

### **City of Roswell**

38 Hill Street Roswell, Georgia 30075

# Meeting Minutes Mayor and City Council

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

Monday, September 26, 2011

7:00 PM

City Hall

#### WELCOME

Present: 6 - Mayor Jere Wood, Council Member Nancy Diamond, Council Member

Rich Dippolito, Council Member Kent Igleheart, Council Member Betty

Price, and Council Member Becky Wynn

Absent: 1 - Council Member Jerry Orlans

#### Staff Present:

City Administrator Kay Love; Deputy City Administrator Michael Fischer; City Attorney David Davidson; Director of Environmental/Public Works Stu Moring; Fire Chief Ricky Spencer; Police Chief Dwayne Orrick; Transportation Director Steve Acenbrak; Director of Community Development Alice Wakefield; Director of Recreation and Parks and Cultural Affairs Joe Glover; Finance Director Julia Luke; Assistant Director of Recreation and Parks Morgan Rodgers; Recreation Superintendent Katie Troline; Administrator of Park Services Jeff Pruitt; Community Relations Director Julie Brechbill; Deputy Director of Finance/Treasurer David Delac; Special Events Coordinator Bobbie Daniels; RCTV Producer/Director Amy Kargus; Economic Development Manager Bill Keir; Purchasing Buyer Richard Brownlee; Purchasing Buyer Charise Glass; Purchasing Buyer Cassandra Harriman; Grants Manager Danny Blitch; Deputy Director of Transportation David Low; Transportation Planning Manager Chris Chovan; Convention and Visitors Bureau Executive Director Dotty Etris; Building Operations Art Lewis; City Clerk Marlee Press.

Pledge of Allegiance - Led by State Senator John Albers

#### **CONSENT AGENDA**

Approval of August 29, 2011 Open Forum Council Meeting Minutes (detailed minutes to replace Council Brief minutes adopted on September 12, 2011); Approval of September 12, 2011 Mayor and Council Meeting Brief.

Administration

**Approved** 

Approval of a Resolution authorizing the City of Roswell to invest in the Georgia Fund 1 Local Government Investment Pool in accordance with the City of Roswell Investment Policy.

**Finance** 

**Approved** 

Approval of a Resolution to apply for a 2011 Assistance to Firefighters Grant (AFG) in the amount of \$86,508.

Public Safety

**Approved** 

### **Approval of the Consent Agenda**

A motion was made by Councilmember Dippolito, seconded by Council Member Wynn, to approve the Consent Agenda. The motion carried by the following vote:

In Favor: 5

#### **REGULAR AGENDA**

#### **Mayor's Report**

## 1. Recognition of youth officials representing the City in the 61st Annual Frances McGahee Youth Day Parade.

Assistant Director of Recreation and Parks Morgan Rodgers recognized the Youth Day youth officials.

Mr. Rodgers said the tradition of the Roswell Youth Day Parade would celebrate its 61st year on Saturday, October 1, 2011. In the early years the parade was an effort of several local women including Frances McGahee, the parade's namesake and this year's Grand Marshall Sally White to raise funds for recreational activities in the City of Roswell while honoring the youth in the community. He said if a single event could define a community, the Frances McGahee Youth Day Parade would be Roswell's. The Roswell Recreation Commission named this year's theme "The Rec Makes Life Fun!" The Roswell Youth Day Parade is here for the youth; it's their day and they are in charge. He said unfortunately that means Mayor and Council would be ineligible to ride in this year's parade. However, the Roswell Recreation Commission has put together a crackerjack team of youth officials for this year's parade from Roswell and Centennial High Schools. The group was selected by the school administrators and teachers to represent their school and they are the cream of the crop.

The youth officials came forward, and gave the name of the City official they would be representing. Julia Kleiber from Centennial High School representing Mayor Wood; Mark Snoddy from Roswell High School representing Councilmember Nancy Diamond; Carrie Bushman from Roswell High School representing Councilmember Rich Dippolito; Grace Hsu from Roswell High School representing Councilmember Kent Igleheart; Julia Ough from Roswell High School representing Councilmember Jerry Orlans; Drew Erickson from Centennial High School representing Councilmember Betty Price; Casey Dreyfuss from Centennial High School representing Councilmember Becky Wynn; Megan Inwood from Centennial High School representing Recreation Commission Chair Debra Ewing; Austin Eames from Centennial High School representing City Administrator Kay Love; Abigail Weinstein from Roswell High School representing Fire Chief Ricky Spencer; Alexis Phillips from Centennial High School representing Police Chief Dwayne Orrick; and Chase Barron from Centennial High School representing City Attorney David Davidson.

Mr. Rodgers turned the meeting over to Julia Kleiber, Youth Day Mayor.

### 2. Reading of a Proclamation for Roswell Youth Day.

Julia Kleiber from Centennial High School, Youth Mayor of the City of Roswell, read the Proclamation proclaiming October 1, 2011 as Youth Day in the City of Roswell, and called upon all citizens, young and old, to help celebrate and promote this important day. Ms. Kleiber asked Morgan Rodgers to introduce the Youth Day Parade Grand Marshall.

Morgan Rodgers said in selecting this year's Grand Marshall, the Commission chose an individual that had proven time and again that you have to work at having fun and said Ms. Sally White is no stranger to making life fun. She helped make the Youth Day Parade what it is today as a founding member of the Roswell Recreation Association that has raised \$857,722 to date. Those funds paid for things such as a Spray ground at Riverside Park; helped purchase land for Roswell Area Park, Grimes Bridge Park and the Roswell Riverwalk; purchased playground equipment, helped furnish the Adult Recreation Center, and purchased gymnastics equipment. She served the City in many capacities including as a member of the City Council and the Recreation Commission. Few people have had this impact on the City of Roswell; her efforts combined with that of her late husband, Don White, made Roswell the truly outstanding City it is today.

Sally White came forward and accepted the honor. She said her family had been a part of Roswell since 1959 and they had a lot of fun because of the Recreation and Parks Department. She said she would always be grateful for the Recreation and Parks Department as well as the other departments of the City. She said Roswell was a wonderful place to live. She thanked the City for honoring her in this way.

# Recognition by State Senator John Albers to the City of Roswell for winning the Georgia Recreation and Parks Association (GRPA) Agency of the Year Award.

Julia Kleiber recognized State Senator John Albers.

State Senator John Albers brought a Resolution from the State of Georgia. He said he was a proud Roswell resident, one who appreciated using the area parks all the time. He said for the ninth straight year, Roswell was not only being recognized by its own citizens, the county and state but by the country as well. He said people see Roswell for their superior park system and for being a placid community such that people from all over the world want to live here. He said this happens through the great leadership of people like Joe Glover, Kay Love, Mayor Wood, the City Council and the citizens. Senator Albers presented the GRPA Agency of the Year Award to Joe Glover and thanked him for everything that the Roswell Recreation Department had done.

Director of Recreation and Parks and Cultural Affairs Joe Glover thanked Senator Albers and said he was only a small part of this and recognized others who were involved including the Mayor, the City Council and The Recreation Commission. He recognized some of the members of the Commission that were present and some of his staff members including, Assistant Director of Recreation and Parks Morgan Rodgers, Administrator of Park Services Jeff Pruitt, Special Events Coordinator Bobbie Daniels and all the others who were unable to attend. He thanked everyone who had been involved in winning this award and for the Resolution.

3.

## Recognition of the City of Roswell receiving the Clean Air Campaign PACE award.

Julia Kleiber recognized the City of Roswell for receiving the Clean Air Campaign PACE award.

Michael Fischer introduced Sadler Croft from the Clean Air Campaign. She came to discuss some of the programs the City had participated in with the Clean Air Campaign.

Sadler Croft said she was an Employer Program Manager with the Clean Air Campaign, which is a non-profit organization that builds partnerships with both public and private sector companies like the City of Roswell. She said they had been working with the City since 2000 and had assisted with a commute options program helping employees find commute alternatives for work such as carpooling, transit, telework programs, and the compressed workweek program and said they also recognize clean commutes when an employee walks or ride their bicycles to work. She said the City of Roswell won this year's PACE award in the Government Champions Initiative category that recognizes those employer partners who create and maximize their commute options programs. She said the City of Roswell employees had removed more than 37.700 vehicle miles from Georgia roadways. reduced pollution by more than 37 pounds and reduced almost 46,000 pounds of COT emissions and saved more than \$19,000 in fuel and maintenance cost. She said that was a huge positive impact and the Clean Air Campaign would be grateful to continue to work with the City of Roswell. She presented the PACE award to the Mayor and City Council on behalf of the Clean Air Campaign.

Michael Fischer thanked Ms. Croft and said on behalf of the Mayor and Council they appreciated the opportunity to provide these programs and options for the employees.

# Presentation of the National Purchasing Institute (NPI) Annual Achievement of Excellence in Procurement Award for FY 2011 to the City of Roswell.

Finance Director Julia Luke said Deputy Director of Finance/Treasurer David Delac would be recognizing the Purchasing Division and presenting the award.

Mr. Delac introduced Richard Brownlee as a Buyer III, Charise Glass as a Buyer II and Cassandra Harriman as a Buyer I. He said the City had received this Annual Achievement of Excellence in Procurement Award for 2011 for the seventh time from the National Purchasing Institute. The award was achieved by those procurement organizations that demonstrated excellence and the program was designed to measure innovation, professionalism, e-procurement, productivity and leadership attributes of the procurement function. He thanked staff for a job well done. Mayor Wood complimented the staff for winning the award for seven straight years.

