

**EDEN CITY COUNCIL
REGULAR MEETING AGENDA**

July 19, 2022 at 6 p.m.

Council Chambers

Join the meeting via Zoom here:

<https://us06web.zoom.us/j/97958306765?pwd=UGRTQ2t3VjgwaUNFSUZldFBNTkNFUT09> passcode:
Council21 or by calling 877-853-5257 webinar ID: 979 5830 6765; passcode: 224372140

1. Meeting called to order by: Neville Hall, Mayor
2. Invocation: Pastor Hamid Kamara, Bluestone Missionary Baptist Church
3. Pledge of Allegiance: Led by Clint Simpson, Assistant City Manager/Police Chief
4. Presentations:
 - a. Strategic Planning Commission activities and accomplishments.
 - b. The Retail Coach services and commercial recruitment.
5. Roll Call
6. Set Meeting Agenda
7. Public Hearings
8. Requests and Petitions of Citizens
9. Unfinished Business:
 - a. Consideration to authorize a commercial recruitment engagement with The Retail Coach.
Kelly Stultz, Planning & Community Development Director
10. New Business:
 - a. Consideration of two ordinance text amendments addressing traffic and parking in the Uptown Eden/Leaksville area. **Clint Simpson, Assistant City Manager/Police Chief**
11. Reports from Staff:
 - a. City Manager's Report. **Jon Mendenhall, City Manager**
 - b. Report on advisory committee proceedings:
 - (1) Strategic Planning Commission. **Staff Advisor Cindy Adams**
 - (2) Planning Organization Boards. **Staff Advisor Kelly Stultz**
 - (3) Parks Commission. **Staff Advisor Terry Vernon**
 - c. Report on proposed plans for Monroe Street improvements.
Kelly Stultz, Planning & Community Development Director
 - d. Report on citywide curbside recycling marketing effort. **Cindy Adams, Marketing & Special Events Manager**
12. Consent Agenda:
 - a. Approval and adoption of the June 21 regular meeting minutes. **Deanna Hunt, City Clerk**
 - b. Approval of an extension to the commercial dumpster contract with Waste Management.
Paul Dishmon, Public Works Director, and Dusty Curry, Solid Waste Superintendent
13. Announcements
14. Adjournment



July 8, 2022

TO: Honorable Mayor and Eden City Council

THRU: Jon Mendenhall, City Manager

FROM: Cindy Adams, Marketing & Special Events Manager

RE: Strategic Planning Commission Accomplishments

Time is requested at the July 19, 2022 Eden City Council Meeting to introduce the Strategic Planning Commission and present the accomplishments of the 5 Year Plan.

THANK YOU FOR YOUR CONSIDERATION.



Planning and Community Development Department

P. O. Box 70, 308 E Stadium Drive, Eden NC 27289-0070/Telephone 336-623-2110/Fax 336-623-4057

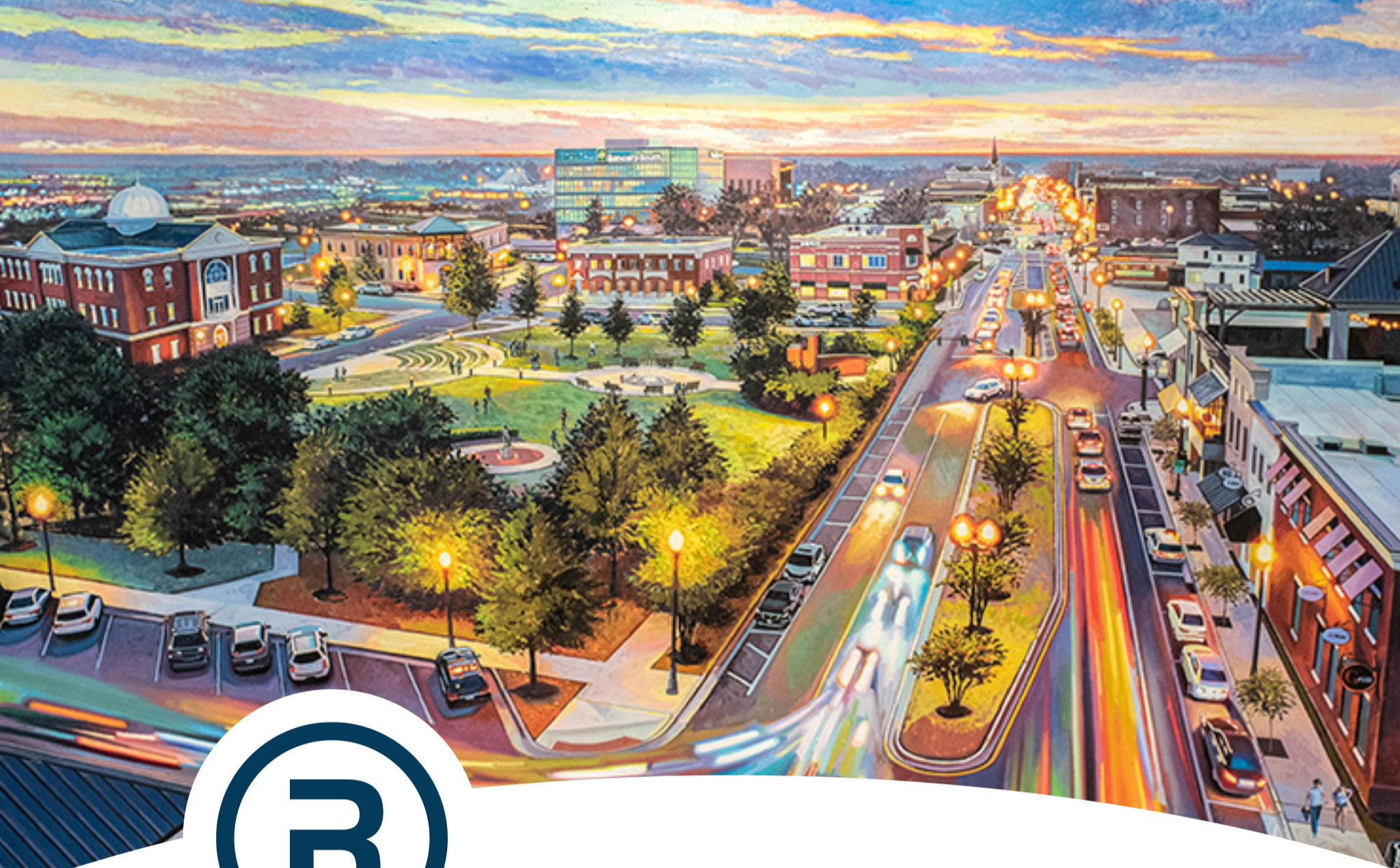
MEMO

To: Honorable Mayor and City Council
Thru: Jon Mendenhall, City Manager
From: Kelly Stultz, Director
Subject: **Retail Recruitment and Development Services**
Date: July 7, 2022

At the July City Council Meeting, a representative from The Retail Coach will make a presentation about the services they provide. This will provide the Council with the opportunity to ask questions as you consider their company.

The cost of their program is \$40,000 for the first year and \$30,000 per year for future years if the service is renewed. Each year there is the possibility of up to \$3,000 in expenses.

The Retail Coach seems to be the best fit for our current needs with available staff. If a contract with them is approved by the City Council, staff recommends that the program be evaluated in a year to determine effectiveness.



Retail Recruitment & Development Services

Statement of **Qualifications**



800.851.0962 | THERETAILCOACH.NET | AUSTIN, TEXAS · TUPELO, MISSISSIPPI

About The Retail Coach



We are **the nation's premier retail recruitment, market analysis, and development firm**. Our experience combines strategy, technology, and creative marketing to execute high-impact retail and restaurant recruitment strategies for local governments, chambers of commerce and economic development agencies.

We have served **more than 650 communities in 38 states** across the country over the last 20+ years.



PROVEN RESULTS

5+ Million

Square feet of new retail space recruited to client communities

\$600 Million

Additional sales tax dollars generated in client communities

90% Repeat

Percent of clients that choose us for repeat assignments



Snapshot of **Recent Grand Openings** in
The Retail Coach Client Communities.



and many more.....

Retail Recruitment Success



5+ Million Square Feet of New Retail recruited to client communities in the last 5 years.

The Retail Coach has helped attract these retailers and restaurants - plus **hundreds** more - to our client communities.



Office Locations



The Retail Coach has been headquartered in **Tupelo, Mississippi** since being founded in 2000. Our corporate offices are located in the Historic Fair Park District in Downtown Tupelo.

To best serve our client communities across the country, we have additional regional offices in **Austin** and **Dallas, Texas**. These strategic locations provide our team with closer proximity to major site selection and brokerage offices, while allowing key access to major transportation hubs.



Project Approach

Retail360® Process



Moving beyond data to bring new retailers and restaurants to your community.



Retail recruitment is a process, not an event. Through our proprietary **Retail360® Process**, we offer a dynamic system of products and services that enable communities to expand their retail base and generate additional sales tax revenue.

The Retail360® Process identifies the strengths and weaknesses of your community to attract retail and highlights your community's advantage over competing cities. Through our multi-phase approach to recruiting new retailers, we're able to help communities build a long-term retail economic development plan.

Market-Based Solutions

We understand that every community has its own unique set of development needs. Therefore, we work with our clients to determine those needs and to offer custom, tailored solutions. Our strategies are data-driven and verified through our Retail360® Process.

On-the-Ground Analysis

Just as each client has their own set of needs, we know that each client has a unique position in the marketplace as it competes to recruit new retailers. We spend time in your community with leaders and stakeholders, which enables us to determine your market position and identify retailers that fit your community.

Action Plan for Retail Growth

We analyze, recommend, and execute aggressive strategies for pursuing the ideal retailers, as well as coaching our clients through the recruitment and development process. This partnership typically produces the best results when, together, we derive short-term and long-term strategies based on market data and opportunities.



What Makes Us Different

Our Team is **Your Team**

We take a **partnership approach and become an extension of your team**. Our clients are invited to participate in the recruitment process, allowing you to learn and expand your network.

We are **Flexible & Agile**

We have intentionally kept our team size optimal in order to keep the ability to adapt and change. This helps us continue to **develop new programs and lead through innovation**.

Always **Fully Transparent**

We track recruitment activity and prospect feedback in your **custom retail recruitment dashboard** and host monthly calls with your team to keep you updated on progress.

We **Avoid Conflicts** of Interest

We are not brokers, and **we do not have to answer to in-house agents looking for a commission**. Our interests are always in line with your vision and what's best for your community.

Experienced & **Connected**

We **pioneered the retail recruitment industry more than 20 years ago** and leverage more than two decades of experience and relationships to help drive retail growth in your community.

We use **Consistent** Project Teams

We do not have a sales team that hands you off to a face once the project begins. You will **keep the same point of contact from start to finish** to ensure a consistent, open line of communication.



Your
Project Team

Your Project Team

Leadership Structure



Day-to-Day Project Management



Charles Parker
Project Director

Charles oversees The Retail Coach projects in the Southeast, in addition to the SmallBiz360 Program. He is located in our Dallas office and will be the primary contact for your project.

Leadership & Project Strategy



Kelly Cofer, CCIM
Founder & CEO



Aaron Farmer
President

With more than 50 combined years of retail development experience, Kelly and Aaron play an integral role in every project for The Retail Coach, including in-depth market analyses, recruitment strategies, and development plans for our clients.

Retailer Recruitment



Cary Everitt
Recruitment Specialist



Caroline Hearnberger
Recruitment Specialist

Cary and Caroline manage our relationships with national and regional retailers, brokers, site selectors, and developers. They execute our recruitment process, including the site submission process and retailer feedback.

Data & Market Research



Matthew Lautensack
Director of Research



Aiden Berry
Research Analyst

Matthew and Aiden use cutting-edge, GPS-based market data to pinpoint true opportunity in retail markets. They provide the latest retail trade area data and prepare our clients' market reports.

Administrative Support



Nancy Dees
Director of Finance



Rylee Lefevre
Marketing Manager

Nancy and Rylee support all projects by managing client invoicing and contract needs, as well as marketing, promotional, and graphic design support.

Key Staff Biographies



Charles Parker
Project Director

Charles brings more than seven years of experience in the fields of economic research and entrepreneurship to The Retail Coach. As Project Director, Charles oversees the retail recruitment process and leads his team to promote economic development in client communities. In this role, he works closely with local officials as well as retail site selectors, brokers, and developers. His work has led to the location of numerous regional and national brands to client communities, including Hobby Lobby, Marshall's, Five Below, Planet Fitness, Eggs Up Grill, Popeye's, Sonic, and Publix.

Prior to joining The Retail Coach, Charles served as Research Coordinator at Mississippi State University where he developed and executed research exploring economic impacts of tourism and outdoor recreation on municipalities. His work with local economies provides Charles with a unique understanding of the challenges communities face when trying to grow.

The McKinney, Texas native earned his Master of Business Administration and Master of Science degrees from Mississippi State University. Charles is an active member of the International Council of Shopping Centers and Main Street America, and is a frequent speaker at conferences, municipal leagues, and economic organizations.



Kelly Cofer, CCIM
Founder & CEO

C. Kelly Cofer leads The Retail Coach with more than 30 years of experience in all aspects of retail real estate and economic development. Kelly's professional background encompasses market research and site selection, advisory and leasing services, and property brokerage and development for leading national and regional retailers and restaurants in more than 150 cities throughout the United States. He has earned the prestigious Certified Commercial Investment Member (CCIM) designation from the Chicago-based Commercial Investment Real Estate Institute and attended the Economic Development Institute at the University of Oklahoma. Kelly holds a Bachelor of Science degree from Texas A&M University in College Station.



Aaron Farmer
President

With a degree in Marketing from The Mays Business School at Texas A&M University in College Station and an MBA from Texas A&M University – Commerce, Aaron brings to The Retail Coach knowledge of the most current research on retail and marketing trends. Prior to joining The Retail Coach, Aaron was employed in marketing research and retail development where he worked on projects for some of America's leading retailers and restaurants including FedEx, Kinkos, Sally Beauty Supply, Adidas, Concentra and the National American Association of Subway Franchises (NAASF). His expertise touches each step of a project from the initial trade area determination to the actual recruitment of retailers. Aaron is a sought after speaker for industry organizations throughout the country.

Key Staff Biographies



Caroline Hearnberger
Recruitment Specialist

With a Masters in Public Policy and Administration combined with almost 10 years in upper administration and project management, Caroline brings client oriented expertise to The Retail Coach. As the former experience as Director of International Services at Mississippi State University, she managed various international projects bringing a broader approach to The Retail Coach retail economic development recruitment methods.

Caroline loves learning about each new client and tailoring her recruitment and development strategies to fit those unique profiles. In the Recruitment Specialist role with The Retail Coach, Caroline is primarily responsible for spearheading the firm's retail recruitment nationwide. When not actively sourcing development opportunities for our clients, Caroline stays busy as a mom of two very active little girls with big personalities.



Cary Everitt
Recruitment Specialist

Cary joined The Retail Coach as an addition to the retail recruitment team. He comes from a background of almost 9 years in healthcare and retail management helping him gain exceptional relationship building skills and education in business development strategies. He is currently in the process of obtaining his Texas real estate license in order to expand his knowledge in the field, allowing him to offer the best guidance and assistance to all current and future clients alike. The main focus for Cary at The Retail Coach is to identify and recruit interested restaurants and retailers to client communities contributing to market growth and expansion.



Matthew Lautensack
Director of Research

New York native, Matthew Lautensack, brings a specialization in critical theory and technology integration to The Retail Coach team. A philosopher and self-taught programmer, Matthew is efficient in user experience, digital platform design, e-commerce, automation, digital advertising, GIS, and is a tremendous asset to our staff. During his tenure at The Retail Coach, he has brought efficiency to the operational processes, through automation, streamlining, and systematizing internal workflows. He was also the principal developer on a number of new products and services we are offering today. Prior to joining The Retail Coach, Matthew was the Director of Information Technology at a natural soap company based out of upstate New York.



Your Project Team

Instructor & Speaker Experience

As the pioneer of proactive retail recruitment and development services,

The Retail Coach team is frequently sought after for speaking engagements and instructor roles for conferences, trainings, basic economic development courses, and other industry events.

Here are a few of the events and courses in which our team has recently presented:

IEDC: Basic Economic Development Course (TX, AR, CO)

Session Title: "Retail Recruitment in Economic Development"

National League of Cities: Small Cities Conference

Session Title: "Small Cities, Big Demand"

Southern Municipal Leagues: Annual Conference

Session Title: "Building the Right Retail Recruitment Strategy"

EDC of Colorado: Drive | Lead | Succeed Conference

Session Title: "Retail is Changing...Is Your Community Ready?"

