

**FAYETTEVILLE CITY COUNCIL  
WORK SESSION MINUTES  
LAFAYETTE ROOM  
APRIL 4, 2016  
5:00 P.M.**

Present: Mayor Nat Robertson

Council Members Katherine K. Jensen (District 1) (arrived at 5:20 p.m.); Kirk deViere (District 2); H. Mitchell Colvin, Jr. (District 3) (arrived at 5:10 p.m.); Chalmers McDougald (District 4); Robert T. Hurst, Jr. (District 5); Larry O. Wright, Sr. (District 7); Theodore Mohn (District 8); James W. Arp (District 9) (arrived at 5:15 p.m.)

Absent: Council Member William J. L. Crisp (District 6)

Others Present: Theodore Voorhees, City Manager  
Karen McDonald, City Attorney  
Kristoff Bauer, Deputy City Manager  
Rochelle Small-Toney, Deputy City Manager  
Jay Reinstein, Assistant City Manager  
Kevin Arata, Corporate Communications Director  
Rob Stone, Engineering and Infrastructure Director  
Michael Gibson, Parks, Recreation and Maintenance Director  
Victor Sharpe, Community Development Director  
Jerry Dietzen, Environmental Services Director  
Scott Shuford, Planning and Code Enforcement Services Director  
Cheryl Spivey, Chief Financial Officer  
Jim Palenick, Economic and Business Development  
Greg Caison, Stormwater Manager  
Tony Coleman, Assistant Airport Director  
Rodney Anderson, CEO, Greater Fayetteville Chamber of Commerce  
Bill Hurley, Sign Task Force Chair  
Gordon Johnson, Airport Architect  
Pamela Megill, City Clerk  
Members of the Press

**1.0 CALL TO ORDER**

Mayor Robertson called the meeting to order.

**2.0 INVOCATION**

The invocation was offered by Council Member McDougald.

**3.0 APPROVAL OF AGENDA**

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

**SECOND:** Council Member Wright

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

**4.0 OTHER ITEMS OF BUSINESS**

**4.01 Interim Report from the Chamber Sign Task Force**

Former Mayor Bill Hurley introduced the members of the Greater Fayetteville Chamber of Commerce Sign Task Force, and stated Council had requested an assessment and recommendations regarding the City sign ordinance from the Fayetteville Chamber of Commerce, a Sign Task Force was formed, and has met five times in the past two months.

MG (Retired) Rodney Anderson, CEO, Greater Fayetteville Chamber of Commerce presented the findings of the Sign Task Force with the aid of a PowerPoint presentation. He stated the last time the sign

ordinance was reviewed in its entirety was in 1997. The four principles proposed were that signs effectively communicate names and location of commercial and noncommercial businesses, the standards provide clear direction and incentives to improve sign quality, the signs form and fit the location where they are installed; allow signs appropriate to the planned character and development of the referenced zoning districts, and signs reflect state-of-the-art technology and materials to promote creative sign design. He provided an overview of the proposed amendments to attached signs, human signs, ground signs, pole signs, vehicle signs, historic signs, special use signs, street banners, major special events signs, bush shelter and bench signs.

MG (Ret) Anderson further stated the Task Force will be holding further meetings to discuss and make recommendations to City Council on additional sections of the City of Fayetteville Sign Ordinance.

Discussion ensued.

**Consensus of Council was to direct staff to bring this item back to the April 11, 2016, regular City Council meeting in the form of a Resolution in support of the Greater Fayetteville Chamber of Commerce Sign Task Force recommendations presented this evening.**

#### **4.02 Discussion of the 2016-2017 Annual Action Plan**

Mr. Victor Sharpe, Community Development Director, presented this item with the aid of a PowerPoint presentation and stated annually the Community Development Department prepares an Annual Action Plan for the use of the City's allocation of the Community Development Block Grant (CDBG) and the Home Investment Partnership Grant (HOME). The proposed 2016-2017 Annual Action Plan is the second year of the 2015-2019 Consolidated Plan. The Annual Action Plan is based on goals and objectives of the Consolidated Plan. The 2015-2019 Community Development Consolidated Plan was completed last fiscal year. This year and the next four year's activities are to reflect the goals and objectives of this plan. The following are those goals and objectives:

Goal 1 - Decent Affordable Housing: Provide decent, safe and affordable housing to improve the quality of lives, households, neighborhoods and community stability.

Objective 1.1 Preserve, improve, and expand the supply of affordable housing for low- to moderate-income homeowners and renters.

Objective 1.2 Increase homeownership opportunities.

Objective 1.3 Create suitable living environments that promote access to quality housing, elimination of blight, and the acquisition of land for future affordable housing.

Goal 2 - Suitable Living Environments: Create environments that promote neighborhood improvement, eliminate slum and blight, increase accessibility, and support the homeless.

Objective 2.1 Provide support to the City's efforts to extend water and sewer to newly annexed areas, pave remaining streets, and various community improvements.

Objective 2.2 Support homeless programs and service providers to reduce the number of homeless while increasing their independence and self-sufficiency.

Objective 2.3 Provide programs that eliminate slum and blight and increase the appearance of neighborhoods.

Goal 3 - Economic Opportunities: Create community investment programs designed to support entrepreneurship, economic empowerment, retention of businesses, and job creation opportunities.

Objective 3.1 Provide loan and grant programs to support the development and expansion of small businesses.

