



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, August 10, 2010

5:00 PM

Room 220

Meeting began at 5:01 p.m.

CALL TO ORDER/ROLL CALL

Present: 7 - Mayor Jere Wood; Council Member Nancy Diamond; Council Member Rich Dippolito; Council Member Jerry Orlans; Council Member Kent Igleheart; Council Member Betty Price and Council Member Becky Wynn

Staff Present: Kay Love – City Administrator; Michael Fischer – Deputy City Administrator; Julia Luke – Finance Director; Joe Glover – Director of Recreation and Parks; Police Chief Ed Williams; Fire Chief Ricky Spencer; Bob Hulsey - Assistant City Attorney; Stuart Moring – Public Works Director; Keith Lee - Director of Strategic Planning & Budgeting; Julie Brechbill – Community Relations Manager; Danny Blich – Grants Manager; Alice Champagne - Water Resources Manager; and Marlee Press - Executive Assistant to Council

Minutes of the July 13, 2010 committee meeting were approved.

Administration

1. Discussion of the Citizen Survey - Guidance

- A citizen survey was conducted in 2007 with a 34% response rate. The 2007 survey was the first one that had been done in the City of Roswell that was a scientific survey. It was very broad in nature that asked general questions to the public so the city was able to get a baseline for the next survey.
- Funding was appropriated in the FY 2011 Budget to conduct another citizen survey. Conducting a resident survey will provide feedback to the City from its community. Citizens will be asked questions on various topics such as satisfaction with services, value for the taxes paid, safety in the community, communication efforts, and other issues as deemed appropriate. The survey will also be used to benchmark Roswell with other cities of similar size across the United States. Benchmarking is an element that was not included in the 2007 survey. Staff believes the money appropriated in the budget of \$15,000 is adequate to cover the cost of it.
- Mayor said the focus should be on trying to get some consensus on what the city is trying to learn from this survey and what is the goal of the survey when the final results are in. He said he would then be more comfortable in having the experts tell them what kind of questions should be asked. Councilmember Igleheart agreed because he felt the first survey was too general.
- Kay Love said the overall goal is to see how satisfied people are with the services for what they pay for the services that they get and the types of services. It will also find out if there are things the residents would like to see changed.
- Councilmember Diamond asked staff what are the number of questions people are willing to answer on a survey. Julie Brechbill said when the National Research Center did the survey in 2007 they said 17 was appropriate. Julie said you don't want to ask too many questions but you want to ask enough. She said there are ways of phrasing the questions and asking the question where you can get more information out of them.
- Councilmember Igleheart asked if staff is planning on just doing the direct mailing. Julie commented that they had a very good response last time. She also added that this time whoever the experts are that are hired to do this survey, she wants them to offer an online option so they don't have to mail it back if they don't want to. They can go to an URL and fill it out. Julie said that will increase the response rate as well.
- Councilmember Diamond did suggest that they might need a few questions that are similar to the survey in 2007 to get a feel from where the city is comparatively. All this will fit in with what she is doing with her Branding/Marketing program. This is a scientific way to reach everybody to get a broader base. She added if they can reinforce what they are finding in those other surveys in a scientific way, it will be more valuable and they can target the money better.
- Councilmember Price asked what staff did differently or modified or changed or if any new ordinances, policies came out based on the last survey. Kay Love said from that survey staff specifically developed and targeted a communication plan that the city had not had before. She said one of the focuses has been communication both internally and externally and that is one of the biggest challenges that we have to communicate across all sectors of the public and specifically as it relates to employees in delivering those services. There was a huge focus in development of the Intranet internally and the website was done externally.
- Councilmember Price asked if we are going to just do a mailed questionnaire or is staff going to make an attempt to reach people in the avenues that they have identified that they would prefer to be communicated with. Kay Love said for it to be scientific we are limited to the control of how it is going out. More surveys are done

on-line than direct mail. She said the hope is that we will have a lot of people driven to online survey.

A motion was made that the Citizen Survey be moved to a M&CC Work Session agenda for 8/23/2010. Mayor requested that staff focus on getting some consensus on what we are trying to learn from this and what is it that we really want to know rather than focusing on the specific questions. The questions can be developed after that. Kay Love said they will move in that direction and focus on what the objective is for staff to move forward with.