Main Street America: Main Street Now! Conference

Session Title: "Business Attraction & Retention Strategies"

Stand Up Rural America: Annual Conference

Session Title: "The Reality of Rural Retail Recruitment"

Illinois Financial Forecast Forum: Annual Conference

Session Title: "Dynamic Trends in the Retail Environment"

International Council of Shopping Centers: RECON

Session Title: "Developers & Retailers: The New Power Couple"





The Retail Coach: **Approach**

Project Outline & Deliverables

Analyzing the Market



Understanding your true customer base is critical to quantifying the demand for new retail and restaurant development. The Retail Coach uses real data **collected from actual customers** in your community to analyze trade area boundaries, competitive markets, and leakage. This high confidence data allows our team to “tell your story” and show potential investors why they need to be in your market.

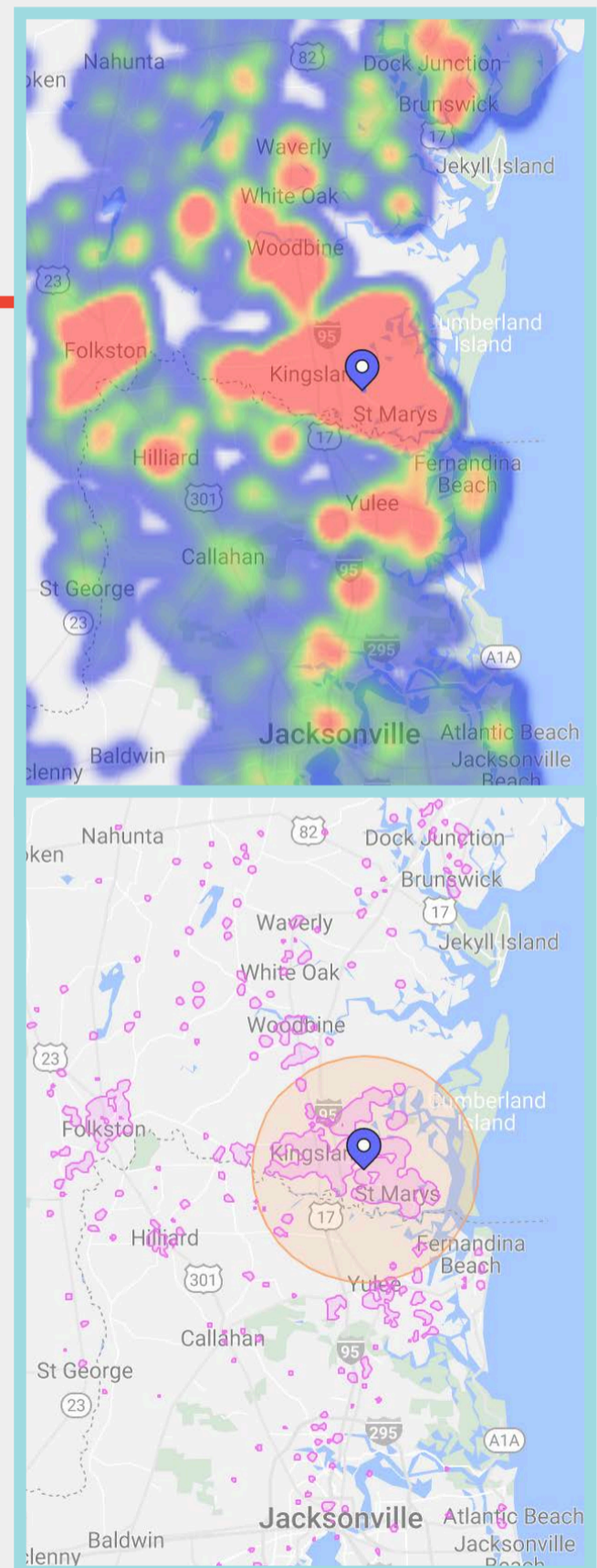
High Impact Mobile Location Data Analysis

Case Study: Mariner's Point Shopping Center

We explore the top 90% of Consumer Foot Traffic (collected via mobile location data) to analyze where consumers are regularly traveling from to shop in the Camden retail market.

These maps depict the home locations of consumers shopping at the Walmart-anchored Mariner's Point Shopping Center over the last 12 months. When overlaid with a 10-mile radius, consumer distribution illustrates the regional draw this shopping node has. Kingsland appears to be a primary shopping destination for many residents of Folkston, but also draws a significant number of customers from Yulee and Woodbine. **Using a simple radius demographic analysis would under-represent the market that this Walmart and adjacent retailers are serving.**

A strong retail recruitment strategy will illustrate to potential investors how the area serves a much wider customer base than just a radius or a drive time - and mobile location data is a great tool to utilize to help change existing (and likely antiquated) impressions of a retail market.



Determining Retail Opportunity

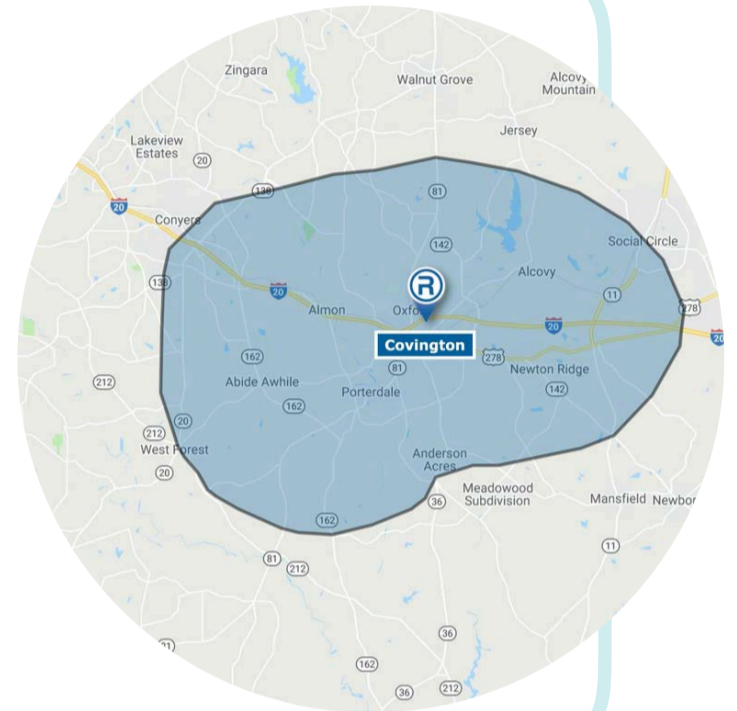


The Retail Coach will perform extensive market research and analysis to evaluate the local retail market. This “macro” to “micro” approach enables The Retail Coach to analyze competitive and economic forces that may impact the community's retail recruitment and development plan.

Custom Retail Trade Area Analysis:

The Retail Trade Area is the geographical area from which the community's retailers derive a majority of their business. It is the foundational piece of the retail plan and its accuracy is critical.

The Retail Coach will create custom-drawn retail trade areas for your community based on cell phone mobile location/GPS data from shoppers as well as on-the-ground analysis from The Retail Coach team.



Trade Area Determinations

Custom, drive-time, and radial retail trade areas will all be analyzed

Demographic Profile Analysis

Full Demographic profiles for all RTAs, County, and your community

Psychographic Profile Analysis

Full Tapestry profiles for all RTAs and your community

Competing Community Analysis

Overview of competing markets and competitive advantages

Peer Community Analysis

Overview of similar retail markets and potential for growth

Retail Leakage Analysis

Gap analysis of supply & demand, includes Pull Factor (Leakage Index)

Retail Demand Outlook

Expenditures by sector, with expected growth projections

Retail Expenditures Analysis

Breakdown of expenditures and spending potential, by sector

Consumer Spending Report

Patterns and Marginal Propensity to Spend for Consumers in the market

I-95 Traveler Impact Analysis

Explores impact of travelers from other areas on the local market

Identifying Development Opportunity



Retail site selection has evolved from an art to a science – brands are making decisions based on hard data and strict parameters based on past performance of existing locations. Those parameters and site criteria set up expectations for communities looking to recruit them, but can also serve as an indication of where communities need to invest their resources.

Retail Real Estate Analysis:

The Retail Coach will review the existing real estate market and execute a **Highest & Best Use Analysis** of the key retail corridors in your community. This will identify key sites in the area that are prime for development or redevelopment, and help the County begin to strategize where resources need to be allocated to best position the County for new retail and restaurant recruitment.

Retailers are interested not only in the market data on your community, but also in evaluating all available property vacancies and sites that fit their location preferences. The Retail Coach will identify priority retail vacancies and development/redevelopment sites to market.

The Retail Coach will create a **Retail Site Profile** for each identified vacancy and site with current site-specific information, including:

- Location
- Aerial photographs
- Site plan
- Demographic profile
- Property size and dimensions
- Traffic count
- Appropriate contact information

In-line & Pad Sites in New Walmart Development 2873 Service Road | Ceres, CA 95351

In-line retail space available in new Walmart development breaking ground in 2020.

Property Features

- Direct access from Highway 99 with more than 104,000 vehicles per day
- Adjacent to regional Ceres Gateway development (in development)
- High visibility and accessibility from Highway 99, Mitchell Rd, and Service Rd

Site Demographics

Retail Pads & Shop Spaces Available Highway 99 & Mitchell Road | Ceres, CA

Ceres Gateway Center

100,000 VPD

94,000 VPD

SUBJECT SITE CERES GATEWAY CENTER

New mixed-use development including retail, hotels, restaurants and office space being developed on Highway 99 and Mitchell Road in Ceres, California.

Property Features

- Proposed Super Walmart across street - Bidg permits issued Feb. 2019
- Mitchell Road interchange access with new interchange planned at Service Road
- 1,100 linear feet of Highway 99 frontage
- 85' freeway pylon sign planned
- New signalized entry into project on Mitchell Road
- High traffic counts on Hwy 99 with great positioning between south Modesto and Turlock

Demographics				
	Trade Area	3 mile	5 mile	10 mile
Est. Population	290,049	57,541	129,512	416,058
Avg. HH Income	\$76,143	\$73,590	\$71,472	\$79,573

TheRetailCoach. PO Box 7272 | Topsho, MS 38802 | 800.851.0062 | theretailcoach.com

Identifying Retailers for Recruitment



The Retail Coach is the first national retail recruitment firm to introduce retailer and developer recruitment specifically for communities. More than 20 years and over 650 projects later, the recruitment of retailers remains our primary focus and the primary metric of success – and starting with a strong prospect list sets a strong foundation for attracting new retail.

Target Retailer & Restaurant Match List:

The Retail Coach will target national and regional retail brands that are a good “fit” for the community. This means that we take into account several factors...

- What type of consumers are in the market, bases on the Retail Trade Area population, demographics, and psychographics.
- Which sectors are not currently meeting demand and therefore have a high leakage index, or have projected demands that will require new business additions to meet.
- Current and future corporate strategies for brand expansion and new locations in the region, specific to Georgia & Florida.
- Available real estate locations and vacancies that are attractive, and attainable for specific uses/concepts.
- Peer Community Analysis results that indicate the your market would support a specific brand or concept.

five BELOW



Marshalls



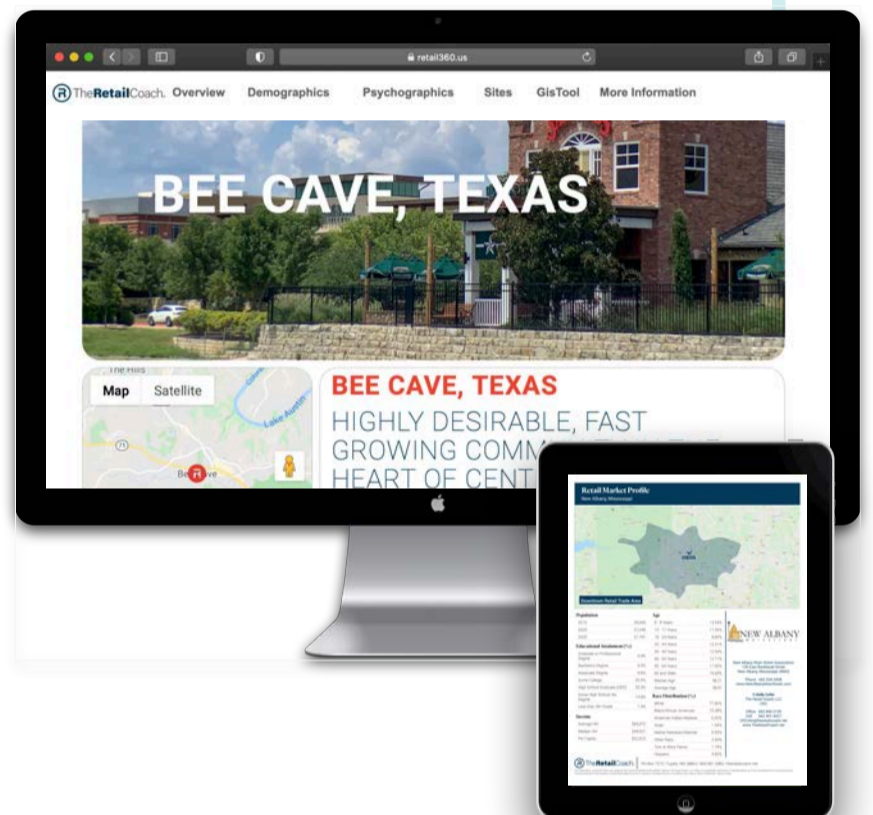
Publix



To attract targeted retailers, the most critical step is to provide accurate and current community data and site-specific information on available opportunities. It is important that this marketing information positively reflects the community's attributes and brand to site selectors, real estate brokers, and developers, because it is essential in making initial decisions about locating in the community.

Online **Retail Dashboard**

The Retail Coach will create a Retail360® Retail Dashboard for your community, which will be available for **visual presentation and easy downloading** of all data sets and marketing information. With a few clicks, retailers, brokers and developers can learn about your community's retail potential like never before.



Retail **Market Profile**

The Retail Coach will develop a Retail Market Profile tailored to the specific needs of targeted retailers' essential site selection and location criteria for your community. **The profile serves as a community introduction**, and includes: Retail Trade Area map, location map, traffic count, demographic profile summary, appropriate logo and contact information.

Developer & Retailer-Specific **Opportunity Packages**

In addition to the more general Retail Market Profile, an Opportunity Package is **developed to send specifically to developers, real estate departments, or brokers for individual retailers**, and highlights the market characteristics and site availabilities that align with their retail site needs.

Recruitment of Retailers & Developers



The Retail Coach was the first national retail recruitment firm to introduce direct retailer and developer recruitment services specifically for municipal clients. **Twenty years and 650+ projects later, the recruitment of retailers remains one of the primary metrics of success.** Today, our experience has proven that a community must move beyond just gathering data sets, and proactively recruit retail to achieve their development goals.

Retailer & Developer Recruitment

The Retail Coach will actively recruit retailers on your behalf. Our retailer recruitment process includes:

- Introductory emails and retail market profile are sent to each targeted retailer.
- Personal phone calls are placed to measure interest level.
- Personal emails and retailer feasibility packages are sent to each targeted retailer.
- Personal emails and retail site profiles for prime vacancies are sent to the appropriate targeted retailers.
- Personal emails are sent to inform targeted retailers of significant market changes.
- Personal emails are sent to decision makers once per quarter to continue seeking responses regarding their interest level in the community.
- A retailer status report is provided with each retailer's complete contact information and comments resulting from recruitment activities.

Retail Industry Conference Representation

We help communities connect with retailers and developers at retail conferences such as the annual ICSC Recon Conference and other regional events.

More than just, "having conversations on your behalf", we will help your team prepare for the event, attend the event with your team, and even work to set up meetings with key contacts for your team. We want all of our clients to be as **involved in the process** as they like to be, and growing your network at these events can be beneficial to ultimate, long-term success.



RETAIL LIVE!

Downtown Revitalization



Over the last twenty years, Main Street and its local retailers and restaurants have faced an incredible increase in competitive pressures. The evolution of e-commerce, the proliferation of “big box” retail expansion, and the trend in ever-increasing cost-to-do business across the country have all left our small businesses in a position of disadvantage. As a result, The Retail Coach has developed an approach to guide, assist, and execute omni-channel solutions for small businesses

Downtown Business Workshops

Most business owners do not have the time or resources to teach themselves how to develop and maintain a competitive strategy in today's omni-channel retail environment. Our team will host workshops and directly engage with small business owners to educate them on ecommerce, their target market, and specific retail opportunities.

New Program: SmallBiz360

The Retail Coach has created a comprehensive program that will assist small businesses to better identify their target market, better understand who their customers are and the products they demand and, most importantly, reach their customers through a practical, omni-channel approach.

The key component of this program is the **development of e-commerce platforms** for existing, local business owners looking to take the next step for their business. The SmallBiz360 Program can be a standalone option, or included as part of a community's comprehensive retail development plan.



