

**REGULAR MEETING OF  
THE VILLAGE OF CLEMMONS COUNCIL  
February 23, 2015**

The Village of Clemmons Council met on Monday, February 23, 2015, at 7 p.m. The meeting was held at the Village Hall, Clemmons, North Carolina. The following members were present: Mayor Nelson and Council Members Cameron, Denny, Lawry, Roark and Rogers. No Council member was absent.

**Call to Order & Pledge of Allegiance**

Mayor Nelson called the meeting to order at 7 p.m. and led the Pledge of Allegiance.

**Public Comments**

There were 17 citizens in attendance. One individual signed in to speak:

Robin Dean, 3525 Lawrence Street, Clemmons, NC, commented that he felt Council was continuing to make bad decision.

**Approval of the Minutes**

Council Member Rogers moved to approve the minutes of the February 9, 2015 special meeting as presented. The motion was seconded by Council Member Denny and unanimously approved.

Council Member Rogers moved to approve the minutes of the February 9, 2015 regular meeting as presented. The motion was seconded by Council Member Roark and unanimously approved.

**Approval of the Agenda**

Council removed "Questions and Answers – Matthew Dolge with Piedmont Triad Regional Council" and added "Resolution 2015-R-01 for the Support of the application for Economic Development Funds under NCGS 136-189.11" to tonight's agenda.

Council Member Cameron moved to approve the agenda as amended. The motion was seconded by Council Member Roark and unanimously approved.

**Announcements**

Interim Manager Larry Kirby introduced the newly hired Village Clerk, Lisa Shortt. Ms. Shortt's first day will be March 16, 2015.

**Business**

A. Resolution Number 2015-R-01 – Resolution for the Support of the Application for Economic Development Funds Under NCGS 136-189.11 for the Completion of Towncenter Drive. Mayor Nelson read the resolution hereby accepting and supporting the application to the State of North Carolina for funds through NCGS 136-189.11 (Attached hereto as Exhibit A and incorporated as a part of the minutes.) Transportation Investment Strategy Funds in the amount of \$1.9 million for the \$3.8 million total cost for construction of an east-west connector road of 2,700 linear feet including a 3-lane cross section with bike lanes and sidewalks as a catalyst for economic development. Mayor Nelson also advised that Novant Health has committed to

funding up to 50% of the total roadway project cost not to exceed \$1.9 million. Mayor Nelson commended Staff for a job well done. He also wished to thank Secretary of Transportation, our Representative Donnie Lambeth and staff, and Senator Joyce Krawiec and staff for their willingness to facilitate this project.

Council Member Rogers made a motion to approve Resolution 2015-R-01 for the Support of the Application for Economic Development Funds under NCGS 136-189.11 for the Completion of Towncenter Drive. Council Member Cameron seconded the motion which was unanimously approved.

B. Proclamation Declaring March 14-22, 2015 as Forsyth Creek Week. Mayor Nelson read the proclamation. (Attached hereto as Exhibit B and incorporated as a part of the minutes).

Council Member Rogers made a motion to declare March 14-22, 2015 as Forsyth Creek Week. Council Member Denny seconded the motion which was unanimously approved.

Staff Member Emily Harrison explained that Forsyth Creek Week is designed to help residents “connect the dots” in recognizing that our quality of life depends on healthy creeks and streams.

C. Request for lowering speed limit to 25 on Gardenspring Drive. A petition including signatures totaling 80% of the residents on Gardenspring Drive was submitted. (Attached hereto as Exhibit C and incorporated as a part of the minutes.)

Council Member Rogers moved to approve the request for lowering the speed limit to 25 on Gardenspring Drive. Council Member Lawry seconded the motion which was unanimously approved.

D. Approval of Accounting Software. Interim Village Manager Kirby advised the Council that the Village Finance Officer had made a decision on the new accounting software package. The package selected is LOGICS out of Raleigh, NC.

Council Member Cameron made a motion to approve the accounting software selected. Council Member Roark seconded the motion which was unanimously approved.

E. Approval of Marketing/Communications Director

1. Job Description – A job description including required qualifications was submitted by Interim Manager Kirby. (Attached hereto as Exhibit D and incorporated as a part of the minutes.) Per the request from Council, Staff researched the position and recommended a part-time position to handle direct marketing for the Village.

