

**FAYETTEVILLE CITY COUNCIL  
WORK SESSION MINUTES  
LAFAYETTE ROOM  
MAY 6, 2013  
5:00 P.M.**

Present: Mayor Anthony G. Chavonne

Council Members Keith Bates, Sr. (District 1); Kady-Ann Davy (District 2) (arrived at 5:10 p.m.); Darrell J. Haire (District 4); Bobby Hurst (District 5); William J. L. Crisp (District 6); Valencia A. Applewhite (District 7); Wade Fowler (District 8); James W. Arp, Jr. (District 9) (arrived at 5:30 p.m.)

Absent: Council Member Robert A. Massey, Jr. (District 3)

Others Present:

Theodore L. Voorhees, City Manager  
Kristoff Bauer, Deputy City Manager  
Rochelle Small-Toney, Deputy City Manager  
Dele Smith, Assistant City Manager  
Karen McDonald, City Attorney  
Harold Medlock, Police Chief  
Lisa Smith, Chief Financial Officer  
Scott Shuford, Development Services Director  
Rusty Thompson, Engineering and Infrastructure Director  
Benjamin Major, Fire Chief  
Dwayne Campbell, Chief Information Officer  
Brad Whited, Airport Director  
Victor Sharpe, Community Development Director  
Tracie Davis, Corporate Communications Director  
Rebecca Rogers-Carter, Strategic Planning Manager  
Tracey Broyles, Budget Manager  
Dwight Miller, PWC Chief Financial Officer  
Karen Hilton, Planning and Zoning Manager  
Jami McLaughlin, Downtown Development Manager  
Pamela Megill, City Clerk  
William Grimes, Studio Cascade Consultant  
Julie Bremann, Fountainworks  
Members of the Press

**1.0 CALL TO ORDER**

Mayor Chavonne called the meeting to order.

**2.0 INVOCATION**

The invocation was offered by Council Member Haire.

**3.0 APPROVAL OF AGENDA**

**MOTION:** Council Member Crisp moved to approve the agenda.

**SECOND:** Council Member Haire

**VOTE:** UNANIMOUS (8-0)

**4.0 OTHER ITEMS OF BUSINESS**

**4.1 Community Development - Presentation of Draft Downtown Fayetteville Renaissance Plan**

Ms. Jami McLaughlin, Downtown Development Manager, introduced Mr. William Grimes, consultant for Studio Cascade, Inc. Mr. Grimes presented the item with the aid of a power point presentation and a handout of the April 2013 Downtown Renaissance Plan Update. He provided background on the Downtown Development Plan and stated the funding had been approved in FY 2012 for a consultant to develop a new plan of work for the next ten years. He stated the City of Fayetteville through the Community Development Department contracted a team of consultants led by Studio Cascade, Inc., to update the 2002 Downtown Fayetteville

Renaissance Plan and to provide strategic visioning services for Downtown Fayetteville. He advised the goals of the plan were to:

1. Engage stakeholders in the creation of an inspiring vision for the future of Downtown Fayetteville, creating a framework for the role the City of Fayetteville and partnering agencies will play in realizing that vision;
2. Create shared goals for the City of Fayetteville that enable all stakeholders to align programs and services to meet these goals;
3. Provide strategic and tactical planning resulting in a specific set of short and long-term strategies and action items over a ten year period; and
4. Assure the plan addresses Downtown Fayetteville issues and provides real value to our stakeholders by creating measurable results for the City of Fayetteville.

Mr. Grimes reported since September 2012 community outreach efforts had included stakeholder interviews, a weeklong “storefront studio”, online surveys and social media, marketing/advertising in print and broadcast media, presentations and workshops with the Fayetteville Planning Commission, and multiple public workshops. He further reported the major push in the plan was to emphasize the relationship between Fayetteville State University, the central core, and the Cape Fear River and targeting public and private investment to enhance the crescent that links all three. He stated improvements to Murchison Road, new development projects in the core, a reimagined Russell Street, and a redeveloped Campbelton townsite form the backbone of the strategy. He further stated later phases in the downtown strategy would look to build upon the crescent, stimulating reinvestment in neighborhoods around Old Wilmington Road, Grove Street, the Orange Street School, and the industrial district in the southwestern portion of the planning area. He advised the following elements would transform the downtown in the early phases of the plan and demonstrate how the downtown would evolve:

1. The new Campbeltown master plan, with a mix of residential, retail, and employment uses taking advantage of the Cape Fear River frontage.
2. A Russell Street that serves as the primary linkage to the new Campbeltown from the central core, with mixed housing and retail uses and an enhanced streetscape, potentially including a streetcar in its median.
3. Individual development projects in the central core, including a permanent Farmers Market, a visual performing arts center and a variety of housing projects to help sustain retail demand downtown.
4. Development of “Catalyst Site 1” on Murchison Road as an indicator of the increasing ties between Fayetteville State University and the central core, enhancing pedestrian linkages between the university and the central core and elevating economic activity in that portion of downtown.