Coaching & Ongoing Support



We aim to partner with communities on a long-term basis and understand clear communication and a team approach are the foundation of a strong partnership. Our team is available when clients have questions, new ideas, or just need to brainstorm new strategies. We will workshops and strategy sessions to ensure all stakeholders are informed and empowered to create long lasting impacts on the market.

Community Leadership **Strategy Sessions:**

The Retail Coach will conduct at least 2 meetings with the core leadership team in the community to review market study findings, implications, and next steps.

Commercial Broker **Educational Session:**

The Retail Coach will conduct a program for local brokers to convey study findings, current real estate trends, and discuss resources to aid their relationships with clients.

Local Business **Educational Session:**

The Retail Coach will conduct a program for local businesses and entrepreneurs to understand market study implications and other best practices.

Ongoing **Support:**

The Retail Coach will conduct a work session to discuss strategies, case studies, and other resources to assist the project team with local initiatives, including “keeping it local”, incentive programs, marketing support, and niche retail development strategies.





The Retail Coach: **Experience**



Contact:

Kristy Crisp
Director of Economic Development
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Contact:

Suzi Sale
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803-420-7882



NEWTON COUNTY

**INDUSTRIAL DEVELOPMENT
AUTHORITY**

Contact:

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Director of Commercial Development
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770.786.7510



Contact:

Rosemary Bates
Special Projects Director
Gallatin EDA, Tennessee
rosemary.bates@gallatintn.gov
615.230.7953



"The Retail Coach is **hands-down one of the best consultant teams of any kind that our team has had the pleasure of working with.** Their extensive expertise and nationwide connections with site selectors, developers, and major chains have opened up new doors for the City, allowing us to take our recruitment efforts to the next level and collaborate with brands that hadn't previously considered our market.

They work as an extension of our staff, anticipating needs and freeing up in-house staff time. **I can't recommend the Retail Coach highly enough."**

Chenin Dow: Economic Development Manager (Lancaster, California)

"Thank you for Gallatin's partnership with The Retail Coach. Charles Parker and his team have **been very beneficial in helping my development find retail tenants.** We have currently signed [multiple tenants] with their help and guidance."

Brad Jolly: Developer (Gallatin, Tennessee)

"The Retail Coach has **truly been the teammate I needed to achieve our goals in the retail and commercial sector.** Their always-prompt response and ability to use data to support quality development and foster long lasting relationships have made a difference in our connections and community. The Retail Coach staff has been an outstanding extension of our office and our community."

Serra Hall: VP, Project Development (Newton County, Georgia)



"As a customer of The Retail Coach I have witnessed first-hand success with Aaron Farmer and his skilled team. The staff at **The Retail Coach delivers the knowledge, skill, and rapport necessary to recruit retail** into regions seeking progression, all while taking the difficulty away from the municipalities. They are a strong catalyst in retail expansion for any community that is looking for increased economic growth."

Sean Overeynder: City Manager (Lamesa, Texas)

"After visiting our city, **The Retail Coach staff were able to quickly recognize the challenges of our rapidly growing community and identify submarkets for retail attraction.** The time they spent in the community and surrounding areas, meeting with community representatives and really working to understand our retail challenges, made the difference."

Michelle Hill: Economic Development Director (Firestone, Colorado)

"For years I researched firms to help me with retail development and The Retail Coach continued to surface as the best choice provider. Over and over again I heard about their 'service after the sale.' This was important. You see a lot of firms can run data and put together fancy reports. What allows The Retail Coach to stand out is their coaching. A tool is useless unless someone 'coaches' you on the best way to utilize it. **When you hire The Retail Coach you are not just buying data, you are hiring a coach to help you with your retail development needs.** I highly recommend them to any community seeking to effectively recruit retail development."

Dave Quinn: Economic Development Manager (Fairview, Texas)



"The Retail Coach organization has a **proven track record of accurately portraying a community, providing the information needed to help prospective retailers see the community**. They are well respected among retail chains and retail site locators. They take the time to visit the community- boots on the ground if you will and they will visit with retailers and learn all they can about the community before publishing their work. Another factor in this is the company is constantly seeking out new technology to improve their results- they have the tools and the talent."

Charlie Smith: Former Executive Director (Mount Pleasant, Texas)

"We chose to work with The Retail Coach because the City wanted to help direct the type of retail coming to the City, helping to ensure it meets demands and fills a need. The Retail Coach also provides a strong local component, **assisting our existing, local retail establishments to respond to today's competitive environment** so they too can thrive."

Steve Brodsky: City Manager (Xenia, Ohio)

"We were pleased that The Retail Coach does not apply a 'one size fits all' approach to retail growth. **Their team has a national reputation for adapting tried and true strategies to suit the individuals needs and unique characteristics and in the communities in which they work.** Beyond that, The Retail Coach's team develops long term relationships with their clients which extends well past the performance period of their professional services contracts. We expect that when The Retail Coach's work in Laramie is complete, we and our partners will be emboldened to take on complex retail issues, but if we hit a snag along the way, The Retail Coach's team will be just a call or text away.

Sarah Reese: City Manager (Laramie, Wyoming)



Contact Information:

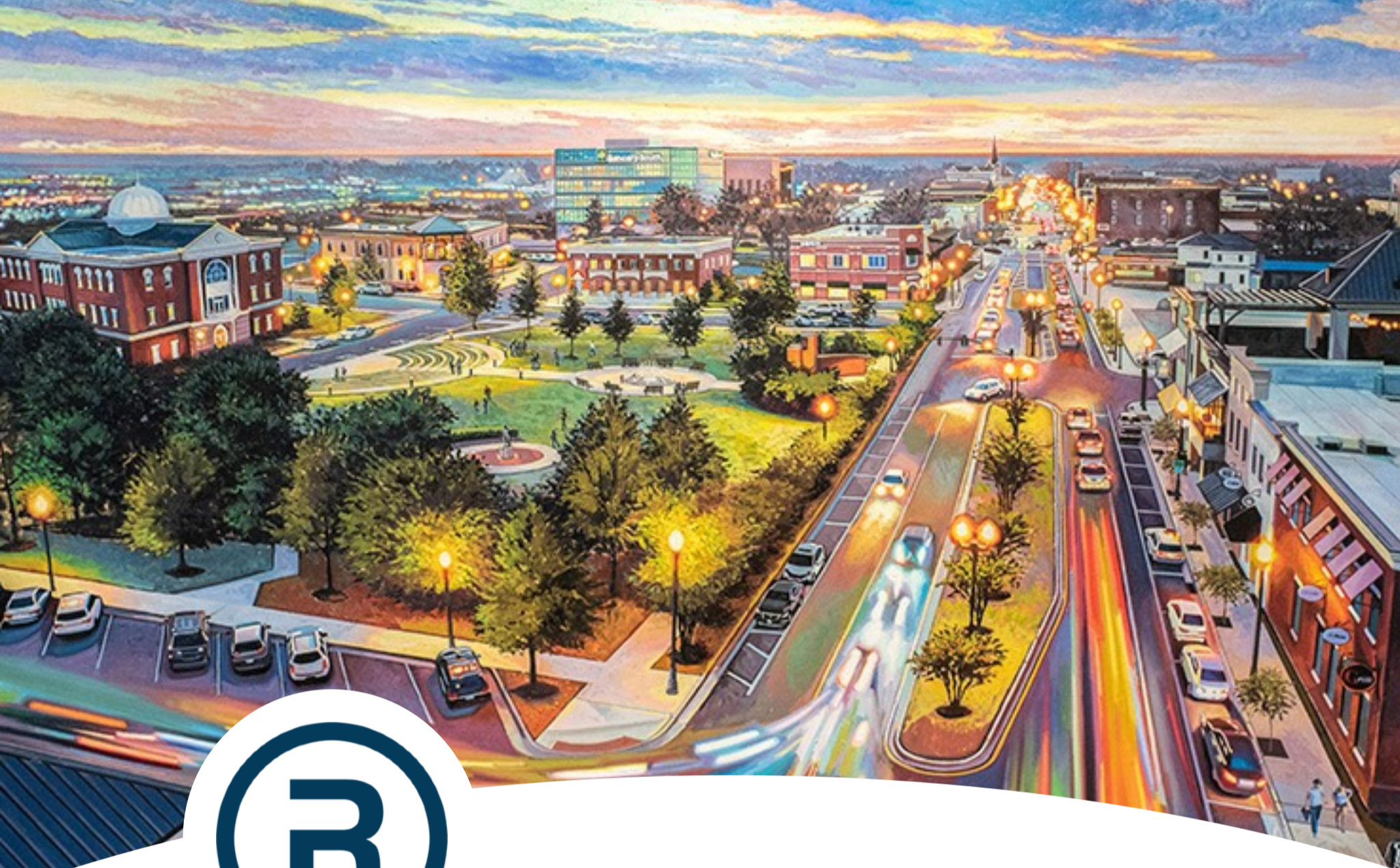
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Project Director
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662.231.9078



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Proposal for: Eden, North Carolina

Addendum:

Retail Market Analysis & Recruitment Services



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Retail Market Analysis & Recruitment Services

Executive Summary



The Retail Coach is submitting this proposal for a **Retail Market Analysis & Recruitment Services** to be executed for the City of Eden, North Carolina.

Objectives:

- Research and analyze the Eden retail market for growth opportunities
- Determine the unique, viable retail market potential for Eden
- Identify key retail and restaurant targets that align with the vision of growth for the City
- Recruit target retailers and restaurants through proactive outreach and industry conference representation

Submitting Firm:

The Retail Coach, LLC

Mailing Address:

The Retail Coach, LLC
PO Box 7272
Tupelo, MS 38802

Primary Contact:

Charles Parker
Project Director
cparker@theretailcoach.net
662-231-9078

For more than 20 years, The Retail Coach has been **the premier national retail recruitment partner** for municipalities, economic development organizations, and development firms. Having worked more than 650 assignments in 40 states, our recruitment approach is simple – do what you say you are going to do, do it at the highest level possible and constantly communicate findings and results to our clients. This approach has proven successful, leading to multiple assignments with more than 90% of our clients.

Our goal is to not only aid the City of Eden in preparing and executing a retail market analysis and recruitment strategy, but to also bring to a level of retail expertise to local stakeholders for the City **to ultimately reach its potential for sales tax revenue and quality of life.**

The most important aspect of any Retail Market Analysis is its ultimate application and resulting impacts. Our approach has always been action-oriented to ensure that market reports are not placed on a shelf to collect dust. **Working with all project team members, local stakeholders, and public officials** is a critical component in which The Retail Coach is experienced and well-equipped to execute.



Cost Proposal:

**Retail Market Analysis &
Recruitment Services**

Retail Market Analysis & Recruitment Services

Deliverables & Responsibilities



Analyzing the Market

Retail Trade Area (RTA) Determination based on Mobile Location Technology

Determining Retail Opportunities

Retail Trade Area & Community Demographic Profiles (Historical, Current, and Projected)

Retail Trade Area Psychographic Profiles

Retail Gap Analysis & Demand Outlook

Retail Expenditures & Consumer Spending Reports

Competing & Peer Community Analysis

Visitor Analysis

Identifying Development Opportunities

Community-wide sites inventory

Highest & Best Use Analysis of priority sites/vacancies

5 Retail Site Profiles

Identifying Retailers & Developers for Recruitment

Target list of priority retail prospects

Marketing & Branding

Eden Retail Market Flyer (RMF)

Retailer Feasibility Packages

Developer Opportunity Package

Online Retail360 Dashboard

Recruiting Retailers & Developers

Proactive Retail Recruitment & Recruitment Updates

Retail Industry Conference Representation

Live Retail Recruitment Tracking Platform

Retail Coaching

Leadership Strategy Sessions

Ongoing Coaching & Project Management with Monthly Update Calls



Project Costs & Timeline

Retail Market Analysis & Recruitment Services

\$43,000

(Not to Exceed Amount)

12 Month Project Timeline



Work Fees

The duration of this agreement is twelve (12) months, with a fee for completion of outlined work of **\$40,000**, payable in two installments:

- a) \$20,000 upon execution of the agreement;
- b) \$20,000 at 180 days after execution of agreement.

The City of Eden may elect to extend the agreement for a total fee of \$30,000 per 12 month extension period.

Reimbursable Project Expenses

It is estimated that reimbursable expenses will be no more than \$3,000 (not to exceed amount). Reimbursable expenses include:

- a) All travel costs;
- b) Cost of special renderings and maps, if any;
- c) Cost of copies for reports and maps/drawings; and
- d) Cost of shipping expenses, if any.

*All Work Fees and Project expenses are payable within 30 days after receipt of the expense invoice. The Retail Coach will provide a digital copy of the deliverables.



Contact Information:

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662.231.9078



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800.851.0962 | THERETAILCOACH.NET | AUSTIN, TEXAS · TUPELO, MISSISSIPPI

Eden Police Department
308 B East Stadium Drive
Eden, North Carolina 27288

Memorandum

To: The Honorable Mayor and City Council
Through: Chief Clint Simpson
From: Sgt. Jim Robertson
Subject: Consideration of two ordinances addressing traffic and parking in the Uptown Eden/Downtown Leaksville business area
Date: July 14, 2022

Police Department staff request you consider the adoption of two ordinances: to rescind existing two-hour parking and to designate an alleyway as one way.

Two-hour parking (Ordinance 23-1): As far back as November of 2020 (and probably prior to that) there has been a question about the two-hour parking on Washington Street and the surrounding streets.

The City Code defines those parking zones thusly:

§ 9-156 *LOCATION OF TWO-HOUR PARKING ZONES.*

The following areas are hereby designated as two-hour parking zones:

(A) Washington Street, from the intersection of Bridge Street to the intersection of Hamilton Street;

(B) Bridge Street, from the intersection of Jay Street to a point 200 feet south of the intersection of Washington Street;

(C) Henry Street, from the intersection of Harris Street to a point 200 feet north of the intersection of Washington Street;

(D) Monroe Street, from the intersection of Washington Street to the intersection of Jay Street. ('89 Code, § 9-156)

The problem with the two-hour parking that has arisen is threefold: first, the two-hour parking signs were removed several years ago when Washington Street was being resurfaced and were never reinstalled; second, due to the signs not being present, the two-hour parking has not been enforced; and finally, with the refurbishing and projected economic growth of the Downtown Leaksville business district (also known as Uptown Eden), two-hour parking restrictions may no longer adequately service the businesses.

It is the recommendation of the Police Department that the ordinance established in 1989 which regulated two-hour parking on Washington, Monroe, Bridge and Henry streets (Eden City Code §9-156) be rescinded to more accurately reflect the needs of today's community. This would require the adoption of Ordinance 23-1.

Alleyway (Ordinance 23-2): Council Member Underwood contacted Sgt. Robertson regarding the alleyway behind the DMV License Plate Office on Washington Street and requested that a study be conducted to determine if the alleyway could be designated as

“ONE WAY.” After studying the layout of the parking lot and reviewing the N.C. General Statutes, it was determined that the alleyway portions of the parking lot could be regulated with “ONE WAY” directional signs to be enforceable by designated City Ordinance. Attached to this memo is a map showing the suggested placements for “ONE WAY” signs and a “DO NOT ENTER” sign.

It is the recommendation of the Police Department that an ordinance, 23-2, be adopted to designate the alleyway as one way.



ORDINANCE 23-1

AN ORDINANCE OF THE CITY OF EDEN,
PROVIDING THAT ITS CODE OF ORDINANCES BE
AMENDED BY CHANGING AND ALTERING THE TWO
HOUR PARKING ALONG WASHINGTON STREET,
MONROE STREET, HENRY STREET, AND BRIDGE STREET
(EDEN CITY CODE §9-156) OF THE CITY

A GENERAL ORDINANCE AS DEFINED IN GS 160A-77

Be it ordained by the City Council of the City of Eden as follows:

Section 1: 2-Hour Parking (Eden City Code §9-156) – Repealed.

Section 2: All ordinances and parts of ordinances in conflict with this ordinance are hereby repealed.

Section 3: This ordinance shall be effective as of the date of the date of final adoption.

In the COUNTY OF ROCKINGHAM

Adopted this 19 Day of July, 2022

CITY OF EDEN CITY COUNCIL

By: _____
Neville Hall, Mayor

Deanna Hunt, City Clerk

Approved as to form:

Erin Gilley, City Attorney

ORDINANCE 23-2

AN ORDINANCE OF THE CITY OF EDEN,
PROVIDING THAT ITS CODE OF ORDINANCES BE
AMENDED BY CHANGING AND ALTERING THE TRAFFIC
FLOW TO ONE WAY IN THE PATRICK STREET/HENRY
STREET MUNICIPAL LOT ALLEYWAYS OF THE CITY

A TECHNICAL ORDINANCE AS DEFINED IN GS 160A-77

Be it ordained by the City Council of the City of Eden as follows:

Section 1.1 – It shall be unlawful for the driver of a vehicle to proceed in a northeasterly direction into and/or through the Patrick Street/Henry Street Municipal Lot long alleyway located closest to and running parallel with Washington Street.