4.

5.

## Approval of a Design Review Board appointment - Monica Hagewood.

A motion was made by Councilmember Price, seconded by Councilmember Wynn, for Approval of a Design Review Board appointment – Monica Hagewood. The motion carried by the following vote:

In Favor: 5

6.

## <u>Administration and Finance Department - Councilmember Jerry</u> Orlans

### Approval of the Public Meeting Participation Guidelines for Mayor and City Council meetings.

Presented by Julie Brechbill, Community Relations Manager

City Administrator Kay Love introduced the item on behalf of Councilmember Orlans. Community Relations Manager Julie Brechbill said this establishes the format for public participation in council meetings and the guidelines would include a four-minute time limit for speakers with exemptions for special presentations, appeals and other semi-judicial proceedings. The guidelines also require things such as public speakers completing information cards.

Mayor Wood asked if the guidelines would become effective upon beginning televising and not before. Ms. Brechbill replied yes.

#### Council Comment:

Councilmember Price said she had the same question but pointed out there was nothing indicating it would not be effective immediately. Mayor Wood said we have not yet passed this resolution. He suggested it become effective after televising was implemented.

Councilmember Dippolito suggested that under the items that would not to be accepted to include a phrase "items not on the agenda" so people would not be coming up and speaking about things not currently listed. He also suggested removing the line after the second paragraph that read, "These guidelines may be varied at the discretion of the presiding officer." He said that essentially nullified the quidelines. Mayor Wood asked who would be enforcing the quidelines at the meetings. Councilmember Dippolito replied he thought that would be a question for legal. Mayor Wood said his position would be if he had no discretion as to whether or not it exceeded four minutes, he would not wish to be the person enforcing the guidelines. He said if he would be left with discretion, then he would take responsibility for that but if there was going to be no discretion then he would want to defer that to someone else. Councilmember Dippolito asked whom Mayor Wood would like to defer to. Mayor Wood said he didn't care as long as it wasn't him. Mayor Wood asked if no discretion means at four minutes the microphone is turned off. Councilmember Dippolito said that was discussed in committee and someone would be allowed four minutes to speak and then Council would have opportunity to ask questions. Mayor Wood asked what would happen if a speaker went one second over and who would enforce the four minutes. Councilmember Dippolito asked Ms. Brechbill if there would be a way for people who were speaking to know how much time they had remaining. Ms. Brechbill replied there could be a way of doing that and said other communities have a clock that counts down the time.

Mayor Wood reiterated he would not be enforcing this if he had no discretion so he would not accept that responsibility and asked for a suggestion as to who should enforce it. Councilmember Dippolito said it would be the presiding officer. Councilmember Diamond said a line in the second paragraph of the guidelines reads, "If a speaker believes they need additional time, they may request it from the presiding officer" and said her understanding from legal would be that the presiding officer can do pretty much whatever. She said to Mayor Wood "I look at this as more unnecessary than putting you in a box". She asked if they could get a legal opinion.

City Attorney David Davidson replied that as the presiding officer, it would be the Mayor's duty to make sure the meeting ran in an efficient manner and would be in charge of enforcing the guidelines. He said it would be the Mayor's discretion of allowing extra time based on the second paragraph of the guidelines. He said he believed the Mayor wouldn't be able to not enforce the guideline until a motion was made by a councilmember to shut the time off if that was the way they wished to proceed.

Mayor Wood asked Councilmember Dippolito what he meant when he said the guidelines may not be varied. He said if someone told him he could not allow a speaker to speak a second or two over he would not accept that. Councilmember Dippolito said Mr. Davidson said that the Mayor would have that latitude. Mayor Wood said that would be inconsistent with Councilmember Dippolito saying the guidelines may be varied at the discretion of the presiding officer. Mayor Wood said with that understanding he would not be varying the guidelines but if someone was in the middle of a sentence and he could tell by the conversation they were about to wrap up, he would not stop them at four minutes. Councilmember Dippolito said he thought it was agreed Mayor Wood would have that latitude.

Councilmember Igleheart said he has always had a concern putting things on recordings like this. He said people who aren't used to doing this are already intimidated and then they are told they only have five minutes and said he agreed that most people probably won't take five minutes. He said there was something psychological about a four-minute window versus a five-minute window in order to be able to say what a speaker wants to say. He said that had always been one of the great things about Roswell, anyone could say anything, granted they sometimes go on a little long. He said he thought there should be some kind of time limit but he had a problem with four minutes so he suggested the time limit be changed to five minutes.

Councilmember Diamond said either four or five was acceptable to her and added we're not trying to keep people to exactly four minutes but trying to keep people from abusing the process. Like many other ordinances, this was going to be complaint driven or over use driven to determine how it would be enforced. She said this is not something we're trying to be strict about but just to keep it from getting out of hand.

Councilmember Wynn said she agreed with Councilmember Igleheart that there was something psychological between four and five minutes. She said she would rather change the guidelines to five minutes and that would give people a little more latitude. She also said the sentence "These guidelines may be varied at the discretion of the presiding officer" should be removed because it was redundant.

Councilmember Igleheart read the second line from the second paragraph of the guidelines, "A spokesperson may also be named to represent a group position with others in agreement being recognized by standing." He said often depending on what the situation was especially with zoning issues there are three or four people representing a group. He asked if that would cause any problems or was it being looked at as spokespeople and asked how strict that guideline would be. He asked if that needed to be clarified because if there were three or four people intending to be the spokespeople, then would each of them have five minutes.

Mayor Wood said he interpreted it to be whether they are a spokesperson or not, it should be limited to the time allotted for an individual unless that person came in advance and said they were representing a group and requested additional time. He said the guidelines also read, "Exemptions to the time limit: Appeals and semi-judicial matters before Mayor and Council," and those semi-judicial matters include zoning. He asked City Attorney David Davidson if that was accurate. Mr. Davidson replied no that would be legislative. Mayor Wood asked Mr. Davidson to define what were appeals and semi-judicial matters. Mr. Davidson replied zoning would be legislative because that would be actually changing the zoning map and judicial would be a Council ruling on something such as an alcohol license. Mayor Wood asked if most of those would be appeals. Mr. Davidson replied yes.

#### Public Comment:

Mike Nyden, 580 Indigo Drive, Roswell spoke in reference to discretion and said in other city council meetings he had attended the Mayor would silence someone who was being redundant. He asked as a potential alternative to having a time limit, perhaps there should be a guideline about redundancy.

Mayor Wood said his question and comments were appreciated but redundancy sometimes was in the ear of the beholder and there would be differences of opinion about what was redundant. He said perhaps the reason was to encourage people to get to the point but if they have something that's complicated there was the ability to come to the presiding officer and request more time.

Councilmember Price made a motion to approve the Public Meeting Participation Guidelines for Mayor and City Council meetings at such time as they are televised but to change the wording of the second paragraph to five minutes instead of four minutes. Councilmember Wynn seconded the motion and then asked Mayor Wood if they would also be adding Councilmember Dippolito's comment about items not on the agenda. Mayor Wood asked Councilmember Price to start over again with the motion and said he thought that would need an amendment. Councilmember Dippolito proposed an amendment to delete the phrase "These guidelines may be varied at the discretion of the presiding officer" and to add a bullet point to the last paragraph of items not be accepted - "items not on the meeting agenda". Mayor Wood added that these guidelines do not apply to fifth Mondays so there will be no time limit on fifth Mondays. Mayor Wood asked if someone wished to propose that amendment. Councilmember Wynn made a motion to exempt the fifth Mondays and it was seconded.

Mayor Wood clarified there was a motion to approve the guidelines to go into effect when the Council meetings begin being televised with an amendment to strike the sentence "These guidelines may be varied at the discretion of the presiding officer" with the understanding that the presiding officer by Charter had discretion and an amendment to add "exempt this from the 5th Monday meetings" and an amendment to add "items cannot be brought up not on the agenda".

Mayor Wood asked for a vote on amending the motion to add that items not on the agenda were not appropriate to bring up. The vote passed unanimously.

Mayor Wood asked for a vote on amending the motion to exempt the 5th Monday meetings from the guidelines. Councilmembers Diamond, Dippolito, Wynn and Igleheart voted in favor. Councilmember Price opposed. The vote passed 4-1.

Mayor Wood asked for a vote on amending the motion to strike the sentence "These guidelines may be varied at the discretion of the presiding officer". The vote passed unanimously.

A motion was made by Councilmember Price, seconded by Councilmember Wynn, for Approval of the Public Meeting Participation Guidelines for Mayor and City Council meetings adding that they would not go into effect until such time as the meetings are televised and changing the allotted amount of speaker time from four minutes to five minutes. The guidelines were amended as follows:

- 1) delete the sentence "These guidelines may be varied at the discretion of the presiding officer",
- 2) add a bullet item to read "items not on the meeting agenda" to the last paragraph under "the following will not be accepted", and
- 3) add the 5th Monday meetings to be exempt from these guidelines.

The motion carried by the following vote:

In Favor: 5

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# Approval of Community Development Block Grant (CDBG) 2012 projects, activities for the Roswell Annual Action Plan and grants staffing.

Presented by Michael Fischer, Deputy City Administrator

City Administrator Kay Love said this was discussed at the last committee meeting about the process that would be used to divide the funds and Deputy City Administrator Michael Fischer sent a memorandum with a couple of options and an email was sent out this afternoon from Councilmember Price with a slightly different option.

