

CITY OF EDEN, N. C.

A special (retreat) meeting of the City Council, City of Eden was held on Saturday, February 24, 2018 at 8:30 a.m., in the Eden Room, Eden City Hall, 308 East Stadium Drive. Those present for the meeting were as follows:

Mayor:	Neville Hall
Mayor Pro Tem:	James Burnette
Council Members:	Bernie Moore
	Angela Hampton
	Darryl Carter
	Jerry Epps
	Sylvia Grogan
	Jerry Ellis
City Manager:	Brad Corcoran
City Clerk:	Sheralene Thompson
Deputy City Clerk:	Deanna Hunt
City Attorney:	Erin Gilley
Department, Division Heads and Staff:	
News Media:	

MEETING CONVENED:

Mayor Hall called the special meeting of the City Council to order and welcomed those in attendance. He then asked Council Member Jerry Epps to give the invocation.

After the invocation, Mayor Hall introduced City Manager, Brad Corcoran.

Mr. Corcoran then provided a quick overview of the items on the agenda.

**Review of City Council Priorities for FY 2018-19 & Agenda** *(Brad Corcoran, City Manager)*

Mr. Corcoran explained that this information contained each of the priorities that were listed by the City Council as well as some members of the staff. They would have the opportunity to make any points and bring up any type of discussion on those matters. If it was something that involved the expenditure of funds then that would be their opportunity to try to convince them why money should be spent on those items.

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**Update, Discussion and Consideration of City Finances & Budget Priorities** *(Brad Corcoran, City Manager)*

Heading Into FY 2018-19

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- As we begin to consider the upcoming budget, it's good to get a basic refresher on some of our finances.

“Where's the money-???”

- Are funds available to do what is needed?
- Are discretionary funds available to do what is wanted?
- Where should we direct our financial resources for FY 2018-19?

#### Current FY 2017-18 Budget

- The combined budgets for the current year equal \$33,253,800.
  - Increase of \$1,857,200 or 5.92% from FY 2016-17.
  - Increase due primarily to:
    - \$1,055,300 for additional street resurfacing projects, and
    - \$1,100,000 contribution to the Mega Park Capital Project Fund (will not be necessary due to project downsizing).
- Capital Outlay Funding included in the current budget is as follows:
  - General Fund (Includes *Positively Eden*) \$1,578,100
  - Powell Bill/Street Resurfacing \$1,677,300
  - Water & Sewer Fund (A) \$1,478,800
  - Mega Park Capital Project Fund \$1,100,000
  - Total \$5,834,200

(A) Does not include Capital Project Funds for PA Administrative Order and Mega Park Waterline Project that were previously approved and established in March 2017.

- For comparison purposes:
  - Eden–2016 Population of 15,279 and 14.05 square miles
    - Budget includes funding for 176 full-time positions
  - Reidsville–2016 Population of 14,152 and 13.68 square miles without Lake Reidsville
    - Budget includes funding for 193 full-time positions

Mr. Corcoran explained that in FY 95-96 Eden had 203 FT employees and in FY 2000-01 there was 189 FT employees. Despite the work force reduction plan outlined in October 2015, but never voted on by the City Council, there was a belief by many that these staff reductions have

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been too deep and need to be re-examined. He stated that he knew there were several department/division heads that believe additional manpower was needed and that they intend to submit requests for additional personnel as they head into FY 2018-19.

Council Member Grogan stated that in looking at the difference between Reidsville and Eden, she asked if it had been that way for a while. She stated that she had always heard that they had more resources because of water purchased by Greensboro.

Mr. Corcoran replied that for years Reidsville contracted out its water and sewer. So, really other than C&D, they did not have a water and sewer staff. A few years back though, they took the water and sewer operations back in-house. He explained that the capacity at their plants was much less and they were very fortunate with their agreement with Greensboro, which brings in some additional revenue for them, but basically they were very similar in the sense that they do operate a water and sewer plant.

#### General Fund

- During the past six years:
  - Revenues increased by an average rate of 1.69% per year.
  - Expenditures increased by an average rate of 1.85% per year.
- Our expenses continue to increase on an annual basis as prices continue to escalate – despite the reduction and/or loss of various revenue sources.
- Many of our costs are fixed costs which leaves us very little room for discretionary adjustments.
- Much of what we can or can't do in terms of discretionary funding initiatives is directly related to our available revenue.

#### General Fund – Fund Balance

- Fund Balance on 6-30-17 = \$8,722,152 on 6-30-01 = \$4,157,472
- Unassigned Fund Balance on 6-30-17 = \$6,558,570 on 6-30-01 = \$2,541,779
- During FY 1998-99, City Council voted to keep an “unassigned” fund balance, equal to at least three months operating expenses.
- Based on last year's expenditures = \$3,784,059.  
Amount unassigned on June 30, 2017 = \$2,774,511 over that threshold.
- This \$2,774,511 (based on current policy) is the amount eligible for future appropriation as of June 30, 2017.

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### General Fund – Tax Rate

- Existing tax rates currently being charged by surrounding entities:

Eden	\$0.609	Rockingham County	\$0.696
Madison	\$0.73	Stoneville	\$0.69
Mayodan	\$0.63	Wentworth	NA
Reidsville	\$0.74		

- Based on a 2017 Real Property Valuation of \$886,291,739 and Registered Vehicles Valuation of 103,323,810 we have calculated that:

For each \$0.01 increase in our existing tax rate of \$0.609 we would generate an additional \$98,961 in annual revenue for use within the General Fund.

### General Fund Revenue Increases

- There have been increases in some revenue sources during the past several years. Two examples include:
- Ad Valorem Taxes (Increase of \$636,676 in Last 5 Years):

FY 2011-12	\$5,297,610
FY 2015-16	\$5,544,425
FY 2016-17	\$5,934,185

- Last revaluation was completed in 2011 and the next one is scheduled for 2019.

- Unrestricted Intergovernmental Revenues from the State – sales tax, utilities sales tax, wine and beer tax etc. (Increase of \$872,410 in Last Five Years):

FY 2011-12	\$3,557,359
FY 2015-16	\$4,079,573
FY 2016-17	\$4,429,769

### General Fund Revenue Reductions

- There have been several reductions in and/or loss of revenue sources during the course of the past several years. Four examples include:
- Despite having more funds in the bank –interest earned has tanked!

FY 2007-08	= \$744,987
FY 2016-17	= \$ 64,959

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Loss of \$680,028 or 6.87 cents on our tax rate.

- NC General Assembly removed ability to charge a Business Privilege License on local businesses and the Sweepstakes were shut down.

Loss of \$224,338 or 2.27 cents on our tax rate.

- Powell Bill revenue from NC for street resurfacing needs have been cut.

FY 2007-08 = \$583,057

FY 2016-17 = \$477,303

Loss of \$105,754 or 1.07 cents on our tax rate

- Annexation-In-Lieu Agreement revenues have been reduced.

FY 2011-12 = \$734,968

FY 2016-17 = \$702,861

FY 2017-18 = \$608,425

Loss of \$126,543 or 1.28 cents on our tax rate, and additional reductions are expected in FY 2018-19

- These four examples alone, equal an annual loss in General Fund revenues of \$1,136,663 or 11.49 cents on our tax rate.

#### General Fund Revenues

- Unfortunately, as soon as we take one step forward with some of our revenue sources we take another step back.
- GREAT NEWS:  
Duke Energy has agreed to a new 5 year annexation-in-lieu agreement at their existing flat rate of \$200,000 annually. Something new, at their request, is that these funds will be earmarked for specific items in each year's budget beginning next year –Ex. Splash Pad at Freedom Park.
- However, we still have concerns over future annexation-in-lieu payments that will be received from MillerCoors.
- Current annexation-in-lieu agreements:  
MillerCoors(expires 12/21/38)  
Duke Energy (expires 12/31/19 –extension to 12/31/24)

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Thoroughbred Resources, dba AC Furniture  
(expired 6/30/17 –extension to 6/30/27)

- In FY 2016-17, MillerCoors made a payment of \$489,828. Due to their closing in September 2016, the real and personal property assessment went from \$160,862,911 in 2016 to just \$129,282,823 for 2017. This resulted in a FY 2017-18 payment of \$393,666, or a reduction of \$96,162 (19.63%) in just one year.
- We also know that they have continued to remove more equipment and have already submitted an appeal to their September 2017 valuation totals –the true impact on future payments is unpredictable at this point in time.

Allocation of General Fund Fund Balance

- Although the current General Fund budget does not include the use of any fund balance in order to balance the General Fund budget, there have been instances in the past when this was necessary.
- Since 2010:
  - FY 2010-11 Appropriation of \$626,100 in Fund Balance
  - FY 2011-12 Appropriation of \$0 in Fund Balance
  - FY 2012-13 Appropriation of \$518,200 in Fund Balance
  - FY 2013-14 Appropriation of \$0 in Fund Balance
  - FY 2014-15 Appropriation of \$450,000 in Fund Balance
  - FY 2015-16 Appropriation of \$856,700 in Fund Balance
  - FY 2016-17 Appropriation of \$545,900 in Fund Balance
  - FY 2017-18 Appropriation of \$0 in Fund Balance

Motor Vehicle License Fee – a Way To Help Fund Street Resurfacing Needs

- We collected \$62,120 last year from the Municipal Vehicle License Fee that was set at \$5.00 per vehicle. The maximum allowed by law is \$30.00 per vehicle.
- The fee was increased by \$10.00 per vehicle in the current budget to address some immediate street resurfacing needs.
- This increase is expected to generate an additional \$124,240 per year and will be used in part to fund the annual debt service payments of \$89,935 on the \$1,000,000 loan we took out with a 15 year payback at an interest rate of 2.63%.
- This leaves an additional \$34,305 per year for other street resurfacing needs that can be allocated to the Powell Bill account on an annual basis for additional street resurfacing needs OR we could look at borrowing an additional \$375,000 +/-with a 15 year payback at a

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projected annual payment of approximately \$33,726 +/- depending upon the interest rate received, to try and address remaining street sections that are rated as “poor”.

#### Borrowing To Fund Capital Outlay Needs

- Leveraging borrowed funds to fund Capital Improvement needs that are paid back over a number of years is an option that is available to the City Council.
- Ex: City borrowed \$1,228,000 to do initial section of the Greenway (\$713,000) as well as some Downtown Revitalization Improvements (\$515,000). The loan was for a period of 15 years at an interest rate of 3.58%. Payment 10/15 will be made this year with a payment of \$106,000 per year.
- Based On A Recent Loan: A \$1,000,000 loan over 15 years with a 2.63% interest rate would have an annual payment of approximately \$89,935 or just less than \$0.01 on our tax rate. A \$2,000,000 loan over 15 years with a 2.63% interest rate would have an annual payment of approximately \$179,870 or just less than \$0.02 on our tax rate.

#### Community Organizations, Events and Initiatives

Rockingham County Arts Council (\$2,000)

Eden Library (\$2,600)

Eden Chamber of Commerce (\$10,000)

Eden Rescue Squad (\$12,000)

Project SAFE Rockingham County (\$3,900)

Eden Citizens Academy (\$2,000)

Eden Youth Council (\$4,000)

Riverfest (\$8,000 in 17-18 but \$5,000 Normally)

Pottery Festival (\$1,900)

Shaggin on Fieldcrest (\$1,250)

Eden Historical Museum (\$3,600)

Eden Preservation Society (\$1,000)

RCC Project (\$12,000)

Certified Retirement Community (\$1,500)

Façade Improvement Grants (\$2,000)

Dan River STI Crossings Campaign (\$10,000)

Eden Downtown Development Corporation (\$3,000)

Dan River Basin Association (\$2,610)

Citizens Economic Development (\$2,000)

Building Renovations Grants (\$25,000)

July 4<sup>th</sup> Celebration Contribution – Eden Kiwanis (\$5,000)

Charlie Poole Festival (?????)

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- RED = groups that I'm aware of that would like increased amounts for FY 2018-19. For example, the annual contribution from the City of Reidsville to their Chamber of Commerce is currently \$54,000 per year.
- Do you have any questions or concerns about any of these organizations, events and/or initiatives?
- Do you wish to see funding included in the FY 2018-19 budget to continue supporting these items?

Mr. Corcoran asked if there were any questions about General Fund.

Council Member Burnette stated that on his discussion about the vehicle fee, he thought this was an excellent opportunity for them to go ahead and leverage that additional, roughly \$34,000, for borrowing money to catch up on their streets. He thought that this was something they have been facing for a long time and it had done nothing but get worse. Last year they made a great step in approaching that, so by doing this, it would not get them back on schedule but it would certainly be able to get them able to address all of their "poor streets". Then maybe in the next year or two get them back on schedule. Secondly, on the community organization, about the Chamber of Commerce, recently he had a discussion with Will Flynt about the possibility of restarting an organization like the SCORE organization, which he was a part of several years ago. SCORE is a volunteer organization that works with small businesses. The county had this, and then they went away from it and Shawn Gorman who recently retired from the county was about ready to go to the Chambers to talk with them about restarting that organization. He thought this would be an excellent complement to their city to have an organization like that, to be able to work with startup business as well as to give small businesses some advice once they get started as well, and there was additional help out of Greensboro with the SCORE chapter there.

Lastly, Council Member Burnette suggested that they consider dropping the certified retirement community funding of \$1500. He did not know that there had been much payback on that. He thought there would be much more payback if they let Mr. Dougherty devote his time totally to economic development and grant writing as there has been certainly a lot of payback on that, unless someone else in the city would want to pick that up.

Mayor Hall pointed out that he had talked about real estate taxes and the upcoming re-valuation. He was in a couple of meetings about some of the things in relation to the quarter cent sales tax and some questions were asked about property valuation. It had been 8 years since they have had one but they do not just do it in 2019, they were already working on it and just for a heads up he understood that the real estate values in Eden at the tax department may be coming down some. He knew he had said last time they lowered the tax rate, he just wanted to give everybody the heads up that if the tax values go down, to remain revenue neutral, they may require a tax rate increase, to offset that. Obviously that was going to have an impact on the Miller valuation. He also wanted to point out that when they were talking about leveraging money and doing another loan, he based his estimation on repayment or payment schedule on the most recent loan they had, which was 2.63%, he would not be surprised if interest rates were going up and have



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not already gone up. It would not double their payment or anything but just so they would know, when talking about borrowing, these numbers were based on something that the City Manager used from the last loan from several months ago and he was sure interest rates may have gone up, he knew they varied, but they had probably gone up, so just be mindful of that when considering borrowing for repairs and infrastructures.

Council Member Grogan added that she was shocked too to see that Eden's tax rate was still so much lower and she wondered who knew that. She pointed out that when you start increasing a tax rate, everybody knew it but she guaranteed them that people in this area did not know how low Eden's tax rate was compared to other cities in their area.

Council Member Epps suggested that could be one of the things they could put on "Did You Know".

Council Member Ellis agreed that was not a bad idea. He also wanted to recognize the Eden Rescue Squad, where they give them \$12,000 a year, the rescue squad did a lot for Eden, they cover accidents and crashes a lot of times but also when the ambulances were tied up, and that was very important for their citizens, (for a possible increase). He then asked the City Manager to explain the STI Crossing campaign.

Mr. Corcoran replied that was the regional marketing campaign with Danville, Pittsylvania County and other partners.

Mr. Mike Dougherty, Director of Economic Development, added that this campaign started as a result of the coal ash spill. Duke Energy started off the program. They hired Bouvier Kelly out of Greensboro, and now they have gone to individual partners, to bring in more partners to try to brand the whole Dan River region, so Eden has the river running right through it and so does Danville, which was the reason they have given a pretty significant amount of money. They were getting money from partners as well as grants.

Council Member Carter asked how effective the Chamber of Commerce was with economic development as far as recruitment in the last five years.

Mr. Dougherty explained that often times when people come to town they go to the Chamber of Commerce to ask about properties or space and then those calls were immediately referred to him. They have been a clearing house sometimes for the city such as GET FIT Eden, they took the bulk of the responsibility of that, giving out t-shirts and those types of things. They have always had a really good partnership with the Chamber of Commerce, so actually relative to Reidsville, Eden has a pretty good bargain. Not all cities have a great relationship with their Chambers.

Council Member Ellis stated that it would be nice if their Chamber could be known as what the Reidsville Chamber was, it was the welcome center for Reidsville. He knew they were comparing apples to apples there but with the \$54,000 that Reidsville gives and with the small amount that we give to ours, they do quite a bit. With that increase that they were asking for, that was a positive increase.

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Council Member Grogan added that also, with UNC (hospital) they were meeting with physicians and their basic concern right now was getting doctors. A lot of them panicked and left as did some employees, because they did not know there was going to be a survival and these doctors get letters on their desks every day. Now it was different because the doctors are employees of the hospital as compared to the doctors of the day who came in and sat up their own practice. If those type doctors decide to leave, they have to sell the building, but as an employee, all they have to do is say, "OK", and leave. It was just a tremendous difference and she thought they would begin to see doctors coming to look at Eden and she agreed one of the first places they go to is the Chamber of Commerce.

Council Member Carter asked if they were proactive, to go out to attract businesses.

Mr. Dougherty explained that the Chamber of Commerce was a membership organization. They do act as a welcome center as Councilman Ellis said, and they were there to serve their members, and they help out their members by hosting events for them, but that was why when the City Manager established the Business Development position, that position could work in concert with them. A lot of time when people come to town, they will go to the Chamber of Commerce to make an inquiry. So that was the first step in this process and he thought that Councilman Burnette's point, if they would also take up the SCORE management that would be very helpful as well.

Council Member Carter stated that in the Regional Council of Governments each area was a little different as far as what their Chamber does.

Council Member Ellis pointed out that their Chamber only employed 2 people and everyone else volunteered. Therefore, it would be very helpful if the city helped this organization.

Council Member Hampton stated that they help RCC projects with \$12,000 and she agreed with that because it was very valuable. She would also like for them to think about the Charlie Poole Festival. It would have died if RCC had not come in and helped with that. A lot of people do not realize the history behind the festival. She was also in support of the leverage on that loan for resurfacing the streets. As Mayor Hall said, they knew they may have a little increase because the interest might go up, but she thought it was very important. If they could make streets better it would help them, when people come looking for homes, if they got those (streets) to where they need to be.

Mr. Corcoran then moved on to the Water & Sewer Fund.

#### Water & Sewer Fund

- During the past twelve years:
  - Revenues increased by an average rate of 1.54% per year.
  - Expenditures increased by an average rate of 2.15% per year.

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- Again, our expenses continue to increase on an annual basis as prices continue to escalate – despite the fluctuation in revenue sources.
- Many of our costs are fixed costs which leaves us very little room for discretionary adjustments.
- Much of what we can or can't do in terms of discretionary funding initiatives is directly related to our available revenue.
- This is an Enterprise Fund whereby revenues at a minimum, are supposed to equal expenditures.
- The combined fund balance in the Water & Sewer Fund, the Mega Park Waterline Project Fund, and the EPA AOC Sewer Project Fund as of June 30, 2017 was \$8,623,526. This represented a decrease of approximately 7.66% or \$714,958 from the June 30, 2016 total of \$9,338,484.
- On June 30, 2011 the Fund Balance in the Water and Sewer Fund equaled \$11,333,437.
- Due to insufficient revenues to meet our ongoing capital improvement needs we've used a total of \$2,709,911 in fund balance during just the past six years (\$11,333,437 down to \$8,623,526). This is a reduction of approximately 23.91%.
- The fund balance on June 30, 2000 was equal to \$4,890,417.

#### Previous Reductions in Water & Sewer Fund Revenue & Usage

- Since 2006, Eden lost nearly 1,500 jobs and approximately \$4,893,691 in NET water/sewer revenue per year due to four industry closings.
- Our industries were subsidizing our residential rates and our rates prior to any of these closings were far below the statewide averages in both North Carolina (W 86.2% Below - S 106.7% Below) and Virginia (W 71.0% Below - S 107.6% Below).