Section 1.2 – It shall be unlawful for the driver of a vehicle to proceed in a southwesterly direction into and/or through the Patrick Street/Henry Street Municipal Lot short alleyway located furthest from and running parallel with Washington Street.

Section 1.3 – “ONE WAY” signs shall be placed, erected or installed throughout the Patrick Street/Henry Street Municipal Lot long alleyway in such a manner as to direct motorists to proceed only in a southwestwardly direction through the Patrick Street/Henry Street Municipal Lot long alleyway.

Section 1.4 – “ONE WAY” signs shall be placed, erected or installed throughout the Patrick Street/Henry Street Municipal Lot short alleyway in such a manner as to direct motorists to proceed only in a northeastwardly direction through the Patrick Street/Henry Street Municipal Lot short alleyway.

Section 1.5 – A “DO NOT ENTER” sign shall be placed, erected or installed at the Patrick Street/Henry Street Municipal Lot long alley exit at the intersection of Patrick Street directing traffic that is proceeding or attempting to proceed in a northeastward direction from Patrick Street that such action is prohibited.

Section 1.6 – The OFFICIAL TRAFFIC MAP of the City of Eden is hereby amended to conform with this Ordinance.

Section 2: All ordinances and parts of ordinances in conflict with this ordinance are hereby repealed.

Section 3: This ordinance shall be effective as of the date of the date of final adoption.

In the COUNTY OF ROCKINGHAM

Adopted this 19 Day of July, 2022

CITY OF EDEN CITY COUNCIL

By: _____
Neville Hall, Mayor

Deanna Hunt, City Clerk

Approved as to form:

Erin Gilley, City Attorney



**City Manager's Report
July 2022**
City Manager Jon Mendenhall

ADMINISTRATION

Marketing & Special Events

SHAGGIN' ON FIELDCREST: We along with the Draper Merchants Association invite you to join us for SHAGGIN' ON FIELDCREST on Saturday, July 23!! Jim Quick & Coastline will be performing LIVE from 7 to 10 p.m. on Fieldcrest Road in downtown Draper. There will be delicious food and beverages on site. Admission is FREE! Bring your chairs! No coolers are allowed.

SUMMER GROWN & GATHERED: Our SUMMER GROWN & GATHERED is set for Thursday, Aug. 11 at the Spray Mercantile. This will be a great evening under the stars that includes great food and beverages, live music and a celebration of local grown and made products!! Tickets are on sale now and going fast!! Call 623-2110 and ask for Marketing & Special Events to reserve our seat.

RIVERFEST APPLICATIONS ACCEPTED: We are still taking applications for these RIVERFEST (Sept. 16 and 17) vendors: Artisan/Crafter, Business Display, Food, Large Business – Vehicle Display Contact the marketing office at 336-623-2110 or cadams@edennc.us or get your application at www.edennc.us.

OINK & ALE RECAP: We want to thank everyone who came out and enjoyed OINK & ALE on June 18!! We had a huge crowd from all over the Triad and region that enjoyed an awesome live concert by On The Border – The Ultimate Eagles Tribute, delicious barbecue and refreshing beverages. Another Thank You to all the volunteers and vendors that made this night the success it was!

TOUCH-A-TRUCK: We are looking for cool vehicles to display on Saturday, Aug. 20. If you have a piece of equipment, truck, etc. that you think kids (little and big) would enjoy seeing, touching, etc. please let us know. This is an awesome event that kids really enjoy!

INFORMATION TECHNOLOGY

SCAM AVOIDANCE CLASS: Detective Sgt. Andrew Kenyi and Information Technology Director Kevin Taylor will be teaching how to avoid phone and online scams. The class is free and open to anyone who would like to attend. It will be held from 10 to 11 a.m. on Tuesday, August 23 at the Garden of Eden Senior Center, 508 Orchard Drive. Kevin will cover online, email and text message scams and offer tips and tricks for recognizing phishing emails using actual phishing messages received on the City's email system while Sgt. Kenyi will discuss active scams that are being reported in the Eden area and give tips on how to avoid becoming a victim.

PARKS AND RECREATION

AQUATICS: The Freedom Park Splash Pad and Mill Avenue (Draper) Pool are open daily from noon until 6 p.m. Call 336-623-2110 to reserve for a private party. FREE swim lessons for kids and adults every

Saturday at the Mill Avenue Pool: 5-8 years old at 8:45 a.m., 9-16 years old at 9:30 a.m., 17 and older at 10:30 a.m. No preregistration required.

MUSIC & CRUZ IN: Come out to Freedom Park on July 30 at 6 p.m. to hear live music at our amphitheater. Admission is free! Bring a lawn chair and your friends. Concessions will be available. The car cruise in starts at 5:30.

PROWLERS REGISTRATION IS OPEN! We are now registering for our fall Prowler football teams and our cheerleading program for ages 5-12. Practice begins Aug. 1. Sign up your child at Bridge Street, Mill Avenue, Customer Service at City Hall or online at www.edennc.us.

PROWLERS FOOTBALL AND CHEER CAMPS: For ages 5-12, completely free! Cheer camp is 5:45-7, while football is 6-7:30, both at Freedom Park. No preregistration required.

RECREATION CENTERS: Bridge Street and Mill Avenue recreation centers are open Monday – Friday from 10 a.m. until 6 p.m. Come walk our track and exercise; play tennis, basketball, pickleball or shuffleboard; or use the playground.

FREEDOM PARK: We're excited to announce the dog park has been relocated to the back of the park, away from the noise of the playground, splash pad and road. We think this will be a better fit for the dogs and their owners.

SENIOR CENTER: The center continues to be active, with an average of 26 people attending daily.

SUMMER DAY CAMP: The camp is hosting 25 children this summer, with several on the wait list. These kids enjoy trips to Mill Avenue Pool, Freedom Park Splash Pad, Roll-A-Bout Skating Center, playgrounds and have tennis lessons. They have adopted "Daisy Duck" as their mascot after she wandered into camp the first day it started.

PLANNING AND COMMUNITY DEVELOPMENT

COLLECTIONS: We received \$573.69 in code enforcement fees in the month of June.

GRANTS: CDBGNR-Draper: The PTRC will be assisting with the site inspections and bidding of the repairs beginning in July.

LOCAL CODES AND INSPECTIONS: 119 were performed with 48 notices sent.

PERMITS AND INSPECTIONS: 290 inspections were performed with 166 permits issues. The Purina project is now accelerating as deadlines approach. A demolition permit was issued for the Spray Cotton Mill renovation project. A new Dollar General is proposed to be located on the corner of N.C. 14 and Town Creek Road. Several new single family dwellings are under construction with more expected.

BOARDS AND COMMISSIONS: The Community Appearance Commission met to replant the planters on Fieldcrest Road. The Historic Preservation Commission met June 13 and recommended in favor of a request for Local Landmark designation for the Spray Cotton Mill. This request went to Council was approved. The Tree Board did not meet in June. An Arbor Day program was held for the Leaksville United Methodist Church Child Development Center on June 22.

POLICE

EMPLOYMENT OPPORTUNITIES: The department currently has several openings for police officers and continues to work toward recruiting excellent law enforcement officers to serve the citizens of Eden.

NEW EQUIPMENT: The Axon fleet camera install will be completed the week of August 1. The department is coordinating with Eden Fire to conduct the install at Station 4.



Planning and Community Development Department

P. O. Box 70, 308 E Stadium Drive, Eden NC 27289-0070/Telephone 336-623-2110/Fax 336-623-4057

MEMO

To: Honorable Mayor and City Council
Thru: Jon Mendenhall, City Manager
From: Kelly Stultz, Planning and Community Development Director
Paul Dishmon, Municipal Services Director
Re: Monroe Street Updates for Uptown Eden
Date: July 8, 2022

A public meeting was held in late June with the Uptown Merchants and property owners. At that time, there was discussion about the Monroe Street Improvements. The parking lot project has been completed and plans are for Monroe Street from Washington Street to Jay Street to be repaved. The sidewalks and curb and gutter are also to be replaced. The travel lanes and parking will remain as they are currently and will be re-striped according to the current design and to meet safety standards.

The scheduling and execution of this project is to be undertaken by Municipal Services

If you have any questions, please let staff know.

CITY OF EDEN, N.C.

The regular meeting of the City Council, City of Eden, was held on Tuesday, June 21, 2022 at 6 p.m. in the Council Chambers, 308 E. Stadium Drive. Those present for the meeting were as follows:

Mayor:	Neville Hall
Council Members:	Gerald Ellis, attended remotely Jerry Epps, attended remotely Phillip Hunnicutt Kenny Kirkman Bernie Moore Bruce Nooe Tommy Underwood
City Manager:	Jon Mendenhall
City Attorney:	Erin Gilley
City Clerk:	Deanna Hunt
Media:	Roy Sawyers, Rockingham Update

MEETING CONVENED:

Mayor Hall called the regular meeting of the Eden City Council to order and welcomed those in attendance. He asked that Mike Moore, of Mike Moore Media, be remembered as he tried to attend all the meetings but was currently facing some health issues. Pastor Les Herod gave an invocation followed by the Pledge of Allegiance led by Deputy Fire Chief James Slaughter.

PROCLAMATIONS AND RECOGNITIONS:

- a. Recognition: Season and Playoff Champions – the 10U Prowlers Red Team.

Mayor Hall called Parks & Recreation Director Terry Vernon, Baseball Director Ben Curtis, and the Prowlers team forward.

Mr. Curtis recognized the team and explained they were named Red because there were enough participants for two teams, 10U Red and 10U Gray. The team went undefeated, winning first in the regular season and first in the playoffs. There were 13 teams in their age group across Rockingham County. The team they beat in the championship game was coached by Eden people and half the team were from Eden. They were working to get Eden kids and coaches back in Eden sports through the rec program. He appreciated everything City Manager Jon Mendenhall did. Without his guidance, approval and wallet, it could not have been done. Each of the winning players got a quarter-zip pullover at the banquet, along with rings. The Prowlers had an advantage with Freedom Park and access to three fields, whereas other teams mostly had one. The Prowlers ended up with nine teams between baseball and softball and put Freedom Park to a lot of use. He again thanked Mr. Mendenhall and City Council for funding the experiment. He hoped they liked the results.

Mayor Hall thanked Mr. Curtis for organizing the program. It was not long before when the Parks & Recreation sports events were in really bad shape. It took a lot of effort, a lot of work and unbelievable dedication and persistence to get the programs back to where they were. They had a very successful football program and now a championship baseball program. It started with Mr. Curtis but it also went down to the coaches. They were dedicating their time and energy to be out there and making it a fun learning experience while outside playing games the way it used to be. He appreciated what they had done as an organization. He thanked the parents, families and friends who supported the players.

- b. Recognition: Eden Drug for 40 years in business.

Mayor Hall called owners Pete and Debbie Crouch to come forward along with their staff. He said Eden Drug just celebrated their 40th anniversary June 10. He noted there was a tremendous turnout for their hotdog giveaway. It was fun. The business was started by Wendell Evans and Willie Shoemaker at the building on the

corner of Stadium Drive and Van Buren Road. It soon outgrew that location and a new building was built at its current location at 103 W. Stadium Drive. Pete Crouch came to work there in 2000 and bought the business in 2006. His daughter Amanda started working there in 2010 and then joined the team as a pharmacist in 2014. When their education center on Kennedy Street was destroyed by a tornado they turned the building beside them into the new education center. They were true to their mission to live their vision and they enjoy what they do. Each year, this community-driven business gave around 69,000 pieces of candy away in their prescription bags. If anyone had picked up a prescription there, they would know about those mints. He wondered if the store was partnering with a dental group. He presented Mr. Crouch with a plaque from City Council.

Mr. Crouch said it had been a pleasure and honor to serve the Eden community the last 16 years. They did not build the business by themselves, but on the shoulders of Mr. Evans and Mr. Shoemaker. They were great businessmen and great for the community and the Crouches had learned a lot from them. He had an extraordinary team. He could not do it by himself. His team made everything happen for them. It was a tribute to them the store was successful. He thanked the mayor.

Mayor Hall asked Mr. Crouch to share a funny story he had told the mayor at their anniversary celebration.

Mr. Crouch said after he bought the pharmacy, Mr. Shoemaker told him he had the first dollar that had been spent there. It had been from 1982 and the first customer was a local doctor. He thought it was Dr. Sherill. He had spent the first dollar buying a pack of cigarettes.

SET MEETING AGENDA:

A motion was made by Council Member Underwood to set the meeting agenda. Council Member Moore seconded the motion. All members voted in favor. The motion carried 7-0.

PUBLIC HEARINGS:

Mayor Hall asked the speakers who had signed up if they intended to sign up for the Public Hearings or for Requests and Petitions of Citizens. All the speakers signed up and present advised they wished to speak under Requests and Petitions of Citizens.

- a. (1) Consideration of a zoning text amendment request and adoption of an ordinance to amend Article 6.04-C of the UDO pertaining to parking requirements for self-storage facilities. Submitted by Jian Yang and Sylvia Wray. Z-22-03.
- (2) Consideration to adopt a resolution of a statement of consistency regarding the proposed text amendment.

Planning & Community Development Director Kelly Stultz wrote in a memo: The City of Eden received an application request for a zoning text amendment to amend Article 6.04-C of the UDO pertaining to parking requirements for self-storage facilities. The request was made by Jian Yang and Sylvia Wray. The Planning and Community Department recommends approval of the text amendment. At their regular meeting on May 24, 2022, the Planning Board voted to recommend that the City Council approve this request and adopted a Resolution Adopting A Statement of Consistency Regarding the Proposed Amendment. If you have questions, please contact this office.

Mayor Hall declared the public hearing open and called on Ms. Stultz.

Ms. Stultz said no ordinance was static and they would always find things that needed to be changed. Staff received a call from a man who owned a self-storage business. He wanted to expand and add more storage units. When she told him how much parking he had to have for that, he was astounded. They had a good conversation about how those businesses worked and that all the customers were not there at the same time. They did not park in front of the building. They would drive in their unit and drive out. Staff researched what

other communities did and were recommending that only three spaces be required for the office and no spaces for everything else because the aisleway served as the parking. She did not think what was in there was applicable to that kind of use so staff and the Planning Board recommended Council make the amendment.

Mayor Hall said as he and Mrs. Stultz had talked about earlier, it would allow people to expand their building area and hopefully increase the tax base whereas choking it down with parking was not necessary. The market would decide if people needed more parking. If people could not park where they needed to be, they would go to a different storage place. It was his opinion that it was best to let them make that decision for now.

As no one came forward to speak and there was no further discussion, Mayor Hall declared the hearing closed.

A motion was made by Council Member Kirkman to adopt an ordinance to amend Article 6.04-C of the UDO pertaining to parking requirements for self-storage facilities and to adopt a resolution of a statement of consistency regarding the text amendment. Council Member Nooe seconded the motion. All members voted in favor of the motion. The motion carried 7-0.

AN ORDINANCE AMENDING THE UNIFIED DEVELOPMENT ORDINANCE OF THE CITY OF EDEN

BE IT ORDAINED BY THE CITY COUNCIL of the City of Eden, North Carolina, that, after having fully complied with all legal requirements, including publication of notice of a public hearing and the holding of a public hearing relative thereto, Article 6.04-C of the Unified Development Ordinance is hereby amended to change the Manufacturing, Industrial and Wholesale Trade parking space requirements to read as follows:

LAND USE	MINIMUM AUTO SPACES	MINIMUM BICYCLE SPACES
MANUFACTURING, INDUSTRIAL AND WHOLESALE TRADE		
Self-storage facilities	3 spaces at office	n/a
All other uses	1 per 1,000 sf	n/a

APPROVED, ADOPTED AND EFFECTIVE, this 21st day of June, 2022.

CITY OF EDEN

BY: Neville Hall, Mayor

ATTEST: Deanna Hunt, City Clerk

RESOLUTION ADOPTING A STATEMENT OF CONSISTENCY REGARDING A PROPOSED AMENDMENT TO THE CITY OF EDEN UNIFIED DEVELOPMENT ORDINANCE
CASE NUMBER Z-22-03 - TEXT AMENDMENT

WHEREAS, pursuant to North Carolina General Statutes Chapter 160D-605, prior to adoption or rejection of any zoning amendment, the Eden City Council is required to adopt a statement as to whether the amendment is consistent with the Land Development Plan and why the City Council considers the action taken to be reasonable and in the public interest;

WHEREAS, on August 21, 2007, the Eden City Council adopted the Land Development Plan. Plans such as the City of Eden Land Development Plan are not designed to be static but are meant to reflect the City of Eden’s needs, plans for future development and to remain in compliance with North Carolina State Law and the City of Eden’s ordinances;

WHEREAS, the City of Eden Planning Board received a request to amend Article 6.04-C of the Unified Development Ordinance pertaining to parking for self-storage facilities;

WHEREAS, On May 24, 2022, the City of Eden Planning Board voted to recommend to the Eden City Council that the text amendment be approved.

