

**RETREAT OF
THE VILLAGE OF CLEMMONS COUNCIL
APRIL 4, 2016**

The Village of Clemmons Council met on Monday, April 4, 2016 at the Village of Clemmons Town Hall in Clemmons, North Carolina. The following members were present: Mayor Nelson and Council Members Cameron, Combest, Farmer, Rogers and Wrights. No member was absent. The following staff members were present: Village Manager Kirby, Finance Director Stroud, Planner Ledbetter, Marketing/Communications Director Ford, Public Works Director/Village Engineer Gunnell, Information and Technology Director Gearren, Attorneys Warren and David Kasper and Clerk Shortt.

Mayor Nelson called the retreat to order at 8:35 a.m. on Monday, April 4, 2016 and welcomed everyone.

A brief introduction of the agenda topics was made by Manager Kirby.

Budget and Forecast

Overview 16-17

Finance Officer Stroud presented the first draft of the budget for FY 2016-2017 which there is no change in the tax rate. She provided a five-year projection of the unassigned fund balance advising that past Councils have set a \$3 million minimum which the Village would be set to go below by the 2018-2019 fiscal year and fund balance is normally spent for capital. She stated the statutory requirement is 8% of budget to maintain in unassigned fund balance. Council discussion ensued focusing on revenue sources and the impact of the potential for unfunded mandates by the state, capital projects and the need to identify what projects are tied together along with ranking those projects, and the possibility of realigning the number of deputies and detectives assigned to Clemmons to focus on crime prevention. Decisions on specific line items will be made at the budget workshop which will be held at 5:00 p.m. prior to the April 25, 2016 Council meeting.

A short break followed.

Marketing and Communications

New Project Proposals for Tourism Fund

Marketing/Communications Director Ford presented the goals of the Village of Clemmons' marketing plan in order to help locally owned businesses or organizations to be world class, unique and continually innovate, identify all assets specific to Clemmons and develop ways to add value to them, encourage visitors and residents to develop long-term emotional bonds with the Village, capitalize on new waves of tourism, and capitalize on amenities. Mrs. Ford provided an update along with metrics on dissemination of information from the official Village of Clemmons website and Facebook pages. Events currently scheduled

for the upcoming fiscal year include:

- Coffee with a Cop – ongoing monthly
- Movie Night in the Village – partnership with the Jerry Long YMCA along with presenting sponsor, Waste Management:
 1. Friday, June 3 – sponsored by Hayward Pool Products, Inc. with a giving back opportunity to Clemmons Food Pantry
 2. Friday, July 22 – sponsored by Forsyth Family Magazine with a giving back opportunity to Educator Warehouse
 3. Saturday, September 17 – sponsored by Novant Health with a giving back opportunity to Rotary Club of Clemmons' Hand-in-Hand Program
- Tanglewood Farmers Market – May – October
- Ice Cream Festival – August 27
- Harvest Fest – October 6
- Monster Dash and Goblin Hop – October 23
- Annual Tree Lighting (Clemmons Library) – December 6

Mrs. Ford identified other opportunities that she is looking into for branding the Village of Clemmons through the following: Tourism and Relocation Guide (Forsyth Community Magazine), Visit Winston-Salem Guide, DiscoverClemmons.com, SEO (Search Engine Optimization), Discover Clemmons Facebook page, Join our Mailing List (text CLEMMONS to 22828), Overnight Package promotions (Wine Festival, Festival of Lights, Jerry Long YMCA Tournaments, Southwest Athletics Tournaments), Visit NC advertising, and a membership with AENC (Association Executives of North Carolina).

Lunch followed with retreat continuing through lunch.

Timewarner Cable/TV Channel

Manager Kirby discussed the current 24-hour broadcast channel dedicated to the Village of Clemmons and advised that the state had taken broadcast funding away. He noted that this broadcast is currently done on the original analog system and has begun to experience issues. He pointed out that if the system goes down again, there is virtually a zero percent chance of getting it up and running again and that the initial upcharge to a system fix is approximately \$20,000. He also mentioned that the actual number of cable users within the Village of Clemmons is less than 50%. Council consensus was to keep what the Village currently has until it stops and then do away with the cable channel.

Manager Search Process Update

Manager Kirby advised that he is in the process of scheduling a meeting with Matthew Dolge from PTRC (Piedmont Triad Regional Council) and will provide an update at Council meeting. Council members will develop a list of what they would like in a Village Manager.

Discussion of Council Meeting Start Time

Discussion of the possibility of changing the start time of Council meetings to an earlier

time was begun by Manager Kirby. Council consensus was to leave the start time at 7:00 p.m. and possibly slimming down the agendas and having more efficient meeting discussions in order to prevent the length of the Council meetings from going too late.