Parkdale Mills (11-01-06) Hanes Brand (02-05-09)  
Liberty Textiles (07-31-07) MillerCoors (09-01-16)

- A review of the drastic reduction in billable water and sewer usage since the first closing outlined above indicates the following:

Fiscal Year	Billable Water	Billable Sewer
2005-2006	3,150,306,200 Gallons	1,769,763,100 Gallons
2016-2017	1,015,514,400 Gallons	44,609,300 Gallons
	67.8% Reduction	74.9% Reduction

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### Water & Sewer Service Charges

Fiscal Year	Water Charges	Sewer Charges
2005-2006	\$4,294,699	\$3,783,964
2016-2017	\$4,808,626	\$4,758,973 (A)

#### (A) Special Order of Consent & EPA AO

Fiscal Year	Water Bill @ 5,000 Gallons/Month	Sewer Bill @ 5,000 Gallons/Month
2005-2006	\$12.51	\$12.46
2006 NC Average	\$23.29	\$25.75
2006 VA Average	\$21.39	\$25.87
2017-2018	\$37.80	\$44.22
2017 NC Average	\$33.80	\$42.10
2017 VA Average	\$32.28	\$43.35

### Importance of Grants

- Terry Shelton and Mike Dougherty have done a great job at securing outside funding to meet many of our water and sewer related capital needs.
- Past 5 Years:
  - Awarded \$52,386,326 in Grants and 0% or Low Interest Loans for Water & Sewer Projects
    - \$28,062,000 or 53.56% = grants that DO NOT HAVE TO BE REPAID!
- Imagine where our water and sewer rates would need to be if we had not been fortunate enough to receive this funding!!!!

Council Member Grogan commented that as a former grant writer, it was unbelievable how Mr. Shelton and Mr. Dougherty did that.

### Water & Sewer Rate Increases

- City Council previously voted to increase rates additionally effective September 1, 2016 but that increase was delayed until January 1, 2018 and then until January 1, 2019 pursuant to the current FY 2017-18 budget. The combined rate increase would equal \$10.32 per month for our average customer that uses 4,000 gallons per month.

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Fiscal Year	Water Flat Rate	Water Per 1,000 Gallon Charge	Sewer Flat Rate	Sewer Per 1,000 Gallon Charge	Water & Sewer Bill @ 4,000 (A) Gallons Per Month
2015-16 (B)	\$12.35	\$5.09	\$11.72	\$6.50	\$70.43
2018-19	\$14.85	\$5.93	\$14.22	\$6.99	\$80.75

(A) Average residential usage is approximately 4,000 gallons per month

(B) Last increase was on January 1, 2016.

- We hope to be able to recommend a postponement of the January 1, 2019 increase when we submit the proposed budget for FY 2018-19.

#### Capital Spending & Rate Increases

- In the last 16 years, we have spent approximately \$57,813,756 on various improvements to our water and sewer systems.
- Most of this spending has been due to unfunded mandates forced upon our taxpayers by regulatory agencies from the state and federal government.
- This level of funding, combined with the industry closings noted previously, and the corresponding drop in billable water and sewer usage have had a devastating impact on our water and sewer revenues and is the reason behind WHY the City Council has been forced to raise water and sewer rates so substantially since FY 2005-06.

#### Allocation of Water & Sewer Fund Fund Balance

- Although the current Water & Sewer Fund budget does not include the use of any fund balance in order to balance the Water & Sewer Fund budget, there have been instances in the past when this was necessary.
- Since 2010:
  - FY 2010-11 Appropriation of \$1,200,100 in Fund Balance
  - FY 2011-12 Appropriation of \$2,970,200 in Fund Balance
  - FY 2012-13 Appropriation of \$2,544,400 in Fund Balance
  - FY 2013-14 Appropriation of \$0 in Fund Balance
  - FY 2014-15 Appropriation of \$800,000 in Fund Balance
  - FY 2015-16 Appropriation of \$425,000 in Fund Balance
  - FY 2016-17 Appropriation of \$0 in Fund Balance
  - FY 2017-18 Appropriation of \$0 in Fund Balance

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### EPA Administrative Order

- \$17,983,192 spent on this unfunded mandate to date. Funding to date has included:
  - 0% and low interest loans \$ 8,166,008
  - Principal forgiveness loans \$ 4,204,000
  - Eden pay-as-you-go funding \$ 5,613,184
- The remaining work has a projected cost of \$31,134,055. Thanks to the NC Connect Bond, funding will come from:
  - Principal forgiveness loan \$16,666,000
  - 0% interest loan \$15,000,000

Note: \$531,945 from the Eden pay-as-you-go funding that has already been spent as noted above, will be reimbursed from the NC Connect Bond funds once we start submitting pay requests.

- Waterline Extension Project to Serve Mega Park
- New 20 inch water main to supply a predicted water demand of 6-7 million gallons per day.
- Projected Cost = \$7,067,900
- *Funding Already Approved:*
  - \$1,886,700 Million Drinking Water State Reserve grant –Approved
  - \$3,000,000 Million loan @ 0% interest –Approved
  - \$2,181,200 Million loan @ max of 1.53% interest –Approved
- Presenting project modifications to federal granting agency for a previously approved \$2.0 million grant. If approved, it would reduce the \$2.18 million loan accordingly.
- \$2.0 million grant will soon be pursued from a state granting agency to help with covering debt service on project loans.

### Next Four Years

- During the next four years we will be undertaking a staggering \$38,201,955 in Water and Sewer infrastructure work that will dominate much of our time:
  - EPA Administrative Order \$31,134,055
  - Mega Park Waterline \$ 7,067,900
  - Total \$38,201,955

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- Currently, funding for these items is based on the following approvals:

• Principal forgiveness loans	\$18,552,700	
• 0% and low interest loans	<u>\$19,649,255</u>	How We Will Pay ?????
Total	\$38,201,955	

- There will be additional funding needed for capital outlay improvement needs associated with our Water Plant, Wastewater Plant, C & D, Water Resources, Billing and Collections, and other Water/Sewer Construction needs.

Funding for Future Capital Outlay and Strategic Initiatives?

*Leveraging Existing Debt Service Payments for Future Obligations*

- We currently make a combined principal/interest payment of \$1,251,000 on \$14,375,755 in loans that were taken out during 2007 and 2008 with an average interest rate of 3.73%.
- Loans will be paid in full at the conclusion of FY 2021-22.
- A funding strategy we identified previously, and intend to pursue, is to roll-over this existing \$1,251,000 in debt service payments that is already built into our existing rate structure and will become available for re-appropriation in FY 2022-23.
- These funds should cover the debt service payments for the 20-year loans associated with the EPA Administrative Order and the Mega Park Waterline Extension Project due to our favorable interest rates.

*Treatment of Leachate*

- Duke Energy continues to pump leachate to our Wastewater Plant.
- Based on the rates adopted by the City Council and the projected flows we have developed the following tentative future revenue projections:

FY 2018-19:	\$ 451,000
FY 2019-20:	<u>\$ 211,680</u>
Total	\$ 662,680 (the estimates are very rainfall dependent)

- We are cautiously optimistic that this revenue source will actually come to fruition thereby providing us with some additional revenue to meet some of our pay-as-you-go and future funding obligations over the course of the next two years.

Mr. Corcoran asked if there were any questions.

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Mayor Hall stated that he mentioned that the loans would be paid off in 2021. Obviously they were pretty far along in age. When he committed to those loans, with the low interest at that time of 3.73% were they committed to full term or was he able to shop and refinance if rates get under.

Mr. Corcoran replied that you could but you have to have a long period of time. For instance in 2003 they had a bond issue. The city took out a bond issue when Miller came and National Textiles. In 2003 they did refinance some bonds at that time but they had an extended period of time left on those.

Mayor Hall stated that now that rates were going back up, 3.73% may be back, close but had they looked at doing that when it was down to 2.53%, with a \$1.5 million loan, a percentage on an interest rate could make a significant difference. He did not know if he was committed because they were giving him what he considered to be a very good rate to begin with.

Mr. Corcoran agreed and stated that he was not sure of specific terms. He knew the bond issue was from 1993 and they did refinance that series but since this was through the state he was not sure that was an option or not.

#### FY 2018-19 Budget Priorities

- Based on your submitted information, it's clear your priorities for the upcoming budget include:
  - A.Economic Development Initiatives
  - B.Parks & Recreation Initiatives
  - C.Infrastructure Improvement Initiatives
  - D.Strategic Plan Initiatives
  - E.Code Enforcement & Nuisance Abatement Initiatives
  - F.Maintain the Current Tax Rate & Water/Sewer Rates
  
- We will work to prepare a balanced budget that attempts to address each of these areas:

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**Approval to Add Spray Historical Industrial District to Eligibility List for Development Improvement Grant and Building Rehabilitation Grant (Randy Hunt., Main Street Manager, Kelly Stultz, Director of Planning and Inspections and Mike Dougherty, Director of Economic Development)**

Mr. Corcoran asked Mr. Randy Hunt, Main Street Manager, to come up for the next item.

Mr. Hunt explained that the beauty of this request was that they were not asking for any money, just expansion. The Building Rehabilitation and Development Incentive Grants were approved



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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

for the 2017-18 budgets. Several property owners have taken advantage of these grants or are considering them as of February of 2018.

The Spray Historic Industrial Area is now the location of the proposed Spray Cotton Mill Rehabilitation Project. The project plans include market rate apartments and several other enterprises. The Spray Mercantile and remaining buildings owned by Mark Bishopric are being considered by two entrepreneurs to locate businesses there.

A request has been made to include the Spray Historic Industrial Area in the Building Rehabilitation and Development Incentive Grant authorized areas. Attached are maps showing the Spray Historic Industrial Area in question. They recommend that the City Council authorize this additional area for both grants.

He explained that basically that would include the area at the bottom of Boone Road (near Russell's Starter Shop), up past Circle drive and across the street from the Circle Mart, through the traffic circle and then on the right side of the road which includes Spray Cotton Mill, the Irvine River Company, the former Lily Mills property, the former Nantucket Mill property, and then you have the American Mill where Piedmont Folk Legacies is, and it also encompasses some areas across the road on Morgan Road where Lawrence Heating & Air and Stratton Appliances is located and up to Short Morgan on the left. It did not contain any properties inside of Morgan Road or Warehouse but it did go one more parcel past Short Morgan on the right. It did not go all the way up Fisher Road.

Mayor Hall stated that this was just to expand the area and make it eligible for these grants, they discussed it in last year's budget retreat when they voted to even start this and they batted around as to whether to include the four downtown areas and/or Highway 14 and they set the map up last year and this was just an expansion.

Mr. Hunt added that it was kind of a game changer, what was happening in that area right now. Faisal Kahn has purchased areas of Spray Cotton Mills to develop his project. Kahn was the developer who has purchased former YMCA in Roanoke. He has retrofitted it and put apartments in it and it was called The Locker Room. He was working with a developer by the name of Eddie Belk out of Charlotte. The current project that Belk is working on right now is Rocky Mount Mills, there were a lot of complexes. They have gone into these mill villages and have made them absolutely lovely. They were building them out, there were restaurants on the property, and there were microbreweries and amphitheaters. They were also taking on 200 mill houses in a mill village and as of now they have rehabilitated 28. He did not know if he planned that large of a project with us but the construction folks that he is working with were well versed at that. So with that growth in those areas and other businesses that were showing up there he requested that they add this area to their Building Rehabilitation Grant and Development Improvement Grant.

Council Member Burnette asked as a point of clarification, this was strictly for businesses and commercial to which Mr. Hunt replied that was correct and also apartments.

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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

Council Member Hampton stated that he had said that right beside of Russell's, that building there right beside of it to which Mr. Hunt replied the former police station, yes. Mayor Hall asked if there were any questions.

A motion was made by Council Member Epps seconded by Council Member Hampton to add Spray Historical Industrial District to Eligibility List for Development Improvement Grant and Building Rehabilitation Grant. All Council Members voted in favor of this motion.

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**Approval and Adoption of Agreement for Payments in Lieu of Annexation (Erin Gilley, City Attorney)**

Mr. Corcoran asked the City Attorney, Ms. Erin Gilley, to come forward.

Ms. Gilley explained that they have a proposed "Agreement for Payments in Lieu of Annexation" and a Resolution to Adopt and Approve the Execution and Performance of the Agreement for Payments in Lieu of Annexation. The City and Duke Energy have operated under a similar agreement for the last five years. This Agreement prohibits the City from annexing the Duke Energy facility for five years, but it also obligates Duke Energy to make annual payments to the City in the amount of \$200,000 for the same five years. Payments will start and be made in 2019 through 2023.

She explained that staff believed that this agreement was a fair compromise between the parties given the current state of the annexation law and the tax burden imposed upon Duke Energy.

In order to comply with North Carolina law, this agreement requires the General Assembly to enact a Local Bill authorizing the City and Duke Energy to perform the terms herein. If this Agreement is adopted by City Council, they would send the Resolution and Agreement to their local representatives to the General Assembly for introduction and support of a local act authorizing the performance of the Agreement. She recommended that they adopt and approve this agreement, as well as the Resolution.

Mayor Hall asked if there were any questions. He noted that things change when the General Assembly changed their ability to annex. They lost some leverage and they could not involuntarily annex anymore, so these agreements were basically done in good faith with these companies and they were very fortunate to be able to continue this one. He was sure they probably had some corporate pressure to not extend this agreement so they were fortunate.

Mr. Corcoran explained the reasoning for the wait as they did not bring the agreements to the Council until they were executed by the other party and they were waiting on the president of Duke Energy to sign the agreements.

A motion was made by Council Member Epps seconded by Council Member Burnette to approve the agreement for Payments in Lieu of Annexation and adopt the resolution adopting and approving the execution and Performance of the Agreement for Payments in Lieu of Annexation. All Council Members voted in favor of this motion.

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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

**RESOLUTION TO ADOPT AND APPROVE THE EXECUTION AND PERFORMANCE  
OF AGREEMENT FOR PAYMENTS IN LIEU OF ANNEXATION**

**WHEREAS**, Duke Energy owns the Dan River Combined Cycle Plant, an electric generating plant, located on Tax Parcel Number 141506 consisting of two tracts of land in Rockingham County, North Carolina, said facility located outside the present corporate limits of Eden, North Carolina; and

**WHEREAS**, the City and Duke Energy desire in the interest of fairness to its citizens, to pursue in lieu of annexation, alternative methods to generate revenues that are more sensitive to the present economic climate while attempting to protect the city's current economic base; and

**WHEREAS**, the City of Eden desires to execute and perform the terms set forth within the attached "Agreement for Payments in Lieu of Annexation" and is seeking approval and authorization from the North Carolina General Assembly in the form of a Local Act; and

**NOW, THEREFORE, BE IT RESOLVED**, by the City Council for the City of Eden that the execution of the "Agreement for Payments in Lieu of Annexation" is hereby adopted and approved.

**BE IT FURTHER RESOLVED**, by the City Council for the City of Eden that it is seeking approval and authorization of the "Agreement for Payments in Lieu of Annexation" from the North Carolina General Assembly in the form of a Local Act.

APPROVED, ADOPTED AND EFFECTIVE this 24<sup>th</sup> day of February, 2018.

CITY OF EDEN

By: Neville Hall, Mayor

ATTEST:

Sheralene Thompson, City Clerk

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**BREAK**

Mayor Hall called for a short break before going into Closed Session.

**Closed Session**

A motion was made by Council Member Carter seconded by Council Member Hampton to go into Closed Session in accordance with GS 143-318.11 (a)(4) to discuss matters relating to the location or expansion of industries or other businesses in the area served by the public body, including agreement on a tentative list of economic development incentives that may be offered by the public body in negotiations, or to discuss matters relating to military installation closure or realignment. Any action approving the signing of an economic development contract or commitment, or the action authorizing the payment of economic development expenditures, shall be taken in an open session. Closed Session in accordance with GS 143-318.11 (a)(5) to establish, or to instruct the public body's staff or negotiating agents concerning the position to be taken by or on behalf of the public body in negotiating (i) the price and other material terms of a contract or proposed contract for the acquisition of real property by purchase, option, exchange, or lease. Closed Session in accordance with GS 143-318.11 (a)(3) to consult with an attorney

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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

employed or retained by the public body in order to preserve the attorney-client privilege between the attorney and the public body, which privilege is hereby acknowledged. All Council Members voted in favor of this motion.

- Closed session in accordance with GS 143-318.11 (a)(4) to discuss matters relating to the location or expansion of industries or other businesses in the area served by the public body, including agreement on a tentative list of economic development incentives that may be offered by the public body in negotiations, or to discuss matters relating to military installation closure or realignment. Any action approving the signing of an economic development contract or commitment, or the action authorizing the payment of economic development expenditures, shall be taken in an open session.
- Closed Session in accordance with GS 143-318.11 (a)(5) to establish, or to instruct the public body's staff or negotiating agents concerning the position to be taken by or on behalf of the public body in negotiating (i) the price and other material terms of a contract or proposed contract for the acquisition of real property by purchase, option, exchange, or lease.
- Closed Session in accordance with GS 143-318.11 (a)(3) to consult with an attorney employed or retained by the public body in order to preserve the attorney-client privilege between the attorney and the public body, which privilege is hereby acknowledged.

### **Return to Open Session**

A motion was made by Council Member Hampton seconded by Council Member Ellis to return to Open Session. All Council Members voted in favor of this motion.

Mayor Hall called the meeting back to order.

### **Update, Discussion and Consideration of *Positively Eden* Strategic Plan Implementation Initiatives – Opening Comments and Strategy I – What We Promote: Broaden The Impact of Downtown Eden (Kelly Stultz, Director of Planning and Inspections, Randy Hunt, Main Street Manager and Brad Corcoran, City Manager)**

Mayor Hall asked Ms. Kelly Stultz, Director of Planning & Inspections to come forward.

Ms. Stultz explained that Positively Eden! was the shared Vision for Eden's future and detailed action plan for working toward that collective Vision. The ideas in the Plan are based on input from the community members with a vested interest in the City of Eden's future.

The Plan was developed by a volunteer, community-led task force with support from City of Eden staff and a consulting team. Members of the steering committee represented a wide variety of interests to ensure Positively Eden! retained a broad community focus. The overarching goal of the Positively Eden! is to extend that community led spirit into the future, and guide Eden's future growth and evolution.

February 24, 2018

Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

#### MISSION

To build the brightest future we can create together through relationships - between citizens and their government, businesses and public institutions, the city and region.

#### VISION

Eden will be a community where all people have the opportunity to be positively bold and actively engaged in shaping our future.

#### WE VALUE



Ms. Stultz then introduced Mr. Randy Hunt, Main Street Manager, who began the presentation.

Positively Eden! Strategic Plan:

Strategy: WHAT WE PROMOTE: Broaden the Impact of Downtown Eden

Goal: Re-energize Downtown Eden's Main Street Program - Randy Hunt was hired as Main Street Manager in July 2017.

Mr. Hunt explained that when a Washington Street business owner made the observation that Eden has everything you need for a wedding, an idea for a promotion was born. Over thirty businesses agreed to provide goods and services to create the first "Eden Has Everything" dream wedding give away. The month long contest began with a merchant scavenger hunt and ended with a raffle drawing worth over \$6,500. The lucky bride is an Eden resident, Elizabeth Owens. Her wedding is planned for May 11<sup>th</sup> at 6:30 pm.

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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

Council Member Grogan asked how many entries they had to which Mr. Hunt replied they probably received several hundred. Some may be duplicates because they also allowed people to go in and register each day at different businesses, which increased the traffic flow. He added that he had already had businesses contact him with ideas of how they could promote this and make it a permanent venture going into the new year.

He explained that in September 2017, they held what will be an ongoing annual event to report the progress of downtown. Their first meeting was facilitated by Liz Parham, Director of the North Carolina Main Street Program. In addition to encouraging the group to take advantage of the self-help aspect of the program, the event highlighted the million dollar investment made in our downtown areas last year.