Council Member Cameron made a motion to approve the Marketing/Communications Director job description. Council Member Lawry seconded the motion which was unanimously approved.

Council Member Roark made a motion to waive the need for advertising for this

position due to the part-time status. Council Member Rogers seconded the motion which was unanimously approved.

2. Budget Amendment – Finance Officer prepared a budget amendment to allocate funds for the new position. (Attached as Exhibit E and incorporated as a part of the minutes.)

Council Member Cameron made a motion to approve the budget amendment. Council Member Roark seconded the motion which was unanimously approved.

F. Discussion of Process for hiring a new Village Manager. A lengthy discussion was held regarding the process of hiring a new village manager. Council made a decision to handle the hiring process in-house versus hiring an outside entity. Interim Manager Kirby briefed the Council on the proposed timeline.

1. Have council set forth the requirements (build profile) for the new manager by March 9
2. Develop advertisements for media by March 23
3. Rent a temporary mailbox at the UPS store. As resumes are received, send letter of receipt to applicant.
4. Coordinate interview location.
5. Allow up to 6 weeks for ad to generate returns, then, report to council number of resumes received by May 25.
6. During advertisement time finalize assessment process outside of Council profile.
  - a. Written questions to demonstrate candidates written and oral skills.
  - b. Situational scenarios for candidate to respond to during oral interview.
  - c. Develop with Council the interview process
7. Narrow down candidates based on those that qualify from Council profile. Break them down to approximately 10 and send out applications to be returned. The letter should have the mayor's signature.
8. Send thank you card from mayor to all candidates.
9. Evaluate applications, references, education and criminal history.
10. Share 10 selected applicants with Council on June 22 and give a report on the ones that were not chosen. Allow Council to see any applications and make changes for the list of the final 10.
11. Interview the 10 applicants. Cut to three or four.
12. Council reviews 3-4 applicants and coordinates interviews for Council on July 27.
13. Mayor, on Council's behalf, to make an offer and set up time for public announcement as to when he/she will report to work.
14. Finalize offer with village attorney.
15. Manage transition into new position.

After a discussion it was determined that Council will need to decide on a salary range, years of experience to be required, type of degree required, and is Council willing to accept someone that has no City/Town/Village Manager experience.

Interim Manager Kirby advised Council that our current drug and alcohol testing company can perform background checks, credit ratings and can verify school degrees. Member Roark

instructed Interim Manager Kirby to include the NCIC. Council Member Roark asked that we get in writing exactly what the company will do. Council Member Rogers asked for a social media background check also.

The Council will now move forward building a profile to be completed by the March 9, 2015 meeting and putting together an advertisement to be completed by the March 23, 2015 meeting.

G. Attorney's Report – Request for Documents. Attorney Kasper advised that a citizen had requested personnel information. The Attorney complied with the request to the extent of the law.

A second request was received from a citizen requesting information on all meeting and travel expenses broken down by village employee since the incorporation in 1986. The Attorney advised this would be a major task due to the location of the old files and the fact that the law does not require that expenses be broken down by individual employee. Attorney Kasper also suggested that a reasonable fee be charged to compensate the Village for the cost of searching for and compiling the requested information. Council Member Roark suggested that the individual be contacted to see if the search could be narrowed. Interim Manager Kirby will set up a meeting with the citizen to discuss what information is necessary and the cost factor involved. It was also suggested that from now on all receipts should include names of employees involved written on the back..

H. Planner's Report. - Planning Board Meeting February 17, 2015 at 7 p.m. to be rescheduled – Planner Megan Ledbetter asked the Council if they would be available to meet at the next regularly scheduled Planning Board meeting on March 17, 2015. Council approved the new meeting date of March 17, 2015.

I. Manager's Report.

1. *Retreat Agenda;* Interim Manager Larry Kirby gave the Council a draft agenda including the requested items from their special meeting held on February 9, 2015. Council requested revisions. A new draft agenda will be presented at the next Council meeting.

2. *Community Day Information;* The Council was informed that the YMCA has a firm policy on no political endorsements or promotions. This policy includes no hand outs. Our logo must be approved before we can use it at our booths.

3. *Federal Emergency Management Agency – NC Floodplain Mapping Program;* Interim Manager Kirby explained that due to erosion there is an exposed sewer line pipe on Muddy Creek that must be redesigned and repaired.

4. *Financial Summary for January 2015;* Summary was presented.

