted if the City does not have a plan and NCDOT implements left turn restrictions, the City may not be pleased with the results.

Councilmember Miller asked Mr. Mikkelson to clarify if the street study will affect Innes Street or Long Street. Mr. Mikkelson stated there is potential for two studies: East Innes Street, from Arlington Street to Long Street, and North and South Long Streets. Mr. Miller stated if the City does not have a plan, a possible consequence could be no left turns onto Innes Street. Mr. Mikkelson stated an immediate consequence would be no left turns from a side street onto East Innes Street. He noted if problems continue, a median barrier could replace the center turning lane. Mr. Miller asked if the intersections referenced are those that do not have a signal. Mr. Mikkelson stated this is correct.

Mr. Mikkelson stated staff recommends applying for funding through the MPO for the Innes Street and Long Street portion of the study. He stated the left turn at the square study would cost the City more, but noted the City has done background work for this study.

Councilmember Blackwell asked if the City is required to have a study to move forward with left turns at the square. Mr. Mikkelson stated left turns at the square will require NDOT approval, which will include some type of engineering analysis that he feels can be performed by City staff.

Councilmember Blackwell asked Mr. Mikkelson to clarify if the City will need a study at the square to satisfy NCDOT in order to move forward with left turns at the square. Mr. Mikkelson stated eventually a study will be required and can be performed by staff.

Interim City Manager Doug Paris suggested Council pursue the first study and staff return with more information regarding the left turn at the square study.

Councilmember Kennedy stated he supports the study of East Innes Street and North and

South Long Streets. He noted neighbors in the Brooklyn Square Neighborhood have also requested a study. He explained pedestrians have been killed crossing Innes Street at the Wilco Hess gas station, and a study would let Council know what is needed in this area.

Ms. Blackwell suggested beginning the study at the interstate. Mr. Mikkelson stated the area at the interstate is subject to NCDOT restrictions and out of the City's jurisdiction.

Community Planning Services Director Joe Morris stated this is potentially an MPO funded study, and left turns at the square could become part of an MPO project list in the future. He noted if the MPO endorses left turns at the square during the study process it may help with funding opportunities in the future.

Mr. Miller stated for six years or longer, Downtown Salisbury Incorporated (DSI) has advocated for left turns at the square in an effort to enhance development on South Main Street. He commended staff on a job well done and for finding ways to leverage grant funding.

Mr. Miller asked how much was initially budgeted for a study of left turns at the square before it was cut from the budget. Mr. Morris responded approximately \$450,000 was budgeted for an implementation study. Mr. Miller stated the difference between the study of Innes Street from Arlington Street to Long Street and adding the left turn study component is only \$2,500. Mr. Mikkelson noted the cost would be \$2,500 if NCDOT does not provide the match. Mr. Miller commented it is an easy decision and he supports both studies.

Thereupon, Mr. Miller made a **motion** to authorize the Mayor to apply for funding from the Cabarrus Rowan Metropolitan Planning Organization regarding a traffic study of East Innes Street and North and South Long Streets and to explore left turns at the square. Mr. Kennedy seconded the motion. Messrs. Kennedy, Miller, Woodson, and Meses. Blackwell and Klutz voted AYE. (5-0)

Ms. Blackwell stated at the monthly SNAG meetings, Arlington Street is consistently on the top five list of dangerous intersections for accidents.

## **PUBLIC COMMENTS**

Mayor Woodson opened the floor for public comment.

Mr. Clyde Overcash, Bank Street, addressed Council regarding his water bill. He stated he is concerned his water bill is subsidizing Fibrant. He explained he has a vacant house with no water usage but was charged \$3.95 for water, and the total bill was \$17.42. He stated zero water usage resulted in a \$17.42 utility bill because of a landfill fee, waste collection fee, recycling fee, sewer charges, and a minimum water usage charge. He noted he does not recycle but is charged a recycling fee. He explained he cannot pay his water bill downtown because the building is not handicapped accessible, and stated the City would fare better by paying off the Fibrant debt or selling the utility.

Mayor Woodson asked Assistant City Manager John Sofley to meet with Mr. Overcash regarding his concerns.

There being no one else to speak, Mayor Woodson closed the public comment session.

### **INTERIM CITY MANAGER'S COMMENTS**

Interim City Manager Doug Paris addressed Council regarding fiscal notes on Agenda items. He noted for the Rowan Helping Ministries item, the City will incur some legal cost which is budgeted on a yearly basis. He noted the item regarding a traffic study of East Innes Street and North and South Long Streets included a fiscal note that is not budgeted in the current fiscal year, but will be considered next year.