Michael Fischer said following the Administration/Finance committee meeting staff requested Mayor and Council to look at the projects that would be approved for the 2012 CDBG funding and to decide on the funding level for those projects. Mr. Fischer replied one of the options that came out of committee was with a 55% of what each of the requests were with \$80,000 going into Administration and the remainder going to the Recreation and Parks application. The second option would be putting specific dollar amounts to each one of the projects along with \$80,000 for Administration and the remainder to Recreation and Parks. He said Councilmember Price had refined the numbers and sent out an email to that effect. He said staff is requesting a decision on the options that had been discussed so the action plan could move forward.

8.

Motion: Councilmember Price made a motion for Approval of Option 2 as follows.

CDBG Request	Possible Award
\$83,516	\$80,000
\$38,500	\$25,000
\$10,000	\$10,000
\$296,866	\$177,587
\$10,000	\$10,000
\$44,939	\$25,000
\$70,900	\$40,000
\$79,377	\$50,000
\$634,098	\$417,587
	\$83,516 \$38,500 \$10,000 \$296,866 \$10,000 \$44,939 \$70,900 \$79,377

Councilmember Price read the list and explained each grant item. She added that the total of \$417,587 represents the amount the City has been told they might expect.

Mayor Wood asked if there was a possibility that the award amount could change. Mr. Fischer replied it could but the current estimate was \$417,000. Mayor Wood asked how this would be addressed if the award changes to a higher or a lower amount and if Council would wish to make the distribution proportionately higher or lower or bring this back to Council for review. He recommended making it a proportionate change and if the award comes in higher or lower, split that amount evenly for each organization.

#### Council Comment:

Councilmember Diamond said if the award was \$100,000 less, that would significantly impact the Recreation and Parks project. She said she was fine with the numbers but her concern would be how to address the change in the numbers because it was an estimate and it would most likely change. Mayor Wood suggested giving it a range and if it came in within a certain range they could make a proportionate change and if it was beyond that range it would come back to Council.

Councilmember Wynn said in reference to proportions and using Councilmember Price's suggested amounts, the YMCA and Senior Services would not need more money because they were already being given exactly the amount they asked for. She suggested adding verbiage that if an organization were already receiving their full grant amount then they would be exempt if the amount that was awarded came in higher. She said if an organization requested a certain amount then they should only receive that amount.

Mr. Fischer said they could make the distribution a proportionate amount to reflect any shortfall. Mayor Wood said for clarification that once an organization was fully funded then they would not receive more funds. Mr. Fischer said that was correct. Mayor Wood said if they were not fully funded, they would receive a proportionate split. Councilmember Wynn said if the award came in below what was expected, then proportionately the organization would also have to receive a decreased amount.

Councilmember Price said she agreed with Councilmember Diamond that if it was a significant amount less they might want to reevaluate it. If there were a 10% reduction in what they are anticipating today, they would look at it again.

Michael Fischer said staff was also requesting approval to change the part-time Grants position to a full-time position. He said the funding was already in the budget and what would be left over would be the Administration part of the CDBG, which comes from the Grant so there would be no budget impact to the City. He said they

are requesting the creation of a full-time position. Mayor Wood asked what the total cost of the position would be including benefits. Mr. Fischer replied the level of the position would be \$52,700 to \$65,800 with salary and benefits. Mayor Wood asked where the balance of the administrative fee would go if the administrative fee were \$80,000 and they were paying the person \$55,000. Mr. Fischer replied \$50,000 of that would go to contract services for the consultants that would be doing the field studies and consolidation plan for the Grant. A portion would go toward making the part-time position into a full-time position because they would be performing the administration side of the CDBG projects in house. Mayor Wood asked what would be the difference if we did this again next year. Mr. Fischer replied the only difference would be instead of pulling \$29,000 out of the administration part-time and the other grants it would be put in the full-time for that position. There would be no change in the budget. Mayor Wood asked if there would be additional charges for the consultants next year. Mr. Fischer replied that would depend on how many times the action plan must be done but it would come out of the Administration from the Grant. Mayor Wood asked if a new action plan was needed each year. Mr. Fischer replied yes it is done annually. Mr. Fischer said the Consolidation Plan and Impediments to the Fair Housing and Homeless Needs Assessment for each year were estimated at \$50,000 and that it was part of the requirements for the federal funding. Mayor Wood asked if there was \$80,000 for the grants division and \$60,000 for the full-time position, would that be plus the \$50,000. Mr. Fischer replied no, there was \$80,000 for administration from the grant funds and out of that, \$50,000 would go to the consultant that would be doing the studies and assessments required for receiving the funding. He said \$30,000 would remain and out of that they would add \$6,000 from another grant that person would be working on, and they could get some funding from other grants. He said \$29,000 comes from the administration budget, which was what was spent in the past for the part-time position. The only addition would be the additional work being done on the CDBG.

#### Council Comment:

Councilmember Diamond asked because of the fluctuating nature of the funding on this, would it be possible to have a contract person rather than having them on payroll on an ongoing basis when this may not be an ongoing basis. Mr. Fischer replied they need a person in that division full time now helping Grants Manager Danny Blitch administer the grants he already has. He said the part-time position had not been filled because they knew the CDBG would need someone. He said a contract person would only be picking up the CDBG portion, because if a full-time position isn't created, they we will fill the part-time position. There's only a difference of about \$30-\$40,000 that would be brought in from the grant. Councilmember Diamond said her concern was having someone ongoing on payroll and would they understand when they were hired that might fluctuate. Mr. Fischer replied yes, any grant person knows that and if the CDBG funds went away that position would return to the part-time position because it would still be needed.

Mayor Wood asked if there would be any more money coming out of General Funds for creating this position other than what the City was currently paying for it. Mr. Fischer replied no.

Director of Community Development Alice Wakefield clarified the various studies that have to be made as part of the requirement of CDBG. She said The Action Plan is an annual study; the Consolidated Plan is every three to five years, and The Housing study update is periodical. Often the additional administrative funds besides staffing must be used for the environmental reviews that are required on projects. Those fluctuate and change every year depending on the projects.

Councilmember Price asked if the salary range included benefits. Mr. Fischer replied that it did. There was no public comment.

A motion was made by Councilmember Price, seconded by Councilmember Diamond, for Approval of the selection of Community Development Block Grant (CDBG) 2012 projects in the amounts that were just read for a total of \$417,587; should that amount deviate from that and be greater then it would be prorated not to exceed the maximum requested amount. If the amount should be less then it would be prorated to that amount unless the total award is greater than 10% in which case it would be reevaluated.

A second motion was made by Councilmember Wynn, seconded by Councilmember Diamond for Approval to create a Full-time Grants Specialist position from the current Part-time Grants Specialist position.

Both motions carried by the following vote:

In Favor: 5

9.

Approval of a public private partnership contract between the City of Roswell and the Convention and Visitor's Bureau (CVB) for the Roswell Business Alliance Initiative and Approval of Budget Amendment 7555-09-26-11 in the amount of \$175,000 to provide FY 2012 start up funding. (This item was deferred from the September 26, 2011 Mayor and City Council meeting)

Presented by Kay Love, City Administrator

City Administrator Kay Love said this contract was similar to the framework that the City currently had with the CVB to provide tourism services for the City of Roswell which was fully funded from Hotel Motel Tax. She said The Roswell Business Alliance program was completely separate from the tourism initiative and the vision of the proposed public private partnership between the City of Roswell and the CVB is "An engaged citizenry and staff who leverage and promote Roswell's resources and reputation for excellence to attract and keep businesses that enhance the city" and the framework of the contract spells that out. The \$175,000 startup funding for the program was proposed to be provided from Hotel Motel Fund reserves from the tax fund that currently exists and would be effective January 1, 2012 thru June 30, 2012 and would be on a same fiscal year basis of funding as the City of Roswell's budget. She said Council would be considering 2013 funding should this be approved tonight in the regular budget process that would begin in upcoming February. She said one of the items missing at committee regarding reporting that had been filled in was when it would be appropriate to gather statistics and data and also to ensure the metrics for performance were being taken care. She said the date of August 1 had been inserted requiring that after six months of the program in existence, the Roswell Business Alliance Program would come back and report to Council. Annually thereafter, by February 1 each year, Council would receive an annual report regarding the performance of the Roswell Business Alliance program. She said that lines up with the budget process as they are moving through it for future years, and they would be in a position to measure the performance.

Steve Stroud, President of the CVB came forward to address questions. He introduced other members of the CVB Board that were in attendance, Alex Paulson, Bill Hardman, and Dottie Etris, the current CVB Executive Director. Mayor Wood asked if there was a budget for how the \$175,000 would be spent. Mr. Stroud replied a budget had been put together and was currently being created in the continuation of the formulation of the plan. He said part of what they would be doing is to continue

the Find It All program that expires December 31, 2011. He said part of the funding would be for hiring an Executive Director to run this program separately from the CVB who would report 100% to the CVB Board and Executive Committee. He said the idea behind that was tourism has its own place and its own staff. He said the Public Private Partnership with the City would work with Economic Development and continue to move forward the Find It All program and continue to build the bridges within the city to do business and continue to do positive business in the city.

Mayor Wood asked again about a budget. Ms. Love said the budget was not included in tonight's agenda; but it would be included as it moved through the committee process. Mayor Wood suggested this item be deferred because he thought it would be appropriate for the people in the audience to see it. He told Mr. Stroud he was not questioning the merits of this but thought the budget should be part of the record and should be transparent.