Mr. Grimes concluded by stating the Planning Commission recommended the City Council approve the adoption of the plan. He further stated the implementation should occur over the next ten years.

Council Member Applewhite inquired if staff could provide information that would illustrate the ratio between the amount of funding the City had invested in downtown and the tax revenue. Council Member Crisp stated the investment in downtown would benefit all City residents, not just the downtown residents.

Council Member Applewhite suggested the City explore river development and used the San Antonio, Texas, river-walk as an example.

Further discussion ensued.

Consensus of the Council was to bring the item back for further consideration and formal vote at the May 28, 2013, regular City Council meeting.

#### **4.2 Overview of the Fiscal Year 2013-2014 Recommended Budget and Action to Set the Date of the Budget Public Hearing**

Ms. Lisa Smith, Chief Financial Officer, presented this item with the aid of a power point presentation. She provided a summary of the budget and stated the general tax rate would remain at 45.6 cents per \$100.00 value. She stated real and personal property values were

projected to increase by 1.7 percent over the 2013 projection. She stated the sales tax for FY 2014 revenue was expected to exceed the FY 2013 original budget by 3.0 percent and the utility tax distributions were projecting the FY 2013 revenues to be 1.8 percent below the FY 2013 original budget primarily due to mild winter weather and declining telecommunication video programming revenues due to technology shifts by consumers. She stated the FY 2014 budget included \$2.8 million for Phase II implementation of compensation plan adjustments and modest performance increases. She stated the proposed budget also included a storm water fee of \$4.00 per month, which would produce an additional \$1.7 million per year; the primary purpose of the increase was to fund storm drainage system improvements. She stated in addition, there was a proposed solid waste fee of \$10.00 per year, which was previously known as a recycling fee. She concluded the presentation by stating budget work sessions would continue on May 8, 15, 22, and 29, 2013, if necessary. She further stated it was anticipated the budget would be adopted on June 10, 2013.

Council Member Crisp stated he was opposed to the \$22.00 per year fee increases for stormwater and solid waste purposes, and stated he would only support increases if the additional revenues were applied to public safety.

Mayor Pro Tem Arp requested staff provide further clarity, possibly a break-out of all the new initiative requests, and requested further information on the street sweeping costs.

Council Member Applewhite stated the proposed fee increases would alarm some of the citizens.

Further discussion ensued.

Mayor Chavonne announced the next budget work session would be held on May 8, 2013, at 5:00 p.m.

#### **4.3 City of Fayetteville FY 2014 Strategic Plan**

Ms. Julie Bremann, Fountainworks Consultant, presented this item and stated the objectives of the work session were to finalize the targets for action, to review how the strategic plan would be used throughout the year, and build on the enthusiasm for the plan and support for adoption on May 28, 2013. She stated the resulting plan would translate the community's vision and the City's goals into actions by the City, enabling the organization to better serve the City. She provided the Mayor and Council with the list of potential action items.

Mayor Chavonne asked for a show of hands and counted the votes for each of the following items announced:

1. The City of Fayetteville will be a safe and secure community.
  - A. Increase law enforcement community engagement and collaboration - 9 votes
  - B. Gang Task Force - 8 votes
  - H. Review speed limits in West (Develop traffic safety strategy) - 9 votes
2. The City of Fayetteville will have a strong, diverse, and viable local economy.
  - J. Local business initiatives-maximize local business - 7 votes
3. The City of Fayetteville will be designed to include vibrant focal points, unique neighborhoods, and high quality, effective infrastructure.
  - D. Increase street maintenance funding allocated for road maintenance to meet 20 year plan; shorten time for resurfacing - 9 votes
  - G. Improve gateways - 9 votes
4. The City of Fayetteville will be a highly desirable place to live, work, and recreate with thriving neighborhoods and a high quality of life for all citizens.
  - A. Funding plan for Parks and Recreation; well-designed recreation facilities; multi-sports complex at Shaw Road; smaller and phased Parks and Recreation package - 7 votes
  - F. Improving Traffic Flow - 7 votes
5. The City of Fayetteville will have unity of purpose in its leadership, and sustainable capacity within the organization.