(a) Quiet Zone

Interim City Manager Doug Paris asked City Engineer Dan Mikkelson to address Council regarding Quiet Zones.

Mr. Mikkelson explained when a train approaches an at-grade crossing, the engineer must blow the horn three times. He indicated communities can apply to be designated as a Quiet Zone, which removes the train horn requirement but leaves the engineer the discretion to use the train horn as needed. He stated the City has been in contact with the Federal Railroad Administration (FRA) regarding the rail corridor parallel to Main Street. He noted the City was waiting for the closure of the Horah Street Crossing to move the crossing gates from the Horah Street Crossing to the Monroe Street Crossing. He explained this has now been completed, and staff would like to contact the FRA and apply for a Quiet Zone. He noted if the request is approved, trains traveling through the City limits would not be required to blow their horns three times at the at-grade crossings.

(b) Rowan Works - Economic Development Update

Interim City Manager Doug Paris stated in December 2011, Council received an update from Rowan Works on projects taking place in the community. He asked Mr. Robert Van Geons, Rowan Works Executive Director, to update Council on those projects and items coming up in the next fiscal year.

Mr. Van Geons reviewed the EDC activity summary:

- 2010
  - 61 Projects Added
  - 27 Visits
- 2011
  - 69 Projects Added
  - 25 Visits

- Since July 1, 2011
  - 40 Projects Added
  - 20 Visits

Mr. Van Geons noted the Salisbury Specific Projects:

- Since July 1 – proposed a Salisbury building or site to 18 projects
- This resulted in visits by 8 different projects
- Total number of potential jobs = 1,174 to 1,646
- Potential Capital Investment = \$506 to \$520 million

Mr. Van Geons reviewed Building and Sites:

- Currently the EDC has 27 buildings and 9 sites listed in its database
- Sizes range from office space of 376 square feet to industrial buildings as large as 311,000 square feet
- Sites are listed with North Carolina Department of Commerce (DOC), the Charlotte Regional Partnership and other Real-Estate databases

Mr. Van Geons explained the Projects of Note:

- Project Fresh/Green
- Project Home
- Project Lift
- Project Foot
- Project Vet
- Magna Composites Expansion/Sewer Project
- Retail Inquiries

Mr. Van Geons noted current projects creating jobs in our community:

- Norandal, USA
- Integro Integrating Growth
- Turnkey Technologies, Inc.
- Henkel
- Trelborg
- Universal Forest Products.

Mr. Van Geons reviewed announced projects that are happening around Rowan County:

- Toyota Racing Development - \$30 million – 50 Jobs
- Duke Energy – \$600 Million – Operational November 2011
- Altec – \$1.5 Million – 15 Jobs
- Henkel Corp – 23.7 Million – 103 Jobs
- Southern Power – \$400 Million - Permitting

- Freightliner – \$15.9 Million – Military Truck Line Installed
- Magna – \$8.0 Million - 162 new jobs
- Boral Composites – \$14 Million – 40 jobs
- Norandal - \$7 Million – 25 jobs
- Infiltrator – \$ 5 million – 36 jobs
- Tuscarora Yarns – \$6.29 million – 120 jobs
- Universal Forest Products – \$1 million – 49 jobs
- Hitachi Metals – \$60 million – 65 jobs

Mr. Van Geons noted over \$1.6 million has been awarded in external grants for site development, infrastructure improvement, building redevelopment, job creation and training.

Mr. Van Geons reviewed marketing techniques used by the EDC:

- Engaged with the State of NC DOC, Brokers and Site Selectors
- Combining existing industry promotion with lead generation efforts
- Selling the unique assets of Salisbury

Mr. Van Geons pointed out a major selling point to potential investors is the quality of life in the City of Salisbury and the downtown area. He noted Fibrant, water and sewer service, and the close proximity of the local airport help entice potential investors. He reviewed services provided by the EDC:

- Existing Business Assistance
- Marketing
- Real Estate Databases
- Federal and State Grant information
- Promotion of Existing Industry
- Business Recruitment
- Site Identification and Development
- Fiscal Impact Modeling
- Community Demographic Information

Mr. Van Geons noted additional ways to advance economic development:

- Infill redevelopment
- Retail recruitment
- Grant identification/support
- Enhanced data resources – Gap Analysis/Retail Leakage
- Pre-approved reuse/expansion scenarios
- Entrepreneurial Support
- Leveraged Marketing & Promotion efforts with community partners
- Marketing Research for Existing Industries

Mayor Woodson noted Rowan Works is approximately 30 percent ahead of last year regarding inquiries. He thanked Mr. Van Geons for all he does for the City.