Councilmember Price said she was curious about the money that was in reserve now and asked if that had been growing or was it expended in any other fashion in the past. Ms. Love replied it had been growing. She said the Hotel Motel tax ebbs and flows with the economy and over the years the amount of money had grown in the fund balance. She said they don't have a particular spend down requirement of the fund balance for this so there have been no projects that have come up for funding. Councilmember Price said then this is never reduced. Ms. Love said that money is restricted and sitting aside so the fund balance is approximately \$800,000. Councilmember Price asked what percent on an annual basis stays in reserves. Ms. Love replied there was no particular percentage on that fund; it was not like general fund where there was a requirement. Councilmember Price asked according to our current contract, what percent goes to CVB right now. Ms. Love replied she didn't know the percentage but it was approximately \$400,000.

Mayor Wood asked Ms. Love to provide a summary of the budget. The startup funding was \$175,000 which was the budget amendment being voted on tonight and was for six months from January 1, 2012 thru June 30, 2012. The other sources of revenue were membership dues from a tiers system that was being finalized and reviewed by a committee of the CVB Board and said they have miscellaneous promotions. The expenses also listed related to the Executive Director and all things associated with startup. She said this was an estimated budget and some of the numbers would change in future years. She said Council would only be acting on fiscal year 2012 tonight and future budgets would be in future budget processes.

Mr. Stroud said the salaries and benefits were for two and one-half people in the salary range which would be a full-time Executive Director, a full-time support person, and a part-time sales person. He pointed out part of this would be for continuation of the Find-It-All Program that was funded at \$44,000 last year in December. He said they will be renting from the CVB. They currently rent from the City so they are estimating a \$3,000 expenditure in rent and they we would continue to pay rent to the CVB or the City whichever entity would be worked out by Mr. Davidson. Contractual services were for internet and various things to be put in place for technologies separately from the CVB but they would be operating out of the CVB's location. Printing and promotions would be continuation of advertising now being done in The Current, Roswell Neighbor, The Review & News and any other promotional things that come out of current budget and the Community Development Budget under Find It All. One-time expenses are for furniture and such for setup. He said they would be working in borrowed spaces and they would be looking at all resources from the City to help with the startup; i.e., extra computers or furniture.

Mr. Stroud said they would be an advocate for maneuvering people through the City

by being the first stop when someone comes into town and says they want to do business in the City of Roswell. He said they would also continue the Find It All program which continues to promote business, doing business and citizens doing business within the City of Roswell.

#### Council Comment:

Ms. Love responded to Councilmember Price's earlier question about the City's current budget for the CVB. She stated that for 2012, \$431,000 had been approved for appropriation to the CVB, which was roughly 85% of the anticipated revenue in the Hotel Motel tax fund. She said 16.67% was dedicated or restricted for trails and there was a 40% restricted amount by law and 43.33% that was unrestricted. Councilmember Price asked approximately how much was going into our reserves each year and said she knew that varied by year. Ms. Love replied it would be about 15%. She said if we appropriated 85% to them then it would be the balance less the trails. Councilmember Price asked if they receive a percent not a gross figure. Ms. Love said no and that they receive a flat dollar amount. She said Councilmember Price asked what percentage that they receive so she equated that to a percentage but the CVB submits a budget that is a dollar figure. The Hotel Motel tax state statute is percentage based up to the percentage that you can charge for lodging and that is where that percentage comes in to 7%. She said they don't allocate a certain percentage to the CVB but rather they allocate a dollar amount based on their request and then they have other sources of revenue they also raise. They remit that to the CVB and it is audited as part of the annual audit under the single audit concept.

Councilmember Price asked if that was the lowest amount that they had taken in within the last two years. Ms. Love replied in her history here, yes. She said it has picked back up this year and it is expected to be higher than what they have estimated based on the first two months. Councilmember Price said she guessed they can't commit beyond this year but if you look forward in the projections, it looks like should there be no additional overage that could go into reserves. She added they would run out in two years if there were some double dip recession, etc. problems. She said they will worry about that when the time comes. Ms. Love said they wouldn't run out, basically, this spend down plan of the budget uses up the reserves that are on hand as of June 30, 2011. She said they do anticipate the fund balance to continue to grow and if a double dip recession happens again then the Hotel Motel tax Fund is not the greatest of the revenue worries. Councilmember Price said she understood that but the projection of the entire plan was based on continued health of the Hotel Motel tax. Ms. Love said not necessarily so; it is using up the fund balance. There would be a decision to be made regarding the CVB funding for tourism related to the unrestricted amount of funding that they are not required to provide to the CVB. She added by saying that just as the City, they are our tourism arm and that is traditionally how it has been spent. It would mean there would have to be changes on that side of the house. It would all have to be addressed because this is a separate appropriation. That would have to be revisited in future years.

Councilmember Price said she was curious as to how this dovetails and that there is some separate abilities for this entity to do things that can't be done within our department and asked what is the anticipation for the future of Economic Development Department or sub department in the City.

Ms. Love said they see it as an extension, a partnership, an enhancement of service. There are a number of things the City can't do from an economic development standpoint. There are levels of confidentiality the city can't keep as a matter of public record and the city cannot court or wine and dine businesses in the fashion that this arm of the Roswell Business Alliance would be able to do. It's like a three-pronged

approach with the city's relationship with the North Fulton Chamber of Commerce that does their thing and the Roswell Business Alliance would do their thing and then the Community Development, Economic Development division would continue to do that. The Roswell Business Alliance is a first stop for people who might want to test out the waters and find out a lot about Roswell that they would not be able to do if they came directly to the City of Roswell. That information would be communicated and a database would be continued to be built so we would have an idea about how to better reach out to those people and there are certain metrics that would be put in place related to the reporting. It is basically a shot in the arm for our Economic Development here at the City of Roswell.

Councilmember Price asked about external relationships such as with the North Fulton Chamber and other entities that might be members and fund this in another fashion. Mr. Stroud responded they would continue to be partners with Greater North Fulton Chamber and Progress Partners. The Chamber is a regional function and they would continue to work on that regional function bringing people to the region and to Roswell. Once they get to Roswell, is where the PPP or the Roswell Business Alliance picks up. They make sure they maneuver through the process and they work in the City. Once they get to the City with the help of other organizations such as Progress Partners, that is when we go into work as an alliance and a partnership and work closely with Alice Wakefield and Bill Keir to make sure what needs to happen in Economic Development gets covered. Part of what they are trying to do is retention. It does no good to bring in a new business if they don't keep active, alive and well informed. He said we have a business located within Roswell with over 100 employees in two locations and they are our large corporate account and we need to remember that because they spend money here, live here and work here. He added they needed to keep businesses here long term and they are going to continue to work on those. He said there is about 3,000 businesses to go after that have been untouched.

Councilmember Price asked about the timing in regards to being in the middle of a strategic economic development plan. She asked if there was an urgency here that couldn't wait for their recommendations and said she knew there had been some discussions with him and a letter had been provided to Council to go forward with this but said she felt that might have been a bit coerced and not of his own volition. Mr. Stroud said many from their Executive Committee had met with Kyle who was running the study and were interviewed and asked to be interviewed and he thought we would find that this would be the tool and the vehicle and the mechanism needed to hit the ground running. The Find it All will expire in December and they need to continue to fund that and continue to move forward but now is the time and the opportunity to move this forward. Mayor Wood asked what was the current funding for Find It All Roswell. Ms. Love responded \$45-\$50,000 annually just for the Find it All Roswell portion of the program.

Councilmember Diamond said looking at Alpharetta's new economic development plan, you see many places where they suggest creating something like this and their CVB is in a little different position than ours in that ours is a separate private organization and not so tied to the City. We don't have Council members on the board and we are not active participants in it and we have seen lately how that has benefited us over some of the other models. She said you will see over and over in their economic development plan that they are talking about creating that whether it was a partnership with Progress Partners or working with their Economic Development Department or their CVB, it's all part of it and they are just now having to start figuring out how that works together.

#### Public Comment:

Mike Nyden, 580 Indigo Drive, Roswell said in concept he is in favor of this.

- He asked for the source of the funds for years past the first year.
- He said he was concerned about the wine and dine that was mentioned when talking about a public private partnership particularly the public funding aspect. He asked if there was a mechanism for providing transparency and how and where those dollars would be spent.

Ms. Love responded it was Hotel Motel tax funding that falls under the single audit concept just like the CVB. As a component unit of the City and it would be audited such so the transparency is required as a matter of public record related to what we pay them, therefore as that entity they are allowed to conduct those types of activities in paying for a meal as a prospect or transportation to show them around the town.

- Mr. Nyden asked if an identification of where and how the money was spent would be provided to the public. Mr. Stroud replied absolutely.
- Mr. Nyden asked about budget items for various suppliers and if there was criteria on how suppliers would be selected and said it should be open and competitive.

Mr. Stroud replied that was correct and they would go through the same process that is used with the CVB where they put things out for bid and the first stop would be at the City of Roswell. If it can be provided within the City we are going to spend the money in the City.

• Mr. Nyden asked if there would be an annual financial review or was that the audit Ms. Love had referred to. He said a typical corporation provides their reports every three months.

Ms. Love said she would like to separate it. The CVB Roswell Business Alliance would come under the governance of the CVB Board and they would have their own reporting requirements. She said the requirements she was speaking of are the City of Roswell's requirements related to the financial fiscal year and the appropriations that the City makes which is an annual basis. She said they provide a budget status report monthly of appropriations versus expenditures or revenues versus those actuals to the Mayor and Council.