5. *Public Works Update – Mike Gunnell;* Director of Public Works/Village Engineer Gunnell reported that snow removal was attempted on all 80+ miles of streets in the Village. Public Works also assisted the City/County Utilities with a water line break on Lewisville-Clemmons Road. The Mayor commended Director Gunnell and staff for the excellent work they do.

J. Council Comments – Council Member Roark praised Planner Ledbetter for an outstanding job getting all the recent projects completed.

K. Closed Session to discuss property acquisition in accordance with NCGS 143-318.11(a)(5). Council Member Roark moved to go into closed session to discuss property acquisition in accordance with NCGS 143-18.11(a)(5) at 8:10 p.m. The motion was seconded by Council Member Rogers and unanimously approved.

At 9:05 p.m., Mayor Nelson stated that by unanimous vote Council chose to reconvene the open session. No action was taken.

**Adjournment**

Council Member Rogers moved to adjourn the meeting at 9:10 p.m. The motion was seconded by Council Member Roark and was unanimously approved.

  
\_\_\_\_\_  
Nickolas B. Nelson  
Mayor

Attest:  
  
\_\_\_\_\_  
Patricia A. Fife, Village Administrative Assistant



Resolution Number 2015-R-01

**RESOLUTION FOR THE SUPPORT OF  
THE APPLICATION FOR ECONOMIC DEVELOPMENT FUNDS UNDER N.C.G.S. 136-189.11 FOR  
THE COMPLETION OF TOWNCENTER DRIVE**

**WHEREAS**, The Village of Clemmons does hereby support the application to the State of North Carolina for funds through N.C.G.S 136-189.11 Transportation Investment Strategy Funds in the amount of \$1.9 million of the \$3.8 million total cost for construction of an east-west connector road of 2,700 linear feet including a 3-lane cross section with bike lanes and sidewalks as a catalyst for economic development, congestion management alleviating commuter trips on Lewisville-Clemmons Road, Peace Haven and Harper Road as well as provide a direct route for emergency service vehicles to the existing emergency room facility within the Village Point geographic area; and

**WHEREAS**, Novant Health has committed to funding up to 50% of the total roadway project cost not to exceed \$1.9 million

**WHEREAS**, Novant Health's total investment to the Village Point area exceeds \$108 million and will provide a total of 250 new jobs with a median salary of \$48,609.60; and

**WHEREAS**, The remaining 203 acres of Village Point estimates 1,758 jobs and \$67 million dollars in annual wages at build out; and

**WHEREAS**, The roadway design and engineer's estimate of \$3.8 million is complete and right-of-way is owned by the Village of Clemmons; and

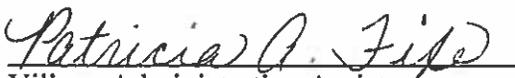
**NOW, THEREFORE, BE IT RESOLVED** that the Village of Clemmons does hereby accept and support the application for Economic Development funds through N.C.G.S. 136-189.11 and will assume maintenance of the said portion of Town Center Drive.

This resolution will be effective on and after its adoption.

Adopted this the 23rd day of February, 2015.

  
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Nicholas B. Nelson  
Mayor

ATTEST:

  
\_\_\_\_\_  
Village Administrative Assistant

***Proclamation***  
***Declaring March 14 - 22, 2015***  
***as FORSYTH CREEK WEEK***  
***in the Village of Clemmons, North Carolina***

**WHEREAS**, water is our most valuable natural resource; and

**WHEREAS**, only tap water delivers public health protection, fire protection, support for our economy, and the quality of life we enjoy, and

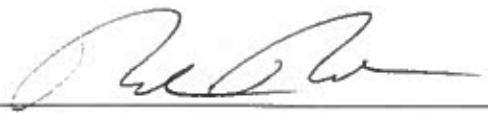
**WHEREAS**, any measure of a successful society – low mortality rates, economic growth and diversity, productivity, and public safety – are in some way related to access to safe water; and

**WHEREAS**, we are all stewards of the water infrastructure upon which future generations depend; and

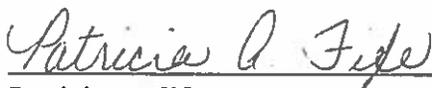
**WHEREAS**, each citizen of our community is called upon to help protect our source waters from pollution, to practice water conservation, and to get involved in local water issues.

