



City of Roswell

38 Hill Street
Roswell, Georgia 30075

Meeting Minutes Administration and Finance & Recreation and Parks Committee

Mayor Jere Wood
Council Member Nancy Diamond
Council Member Rich Dippolito
Council Member Kent Igleheart
Council Member Jerry Orlans
Council Member Betty Price
Council Member Becky Wynn
City Administrator Kay Love

Tuesday, December 14, 2010

4:00 PM

Room 220

Meeting was called to order at 4:04 p.m.

CALL TO ORDER/ROLL CALL

Present: 5 - Council Member Nancy Diamond; Council Member Rich Dippolito; Council Member Kent Igleheart; Council Member Betty Price and Council Member Becky Wynn

Absent: 2 - Mayor Jere Wood and Council Member Jerry Orlans

Minutes of the November 9, 2010 committee meeting were approved.

Staff present: Kay Love – City Administrator; Michael Fischer – Deputy City Administrator; Julia Luke – Finance Director; Jeff Pruitt - Administrator of Park Services; Police Chief Ed Williams; Fire Chief Ricky Spencer; David Davidson - City Attorney; Keith Lee – Director of Strategic Planning & Budgeting; Julie Brechbill - Community Relations Manager; Alice Wakefield - Community Development Director; Bill Keir - Economic Development Manager; Clyde Stricklin – Land Development Manager; Janet Liberman - Environmental Programs Manager; Nick Pezzello - Stormwater Coordinator; Police Officer James Pitts; and Marlee Press – Executive Assistant to Council.

Administration

1. Consideration of a Resolution to Establish Policies and Administrative Fee for Film and Photography Projects Within the City of Roswell

- *Staff has streamlined and revised the City's Film and Photo Permit application process making it more user friendly for applicants. In addition to the streamlined application, applicants will now have the option of completing the application online.*
- *Staff has also updated the December 2000 Resolution which established the permitting fees to bring them more in line with film permitting fees in other Georgia Communities. The new fees will be established at \$250 for a film/video permit and a \$100 annual fee for the still photo permit. Roswell's current permit fees are \$50 for each still photo shoot and \$50 for each film/video shoot.*
- *There have been complaints regarding the Historic Homes. Photographers are going over there and bringing big groups and this is getting in the way of the operation of the homes. Morgan Timmis, the Historic and Cultural Affairs Manager had some concerns with this. She would like to see the home museums make appointments with these photographers (the professional photographers) at least 96 hours in advance.*
- *Councilmember Wynn would like all the procedures to be written down. Kay Love said the individual homes will come up with the specifics for each home.*
- *Councilmember Price said that staff should also look to see if the permitting process should also include some of the bridges. She also requested that when all this permitting information gets online, staff should send it out to the film companies for promotion purposes.*

A motion was made by Council Member Becky Wynn, seconded by Council Member Kent Igleheart, that the Resolution for establishing policies and fees be placed on the Mayor and City Council agenda for 1/10/2011. Staff was also requested to add some additional language to the photo permit guidelines for the Historic Homes. Language will be added that it will be necessary to call the museum offices 96 hours in advance to book an appointment to use the grounds for professional photo shoots or commercial use. Other language will distinguish a large group from a small group. Staff was requested to work with R&P staff for them to come up with specific policies for each home. Also R&P will come up with a list of other locations where these policies and procedures should be used.

In Favor: 4 - Council Member Diamond; Council Member Igleheart; Council Member Price and Council Member Wynn

2. Consideration of a RFP for Roswell Branding

- *The City of Roswell is soliciting consultants to assist the city in reviewing its current logo and tag line and preparing a recommendation on whether to continue using the logo and/or its elements or developing a new logo. The City is looking for a qualified consulting firm with experience in strategic planning, corporate identity/branding – including logo development and graphic standards – creative collateral, interactive marketing, promotions and recommendations for implementation and tracking results.*
- *The proposed scope of work includes the following: (1) Review of the City's current logo and tag line; (2) Recommend specific areas of where and how the logo and tag line may be applied such as electronically, in print, on letter head, etc.; (3) Develop a style manual for the new logo and tag line; and (4) Work within a three-month time frame and limited budget.*
- *Councilmember Igleheart said it was a long process getting this city logo and he is not in favor of changing the logo so he wants people to understand that the intent is not to change the logo. Councilmember Diamond agreed with that and said this is really more of incorporating the tagline. She is not pushing to change the logo.*