In Favor: 7 - Mayor Wood; Council Member Diamond; Council Member Dippolito; Council Member Orleans; Council Member Igleheart; Council Member Price and Council Member Wynn

2. Discussion of the Redevelopment Powers Public Information Plan

- Staff has developed a Public Information Plan to educate the community about the Redevelopment Powers Referendum to be held on November 2, 2010 and what this referendum means for them. The plan includes key messages, communication tactics, and a timeline. The 4 Key Messages will be:
 1. Redevelopment Powers allow the City to redevelop blighted or depressed areas so that the property is improved and enhances the surrounding neighborhoods.
 2. A Tax Allocation District (TAD) is a tool used to encourage private redevelopment of depressed areas and is used to pay for infrastructure and other improvements in these areas. The property taxes collected as a result of the increased value of the redeveloped property is what is used to make improvements in the area.
 3. The creation of a TAD will not increase your property tax rate. The increased property value in the newly redeveloped area pays for the improvements to that area.
 4. Redevelopment Powers do not mean the City will automatically create a TAD. If voters approve the redevelopment powers referendum, the Mayor and Council will decide if they want to create a TAD to pay for improvements.
- The Communication Tactics will be: 1) the Website - Pages will be created on the website explaining the referendum and redevelopment powers to include tax allocation districts; 2) E-newsletter - Roswell Connections - Feature Story will highlight the referendum and what it means for Roswell in the September and October issues; 3) Media Relations; 4) RCTV; 5) Public Outreach; 6) Direct Mail - Produce and design a brochure to be mailed out in the utility bills in the September and October billing cycles. There is a \$800 printing cost; 7) Social Media - Utilize the City's Facebook, Twitter and NIXLE accounts; 8) Paid Advertising - Designed in-house to run in the Current, a direct mail newspaper in September and October. There is a \$2,000 cost.
- Councilmember Wynn asked that staff change the word "blighted" to another word because it may have a negative backlash.
- Councilmember Diamond brought up the wording "Mayor and Council will decide if they want to create a TAD." She said that sounds a little arrogant. After discussion, Bob Hulsey suggested, "After a public hearing, M&CC will decide if and where to pursue a TAD."
- Councilmember Diamond also suggested on the Outreach Tactic to look into using Newsday North Fulton.com. It is a new local news station that is on Comcast and it also runs online.
- Councilmember Dippolito asked if there are other powers under the redevelopment powers as well. Bob Hulsey said at the moment it is just TAD.
- Councilmember Wynn was concerned that with the first key message some people might read that as the city condemning property for the purpose of redevelopment and that is not what this is about. Kay Love said to help with that, part of the information can be on "what this is not". Councilmember Wynn asked that key message #1 be moved to key message #2.
- Councilmember Price asked what is the city's connection to the Roswell Current. Julie said there is no connection. They are a direct mail newspaper that goes in the mailboxes which is about 30,000 single family homes in Roswell. Councilmember Price questions their content so she doesn't know why the city is dealing with them as opposed to some others.
- Bob Hulsey also added that as elected officials they cannot tell people to go out and vote for this. They cannot campaign for a referendum. They can help educate the voters. Kay Love added that as staff they can't tell people to vote. Their job is to get information out there and to provide them information about what this means.

The Public Information Plan for the Redevelopment Powers Referendum was approved. Councilmember Wynn asked that the word "blighted" be changed to

another word in the first key message. She also requested that the second key message be #1 instead. Councilmember Diamond asked to change the wording in the 4th key message "After a public hearing, M&CC will decide if and where to pursue a TAD." Staff will see what they can do to come up with the money for the advertising which is about \$800 for direct mailing and \$2,000 for paid advertising in the Current direct mail newspaper.

In Favor: 7 - Mayor Wood; Council Member Diamond; Council Member Dippolito; Council Member Orlans; Council Member Igleheart; Council Member Price and Council Member Wynn

3. Status Report of American Recovery and Reinvestment Act of 2009 Stimulus Funding

- *So far the city has spent about \$600,000 under the stimulus funding.*
- *All of the money in the Neighborhood Stabilization Program is earmarked and identified. Danny said they are hoping to be moving forward with this fairly quickly.*
- *Councilmember Dippolito asked about Habitat for Humanity and if they have identified all the projects they will need. Danny said they have identified 4 for sure. He said they have offers in on 6 total but they have not gotten all the information.*
- *Councilmember Orlans asked about the status of Habitat trying to encourage city employees to apply for one of their residences. He said this is a great opportunity for the employees to live in the city. Danny said there is an applicant's meeting coming up in September. Staff is working on getting a press release out. Michael Fischer added that there will be a big blast going out to the employees not only through a press release but through the bulletin boards.*

Danny Blitch will continue keeping the committee updated on the different grants and money spent.