**NOW, THEREFORE**, be it resolved that by virtue of the authority vested in me as Mayor of the Village of Clemmons, I do hereby proclaim March 14 - 22, 2015 as FORSYTH CREEK WEEK in Clemmons and encourage all citizens to become active participants in FORSYTH CREEK WEEK activities.

This the 23<sup>rd</sup> day of February, 2015.

  
\_\_\_\_\_  
Nickolas B. Nelson  
Mayor

Attest:

  
\_\_\_\_\_  
Patricia A. Fife  
Village Administrative Assistant



# MEMO

## PUBLIC WORKS

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**DATE:** February 9, 2015

**TO:** Patty Fife, TH Admin. Asst.

**FROM:** Wanda Davidson, PW Admin. Asst.

**RE:** 2<sup>nd</sup> Gardenspring Drive Petition for Speed Limit Reduction

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Verification findings: 4 additional signatures received 2/9/15

Gardenspring Drive has 20 qualifying addressed homes – 16 of which have signed the petition.

**80% of the total number of homes on Gardenspring Dr. have signed the petition.**

## RESIDENTIAL SPEED LIMIT POLICY FOR THE VILLAGE OF CLEMMONS

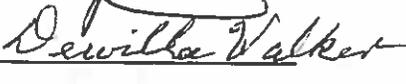
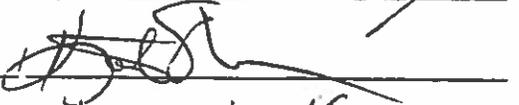
1. The policy of the Village of Clemmons is to maintain and enforce a speed limit of 35 m.p.h. on all residential streets within its corporate boundaries. Exceptions to this general policy may be made upon request from a street or a neighborhood seeking a reduction of the speed limit on such street(s) or in a neighborhood to 25 m.p.h. The procedure for requesting a lower speed limit is by petition.
2. A valid petition is required to be completed and returned to the Village by the resident(s) of the affected street(s) or neighborhood. It is the resident's or neighborhood's responsibility to obtain the signatures of the adult residents of at least 75% of the dwelling units on the entire street(s) or neighborhood which is/are affected. By signing the petition, the residents and property owners agree to the posting of speed limit signs on their property as needed and determined by the Public Works Director. A Public Works approved petition format must be used.
3. The Director shall determine if a neighborhood petition is acceptable and which streets comprise each neighborhood. Upon verification of a valid petition by the Director of Public Works, the proposed speed limit will be submitted to the Clemmons Council for consideration of adopting an amended speed limit ordinance.
4. When the Council chooses to modify a speed limit on a street within a neighborhood, it may consider adopting a uniform speed limit throughout the neighborhood. Such modification shall take into consideration the neighborhood's desires, the recommendation of the Village Public Works director, the potential for confusion and the difficulty which might arise from enforcing varying speed limits in a limited area, and such other factors as the council may deem appropriate.
5. The council has authority to seek other engineering or traffic data prior to adopting any reduction in the current speed limit. A proposed increase from the current speed limit will be accomplished per the requirements of North Carolina General Statute 20-141.
6. When a speed limit of other than 35 m.p.h. is adopted by council, it will be necessary to place 25 m.p.h. speed limit signs in the following manner:
  - a. Along the streets affected by the new speed zone.
  - b. If available, signs will be placed on utility poles. Otherwise, signs will be placed on metal poles. Signs will be placed approximately 100 feet from the intersections or from the beginning of the speed zone.
  - c. If the speed zone is long enough, additional signs may be placed at intervals of no less than 1/4 mile. The Public Works Department will be responsible for determining the location and quantity of required signs.
  - d. If appropriate, neighborhood signs may be placed at entrances in lieu of the posting of individual streets.

Adopted by the Clemmons Council this the 27<sup>th</sup> day of March, 2006 and effective March 27, 2006. Amended the 22<sup>nd</sup> day of August, 2011.