A motion was made by Council Member Nancy Diamond, seconded by Council Member Becky Wynn, that the RFP be placed on the Mayor and City Council agenda for 12/27/2010. The motion carried by the following vote:

In Favor: 4 - Council Member Diamond; Council Member Igleheart; Council Member Price and Council Member Wynn

3. Consideration of an Amendment to the current Telecommunications Lease Agreement dated November 21, 2005 between the City of Roswell and New Cingular Wireless PCS, LLC for a location upon Hightower Water Tank owned by the City

- *This approval would allow for the increase of the maximum number of antennas on the Water Tank to be increased from six (6) antennas to nine (9) antennas and provide for an increase of the rent paid by New Cingular Wireless, PCS.*
- *The City of Roswell will receive an increase of approximately \$2,700.00 annually under the terms of the amended lease agreement.*

A motion was made by Council Member Becky Wynn, seconded by Council Member Nancy Diamond, that this Amendment to the current Lease Agreement be placed on the Mayor and City Council agenda for 12/27/2010. The motion carried by the following vote:

In Favor: 3 - Council Member Diamond; Council Member Price and Council Member Wynn

4. Consideration of Phase II of the Tower Cloud, Inc. lease to build fiber on the Hightower Water Tank which is located on City property

- *The current lease between the City of Roswell and Tower Cloud, in force since 11/05/2010, allows for Tower Cloud to place a microwave dish on the water tank at Hightower Rd and a small cabinet on the ground inside the fenced area. Phase I of their work has been completed. Tower Cloud has a 6 month lease with the City and is mindful that the City prefers no antennae of any kind on the water tank. Tower Cloud proposes to serve its wireless customers, Verizon, MetroPCS and Sprint, with a fiber optic cable and remove the microwave equipment currently mounted on the water tank.*
- *Tower Cloud's Proposed Phase II: (1) Execute a long term lease with the City of Roswell upon the expiration of the current lease on May 5, 2011; (2) Place a fiber optic cable within the existing utility easement; and (3) Remove the microwave dish and all associated equipment from the water tank.*
- *Tower Cloud proposes a base rent of \$500 per month for the 4'x4' (16 sq. ft.) ground space, which is included in the current lease.*

A motion was made by Council Member Nancy Diamond, seconded by Council Member Becky Wynn, that this lease for Phase II of the Tower Cloud, Inc. lease be placed on the Mayor and City Council agenda for 12/27/2010. The motion carried by the following vote:

In Favor: 4 - Council Member Diamond; Council Member Dippolito; Council Member Price and Council Member Wynn

5.

Discussion of the Organization of the Downtown Development Authority (DDA) and/or Development Authority (DA) - Guidance

