

**FAYETTEVILLE CITY COUNCIL
WORK SESSION MINUTES
LAFAYETTE CONFERENCE ROOM
DECEMBER 3, 2018
4:30 P.M.**

Present: Mayor Mitch Colvin

Council Members Katherine K. Jensen (District 1); Daniel Culliton (District 2) (arrived at 5:06 p.m.); Tisha W. Waddell (District 3); D. J. Haire (District 4) (departed at 6:20 p.m.); Johnny Dawkins (District 5) (arrived at 6:09 p.m.); William J. L. Crisp (District 6); Larry O. Wright, Sr. (District 7); Theodore Mohn (District 8); James W. Arp (District 9)

Others Present: Douglas Hewett, City Manager
Karen McDonald, City Attorney
Kristoff Bauer, Deputy City Manager
Telly Whitfield, Assistant City Manager
Barbara Hill, Interim Assistant City Manager
Gina Hawkins, Police Chief
Jerry Newton, Development Services Director
Sheila Thomas-Ambat, Interim Public Services Director
Michael Gibson, Fayetteville-Cumberland Parks and Recreation Director
Kevin Arata, Corporate Communications Director
Cindy Blot, Community and Economic Development Director
Jay Toland, Interim Chief Financial Officer
Alicia Young, Assistant City Attorney
Brandon Christian, Police Attorney
Kim Toon, Purchasing Manager
Michelle Eley, A&T State University
Andrew Pennink, FCEDC Chair
Wilson Lacey, MLK Committee Chair
Anna Stroble, Horne Consulting
Dawn Gregory, Horne Consulting
Sandra Maxwell, Horne Consulting
Pamela Megill, City Clerk
Members of the Press

1.0 CALL TO ORDER

Mayor Colvin called the meeting to order.

2.0 INVOCATION

The invocation was offered by Council Member Arp.

3.0 APPROVAL OF AGENDA

MOTION: Council Member Arp moved to approve the agenda.

SECOND: Council Member Wright

VOTE: UNANIMOUS (9-0)

4.0 OTHER ITEMS OF BUSINESS

4.01 Community Voices Information

Ms. Cindy Blot, Economic and Community Development Director, introduced this item and stated on August 6, 2018, Council Member Waddell presented this item to her fellow Council members, stating there was a movement to employ the "Community Voices" model throughout the City of Fayetteville. Community Voices is a leadership development program that trains participants to identify and resolve community issues. The opportunity is targeted to people not traditionally active in public decision-making processes and who may have experienced social and economic and educational limitations. Ms. Blot

introduced Ms. Michelle Eley, PhD, Community and Economic Development Specialist, A&T State University. Ms. Eley presented "Community Voices - Leadership Development for Community Decision Making" with the aid of a PowerPoint presentation.

Discussion ensued.

Consensus of Council was to move this item forward.

4.02 Community-Wide Collaborative Branding Project - Request for Funding

Mr. Andrew Pennink, FCEDC Chair presented this item with the aid of a PowerPoint presentation and stated the Fayetteville-Cumberland Collaborative Branding Committee (FCCBC) is comprised of representatives from the City, the County, the Greater Fayetteville Chamber, the Fayetteville Cumberland Economic Development Corporation, Vision 2026, the Tourism Development Authority, Cool Spring Downtown District, the Fayetteville Area Convention and Visitors Bureau, Cumberland County Schools, the Crown Complex, and the Arts Council of Fayetteville/Cumberland County. They, and other outward facing organizations across the City, currently use their own disparate logos and taglines to help brand their particular organization and there is not a focused and concerted effort, or ability, to co-brand. It is the goal of the FCCBC to help connect the dots across multiple organizations to aggressively promote Fayetteville and Cumberland County as a superior destination in which to live, work, visit, explore, create or grow a business. We also desire to differentiate our community by elevating our brand above others with similar names and demographics, and demonstrate the unity and collaboration that exists between our public, private, and non-profit partners to the local community and external audiences.

Mr. Kevin Arata, Corporate Communications Director stated the opening of the Fayetteville Woodpeckers' baseball stadium, The Gathering at Prince Charles, and the future opening of the neighboring flagship hotel mark this as a prime opportunity to take advantage of what we anticipate will be a major step forward in continuing the City's downtown development and serving as a catalyst for future business opportunities across our region. FCCBC's goal is to change the messaging for our community, internal to residents and external to potential new residents and businesses that may choose Fayetteville as their home, soon after all those outwardly visible changes begin to take hold downtown. By contracting with a company focused on helping co-brand municipal organizations, the FCCBC will help guide the discussion that will result in a collaborative brand that can be used to better focus our future messaging to current residents, as well as potential new residents and businesses. North Star Ideas recently conducted research for and developed a successful co-branding effort for Catawba County and Hickory.

Mr. Pennink stated FCEDC is seeking a City contribution of \$25,000.00 to help fund the anticipated \$150,000.00 to \$200,000.00 price tag associated with this project. To date, the Tourism Development Authority has committed \$50,000.00, FCEDC has committed \$25,000.00, and Vision 2026 has committed \$25,000.00. FCEDC is requesting \$25,000.00 from both the City and the County to help fund this project, and anticipates securing another \$25,000.00 from other outside sources.