- Mr. Nyden asked if the proposed Public Private Partnership could provide that information in a more granular fashion. Mr. Stroud responded yes we could.
- Mr. Nyden asked if there were metrics that would identify the success or failure of the venture.

Mr. Stroud responded they are in the plan. He said the success would obviously be whether or not there were wins for the City and Community Development could say that had won an award because of having done this. We will see one of two things; when revenue starts to go up and businesses are happy and when we continue to see in the paper that the City of Roswell does want to do business and is doing business. He said that is done now but it needs to be promoted and make sure it is done right. He said the numbers will show as we grow and this budget continues to grow, we will become self-sufficient as a public private partnership because of the businesses and the sponsorships on the levels that will be bring.

• Mr. Nyden said he was under the impression the primary purpose of the Public Private Partnership was to bring new business to town. Mr. Stroud said he was

partially correct but the entire picture is that we want to bring the people to town but the homerun is when we have ten businesses with five employees and we fill five shopping centers. He said shopping centers need to be full.

• Mr. Nyden said he had a slightly different interpretation and was in favor of the five-person coffee shop or the two-person Mom and Pop dry cleaning store but said that needs to be one of the metrics that defines the success or failure of this. He asked whether we had considered a kill switch to say no this is not having the results that we anticipated.

Mayor Wood responded this would be subject to an annual budget review to Council. There is not a particular standard established by Council but they have advised Mr. Stroud and the CVB that they would be held accountable. He said they would be looking at membership dues which assumes members are joining and is a measurement that is easy to track. Secondly, Community Development would be tracking the amount of business. We would also want to compare what we did last year versus this year and what are we doing next year and hopefully that shows progress. The Council would consider all of those factors in making a determination of whether or not to continue funding and at what level. Although we have a budget for 2012 through 2016, we have no commitment beyond 2012. He said if they did not see a performance, they would be less likely to support their request in the next year.

Mr. Nyden said he absolutely agreed with the direction this was going but said he
wanted to make sure there was a base line established and at least an
acknowledgement of what success was and that called for a definition so we could
see whether this was actually bringing in and retaining new businesses in Roswell.
Mayor Wood asked Economic Development Manager Bill Keir what information was
currently available on business attraction and retention that could be used as a base
line.

Kay Love said related to the number of businesses registered, we just have that metric of the registered number of businesses closed in a year, new business registrations added. We have that basic information for a base line. She said Mr. Keir could address the information we have on the retention of businesses.

Mr. Keir said that is through our business registration statistics; how many businesses we register each month which is approximately 60 and that number was up from when he came on board in 2008 when it was approximately 50. He said more data would be available at the end of the strategic economic development plan that would be able to form the base that had been requested. He said that plan would be finalized in January or early February and the timing should work out very well.

• Mr. Nyden asked if that would that be funding for future years, self-funding which Mr. Stroud suggested and also be able to see the store front businesses. He said they need a place to start where they can see the progress and would provide Mayor and Council the opportunity to halt our share of this if it wasn't being successful or change directions and continue with the plan but find a method that would bring new business to Roswell.

Dottie Etris said she and Steve had talked about this and the executive board had talked about this and it seemed we were getting bogged down in "how are we going to prove what we can do". She said one of the metrics of the CVB would be to move forward the Strategic Economic Development Plan. She said the exciting thing about this was that certainly some metrics could be put in place that could be analyzed immediately but a big part of how successful we are is how do we move forward the

Economic Development Plan. She said how do we take the components of it that mesh with the vision that the City has of where it wants to go and how do we all work together and through this organization move that plan forward. She said that too is going to be one of the ways that we measure the success of what this program does not just how many members do we have. She said as the CVB works on a lot of things, it can be long range. We do have to have some metrics in place that are short term but we need to put forth the vision for the City and incorporate it with the Strategic Economic Development Plan and then let the organization help by working with Bill and Alice in moving it forward and then when we see the success of that plan, that is part of what this should be judged on.

#### Council Comment:

Councilmember Price asked to clarify the line item on the revenue side "City of Roswell Client Fee" that was zero for the first three years and then steps up. Mr. Stroud replied the funding goes to the City of Roswell Client Fee and they are proposing that as of 2015 they would come back each year for the following years and show the successes and the wins. After that point they would be self-funding up to the point of \$110,000 at which point in 2015 the City would be the largest member of the organization.

Councilmember Diamond said the contract term was from January through December and asked if that was the same for CVB; that even though the funding was for the fiscal year, the contract would be for the calendar year. Ms. Love said she didn't know what the CVB's contract was but there were other contracts that were calendar year and the funding was appropriated. She said she would defer to City Attorney David Davidson, but they could do a six month and renew on July 1 to get it into line. Mayor Wood said this shows that 2012 is January to June 30 and he presumed that 2013 would actually start on July 1, 2012. Mr. Davidson said section four of the contract actually states that the contract term is January 1, 2012 through December 31, 2012. Councilmember Diamond said we would need to adjust that to July through January. Mayor Wood said the budget is incorrect. Councilmember Diamond said the budget is correct but the contract is the question. Ms. Love said the dollar amounts are showing the funding by fiscal year and the contract doesn't necessarily align with the fiscal year and we have other contracts that are like that. She said you can't appropriate but by fiscal year. Councilmember Diamond said if we are doing it just by funding, that can all go in the budget.

Councilmember Diamond referenced narrative in section three, number one, "and annual economic development report by August 1, 2011", and said that should be changed to 2012. She thought we did it January to December because we were approving banners and it took a little time. Ms. Love said it was the effective date of the program so that was how we came out with January 1 when the proposal was made it was effective January 1 to have that in place. Councilmember Diamond said then it needs to be January 1 to June 30.

Motion: Councilmember Diamond made a motion for Approval of a public private partnership contract between the City of Roswell and the Convention and Visitor's Bureau (CVB) for the Roswell Business Alliance Inititative and Approval of Budget Amendment 7555-09-26-11 in the amount of \$175,000 to provide FY 2012 start up funding with the change of 2012 on Section III, Item #1 and adjustment of Section IV the contract term to be from January 1, 2012 to June 30, 2012. Councilmember Dippolito seconded. The motion passed unanimously.

#### Council Comment:

Councilmember Wynn asked to add an amendment to the contract, on Section II after the words "Roswell Business Alliance program" to say "but subject to annual budgetary approval". She said that would provide clarification that it was subject to the annual budget approval.

Mr. Davidson said the contract says that the City was going to make payments through June 30, 2016. He recommended doing something to make it subject to an annual approval if Council wanted to do that. Mayor Wood said he would suggest committing through 2012 because that was his understanding and commitment beyond that was subject to the Council's approval. He said the CVB current contract has wording that it would renew subject to review each year. It is not something that you have to start a new contract each year. Mayor Wood said it can be renewed. Councilmember Wynn said she would withdraw her amendment.

Mayor Wood asked Mr. Davidson if this was a contract to 2016 or 2012 with the option to renew on either side. Mr. Davidson replied it was a yearly contract and with 90-days notice could terminate the new year. Mayor Wood suggested changing that to "if it is terminated unless you renew".

Councilmember Wynn referred to Section IV of the Contract in the paragraph that read "and shall renew automatically in subsequent years for a one-year term" and asked if Mayor Wood would suggest changing that wording. Mayor Wood said it isn't automatically renewed, it has to be renewed by vote of the Council.

Councilmember Wynn asked City Attorney David Davidson to provide the wording for that change. Mr. Davidson suggested that it read "and may renew annually upon agreement of both parties". Mayor Wood said he was in agreement with that. Councilmember Wynn said we should show some commitment to this.

Mayor Wood said we would need an amendment to the motion.

Councilmember Wynn said she would like to amend it by the words previously provided by City Attorney David Davidson. Mayor Wood asked Mr. Davidson to read the words again.

Mr. Davidson said the first sentence in Section IV of the Contract should read, "This contract is for the term of January 1, 2012 to June 30, 2012 and may renew annually by agreement of both parties" and delete the remainder of that sentence up to the beginning of the second sentence.

Mayor Wood said we have a motion to amend and asked for a second. Councilmember Wynn seconded the amendment to the motion.

Councilmember Price stated she had a concern about the contract as a whole. She said Mr. Davidson wasn't at the committee meeting but the other Council members were. She asked if he had any additional suggestions or changes he would like to see in this to make it tighter.

Mr. Davidson replied the only other issue he had would be with the language in Section II of the Contract (first sentence on item #1) where it talks about the City shall pay a certain amount of money. He said this agreement is fine. Mayor Wood asked if he would suggest changing "shall" to something else. Mr. Davidson recommended changing it to read "subject to annual budget approval". Mayor Wood said it would be subject to annual approval because it has to be extended each year and by doing that we have addressed that. Mr. Davidson replied he did not like having a mandatory clause where the City would be giving the CVB a certain amount of money. Mayor Wood asked if Mr. Davidson is suggesting changing it to "subject to annual approval". Mr. Davidson replied correct. That amendment to the motion was

moved and seconded.

There was discussion about the motion and the amendments. Mayor Wood reiterated the motion with the amendments as follows. He stated there was a motion to approve the contract with the following changes:

- a) The dollar amount is subject to approval under the budget,
- b) The contract is for approximately a one-year term and may be renewed by agreement of both parties,
- c) Section III the report would be changed to August 1, 2012 and February 1 every calendar year thereafter,
- d) Section IV the initial term would be January 1, 2012 to June 3, 2012.