(c) Fibrant Update

Interim City Manager Doug Paris stated Fibrant was the top goal of Council at its 2012 Retreat. He explained staff has been meeting weekly to discuss how revenue will cover debt and the direct cost to operate the broadband utility over a four-year period, and how to implement Council's vision for the City. He asked Assistant City Manager John Sofley and Salisbury-Rowan Utilities (SRU) Director and Interim Fibrant Director Jim Behmer to present initiatives and projects in the works.

Mr. Behmer stated one of the advantages of being the SRU Director and the Interim Fibrant Director is the opportunity to look at existing contracts with a fresh perspective and to renegotiate contracts when appropriate. He explained the wholesale telephone contract was up for renewal, and staff aggressively negotiated the contract for a savings of \$100,000. He added the contract is for a new term of 28 months which will coincide with the fiscal year. He indicated the quality of service will remain the same.

Mr. Behmer stated another area of interest is a second internet connection. He explained Fibrant is already exceeding 90 percent of its current bandwidth in the evening hours. He stated in an effort to enhance current service, staff recommends establishing an additional internet connection with additional bandwidth. He noted the City's Information Technology and Fibrant staff are working together to procure the best pricing for additional bandwidth and looking for alternate providers. He stated staff would like Council to authorize the Interim Fibrant Director to pursue implementation of the second internet connection.

Mayor Woodson asked if the second internet connection would eliminate most of the downtime. Mr. Behmer explained having an additional internet connection would allow Fibrant to move to the secondary connection when its primary provider has planned outages. He stated the secondary connection would allow Fibrant to balance the service between the two providers if there was an interruption.

Mayor Woodson stated routine maintenance can take Fibrant down, and a secondary connection would allow the utility to switch between two providers.

Councilmember Blackwell stated Fibrant has potential customers pending its ability to provide redundancy. Mr. Behmer stated once the redundancy is in place some of the larger institutions will be more inclined to subscribe to the service, and the City will pursue those contracts.

Councilmember Miller asked about the cost of a secondary connection. Mr. Behmer stated staff is in the process of negotiating rates. He stated staff will provide more data but wanted to make sure there is a consensus among Council regarding the pursuit of the secondary internet connection. By consensus, Council agreed for Mr. Behmer to proceed.

Mr. Behmer informed Council staff is renegotiating installation and construction costs with the current contract provider. He noted staff is evaluating whether it would be cost effective to bring some of the services in house, and it is looking at alternate technologies to reduce installation costs.

Mayor Woodson thanked Mr. Behmer for his efforts to manage operational costs.

Assistant City Manager John Sofley introduced Sales and Customer Service Manager Jenny Waisner. He stated Ms. Waisner has experience in triple play, video, internet, and telephone service, and working with customers.

Ms. Waisner identified the Fibrant Sales Plan:

- Identify Strengths, Weaknesses, Opportunities, and Threats
- Set Goals
- Develop Effective Sales Team
- Combined Residential and Business in a Single Group
- Utilizing Current Marketing Efforts
- Develop Sales-Friendly Marketing Materials
- Sales Staff, Outside Plant, & Marketing folks are working closely together
- Maximizing all Opportunities

Ms. Waisner presented the strengths of Fibrant:

- The Fiber to the Home Fiber Optic Network is the best
- Proactive Customer Service instills loyalty
- Brand Awareness is On Going
- Sales Success and Marketing Go Hand-in-Hand
- Marketing Team is dedicating time to Fibrant

Ms. Waisner noted the effective sales team:

- The Sales Team Knows the Business
- Current Sales Experience from:
  - Time Warner Sales
  - Lexcom Communications
  - CTC (Concord Telecommunications)
  - Duke Power
  - Energy United

Ms. Waisner noted the Customer Service Team is utilizing all resources available:

- The Sales Team also Includes:
  - Water/Sewer Customer Service Representatives
  - Cashiers

- Technical Support Representatives
- Outside Plant Technicians and Contractors
- Results:
  - Average of 30 New Customers Per Week

Ms. Waisner stated the sales team is not limited to sales, but is utilizing resources from various departments to handle rollover calls when Fibrant Customer Service Representatives (CSRs) are on the phone. She noted in addition to customer service, the CSRs are trained to sell Fibrant resulting in an average of 30 new customers per week. She stated staff hopes to maintain 30 new customers per week on a consistent basis. She noted staff is promoting the \$25 refer a friend program and the \$150 credit towards commitment fees to other providers for residents who switch to Fibrant. She stated staff is working with Rowan Works regarding the economic development and marketing of Fibrant.