4. FY10 Monthly Budget Status Report

- *The twelfth month of the fiscal year was discussed. Overall the City's General Fund, Water and Sewer Fund, Solid Waste Fund and Recreation Participation Fund revenues meet expectations for the month of June. The Hotel/Motel Fund revenues are below expectations. Staff will continue to monitor these revenues.*
- *Overall City expenditures meet expectations for the month of June.*
- *The total July sales tax distribution was \$1.5M which was an increase of 3.9% from July of 2009.*
- *The city has currently collected about \$600,000 more in revenue than this time last year and is in line with the budgeted amount for FY 2010.*
- *Councilmember Price asked if this is the end of the fiscal year report. Kay Love said it is a preliminary final. There are a number of adjustments that are made in what they call the 13th period. She said staff does anticipate some additional entries so the numbers may change a little bit.*

Staff will update the committee on a monthly basis.

5. ERP Project Status

- *RFP #10-209-B (General Government phase) was issued and six responses were received on 7-28-10. The Evaluation Committee is reviewing the responses and vendor demonstrations are scheduled for the last two weeks in August. RFP #10-230-B (Police & Justice phase) was issued on 7-21-10 and responses are due on 8-18-10.*
- *Michael Fischer said that the recommended vendor(s) for both RFP responses are scheduled to come to Committee on October 12, 2010.*

Finance

6. Investment Report

- *Julia Luke said the city is still ahead of our portfolio dollar than what it was the previous year. The interest rate is down to 1.41% average but if you look at what is happening with the treasuries, the city is still well above that. The rates are still going downward. Staff is trying not to get locked into low investment rates without some growth if the economy was to start moving upward.*
- *Staff said the city is not going to be able to generate a whole lot of money off of our investments but staff is doing the best they can.*
- *Staff was requested by Councilmember Orlans to look into out of state banks for CDs since some of these show the best opportunities around the country. Julia said they want to be very careful with those banks. Julia just wants to make sure that more than one investment is not put in any one of those banks since most of these banks doing higher rates are troubled banks. She wants to make sure the city money is protected. Staff will look into this per Councilmember Orlans' request.*

Staff will keep the committee updated on a monthly basis.

Recreation and Parks

7. Consideration of a Resolution to accept a Transportation Enhancement (TE) Grant Award of \$1,960,000 for the Roswell Riverwalk Trail Connection - Phase IV Project and consideration of a Budget Amendment in the amount of \$1,960,000

- *Staff is requesting approval of a TE Grant Agreement between GDOT and the City. This TE project was originally the Multi-Use Trail Connection at Holcomb Bridge Road project. Staff was directed to change the project's scope from the Multi-Use Trail Connection at Mansell Road to the Multi-Use Trail Connection Roswell Riverwalk and to transfer an additional \$400,000 in Federal funds from the Old Holcomb Bridge Road Sidewalks project (a Transportation project). The revised scope approved by GDOT, will construct the Multi-Use Trail Connection Roswell Riverwalk project (12-foot concrete trail and wooden boardwalk). This will finish the trail all the way down to Willeo Park. This will take the trail from Azalea to the Nature Center and then the Nature Center back to Willeo Park.*
- *The original TE grant awarded the City \$800,000 in Federal funds for a Multi-Use Trail Connection at Holcomb Bridge Road - Pedestrian Bridge or Tunnel. Staff was directed to change the project to the Multi-use Connection at Mansell Road and the City was awarded two additional TE grants in FY 2008-2009 for the Multi-Use Trail Connection Roswell Riverwalk - \$200,000 and \$300,000. The existing TE Federal funds have been transferred to one project, known as the Multi-Use Trail Connection Roswell Riverwalk – Phase IV. The total costs for the project are \$2,450,000. Staff met with the GDOT consultants of Moreland Altobelli Associates, Inc. and received approval for an additional \$260,000 in Federal TE funds to implement the revised scope.*
- *The project's budget is \$1,960,000 federal funds plus \$490,000 in City matching funds (from the 2000 bond). Currently, the 2000 Bond has an estimated available balance of \$1,203,581 programmed for the development of Roswell Riverwalk.*
- *Staff hopes to bid this project this December or January 2011 since the money is available to do it.*

A motion was made by Council Member Becky Wynn, seconded by Council Member Kent Igleheart, that the Resolution to accept a TE Grant Award of \$1,960,000 for the Riverwalk Trail connection be approved for the Regular Agenda and placed on the Mayor and City Council agenda for 8/23/2010. Committee also approved a Budget Amendment in the amount of \$1,960,000. Committee also approved that staff can move forward with construction of this project after approval of this agreement. The motion carried by the following vote:

In Favor: 6 - Council Member Diamond; Council Member Dippolito; Council Member Orleans; Council Member Igleheart; Council Member Price and Council Member Wynn

Meeting adjourned at 7:22 p.m.