Councilmember Price referred to Section II, Item #1 that Councilmember Diamond had mentioned earlier about a possible typo of 2011 to 2012. She said she had a concern because if the annual report doesn't appear until February 1, 2013 then we wouldn't see it next year until prior to the budget review process. Mayor Wood said we would see a semi-annual report before we go to budget. Councilmember Diamond said we would see more reports than those. It was just recommended as a once per year time line. Councilmember Price asked if this is not twice a year or is that just a one time and then once a year. Mayor Wood said he thought the Contract was calling for a once a year report. Councilmember Price asked if it could be specified that we would like it more often. Mayor Wood said she could make an amendment to do that.

Councilmember Price made an amendment to change Section II, Item #1 from "semi-annual report" to "quarterly reports". Councilmember Igleheart seconded.

Councilmember Diamond referred to Section I of the contract that read "The CVB is to investigate, develop and make recommendations for improvement to economic development to the Mayor and Council on a quarterly Basis." Mayor Wood asked Councilmember Price and Igleheart if that was acceptable.

Councilmember Price asked to delete the word "thereafter" from Section III, Item #1 so Council would receive a report next year as well. Councilmember Diamond was fine with that and added the amendment to the motion

Councilmember Price asked then what is the difference in Section I and Section III that addresses that. Councilmember Diamond said there is an annual report and then an update.

Kay Love said Section I refers to the economic development activity quarter-to-quarter updates of the happenings of the initiative of the program and how they are meeting the goals. Section III is a presentation to the Mayor and Council regarding the budget narrative and the annual economic development plan. There are two different types of reporting going on. She said it is a reporting of what we have accomplished in the last quarter. Mayor Wood said the annual report is more about what we plan to do. Ms. Love said and it is a budget narrative predicated on what was given to them, how it was spent, what was left over if any and what would be needed next year.

Councilmember Dippolito said as a result of going to a fiscal year consistent with the City, Section III, Item #1 would need to change because this was contemplated as calendar year annual reporting and we actually need to have annual reporting on August 1 of each year. We should rephrase Section III, Item #1 where the date was changed from August 1, 2012 and every August 1st for each year thereafter. It was

stated that if it was done in February there would be plenty of time to know ahead of the next budget cycle.

Kay Love said Section III is directly related to the budget, because they do need to present in advance of Council's deliberations on a budget, a CVB Board approved budget. Councilmember Dippolito said Section III is actually two separate items since it is a budget narrative and then it is an annual report.

Kay Love said that was correct. She said the economic development activity reports would be happening quarterly based on Section III, Item #1. The budget request report showing accomplishments and how the money was spent was separate. Councilmember Dippolito said for clarification, there would be a budget narrative every February 1 and an annual report every August 1. Ms. Love replied no. She said there would be an interim report for the first six months of the program on August 1 whether it be budgeting or economic development. Thereafter, there would be an annual report on February 1 in addition to anything happening in Section III, Item #1. Councilmember Dippolito asked when we shifted from a calendar year to a fiscal year, then wouldn't we need to have it after the end of the fiscal year because the annual report would be trailing and would happen the prior twelve months. Ms. Love said they could do that.

Mr. Stroud said the idea was much like the CVB annual reporting happens in April. It's required under the contract with the City. What we were looking at was an annual reporting of the budgetary processes and the successes in February so there would be ample time prior to. They weren't so concerned as a calendar year as they were with February 1 prior to. With the first reporting being August 1 for the first six months of the process they are just trying to enter into the contract. They would be one of the first ones in so Council could see what had transpired between August 1, 2012 and February 1, 2013. In the future, it would be on February 1.

Ms. Love said your point to the report coming after the fiscal year is correct, it is just a matter of the economic development part of it because you are going to want to see that in the budget process. They are going to have to report at the end of the fiscal year so we would have basically a semi-annual from January to June and would take probably until August to report just like it does for us for City business. She said we could change the August 1, 2012 and leave it February 1 every calendar year for a report for budgetary purposes and then add a sentence about an end of the fiscal year report. There are multiple reports going on that might all be documented in the contract.

Mayor Wood said there are two options. If it is complex and needs further study, we could vote to defer. Ms. Love replied it needs no further study; there is nothing complicated about it. Mayor Wood said its complicated for a layman to follow. Ms. Love said we have made it more difficult than it needs to be. Bottom line is what would the Council like to see in reporting and that is what needs to be put in the contract.

Councilmember Price asked for clarification as to whether the City has the same fiscal year as the CVB. Ms. Love said yes. Councilmember Price asked is it the same for this proposed entity. Ms. Love replied for the fiscal year, yes. This is just for reporting. Councilmember Price said it would be June 30 always. Ms. Love said that is correct unless Council changes it.

Mayor Wood asked if there were any additional amendments. There were none. He said rather than voting on all amendments separately, asked if Councilmember Diamond with the assistance of City Attorney David Davidson to make a new motion

including all the amendments that were discussed by Council.

Motion: Councilmember Diamond made a motion for Approval of a public private partnership contract between the City of Roswell and the Convention and Visitor's Bureau (CVB) for the Roswell Business Alliance Inititative and Approval of Budget Amendment 7555-09-26-11 in the amount of \$175,000 to provide FY 2012 startup funding with the following amendments; a) in Section II paragraph one, add wording to the end of the sentence "but subject to annual budgetary approval; b) in Section III, Item #1, change date from August 1, 2011 to August 1, 2012; c) in Section III, Item #1 delete the last word, "thereafter"; d) in Section IV, change term of contract to read "January 1, 2012 to June 30, 2012"; e), in Section IV, change renewal terms to read "may be renewed annually by agreement of both parties". Councilmember Dippolito seconded. Mayor Wood called for a vote on the motion.

Councilmember Price stated she thought they were rushing a little bit. She said she was wondering if Council could see a clean contract that Mr. Davidson was happy with. Mayor Wood asked if she was requesting a deferral. Councilmember Price said yes. Mayor Wood said that would be a motion for deferral.

Motion: Councilmember Price made a motion to defer Approval of a public private partnership contract between the City of Roswell and the Convention and Visitor's Bureau (CVB) for the Roswell Business Alliance Inititative and Approval of Budget Amendment 7555-09-26-11 in the amount of \$175,000 to provide FY 2012 start up funding so the changes that Councilmember Diamond presented be incorporated into a new contract that Mayor and Council could review and this be placed on the Mayor and City Council agenda for 10/10/2011. The budget amendment would also come back with this contract for approval. Councilmembers Dippolito, Igleheart, Price and Wynn voted in favor of the motion to defer. Councilmember Diamond opposed. The motion to defer passed 4-1.

Councilmember Igleheart said he wanted to make it clear to everyone who had been working on this for so long that everyone supported the aspect of this but he also had concerns about things having come forward that Mr. Davidson had not been able to go through.

Mayor Wood said there was a motion and a second for deferral and asked if there was any further discussion regarding the motion to defer.

Councilmember Diamond said her concern would be that if they have the feeling they are behind this. She said it is almost October and they are talking about starting this in January and there was an organization that wanted to hire and interview and go through the process and said she would hate to go very far with it. She said she was fine to get everyone comfortable with it but hoped it could be done at the next meeting at a minimum.

Councilmember Dippolito asked for clarification on what was being accomplished. He said he understood cleaning up the contract but asked if there was anything else that anyone might want changed or added or any additional information needed. He said to be fair to the group that had been working on this they should try to address all the issues and concerns. He said he was in support of this contract and comfortable with deferring it but wanted to make sure all of the issues were out.

Mayor Wood said this would return at the next Mayor and Council meeting.

A motion was made by Councilmember Price, seconded by Council Member Igleheart, to defer Approval of a public private partnership contract between the City of Roswell and the Convention and Visitor's Bureau (CVB) for the Roswell Business Alliance Inititative and Approval of Budget Amendment 7555-09-26-11 in the amount of \$175,000 to provide FY 2012 start up funding so the changes that Councilmember Diamond presented be incorporated into a new contract that Mayor and Council could review and this be placed on the Mayor and City Council agenda for 10/10/2011. The budget amendment would also come back with this contract for approval.

The changes to the contract include:

- 1) Under Section II Language be added at the end of the sentence after Roswell Business Alliance program "but subject to annual budgetary approval":
- 2) Under Section III(1.) change August 1, 2011 to 2012.
- 3) Under Section III(1.) remove the last word "thereafter".
- 4) Under Section IV In the first line change the date December 31 to "June 30"
- 5) Under Section IV remove shall renew....90 days of the expiration of such term and add "may be renewed automatically by agreement of both parties."
- 6) Under Section V Make it 2011 (take out the X)

Councilmembers Dippolito, Igleheart, Price and Wynn voted in favor of the motion to defer. Councilmember Diamond opposed. The motion carried by the following vote:

In Favor: 4

Opposed: 1

#### **Transportation Department - Councilmember Rich Dippolito**

## Approval of the Transportation Master Plan (TMP) updates. Presented by Steve Acenbrak, Director of Transportation

Director of Transportation Steve Acenbrak said the City of Roswell continues to grow and improve across all facets of the community. It's important that the Transportation Master Plan mirror this growth with a vibrant living document. Since the time the Transportation Master Plan was adopted last year, the department has been developing several concepts in defining new programs for future considerations. There have been some project revisions and deletions. They have added 22 projects and deleted 12. These projects were developed in a number of ways through citizens, consultant and staff input. The inclusion of these projects does not constitute approval, merely puts them in the universe of projects for potential funding consideration. Staff recommends the adoption of the additions and deletions of these projects for the Transportation Master Plan.