Goal: Develop a Downtown Eden Branding and Marketing Strategy

Request for proposals were sent to Main Street and Planning list serve members. Four proposals were submitted and ultimately Arnett Muldrow & Associates were selected. The process begins with stake holder meetings moving into community meetings. The process will be completed before June 30, 2018. Cost: \$17,210.00

Wayfinding Signs

- Re-facing wayfinding signs
  - Signs have deteriorated since 2011
    - Lettering is fraying
  - Names/places have changed
    - Draper Village to Downtown Draper
    - Spray Cotton Mill Complex
  - Will reflect new branding study results
  - Estimates are being solicited
    - \$6,000 bid from local company
    - Awaiting bid from company who replaced signs in 2011

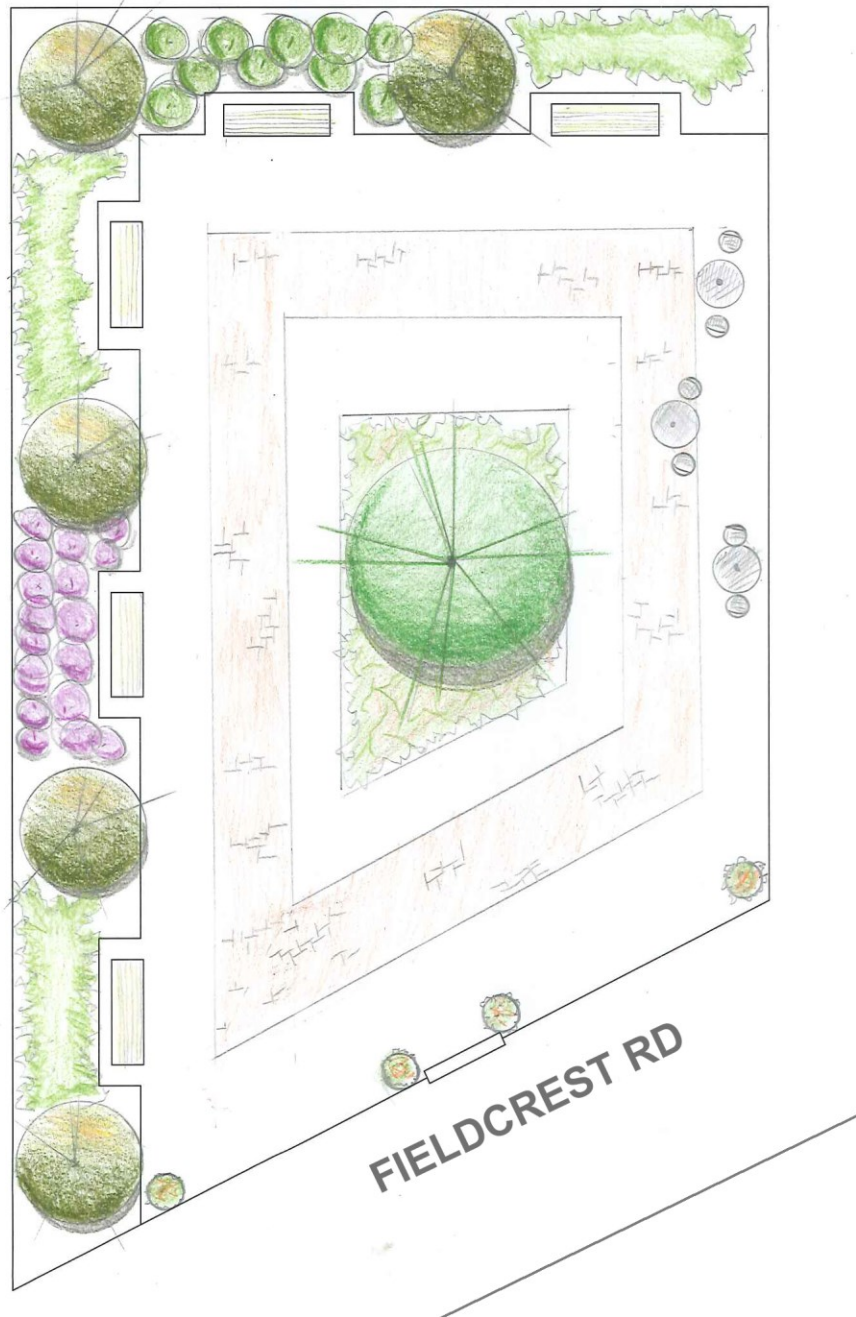
Civic pride can be given a boost with public art. The Draper section of Eden had two Coca-Cola murals on either side of a building on Fieldcrest Road that were originally painted around 60 years ago. With Strategic Plan funding, they were able to hire Brandon Hardison to restore the murals to their former glory. Fox 8 News came to Eden to report on the mural and the progress of the Berry Hill Mega Park and the opportunity it will bring to the area. Cost: \$1,000

Dilapidated buildings are an obvious eyesore. Two adjoining buildings in the Draper Section on Fieldcrest Road had become in such a state of disrepair, the owner felt the need to destroy the inside structure of the buildings leaving nearly only the surrounding walls. Through the Strategic Plan funding, they were able to take ownership of the property in order to create a pocket park. The façade was kept in place and the original painted signage is being restored as a reminder of the buildings' rich history. Cost: \$9,000 for acquisition and \$24,000 for Pocket Park.

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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

### Rendering of Fieldcrest Road Pocket Park



Preserving 622 Washington Street was the best option presented when collapse was imminent. The building was researched by a UNC Graduate study group that presented the preferred usage of the space would be office downstairs and residential usage upstairs. An engineer will report

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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

his assessment of the structure. An artist glass blower has moved to Eden with intentions of creating a studio in the space.

#### The Boulevard

- ▶ 20 functioning businesses exist there now
- ▶ Assistance has been given to new business owners
  - ▶ High Point, NC couple moved there in 2017
- ▶ Dollar General
  - ▶ Must have a 3-mile distance from existing stores
  - ▶ The Boulevard is 1.3 miles from Morgan Road store
  - ▶ Need 2 acres of available land
    - ▶ Dollar General only leases build to suite structures
    - ▶ Developer builds store in return for extended lease
- ▶ Dollar Tree will not lease a second Eden store in such a low-traffic area
- ▶ Ollie's will only go in high traffic areas

#### The Cook Block

- ▶ Sidewalk replacement and decorative lighting project
- ▶ SKAT bus shelter
- ▶ Mitchell's Drug celebrating 50<sup>th</sup> Anniversary this year
  - ▶ Will be honored at March 2018 City Council meeting

Goal: Expand private investment incentives to improve Downtown's public space

#### Building Rehabilitation Grant

- ▶ A Building Rehabilitation Grant was crafted and City Council appropriated \$25,000 in the Economic and Tourism budget to be used at a maximum individual amount of \$5,000. Now, six business and building owners in Leaksville and Draper are in varying stages of completing the grant application. (Sweet Revenge, Ashley Latham Photography, Former Leaksville Hardware store, Former Full Moon Saloon building, Carolina Bookkeeping and 131 Fieldcrest Road)
- ▶ The new owner of former Carter Auto Repair building will use the grant to help upfit a new restaurant and retail area that he plans to develop

#### Commercial Development Incentive Grant

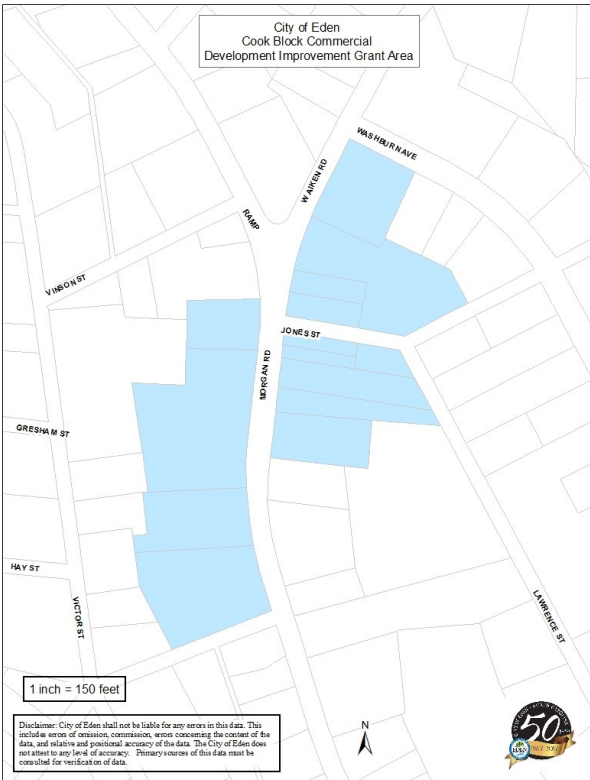
The purpose of the Commercial Development Incentive Grant or DIG grant is to encourage reinvestment in the City of Eden existing commercial areas.

- This grant program will involve both City and County participation.
- It is based upon substantial levels of improvement. The program considers this to be an investment of at least \$15.00 per square foot, at least one floor of the building



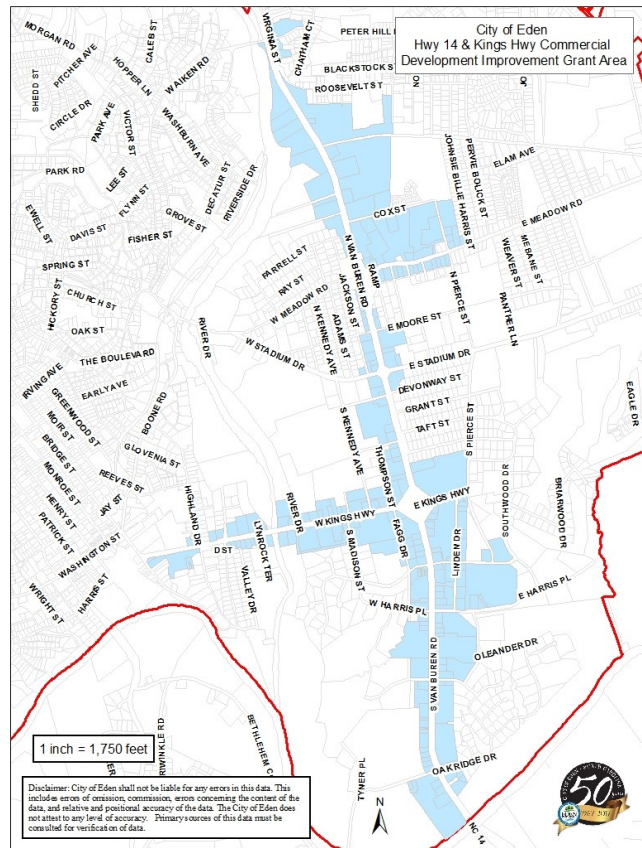
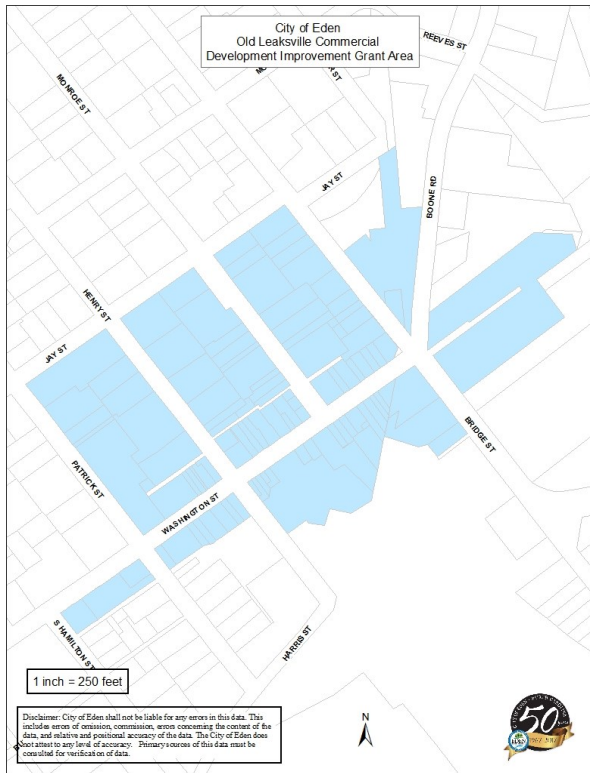
must be habitable/useable and the total value of the property must be increased by 50%.

- No payments will be made by the City or County to the applicant until amounts are verified and the ad valorem taxes are paid.
- The payments will be spread over 5 years. This is very similar to the program we already have relating to utility extension.
- The grant is available over five years, representing a percentage of the difference of the parcel's improved assessed value and previous, unimproved assessed value. The City of Eden Commercial Development Incentive Grant (DIG) amount per year will be a percentage of this formula as follows: Year 1: 100%, Year 2: 80%, Year 3: 60%, Year 4: 40% and Year 5: 20%. Since the tax rate and/or property valuation may change during the five-year grant period, the base grant amount will be recalculated each year. The percentage of the base grant amount, which steps down from 100% to 20%, is fixed.



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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:



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### Spray Historic Area

- ▶ Request has been made to add the Spray Historic Area to the Building Rehabilitation Grant and Development Incentive Grant
- ▶ Spray Cotton Mills is being rehabilitated into apartments and other enterprises—restaurant/microbrewery.
- ▶ Spray Mercantile and remaining property
  - ▶ Two new fabricating projects considering space

### Façade Grant

- ▶ Four applications have been submitted this year.
- ▶ Matchings grant up to \$500.00 for façade improvements for new awnings, painting, new doors.
- ▶ Current year budget amount: \$2,000.00
- ▶ The Central Hotel on Washington Street is a catalyst to revitalization in this area.
- ▶ Current owner plans to sell the building.
- ▶ A motivated buyer has been identified that has experience in such projects.

After acquisition, he plans to bring new apartments to downtown within 18 months

- ▶ Attempts have been made to recruit micro-breweries and brewers from the RCC Brewery Science program to build here.
- ▶ Now, the process has begun to create a micro-brewery on Washington Street.
- ▶ Entrepreneur has purchased the former Leaksville Hardware building and adjoining former Belk building.
- ▶ Their removal of interior walls and fixtures is nearly complete.
- ▶ Their plans involve collaboration with Goat Island Brewery of Cullman, Alabama.

### Washington Street Parking Lot

- ▶ Parking on the eastern end of Washington Street has been an issue.
- ▶ An existing gravel municipal parking lot is located behind Washington Street adjoining Bridge Street.
- ▶ Few people use the lot as it is underdeveloped and hidden.
- ▶ We plan to renovate the parking lot; paving and adding additional parking behind Washington Street businesses.
- ▶ A streetscape can be performed in the adjoining alley to make the space more inviting to walk from the lot to area businesses. Cost: \$125,000.00

Mr. Hunt asked if there were any questions.

Council Member Burnette stated that he wanted to congratulate him on all that he has been able to accomplish since he had been there. He wanted to point out that first, when they had the Main Street meeting in September of this past year, and he had said there would be an annual meeting,

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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

there was a lot of information there. He asked if there was any consideration of someday updating those particular people that were involved, to sort of keep that momentum going.

Mr. Hunt replied absolutely. Those folks who were involved at that meeting of course were brought into the Strategic Plan and they would be invited to their next Strategic Plan meeting, and of course that would be their pool for subcommittees as they go forward with projects.

Council Member Burnette stated that he recalled when they did the Coke painting on the Draper building, that there was some interest by either the owner or some other people about painting the rest of the building. He asked if there was any follow-up on that.

Mr. Hunt replied that it was really hard for him to initially get in touch with the owner. He explained that the way he was able to get in touch with him was the two trips he made down to High Point and he placed his business card and a letter in his front door. He had not been able to contact him yet, but to his point, Audie Land has shown an interest in using the artist to recreate some of his spaces that he has, so that momentum has grown a little bit

Council Member Burnette questioned the status of the Urban Forestry Grant for the Draper pocket park.

Mr. Dougherty explained that it was a yearlong process but he would check.

Mr. Hunt added that if they did not do the training they could not proceed with the grant.

Council Member Burnette asked if they had a timeline now on that pocket park.

Mr. Hunt replied that they would be finished in June. That was their target date. They would have had all of the backfill done, and that was the next step, and they were looking at the weather reports and as long as the rain holds off they would be able to handle it and the drainage and then they would be able to pull inside and clean the walls before they could proceed.

Council Member Burnette explained that was one of the reasons he had asked that because that wall had to be cleaned off. The timeframe, and it just may not work out, but their Youth Council was interested in volunteering to maybe paint some walls.

His last question regarding the former auto repair building, he did not remember all of the details of the Main Street grant but he did remember that a part of it was a certain amount of investment and hiring for additional jobs. He asked if this was eligible for the Main Street grant.

Mr. Hunt replied that he thought it was in that area and they have to have eight (8) full-time positions created and as long as it was created in that boundary and he would be sure to pursue it.

Mr. Dougherty added that March 31<sup>st</sup> was the deadline for that grant.

Council Member Carter stated that he had the opportunity to go about Washington Street and to talk to a lot of the businesses and a lot of them had said that Hunt had been going in and

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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

checking with them periodically and he just wanted to thank him for doing that and they really appreciated it.

Council Member Hampton also thanked him for helping out and organizing a merchant association on The Boulevard. She stated that was a passion for her, they did need help on The Boulevard. They appreciated any ideas and they really did want people to come. She noted that 241 Event Center was top notch, and they would love to see someone from the city come by and see what they actually have.

Council Member Grogan stated that it was amazing how much people appreciated it. Council Member Ellis agreed and that he heard a lot of things from people and they probably did not do that enough. He stated that he agreed with what they were saying and to tell them “thank you” a little bit more.

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#### LUNCH BREAK

Mayor Hall called for lunch at this time.

#### MEETING RECONVENED

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#### **Update, Discussion and Consideration of *Positively Eden* Strategic Plan Implementation Initiatives – Strategy II – How We Prosper & Grow: Increase Economic Vitality (Mike Dougherty, Director of Economic Development, Terry Shelton, Director of Public Utilities, Tammy Amos, Director of Transportation Engineering, Kelly Stultz, Director of Planning and Inspections, Tommy Underwood, Fire Chief and Brad Corcoran, City Manager)**

Mr. Mike Dougherty, Director of Economic Development

Positively Eden! Strategic Plan

Strategy: HOW WE PROSPER & GROW: Increase Economic Vitality

Goal: Focus on quality of place as the core economic development strategy

Multi-Cultural Events-- Hispanic Heritage Day

- ▶ Local elementary school students participated in this event.
- ▶ Enabled the City to help children learn about the Hispanic culture
- ▶ A Rockingham County Arts Council grant funded this event.
- ▶ It will be repeated in 2018.

Outside Dining

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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

- ▶ Former Hampton Buggy Company
- ▶ Purchased by a Virginia business owner from Jerry Walker
- ▶ Plans to develop a restaurant in the front with outside seating
- ▶ Retail spaces will be created in the back of the building.

#### Event Center

- ▶ Sweet Revenge Bakery
  - ▶ Small event center
- ▶ Eden Ball Room
  - ▶ Accommodates up to 200 patrons
  - ▶ 241 The Boulevard
    - ▶ Medium event center
- ▶ Potential project will be considered by City Council in near future

Goal: Increase Eden's competitiveness in broader markets

- ▶ *Investment and vision brings results*

#### Greenville, SC

- ▶ 1960's and 1970's—downtown languished
- ▶ 1979—First streetscape plan developed
- ▶ Focused on design and image
- ▶ Since 1982, more than \$230 million in public and private investment has been made in downtown
- ▶ 2017 NC Main Street Conference
  - ▶ Greenville, SC Mayor Knox White was the keynote speaker
  - ▶ Model of downtown revitalization success

#### Research Triangle Park

- ▶ 1951 Founded
- ▶ 15 years struggled to find partners
- ▶ 1965 Surge of Growth
- ▶ 2018
  - ▶ 200 companies
  - ▶ 50,000 workers
  - ▶ 10,000 contractors
  - ▶ IBM—14,000 workers in 2<sup>nd</sup> largest facility in world

#### Greensboro/Randolph Mega Site

- ▶ 2012—Randolph County Economic Development Director Bonnie Renfro proposed the mega site.
- ▶ “Decisions made today will reap benefits 10 years down the road.”-Walter Sprouse, President of Randolph County Economic Development Corp.

