

DRAFT

**FAYETTEVILLE CITY COUNCIL
STRATEGIC PLANNING MINUTES
LAFAYETTE CONFERENCE ROOM, CITY HALL
MARCH 22, 2017
5:00 P.M.**

Present: Mayor Nat Robertson

Council Members Kathy Jensen (District 1); Kirk deViere (District 2); H. Mitchell Colvin, Jr. (District 3); Robert T. Hurst, Jr. (District 5); William J. L. Crisp (District 6); Larry O. Wright, Sr. (District 7); Theodore Mohn (District 8); James W. Arp, Jr. (District 9) (arrived at 5:10 p.m.)

Absent: Chalmers McDougald (District 4)

Others Present: Douglas Hewett, City Manager
Karen McDonald, City Attorney
Kristoff Bauer, Deputy City Manager
Jay Reinstein, Assistant City Manager
Michael Gibson, Parks, Recreation and Maintenance Director
Dwayne Campbell, Chief Information Officer
Kevin Arata, Corporate Communications Director
Victor Sharpe, Community Development Director
Tracey Broyles, Budget and Evaluation Director
Cheryl Spivey, Chief Financial Officer
Rebecca Rogers-Carter, Strategic Performance Analytics Director
Elizabeth Somerindyke, Internal Audit Director
Randy Hume, Transit Director
Bradley Whited, Airport Director
Jim Palenick, Economic and Business Development Director
Barbara Hill, Human Resource Development Director
Scott Shuford, Planning and Code Enforcement Director
Ben Major, Fire Chief
Michael Petti, Assistant Police Chief
Michael Bailey, Interim Permitting and Inspections Director
Chris McMillan, Management Analyst
David Trego, PWC CEO/General Manager
Ralph Huff, PWC Commissioner
Alesha Shaw, PWC Commissioner
Pamela Megill, City Clerk
Marsha Shepherd Johnson, HR Training and Development Consultant
Members of the Press

1.0 CALL TO ORDER

Mayor Robertson called the meeting to order at 5:00 p.m.

MOTION: Council Member Mohn moved to excuse the absence of Council Member McDougald.

SECOND: Council Member Wright

VOTE: UNANIMOUS (8-0)

2.0 ITEMS OF BUSINESS

2.1 Closed Session

MOTION: Council Member Wright moved to go into closed session for an attorney-client privileged matter and a personnel matter.

SECOND: Mayor Pro Tem Colvin

VOTE: UNANIMOUS (8-0)

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The regular session recessed at 5:03 p.m. The regular session reconvened at 5:36 p.m.

MOTION: Council Member Arp moved to go into open session.
SECOND: Council Member deViere
VOTE: UNANIMOUS (9-0)

2.2 Shaw Heights

Mr. Jay Reinstein, Assistant City Manager, presented this item and stated the original resolution and the revised resolution of the proposed annexation of Shaw Heights have been provided to Council. Mr. Reinstein provided a handout of a map showing the Shaw Heights area with existing PWC water and sewer lines, septic tank incidents and tax parcels. A second handout was provided showing a proposed annexation area summary of services before and after annexation. A third handout was provided showing a 2008 study of possible annexation areas throughout the City. Mr. Doug Hewett, City Manager, asked City Council if they have an interest in legislative annexation of Shaw Heights.

Mayor Pro Tem Colvin stated he does not support annexation of Shaw Heights in itself, and stated he does support annexation of all unincorporated areas surrounded by the City limits.

Council Member Arp stated it is imperative to establish a Municipal Influence Area (MIA) with Cumberland County. We have several donut holes in the City that I have concerns with; I do not think the annexation should be limited to just Shaw Heights.

Council Member Crisp stated in 2004 he fought against forced annexation, and I am personally opposed to forced annexation; the annexation will inflict hardship in the form of taxation upon those that can ill afford those assessments.

Council Member Jensen stated her biggest issue is that she does not believe in forced annexation, and we should look at all the donut holes inside of the City.

Council Member Wright stated he is in favor of the proposed annexation of Shaw Heights, and we should target all the donut holes. If a city does not annex, it is stagnated and cannot go forward; we need to not be afraid of hard decisions, and look long range.

Council Member Mohn stated the proposed resolution can have additional items included in it. We could include that PWC would pay for the extension of sewer, and if you do not have the service, you do not pay for something you do not have. The entire area of Shaw Heights and Julie Heights sits on a protected watershed, to the west that protected watershed feeds into our Filter Plant Water Treatment facility, we have septic tanks that have been operating since the 1940s; this is a ticking health time bomb. We could also include ETJ with an effective date from June 2017 to June 2022. We can also ask the General Assembly to say PWC "will commence the installation of sewer", not "will install", they may not accept it, but we can ask.

Council Member deViere thanked staff for all their hard work and research on this item, and asked if the sewer cost is not defined, who would pay for it, and if this is a state mandated annexation, will the state fund it.

Mr. David Trego, PWC CEO/General Manager, stated in the absence of direction, PWC would follow normal policy.

Mr. Hewett stated he has had a conversation with Representative Floyd and he has said it is an item that will be explored.

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Council Member Hurst asked for Council Member Mohn to revise the proposed resolution this weekend and provide to Council prior to the meeting scheduled for March 27, 2017.

REFINING AND PRIORITIZING CURRENT AND NEW TARGETS FOR ACTION (TFA)

Ms. Marsha Shepherd Johnson, HR Training and Development Consultant, presented this item. Ms. Johnson reviewed the City Council FY 2018 Strategic Objectives: Economic Development, Public Safety, Beautification/Greenways, Infrastructure Investment, Affordable Housing, and Parks and Recreation. Ms. Shepherd reviewed the following Goals and Objectives/FY 2018 Targets for Action:

- Hurricane Matthew Response and Recovery
- Complete Study for a Joint 911 Center and Seek Council Approval
- Build Fire Station 12
- Project Homerun Redevelopment
- Establish a Revolving Loan Pool for Small Business
- Execute approved plan to redevelop Centre City Business Park
- Develop a Shaw Heights Annexation Implementation Plan
- Develop Local Small Disadvantage Business Enterprise, HUB Policy
- Policy Direction for Murchison Road and Corridor Development
- Develop a Targeted Tax Incentives Policy
- Improve the Timeliness and Quality of Building Trades Inspections
- Complete Study and Develop a Plan of Action to accelerate Stormwater

Projects by 25 percent:

- Complete Comprehensive Land Use Plan
- Develop Comprehensive Review of Broadband Capabilities
- Review Changes to the Unified Development Ordinance
- Complete Parks and Recreation Capital Bond Project
- Airport Terminal Renovations
- Complete Pedestrian Master Plan
- Develop Target Area Revitalization Strategy
- Adoption of Fayetteville Beautiful by Fayetteville Cumberland Parks and Recreation
- Conduct an Anti-Poverty Summit
- Conduct a Comprehensive Housing Study
- Complete Cape Fear River Trail through Part C
- Develop Homelessness Solution: Execute approved IA with County
- Conduct a Vehicle Maintenance Cost Benefit Analysis
- Improve Performance Management and Reporting
- Complete City Hall Renovation Including First Floor
- Develop and Execute Ombudsman Program for Improved Customer Service
- Develop RFP to Rebrand City with Community Stakeholders

Discussion ensued. All 29 items were confirmed to remain on the list.

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3.0 ADJOURNMENT

There being no further business, the meeting adjourned at 7:51 p.m.

Respectfully submitted,

PAMELA J. MEGILL
City Clerk

NAT ROBERTSON
Mayor

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