STATEMENT OF NEED:

Currently, self-storage facilities are included under Manufacturing, Industrial & Wholesale Trade land uses in the UDO. The parking requirements for these uses are listed in Article 6.04-C, and specify one parking space per 1,000 square feet of floor space. Self-storage facilities typically do not employ more than one to two workers in the office and any time, and customer traffic is generally low, with customers typically parked for only short periods of time at their individual storage units; therefore, the “one space per 1,000 square feet of floor space” requirement is not applicable for this type of

use. After reviewing existing self-storage facilities in the area, it was found that none have more than three or four designated parking spaces, if any. Three parking spaces is a reasonable requirement.

STATEMENT OF CONSISTENCY:

The goals of the 2007 City of Eden Land Development Plan, as amended, are to make smart growth decisions by carefully managing growth to:

- A. Strategically locate new land development in the most appropriate places.
- B. Maintain and enhance Eden's community character and heritage.
- C. Use infrastructure investments as effectively as possible.
- D. Attract new jobs and a more diverse tax base.
- E. Protect natural, cultural and historic resources and open space as we grow.

WHEREAS, The Eden City Council has considered the written recommendation of the City of Eden Planning Board and has held a public hearing on the proposed amendment, and the Council desires to adopt a statement describing why the adoption of the proposed amendment is consistent with the City of Eden Land Development Plan, as amended, and why the City Council considers the proposed amendment to be reasonable and in the public interest;

NOW THEREFORE, BE IT RESOLVED BY THE EDEN CITY COUNCIL THAT:

- 1. The Eden City Council finds that the proposed amendment to the City of Eden Unified Development Ordinance is consistent with the goals and recommendations of the 2007 City of Eden Land Development Plan, as amended.
- 2. At no time are land use regulations or plans of the City of Eden or any jurisdiction in the State of North Carolina permitted to be in violation of the North Carolina General Statutes.
- 3. Therefore, based upon the foregoing information, the amendment to the Unified Development Ordinance is reasonable and in the public's best interest.

Approved and adopted and effective this 21st day of June, 2022.

CITY OF EDEN

BY: Neville Hall, Mayor

ATTEST: Deanna Hunt, City Clerk

- b. Consideration of a request for Local Landmark Designation for the Spray Cotton Mill, 405 Church St. Submitted by the property owner. HPCL-22-01.

Planner Debbie Galloway wrote in a memo: Staff has received a request from the property owner for Local Landmark Designation of the Spray Cotton Mill located at 405 Church Street. The Historic Preservation Commission held a public hearing to consider this request at their June meeting. The Commission recommended in favor of the request. Comments (attached) have also been received from the State Historic Preservation Office, as required by the N.C. General Statutes. Staff recommends in favor of the request. We respectfully request that you hold a public hearing to consider this request at the June City Council meeting. Please do not hesitate to contact me if you have questions.

Mayor Hall declared the public hearing open and called on Ms. Stultz.

Ms. Stultz explained local landmarks were intended to be structures that were important to the history of our community, either through the structure itself, the people that operated or lived in it, or both. Spray Cotton Mill had a long history of being important to the community. One of the things historic landmark designation did was cut city and county property taxes in half if the outside of the structure was maintained to meet the historical standards. If they did not, Council had the authority to revoke the historic designation and the property owner would owe five years of back taxes. What it was currently taxed at and what it would be taxed at in the future were wide apart. She was confident the City would see a positive cashflow from it either way. They had applied for and were getting ready to start demolition on the inside of the building to make way for the apartments and the construction. Staff anticipated seeing those kinds of things very soon. She did think because of the Bishopric family and the history of the buildings, a landmark designation was warranted. The Historic Preservation Commission recommended the designation to Council, and the State Historic Preservation Office recommended it as well.

Council Member Underwood said basically in the long run, the City would receive more funds from the landmark taking place.

Ms. Stultz agreed. The City would see more even now if the building was completed upfitted. If they did not do what they were supposed to, Council had the authority to revoke it.

As no one came forward to speak and there was no further discussion, Mayor Hall declared the hearing closed.

A motion was made by Council Member Epps to designate Spray Cotton Mill a historic landmark. Council Member Underwood seconded the motion. All members voted in favor of the motion. The motion carried 7-0.

AN ORDINANCE DESIGNATING THE SPRAY COTTON MILL TO BE A HISTORIC LANDMARK

BE IT ORDAINED BY THE CITY COUNCIL of the City of Eden, North Carolina, that, after the Eden Historic Preservation Commission and the City Council of the City of Eden having fully complied with all legal requirements, including publication of notices of public hearings and the holding of separate public hearings relative thereto, and the Eden Historic Preservation Commission having proposed the designation of the Spray Cotton Mill located at 405 Church Street as a Historic Landmark and the North Carolina Department of Cultural Resources State Historic Preservation Office having deemed that the Spray Cotton Mill located at 405 Church Street has the requisite special significance and integrity for landmark designation, the following described property is hereby designated to be a "Historic Landmark":

Section 1: Description of the property:

Being all of that property commonly known as 405 Church Street located on the north side of Church Street and identified by the Rockingham County Tax Dept. as PIN 7070-1573-2821 and Parcel ID #177124

Section 2: Name of Owner: Spray Cotton, LLC

Section 3: Elements of the Property Integral to Historical Value: The Spray Cotton Mill is a contributing structure in the Spray Industrial Historic District, a National Register district.

Spray Cotton Mill was built by Spray Water Power and Land Company and opened in 1897, after the company assumed management of the Morehead family mill interests. The mill is located on the Spray Power Canal, which was the plant's sole source of power for many years. When it opened, the mill had 12,000 spindles producing cotton yarn. It was one of four Morehead family mills not acquired by Marshall Field and Company when many of the family's mills faced bankruptcy around 1910. Dr. Karl von Ruck, a German doctor, assumed ownership of the mill in 1914. Von Ruck hired his nephew, Karl Bishopric to manage the mill. The mill was owned by the Bishopric family until recently, when it was purchased by the current property owner. The mill site is also associated with the accidental discovery of calcium carbide in 1892. The two-story mill is of standard mill construction with thick exterior brick walls and heavy timber interior supports. It has a very low-pitched gable roof with heavy exposed rafters in the eaves and a series of enclosed towers built to accommodate stairs and water tanks. The windows were originally tall, narrow, segmental arched windows, although most have since been bricked in. An addition in 1898, similar in design to the original structure, doubled the productive capacity of the plant. Reliance on the canal for power diminished, until in 1930, Spray Cotton Mills built a new powerhouse to power the mill. The mill ceased operations in 2002, but continued to produce some power which was sold to Duke Energy. The mill was sold in 2017 to the current owner. The original mill structure is currently vacant.

Section 4: The waiting period set forth in Chapter 160D-949 of the North Carolina General Statutes entitled, "Delay in demolition of landmarks and buildings within historic district," shall be observed prior to any demolition on the property.

Section 5: Filings and Notices of Ordinances: The Eden Historic Preservation Commission shall:

- (a) file this Ordinance in the Office of the Register of Deeds of Rockingham County, North Carolina;
- (b) file a copy of this Ordinance with the Codes Inspector, City of Eden; and
- (c) notify the Tax Supervisor of the Rockingham County Tax Department of the adoption of this Ordinance.

APPROVED, ADOPTED AND EFFECTIVE, this 21st day of June, 2022.

CITY OF EDEN

BY: Neville Hall, Mayor

ATTEST: Deanna Hunt, City Clerk

REQUESTS AND PETITIONS OF CITIZENS:

City Attorney Erin Gilley read the policy for speakers.

Maria Hackbart, 925 Seymour Court, said she lived on the same street as the Methodist church. When her daughter and grandchildren were here, it was a wonderful place to live and she loved it. But, and there was always a but, when she bought the house she bought a problem with a stalker, a person who broke into her house almost daily. Stole, lied, cheated and set up bank accounts out of her bank accounts. She had been put into a safe house because he had hurt her. She was hearing impaired. When she took her hearing aids out, she was totally deaf so she was a sitting duck. She was a widow. She had been to the police, they had been to her house 54 times in two years. She thought that was a bit excessive showing there was a definite problem. She knew who the person was who was doing the problem. What she was getting to was she would like some help. She would like permission to go to the sheriff and use one of the K9s because the man was also living under her house. It was called phrogging, it was a new thing. They did not have to pay taxes or pay for anything. He would come up and steal food, clothing, whatever he needed. He took a shower in her house and now he was doing very bad things like poop in the bathtub. He jammed up the sewer system. That was neither here nor there. What she thought would solve the problem was to use the K9 that the sheriff had. She had been told she could not do that and she did not see why. She asked that someone please explain to her why. It could be used as a training purpose. She was sure if they found drugs under her house that he had buried there, the sheriff would be there. It was ridiculous to have three separate entities and no one could help her problem and tell her where to go. She was put in a safe house, it was that serious with that person. If a K9 dog went under the house and got him out, she thought it would be all over. The City of Eden did not have a K9. She thought it was crazy because the sheriff had five. She went to the sheriff after she got out of the safe house and he would not talk to her because he said she lived in the city. She paid taxes to both of them and belonged to both of them. She wanted to be able to have the local police use the sheriff's dogs.

Mayor Hall thanked her for her time. He noted one correction was the police department did have K9 units and he would speak directly to the chief after the meeting and find out what could be done to help.

Ms. Hackbart said she had made appointments to talk to the chief and everything and had not heard back. Like she said, 54 times.

Mayor Hall said that was unusual. The police department was a high integrity office and they responded to all sorts of calls and he had never heard anybody say they just completely ignored it. He would get to the bottom of it and get back in touch with her if that was OK.

Ms. Hackbart said she would be back the next month. She appreciated it. She did not know if anyone else was having a problem.

Mayor Hall said he had never heard of that.

Ms. Hackbart said it was on TV about phrogging.

Mayor Hall asked if she was familiar with the man who was phrogging under her home.

Ms. Hackbart said he passed himself off as her nephew but she would not know him if she passed him on the street. He was doing identity theft. He was doing everything.

Mayor Hall said staff would get in touch with her, she could give the police department the name and they could investigate it further.

Diana Biggs, 110 Vaughn Street, had two things. The first was about the Draper School. She knew Council was going to discuss it again that night. She hoped and prayed it had been sorted out and they would get somewhere with it. She knew the land adjoined the City's land and it would be a good thing to do. She also hoped the City would not do that and then tear the school down. It was about the only part of Draper that was left that had history to it that there could be something done about it. The second thing was the Draper Fire Department. She knew that it had been closed. A lot of people in the Draper section were not even aware of that. She had been approached about things, she had people talk to her about it, she had talked to people about it. She knew it was said the floor had to be redone in it and she knew it was up for being refixed and updated. She questioned if it could be moved on as a priority to get the staff back there. She knew it was said the Draper volunteers could do that; however, a volunteer would have to come from their home to the station, get the truck and then go wherever. The truck at the central station did respond but it was a little bit longer. Updating the fire department could be done while the fireman was on duty because there was only one person there. She hoped that was made a priority to get coverage back in the area.

Mayor Hall thanked Ms. Biggs and asked Mr. Mendenhall to give an update on that as there had been some progress made.

Mr. Mendenhall said an engineering firm had looked at the building and submitted an engineer's report on the concrete of the building. They had been to three different individuals to get bids for the makeover and repair of the concrete. Only one bid had been received back and they were trying to get two others so they would have competitive bids. It was a top priority and something they were working on. The contractor was a good one but until they had additional bids it was hard to say where the bids returns would come in at. It was being worked on.

Mayor Hall appreciated that it was a priority. He hoped that eased the minds of the citizens in the Draper section.

Council Member Underwood said basically Mr. Mendenhall was saying the building was going to be repaired because he was hearing it was not going to be. He wanted to clarify that.

Mr. Mendenhall said that was absolutely correct. The bids were for the repair of the building and to makeover the inside while it was being repaired at the same time.

Carolyn Fountain, 448 Morgan Road, had left the meeting.

April Blackstock, 9636 N.C. 700, Ruffin, wanted to speak about ongoing disappointments she had experienced as a property owner in Eden. She had been a property owner of a home for 20 years and a commercial owner of five as of September 17, 2022. She had seen The Boulevard grow since she first moved there. She was very proud of the accomplishments so far. The disappointments she had was in talking with the City and not being able to get things done as far as promises that had been made to her and other business owners on The Boulevard by the staff. Those things had not been executed. Of great concern was that a federal holiday just passed, Juneteenth, and it was not celebrated by the City, nor acknowledged to her knowledge that past Sunday. There had been a lot of push and pull of the merchants trying to even decorate The Boulevard for that said federal holiday. She would like to feel like The Boulevard was a part of the rest of Eden. She would also like a federal holiday to be recognized in the City she paid and other people paid taxes in.

UNFINISHED BUSINESS:

- a. Consideration of the purchase of Draper Elementary School from Rockingham County Schools.



Ms. Stultz wrote in a memo: For the past several months, there have been discussions with the Rockingham County School System and the City of Eden surrounding the 1939 former school building and adjacent property. The City’s Mill Avenue Recreation Centers adjoin the subject property on Mill Avenue. The proposal is that the former high school building and the land needed for recreation purposes is offered to the City of Eden for \$1. The Board of Education will retain the flat roofed school building and its immediate environs. If the Council chooses to purchase the school, the only conditions would be that (1) the property cannot be sold to a private school, charter school or any other K-12 educational services not under the legal authority of the Rockingham County Schools and (2) it could not be converted to any type of apartments, townhouses or other similar uses. If the City of Eden should decide to sell the property in the future the Rockingham County Schools wants first right of refusal. The City will need to engage a surveyor and work with the School System staff about the property division. An approximation of the proposed property split is attached. If the property is purchased, the plan is to enter into a Lease with the Boys and Girls Club of Eden (BGCE) for a

portion of the older facility. This Agreement would be for an afterschool program for children and would automatically renew annually, at the discretion of the BGCE. BGCE would be responsible for all operations and licensing of the program. The Recreation Department will be able to use the gym/stage area for pickle ball, other recreation uses and potentially for events and small productions. The remainder of the school will be used for a business incubator, business start-up and for training to help new businesses. Grant funds are available for the purchase and upfit of the property. We are consulting with a local general contractor for costs. I recommend that the City acquire this property. The vacant land is needed for the continuing services of the Mill Avenue Recreation Center and Pool and local children need the assistance of the after-school program. If you have any questions, please let us know.

Mayor Hall called on Ms. Gilley and Ms. Stultz.

Ms. Stultz said the potential for the adaptive reuse of the building had been discussed for several months and there had been ongoing discussions between Mr. Mendenhall and the school superintendent and others about how to make it work in the best interest of the community. She believed the most recent proposal did that. It would have the City own and maintain the building that was originally built as Draper High School, which was where she and Council Member Underwood went to fifth and sixth grades. The City did not own the property between the recreation center and the pool. It would be nice if they did. Many years ago, a walking track was built on that property and she did it but a lease could not be located for it so it would be nice to be able to refurbish that. But more than that, Mr. Vernon and his staff needed more property down there for kids to play on and all those kinds of things. There was no afterschool program to help children with homework and other issues. The City would like to operate one in part of the building. The Boys & Girls Club of Eden had agreed to do that and be licensed. The City would just be responsible for maintenance on the building. The gymnasium, as soon as the roof was fixed, could be used by Mr. Vernon and his staff for pickleball and other uses, perhaps music and other things like that after the renovations were done. A business center, incubator, training facilities for small businesses would be in the other wing of the school. The City received some American Recovery Plan funds to help citizens with rent, house payments and utilities. What happened in Eden was very similar to what happened all across the area and likely the nation – by the time the funds were released to be spent, people had managed to get themselves regrouped and so very little was used. Charlotte sent most of theirs back. She and the consultant they were using had spoken to people at the state level and it appeared there could be budget amendments that would fund the improvements needed for the school. If Council agreed to purchase and go along with the agreement, she had arranged for a local general contractor to help staff put together a package to send to the state of how much his estimate was for what things would cost and how much of the grant money the City could use. The City had \$950,000 and about \$40,000

was spent on citizens and some on administration. There was three-quarters of a million dollars out there. They did not intend to budget all of that on the Draper project. They hoped to submit a budget for the river walk and greenway, the rails to trails project in Spray, for the rest of the money. She had been advocating that the City do this for a long time. They had already lost too many historic landmarks in the community. She recommended the City purchase the property and let staff get to work.

Mayor Hall asked Ms. Gilley if she had anything to add.