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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

- ▶ 2017—Site was a finalist for the Toyota-Mazda project projected to bring 4,000 jobs to the Piedmont Triad
- ▶ “Somebody will find a user for this site and it will be very soon”- Meredith O’Conner, Jones, Long LaSalle Site Consultant for Toyota-Mazda project.
- ▶ Alabama site was chosen due to supply chain and being further along than the Greensboro/Randolph County site—water system and sewer not in place (\$37.5 M)
- ▶ Piedmont Triad continues to market the site and will complete the infrastructure improvements needed to compete with other mega sites.
- ▶ Tennessee site was passed over as many as **10 times** before landing Volkswagen-*Triad Business Journal, January 12, 2018 edition.*

### Berry Hill Regional Mega Park

- ▶ Mega Park is just now being actively marketed after years of regulatory delays in development (Army Corp of Engineers and VA DEQ)
- ▶ #3 finalist for Toyota-Mazda project out of more than 300 submitted sites nationally
- ▶ Project Lignum (Lot#8)
  - ▶ \$2.6 million to help develop 80-90 acres at the Berry Hill Industrial Park site for \$120 million investment approved by Virginia Tobacco Commission (80 jobs and 100 support jobs)
  - ▶ A construction pad and rail spur near Stateline Ridge Road are to be developed
- ▶ Significant increase in inquiries in recent months
- ▶ Seeking approval for larger pads since many clients want larger footprints
- ▶ Desire to market regional assets to make the park more attractive to prospective clients, including Eden

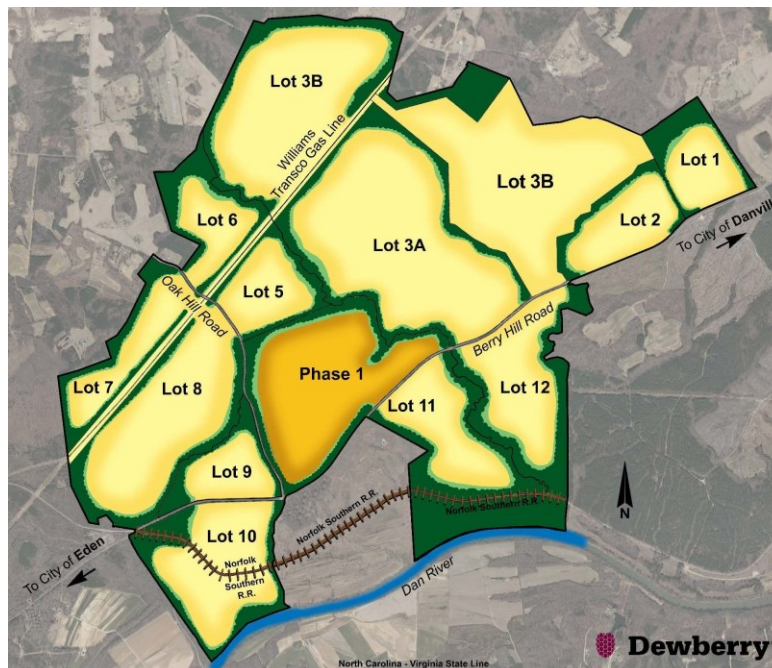
### Berry Hill Regional Mega Park Water Line Project

- ▶ \$7.0 million project for 20” water line to supply Mega Park Water
  - ▶ 6-7 MGD capacity
- ▶ Granting agencies contacted about 20” water line project
  - ▶ \$1.8 million grant and \$3 million loan at 0% interest; \$2.2 million loan at 1.53% maximum interest rate retained (Granting agency A)
  - ▶ \$2.0 million grant (Presenting project modifications to Granting agency B). If received, it would reduce the \$2.2 million loan above accordingly.
  - ▶ \$2.0 million grant (Objective is to get Granting agency C to cover debt service on project loans)
- ▶ Plan is to begin construction immediately upon obtaining an agreement with the Danville/Pittsylvania County Regional Industrial Facility Authority (RIFA).



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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:



Local Business Leaders tell us they are struggling to find qualified or reliable workers.

- ▶ Up to 40% turnover
- ▶ Difficult to find workers with manufacturing experience.
  - ▶ Soft skills and reliability are a problem
- ▶ Ambition is often lacking
  - ▶ Workers offered a 50% increase in compensation if they will train but have no desire to do so
- ▶ *Governor Roy Cooper “First Question from companies – Do you have labor for my company?”*

Ties In with RESET Rockingham:

- ▶ Soft skills
- ▶ Work based experiences
- ▶ Technical skills
- ▶ Workforce placement

Rock-A-Top Apprenticeship Program:

- ▶ 6 partner companies
- ▶ 10 sponsoring agencies
- ▶ 27 distinct students interested
- ▶ 15-17 apprenticeship opportunities available (24 missed because of attendance and grades)
- ▶ 4 middle schools contacted to discuss the program



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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

### RCC compared to neighboring counties

- ▶ Current RCC facilities & equipment severely outdated
- ▶ RCC not equipped to train enough workers to meet **TODAY's** demands to fill jobs at local companies
- ▶ If we don't have it, students & companies will go elsewhere
- ▶ Surrounding Community Colleges are ahead of us:
  - Guilford Tech Center for Advanced Manufacturing (early 2018)
  - Forsyth Tech Center for Advanced Manufacturing (2017)
  - Alamance Advanced Applied Tech Center (2017)
  - Randolph Gene Haas Computer-Integrated Machining Institute (2016)
  - Surry County Yadkin Center (Mechatronics) (2016)
  - Davidson County Mobile Manufacturing Training Lab (2014)
  - Danville Regional Center for Advanced Technology & Training (2005)
  - Danville Gene HAAS Center (2015)
  - Martinsville/Patrick Henry Manufacturing and Engineering Complex (2017)

### RCC Competition

- Danville Regional Center
- Alamance CC Center
- Forsyth Tech
- Guilford Tech (under construction)

### ¼ Cent Sales Tax

1. New revenue source for the County that will generate approx. \$1.8 Mil
2. Tax on purchases made in the county whether by citizens, residents, visitors or those traveling thru county
3. Tax does not apply to several commonly purchased items such as – unprepared food (groceries), gasoline and prescription drugs
4. Tax is only one quarter of a penny for every dollar purchased (i.e. an additional **\$0.01 on a \$4.00 purchase or \$0.25 cents on a purchase of \$100**)
5. Provides much needed funding for workforce education
  - A. New facility and on-going additional efforts to reach K-12 students
6. Puts RCC on a level playing field with the adjacent community colleges
7. Both Democrat and Republican leaders support the tax.

### What Will It Be Used For?

- ▶ Build new “RCC Workforce Development Center”
  - ▶ Replace Industrial Technologies Buildings built in 60s and 70s

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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

- ▶ New Center to house all Industrial Tech programs, Advanced Manufacturing Training, Customized Industry & Corporate Training Space, and state-of-the art equipment
- ▶ Workforce Training
  - ▶ Purchase new machinery & equipment
  - ▶ Develop vocational and technical training both fast track and degree programs
  - ▶ Strong Apprenticeship Program Support

#### ¼ Cent Sales Tax

- ▶ Rockingham County Commissioners approved a resolution to place the sales tax on the May, 2018 primary ballot
- ▶ Planning Committee is actively promoting the tax and the positive effects it will have on current and future workforce development
  - ▶ Keith Duncan and Don Powell are Co-Chairs
- ▶ RCC Foundation is providing the bulk of campaign funds
  - ▶ Direct mail, newspapers, Star News, letters to the editor, social media
- ▶ Civic groups, churches, social clubs will all be contacted
- ▶ Public meetings will be held to explain the tax and why it is needed

Goal: Objectively weigh the opportunities or challenges of attracting industrial prospects

#### Economic Development Efforts

- ▶ Company A
  - ▶ Exploring expansion possibilities for Eden.
  - ▶ Project slated for 2018 has been moved to 2019
  - ▶ Possible on-site expansion or new facility
  - ▶ \$40 million investment/80-100 jobs
- ▶ Company B
  - ▶ Moved its corporate office to Eden--\$600,000+ investment
  - ▶ Projects 32 job increase in 2019 if customer is landed
- ▶ Millis Trucking
  - ▶ Helped company identify new customers to compensate for MillerCoors lost business
  - ▶ No layoffs required
- ▶ MillerCoors Site
  - ▶ Working with Jones, Long, LaSalle on potential clients and site visits
  - ▶ Project has been active since July of 2017
  - ▶ 260 jobs and \$40 million in investment
- ▶ Site Consultant trip-November of 2017
  - ▶ Met with 13 prominent site consultants across SC and GA
    - ▶ These are the professionals that help companies locate
    - ▶ McCallum-Sweeney and Jones, Long LaSalle

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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

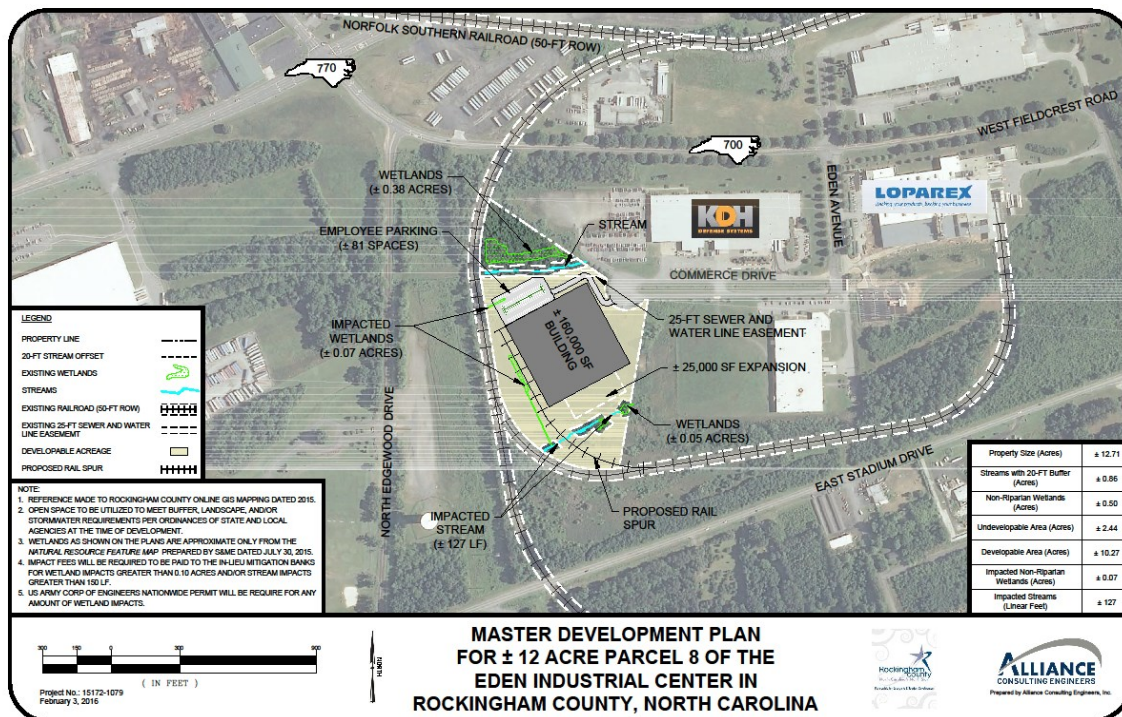
- ▶ Carbon fiber large water user targets
- ▶ Balance of MillerCoors site potential uses
- ▶ Workforce education ideas
  - ▶ Labor is the #1 consideration among site consultants
  - ▶ Skills mismatch is causing labor shortage
  - ▶ Soft skills are equally problematic
- ▶ Site consultant trip scheduled for fall of 2018
- ▶ Follow up with ROI contacts made in 2016

### MillerCoors Site

- ▶ Current project only seeks 350 acres of 1,600.
- ▶ 480 remaining acres of prime developable land identified
- ▶ Remaining property to be developed for other industry
- ▶ Abundant water, sewer, natural gas, electricity and rail
- ▶ SC site consultant showed interest in potential development of remaining land

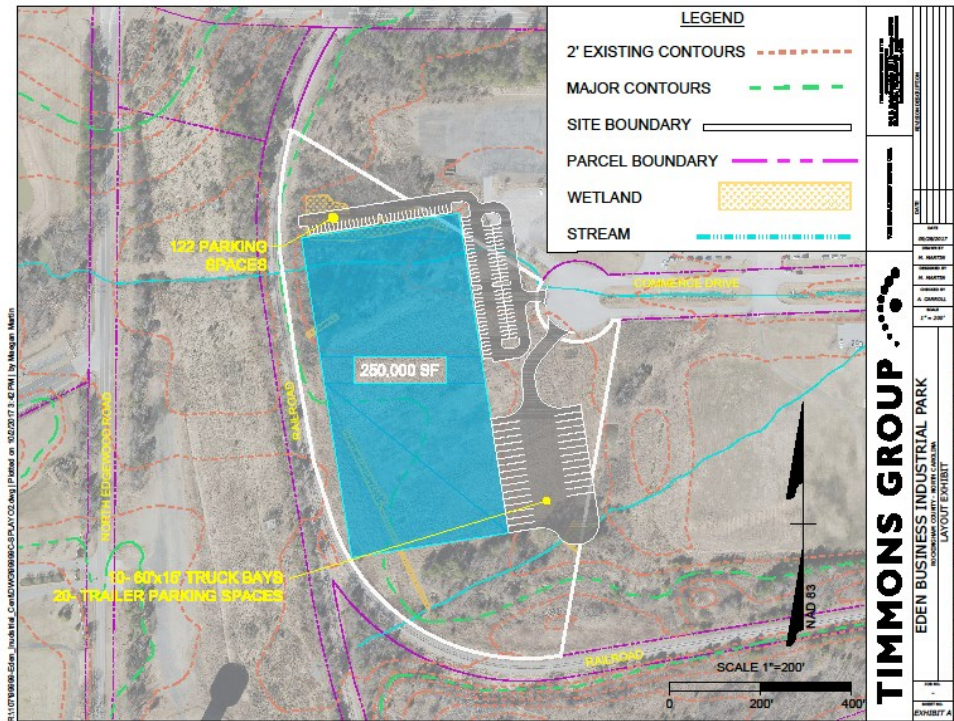
### Available Industrial Sites

- 12.7 acre Certified Site in Eden Industrial Center



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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:



#### New Street Industrial Area

- ▶ \$997,000 Sewer upgrade grant received in December of 2017
- ▶ Gildan has experienced sewer issues
  - ▶ Property leased until 2021
  - ▶ This will be a priority for WK Dickson to remedy problem

#### Available Industrial Sites

- 204.8 acres New Street
- 214.1 acres New Street

#### Shell Buildings

- ▶ Option #1
  - ▶ Developer builds a spec building and assumes all costs
  - ▶ 100,000 SF building will cost approximately \$4 million
  - ▶ Contracts with local community for 3-5 year term of ownership
  - ▶ If building does not sell, community assumes building ownership
  - ▶ Positive—No up front costs
  - ▶ Negative—Community assumes costs if building does not sell during initial contract term
- ▶ Option #2
  - ▶ Community finances a 15-year loan with interest only for first 2 years
  - ▶ Developer pays for land from the community.

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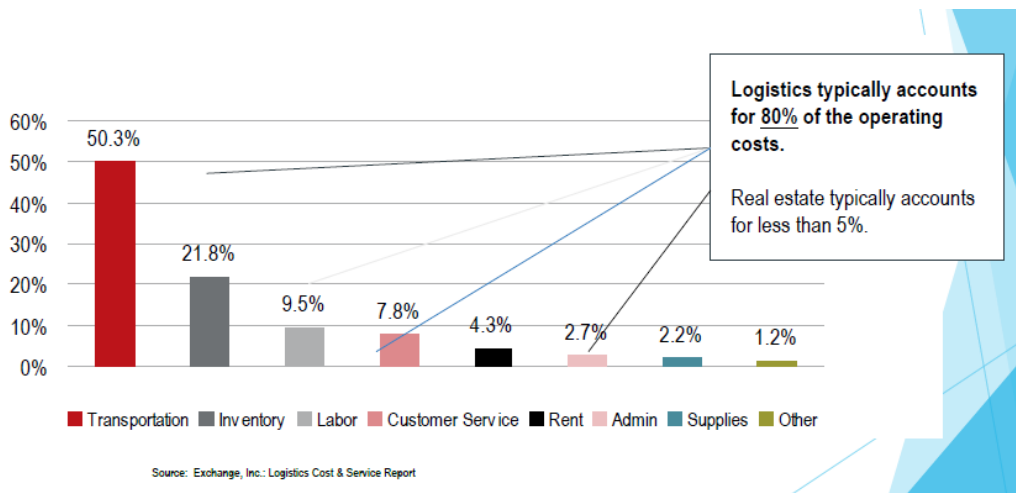
- ▶ Community can use these proceeds to begin to cover debt service
  - ▶ If building does not sell in 3-5 years, the developer assumes building
  - ▶ Positive—Community is not left with the building if it does not sell after initial term.
  - ▶ Negative—Community bears upfront costs.
  
- ▶ Option #3
  - ▶ Developer builds 5,000-10,000 SF buildings on industrial site
  - ▶ Often get requests for smaller structures
  - ▶ Spec metal buildings with brick facades
  - ▶ Buildings can be subdivided or expanded as needed
  - ▶ Creates a “mini-industrial park”
  - ▶ Accommodates smaller enterprises

### Eden Challenges

- ▶ Location away from an Interstate
  - Many projects want to locate 1-2 miles from an interstate
  - Recent transportation improvements in Greensboro have helped
    - Faster, less congested routes to I-40 east and west
  
- ▶ Undeveloped sites
  - Ready to go sites are needed
  
- ▶ Lack of buildings
  - Eden is out of contention for 50-90% of projects due to no class “A” buildings or any buildings beyond the MillerCoors facility

### More than real estate...

...understanding the total cost picture is important to maximizing value



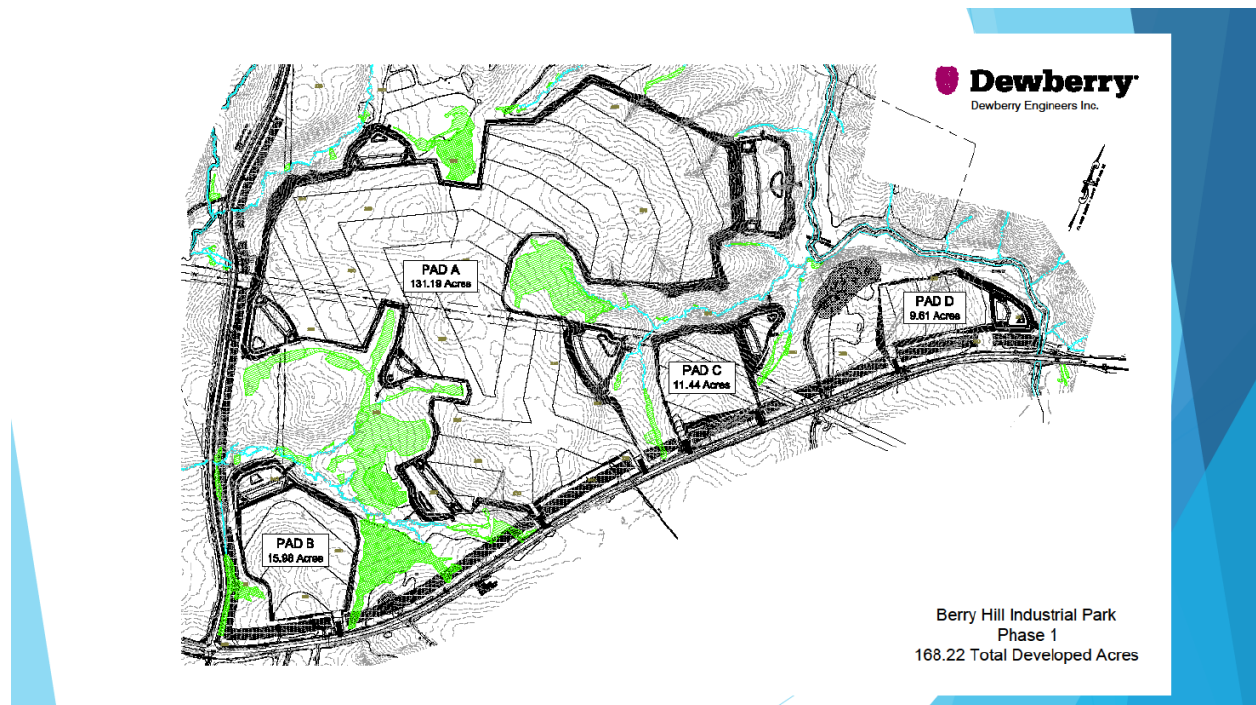


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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

### New Street Duke Energy Site

- ▶ Propose partnership with Duke Energy to develop into a ready to go site
  - Site development is expensive
- ▶ Engineering firm recommended creating a ready-to-go site to attract water users
  - Carbon Fiber companies
- ▶ Water/sewer/electric will be abundant at site in 2018



### Development Costs of Ready to Go Sites

Site	Acres	Pad Development Costs	
		Low Bid	High Bid
A	131.19	\$2,755,960	\$5,190,203
B	15.98	\$ 353,858	\$ 666,850
C	11.44	\$ 236,743	\$ 503,300
D	9.61	\$ 299,502	\$ 539,630

Site Consultants strongly recommend ready to go sites

Undeveloped land does not allow clients to foresee the potential of a site

Quick turn around times necessitate developed sites

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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

### Industrial Site Consultants – Key players in selecting sites for industry location

- ▶ 50%-90% of prospective companies want an existing building (SEDC Site Consultant Panel 7-2017, Charlotte, NC)
  - Eden and Rockingham County do not have any class “A” buildings  
30’-40’ ceiling heights
  - Well-located, good access
- ▶ Besides the MillerCoors site, the only available space in Eden is 100,000 SF in Fieldcrest Road building, that has two additional tenants and is not a class A building.