- *At the November 22, 2010 Community Development and Transportation committee meeting staff was requested to research the requirements of "reactivating" the DDA and/or the DA and what areas of expertise would need to be considered in appointing members to either Authority. Additionally, staff was asked to check into what specific training is required and when it is offered so Mayor and Council would know the appropriate timing for appointment of members.*
- *The things a DDA can do are: 1) Projects within a defined central business area; 2) Manage façade programs; 3) Revolving loans; 4) Infrastructure improvements; 5) Build buildings; 6) Create projects; 7) Assume economic development activities; 8) Issue revenue bonds; 9) Establish lease programs for facilities; and 10) Borrow money on behalf of a business.*
- *The things a DA can do are: 1) Industrial, manufacturing, agricultural...projects; 2) All infrastructure improvements associated with projects; 3) Lease or equip industrial facilities; 4) Cover the geographic area of the City; 5) Issue revenue bonds; and 6) Improve old industrial facilities*
- *A DDA cannot do condemnation or work outside of a defined Central Business District.*
- *A DA cannot do condemnation or work unless associated with a specific project.*
- *DDA membership's criteria is: 1) Taxpayers residing in Roswell; 2) Owners or operators of businesses located within DDA area and are taxpayers residing in Fulton County; 3) Combined qualifications of the above; 4) One may be a member of the Council; and 5) Not less than four members.*
- *The DDA must have 8 hours of training within first 12 months.*
- *DA membership's criteria is: 1) Taxpayers residing in Roswell; 2) No more than one member of Council; and 3) Not less than seven and not more than nine members*
- *The DA must also have 8 Hours of training within first 12 months. There are more locations for DA training than for DDA training.*
- *Councilmember Price asked what enticements there are to be part of one of these authorities. Kay Love said it is a powerful position. There is prestige in being a part of redevelopment and the priorities and goals that the Council sets forth in the strategic plan or any initiative. They are going to be that conduit and that force to make it happen. It is a powerful position because they certainly have a role to play in those decisions that get made.*
- *Councilmember Price asked if they should establish criteria for the people that serve on the authority - ie. what type of person they want on there. Kay Love said it depends on what procedure Council determines that they are going to bring forward as to how they are going to appoint people.*
- *Councilmember Diamond asked if staff has looked at other cities to see what criteria they use to appoint these members. Kay Love said in Columbus they use business categories. Councilmember Wynn said it is good to have some type of categories.*
- *Councilmember Wynn said since they already have the Opportunity Zone map, they should use that for the boundaries. That map also helps out to try to see what type of people to get in there. She also likes the idea of M&CC each having one appointee on the Board.*
- *The next step would be to decide which authority Council wants and to decide how to appoint the members. Councilmember Wynn said if they are serious about doing redevelopment, DDA might be the way to go. Another step would be to amend the central business district.*

A motion was made to move forward with the Downtown Development Authority (DDA). This item will be placed on the Administration and Finance &

Recreation and Parks Committee agenda for 1/11/2011. Staff will look at using the Opportunity Zone map as the boundaries for the central business area. Staff will come up with some ideas on how to establish criteria for the people that will serve. They will look at some types of categories to use to appoint members. Staff will come up with some procedures from everything discussed and bring this back for Council input. The motion carried by the following vote:

In Favor: 4 - Council Member Diamond; Council Member Dippolito; Council Member Price and Council Member Wynn

6. Discussion of a potential Bond projects - Guidance

- *There was a discussion of a potential bond referendum to fund capital projects. The bond capacity analysis has been updated by the City's Financial Advisor.*
- *In order to get public input about potential projects, there will be public information meetings at different locations in the city.*
- *Councilmember Dippolito said that it would help if staff would prioritize the projects in terms of actual needs.*

Committee agreed to move forward with the process to have a November 2011 bond referendum. Council requested that staff work on getting a list of projects prioritized by needs rather than wants so the list is narrowed down. Staff will also look at the timelimes required for each project. Staff will subtotal the projects in each department. Staff will put together a timeline of everything that will be needed to have this bond referendum (advertising, public information meetings, etc). Kay Love will email the priority list to Council in an Excel spreadsheet.

7. Discussion of FY10 Monthly Budget Status Report

- *The fourth month of the fiscal year budget report was discussed. Overall the City's General Fund, Water and Sewer Fund, Solid Waste Fund, Recreation Participation Fund and Hotel/Motel expenditures and revenues meet expectations for the month of October.*
- *Revenue through September this year is ahead of last year for the same time period for the Water and Sewer Fund. Revenue collections through October this year are ahead of last year for the same time period for the Solid Waste Fund.*
- *Fiscal Year 2011 revenues for the Recreation Participation Fund exceed Fiscal Year 2010 Revenues for the same time period. Hotel/Motel Fund revenues for Fiscal Year 2011 exceed Fiscal Year 2010 revenues for the same time period.*

Staff was requested to include in next month's report the status of the property tax appeals.

Staff will keep the committee updated on a monthly basis.

Recreation and Parks

8. Discussion of Urban Legends' offer to landscape the front circle of City Hall - Guidance
- *There was a request of Urban Legends, a project team at Crossroads, to build a labyrinth in the front circle of City Hall as a service learning project at no cost to the City.*
- Committee requested for them to pursue this on public land in a suitable location (not at City Hall). Staff will have further discussion about some more of the particulars of what Urban Legends would like to do.**

Meeting adjourned at 7:34 p.m.