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FAYETTEVILLE CITY COUNCIL
WORK SESSION MINUTES
COUNCIL CHAMBER, CITY HALL
MARCH 4, 2024
2:00 P.M.

Present: Mayor Mitch Colvin

Council Members Katherine K. Jensen (District 1); Malik Davis (District 2); Mario Benavente (District 3); D. J. Haire (District 4); Lynne Greene (District 5); Derrick Thompson (District 6); Brenda McNair (District 7); Courtney Banks-McLaughlin (District 8) (via zoom); Deno Hondros (District 9)

Others Present: Kelly Olivera, Acting City Manager
Lachelle Pulliam, Interim City Attorney
Adam Lindsay, Assistant City Manager
Jeffrey Yates, Assistant City Manager
Jodi Phelps, Assistant City Manager
Sheila Thomas-Ambat, Public Services Director
Michael Gibson, Parks, Recreation and Maintenance Director
Loren Bymer, Marketing & Communications Director
Paul Allen, Assistant City Attorney
Jerry Clip, Human Resource Development Director
Byron Reeves, Assistant Public Services Director
Chris Lowry, Strategic Planning Analytics Manager
Pamela Megill, City Clerk
Members of the Press

1.0 CALL TO ORDER

Mayor Colvin called the meeting to order at 2:00 p.m.

2.0 INVOCATION

The invocation was offered by Council Member McNair.

3.0 PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by City Council.

3.0 APPROVAL OF AGENDA

MOTION: Council Member Haire moved to approve the agenda.
SECOND: Council Member Thompson
VOTE: UNANIMOUS (10-0)

4.0 OTHER ITEMS OF BUSINESS

4.01 State Action Plan 2024

Ms. Jodi Phelps, Assistant City Manager, introduced this item and stated the City of Fayetteville engages with state lawmakers and government agencies to support policy and funding opportunities that align with Council's identified priorities and objectives. These efforts ensure the protection and preservation of essential community assets and resources, expansion of critical services and infrastructure supporting residents, and initiatives that allow the City to thrive. The City has prepared, with input from staff and Council, the State Action Plan for consideration and formal adoption. The adopted plan will communicate and coordinate state funding and legislative advocacy agenda priorities.

Ms. Phelps introduced Mr. John Easterling, Government Relations Director. Mr. Easterling stated the City's state lobby team, CheckMate Government Solutions, helps shape and define Fayetteville's priorities while facilitating communication and coordination at the

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state level among elected officials and agency representatives. The state advocacy agenda is developed annually because of input from staff and Council and closely aligned with interests and priorities of legislators and agencies. With all input incorporated, the document will be formally adopted by Council and shared with state representatives during office visits and conversations.

The City's state advocacy goals include the following:

- Develop and pursue a state advocacy agenda unique to the City of Fayetteville and which leads to consistent, high-quality results.
- Identify and pursue state investments and policy which will contribute to achieving the long-term goals of the City.
- Build and maintain regular communications with state elected officials, agencies, Council, staff, residents, and stakeholders.

The proposed State Action Agenda addresses those items the City will focus advocacy on in the year ahead impacting economic development for the region, our relationship and support of the military installation and service members, improving public infrastructure and transportation, advancing public safety goals, and affecting the quality of life for our residents.

Discussion ensued.

MOTION: Council Member Benavente moved to remove Mental Health Response and Violence Intervention and replace with Office of Community Safety and \$3 million in funding.

SECOND: Council Member Hondros

VOTE: FAILED by a vote of 3 in favor to 7 in opposition (Council Members Colvin, Jensen, Davis, Haire, Greene, Thompson, and McNair)

Mayor Colvin thanked Mr. Easterling for his presentation.

4.02 Fountainworks - FY25 Fayetteville City Council Strategic Planning Retreat Debrief

Ms. Julie Brenner, Fountainworks CEO, presented this item and stated the City of Fayetteville demonstrates a strong commitment to high performance and data-driven decision-making through its strategic planning and performance metrics. The Mayor, City Council, and staff work diligently to ensure that City policies, budgets, and objectives are fully implemented, fostering responsible governance. The most recent City Council Strategic Planning retreat in January 2024 allowed the City Council to refine the strategic plan by prioritizing specific focus areas for FY 2025, concentrating efforts and resources to achieve the City's vision and goals.