### Rockingham, Caswell, Stokes, and Person Counties

- ▶ Lack of product identified as primary need.
- ▶ Decreasing population and the resulting revenue losses have reduced the ability to fund new buildings.
- ▶ Shell Buildings
  - Construction Costs - \$45-\$50 per SF

50,000 SF	\$2,250,000
100,000 SF	\$4,500,000

Goal: Continue to make progress on major infrastructure projects

Maintain city roads, water and sewer system and city properties.

- ▶ \$1.1 million appropriated to general fund in 2017-18 to compensate for lost road maintenance revenue from the state.
- ▶ \$57.8 million invested in water and sewer systems since 2001 and \$38.2 million additional will be invested in the next five years for the EPA Administrative Order and the Berry Hill Regional Mega Park water line project.
- ▶ \$997,000 grant received to upgrade New Street sewer system.

Mr. Terry Shelton, Director of Public Utilities, presented a brief update of their water and sewer projects for the next 4 years.

### The New EPA Administrative Order

- ▶ Following the Award of the Connect NC Bond money in January 2017, a New Administrative Order on Consent (AOC) was received by the city on April 22, 2017, replacing the first one issued in January 2012.

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- ▶ It is important to note that this Administrative Order (AO) is referenced as an Administrative Order on Consent (AOC). If we do not meet all the AOC requirements, we may be subject to fines and penalties more readily than in our first AO, because we have given our consent for this Administrative Order.
- ▶ The new AOC is driven by our Remediation Plan that was developed and submitted in the first Administrative Order.
- ▶ A new five year schedule began on the day of receipt. The new AOC is to be completed by April 21, 2022.

#### New EPA Administrative Order on Consent (AOC)

- ▶ Time Line for Project Completions
  - June, 2017 – Engineering report submittal
  - November, 2017 – Engineering report approval
  - May, 2018 – Bid and design package submittal
  - September, 2018 – Bid and design package approval
  - January , 2019 – Advertise project, receive bids, submit bids to council and to water infrastructure for approval, and receive authority to award
  - February, 2019 – Execute construction contracts
  - April, 2019 – Notice to proceed
  - December, 2020 – Completion of project, final walk through & inspections
  - February, 2021 – Submission of all reimbursement documentation
  - April, 2021 – Possible issuance of promissory note
  - November, 2021 – First payment on loan due six months after issuance of promissory note or at the latest May 2022

#### Main Projects within the Remediation Plan

1. Temporary rainfall and flow monitoring in the Dry Creek Basin
2. In the basins of Meadow Greens, Covenant Branch, Bridge Street, Junction, Kuder Street and Dry Creek, work will done to reduce rain derived inflow and infiltration
3. Kuder Street Basin – will see pipe replacement/rehabilitation on Tackett Branch (Park Road) outfall and associated area improvements
4. Junction and Bridge Street Pump Stations will have major rehabilitations
5. Junction Basin – will have pipe replacement/rehabilitation
6. Bridge Street Basin improvements (parts A, B, C)
  - A. Bridge Street – pipe replacement/rehabilitation
  - B. Bridge Street – Dan River outfall upsize,
  - C. Bridge Street – Glovenia Street/Chestnut Street/Spruce Street sewer relocations
7. Dry Creek Basin – pipe replacement/rehabilitation – Dry Creek Phase 3 – upper end of Dry Creek outfall rehabilitation
8. Meadow Greens & Kuder Street Basins – Dogwood and Fourth Street Pump Stations conversion to gravity sewer or complete replacement
9. Bear Slide and Indian Hills Pump Station – installation of backup power (generators)



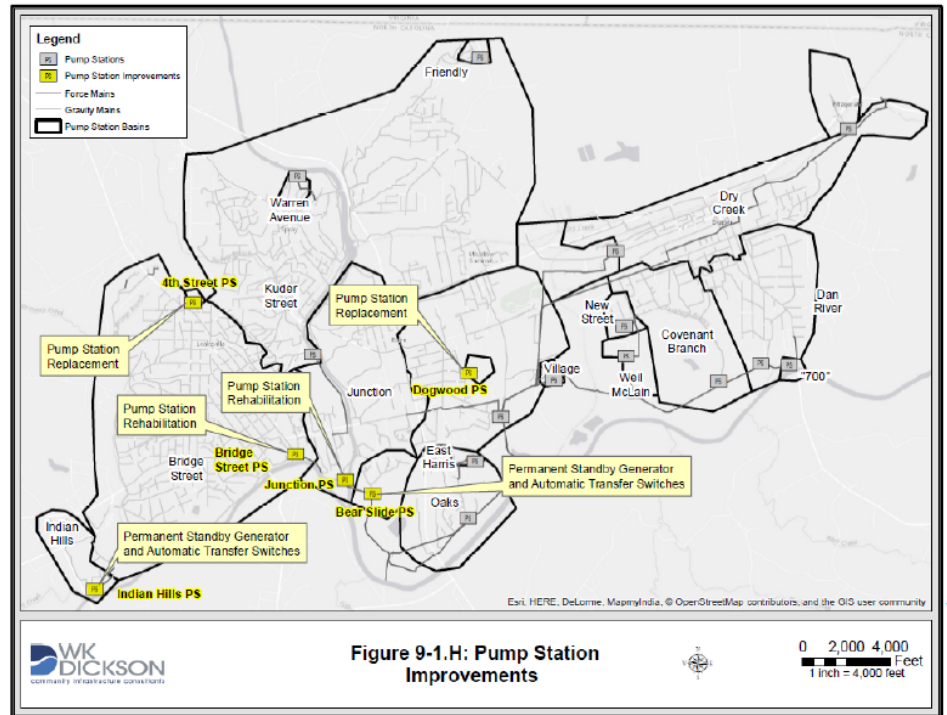
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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

10. Mebane Bridge Wastewater Treatment Plant Improvements (replacement of digester and associated components)

In the New EPA AOC,  
Six Pump Stations Receive Rehab and Upgrade Work

New EPA  
Administrative  
Order on  
Consent (AOC)



Bridge Street Pump Station/Junction Pump Station to Receive Rehabilitation  
Dogwood and Fourth Street Pump Station Rehabs  
Bear Slide and Indian Hills Pump Stations get improvements of permanent backup generators  
Smith River Outfall Rehab and Siphon Replacement  
Digester Rehab/Replacement

New EPA AOC requires other work in the Remediation Plan besides Structure Improvements

- Preparation of a Capacity Assessment Plan
- Preparation of Rainfall and Sewer Flow Monitoring
- Preparation of Pump Station Capacity Evaluation
- Rainfall Intensity Duration – Frequency Analysis
- Work sessions and data reviews to guide additional Sanitary Sewer Evaluation Study
- Purchase of Flow Monitoring Equipment
- Pipe Cleaning and Closed Circuit TV Inspection
- GIS Integration and Data Management
- Manhole Inspections, Smoke testing and Dye testing

February 24, 2018

Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

- Continuation of Covenant Branch Force Main Assessment

#### Chloramine Project

- ▶ We have spent \$2,163,975 for the Chloramine Project as of January 24, 2017.
- ▶ Duke Energy has reimbursed us for all this amount thus far. Since January of 2017, the Total Cost for the Chloramine Project has risen to \$2,251,007 as we have tried to bring the system on line. The additional expenditures by the city out of pocket were \$87,032. This additional cost may be reimbursable through Duke's Arbitration Board. We will be applying for additional reimbursement.
- ▶ The Chloramine Project went into operation on August 14, 2017.
- ▶ The Chloramine Residual Disinfection System has been in continuous operation since that time.
- ▶ It is our understanding that the Belews Creek Generating Plant will convert to a dual fuel coal and natural gas plant with retro fitting for gas beginning in 2019. This could possibly be the beginning of the reduction of bromide in the Dan River.

Council Member Grogan asked if all of that was because of happened with Duke Energy.

Mr. Shelton replied that they were not required to do anything, they stepped up and provided some relief. At the time, it was easier for the city to build something that would allow them to get it under the limits and meanwhile Duke was looking on their own to try to reduce it. They stepped up and helped the city finance a solution to try and stop it. One reason they had not paid it all, thus far was because originally it was to be about \$1 million and the further they got into it, the cost had doubled, and they had committed to do \$2 million worth of support and as they wound up going over that and when it got to \$2.6 million they ceased their reimbursement.

Council Member Grogan pointed out that it was good for people to know that they did that. She added that they did not get a lot of credit for what they do.

Mr. Shelton agreed and stated that they were not really obligated to do anything.

#### Leachate Treatment

- ▶ Duke began pumping leachate for treatment to the city in June 2017. Construction delays at the Duke Facilities have delayed the start of the project since November 2016.
- ▶ Through the end of December 2017, we had received revenue of \$73,675. This is far under our estimate of \$1,900,000, which we predicted to be received at this time last year. Delays in bringing the pumping on line and a dry summer and fall reduced this revenue potential source by 96%. Our rate charge was \$35 per 1000 gallons during this time period.
- ▶ The approved rate charge for treatment of \$30 per 1000 gallons began January 1, 2018.
- ▶ Because there are so many variables in the calculation of revenue from this project, it is difficult to make the estimates of what the city may expect to receive. These variables include drought, extreme rainfall, Duke's dewatering process, and the rate of flow that we can accept this wastewater.

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- ▶ Being very conservative, the Potential Revenue estimates would be as follows:

FY2016-17:	\$ 25,095
FY2017-18:	\$274,780
FY2018-19:	\$451,000**
FY2019-20:	<u>\$211,680**</u>
Total	\$962,555

*\*\*This estimate is very rainfall dependent*

#### The Sewer Gas Odor Issue

- ▶ Our sewage is spending excessive time in the Railroad force main causing bacteria to use up available oxygen. In acidic conditions without oxygen in the sewer lines, the bacteria then uses sulfate present in the sewage as a substitute for oxygen in the decay process.
- ▶ The above reaction releases hydrogen sulfide which produces a foul rotten egg odor that we smell at various times.
- ▶ To date, we have applied every best management practice we have at our disposal to manage and control the air relief valve discharge of hydrogen sulfide gas on Stadium Drive near Edgewood Road.
- ▶ Domestic wastewater is much higher in its potential to produce this gas with the rotten egg smell. Wastewater in this sewer force main is 95% domestic waste.
- ▶ We are continuing to feed calcium nitrate to control the evolution of the gas at a cost of \$80,000/year. There has been a 95% reduction in hydrogen sulfide per our test equipment. To eliminate the last 5% would double the cost.
- ▶ We add up to 500,000 gallons of water a day to move wastewater through the Railroad Force Main and “freshen” up the wastewater to reduce gas evolution.
- ▶ We believe we have recently found a strong contributing sewer discharge that makes this problem worse. We will be closely monitoring this discharge. We believe we may be able to reduce the odor’s impact on the community with some changes at this discharge site. If we can correlate the discharge at times with the odor being strong, we may be able to control the odor. If so, this might be an inexpensive fix for this problem. We should know if there is a correlation by later this spring as the water temperatures warm up.
- ▶ The Mega Park Industrial Development is still our best solution as a long term cure to resolve this problem. This will move high volumes of wastewater through the Railroad Force Main as it used to function.

#### New Street Sewer Improvements

- ▶ We have a need to provide additional sewer service in the area around the MGM Warehouse and the adjacent potential industrial sites.
- ▶ We would plan to consolidate the Weil-McLain pump station and possible the New Street Pump Station with a larger pump station in this area.
- ▶ We plan to build a large pump station on the south side of the MGM Warehouse property near the Covenant Branch sewer force main.
- ▶ We received \$997,000 in Grant funding to build the proposed new larger pump station in December 2017. We anticipate that Grant funding should cover the entire project cost.

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- ▶ We hope to find an acceptable site for construction of this pump station in the next 60 days.

Goal: Continue to improve Eden's road and transportation infrastructure by implementing Eden's repaving and road maintenance schedule

Ms. Tammy Amos, Engineering, provided the next presentation.

#### Transportation

- ▶ VDOT (Virginia Department of Transportation) is funding Berry Hill Road improvements
- ▶ NCDOT will fund similar improvements on the NC side of the road
- ▶ Hwy 14/Kings Hwy interchange has been funded for 2021
- ▶ Pursuing Hwy 14 four lane to VA line with Division Engineer Mike Mills
- ▶ Seeking I-785 designation as far north as Hwy 14/29 interchange

#### FY 2017-18 Street Resurfacing Update

- ▶ Council approved \$1,869,400 in the 2017-18 budget for street resurfacing.
- ▶ Work completed to date for this fiscal year:

▶ SRC #1	(33 street sections)	\$ 493,128.63
▶ SRC #2	(8 street sections)	\$ 192,067.62
▶ SRC #3	(25 street sections)	\$ 623,078.35
▶ SRC #4	(E. Harris Place)	\$ 176,538.58
▶ SRC #5	(Southwood Drive)	\$ 16,209.65
▶ Miscellaneous PB Expenses		<u>\$ 1,750.00</u>
		\$ 1,502,772.83

- ▶ Remaining Funds for 2017-18 \$ 366,627.17

#### Remaining Work for 2017-18

- ▶ SRC #3 – Part II of the Contract
  - 11 street sections to be completed this spring
  - Estimated Cost: \$266,499.13
- ▶ Unencumbered funding if the remaining work does not run over the estimated cost: \$100,128.04
- ▶ The following streets will be added to the contract based on the loan resolution if the cost continues to run under budget:
  - Harris Street (Oakwood Drive to West Avenue)
  - Rivercrest Drive (Brentwood Drive to "S" curve)

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### Update on Virgin Asphalt Mix

- We used the NC S9.5A Virgin Asphalt Surface Course on all of the streets resurfaced after June 2017 last year.
- We are already seeing some minor cracking and some fading in the asphalt pavements that were laid in July of last year.
- Is the virgin asphalt mix worth the additional cost? Time will tell!
- Staff will continue to monitor pavement conditions over the next several months.

### Street Resurfacing Backlog Based on Age

- The city's street resurfacing plan is based on a 15 year life cycle.
- We currently have 108 street sections (16.82 miles which is 16% of our total street system) that have exceeded the 15 year life expectancy.
- Out of those 108 street sections, only 24 of those are rated in poor condition.
- All 24 of those street sections are currently included in our 3-Year Street Resurfacing Plan and will be resurfaced as soon as funding allows.

### Street System Status Based on Condition

- ▶ Based on the 2017 Street Evaluations:
- ▶ We currently have 48 street sections rated in poor condition, out of those 48:
  - 13 are already included in the SRC #3 for 2017-18
  - 7 have been postponed due to upcoming water/sewer construction projects
- ▶ That leaves 28 street sections that need to be resurfaced to catch up on everything that is currently rated in poor condition at this time.
- ▶ The projected cost for those 28 street sections, including some contingency money, is: \$883,900.

### What's planned for 2018-19?

- The street resurfacing schedule for the 2018-19 fiscal year has been finalized based on approval of the following funding:
  - Powell Bill Allocation \$ 473,900
  - W/S Construction Fund \$ 30,000
- This funding is to repair and resurface 17 street sections.
- The contract is currently scheduled to go out for bid in early March.

### Additional Funding Needed

- In order to resurface all of the street sections currently rated in poor condition that are not awaiting water or sewer construction, Council would need to approve an extra \$380,000 in addition to the Powell Bill allocation in the upcoming budget.

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- This additional funding would allow us to resurface the other 11 street sections rated in poor condition that are currently scheduled for 2019-20.
- This would also allow us to start with a clean slate in 2019 which would make it possible for us to schedule the streets that fall into the poor category this year to be scheduled for resurfacing next year.

Ms. Amos explained that she wanted to make a couple of comments. The city streets system begin based on a 15 year schedule, they have to do at least 92,000 square yards of pavement every year. The cost to do that was over \$900,000 per year. They only get \$474,000 from the state in Powell Bill funds. If they did fund the extra money, that extra money would get the other 11 streets that were already rated in poor condition done this year. However, it would not get them caught up. They still have 108 streets that were out of date and if they continue every year to fall \$500,000 short on funding, they were not going to keep their 15 year schedule up. It would be impossible to do. It was discouraging because when she sat down with a list of 100 streets it was difficult because the money was not there to do what they need to do. She knew they did not have the money to put in every year so they would do the best they could do and she would try to make the best decisions that she could make and pick the worst ones. A lot of streets have had to be pushed to the back burner on funding, but that was all they could do.

She could tell them that she had already done evaluations for January and February this year and they already have 15 more streets that have had to be categorized as poor. So, that was 15 more streets that she has had to put on the list already. Next year for 2020, if all they have is \$474,000 she would probably get to do 15 to 20 streets. So, basically they were almost there already. So, the need was greater than the funding.

Mayor Hall stated that he did not realize the new pavement came with a warranty. He encouraged her that as she was out doing her inspections that she visit those streets that were 10 or 11 months old and find out if any of them have any issues, in addition to the inspections that he knew she was already doing. He explained that they needed to make sure they did not let the warranty run out and then find out they have an issue on one. Also, as she had mentioned with the funding, they have talked about leveraging some of the surplus money from the new revenue with the car tax, if they did not continue to keep up with this, they were going to be in the situation like they were with their sewer system. If you just barely get by and do as little as you have to and you do not maintain or keep up, then the streets would be in as poor of a condition as their water and sewer system. He could not speak for everyone but the City Manager can be creative he hoped and use some of that additional money and leverage it with a loan, they have to keep up. If you do not maintain it will cost you more in the future.

Ms. Amos added that the contract that she had planned for 2018 had a couple of streets on it that were only about 13 or 14 years old. One was John Street and the other was East Arbor Lane. They were not as bad as some of the other streets but she was to the point to where these streets have the type of cracking now that if she did not get them now then by next year she was going to have to spend \$20,000 or \$30,000 on them.

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### 2018-19 NCDOT Resurfacing Schedule

► NCDOT has the following state roads scheduled to be repaired and resurfaced during the 2018-19 fiscal year:

- SR 1714 - Aiken Road (Van Buren Road to Friendly Road)
- SR 1714 - Summit Road (Friendly Road to Meadow Road)
- SR 1797 - Friendly Road (Aiken/Summit Rd. to VSL)
- SR 3000 - Northridge Drive (Friendly Rd. to Wilshire Dr.)
- SR 3001 - Wilshire Drive (Stratford Drive to Cul-de-sac)
- SR 1719 - Lincoln Loop (Virginia Street to Virginia Street)
- SR 1707 - Short Union Street (Oakland Ave. to Dead End)
- SR 1606 - Landfall Drive (Bryant Street to Dead End)

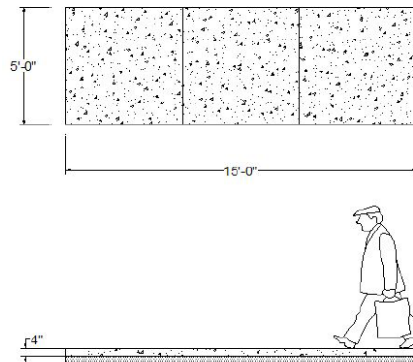
► Work is currently scheduled to be completed in the spring of 2019.

### Connectivity – Sidewalks

Ms. Kelly Stultz, Director of Planning & Inspections gave the following presentation.

### Sidewalk Installation

1 cubic yard of concrete and 2 tons of gravel to construct  
5x15 section of sidewalk



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## Assessment Policy

- On January 21, 2003, the Eden City Council adopted an assessment policy for streets, sidewalks, water and sewer facilities.
- Any projects after the date of adoption shall follow the policy.
- Minimum criteria for such projects shall not be less than an entire street length between intersections and shall extend to the terminus of the existing infrastructure, if any.
- More than 50% of the adjacent property owners must sign a petition requesting the sidewalk extension.
- If the deed is registered in more than one name all owners must sign the petition.
- Property owners that own more than one parcel must sign for each parcel of land adjacent to the proposed sidewalk.