Ms. Gilley advised no, but did want to point out the terms that the Rockingham County School Board had agreed to in their letter. It basically stated they would retain the flat roofed building and that there would be restrictions on the original building. The restrictions included that the original building would not be used for any type of apartments, townhouses, lofts, etc., in the future and they would have a first right of refusal anytime the City wished to sell the property.

Council Member Nooe questioned if tearing it down would be an option - he was not advocating for that - if the City did not get the grant money or it was so expensive to repair or fix.

Ms. Stultz said it could be but she hoped it was a last resort.

Council Member Nooe said he understood that but they did not have any dollar figure. They did not know if the foundation was good.

Ms. Stultz said they hoped to have all of that before closing even though it was only \$1.

Council Member Hunnicutt said he was in support of accepting the gift from the county but a couple of things Ms. Stultz said were of concern to him. He liked the idea of using grant money if there was any work that needed to be done on the building but he was certainly concerned about them taking money that was originally dedicated for subsidized housing or low-income assistance and applying it to that building. That was a concern for him right out of the gate because they had made promises to people in that area that there would be money available for assistance. That was a conversation for another day – he was just expressing the concern.

Ms. Stultz advised that was a different grant. The grant he was referring to was still moving on.

Council Member Hunnicutt said he stood corrected.

Ms. Stultz said he did not need to be corrected. It was a valid point. The money to be used for American Recovery Act money and what Council Member Hunnicutt was referring to was Community Development Block Grant Neighborhood Revitalization money. She apologized – she should have said so.

Council Member Ellis said he was having trouble hearing the speakers. What was being offered was for \$1. They had heard a good report. The purchase would be good for the Boys & Girls Club, for Eden Parks & Recreation and for the citizens of Eden. It was a positive direction to go in. He thought a main issue may be the roofing on the gym. It would be an asset, especially if grant funding would be available. The staff had been successful with writing and obtaining grants in the past. This would be a positive direction to go in for the citizens of Eden. They should continue in that positive direction. He was very much in favor of taking the offer from the school system.

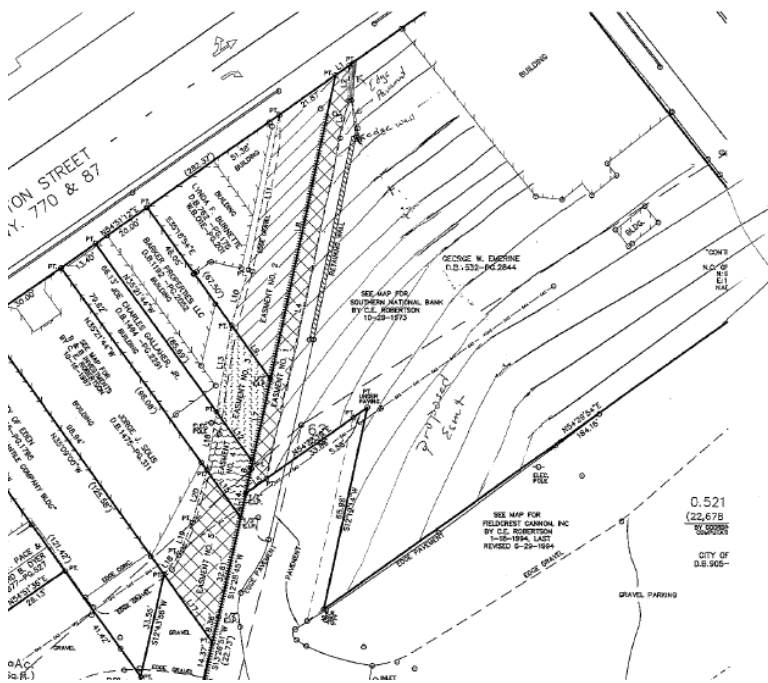
Mayor Hall thanked County Manager Lance Metzler for the work he put in, as well as the school board and Mr. Mendenhall, who attended a meeting with him along with school board members Kimberly McMichael and Vickie McKinney and Schools Superintendent Rodney Shotwell. It was very productive. He reminded that in the last meeting, Council was presented with a proposal at the last minute and it was very convoluted and included leases they did not have time to negotiate. The new option with a survey and cutting out the piece of

property the schools wanted to use and maintain and that the City would not have anything to do with. He thought that was the best-case scenario for the City that they end up with just the older building and the land that surrounded the City's property. He would like to thank everyone who came back to the table to negotiate that. If it came to be and became a youth center or afterschool center, he would love for the school system to commit to bussing students there from other schools. That was a terrible problem for the Boys & Girls Club who had to run two vans to Central Elementary School because there was not a bus stop close by. He thought that could probably be worked out with the school system – one bus from each school make one stop. He would like to see the facility used if the City ended up with it and have it remodeled with access to transportation.

A motion was made by Council Member Underwood to purchase Draper School from Rockingham County Schools. Council Member Ellis seconded the motion. All members voted in favor of the motion. The motion carried 7-0.

NEW BUSINESS:

- a. Consideration to adopt a lease agreement for downtown parking at 600 Washington St.



Ms. Gilley wrote in a memo: I have prepared a Lease Agreement with the owners of Carolina Bookkeeping on Washington Street, Mr. and Mrs. Emerine regarding parking. They have agreed to lease to the City the lot adjacent to their building and next to the City's municipal parking lot and alley off of Bridge Street and Washington Street. The lease term will be for 10 years. The City has already planned a repair project to the retaining wall that is located between their lot and the City's lot. This will include cutting back the asphalt pavement belonging to the Emerines' and sloping the area to meet the City's lot. There will also be some landscaping included. In doing so, the City will need the Emerines' agreement to do this and repair will have to be made to the cut pavement. The City will agree to this and to seal coat the lot for appearance purposes. In addition, the City will agree to stripe the lot, and maintain it during the Lease term. The Emerines will also convey to the City an easement over the area that currently contains the City's landscaping and benches, near the alley. This will provide

the City with control over the use of this lot for 10 years. The Lease will be recorded in the Register of Deeds. Please consider this proposed Lease Agreement at your June meeting and please do not hesitate to contact any one of us if you should have any questions or concerns.

Ms. Gilley said she had prepared a lease agreement with the owners of Carolina Bookkeeping, Mr. and Mrs. Emerine, at 600 Washington Street regarding parking. Upon preliminary conversations with them, they agreed to lease to the City the lot adjacent to their building and adjacent to the City's municipal parking lot. The lease term would be for 10 years. The City had already planned a repair project on the retaining wall owned by the City that was located between that parking area and the municipal parking lot. The agreement included getting that permission and also includes landscaping and sealcoating the entire lot for appearance purposes. The City would maintain and stripe it for the 10-year lease term. Payment would basically be the City's agreement to maintain, sealcoat and stripe it. The Emerines also agreed to convey to the City an easement over the area that currently contained the City's landscaping and benches near the alleyway. That was not obtained when the

City got the alleyway so they had agreed to do that. The lease would be recorded in the Register of Deeds so it would run with the property in case it was sold. The parking area would give the City approximately 20 additional parking spaces. They believed it would be a benefit for citizens coming to the area to shop and to eat and so forth. Staff recommended that Council approve the lease.

Mayor Hall thought this was another best-case scenario for the City.

Council Member Underwood noted it was said the City would maintain the parking lot. He questioned if the City would be responsible if for some unforeseen reason the parking lot had to be repaved.

Ms. Gilley said it would be the City's option, not an obligation. As far as liability issues, it would fall under the City's purview so they probably would want to patch or pave or sealcoat any area. She could be misinformed but she thought the sealcoat would help with any possible repair that may come in the next 10 years.

Mayor Hall said it would extend the life of the pavement.

Ms. Gilley agreed and said that was exactly what she meant to say.

Council Member Underwood asked how often the sealcoating would have to be done and what the cost was.

Ms. Gilley thought the sealcoat would be for term of the lease. She said they had some initial cost for the sealcoat but she (and Mr. Mendenhall) could not recall what that was. It was definitely much cheaper than paving the entire lot.

Ms. Stultz said the City did a bunch of work on it more than a year and a half or so ago because they had to replace a storm drain so the City had pipes under the parking lot that had to be maintained.

Ms. Gilley agreed and said the City had to patch across the parking lot for that work and the sealcoat would help with that appearance.

Council Member Moore asked if the City would scrape the lot like any other City-owned lot in case of snow.

Ms. Gilley said yes, the City would maintain that. According to the property owner, the City had done that in past years and he wanted to continue the partnership with the City.

A motion was made by Council Member Kirkman to adopt a lease agreement for downtown parking at 600 Washington St. Council Member Underwood seconded the motion. All members voted in favor of the motion. The motion carried 7-0.

b. Consideration to accept bids for the sale of properties at 429 Monroe St. and 1001 Sharpe Ave.

Ms. Stultz wrote in a memo: The City has received a bid on the vacant lot located at 429 Monroe Street in the amount of \$6,500.00 from Big Dawg Construction. The tax value of the property is \$4,504.00. The City also received a bid on the vacant lot located at 1001 Sharpe Avenue in the amount of \$5,000.00 from Big Dawg Construction. The tax value of the property is \$3,840.00. Advertisements for the bids ran in the Rockingham Now on March 23, 2022, April 13, 2022, May 4, 2022, and May 25, 2022. No upset bids have been received since the last publication. There are not any unpaid property taxes due on either property. In my opinion, our best outcome is to sell the properties and encourage the owner to build single-family dwellings on them. Based upon the foregoing information and the fact that we continue to have to mow and maintain the properties, I recommend that the City Council accept the bids. If you need any further information, please let me know.

Mayor Hall called on Ms. Stultz.

Minutes of the June 21, 2022 meeting of the City Council, City of Eden:

Ms. Stultz said they were both properties where the City had demolished a building and had ownership of them for some time which meant the City was responsible for the mowing and upkeep of the lots. It was her recommendation that they sell them. Staff went through the normal process required by statute to get to the point of bringing it before Council. The properties could be put back on the active tax rolls and the City could stop mowing them. It was a good deal for the City and a good spot for some infill development.

Council Member Underwood asked if there were offers on the property currently.

Ms. Stultz said there was an offer for 1001 Sharpe Avenue for \$5,000 from Big Dawg Construction. The tax value of that property was \$3,840. Advertisements for bids ran in Rockingham Now on March 23, April 13, May 4 and May 25. No upset bids were received since the last publication. No property taxes were unpaid on the property. In staff's opinion, it was the best outcome to sell it and encourage infill development so the City could stop mowing and maintaining it.

Council Member Underwood asked about the second property.

Ms. Stultz said the offer was for \$6,500 on it.

Council Member Underwood questioned the tax value.

Mayor Hall said it was \$4,504.

Council Member Nooe said the nuisance abatement balance brought forward was \$140,000. He asked if the amount was part of that and went back in to reduce the number

Ms. Stultz advised yes it did and she was proud of that.

Local Codes Administrator Debra Madison said it did not go back into that fund. Those funds had been written off several years prior.

Ms. Stultz said at any rate, it was money the City had spent in the past.

Mayor Hall advised when the City tore down houses and went in the hole, they sold the vacant lot for whatever they could get. That went to offset the expense of doing the demolition. That was what happened with those properties.

Council Member Hunnicutt asked if the money went into the general fund.

Mr. Mendenhall advised it did.

Mr. Nooe asked how much of the \$140,000 was available to be collected.

Ms. Stultz said anything that was more than 10 years old, if they decided to pay the City, they would accept it but could not sue for it. Anything 10 years old or newer, the City could move ahead to sue and questions about that would be for Ms. Gilley.

Ms. Gilley advised the City had foreclosed on these properties and that was why they could not sue the property owners. They had exercised their remedy in foreclosure.

A motion was made by Council Member Moore to accept the bids to sell 429 Monroe Street and 1001 Sharpe Avenue. Council Member Hunnicutt seconded the motion. All members voted in favor of the motion. The motion carried 7-0.

c. Consideration of a recommendation to contract with a retail recruiter.

Ms. Stultz wrote in a memo: Business recruitment is an essential function of economic development. In the past, we have had access to ESRI data that is no longer available. The information provided by ESRI was used to identify development shortfalls and then target opportunities. With limited staff and limited resources, our ability to allocate time to retail recruitment is limited. We have taken steps to identify a means to improve this level of service. We have sought information from the following companies:

Retail Strategies - In October, we began researching Retail Strategies, a company that had done work in Albemarle bringing in 11 new businesses and \$27 million in investments. We met with them through webinars and Randy made a visit to Albemarle to meet with the City Manager and Economic Development Manager. Albemarle had nothing but good things to say about Retail Strategies. We requested a quote (\$60,000) and contract from Retail Strategies. It was determined Reidsville's non-compete agreement with them superseded our ability to contract with Retail Strategies.

Kotis Properties - A team from the City met with Marty Kotis in November for retail recruitment advice. Mr. Kotis said that, in his opinion, the former staff members had the right strategy and had been in the right places talking to the right people and he wouldn't advise hiring an outside company. He told us that we do not need to pay a recruiter for their services and, if we liked, he would dedicate time and space to train a city intern at his office in Greensboro with his full-time team to make contacts with retailers. While generous, this is not possible due to staff levels available and other concerns.

Placer.ai - In December, we researched a company called Placer.ai that provides analytical data to all the major recruitment firms. After a web meeting with them, Randy felt they could provide us the data we need to do our own recruiting. Another meeting was scheduled to include Randy Hunt and me. We asked for a contract and pricing (\$13,500). The contract was forwarded to Erin Gilley.

Buxton Group - Buxton offered analytical only data similar to Placer.ai at a dramatic increase in cost (\$40,000 to \$50,000) with no recruitment support.

The Retail Coach - In April, we began researching The Retail Coach. The Retail Coach uses the same analytical data created by Placer.ai, but adds a recruitment aspect. They were the first national retail recruitment firm to work with municipalities and 90% of their clients renew their annual agreements. If they are chosen the city will have the ability to participate and track recruitment activity and prospect feedback as well as monthly calls to update us on progress. We will have the same point of contact through the process and their team hosts leadership education sessions as well as downtown business workshops. The lack of a long-term contract (\$40k the first year) and a price drop (around \$30k) for following years makes them seem a logical choice at this point. As we move through this process, we will have the ability to reevaluate our relationship.

Retail Lease Trac - Most recently we learned of Retail Lease Trac, a company that maintains current complete lists of contacts at companies that develop new businesses across the United States. They offer support, tutorials and best practices for you to put your information in the hands of decision makers in the retail environment.

Summary

Retail Strategies- Under a non-compete contract with Reidsville (\$60,000 yearly)

Kotis - Currently we are understaffed for scenario (no charge)

Placer.ai- Currently we are understaffed for scenario (\$13,500 yearly)

Buxton- Currently we are understaffed for scenario (\$40,000-50,000 yearly)

The Retail Coach- Will fit our needs offering data and recruitment (\$40,000 first year dropping to \$30,000 yearly if we continue services) not to exceed \$3,000 for reimbursable expenses.

Retail Lease Trac- Currently we are understaffed for scenario (\$1,350-\$1,625 yearly)

Recommendations - The Retail Coach seems to be the best fit for our current needs with available staff. If a contract with them is approved by the City Council, staff recommends that the program be evaluated in a year to determine effectiveness.

Mayor Hall reminded Council this was a project they had discussed many months ago and decided was worthwhile to do. They had received numerous bids and decided on a company they wanted to use and then realized that company had a contract with Reidsville, which did not allow them to compete within a certain distance, so the City had to go back out and seek additional companies who did that type of service. As Council could see, there were several options. The one staff recommended was cheaper than the one they had agreed to in the past as well as a more established company. He called on Ms. Stultz.

Ms. Stultz said the information or data they sought to be able to recruit was proprietary. The only way to access it was through one of the companies. In the past, the City had used a different company and Community and Economic Development Manager Randy Hunt and former Economic Development Director Mike Dougherty

were working with them. That stopped. The companies listed were the ones staff had interviewed and had zoom meetings with to get the best options for the City. Some of the companies provided recruiting services themselves, they did not just teach staff to do it. In addition to allowing the City to have access to the data, they actually recruited on the City's behalf but several of them did not. There was a wide price range so Council could see what it cost to do one of these things or the other. With her existing staff, she recommended The Retail Coach. Her department had an unfilled position and she and Mr. Mendenhall agreed that the economic situation at the moment was not conducive to hiring another person unless they had to. That was where they were with that particular issue. When Mr. Mendenhall first talked to her about combining the departments, one of the first things they talked about was finding a company to assist with data and/or research to help with retail recruiting, which included things like restaurants and stores of all varieties. They had seen a number of demonstrations. She was fascinated by the things they could tell, like how many people came out of Kingsway Plaza a day and where they went. Access to all that data could only help the City in its efforts for economic development.