The Office of Strategy and Performance Analytics, under the direction of the City Manager's Office, plays a vital role in advancing the City's goals and reporting progress regularly. By providing these quarterly updates to the strategic plan progress, the staff enables the City Council to make informed decisions as they move forward into the next fiscal year.

This commitment to performance management and strategic planning strengthens the City's operations, ensuring excellent services and a high quality of life for residents. The alignment of short- and long-range planning with departmental operations and performance expectations allows for effective resource allocation and fosters a culture of continuous improvement. Overall, the City of Fayetteville's dedication to forward-thinking and progressive strategies promises a vibrant and prosperous future for the community it serves.

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The City of Fayetteville strives to be data-driven and results-focused, with a robust strategic plan and performance framework in place. It actively encourages residents, employees, and business participation in government by offering diverse engagement opportunities and ensuring open access to public data and information. This commitment to transparency aims to develop better policies and decisions that align with the community's needs, fostering a prosperous and connected City for all stakeholders.

Discussion ensued.

Consensus of Council was to accept the report.

4.03 Cool Spring Downtown District, Inc. Second Quarter Fiscal Year 2024 Report

Ms. Bianca Shoneman, Cool Spring Downtown District, Inc. President and CEO, presented this item and stated on July 1, 2023, the City and CSDD entered into an agreement to provide Enhanced Services for an Arts and Entertainment Focused Downtown Municipal Service District (MSD). The Enhanced Services for an Arts and Entertainment Focused Downtown MSD contains five service elements: Economic Vitality and Development; Art and Design Enhancements; Promotion and Marketing; Special Events and Programming and Partnership, along with Organizational Support and Conflict Resolution. Ms. Shoneman, CEO of CSDD, will present to Council.

Several key items to note are present in the Quarterly Report:

- 5 new businesses for a total of 11 created to date.
- Over 1,000,000 gross square footage of ongoing business expansions and infill projects.
- 245 planned new residential units.
- Almost \$500 million in public and private investment planned.

There is no impact on the budget as funds for this project were approved for the 2023 fiscal year from the revenues generated by the MSD property tax rate and a transfer from the general fund. Funds are still available. However, the presentation contains several requests for additional funding through the General Fund.

Discussion ensued.

Consensus of Council was to accept the report.

4.04 Downtown Nighttime Landscaping - Lighting Plan Proposals

Ms. Bianca Shoneman, Cool Spring Downtown District, Inc. President and CEO, presented this item and stated this item addresses a request received from Mayor Colvin to research and provide feedback with findings regarding downtown nighttime landscaping options, costs, and possible partnerships.

The item was presented to the Council Corridor Revitalization Committee on October 16, 2023. The recommendation of the Committee was to explore a partnership with Cool Springs Downtown District (CSDD) to present a master plan proposal to the committee. CSDD provided proposals to the Council Corridor Revitalization Committee on December 20, 2023. The recommendation of the Committee was to present the proposals to Council.

Proposals from two engineering firms are included in the agenda packet for review and discussion. The firms are Optima Engineering and Skyline Arts LLC.

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Additional Downtown Landscape Lighting has the potential to improve public safety in the downtown setting as well as assist to enhance the attractiveness of the area. Online searches and review of comparable projects revealed a wide array of options available for this topic. Several different varieties of landscape lighting can be used to include, but not limited to, up-lighting, down-lighting, pathway lighting, built-in lighting, or spot lighting. Additional considerations include options for color lighting and artistic flair. The most relevant factors to define to move forward with concepts and proposals are the site location parameters and a desired budget range.

Discussion ensued.

Consensus of Council was to accept the report and direct staff to take this item to the Budget process.

4.05 Stormwater Development Ordinance - Functional Maintenance Responsibilities of Residential Subdivision Stormwater Control Measures (SCMs)

Mr. Byron Reeves, Assistant Public Services Director, presented this item with the aid of a PowerPoint presentation and stated at the August 29, 2023, Council Stormwater Committee meeting, staff discussed proposed changes to the City's Stormwater Ordinance with respect to Section 23-33(B). Section 23-33(B) outlines the conditions for single-family residential stormwater management facilities to be accepted by the City for functional maintenance.