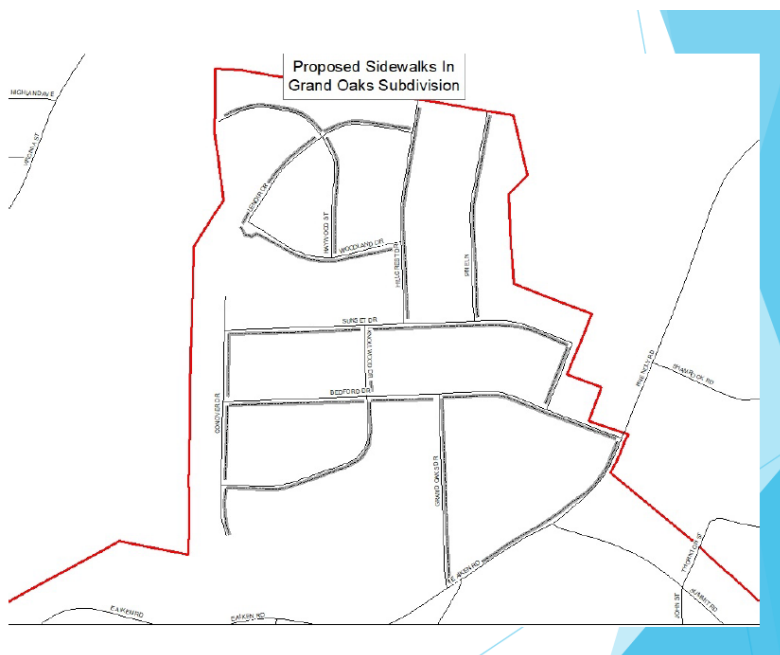
## Assessment Policy – Sidewalk Extension

- The cost of extension will usually be assessed based on street frontage.
- The North Carolina General Statutes set the requirements for assessments.
- The City Council may decide to participate in a portion of the funding.
- Eden, like many communities, has traditionally paid for 50% of the project and assessed the citizens for 50%.
- The City pays for the improvements up front and then the property owners make 5 equal annual payments at 8% interest.
- Staff has been asked to look into installing sidewalks in 2 large neighborhoods and we are asking that you consider a 3<sup>rd</sup> area.

## Proposed Grand Oaks Sidewalk Installation

14,734.40 linear feet  
Of sidewalk x  
\$100.00 per linear foot

Estimated Cost  
\$1,473,439.90





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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

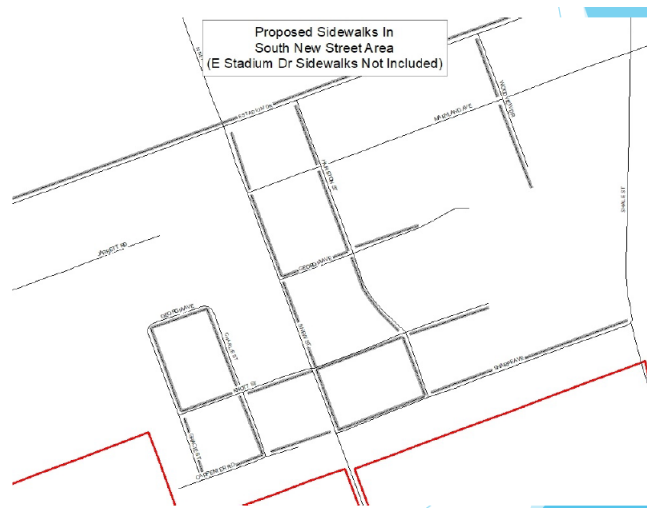
Road Name	From	To	Side	Width	Length
Grand Oaks Dr	E Aiken Rd	Bedford Dr	East	5	1,046.27
Bedford Dr	Grand Oaks Dr	Friendly Rd	South	5	1,012.68
E Aiken Rd	Bedford Dr	Grand Oaks Dr	North	5	1,223.41
Sunset Dr	Bedford Dr	Sunset Dr Curve	West	5	341.59
Sunset Dr	Sunset Dr Curve	Knollwood Dr	South	5	1,129.08
Sunset Dr	Knollwood Dr	Conover Dr	South	5	733.05
Conover Dr	Bedford Dr	Sunset Dr	East	5	351.57
Conover Dr	Knollwood Dr	Bedford Dr	East	5	411.48
Conover Dr	Knollwood Dr	Dead End	East	5	258.47
Knollwood Dr	Conover Dr	Bedford Dr	South/East	5	1,108.15
Bedford Dr	Knollwood Dr	Grand Oaks Dr	South	5	349.50
Bedford Dr	Conover Dr	Knollwood Dr	South	5	749.22
Pine Ln	Sunset Dr	Dead End	East	5	1,137.46
Hillcrest Dr	Sunset Dr	Dead End	East	5	1,187.71
Lenoir Dr	Haywood St	Hillcrest Dr	North	5	497.97
Haywood St	Lenoir Dr	Dead End	North	5	605.21
Lenoir Dr	Haywood St	Woodland Dr	West	5	642.41
Woodland Dr	Lenoir Dr	Hillcrest Dr	South	5	952.85
Haywood St	Lenoir Dr	Woodland Dr	East	5	661.32
Knollwood Dr	Sunset Dr	Bedford Dr	East	5	335.00
					14,734.40
TOTAL COST @\$100/foot					1,473,439.90

- Staff would recommend that if the City Council wants to proceed that we begin the project with Grand Oaks Drive. The entire neighborhood at one time is likely impractical.
- The property owners would be contacted to see if there is interest in the project and, if so, we would proceed from there to the petition process.
- We estimate the cost of the Grand Oaks Drive project to be **\$104,627.00**.
- According to city policy, the City pays 50% and the property owners pay 50%.
- The average property owner usually pays between \$4,000 and \$6,000.

### Proposed New Street Area Sidewalk Installation

11,437.09 linear feet of sidewalk x \$100.00 per linear foot

Estimated Cost \$1,143,709.18



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Road Name	From	To	Side	Width	Length
S New St	E. Stadium Dr	Maryland Ave	East	5	349.26
S New St	Maryland Ave	Georgia Ave	East	5	502.61
S New St	Georgia Ave	Knott Street	East	5	528.96
S New St	Knott St	Sharpe Ave	East	5	372.06
Georgia Ave	Gracie St	Charlie St	South	5	340.96
Gracie St	Georgia Ave	Knott St	East	5	508.64
Charlie St	Georgia Ave	Knott	West	5	503.42
Knott St	Gracie St	Charlie St	North	5	349.31
Gracie St	Knott St	Carpenter Rd	East	5	355.15
Carpenter Rd	Gracie St	Charlie St	North	5	358.74
Carpenter Rd	Charlie St	S New St	North	5	361.25
Charlie St	Knott St	Carpenter Rd	East	5	365.97
Knott St	Charlie St	S New St	South	5	392.99
Sharpe Ave	S New St	Hairston St	North	5	533.08
Sharpe Ave	Hairston St	S Hale St	North	5	1,206.20
Knott St	S New St	Hairston St	South	5	527.77
Knott St	Hairston St	Dead End	South	5	481.35
Hairston St	Knott St	Sharpe Ave	West	5	363.07
Hairston St	Georgia Ave	Knott St	West	5	510.87
Georgia Ave	S New St	Hairston St	North	5	409.33
Georgia Ave	Hairston St	Apartments	North	5	385.55
Hairston St	Maryland Ave	Georgia Ave	West	5	494.66
Hairston St	E Stadium Dr	Maryland Ave	West	5	365.17
Woodview Dr	E Stadium Dr	Maryland Ave	West	5	356.43
Woodview Dr	Maryland Ave	Dead End	West	5	514.29
					11,437.09
					TOTAL COST @\$100/foot 1,143,709.18

- Staff would recommend that if the City Council wants to proceed that we begin the project with New Street. The entire neighborhood at one time is likely impractical
- The property owners would be contacted to see if there is interest in the project and if so we proceed from there to the petition process.
- We estimate the cost of the New Street project to be **\$175,289.**
- According to city policy, the City pays 50% and the property owners pays 50%.
- The average property owner usually pays between \$4,000 and \$6,000.

### Proposed Harris and Klyce Streets Sidewalk Installation

Road Name	From	To	Side	Width	Length
Harris St	West Ave	Oakwood Dr	North	5	977.08
Oakwood Dr	Harris St	Harris St	East	5	192.21
Harris St	Oakwood Dr	Elm St	North	5	370.33
Harris St	Elm St	Klyce St	North	5	705.11
Harris St	Klyce St	Carter St	North	5	418.96
Harris St	Carter St	Hampton St	North	5	360.73
Harris St	Hampton St	Brentwood Dr	North	5	576.34
Klyce St	Washington St	Manning St	East	5	366.57
Klyce St	Manning St	Harris St	East	5	780.33
Klyce St	Harris St	Trogdon Dr	East	5	813.10
Klyce St	Trogdon Dr	Trogdon Dr	East	5	48.02
Klyce St	Trogdon Dr	Simpson St	East	5	394.48
Reynolds/Harris St	Washington St	Existing Sidewalk	East	5	1,173.82
Harris St	McConnell Ave	West Ave	North	5	723.60
					7,900.67
					TOTAL COST @\$100/foot 790,067.23

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- Staff would recommend that if the City Council wants to proceed that we begin the project with KlyceStreet. The entire neighborhood at one time is beyond the scope of City Staff and would require a contractor.
- The property owners would be contacted to see if there is interest in the project and if so we proceed from there to the petition process.
- We estimate the cost of the Klyce Street project to be **\$240,250**.
- According to city policy, the City pays 50% and the property owners pays 50%.
- The average property owner usually pays between \$4,000 and \$6,000.

Stadium Drive Schools to Freedom Park NCDOT and City of Eden Project.

- The North Carolina Department of Transportation has included a sidewalk project for Stadium Drive. The project is a part of their Transportation Enhancement program.
- The project is expected to begin in NCDOT fiscal year 2018 and take 2 years for completion.
- The NCDOT sidewalk programs are designed to create pedestrian pathways to move people around the community
- The total cost of the project is estimated to be \$533,149. That breaks down to \$426,520 in Federal Funding and \$106,629 in required matching funds from the City of Eden.

Proposed Emergency Service Training Facility

Mr. Tommy Underwood, Fire Chief gave the next presentation.

- An Emergency Service Training Facility is needed in this area of the county.
- It would greatly benefit all of Emergency Services: Fire, Law Enforcement, Rescue Squad and EMS.
- The facility could serve as a back up to Rockingham Community College, if needed.
- The facility would help the Eden Fire Department lower our ISO rating, which now is 4.
- We underwent an ISO inspection in January 2017 and missed the rating of a 3 by ONLY 2 points.
- A lower ISO rating attracts industry. The lower the ISO, the more money industries save on their insurance premiums.
- We will continuously strive to lower our ISO rating.
- We recently donated a truck we took out of service to the Rockingham High School Fire Academy in exchange for two acres of land from Rockingham County Schools.
- The property adjoins Station 4's property line and its tax value is \$60,933.
- In order to get credit for a training facility, ISO requires that we have a minimum of two acres of land.
- Adding this two-acre lot to the existing land at Station 4 should give us 3.37 acres of land.

Dr. Sonja Parks, Assistant Superintendent of Rockingham County Schools, said the system is looking at expanding the Fire Academy to Morehead High School. When this happens, we will

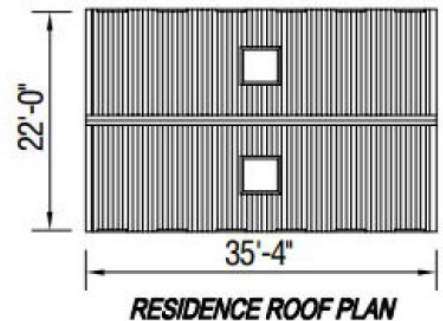
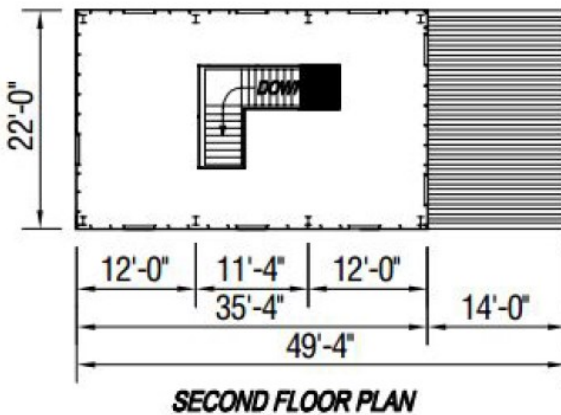
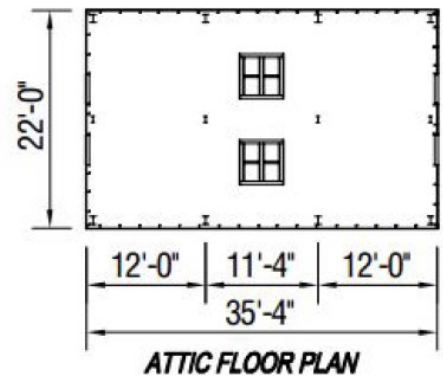
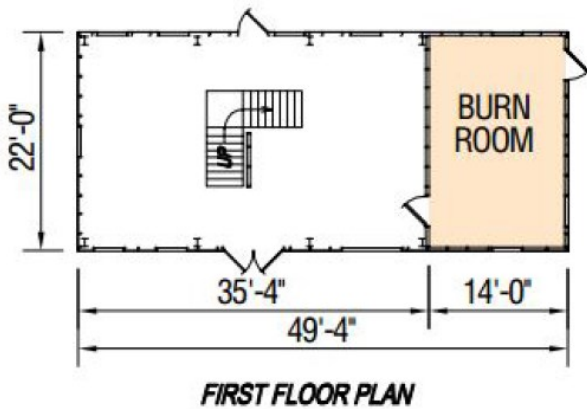
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be able to recruit will be able to recruit these students to become members of the Eden Fire Department.

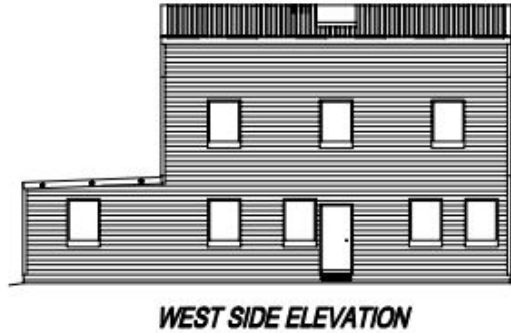
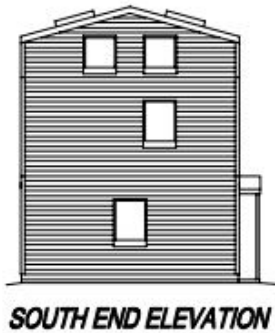
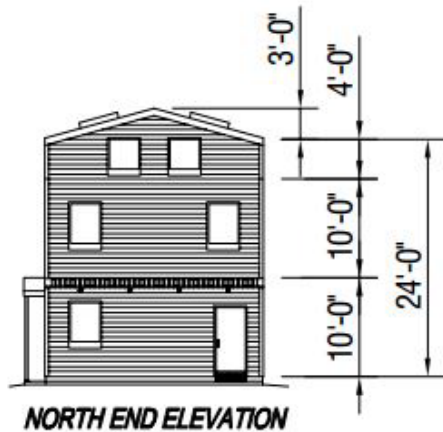
Dr. Parks said, "We appreciate the support and encouragement from the City of Eden Fire Department. The Fire Academy is an opportunity where students learn about the equipment and techniques necessary to become successful firefighters."

The building we are looking at is The Battalion Chief: a two-and-a-half story training structure with four working deck levels. Its design resembles a residence with its double-door entrance, two floors with L-shaped stairs, usable attic, gabled shutters, and burn room annex (garage). The burn room offers two exits, one to the interior of the tower and the other to the exterior.



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### Summerfield

Chief Underwood asked Ms. Cindy Adams, Tourism & Events Coordinator, to provide some input.

Ms. Adams stated that she initially was asked to help with private fundraising, to help by providing public relations by pushing this out to the public. When she went that day, what was most impressive was that the facility was just top notch. She saw comradery between firemen, they were working together, when the kids came to Henry Street Station to see the truck, she talked with all of them and everyone wanted to be a fire fighter. If you are in Eden and you want to participate in this fire academy, you have to go to Rockingham County. This way it keeps our kids in Eden and this keeps our kids here. She encouraged the City Council to go see this in Summerfield as it was very impressive.

Chief Underwood explained the projected total cost for this project, which includes the building, a water line, landscaping, a plaque, fencing, a concrete pad and drive, with the contingency fund, at the time he had figured it, came to \$466,342.31.

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He explained that checked with a local contractor to see if they could do this and they asked what if they could give them a similar building for a lot less price. He explained that he did not have this information by the time of this PowerPoint. The figure here was very high so he hoped that later on he could bring a lower figure back for them to look at.

\$8,270.00 – one \$2,000 commitment – anonymous  
\$2,000 John Smith III  
\$12,270 with \$8,000 SWS  
\$20,270 – land donated as well

- We are currently fundraising for this project and have received generous donation from Norman Nance of Pine State Group. He donated \$4,570 on Dec. 18. Mr. Nance believes in the value of Eden's emergency services and wanted to be a part of this project.
- In-kind donations already received include land and \$8,000 from Sam Smith for stump removal.
- The purpose of this presentation is to inform, update and encourage you all to spread the word about the great things this facility could do for Eden.
- New facility = more part-time firefighters = lower ISO = better future for Eden.

Council Member Epps stated that he had noticed that the fire tower in the Spray section was not there anymore.

Chief Underwood replied that two years ago they built a new one at Station 4. He explained that this was something he had been planning and working towards for quite some time. It was badly needed and that was why they had the tower at Station 4. The old fire tower had become unsafe.

Council Member Grogan asked if there was any grant money for that.

Chief Underwood replied that he could look into it. He planned to apply for an annual grant that Home Savings Bank gives out and he had some more fundraising ideas such as a softball tournament or a golf tournament. This was something they could do annually to offset the costs.

Council Member Moore stated that if it could be built, he asked how soon the school system would do that at Morehead.

Chief Underwood replied that he really did not know and could not honestly answer that but they talked like it would be soon. However, if it was built today, it would take them a year to get a lower ISO rating because we have to call them back to go through a whole new inspection. He pointed out that the lower the number the better the rating is.

Mr. Darryl Tilley, C&D Supervisor, asked to make a comment. He explained that his child just went through the fire training. He had to go to the college every Tuesday and every Thursday, 4 hours at night and every other Saturday all day long. If they were going to keep volunteers, they were going to have to have a building like this in their school system to get them before they get out of school. It was a lot of time commitment to try to go back and get it just to be a volunteer.

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If they can get the training while they were in school it was an elective. Once you graduate it was difficult to go back to do this.

Skat Bus

Mr. Dougherty presented information about some of the latest economic development.

- Beginning in March of 2018, the Eden route will begin at 6:00 am to transport workers to area facilities by 7:00 am shift times. The 7:00 pm -8:00 pm route only averaged 4 people. That route will be eliminated.
- Staff attended the February 13, 2018, ADTS Advisory Council to request this additional hour route.
  - Recommendation was to reverse the first hour route so patrons would arrive at local companies near the 7:00 am hour.
  - Request is now under consideration by the Advisory Council
  - Reidsville joined Eden in requesting this for their citizens

Goal: Promote commercial areas as small business job centers

Commercial Development

- LIDL Supermarket interior construction will begin in the first quarter of 2018 according to the LIDL real estate department.
  - This has resulted in significantly lower competitive pricing in other communities in which the company has located
- Food Lion Shopping Center
  - Working with leasing agency on a tenant to assume 6,000 SF
- Former Sonic space
  - Working with leasing agency on potential purchaser of property
- Goodwill Community Resource Center
  - Potential assumption of shopping center space adjacent to Goodwill store.

Tourism is Economic Development

- Hotel Occupancy Tax
  - 2016-17 – Highest collection to date
  - 36% increase since the city began collecting the tax
- 5 Signature Events with 1 new event coming in 2018
  - Riverfest, Oink & Ale, Shaggin' on Fieldcrest, Tough-a-Truck, Piedmont Pottery Festival and Grown & Gathered
- Successful "Road Trippin" commercial with News 2 called "Diners, Downtown & Drive-Ins"
- Argis Camera, Canadian Golfers

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- Target markets reached through photos, websites, Facebook pages, ads, billboards, radio, television, etc.
- Dan River ST8 Crossings Regional Marketing Campaign
- NC Realtor Sustainable Community Video provides exposure to Eden

Questions and Feedback?

Council Member Burnette stated that Mr. Shelton had mentioned the possibility of bromine being reduced, he asked if there would ever be a consideration needed if bromine was reduced far enough that they would swap back to chlorine treatment.

Mr. Shelton replied that if they did switch back it would be for economics because chlorine by itself was more economical and easier to monitor.

Council Member Burnette asked if he had to swap back a time or two a year for treatment.

Mr. Shelton replied that actually they had changed the ruling on it and it could be done year round.

Council Member Burnette stated that Ms. Stultz had mentioned Grand Oaks Drive sidewalk assessment and 50% of the residents have to agree to it. He asked that if they did not agree would they just move to the next street.

Ms. Stultz replied that it would depend upon what the Council wanted to do but it would make sense.