Mr. Acenbrak said several bridge projects would be added and the bridges are inspected every two years. We would be adding the Jones Bridge over Willeo Creek bridge as well as other projects intended to bring some of the projects that were on the books in alignment with things such as the city's Complete Streets policy where we would be adding things such as bicycle and pedestrian infrastructure. There are also roadway projects, safety improvements, intersection improvements, which is

generally the categories of those types of projects.

Mayor Wood asked what projects would be deleted. Mr. Acenbrak said the projects that would be deleted were either obsolete or being incorporated into other designs. Mayor Wood asked when the list of added and deleted projects would be available on the web. Mr. Acenbrak replied pending Council approval, the website would be updated with documents and maps and tables immediately.

Mayor Wood clarified that they are not approving this as a final approval or funding them but rather this is simply putting these as potential projects on our list. Mr. Acenbrak replied that is correct. They are keeping our master plan aligned with the other projects that are going on within the city.

#### Council Comment:

Councilmember Igleheart referred to item #7 on the Projects Proposed to be Added list, which is the Riverwalk Emergency Access. He said that project had long been opposed. He asked for the last budget figure and said the last time it was talked about, the figure was around \$10-\$15,000 and more recently he heard it was closer to \$100,000. Mr. Acenbrak said it had fluctuated based on issues that were thought with the EPD that were since resolved. There would be a small retaining wall and the cost range of that project would be around \$75,000.

Councilmember Igleheart said he still had a problem with this item being on the Transportation Master Plan. He said this was a back road to allow residents of a single subdivision to get out of the road, but a road that wouldn't normally be used. He said \$75,000 for that versus all the other things that money might be needed for doesn't make sense. He made a motion to remove Item number 7 from the Projects Proposed to be Added from the Transportation Master Plan.

Mayor Wood said that would be an amendment to the motion if one was received. He said to Councilmember Igleheart he hoped it would be left on the list because this wasn't a list for funding, it was a list of potential projects. He was concerned this would be saying there was no interest at all on this project, because, there has been interest in the community to do this project. He said he had an interest in doing this project although he recognizes there was not a support for funding it. He also expressed concern because it would be part of creating pedestrian connectivity. He said we are trying to create a pedestrian access to other locations and if we were able to find a way to do that for less than \$75,000 or if there was a grant from some other source then that would make a difference. He was also concerned that this was a safety issue when there was flooding and icing of the roads and it becomes difficult to approach. He said he was not asking Council to move forward with this but was asking it not be eliminated as a potential project sometime in the future if either funding or the need became available. He said he and Councilmember Igleheart might disagree but he would not want to imply that under no circumstances would this project be built or we never wanted to do this.

Councilmember Igleheart said there were a lot of projects not on the Transportation Master Plan that may or may not be gotten to and putting it on the Plan puts it on a different level whether there was funding or not. Mayor Wood suggested if there were some other potential projects that he would like to be included in the Plan that he should meet with Mr. Acenbrak to add them. He said this was a list of potential projects, a wish list. He said if Council was saying under no circumstances would they approve this then he would support his position. He said he wouldn't go that far and under certain circumstances it would make sense to do this project. He said if you are saying there are other projects that should be on this list and therefore why is this one not on the list, I would simply say let's put the other projects on the list.

Councilmember Dippolito asked Mr. Acenbrak if item #17 on the Projects Proposed to be added list, the Pleasant Hill Road Extension from Oak Street to Hill Street, was included on the current Oxbo project and said he knew they worked in tandem and would that not be considered part of that design. He added he thought that was a good project. Mr. Acenbrak replied it came out of the Groveway Charrette and we are doing Elm and Pleasant Hill and this was the section that goes from Oxbo north up to Hill Street. Councilmember Dippolito responded then that was not part of our current Oxbo project. Mr. Acenbrak replied. They are just realigning that section of Pleasant Hill that exists that connects south of Oak Street by the cemetery.

Councilmember Dippolito commented on item #7, the Riverwalk Emergency Access. He said he thought both Councilmember Igleheart and Mayor Wood had raised good points and said he was not in favor of item number 7 if we need to pay for it; however it never hurts to show it on the plan just in case funding becomes available and there was an opportunity for us to get funding from other sources that could go toward that project and it would fall into priority. He said as it stands now, it certainly wouldn't be something he would put in front of other projects but thought it was good to put some lines on the map to show possible connections and those sorts of thing. He said he would leave item number 7 from the Projects Proposed to be Added list for those purposes only.

Motion: Councilmember Dippolito made a motion for Approval of the Transportation Master Plan (TMP) updates. The motion failed for lack of a second.

2nd Motion: Councilmember Igleheart made a motion for Approval of the Transportation Master Plan (TMP) updates with one change, to delete item #7, Riverwalk Emergency Access, on the Projects Proposed to be Added list. Councilmember Diamond seconded.

Councilmember Price said she was trying to ascertain the reason for a lack of a second from Councilmember Dippolito's motion. She asked if it was this point or something else. Mayor Wood replied that she didn't second it so she would need to express her own opinion. Councilmember Dippolito said he thought everyone was expecting someone else to second it. Councilmember Price said she thought the Mayor was in a hurry. She said she thought it would have had a second but she wasn't sure. Mayor Wood said he couldn't second it and he didn't see a second coming. He said we have a motion and a second on the floor and asked for comments or amendments to that motion.

3rd Motion: Councilmember Dippolito made an amendment to the motion for Approval of the Transportation Master Plan (TMP) to add back item #7, Riverwalk Emergency Access, on the Projects Proposed to be Added list on the Transportation Master Plan (TMP). Councilmember Wynn seconded. Councilmembers Dippolito, Price and Wynn voted in favor. Councilmembers Diamond and Igleheart opposed. The amendment passed by a vote of 3-2.

Mayor Wood said he knew the neighborhood supported this and said he didn't see there was funding for it but for the reasons stated by Councilmember Dippolito if funding became available from some other source, it would include connectivity. He said the only reason not to include it would be a matter of funding. He said if we eliminated everything right now in this plan for which there was no funding, there would not be a lot left standing.

Councilmember Igleheart said if the City would pay for a thing that my subdivision should pay for then he would be for it too. However, if we are talking about fiscal

responsibility those people should be responsible for that specific road and for the City to spend other people's taxpayer dollars on that is ridiculous. He said there was not a single project on any list that would hype a higher priority that this would ever get paid for. Mayor Wood said there are a lot of potential pedestrian connections between neighborhoods and streets. Councilmember Igleheart asked if they would really support having all those people walking through their neighborhoods to get to the Riverwalk.

Mayor Wood replied during the discussions with the neighborhood, they were told as a condition that it would be used as a pedestrian connection. Another point was that there was a potential for a pedestrian connection that does not involve a road for the fire truck and it might be a simple pedestrian connection. He said looking at other communities, he believed in pedestrian connections if it was the city infrastructure to create that pedestrian connection whether it gets them closer to town or supports them while walking or bicycling to work. He said bicycle and pedestrian connections are something he supports and would hate to eliminate them from a master transportation plan simply because there was not current funding for them.

Councilmember Price asked if this was the issue where by flooding, they were unable to exit their subdivision. Mayor Wood replied that was correct but potentially there could be an improvement that was not a fire truck improvement which would be the ideal. One compromise could be a simple pedestrian gravel walk which was really there today. He said he didn't know if the neighborhood would support it if that was all that it was but said he would support it. He said anytime he could get a connection between a neighborhood and a street that gave people a way to walk or bike to town closer than currently, then he would support it.

Councilmember Wynn said there were arguments on both sides of this and said she could see where Councilmember Igleheart was going as well but thought by keeping it in the plan doesn't mean it would be funded and if it were ever to come up for funding, we would have the opportunity to choose not do the project. Having it on the list does not give it the rubber stamp that we are going to do this. It is just another avenue of looking at connectivity. There was no further Council discussion.

Mayor Wood said the amendment was to amend the motion to leave this project unfunded on the list. The vote was taken and the amendment passed. The motion as amended was to pass this list with item number 7 from the "Projects Proposed to be Added" be left on the list unfunded. Mayor Wood asked Councilmember Igleheart if that was a fair statement of a motion as amended.

Councilmember Igleheart said that was correct and that would be true on all of these. He said he didn't understand why there wasn't a list that has everything that was ever thought of because this doesn't have any priority anyway. He said we just said there was no priority to this list which is what the Transportation Master Plan is supposed to be. Mayor Wood responded this is a list of everything that has been thought of that Council could potentially support. Councilmember Igleheart said "we've talked more than enough about it and anything I say you are going to rebut so let's go on because you are wasting our time...and we want to put this on TV?"

Councilmember Dippolito said he wanted to comment that the Transportation Master Plan does have a list of projects in it and to some extent some of those are prioritized but then there is a list of projects that are ideas essentially and there are some really good ideas that are going to take a lot of leg work and some of them are not even feasible at this point because there are buildings in the way and so forth but they are the kind of projects where if some day we had an opportunity to make that connection or to put that road in, it would be a good idea. What we want to do is still have those

on the list so when people come forward to do projects, we can take a look at the Transportation Master Plan and see how those projects marry into the plan. This could just be a walking trail and it would be great to have some additional connectivity, both pedestrian and bicycle. There are some projects that they did take off at committee because there was no interest in them. He said he does support it.