A. City Council recognition of employees - 9 votes

C. PWC efficiencies - 6 votes

F. Increase IT funding - 9 votes

6. The City of Fayetteville will develop and maintain strong and active community connections.

A. Develop and deliver ongoing coordinated information campaign - 7 votes

D. Lack of partnerships (develop partnerships) - 8 votes

Council Member Applewhite inquired on the item she had brought forth to a work session a few months ago pertaining to repairs of private streets. Consensus of Council was the item was not a major priority for funding at this time.

A brief discussion ensued.

Consensus of Council was to bring the item back for a formal vote at the May 28, 2013, regular City Council meeting.

#### **4.4 Federal Advocacy Partnership of Memorandum of Understanding**

Mr. Kristoff Bauer, Deputy City Manager, presented this item with the aid of a power point presentation. He reported the City of Fayetteville, Cumberland County, and the Fayetteville Regional Chamber had a federal advocacy partnership that was working collaboratively through a contracted lobbying firm to pursue federal legislative advocacy and funding assistance for strategic focus areas identified in an annual, collectively established, federal agenda. He advised federal funding and policy decisions were critical to the growth and strength of the community. He stated in the best interest of the constituents, the partners had prioritized infrastructure, technology, and programmatic needs. He further stated the combined advocacy efforts would protect and preserve essential community assets and resources, allowing Fort Bragg and its surrounding metropolitan and unincorporated areas to thrive. He reported the partnership had recently developed a new Federal Advocacy Partnership Memorandum of Understanding (MOU) to more effectively respond to the new federal funding paradigm, which reflected a change in focus from legislative earmarks to administrative allocation through competitive grants. A copy of the draft MOU was provided to the Council.

A brief discussion period ensued.

Consensus of Council was to bring the item back for further consideration and formal vote at the May 28, 2013, regular City Council meeting.

#### **4.5 Hire Fayetteville First Update**

Mr. Kristoff Bauer, Deputy City Manager, presented this item with the aid of a power point presentation and stated the City Council had taken the following three official actions in relation to the policy objective:

1. In July 2012 the Council adopted City Council Policy 135.02;

2. In November 2012 a budget amendment to support the cost of a disparity study as discussed in the policy was not approved by Council; and

3. In February 2013 Council passed a motion which included eight points of implementation.

Mr. Bauer continued by stating with the Council's most recent action on February 11, 2013, staff transitioned implementation to PWC Purchasing as the City's contract purchasing function. He stated while staff was working to move forward on implementation as effectively as possible, that effort had been challenged by incomplete and at times inconsistent policy direction. He stated the City had also evaluated three software packages for the purpose of tracking purchasing activity--Advanced Internet Technology's (AIT) GOVTide product, which was in development, and two other software products developed by national vendors in use in several communities and recommended by a number of the consultants staff had previously contacted in research of the disparity study issue. He stated the research performed by the City Information Technology staff had been transmitted to PWC Purchasing as background for their efforts. He stated it should be noted, however, that no resources had been appropriated or authorized for the acquisition of a new application or purchasing system.

Council Member Applewhite stated that the GOVTide program could bring transparency to the procurement process and it was a full functioning product that AIT would provide for free.

Mr. Voorhees responded that the City did not have the staffing resources to operate the program, and that PWC Purchasing was the resource that would have to be tasked. Council Member Haire inquired if the self-registration process available on the City website could be marketed by attaching the information to utility bills. Mr. Bauer responded staff would be brainstorming on how to get the information out in the most effective ways. Further discussion ensued.

#### **4.6 City Council Request(s): (In Order of Receipt Date).**

##### **(a) Mayor Pro Tem Arp - Peddler's Licensure Requirement**

Mayor Pro Tem Arp stated a local businessman had contacted him regarding the City's requirement that businesses conducting door-to-door sales have a peddler's license. He stated the businessman's complaint was that small businesses were required to have their employees go to City Hall every quarter to apply for and pay for their license. He stated this was impacting the small businesses as employees were losing work time and employers were losing work time and incurring costs associated with the loss of work time.

Council Member Bates stated that from meetings he had attended with "Community Watch", if a door-to-door sales person was not displaying a license the resident should call 911. He stated having a quarterly issued peddler's license was a crime deterrent.

Consensus of Council was to direct staff to review the peddler's license requirement and process.

#### **5.0 ADJOURNMENT**

There being no further business, the meeting adjourned at 8:08 p.m.