Council Member Grogan asked how they chose the neighborhoods.

Ms. Stultz replied that some of the Council Members had mentioned it in their goals and objectives for the next year. She explained that their sidewalk plan and the greenway master plan, the greenway plan includes more than just greenways. A good portion of Draper has sidewalks in residential areas. This particular neighborhood did not. Those sidewalks were in place before Eden existed. There was a lot of benefits, particularly in neighborhoods where people can walk. The city built a sidewalk from the new Dollar General on Stadium Drive into Maryland Avenue, so many people were walking in that area to shop.

Mayor Hall called for a 15 minute break.

## **BREAK**

**Update, Discussion and Consideration of *Positively Eden* Strategic Plan Implementation Initiatives – Strategy III – How We Live: Boost Neighborhood Development** *(Kelly Stultz, Director of Planning and Inspections and Brad Corcoran, City Manager)*

Positively Eden! Strategic Plan:



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Strategy: How We Live:  
Boost Neighborhood Development

Ms. Stultz presented the next slide.

Goal: Develop coordinated neighborhood brands

Components of Neighborhood Development

- Preservation of Historic Resources and Traditional Downtown areas
- New infrastructure such as sidewalks, curb and gutter and trails
- New development standards to encourage quality development
- Aesthetics
- Local Code Enforcement

Goal: Restore housing market demand

Current Efforts

- The City of Eden has a Historic Preservation Commission that has been in existence for nearly 40 years. They are responsible for historic education, local landmarks and local districts. As a result of the conclusions of the Strategic Plan, they are being encouraged to increase their efforts.
- The wayfinding project now underway will aid in directing citizens to various areas of the community and promote public acknowledgment.
- Fiscal Year 2018-2019 –Budget Request \$10,000
- With the assistance of the Preservation Commission, we plan to undertake a program that will begin to use signage to identify existing neighborhoods.
- Older Neighborhoods such as the mill villages known as Carolina Heights, Flint Hill, the Front Street and New Street areas. The National Register Historic Districts such as The Highlands.
- Also midcentury areas such as New Leaksville and Rhoulac Knolls.
- Neighborhoods newer but with community identity such as Bear Slide.

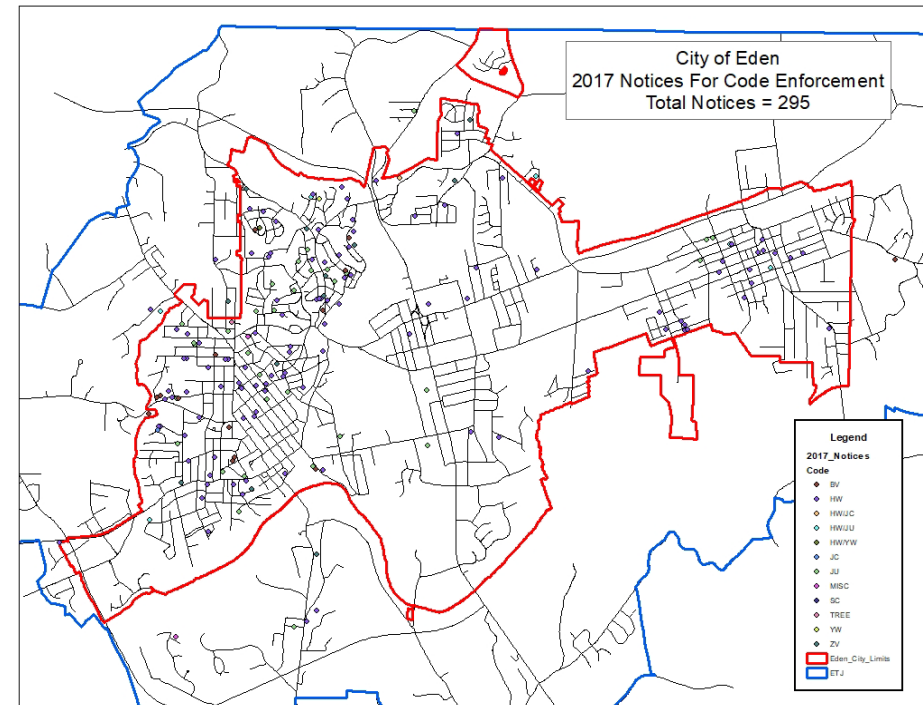
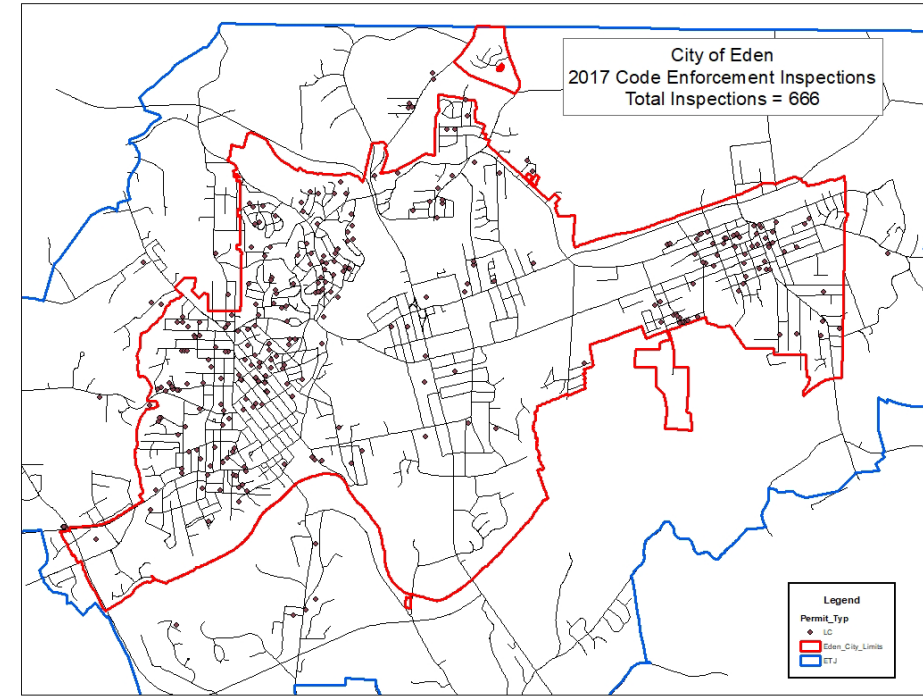
Aggressively Use Available Code Enforcement Tools

- The enforcement of our nuisance, housing, non-residential maintenance and junk car codes is a difficult process. Such actions are a balancing act between the competition for funding within the City of Eden's finite resources, private property rights, political will and our ability to collect the tax dollars spent on these private parcels.

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- If we were to ask each of you how important the removal of abandoned buildings is to you, it is likely that you would say very important. However, if it is a choice between violation abatement and adequate public safety operations you might have to think about that decision.



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### 2017-2018 Housing Code Abatements

Address	Cost
414 Glenn Street	\$ 8,170.00
759 Thornton Street	\$ 5,940.00
628 Monroe Street	\$ 30,386.40
733 Taylor Street	\$ 1,790.00
1307 Center Church Road	\$ 4,000.00

Priority List for Action for 2018-2019

### Code Enforcement Issues and Priorities

	Address	Cost
1	233 The Boulevard - Com	*\$ 53,500
2	1238 Irving Avenue - Res	\$ 4,000
3	910 First Street - Res	\$ 5,500
4	1013 First Street - Res	\$ 4,500
5	205 Morgan Road - Com	\$ 40,000
6	1009 Galloway Street - Res	\$ 3,500
7	819 Bridge Street - Res	\$ 5,500

\*Approved by City Council to be brought back to them in August 2018.

### Properties The City Owns As a Result of a Code Enforcement Foreclosure

	Address	City Expenses and Taxes Owed
1	416 Decatur Street	(Demolition with grant funds)\$ 0
2	131 Greenwood Street	\$5,453.74
3	631 Grove Street	\$3,998.38
4	951 Harris Street	\$6,220.00
5	429 Monroe Street	\$7,350.64
6	886 Morgan Road	\$4,418.71
7	1001 Sharpe Street	\$1,622.93

### Code Enforcement Collections on Nuisance and Junk Cars Violations

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Fees for the abatement of nuisance violations and junk car violations are collected the same as property taxes. Methods of collection are:

1. Garnishment of wages
2. Attachment of rents
3. Debt setoff on income tax refunds
4. Legal action for collection

#### Code Enforcement on Residential and Commercial Properties

Abatement fees on the demolition of residential and commercial structures are collected the same as special assessments, which is through a foreclosure proceeding. Assessment liens are superior to all liens except local property taxes.

#### The Foreclosure Collection Remedy

- Foreclosure of real property is a legal collection remedy for money owed to the City. This collection method is appropriate for nuisance abatement and housing code enforcement actions because the liens created by these actions have superior liens to most other judgment liens that may exist on real property.
- Foreclosures are not practical for all properties and situations, so there is an analysis that is done on these properties before the decision to foreclose is made.
- To illustrate this, many of the City's housing code or nonresidential maintenance code enforcement actions result in demolition liens. These liens are the result of the City's removal of dilapidated structures. These removals result in vacant lots.
- Foreclosures are good options when the lien you are foreclosing upon is the senior lien owed on the property. Most title searches of the demolition lien properties reveal delinquent property taxes. In these cases, tax liens are superior to demolition liens.
- As a result, the City will only recoup its demolition lien if there is a bidder at the foreclosure auction who bids in excess of the tax lien in an amount that will cover our demolition lien. Tax liens get paid out first, then, the City's demolition lien will get what is left, if any.
- Many times, these vacant lots will not sell at the foreclosure sales and the City will have to bid its expenses in the action to become the owner of the property. This results in the City, as owner, having to maintain the vacant lot and attempting to sell it at a later date. The superior tax liens remain on the property and any potential buyer would have to pay the taxes in order to get marketable title to the property.
- After much discussion and research, we have come to an agreement with the County to allow the City to foreclose on our taxes in these cases.
- We currently have an agreement with the County wherein the County collects our taxes; however, it would serve our needs if the City could foreclose on our own taxes in these situations.
- The tax lien will always be superior to City demolition liens; however, if the City forecloses on the taxes and there is not enough money in a foreclosure auction sale to cover the taxes owed, the remaining taxes not paid off by the sale would be wiped out.

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- This would mean that the bidder, whether it is a private citizen or the City (in the case of no bidder) would get title to the property free and clear of any tax lien. The City would still not recover its demolition lien expenses; however, the property could be marketable and placed back on the tax rolls. There is a higher chance of attracting a buyer, whether it be at the auction sale or at a later date.
- The County Tax Department has worked cooperatively with us in identifying properties that this would apply to. We have shared title and contact information with them and vice versa.
- Our plan is to focus first and foremost on the properties for foreclosure that we feel we can attract the most buyers. Obviously, there are still situations in which it may not make sense to foreclose. One property was identified as having in excess of \$27,000 worth of IRS tax liens. The City liens are junior to this, and the vacant lot would never bring in in excess of \$27,000 to cover the tax liens or the City liens.
- Properties that have been identified for foreclosure are as follows:  
  
607 S Fieldcrest (action has been initiated)  
627 NC 700 (action has been initiated)  
721 Patrick Street (action has been initiated)  
766 & 580 Thornton Street (as a result of the initiated foreclosure action, property owners have paid the City the delinquent fees).  
1116 Center Church Road  
405 Moir Street
- Properties that the County has begun foreclosure action or will begin action soon are as follows:  
  
628 Monroe Street (County has filed action and City has filed an answer for our lien)  
723 Spring Street (County has filed action and City has filed an answer for our lien)  
105 Periwinkle Road (County has sent information to their attorney for action)

#### Additional Collection Remedies

- We have had discussions with the County regarding the County placing nuisance abatement fees and demolition liens (housing and nonresidential) on the property tax bill. This has been done in other cities and counties with good collection results.
- During the preliminary discussions, the County has been extremely cooperative and agreed to do this for a nominal fee. Discussions have also included suggestions that the nominal fee could be paid by an “in kind” payment by the City of a certain number of tax foreclosures done by the City.
- These discussions will hopefully be memorialized in an amendment to the City and County tax collection agreement before the end of this fiscal year.

#### 2018-2019 Funding Request

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Address	Cost
233 The Boulevard - Com	*\$ 53,500
1238 Irving Avenue - Res	\$ 4,000
910 First Street - Res	\$ 5,500
1013 First Street - Res	\$ 4,500
205 Morgan Road - Com	\$ 40,000
1009 Galloway Street - Res	\$ 3,500
819 Bridge Street - Res	\$ 5,500
Annual Contracted Services Request	\$ 60,000
TOTAL REQUEST FOR 2018-2019	\$ 176,500

\*Approved by City Council to be brought back to them in August 2018.

#### Current Projects

- Ordinance Changes:
- Our department staff monitors the enabling legislation for changes that need to be made to our property codes including nuisances, junk cars, housing violations and non-residential maintenance violations.
- Our Zoning, Subdivision, Water Supply Watershed and Flood Damage Prevention codes are operating under the same framework that they have been under since original adoption.

#### New or Updated Development Regulations

- Most communities use a Unified Development Ordinance which puts all of these regulations under one framework. We plan to ask the City Council to fund such an ordinance update in the next fiscal year. Such an update will assist the City of Eden in attracting new developers and will make our regulations more user friendly.
- It is estimated that \$75,000 will be needed to do this project.

Ms. Stultz asked if there were any questions.

Council Member Burnette stated that first of all, he thought they all realized when they cleaned up all of these houses and things that they get only a very small percentage of that money back. He applauded her for looking at ways to make that a little less costly. He stated that they have worked with the county in several ways but one of the things that had been done was on tax reduction for new businesses or rehabbing a business or building of that type. He asked if there was any possibility of doing something like that on the property that they own if they build a house that the city could work with the county on some sort of tax reduction.

Ms. Stultz replied that one of the things that they have done a number of years ago, if someone bought an infield lot from the city that did not have a water or sewer tap the city had a policy

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where they could be helped with that. It was illegal in North Carolina to actually abate taxes. What they could do was to offer some incentives to help them.

Council Member Burnette stated that he thought any type of incentives that they could offer, to not necessarily cost the city something, but it could cause people to build, and then there was a tax revenue there.

Ms. Stultz added that even if someone bought it and it was next door to them and they wanted to make a garden on it, municipal services would stop mowing it and it keeps the city from getting further and further behind.

Council Member Burnette asked if she could explain what the Unified Development Plan was and what that really gave the city because there was a fair cost.

Ms. Stultz explained that it makes them have zoning, subdivision, flood and watershed all in one ordinance, which means it has one process, one set of definitions, one set of allowed uses and an ordinance like that was not only easier staff to use, it was much easier for citizens to use and for potential developers to use. Also if you think about how different development is in 2018 than it was in 1967, the way their ordinances were organized and put together, they were functioning pretty well but if current staff were not there, it would take someone a while to get up to speed because the ordinances were not in the place where the next planner would expect them to be. Or where a citizen or potential developer who looked at it online would expect them to be.

Council Member Epps asked if she was planning on doing any adjustments to their ordinance to get rid of some of the stuff that should not be there.

Ms. Stultz replied that was exactly what they would try to do, try to bring them to a point where they would have what their community standard was and that was not a process that would be undertaken without a tremendous amount of input from the Council, the Planning Board and their other boards and commissions. It was an arduous process but it was something that they need to do.

Mayor Hall asked what their strategy was for marketing the properties that the city did own.

Ms. Stultz explained that have signs and they encourage anybody that comes in and share with them the list that they have. Because of the taxes, it was not like they could just auction them off. They would have to have an auctioneer and they would still have to pay the county taxes.

Mayor Hall pointed out that probably their realistic goal was to get back what was owed to them with the taxes, and what was owed. He suggested that they may be able to have a tab on the city's website, available real estate, and just put the price. Somebody may see that and call or either list it with a real estate agent and try to move it.

Ms. Stultz replied that a lot of times in the meantime, they have probably mowed it six times a year.

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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

Mayor Hall suggested that they try to aggressively get rid of them. He knew she had signs and she knew the people who typically buy them but if there was any marketing strategy to get them gone faster, there was over \$30,000 there that would cover all of the residential demolition she was asking for this year.

She agreed but pointed out that it was impossible to collect it all to which Mayor Hall also agreed.

Council Member Carter asked if the building on The Boulevard was not tied into any other building as he knew one side of it was open.

Ms. Stultz replied that in Leaksville all of the buildings have party walls but Draper and The Boulevard, most of them have buildings that jam up against each other. According to the Code Inspector, for that building, the wall was independently supported and they could take it down without worrying about the other two buildings on either side.

Council Member Carter asked if \$53,000 was the cheapest price to which Ms. Stultz replied that the first time she had received a price on it, it was over \$100,000. Sadly, it keeps sitting there and falling apart but it has reached the point where that was not going to go down any more. It was open and it was dangerous. He asked if city staff could take it down to which she assumed that they could not and of course they could not burn it down.

Council Member Carter asked how much it would take to abate all of these properties.

Ms. Stultz replied that she had asked for \$176,000 this year to which he asked where that would put her. She explained that it would not get everything, she would be back with her hand out next year and the year after that.

Council Member Carter asked how much money it would take to do it all at one time.

Ms. Debra Madison, Planning Coordinator, replied that a couple of years ago they put everything on the list and it was a little over \$300,000.

In reference to a question by Council Member Epps about taxes, Ms. Stultz explained that if the city foreclosed for taxes, rather than foreclosing their demolition lien, then they do not also have to pay the county in taxes.

Council Member Hampton asked if another demolition person could come in and bid since it had already been bid on or did they have to use this one.

Ms. Stultz replied that this one was far and away the lowest bidder. By the time they get to August or July, however, she would speak with the City Attorney to see if she thinks they may need to rebid it. At this point it was unfair because the bid was now public.



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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

Update, Discussion and Consideration of *Positively Eden* Strategic Plan Implementation Initiatives – Strategy IV – How We Thrive: Integrate Health & Recreation Opportunities (Johnny Farmer, Director of Parks & Recreation and Brad Corcoran, City Manager)

Positively Eden! Strategic Plan:

Strategy: HOW WE THRIVE:

Integrate Health and Recreation Opportunities

Goal: Rely on the 2017 Parks and Recreation Master Plan

Mr. Johnny Farmer, Director of Parks & Recreation presented the following information:

Dog Park

The Mayor and City Council approved the construction of the Freedom Park dog park at its October 17, 2017 City Council meeting. The cost of this facility is \$35,000. This project is scheduled for completion in the spring of 2018.



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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

#### Update on Freedom Park Nature Trail Improvements & RV Pad Installations

- Staff has begun making improvements to the Nature Trail at Freedom Park by adding additional stone and granite dust to the existing trail and adding 10 RV pads to the back of Freedom Park.
- The RV pads have been laid out and when the area dries out then this area will be graded and stone will be applied to the area for the RV pads. The RV pads will have electrical hook-ups and water and sewer hook-ups.
- This project is scheduled to be completed in June 2018.
- This project is being funded with a \$25,000 grant.

#### Update on Matrimony Creek Greenway

- The Matrimony Creek Greenway Project is moving forward. The Engineering firm for the project has completed the drawings and the Erosion Control Plan has been approved by NCDNR.
- The Mayor and City Council approved the purchase of the property from Hampton Heights Baptist Church at its November 21, 2017 City Council meeting. The Trail Head with parking and restroom facilities will be located on this land.
- The City Attorney is completing all the easements and City employees will begin work on this project when the area dries out.
- This project is scheduled for completion by July 2018.
- This project is being funded with assistance from a \$100,000 grant and the remaining \$45,000 is coming from the Strategic Plan funding included in the current budget.

This proposed greenway trail is approximately 1.5 miles long and winds along the scenic Matrimony Creek. This section will provide access to numerous residential streets and also will provide a spur trail to Douglas Elementary School.

#### Matrimony Creek Greenway Phase II

- Matrimony Creek Greenway Phase II would consist of new components to the Matrimony Creek Greenway that are not part of the development being completed at this time.
- The Homer Wright Family has donated approximately 15 additional acres at the Matrimony Creek Greenway facility.
- City Staff and DRBA has met with members of the community and conducted 4 public meetings seeking input on what they would like to see in Phase II.
- Trails connecting Douglas Elementary School to the Matrimony Creek Greenway have become a top priority, along with the development of an outdoor classroom in this area.
- Staff plans to work with DRBA to prepare a site plan for the Matrimony Creek Greenway Phase II and bring to the Mayor and City Council for consideration.
- Costs to develop trails to the Matrimony Creek Greenway from Douglas Elementary School and build an Outdoor Class Room is approximately \$75,000.