PETITION FOR A  
REDUCTION OF SPEED LIMIT  
IN THE VILLAGE OF CLEMMONS

- By signing this petition, each adult resident listed agrees to the criteria located herein and supports the speed limit reduction to 25 m.p.h. on the street(s) listed below. A minimum request rate of 75% is required to qualify as a valid petition.
- A valid petition, after verification by the Public Works Department, will be submitted to the Village Council for consideration. Speed limit reductions are effective only after council approves a speed limit ordinance and new speed limit signs are installed. By signing this petition residents indicate their understanding that speed limit signs may be placed on or adjacent to their property, the specific location to be determined by the Director of Public Works.
- The 75% threshold will be based on the total number of dwelling units on the affected street(s) or neighborhood. Only one signature is required per dwelling unit. Only an adult member of the household may sign the petition. Adult member is defined as an otherwise legal guardian. Dependent household members such as 'student' do not qualify.

Affected Street(s) / Neighborhood: GARDEN SPRING DRIVE  
NEW MEADOWBROOK

ADDRESS #	Street/Road/etc.	PRINTED NAME and SIGNATURE
V4223	GARDEN SPRING DR.	KEVIN BORGSTROM 
✓4221	Gardenspring Dr.	Dewilla Walker 
✓4229	Gardenspring Dr.	Melissa Taylor   Melissa Taylor 
✓4230	Gardenspring Dr.	Hurt Schwabe 
duplicate V4212	GARDEN SPRING DR.	JAMES W. KAUSCH 
✓4212	Garden Spring Dr.	Carole W. Kausch   Carole W. Kausch
4206	Gardenspring Dr.	David Fitzgerald   David Fitzgerald
duplicate V4206	Gardenspring Dr.	Laurie Fitzgerald   Laurie Fitzgerald 

399-4954



\* Represents added signatures - rec'd - 2/9/15

Gardenspring Dr.

\* 4201 - Les Frye

\* 4202 - John & Kimberly Plyer

4205 ✓ Kimblaud Seymour

4206 - ✓ David & Laurie Fitzgerald

4212 - ✓ James Kausch

\* 4217 - Alease Andrews

4218 - ✓ James D. Hall

4223 - ✓ Kevin J Bergstrom

4224 - ✓ Kathleen Benson

4229 - ✓ David Christopher Taylor

4230 - ✓ Ralph Jennings

4221 - ✓ Devilla Walker

4235 Barry Fitzgerald

4236 - ✓ Walter K. Schwalbe

4241 - ✓ Robt. Dersch

4242 - Wm. R. Robinson, Jr.

4248 - Fernando G. Spaventa

4254 - Monica C. Weber-Salinas

4269 - ✓ Curtis R. Little & Lynn

\* 4260 - J Sterling & Lucia White

20 possible

occupied but did not sign petition -

## MARKETING / COMMUNICATIONS DIRECTOR

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### General Statement of Duties

Performs professional work in developing and administering a program of internal and external communications for the Village that encourages open communication and civic engagement.

### Distinguishing Features of the Class

A position in this class serves as an information conduit for the community and provides information to the public, media, and Village employees on programs, services, issues and Policies. Employee must exercise considerable initiative, imagination and independent judgment to develop and implement programs. Work requires continuous contact with a variety of public officials, community leaders, media representatives and the general public. work is performed under general supervision of the Village Manager.

### Duties and Responsibilities

Represents the Village to the community at large through the development and maintenance of relationships with key community groups, external agencies, and/or other interested parties.

Serves as a professional communications resource for the Village; managing community, Village and media relations.

Enhances and improves civic engagement with the various community and civic groups in the area.

Plans, develops and directs programs to ensure dissemination of information designed to keep Village departments and the community informed of Village programs, services, activities, features, accomplishments or position; may conduct surveys to determine public opinion of Village government and/or programs.

Produces communications materials about Village services by gathering information, writing, editing and preparing layout for distribution to internal and external audiences.

Assists with editorial writing, speech writing, press releases, marketing efforts, special events and special projects.

Answers inquiries from media representatives and/or the general public by providing information based on detailed knowledge of Village programs and activities and as required by state open records laws; may refer inquires to the proper Village officials.

Assists with community education programs about Village government and services, and develops other programs and materials to engage the community with Village affairs.

Directs media inquiries to the appropriate Village contacts.

Acts proactively regarding media relations; provides background information and additional materials as requested by reporters.

Coordinates media conferences, as requested.

Plans and participates in meetings with Village officials, general public, community groups religious organizations and schools to share information and discuss Village activities.

Informs and educates citizens on the functions and processes of Village government.

Enhances and advertises the e-mail notification service or list-serve for citizens interested in Village events, meetings and services.

Advises Village management, elected officials and other department directors of the public relations effects of proposed policies and actions.