Ms. Waisner noted the Sales and Marketing Efforts include:

- Door to Door
- Trailer Events
- Newspaper Ads (Print and Online)
- Billboards
- Bill Inserts
- Social Media
- Fibrant.com Website

Ms. Waisner noted staff would like to add videos to the television screens in the Customer Service Center to provide customers with information on Fibrant.

Ms. Waisner reviewed the Goals of Fibrant:

- Provide Excellent Customer Service
- Consistent Customer Growth
  - (Goal-30 New Customers Weekly)
- Retain Existing Customers
- Provide a Customer Base that Generates Positive Cash Flow

Ms. Waisner introduced members of the sales staff: Ms. Denise Fowler, Mr. Adam Shepherd, and Ms. Lelisa Mills.

Mr. Sofley stated the Technical Support Representatives (TSR) are cross-trained to handle sign-up calls. He noted the business office closes at 5:00 p.m., and the calls roll over to the TSRs, so customers can sign up for service after normal business hours. Mr. Behmer stated in addition to signups, the TSRs can answer questions about services, and refer customers to other offerings. He noted the TSRs are local residents and take the time to get to know Fibrant customers.

Mayor Woodson commended staff on cutting costs and improving sales. He thanked

Mr. Paris and the Fibrant team for all they have done to improve the utility and stated this is a four year process. He noted if cash flows can be positive in four years, or Fibrant can be self-sufficient, Council will be pleased.

Mr. Miller thanked Fibrant staff for the job they do taking care of customers. He stated the customer service will be what sets Fibrant apart from the competition.

Mayor Pro Tem Kluttz stated this is an exciting time and thanked the Fibrant team for its hard work.

Mr. Paris commended Mr. Behmer for the contract negotiations. He noted the savings to Fibrant will increase as the customer base increases. He noted staff will be looking at other areas where it can cut costs.

Mr. Miller encouraged staff to update Council on a regular basis. He explained citizens want to hear from Council regarding Fibrant, and Council must have good communication with staff.

Councilmember Blackwell encouraged staff to utilize service level agreements as new contracts are negotiated, in an effort to keep contactors accountable. She thanked the Fibrant staff for its hard work.

Mayor Woodson thanked the Fibrant staff for the informative report.

## **MAYOR'S ANNOUNCEMENTS**

### **(a) 2012 Council Retreat**

Mayor Woodson announced Council enjoyed its 2012 Retreat and the excellent speakers. He thanked everyone who attended and participated in the Retreat. He indicated Council has positive goals for the coming year, and he thanked Mr. Paris and staff for putting the Retreat together.

### **(b) Housing Advocacy Commission**

Mayor Woodson announced applications to serve on a Board or Commission are available at the City Clerk's Office located at 217 South Main Street, or by calling City Clerk Myra Heard at 704-638-5224. He added applications are available online at [www.salisburync.gov](http://www.salisburync.gov) under the Boards and Commissions tab.

## **CLOSED SESSION**

Mayor Woodson requested a motion to go into closed session concerning a personnel matter as allowed by NCGS 143-318.11(a)(6).

Thereupon, Ms. Blackwell made a **motion** to go into closed session concerning a personnel matter as allowed by NCGS 143-318.11(a)(6). Mr. Miller seconded the motion. Messrs. Kennedy, Miller, Woodson, and Mses. Blackwell and Kluttz voted AYE. (5-0)

### RETURN TO OPEN SESSION

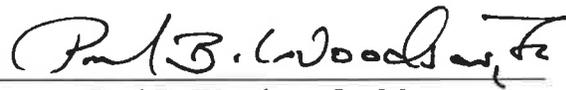
Thereupon, Ms. Kluttz made a **motion** to return to open session. Mr. Kennedy seconded the motion. Messrs. Kennedy, Miller, Woodson, and Mses. Blackwell and Kluttz voted AYE. (5-0)

Mayor Woodson announced no action was taken in Closed Session.

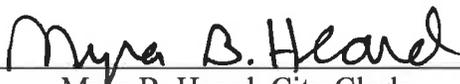
### RECESS

Thereupon, Ms. Blackwell made a motion to recess the meeting until Thursday, February 23, 2012 at 3:00 p.m. in Council Chambers at City Hall, 217 South Main Street. Mr. Miller seconded the motion. Messrs. Kennedy, Miller, and Woodson, and Mses. Blackwell and Kluttz voted AYE. (5-0)

The meeting was recessed at 7:15 p.m.



Paul B. Woodson, Jr., Mayor



Myra B. Heard, City Clerk