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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

- City Staff and DRBA plan to apply for funding assistance for this project from the Kate B. Reynolds Foundation.
- If funding is approved for this project, this would be completed in the Fall and Spring of 2018-19.

Eden has two beautiful rivers that add to our downtown experience. Draper Landing on the Dan River was severely damaged in a flood and recommended repair is cost prohibitive. The two landing areas above the dam are within a mile of each other with the next closest seven hours above it. A Duke Energy Water Resources Grant request was submitted for \$100,000 to help cover the cost of replacing Draper Landing and to add a new landing at the end of Klyce Street on currently owned City property.

#### Eden Future Trail/River Access Development

<u>Project</u>	<u>Timing</u>	<u>Projected Cost</u>	<u>Funding Source</u>
Draper and Klyce Landings	Fall/Winter 2018	\$100,000 (City-in-Kind)	Duke Energy Water Resources Fund
Karastan Trail	Spring 2019	\$50,000	Recreational Trails Program (Application Spring 2018 – Award
Eden Industrial Trail	Spring/Summer 2019	\$75,000	Duke Energy Water Resources Fund (If funding is available; fall of 2018; award of 2019)
Matrimony Creek	Fall/Spring 2018-19	\$75,000	Kate B. Reynolds Foundation and/or FY 2018-19 Budget

#### Freedom Park Splash Pad FY 2018-2019

- Staff is requesting funding in FY 2018-19 to construct a Splash Pad at Freedom Park. Splash Pads are one of the most popular recreation amenities for cities and counties across the United States.
- The Splash Pad would provide another quality facility for the citizens of Eden, and would also help continue the City's efforts in pursuing recommendations that were outlined in the City's Parks and Recreation Comprehensive Plan that was approved last summer.
- The Splash Pad would be placed between Freedom Park Shelter 1 and the Outdoor Volleyball Court at Freedom Park.
- Construction would consist of the Splash Pad area, concrete seating and lounging area, site furniture and fencing.
- The existing restrooms and concession area at Freedom Park Shelter 1 would be utilized with this facility. The approximate cost of this facility including a contingency is \$500,000 and the facility would take approximately 4-6 months to construct depending on weather conditions.

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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

- This project would be funded through an installment loan agreement with a local lending institution over a period of ten years. This is the same funding strategy that was used to construct the baseball/softball fields at Freedom Park.
- A \$500,000 loan at 2.63% interest (same as street resurfacing loan) over a period of 10 years would have an annual debt service payment of \$57,514.
- Proceeds from admissions and rentals would help to raise funds for these payments. In addition, Duke Energy has agreed to commit a still to be determined portion of their annual annexation-in-lieu agreement payments to this project for the next five years.



### Renovations to Existing Pool

- The Mill Avenue Pool is over 50 years old and City Staff has been doing an outstanding job to keep this facility operating each year.
- It is just a matter of time before something major happens at this facility and it may not be operable.
- During the past 12 months, the City spent a total of \$41,815 in repairs to keep this facility open. City Staff will continue to work diligently to keep this facility operating in the future.
- Due to its age, we wanted to let you know the condition of the facility and the potential for major problems that could happen in the future.
- The cost to renovate the existing Mill Avenue Pool would include demo of the old pool, bath house, pump house and concrete. A new pool would be built, new concrete surface around the pool, new 2000 square foot bathhouse, new pump house, and new fencing. The design would be similar to the existing facility.



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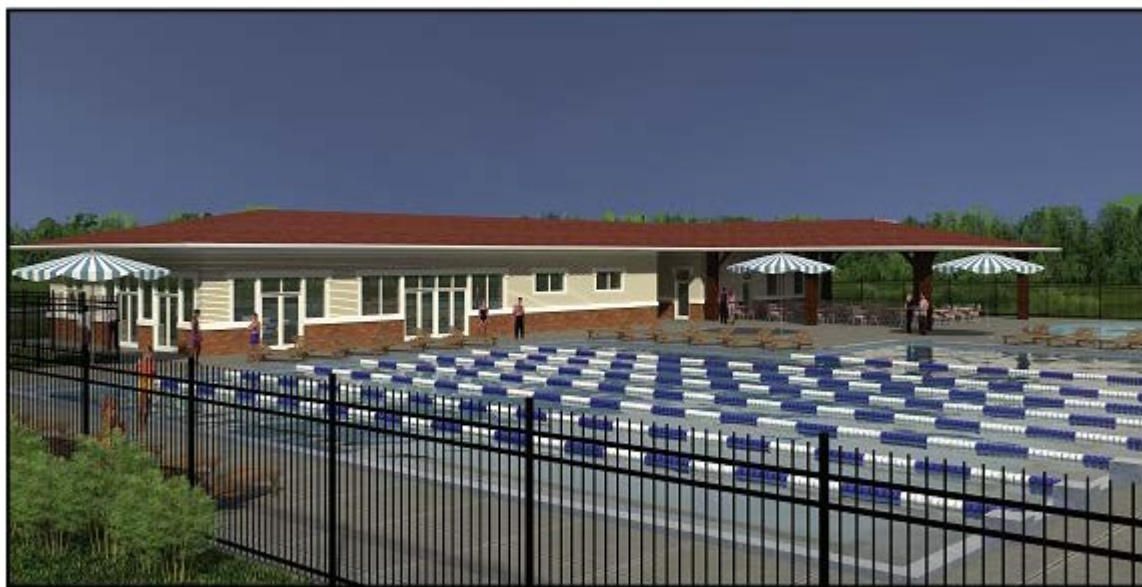
Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

- The cost would be approximately \$1,000,000 and it would take approximately 18-24 months to complete this project.

### New Aquatic Complex

- During the Strategic Planning Steering Committee meeting on February 9, it was stated that it would be great if the City would look at relocating the pool to Freedom Park once it was ready to build a new facility. The belief is that this would be a great fit with and addition to the other amenities at Freedom Park
- A new Aquatic Facility at Freedom Park, similar to the conceptual plan shown in the next slide would cost approximately \$3.4 million dollars. It would take approximately 24 months to complete this project.
- Staff would seek a PARTF Grant on either of these projects.

Proposed Aquatic Facility \$3,358,000



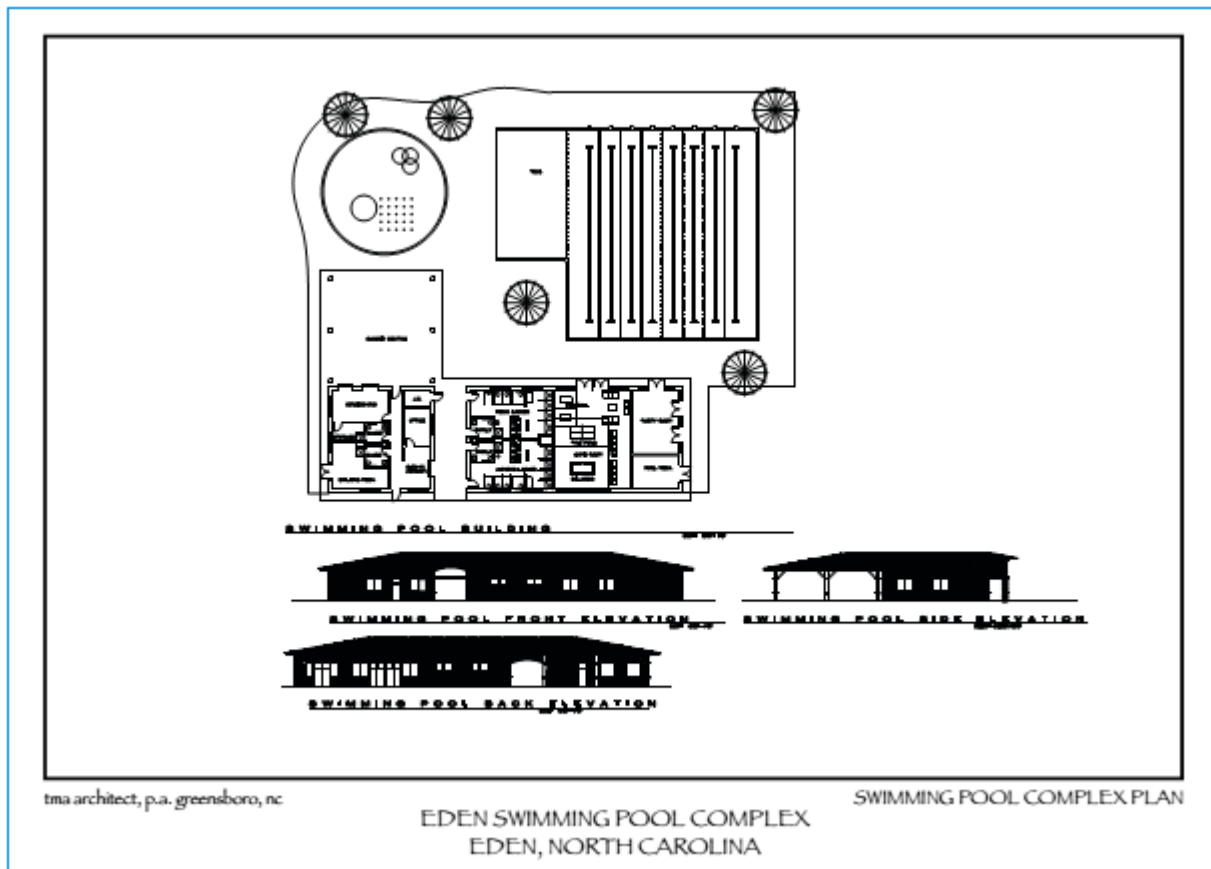
tma architect, p.a. greensboro, nc

EDEN SWIMMING POOL COMPLEX  
EDEN, NORTH CAROLINA

VIEW OF THE SWIMMING COMPLEX

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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:



#### Costs for Additional Parks & Recreation Projects That Have Been Asked About

- Walking Track Lighting at Freedom Park (\$40,000 for purchase or \$18,000 per year for yearly lease agreement)
- Football Field lighting at Freedom Park (\$55,000 to relocate lights from Draper Ballfield / \$175,000 new)
- Sand, restripe, and refinish gym floors for Bridge Street & Mill Avenue (\$27,000)
- Resurface Tennis Courts at Bridge Street (\$45,000)
- Putt-Putt facility at Freedom Park (\$125,000-\$450,000) depending on what is selected- not including any buildings, such as restrooms and concession area or parking lot.

#### Parks and Recreation Program Ideas

- Concert in the Parks/Cruise Ins –The Parks and Recreation Department offers a Concert in the Park/Cruise In the last Saturday of each month from April to October at 6:30 pm at the Freedom Park Amphitheater.
- Last year there were 2 county concerts, 2 beach music/soft rock, 1 Blue Grass, 1 Gospel, and a special event themed around Halloween. Staff will continue to schedule a wide variety of groups to perform at these events.

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- Afterschool Programs, Mentoring Programs, and Volunteers –the Parks and Recreation Department presently offers afterschool programs to the children at the Bridge Street Recreation Center and the Mill Avenue Gym, as well as a Summer Day Camp Program. Staff and volunteers assist the children with their homework and other activities.
- The Parks and Recreation Department relies on volunteers to assist in coaching all of the programs, and we would not be able to do what we do without their assistance. Seniors from the Garden of Eden Center also interact with the children in summer camp with the Community Garden program, as well as helping them with arts and crafts projects.
- Volunteers are critical to the success of the Parks and Recreation Department and helping ensure the children in our City are being provided with the proper knowledge and care to help them become the leaders of tomorrow.
- Ways to Enhance Senior Program –The Garden of Eden Center is open Monday-Friday from 8am-5pm. There are all types of services provided for seniors during this time from card games, arts and crafts, seminars, computer training, trips, and many others.
- The facility that the program is located in at the present time is small and outdated, but City Staff does a good job of keeping the facility in a good condition and does a good job with the programs that are offered there.
- Bicycles on loan for daily use by the public –this is a practice that is being offered by larger cities, and is being done as a private business in some cities. Some of the issues that have been discussed is where the bicycles are left when the users are finished with them. They are usually left where the user finishes riding the bicycle, not where they were originally picked up. The cost of the program would be based on the number of bicycles you purchased, and how many man hours would be involved in retrieving the bicycles after they were used, and placed in a proper location.
- Youth Football Changes –Parks and Recreation Staff will be in conversations with the Eden Prowlers and Eden Boys and Girls Club to see how we can ensure that the City is offering the best football program possible for the youth in the City.
- A small Mountain Bike Trail was built behind the Eden YMCA, but was damaged during last years tornado. Staff has spoken to DRBA and they are looking into making repairs to the site. City Staff will look into the feasibility of installing Mountain Bike Trails at Freedom Park and at the Matrimony Creek Greenway in the future.
- City Staff continues to participate in the Be Healthy Rockingham County Group discussions and plans on working with UNC-Rockingham Health Care in the coming year to see how we can partner to help continue to help keep the City residents healthy.
- The Get Fit Eden Program has been very successful for the past several years and now is being developed into the Get Fit Rockingham Program. A funding request has been submitted to the Kate B. Reynolds Foundation for this program.

Mr. Farmer asked if there were any questions.

Council Member Burnette stated that he knew he had said they would use the existing restrooms for the splash pad, but asked if they would be converted into, not necessarily a bath house, but a dressing room. He pointed out that he thought they were going to need dressing rooms.

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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

Mr. Farmer explained that what he had thought about in that area was a changing room, with maybe a couple of shower heads where people could shower.

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Update, Discussion and Consideration of *Positively Eden* Strategic Plan Implementation Initiatives – Strategy V – How We Connect: Engage Citizens & Closing Comments (Cindy Adams, Coordinator of Tourism and Special Projects, Kelly Stultz, Director of Planning and Inspections and Brad Corcoran, City Manager)

Mayor Hall called on Ms. Ms. Cindy Adams to present the next PowerPoint.

Positively Eden! Strategic Plan:  
Strategy: HOW WE CONNECT:  
Engage Citizens

How Do We Connect and Engage Citizens!

“Drop-In Style” Public Meeting – March 1, 2018 – 6:00-7:00 p.m. – Eden Room

Measures Underway to Engage Citizens

- LED Sign at City Hall – Cost \$23,970
- Explore Eden Facebook Page
- Explore Eden Website
- City of Eden Facebook Page
- City of Eden Municipal Website
- Monthly E-Newsletter
- City Hall Page in Eden’s Own Journal
- City Manager’s Monthly Report
- Fox 8, WXII 12, News 2, Spectrum News, WGSR & RCENO
- Rockingham Now, News & Record, Eden’s Own Journal
- Mike Moore Media – Monthly Celebrate NC Radio Program
- Information Rack in City Hall & Eden Chamber of Commerce
- Area newsletters – Eden Chamber of Commerce, Rockingham County Arts Council

Text Message Marketing

- The effectiveness of Text Message Marketing is due to the fact that 91 percent of people keep their mobile phones within reach 24 hours a day.
- Studies show that 98 percent of all text messages are ready within 3 minutes of delivery. People tend to reach for their mobile phone as soon as they hear the ringtone of an incoming message.



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\$299 to start / \$129 per month. Unlimited keywords and unlimited texts. There can be multiple keywords to best target our desired markets. For example, text “Eden” to 12345 – all Eden news; or text “River” to 12345 – all river events; or text “Festivals” to 12345 – all festivals.

Texting is a cost-effective way to be able to IMMEDIATELY connect with your followers. They opt in because they want to stay informed.

WIN/WIN

Total: \$1,847

The Explore Eden Facebook page has over 6500 followers.

WGSR TV 47

Studio – Gilmer Street, Reidsville

Transmitter – Friendship Church Road, Brown Summit

Station information

- HD Digital OTA Station
- 1.5 million potential viewers
- Live programming (news, weather, talk and community interest)
- One share on Neilson
- More value for your money

Twelve months contract:

- Run 10 – Did You Know - :05 spots per day
- Run 3 minute infomercial – 3 times per week (include rivers, parks and other attractions as a tourism piece)
- Run :30 spot – 3 times per day (ways to engage citizens)
- Mayor – once a month show – 15 minutes (could go longer if topic requires not exceed 28:30)

All content provided by CTT Productions, LLC

Cost: \$18,000

CTT Productions, LLC

Using drone, stills and video:

Film with drone – rivers, parks, downtowns (Draper, Leaksville, Spray, Cook Block and Boulevard), industrial parks and current business locations

Film:

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- Did You Know – series of questions about Eden :05 spots – up to 25
- Create 3 :30 spots (Small Town Big Outdoors and others)
- Mini infomercial – 2 -3 minutes
- Short sound bites from Who’s Who and citizens
- Professional voice overs
- Professional graphics

CTT Productions will produce and package all the above and deliver electronically to use on TV, websites, social media, movie theater and other.

Cost: \$5,000

Presented 2 “Did You Know” videos and one “Eden’s Business” video

A Few Minutes With The Mayor

- “A Few Minutes with the Mayor”
- Last Thursday of each month at 5:45 (6:15)
- Mayor Hall and Debbie Moore will be live for 15 minutes
- Each month the mayor will welcome questions via email submitted prior to the show
- The first show will air on February 22, 2018

To Continue Projects – 2018-2019 Budget Requests

- Continue the WGSR & CTT Productions work.
- Continue Text Message Marketing

Cost: \$24,847

Future Projects

Billboard Campaign that will include Rockingham County and the Triad.

Cost: \$10,000 per year

Ms. Adams asked if there were any questions.

Council Member Burnette stated that he personally believed all the things she had set up for communication were really great, but like she said, it was a journey and they had to find out what they were doing so, he thought they needed to investigate some way to measure how effective each of these communication paths are. If they did not, there were sort of going at them blindly. What worked well, then continue and what did not work well, then find something else.

Ms. Adams explained that it was a hard job and they had talked about that. It was very difficult, unless you do surveys. At the Pottery Festival, they have a registration. At the bottom, they are asked how they found about the event. That helps them market it in a valuable way. Our State

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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

magazine works for them, TV worked, but they would have to investigate other ways. She added that it was hard.

Ms. Stultz explained that for the Strategic Plan for the current year, they had all agreed last year that it was time to budget \$300,000 for strategic plan projects and with that the agreement was to put this money aside and as things were plan, it would come back for approval. You can see all of the good things that have been done and they have heard about them today.

Allocation		\$ 300,000
Expenses:		
Pocket Park, Muralist & Acquisition	\$ 34,000	
Dog Park	\$ 35,000	
Star News Package	\$ 18,000	
Text Messaging Service	\$ 1,847	
CTT Productions, LLC – Videos,Drone	\$ 5,000	
Matrimony Creek Greenway	\$ 45,000	
Washington Street Parking Lot	\$ 125,000	
Branding Study	\$ 17,210	
Total Approved Expenses		<u>\$ 281,057</u>
Balance of Allocation		\$ 18,943

Ms. Stultz explained that the total approved expenses so far was \$281,057. That leaves \$18,943.

Ms. Stultz stated that the Strategic Planning Committee was put together almost two years ago. They have done a great job. All of the other boards and commissions that the City of Eden has are part of the city's planning organization ordinance.

#### Organization of the Strategic Planning Commission

- At this point, it is important to formally establish the Strategic Planning Commission and make it a permanent part of the City of Eden's Planning Organization Ordinance.
- This is important to give the group the same legitimacy that our other boards and commissions have.
- So that you will have the ability to undertake the duties outlined in the draft ordinance proposal that you have been given
- We need to decide on the following:
  - Official name
  - Meeting frequency, location and time

Ms. Stultz explained that they would have to call a public hearing in March or April.

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Minutes of the February 24, 2018 meeting of the Eden City Council, Continued:

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**Discussion of Budget Priorities for FY 2018-19 & Beyond - Free time for Mayor, Members of Council and Staff to select additional topics for discussion and consideration (Brad Corcoran, City Manager)**

Mr. Corcoran explained that resources were limited, funds were very tight. He would try to put together a budget that addresses all of these areas and obviously of there were things that he forgot, that they would want to include, he could change that and if there were things that they did not want to see in there then they could be removed.

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**Wrap-Up and Adourn**

Mayor Hall asked if there was any more discussion or comments. As there were no other comments or questions he asked for a motion to adjourn.

**ADJOURNMENT:**

A motion was made by Council Member Burnette to adjourn. All Council Members present voted in favor of this motion. This motion carried.

Respectfully submitted,

\_\_\_\_\_  
Sheralene S. Thompson City Clerk

ATTEST:

\_\_\_\_\_  
Neville Hall, Mayor