Serves on various boards and committees representing the Village; conducts tours or seminars for the public or other governmental agencies.

Prepares and makes presentations to various organizations.

Assists in the production of original cable channel programming and broadcast media.

Coordinates regular citizen education programs designed to educate and engage citizens in Village government.

Performs short and long-term planning aimed at increasing marketing and community relations outreach on a local and regional level; develops marketing plan as well as short and long-term goals.

## Recruitment and Selection Guidelines

### Knowledge, Skills and Abilities

Thorough knowledge of the English language, including proper grammar, syntax, punctuation and spelling.

Thorough knowledge of the principles, practices, methods and techniques associated with journalistic composition and community relations.

Thorough knowledge of researching, developing and writing multi-faceted marketing and community relations plans.

Thorough knowledge of the organization, policies, procedures, philosophies, and goals of the Village.

Thorough knowledge of NC public information laws.

Thorough knowledge of the requirements, policies and procedures of the various media outlets necessary for promotional activities.

Considerable knowledge of the methods and techniques for developing and implementing community relations strategies and programs.

Considerable knowledge of publication layout and design.

Considerable knowledge of the current literature, trends and developments in the fields of community relations and local government administration.

Skill in written composition.

Skill in graphic design.

Skill in the collections, analysis and presentation of statistical data.

Ability to use common office machines, including computer-driven word processing, spreadsheet, graphics and file maintenance programs.

Ability to perform research utilizing a variety of informational sources, and to compile, organize, analyze, and present such information in a variety of formats.

Ability to establish and maintain complex records and files.

Ability to exercise initiative and independent judgment in creating and selection work products.

Ability to provide clear and explicit instruction orally and in writing.

Ability to evaluate the writing of peers or superiors.

Ability to modify or supplement the written work of others.

Ability to understand and analyze complex issues and technical services to formulate strategies for communicating effectively with the public.

Ability to work in a consulting capacity and provide leadership in contacts with professionals, public officials and members of the general public at various levels of authority and influence.

Ability to exercise tact and courtesy in frequent contact with professionals, public officials and the general public at various levels of authority and influence.

Ability to establish and maintain effective working relationships as necessitated by work assignments.

## **Physical Requirements**

Must be able to physically perform the basic life operational support functions of reaching, walking, fingering, talking, hearing and repetitive motions.

Must be able to perform sedentary work exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull, or otherwise move objects.

Must possess the visual acuity to compile and compute data and statistics, perform transcription tasks, operate a computer terminal, and do extensive reading.

## **Minimum Education and Experience**

Bachelor's degree from an accredited college or university in English, journalism, public or community relations, marketing, or a related field and 5 to 7 years of experience in responsible public relations or related work with experience in local government or in public organization preferred; or any equivalent combination of education and experience.

## **Special Requirement**

Possession of a North Carolina driver's license.

VILLAGE OF CLEMMONS  
 BUDGET AMENDMENT  
 FOR THE FISCAL YEAR ENDING JUNE 30, 2015

**BE IT ORDAINED** by the Village Council of the Village of Clemmons, North Carolina at a regular meeting on February 23, 2015 that the following Budget Amendment is adopted to amend the budget for a part-time marketing position.

	Beginning Budget	Previous Amendment	Increase (Decrease)	Ending Budget
<b>Appropriations</b>				
Admin:Salaries	\$ 301,000	\$ 50,200	\$ 13,230	\$ 364,430
Admin:FICA	\$ 27,030		\$ 1,014	\$ 28,044
Admin:Retirement	\$ 33,900		\$ 1,610	\$ 35,510
<b>Total Expenditures</b>	<b>\$ 5,892,710</b>	<b>\$ 42,200</b>	<b>\$ 15,854</b>	<b>\$ 5,950,764</b>
<b>Revenues</b>				
Occupancy Tourism	\$ 52,000		\$ 7,927	\$ 59,927
ABC Distribution	\$ 228,000		\$ 7,927	\$ 235,927
<b>Total Revenues</b>	<b>\$ 5,892,710</b>	<b>\$ 42,200</b>	<b>\$ 15,854</b>	<b>\$ 5,950,764</b>



Nickolas B. Nelson  
 Village Mayor

  
 K. Ann Stroud, CPA  
 Village Finance Officer

Attest:

  
 Patty Gife  
 Administrative Assistant