With recent updates to North Carolina General Statute, the City's Stormwater Ordinance was in conflict with the newly added Section (d1) to G.S. 160D-925. The amended statute prohibits a local government from requiring the owner of a stormwater control measure to make payments to the local government for the purpose of ensuring assets are available for maintenance, repair, replacement, and reconstruction costs. Council approved a text amendment at the February 26, 2024, regular meeting that removed the provision requiring payment into the maintenance fund, addressing the conflict with General Statute.

Staff are now seeking concurrence from City Council to amend the Ordinance to remove all of City Code Section 23-33(B). This would end the process for turning over functional maintenance of single-family residential SCMs to the City.

Discussion ensued.

Consensus of Council was to direct staff to move this item forward to the March 25, 2024, City Council regular meeting agenda.

4.06 Fayetteville Day Resource Center (DRC) Presentation

Mr. Alex Baker, Community and Economic Development Assistant Director, introduced this item and stated the Day Resource Center is part of the City's transformational and critical initiatives aimed at reducing poverty and homelessness. The center is a \$6.99 million project entirely grant-funded through the Department of Housing and Urban Development's (HUD) Community Development Block Grant - Disaster Recovery (CDBG-DR) via the North Carolina Office of Recovery and Resiliency (NCORR), American Rescue Plan Act and State Capital Infrastructure Grants. The purpose is to provide a public facility that allows for resiliency within our City by increasing disaster response capacity in Fayetteville and Cumberland County, centralizing service providers, and removing barriers during non-emergency times as a day center. The Fayetteville Day Resource Center has faced challenges but also great successes. The presentation shares some of those successes and challenges with a few highlights.

Ms. Shelly Hudson, Cumberland Health-Net, provided a PowerPoint presentation and provided an overview of the Background of the Center,

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Services Provided, Case Management, Laundry Services, Showers, Reunification Program, Medical Services, Peer Support, Job Fairs, Hair Cuts, Socialization Activities, Five Months of Partnerships, Results, Volunteers, Challenges, Satisfied Clients, and Looking Towards the Future.

Discussion ensued.

Mayor Colvin thanked Ms. Hudson for the presentation.

4.07 City Council Agenda Item Request - 300 New Homeowners Initiative by 2026 - Mayor Colvin

4.08 City Council Agenda Item Request - Expand Down Payment Assistance Eligibility - Mayor Colvin

Mayor Colvin stated he would like to set a goal to have 300 more homeowners in the City of Fayetteville by 2026. We need to encourage home ownership and expand the eligibility for the Assistance Program to additional organizations; Cumberland County Employees, Cape Fear Valley Medical Employees, School District Employees.

Discussion ensued.

Consensus of Council was to move this item forward.

4.09 City Council Agenda Item Request - Towing Ordinance - Council Member Greene

Council Member Greene presented this item and stated she is seeking support from Council to ask staff to draft a towing ordinance to address requirements of proper signage (public notice) in tow-away zones prior to vehicles being towed from private properties.

Discussion ensued.

Consensus of Council was to direct staff to move this item forward. Council Member Haire was opposed to the consensus vote.

4.10 City Council Agenda Item Request - Downtown Parking - Council Member Hondros

Council Member Hondros stated he is seeking support from Council to end paid parking downtown from 7:00 p.m. to 5:00 p.m. Mayor Pro Tem Jensen stated the downtown business owners had asked a couple of years ago to have paid parking until 7:00 p.m., due to the Woodpecker Baseball games. Council Member Davis stated he had met with many downtown business owners and they were asking for a 5:00 p.m. end of paid parking.

Discussion ensued.

Consensus of Council was to direct staff to analyze what the financial impact would be if the time was changed from 7:00 p.m. to 5:00 p.m. Council Members Jensen, Haire and Thompson were opposed to the consensus vote.

5.0 ADJOURNMENT

There being no further business, the meeting was adjourned at 4:26 p.m.

Respectfully submitted,

PAMELA J. MEGILL
City Clerk

MITCH COLVIN
Mayor

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