Council Member Hunnicutt noted he and Council Member Moore had the opportunity a few weeks prior to meet with Gastonia's city manager. That city was in its third contract renewal with the group. He talked about how successful they had been in their recruiting. Their model was a little different than Eden's because they were going after motels. They had been successful on some restaurants and retail but they were very specific what they were looking for. Their recommendation was two things. First of all, the City should not try to do this on their own. As Ms. Stultz had pointed out, it was a very sophisticated data-driven process and the City did not have that expertise in house, nor could they afford to do it. They were also very complimentary of this particular consultant. They had a lengthy conversation and his recommendation was it had been a very good partnership for them. They were entering their ninth year of doing that. What the City was looking at was a number one goal of trying to raise revenue for the City. They wanted to bring restaurants and retail but a big part of that was to bring in jobs and capital investment. As an example, that particular group had served over 650 cities in the U.S. In the last five years, they had generated five million square feet of new space, \$600 million of additional sales tax, which was a huge opportunity for the City. The group said 90 percent of their clients were repeat clients, which indicated they were satisfied. It was like industrial recruiting. It was not an event. It was a process. The City was trying to add to what it was doing for industrial recruiting. It would be an ongoing process for the City.

Ms. Stultz added that at any point after the first year, if Council decided they did not wish to do it, they could stop. It was a long-term mission of the City to do the recruitment, but it was not a contract they would be locked into for a number of years.

Council Member Underwood said Ms. Stultz had mentioned the shape of the current economy. They did not know what it held for them in the future. In his opinion, it did not look good. He was going to put her on the spot. He asked if there was something the City could do that was cheaper than \$40,000 and if she could do it with the staff she currently had.

Ms. Stultz replied her memo said she did not have the staff to do it incredibly effectively. She had hired a young man who was very talented for the planner position when her planner retired. Certainly, anything Council directed her to do, she would do the best she could with it. Her department, like every other department in the City, was pulled thin a lot of the time. If they were just going to get data, she would recommend Placer.ai, which was the firm she and Mr. Hunt liked. They could see what the data was doing. With The Retail Coach, staff could log into the system and see how often work was being done on the City's behalf and what they were seeking to bring. Yes, they could do the best they could with it.

Council Member Underwood said he would rather invest \$12,000 as opposed to \$40,000. He asked if it was correct that she had an available position in her department.

Ms. Stultz said that correct. They had advertised for it for a long time and ended up hiring Jeff Alderman to be a planner.

Council Member Underwood asked if she could incorporate that position into being something like a citywide grant writer.

Ms. Stultz answered no, not him. She and Mr. Mendenhall had talked about the other position that was budgeted but they were not intending to fill right now could do that. The grant tracking activity and all that the auditors wanted had already been transferred to her office and members of her staff were doing that. Consultants were hired to do the big grants she had received over the years and they were paid from the grant funds.

Council Member Hunnicutt said in his very strong opinion, staff did not have the expertise to do this. As an example, the City had people who worked in water and sewer but had to hire an engineer to design a waterline to go to the mega park. The department did planning and zoning but a consultant was hired to do the UDO, the comp plan and a number of those kinds of things. This kind of work was very specific, detailed and technical. The City just did not have the expertise in house to get it done.

Council Member Underwood said he wanted to see Eden grow, no doubt, but he thought they should proceed cautiously and \$40,000, with the way the economy looked right now, was something that they may should take another look at.

Council Member Moore said that went back to him. When they were looking for a city manager, at first Council was going to try to do it on their own. They found out really quick, they did not know what needed to be done. That was why they hired the company they did and went through a process. That was what this was, he thought, and it was the right way to go.

Mayor Hall said one of the most common misconceived ideas that Council had the ability to do, and he got the question a lot, was why did the City not open one of these or why would they not put one of these restaurants in town. The City was not in the business of opening restaurants. These people were in the business of talking to the restaurant owner and saying here is a city that would fit your demographic. That was what did for 600 cities. He did not have the number to call the owner of a particular retail chain but they worked with them daily to try to find them a place. If the City landed one retail chain deal, the service was paid for in his opinion with sales tax.

Council Member Ellis asked if that work was similar to what Mr. Dougherty was doing before he left, trying to get businesses to come to the City and reaching out to them.

Mayor Hall said he thought Mr. Dougherty did a lot of that although he did not think it was his job description. Everybody in the City, if they thought it would be a positive direction for a company, would try to push it to the Council and that was of course what he did but he did not deal with national companies on a day-by-day basis about where they would like to locate a property. If by chance a call came in about something, Mr. Dougherty could answer the questions they had. This firm took the answers to the companies and said this is what this community could do for you, as opposed to the company calling and staff answering the questions.

Council Member Epps said the staff was overworked as it was and did not need this put on them. He thought the company knew what they were doing.

Council Member Kirkman questioned if it was something they had to vote on that night. He personally would like to think on it. He had some discussion about it but it was the first time he had seen the additional paperwork Council had been provided at their seats. He wanted time to go through it.

Ms. Stultz said she intended to present all that on the screen so they could go through it.

Council Member Kirkman said he was not throwing off on it. He wanted to sit down and personally look at it before he cast a vote either way.

Mayor Hall said technically he could make a motion to table it.

Council Member Kirkman made a motion to table the item. Council Member Underwood seconded the motion. Voting in favor of the motion were Council Members Underwood, Kirkman, Ellis and Epps; voting against the motion were Council Members Nooe, Hunnicutt and Moore. The motion carried 4-3.

Mayor Hall said the item would be tabled until the July meeting.

REPORTS FROM STAFF:

a. City Manager's Report

Mayor Hall called on Mr. Mendenhall.

Mr. Mendenhall said he would be happy to answer any questions regarding the report. He wanted to give an additional shout out to the Parks & Recreation program. They were starting the football season. For any parents with school-aged children, he would like them to know the department was currently signing up. They were doing a summer workout. It was a very exciting time to be a kid in Eden playing all the different sports.

Mayor Hall advised there were copies available for the public, the report was published in Eden's Own Journal and it was online as well.

City Manager's Report
June 2022
City Manager Jon Mendenhall

ADMINISTRATION

Division of Design & Construction

WATER MAIN PROJECTS UPDATE: A crew from Haymes Brothers, Inc. continued their phase 2 work on the SoVA Megasite at Berry Hill reinforcement project by installing 16-inch diameter water main south of the lots located on the south side of Carpenter Road starting May 2. After installing a fire hydrant and about six joints of pipe, the crew was able to navigate by the electrical conduit and 8-inch sewer main near the New Street pump station without too much trouble. The crew stopped the pipe installation west of S. New Street in order to dig pits to perform a bore under the DOT-maintained road. The bore with 30-inch diameter steel encasement pipe was completed late on the 10th, with 40-LF of 16-inch diameter restrained joint ductile iron pipe being pushed through the next day. The crew installed about 133 feet of pipe to close the gap that had been left west of the bore. The crew is awaiting the delivery of parts needed to complete the tie-in to the existing 12-inch diameter water main off the east side of S. New Street near the bore site. Additional information has been requested by Norfolk Southern and RailPros prior to making a final decision on the type of boring head that will be allowed at the proposed bore under the tracks east of Dry Creek. The crew installed about 690 feet of new water main in May.

The new 2-inch schedule 80 PVC water main installed by a Collection and Distribution crew along the east side of S. Byrd Street, south of Stegall Street, was able to pass the hydrostatic pressure test on May 3. Additional testing was also completed so that the crew could begin making new 3/4-inch water taps and switching customers over to the new water main, with the first two connections made on May 9. The crew started making bores under the pavement to provide new water services to houses on the west side of S. Byrd Street starting on May 12.

Marketing & Special Events

OINK & ALE: Our very popular Oink & Ale event is coming up Saturday, June 18 from 6 until 9 p.m. along Monroe Street in Uptown Eden. **On the Border:** The Ultimate Eagles Tribute Band will be performing along with beverages from

area brewers, delicious food, barbecue cookers, ax throwing, games and lots and lots of fun! Admission is only \$5. Come join us!

MORE UPCOMING EVENTS: Looking ahead we have Shaggin' on Fieldcrest coming up July 23, Touch-A-Truck August 20 and RiverFest September 16 and 17. So much fun coming your way this summer!

EDEN DRIVE-IN: Come out and watch the movies under the stars at our nostalgic Eden Drive-In! Gates open at 6:30 p.m. on weekends and the first movies starts at dark. The grill is open for business and the drive in now features two screens.

ENJOY THE RIVERS SAFELY: Our rivers are ready for you and your adventures! We want you to have fun and stay safe. Here are some safety guidelines to remember while you are on the water:

- Wear your life jacket! It's always possible to capsize in any water condition.
- Make sure you know where you are going. Always tell a responsible person about your plans of where you will be and when you expect to return.
- Check the weather forecast before you leave for your destination so that you can pack the proper equipment.
- Know the water conditions. Sometimes the river will be high, low, or a dam may be releasing. This makes water conditions very different and it is important to know what to expect.
- Know the rules to navigate the water. Find out what you need to know while on waterways.
- Beware of strainers. Strainers are fallen trees, bridge pilings, undercut rocks, or anything else that allows the current to flow through it while holding you. Strainers are deadly!
- Never go boating or tubing while under the influence of alcohol or drugs.
- Know your paddling abilities and plan your outings accordingly.
- Dress appropriately for weather conditions. Carry extra clothes in a dry bag in case you flip and go for a swim.
- Never float or paddle over low-head dams, avoid fallen trees and other in-stream obstructions.
- Do not stand up in a canoe or kayak, and avoid weight shifts that may cause capsize.
- If it is your first time on the water, travel with an experienced person that has navigated that part of the river before.

PARKS AND RECREATION

MUSIC & CRUZ IN: Come out to Freedom Park on June 25 at 6 p.m. to hear Carolina Kool perform at our amphitheater. Admission is free! Bring a lawn chair and your friends. Concessions will be available. The car cruise in starts at 5:30.

PROWLERS REGISTRATION IS OPEN! We are now registering for our fall Prowler football teams and our cheerleading program for ages 5-12. Sign up your child at Bridge Street, Mill Avenue, Customer Service at City Hall or online at www.edennc.us.

AQUATICS: The Freedom Park Splash Pad is open daily from noon until 6 p.m. Call 336-623-2110 to reserve it for a private party in the morning or evening. Mill Avenue (Draper) Pool is undergoing renovations and we hope to have it open very soon.

BRIDGE STREET RECREATION CENTER: Open Monday – Thursday from noon until 8 p.m. and on Friday from 10 a.m. until 6 p.m. Come walk our track and exercise; play tennis, basketball, pickleball or shuffleboard; or use the playground.

FREEDOM PARK: Open daily, dawn to dusk. Enjoy our walking track, nature trail, skate park, basketball courts, bocce ball, playground, dog park or camp at the RV pad. We had three softball tournaments at the park in May along with the regular season baseball and girl's fast pitch softball games; our Music & Cruz In was May 28 with The Bullet Band entertaining; and we will be hosting some of the games for the Rockingham County Pony League Playoff Tournament.

MILL AVENUE RECREATION CENTER: Open Monday – Thursday from noon until 8 p.m. and on Friday from 10 a.m. until 6 p.m. Come walk our track and exercise; play basketball, pickleball, or use the playground.

SENIOR CENTER: Mayor Neville Hall proclaimed May as Older Americans Month at the Eden City Council meeting and many seniors attended. The artwork of the Silver Arts participants was displayed at City Hall and a reception held for them. The art is now on display at the Eden Public Library for the month of June. Senior games were held this month and we ended with a cookout at Freedom Park on May 20. Our community garden is just starting up and keeping the group busy with watering and weeding.

PLANNING AND COMMUNITY DEVELOPMENT

COLLECTIONS: We received \$938.42 in code enforcement fees in the month of May.

GRANTS: Out of the 10 top applicants for COVID-Draper, eight applicants have provided the required documentation to verify the income previously reported. All of the income information has been sent to the consultants in order for them

to check behind City staff and be sure all requirements are met. Upon receipt of their approval, inspections will be scheduled for each house.

RAILS TO TRAILS: Maps have been created to show the railroad corridor using the Norfolk Southern digital data. We are working with David Proper, N.C. Urban Program Director of The Conservation Fund, to try to obtain the railroad property.

LOCAL CODES AND INSPECTIONS: Local code complaints are going wide open as they typically do this time of year; however, even with only one inspector, complaints continue to be addressed in a timely manner and notices sent as needed. The inspector is also checking for other code violations as he sees them out in the field and submitting them. Abatements are coordinated with Facility Maintenance or contractors if needed. For May: total local code inspections performed – 125 with 53 notices sent and 31 cases abated; total inspections performed – 273 (not including fire) with 131 permits issues.

BOARDS AND COMMISSIONS: The Community Appearance Commission met May 2 to replant the planters on The Boulevard. Plans are to work on the Draper planters at the June meeting. The Historic Preservation Commission will consider a local landmark designation application for the Spray Cotton Mill at the June meeting. This application will go to Council at the June Council meeting. The Tree Board plans to present an Arbor Day program for Leaksville United Methodist Church Child Development Center during their summer camp program in June.

ZONING CASE: We have prepared a report for an amendment to revise parking space requirements for self-storage facilities. The case went to Planning Board at their May meeting and will go to Council in June.

COMPREHENSIVE PLAN: At the May regular meeting, the City Council adopted the Comprehensive Plan.

POLICE

EMPLOYMENT OPPORTUNITIES: The department currently has several openings for police officers and continues to work toward recruiting excellent law enforcement officers to serve the citizens of Eden.

NEW EQUIPMENT: New Axon tasers have arrived and the department is developing a hands-on course to familiarize officers with its capabilities and proper use. Online training for it has started and the projected target date for fielding the new tasers is June 15. Axon staff are completing the upload of auto-tagging which will allow the CAD system to communicate with Axon to properly categorize captured video. In-car systems should be operations by the end of August.

b. Report on advisory committee proceedings.

(1) Strategic Planning Commission.

Mayor Hall called on Ms. Adams.

Ms. Adams said she did not have anything to report.

(2) Planning Organization Boards.

Mayor Hall called on Ms. Stultz.

Ms. Stultz said the Planning Board had been doing some heavy lifting for the last year and a half or so. The past month they had one case that came to Council earlier in the meeting. They also started the process to begin work on the small area plan for Draper. The consultants would be coming the next week and she, Ms. Madison, Mr. Hunt and Mr. Alderman would meet with them. The Tree Board was doing its Arbor Day thing that week. The Board of Adjustment had not met.

(3) Parks Commission.

Mayor Hall called on Mr. Vernon.

Mr. Vernon said the department had thrived the last few months. Staff appreciated the support from Mr. Mendenhall and Council. They had finished the baseball season and they had seen the 10 Red team earlier. They went undefeated. They were 9-0 in the regular season and then won two games and the last one was a

nail biter. They came from behind in the bottom of the last inning to win the game and the playoffs. They got the rings, which he thought was much better than getting trophies. The awards were held June 12 in the auditorium at Trinity Wesleyan Church and there were more than 300 attendees of kids and their families. They had a good time and enjoyed it. It was a long way from the two teams they had last year in coach pitch. They had nine teams this year. As Mr. Curtis said earlier, they had Freedom Park to use for practice. They started practicing and did so every Tuesday and Thursday. They started playing games and kept on practicing. If they did not have a game on a particular night, they would still practice. That made the difference in their teams. In the playoff championship, they had three of the nine teams playing so they came a long way. The 12U girls did not win a game the whole season. They came into the playoffs and they went to the championship game. They had some of the teams that played against them in the first two games they won accuse the City of using illegal players because the team had improved so much. They said some of the girls were not who they started with. That was due to practicing and determination. It was a very successful baseball season. As Mr. Mendenhall mentioned earlier, football registrations were open. The annual Prowlers football camp would be July 25, 26 and 28 and there was no charge for it. It went from 6 to 7:30 each evening. Coach Earl Fountain had been working out with the kids. It was too hot the previous week. They were supposed to have started on Tuesday and Thursday for ages 5 to 12. They were supposed to be out there today. He had not had the opportunity to go out there. Again, they were registering and hoped to start football practice in early August. He asked how many of Council had been by the swimming pool. It was very, very nice. He appreciated the support from Council to be able to do that. They had reached their maximum number a couple of times in the past week. It opened a week ago that day and 150 was the maximum number they were allowed to have in the pool. They had reached that once or twice. The splash pad was wide open. It was high in numbers until the pool was opened and that cut down on the numbers a little bit. One thing Mr. Mendenhall wanted to do, and he agreed it was a good idea, was free swim lessons whereas the department had normally charged \$5 a lesson. There was no reason not to learn how to swim. On Saturdays starting at 9:30, children 5-16 years of age could learn to swim for absolutely nothing. If someone was an adult aged 17 to 99 and they could not swim, they could come down at 10:30 for no charge. If it could save just one life or a friend's life by teaching someone to swim, it would make all the difference in the world. That was what they were there for – to make Eden a better place.