Final Motion: A motion was made by Councilmember Dippolito, seconded by Councilmember Wynn, to approve the list of Projects Added, Removed or Revised in the Transportation Master Plan as amended. Councilmembers Diamond, Dippolito, Price and Wynn voted in favor of the motion to approve the list. Councilmember Igleheart opposed. The motion carried by the following vote:

In Favor: 4

Opposed: 1

11.

Approval for the Mayor and/or City Administrator to sign a contract with Pinnacle International for the construction of the Pine Grove Road Shoulder Widening project in the amount of \$39,193.31.

Presented Steve Acenbrak, Director of Transportation

Director of Transportation Steve Acenbrak said that Pine Grove Road functions as a minor arterial and they need to repave that street, however it is not in a position where it would meet our complete streets policy because there are two sections that are substandard. Therefore, an invitation to bid was issued and 13 bids were received. The bids ranged from \$39,193.31 to \$128,887.00. He said Pinnacle International was the lowest responsive responsible bidder. This project would widen the shoulder of Pine Grove Road in two locations. Pine Grove Road would be repaved in its entirety. There were two locations where the shoulders fall off and this would create uniform shoulders throughout. The contractor would be responsible for grading, drainage, erosion control, construction of the concrete base and traffic control during the shoulder construction and that would be the limits of this project. It was previously approved to have C.W. Matthews pave the entire corridor.

#### Council Comment:

Councilmember Price asked between what roads was that. Mr. Acenbrak said Pine Grove Road, Cobb County, North Coleman Road, Hightower Road and Lake Charles. He said the two projects are between Lake Charles and Hightower Roads. There was no public comment.

A motion was made by Councilmember Dippolito, seconded by Councilmember Wynn, for Approval for the Mayor and/or City Administrator to sign a contract with Pinnacle International for the construction of the Pine Grove Road Shoulder Widening project in the amount of \$39,193.31.

The motion carried by the following vote:

In Favor: 5

#### **Public Safety - Councilmember Nancy Diamond**

# Approval to renew the Memorandum of Understanding (MOU) between the Drug Enforcement Agency (DEA) Task Force and the Roswell Police Department.

Presented by Dwayne Orrick, Chief of Police

Chief of Police Dwayne Orrick stated this was very similar to the High Intensity Drug Trafficking Area (HIDTA) agreement that was approved on August 22, 2011. He said this covers one of the three officers; the other two are HIDTA and they happened to get their contract in the week after the original meeting. Basically, they do very similar functions but without adding to the feelings of the conspiracy theories but what the DEA people do is a little more in depth and long-term three to four year investigations, pulling conspirators from throughout the Southeast United States. He said we had been a member of this task force for close to twenty years.

Mayor Wood asked how many officers were committed to this. Chief Orrick replied only one was assigned to this task force and two to the HIDTA. Chief Orrick we have shared in the confiscations. Mayor Wood asked if the confiscated money more than paid for our officer's participation. Chief Orrick replied yes. He said the grant pays for the officer's vehicle, over-time and we have netted between \$300-\$400,000 on average between the last three and four years for each year. There was no public comment.

A motion was made by Councilmember Diamond, seconded by Councilmember Price, for Approval to renew the Memorandum of Understanding (MOU) between the Drug Enforcement Agency (DEA) Task Force and the Roswell Police Department.

The motion carried by the following vote:

In Favor: 5

# Approval to renew the contract with Automated Traffic Solutions (ATS) for the provision of safe light cameras.

Presented by Dwayne Orrick, Chief of Police

Chief of Police Dwayne Orrick said we currently have cameras at two intersections at Holcomb Bridge and Alpharetta Highway as well as Mansell Road and Alpharetta Highway. We pay an average of \$4,250 per camera per month for this contract. This has been very productive over the last few years and they are now asking for our permit to extend one more year at these two intersections. We would like to renew our contract for that one year and meanwhile work with Roswell DOT and Georgia DOT to look at other intersections that are perceived to be more dangerous.

Mayor Wood asked if the revenues generated by the automatic cameras pay for the cost of this program. Chief Orrick replied yes and there is a clause in the contract that would be renewed where we would not lose money on this project at all. Mayor Wood said then the project pays for itself. Chief Orrick replied yes. Mayor Wood said our experience is there have been fewer serious accidents as a consequence. Chief Orrick said we have netted very good over previous contract periods. Mayor Wood said from a funding standpoint and asked from a safety standpoint, have these shown to improve the safety of those intersections. Chief Orrick said yes and that is what the camera is designed to do which is eventually put itself out of business and

13.

12.

that is almost what they have done at this intersection along with the great work that the Roswell DOT has done with engineering and other issues there.

#### Council Comment:

Councilmember Dippolito said at committee we questioned the amount we were paying versus the collections and said we were about at break even. He said he suggested looking at making those payments based on collections and not on the fines themselves. He asked if that had been looked into. Chief Orrick said we have talked to the company and they are waiting to come back with another offer to us. He said they suggested at Holcomb Bridge, there has been construction for the last three to four months and because of that those cameras have not been functional. He said they have been charging for a camera that the City is not using and Chief said they are trying to work an agreement with the City on that. Councilmember Dippolito said we should work that out before signing an agreement with them. He said he would also look into making that adjustment because a lot of fines could be sent out but if they were not being collected, then we were losing a lot more than we realized. He would like to defer this item until more information was available. There was no public comment.

A motion was made by Councilmember Dippolito, seconded by Councilmember Wynn, to defer Approval to renew the contract with Automated Traffic Solutions (ATS) for the provision of safe light cameras in order to acquire more information on the actual collection amount. This item will be placed on the Mayor and City council agenda for 10/10/2011.

The motion carried by the following vote:

In Favor: 5

14.

Approval of a Resolution to accept a FY2010 Homeland Security Grant Award and Budget Amendment #3224G1-09-26-11 in the amount of \$42,701.04 to cover the initial cost to connect to the State's RapidID system.

Presented by Dwayne Orrick, Chief of Police

Chief of Police Dwayne Orrick said this was a grant offered by The Georgia Emergency Management Association (GEMA) to all the metro agencies. This grant would provide access to the State's RapidID system machine. They have obtained the grant and need a budget amendment to accept the grant and expend the funds on this item.

Mayor Wood asked Chief Orrick to explain the RapidID system. Chief Orrick said it was a device for use by officers on the road who can run a thumbprint on an individual that they cannot positively identify. This would positively identify someone who has a prior arrest. There was no public comment.

A motion was made by Councilmember Diamond, seconded by Councilmember Price, for Approval of a Resolution to accept a FY2010 Homeland Security Grant Award and Budget Amendment #3224G1-09-26-11 in the amount of \$42,701.04 to cover the initial cost to connect to the State's RapidID system.

The motion carried by the following vote:

In Favor: 5

### Environmental / Public Works Department - Councilmember Becky Wynn

15.

Approval of Budget Amendment #4320G1-09-26-11 in the amount of \$60,000 for construction and approval of two permanent easements for the Swaybranch Stormwater Detention Pond Rehabilitation Project.

Presented by Stuart Moring, Director of Public Works/Environmental

Director of Public Works/Environmental Stuart Moring stated for the record that the funds were needed because the full amount of the land match that had been planned to be used for our share of the Corp of Engineer's project was reduced and now we need \$60,000 and two easements. The Soil Erosion Committee met and approved usage of \$60,000 from that fund for this purpose with the language that was shown on the Committee Staff recommendation relative to the easements. That language was incorporated in the easement from Hearthstone.

#### Council Comment:

Councilmember Wynn said Mayor Wood had suggested adding the language "for outdoor recreational purposes" to the Staff Recommendations. She said she appreciated that. She asked if Hearthstone was agreeable to this. Mr. Moring replied yes and they have both easements signed and they are awaiting the City's signature.

Councilmember Price asked who was on the Soil Erosion Committee. Mr. Moring replied that you are as well as Mayor Wood, Councilmember Wynn, Kay Love, Steve Acenbrak, Alice Wakefield and himself. Councilmember Price asked who he meant when he said "you are". Mr. Moring said yourself, the Community Development liaison. Councilmember Price asked if she missed something and said she didn't recall a meeting being called. Mayor Wood said she missed the meeting. Councilmember Wynn said were of the understanding that she could not make the meeting. Councilmember Price asked the date of the meeting. Councilmember Wynn replied September 19. Councilmember Price said she didn't know why she couldn't have gone to that meeting and asked if she could see the minutes of that meeting. Mr. Moring said he would ask Jean Rearick, the City Engineer. Councilmember Wynn said she had already sent out several minutes to the Soil Erosion Committee meeting. Mayor Wood apologized to Councilmember Price for not being notified. There was no public comment.

A motion was made by Councilmember Wynn, seconded by Councilmember Dippolito, for Approval of Budget Amendment #4320G1-09-26-11 in the amount of \$60,000 for construction and approval of two permanent easements for the Swaybranch Stormwater Detention Pond Rehabilitation Project.

Councilmembers Diamond, Dippolito, Wynn and Igleheart voted in favor.

Councilmember Price abstained. The motion carried by the following vote:

In Favor: 4

Abstain: 1

### **City Attorney's Report**

Recommendation for closure to discuss acquisition of real estate.

A motion was made by Councilmember Diamond, seconded by Councilmember Dippolito, for closure to discuss acquisition of real estate.

The motion carried by the following vote:

In Favor: 5

### Adjournment

After no further business, the Mayor and City Council meeting adjourned at 9:41 p.m. to reconvene for a Work Session in Room 220 on Water Resources Division's Quarterly Update: General status, Financial planning for water supply and Stormwater utility.