Objective 3.2 Create job opportunities through entrepreneurship training, job skills training, and the coordination of community resources.

Mr. Sharpe stated the proposed programs and projects reflect the goals and objectives established in the 2015-2019 Consolidated Plan.

Discussion ensued.

Mayor Pro Tem Colvin requested Mr. Sharpe to provide the last two five-year Development Plans and a copy of the HUD recommendation referenced regarding the recommended five-year plan adoptions to Council.

**Consensus of Council was to bring this item back to City Council on the April 25, 2016, regular City Council agenda.**

#### **4.03 Consider Adoption of a Prequalified Policy for Construction and Repair Work**

Mr. Tony Coleman, Assistant Airport Director, introduced Mr. Gordon Johnson, Airport Architect. Mr. Johnson presented this item with the aid of a PowerPoint presentation and stated the Fayetteville Regional Airport Terminal Improvements project is expected to be advertised for bids in early June 2016. The use of a prequalification process for this project is recommended as it will help identify general contractors who are capable of performing and bonding a project with an estimated cost of \$30 million, and allow the City to provide and advertise the list of qualified bidders to local and Disadvantaged Business Enterprises (DBE's) who have an interest in providing bids for subcontract work on the project. This process does not prequalify sub-contractors, but will allow local sub-contractors and DBE firms to contact, partner, and sub-contract with the General Contractors (GCs) prior to the bid date. Without this prequalification process the Airport will only know and be able to advertise/distribute a list of "plan holders" to our local contractors. GCs from outside the community are more likely to select sub-contractors who they have established relationships with outside our local community. By identifying these GCs in advance of the bid opening, we can provide enhanced support to local businesses in submitting sub-contract proposals to these GCs for consideration. Federal Regulations, involving federal grant funds, prohibit the use of a "regional" preference. We are not able to mandate that GCs use local businesses; we can only provide the opportunity for them to participate. In this large of a project sub-contracting provides the most likely way for local businesses to compete to participate. Prequalification as a tool, allows us to identify the GCs providing an opportunity to reach out to local businesses to make sure that they are aware of the opportunity to communicate and submit quotes to all qualified GCs. North Carolina General Statute 143-135.8 allows prequalification for any construction and repair work project and requires the governing body to adopt the Prequalification Policy, as well as the assessment tool and criteria to be used. The Prequalification Policy, Prequalification Instructions and Form, and the Prequalification Matrix are included in the agenda packet.

Discussion ensued.

Council Member McDougald stated the agenda item memorandum has an error by stating the NCGS 143-135.8 allows prequalification for any construction and repair work project and requires the governing body to adopt the Prequalification Policy, as well as the assessment tool and criteria to be used. Mr. Voorhees clarified it is required "if" you want to do prequalification.

**Consensus of Council was to direct staff to bring this item back to Council on the April 11, 2016, agenda for further discussion and formal vote and with the correction noted by Council Member McDougald.**

**4.04 Economic Development Initiative - Council Agenda Item Request - Mayor Robertson**

Mayor Robertson stated this item is to ask Council to consider the promotion of local growth from existing businesses and perhaps attract future businesses to consider Fayetteville as home. Recognizing the actual incentive may not equate to very much money on some of the smaller projects, this is a way for the City to show our appreciation for those businesses wishing to expand within our corporate City limits. This will make Fayetteville more competitive in the development world and will improve our image of a "business friendly" City.

Discussion ensued.

Council Member deViere stated he would ask that an Economic Development professional conduct a review before we move a policy forward.

**Consensus of Council was to move this item forward and direct staff to develop an Incentives Policy.**

**4.05 UDO, Stormwater and Economic Development Review - Mayor Pro Tem Colvin - Council Agenda Item Request**

Mayor Pro Tem Colvin presented this item and provided a handout of a survey of a stormwater fee in lieu of mitigation payment from the cities of Charlotte, Greensboro, Winston-Salem, Raleigh, Durham, and Wilmington.

Discussion ensued.

**Consensus of Council was to move this item forward and direct staff to develop different options for Council review.**

**4.06 City Council Agenda Item Request - Updated City Seal - Council Member Mohn**

Council Member Mohn presented this item with the aid of a PowerPoint presentation and stated the City Council has heard numerous comments from citizens across Fayetteville about changing or updating the City Seal. He presented the history of the City Seal and the City Logo, and provided clarification on the differentials of the seal and the logo designs. He stated WPR Consulting, LLC, was retained by the City to receive input from citizens on the question of whether the City Council should remove the Market House emblem from the City Seal, and if so, what should replace it. To receive the input requested, the Fayetteville-Cumberland Human Relations Commission conducted six community dialogues, attended by 128 citizens.

Discussion ensued.

**Consensus of Council was to bring this item back to the April 11, 2016, regular City Council meeting, in the form of a Resolution in support of promoting the use of the City Seal and City Logo.**

#### **4.07 Request for Review of Animal and Livestock Ordinances - Mayor Pro Tem Colvin - Agenda Item Request**

Mayor Pro Tem Colvin presented this item and stated this item has arisen from complaints from constituents he and Council Member McDougald have received regarding neighbors keeping horses and chickens in their yards. The Animal Control Ordinance falls under Cumberland County.

Discussion ensued.

**Consensus of Council was to direct staff to bring this item back in the form of recommendations for Council review.**

#### **5.0 ADJOURNMENT**

There being no further business, the meeting adjourned at 8:34 p.m.