Council Member Moore said that was positive.

Council Member Underwood said for those people who did not know, it was his understanding a position had been added with Mitch Watson. He thought Mr. Watson would be a great asset.

Mr. Vernon said Mr. Watson had been hired to watch over the pool and serve as the part-time athletic director. He had been around a long time like Mr. Vernon.

Council Member Underwood said he appreciated what Mr. Vernon did and they should keep it going.

CONSENT AGENDA:

- a. Approval and adoption of the May 17, 2022 Council meeting minutes.
- b. Approval and adoption of the 2023-2031 Capital Improvement Plan (CIP).

Mr. Mendenhall wrote in a memo: The attached Capital Improvement Plan is submitted for consideration as part of the City of Eden's ongoing financial planning. Adopted annually, it lays out the capital projects for the City within the next ten-year planning window and serves as the basis for capital spending requests in the budget process to be conducted in early 2023 for the Fiscal Year 2023-2024 budget. In this manner, it depicts:

1. Immediate Term Capital – Next fiscal year (as funded in the operating budget effective July 1st)
2. Short-term Capital – the fiscal year after next (what is planned for year 2)
3. Medium-term Capital – the next 3-5 years
4. Long-term Capital – the next 6-10 years

All the capital spending reflects staff's best judgement on inflation induced cost increases; however, as the length of time increases from the point of formulation, the estimates themselves will be less accurate (most readily apparent in the medium to long term capital projects from years 3-10). Staff recommends adoption of the CIP at the pleasure of Council.

A copy of the CIP is on file in the Clerk's Office and online at www.edennc.us.

c. Approval of a pyrotechnics permit for Independence Day fireworks.

Deputy Chief / Fire Marshal James Slaughter wrote in a memo: The attached information includes an application for permit to display pyrotechnics at the graduation ceremony June 9th Morehead High School. The applicant is Morehead High School and it also includes a contract between Hale Artificer, Inc., and Morehead High School. Hale Artificer has also included their Federal Explosives License/ Permit, a Certificate of Insurance, and a copy of their Safety Procedures. According to the City Code Chapter 7 Article X: Fireworks Displays, The City Council may issue the applicant a permit to display pyrotechnics if the applicant has provided the required proof of insurance and the Fire Marshal has made the required certifications and satisfactory evidence has been produced to effect that the pyrotechnics will be used in connection with the conduct of concerts or public exhibitions.

d. Approval and adoption of a hazard mitigation plan.

Fire Chief Todd Harden wrote in a memo: The Northern Piedmont Region is located in the western part of North Carolina and includes the counties of Davie, Forsyth, Rockingham, Stokes, Surry and Yadkin and the municipal governments within those counties. This area is vulnerable to a wide range of natural hazards such as winter storms, severe thunderstorms, and floods. The area is also vulnerable to man made hazards such as chemical releases and Haz Mat spills. This mitigation plan was a collaboration of the above for mention counties with stakeholders from each jurisdiction. Historical data from the county as well as from the municipalities within the county to determine high and moderate risks and the plan revolves and those determined hazards. The Northern Piedmont Hazard Mitigation Plans has been prepared in coordination with FEMA region IV and the North Carolina Division of Emergency Management. The plan meets all applicable FEMA and state requirements for a hazard mitigation plan. If you choose not to approve the plan, then the city must draft its own and get approval from FEMA and North Carolina Emergency Management. Delaying in approval of this plan could jeopardize federal monies if a natural disaster strikes. All the municipalities including the town of Wentworth has adopted this plan. The fire department highly encourages approval of this plan.

RESOLUTION: NORTHERN PIEDMONT REGIONAL HAZARD MITIGATION PLAN

WHEREAS, the City of Eden is vulnerable to an array of natural hazards that can cause loss of life and damages to public and private property; and

WHEREAS, the City of Eden desires to seek ways to mitigate situations that may aggravate such circumstances; and

WHEREAS, the development and implementation of a hazard mitigation plan can result in actions that reduce the long-term risk to life and property from natural hazards; and

WHEREAS, it is the intent of the City of Eden to protect its citizens and property from the effects of natural hazards by preparing and maintaining a local hazard mitigation plan; and

WHEREAS, it is also the intent of the City of Eden to fulfill its obligation under North Carolina General Statutes, Chapter 166A: North Carolina Emergency Management Act and Section 322: Mitigation Planning, of the Robert T. Stafford Disaster Relief and Emergency Assistance Act to remain eligible to receive state and federal assistance in the event of a declared disaster affecting the City of Eden; and

WHEREAS, the City of Eden, in coordination with Caswell, Davie, Forsyth, Rockingham, Stokes, Surry and Yadkin Counties and the participating municipalities within those Counties has prepared a multi-jurisdictional hazard mitigation plan with input from the appropriate local and state officials;

WHEREAS, the North Carolina Division of Emergency Management and the Federal Emergency Management Agency are reviewing the Northern Piedmont Regional Hazard Mitigation Plan for legislative compliance and will approve the plan pending the completion of local adoption procedures;

NOW, THEREFORE, BE IT RESOLVED that the City of Eden of Rockingham County hereby:

1. Adopts the Northern Piedmont Regional Hazard Mitigation Plan; and
2. Agrees to take such other official action as may be reasonably necessary to carry out the proposed actions of the Plan.

Adopted on June 21, 2022.

BY: Neville Hall, Mayor

ATTEST: Deanna Hunt, City Clerk

e. Approval and adoption of Budget Amendment #15.

Assistant Director of Finance Amy Winn wrote in a memo: The attached budget amendment allocates proceeds from a Governor's Crime Commission grant. The grant is for the purchase of civil disturbance response gear for the Police Department. This amendment increases the Police Grant and Police Safety Equipment line items.

	Account #	From	To	Amount
General Fund Revenues				
Police Grant - Governor's Crime Comm	10-3431-72000	\$ -	\$ 24,400.00	<u>\$ 24,400.00</u>
General Fund Expenditures				
Police Safety Equipment	10-4310-21300	\$ 37,500.00	\$ 61,900.00	<u>\$ 24,400.00</u>

Appropriates NC Governor's Crime Commission grant funds for the purchase of civil disturbance response gear.

Adopted and effective this 21st day of June, 2022.

Attest:

Deanna Hunt, City Clerk

Neville Hall, Mayor

f. Approval and adoption of Budget Amendment #16.

Ms. Winn wrote in a memo: The attached budget amendment allocates grant proceeds from the Community Development Block Grant for Coronavirus Relief. This grant is to provide emergency rent, utility, and/or mortgage payments up to six months to vendors on behalf of the LMI households in partnership with United Way of Rockingham County. This grant was approved in December 2020 but expenditures were not incurred until FY 21-22.

	Account #	From	To	Amount
CDBG Fund Revenues				
CDBG - COVID	12-3329-32000	\$ -	\$ 900,000.00	<u>\$ 900,000.00</u>
CDBG Fund Expenditures				
CDBG - COVID	12-5510-50000	\$ -	\$ 900,000.00	<u>\$ 900,000.00</u>

Appropriates funds received from the Community Development Block Grant program for Coronavirus relief.

Adopted and effective this 21st day of June, 2022.

Attest:

Deanna Hunt, City Clerk

Neville Hall, Mayor

g. Approval and adoption of Budget Amendment #17.

Minutes of the June 21, 2022 meeting of the City Council, City of Eden:

Ms. Winn wrote in a memo: The attached budget amendment allocates Water & Sewer fund balance to the Water & Sewer contingency line item for \$400,000. After estimating revenues and expenditures for the remaining of the fiscal year, it appears that the Water & Sewer fund expenditures may exceed the revenues. As a result, we need to appropriate necessary Water & Sewer fund balance to make sure we have sufficient funds available to cover the expenditures through June 30th. The major contributing factor is that Water Sales and Sewer Charges are lower than expected. Since this is based on estimates, it is possible that we will not need the entire \$400,000. The amount not used will be transferred back into the Water & Sewer fund balance at June 30, 2022.

	Account #	From	To	Amount
Water & Sewer Fund Revenues				
W/S Fund Balance Appropriated	30-3991-89100	\$ 796,100.00	\$ 1,196,100.00	<u>\$ 400,000.00</u>
Water & Sewer Fund Expenditures				
W/S Contingency	30-9990-99100	\$ 325,010.00	\$ 725,010.00	<u>\$ 400,000.00</u>
Appropriates W/S fund balance to cover shortfalls in revenues.				
Adopted and effective this 21st day of June, 2022.				
Attest:				
Deanna Hunt, City Clerk		Neville Hall, Mayor		

h. Approval and adoption of Budget Amendment #18.

Ms. Winn wrote in a memo: The attached budget amendment allocates Powell Bill fund balance to the Powell Bill Contracted Services line item. This budget amendment is necessary to cover the increase in asphalt costs for the spring street resurfacing contract.

	Account #	From	To	Amount
General Fund Revenues				
Fund Balance Appropriated - Powell Bill	10-3991-99300	\$ -	\$ 30,000.00	<u>\$ 30,000.00</u>
General Fund Expenditures				
Powell Bill Contracted Services	10-4515-39400	\$ 415,000.00	\$ 445,000.00	<u>\$ 30,000.00</u>
Appropriates fund balance from Powell Bill for spring paving contract due to increased costs.				
Adopted and effective this 21st day of June, 2022.				
Attest:				
Deanna Hunt, City Clerk		Neville Hall, Mayor		

i. Consideration of a request to apply for a Rural Transformation Fund grant.

Ms. Stultz wrote in a memo: The State of North Carolina has created a new source of money called the Rural Transformation Fund through the Coronavirus State Fiscal Recovery Funds. The fund is in the amount of \$48 million dollars. The amount potentially available to each eligible community is \$950,000. I would like to ask for permission to apply for the grant funds in the second cycle. The applications open up September 1, 2022. If you need any further information, please let me know.

A motion was made by Council Member Underwood to approve the Consent Agenda. Council Member Ellis seconded the motion. All members voted in favor. The motion carried, 7-0.

ANNOUNCEMENTS:

Mayor Hall said on behalf of the citizens, he appreciated all that Marketing and Special Events Manager Cindy Adams and her group put into Oink & Ale the previous weekend. It was as big a crowd as they had ever had there. People were lined up on Washington Street to try to get into the gate on Monroe Street. It was a great turnout and great event. He said Shaggin' on Fieldcrest was July 23 on Fieldcrest Road in front of the Mustard Seed Café. Jim Quick and Coastline would be playing. That was always a great turnout and a good event with a partnership between the Draper merchants and the City of Eden. He looked forward to seeing everyone there for that.

Council Member Ellis said he was happy for the recreation department and the great job they had done at the Mill Avenue (Draper) Pool for the citizens and people of Rockingham County and the surrounding areas. They took a pool that was 55 years old and they had received for \$1. Look at it now for a small amount of money. It was a beautiful sight for the citizens of Eden and Draper. He was really excited about that and the many lives and families it would bring together in that area of Eden. He congratulated Parks & Recreation. He thanked City Plumbing on a job well done. A small amount of money had been allocated to make it a beautiful place like it had been in the 1950s.

Mayor Hall said the July 4th celebration sponsored by the Kiwanis would be going on Monday, July 4 from 2 to 10 p.m., which ended with the fireworks display that was always a highlight of the year. He encouraged everyone to be in a place where they would catch the fireworks as well as visit Morehead High School stadium to hear the three bands that would be there all afternoon, along with games, rides and food. He encouraged everyone to go out for that. The 26th annual Fair Funeral Home Fun Fourth Parade would be that day at 9 a.m. People should line up at the funeral home. It was an event that started with a couple of kids and some wagons and now it was one of the premier events in the county. Everybody got excited about it, including the homeowners along the route. It was a short parade and a lot of fun. He encouraged that people get their costume and come out for that parade and get ready for the festivities that day.

Council Member Ellis noted that Jordan Woodall and Jadan Martin would be in Raleigh representing Morehead High School. They would be with State Representative Reece Pyrtle. It was an asset to the citizens for those young men to represent Eden.

Mayor Hall agreed and said they would serve as pages for a couple of weeks during the summer.

Council Member Underwood noted that they had recognized Eden Drug that night for 40 years in business. He thought it was a great thing. He knew for a fact that were businesses out there, one had been there 52 years and never been recognized. He would like the City to get with the businesses and have them let the City know that they had a service anniversary coming up so they could be recognized. He thought that was big. It was good PR for the City and for them. The City did not do privilege licenses anymore so it was hard to tell but they needed to come up with some way to get in touch with those businesses to let them know to do that.

ADJOURNMENT:

As there was no further business to discuss, a motion was made by unanimous consent to adjourn.

Respectfully submitted,

Deanna Hunt
City Clerk

ATTEST:

Neville Hall
Mayor



To: Honorable Mayor and City Council
Thru: Jon Mendenhall, City Manager
Paul Dishmon, Public Works Director
From: Dusty Curry, Solid Waste Superintendent
Subject: **Amendment to agreement with Waste Management**
Date: July 11, 2022

Please find attached a second amendment to the City's agreement with Waste Management of the Carolinas, Inc., for stationary container (dumpster) solid waste service. An original contract was entered into on March 15, 2016 with a first amendment following June 18, 2019.

Exhibit A of the attached amendment shows an increase of around 16 percent. This increase is due to continuing rising metal and fuel costs, as well as the lack of availability of material. This second amendment is for a term of three years. Staff did reach out to Waste Management to seek a reduced rate which was not granted.

Please do not hesitate to contact me if you have any questions or concerns.

SECOND AMENDMENT TO AGREEMENT
BETWEEN
THE CITY OF EDEN, NORTH CAROLINA
AND
WASTE MANAGEMENT OF CAROLINAS, INC.

THIS SECOND AMENDMENT, made this 27th day of june, 2022, to the Agreement dated March 15, 2016, as amended on June 18, 2019, (collectively the “Agreement”) by and between the City of Eden, North Carolina, a North Carolina municipal corporation (the “City”), and Waste Management of Carolinas, Inc., a North Carolina corporation (the “Contractor”).

WHEREAS, the City and Contractor desire to amend the Agreement to extend the term and to document Contractor’s compensation during the extended term;

NOW, THEREFORE, the City and Contractor agree as follows:

1. Term. The language in the Agreement regarding the term is hereby amended as follows:

The term of the Agreement shall be extended from July 1, 2022, through June 30, 2025. This Agreement may be further extended upon the mutual agreement of the parties expressed in writing before the end of the term then in effect. There shall be no termination for convenience right for either party. In no event shall the total term of this Agreement extend beyond that allowed by applicable state law.

2. Compensation. The rates to be paid Contractor as compensation for the services described in the Agreement shall remain at current rates until July 1, 2022. Effective July 1, 2022, the rates shall be as set forth in Exhibit “A” which is attached hereto and incorporated herein.

Effective July 1, 2023, and each July 1 thereafter during the term of this Agreement, the rates shall be adjusted to reflect changes in the C.P.I. for the most recently available twelve month period. For purposes of this Agreement, C.P.I. shall mean the Consumer Price Index for Water, Sewer, and Trash CPI, Not Seasonally Adjusted, All Areas, (WST CPI) as published by the U.S. Department of Labor. There shall be no cap on the amount of the C.P.I. adjustment.

Additionally, the City shall be responsible for any and all increases in the rate of disposal and/or processing which occur after July 1, 2022.

3. Modification of Agreement. Except as expressly set forth herein or as necessary to carry out the terms of this Amendment and the Agreement, no amendment of the terms of the agreement is intended hereby and the Agreement and all its terms and conditions shall remain in full force and effect.

4. Entirety. This Amendment is hereby incorporated into the Contract and together therewith they contain the entire Agreement between the parties as to the matters contained therein. Any oral representations or modifications concerning this Agreement shall be of no force and effect.

IN WITNESS WHEREOF, the parties hereto have set their hands as of this _____ day of _____, 2022.

CITY OF EDEN


ATTEST:

By: _____

By: _____

WASTE MANAGEMENT OF CAROLINAS, INC.

ATTEST:

By:  Public Sector Director

Authorized Representative


By: _____ Senior Public Sector Rep III

This instrument has been pre-audited in the manner required by the Local Government Budget and Fiscal Control Act.

Signature finance officer

EXHIBIT A

Effective July 1, 2022								
Account	Container Size	EOW	1X per Wk	2X per Wk	3X per Wk	4X per Wk	5X per Wk	Rental
359-7353	4	\$32.00	\$64.25	\$128.50	\$192.76	\$257.04	\$321.29	\$13.12
	6	\$48.01	\$96.39	\$192.76	\$289.16	\$385.54	\$481.93	\$15.31
	8	\$64.01	\$128.50	\$257.04	\$385.54	\$514.06	\$642.57	\$17.50
	Cardboard Recycling	\$92.34	\$147.26	294.52				
	Lockbar	\$8.00						