Mr. Pennink stated the Fayetteville-Cumberland Collaborative Branding Committee has chosen North Star Ideas as the firm that can best help shape and create a collaborative brand for our use in promoting our region's place branding--a specialized form of marketing that helps deliver a community's message based on market research, coupled with the use of focus groups and surveys. Our other option is to do nothing and let our regional branding efforts continue down their un-focused and un-coordinated paths.

Discussion ensued.

Consensus of Council was to direct staff to move this item forward to the December 10, 2018, regular City Council meeting agenda.

Mayor Colvin recessed the meeting at 5:21 p.m., and reconvened the meeting at 5:27 p.m.

4.03 Update on Martin Luther King Jr. Memorial Park by the MLK Committee

Dr. Wilson Lacey, Martin Luther King Jr. Committee, Chair, presented this item and stated in March 2016 the City of Fayetteville passed a Parks & Recreation Bond Referendum that included the allocation of \$100,000.00 for improvements at Martin Luther King Jr. Memorial Park. Funding identified in the 2016 Parks and Recreation Bond Referendum for the Martin Luther King Jr. Memorial Park has not yet been utilized for improvements at the location. The master plan for the Martin Luther King Jr. Memorial Park was created in 2005 and is in need of an update to the schedule and cost analysis relative to the park. The Committee is requesting a \$42,000.00 commitment from the City of Fayetteville.

Mr. Walter Vick, Architect, presented renderings of updating and expanding the Martin Luther King Jr. Park, with cost estimates for the Memorial Park's construction and completion.

Discussion ensued.

Consensus of Council was to grant initial support; staff to bring this item back with options for providing the \$42,000.00 funding request.

4.04 CDBG-DR & HMGP Updates

Ms. Cindy Blot, Economic and Community Development Director, introduced this item and stated the City of Fayetteville received an HMGP allocation of \$4,700,000.00. Of the 207 applications received from residents, 33 properties met the expedited criteria and were cost effective and eligible to be funded under the HMGP and can be accommodated under this cap.

Ms. Blot stated Cumberland County was awarded the CDBG-DR funds from the NC Department of Public Safety as a sub-recipient. The State is only releasing to Cumberland County two-thirds of the funding for a two-year period in the amount of \$23,260,000.00. Of that amount, the City will receive \$15,325,000.00 during that period from Cumberland County as a sub-sub-recipient to carry out the various programs. The additional funding of the original \$34.9 million will be awarded to the County in the third year of the program.

Ms. Blot stated on August 7, 2018, Council approved a contract with Horne Consulting for project management services. Ms. Blot introduced Ms. Anna Stroble, Ms. Dawn Gregory, and Ms. Sandra Maxwell, and stated they are here as Horne representatives to answer any questions that Council may have.

Ms. Gregory stated the North Carolina Emergency Management (NCEM) completed its analysis of nearly 3,000 structures submitted for potential mitigation throughout the Hurricane Matthew disaster zone for consideration for the HMGP. Just under 800 properties qualified for the program throughout the impacted area based on availability of funding and eligibility criteria.

Ms. Gregory stated 33 properties within the City of Fayetteville initially qualified for the program with funding valued at \$4,700,000.00. Of those homes, 27 qualified for acquisitions, 3 qualified for elevations, and 3 qualified for reconstruction.

Ms. Gregory stated the State of North Carolina received \$198 million of CDBG-DR funds from the Department of Housing and Urban Development (HUD) as a result of damage caused by Hurricane Matthew in October 2016. Cumberland County is expected to receive \$34,945,328.00 of this amount over a three-year period. Eligible Cumberland County residents who were directly impacted by the hurricane will have an opportunity to apply for assistance from a variety of Housing Recovery Programs. City staff worked with Cumberland County to develop a proposal to carry out a variety of housing and recovery programs. The proposal includes a Homeowner Recovery Program, Small Rental Repair Program, Multi-family Rental Housing, and a Community Recovery Program that will include a Day Center and a Homeless Shelter. Businesses will have to apply directly to the North Carolina Department of Commerce for available funding. Upon further review, several homes were not eligible for HMGP funds. CDBG-DR approval process is progressing.

Discussion ensued.

Consensus of Council was to direct staff to bring this item back to the January 7, 2019, City Council work session agenda.

4.05 2019-2020 CDBG & HOME Annual Action Plan

This item was deferred to the January 7, 2019, work session.

4.06 Stormwater Infrastructure Maintenance Policy

This item was deferred to the January 7, 2019, work session.

4.07 City Council Agenda Item Request - No Horn Zone - Council Member Culliton

This item was deferred to the January 7, 2019, work session.

4.08 City Council Agenda Item - Review of Council Policy 115.15 - Protocol and Code of Conduct - Mitch Colvin, Mayor

This item was deferred to the January 7, 2019, work session.

5.0 ADJOURNMENT

There being no further business, the meeting adjourned at 6:42 p.m.