NCDOT Supplemental Agreement – Village Point Drive

Attorney Warren Kasper advised of the supplemental agreement from NCDOT which changes the method not the amount for Village Point Drive. He stated there is an issue with the Novant contract due to their unwillingness to sign the contract with the required e-Verify language clause included which was imposed on small government which would need to be resolved before the supplemental agreement can be voted on. He stated he has been involved in conversations with Novant's legal counsel in an attempt to reach the language clause to fulfill this requirement but to date has been unsuccessful. Various scenarios were discussed between Attorney Kasper, Council and Manager Kirby in order to come to a resolution. Manager Kirby advised of discussions held with Novant administration and based on the outcome of those conversations, he does not know if there has been communication between Novant administration and legal counsel regarding the e-Verify contract requirement as administration was ready to proceed. Manager Kirby contacted Novant administration who advised they were unaware the contract had not been signed. Manager Kirby set up a meeting for Wednesday, April 6 with Novant administration to discuss and will follow up with Attorney Kasper and Council.

A short break followed.

Planning and Development

Update on Planning Board Work Plan

Planner Ledbetter presented an update on 2015-2016 stating the overlay code was adopted in November 2015, design requirements were modified for commercial development and adopted in January 2016, the Idols Road overlay plan is to begin in April 2016, the Highway 158 overlay update will begin once Idols Road is complete, and the Comprehensive Sidewalk Plan is yet to begin. She also gave an update on the Comprehensive Plan stating that the plans and policies review is complete, data updating is ongoing, public involvement is planned for Spring/Summer 2016 with final draft for public review in late Summer/early Fall 2016, and work plan update with new objectives.

Overlay Road Plan

Planner Ledbetter presented an update on the Overlay project stating that design plans for Phase I to be complete in April 2016, the plan calls for upgraded stamping, pedestrian lighting, signage and a green space concept, the project will spread over two fiscal years, bid documents will be set up for add alternates for each component, and the engineering for Phase II is currently shown in 2016-2017 budget year. Discussion ensued regarding road stamping at intersections and the use of mast-arm signalization. Planner Ledbetter stated she would contact design engineer and secure cost estimates for mast arms and provide to Council at the Budget Workshop. She advised of other planning topics and provided updates which include:

- Federal funded projects - working on classifying the overlay project as well as any other major collector/streets in the Village for the 2018 funding cycle
- Site plan review - ongoing
- Ordinance review and updates - ongoing
- Development Review Guide – Planner Ledbetter and Public Works Director/Village Engineer Gunnell to begin work on this project

Policy and Procedure for the Acquisition and Sale of Real Property

Council discussed the need for there to be a basic framework in place for the evaluation of real property as it relates to sale or acquisition. Attorney Warren Kasper advised that once a purpose is established for the sale or acquisition of a specific piece of property then an evaluation tool which develops a set of criteria and is provided for public proposal is useful. A suggestion was that Council would establish a wish list along with specified requirements that would enable the Staff to secure possible matches for consideration. Council Member Combest stated that as a general principle, the Village should never purchase property without a specific purpose for that property.

A short break followed.

Discussion on Boards and Council Communication and Procedures

Council Member Cameron expressed her concern that there is an issue with not giving clear direction to Staff. She recommended a more formalized process in order to move meetings along more efficiently/expeditiously. It was suggested that every action or decision taken or made by Council require a formal vote or clear consensus. Council consensus was to take a vote on any action or decision with the Mayor restating the action to be taken or decision made along with the vote tally while naming the Council Members casting dissenting votes.

Discussion on Growth within the Village

Council Member Cameron had previously requested Finance Officer Stroud to provide a breakdown on the cost of Village services per household for review of which an outline was presented to Council at their last meeting. Council discussion on these figures ensued based upon the fact that there are so many variables to consider. Finance Officer Stroud pointed out that Council would need to determine what denominator would be used for consistency as the services provided for residents and businesses vary and the household number would have to be based upon single family, townhomes and condos as apartments do not receive the same services. She stated that ad valorem tax is approximately 50% with the other revenue received from state sources. Council Members Cameron would like to inform the citizens about the relationship between the residential and business community. Attorney Warren Kasper recommended to use the data to formulate a comprehensive plan tool in order to develop policies, future development decisions, and budgetary considerations. Council Member Combest will work with Planner Ledbetter to develop a tool. Marketing/Communications Director Ford suggested they keep target audience in mind with the development of being both current residents and relocators.

A short break followed.

Statistical Information Requested by Council Member Combest

Council Member Combest provided a presentation on Identifying and Evaluating Forces that will Shape Clemmons' Growth thru 2033 and advised that he would like Staff to present on specific trends that match growth based on quality of life measurements. He stated the desire to see trends versus spot information in order to make effective land-use decisions in the future and inform the citizens of the Village so they can conduct their business accordingly and so they are able to see what value is received from living within the Village. Mayor Nelson requested Council Member Combest determine exactly what trend information is necessary and from there it can be determined how often information is presented by Staff to Council.

Parking Ordinance Discussion Requested by Council Member Cameron

Council Member Cameron stated that almost every single rezoning request brought before Council has the number of parking spaces provided which is far greater than the amount required. She stated that with a couple of exceptions, there are several parking lots within the Village that are full and her thoughts are that this is an opportunity for green space. After some discussion, Council consensus was to have Planner Ledbetter look into what other towns are doing as far as their parking ordinances. Planner Ledbetter stated that currently in the UDO, it is based on use so would probably look at establishing a maximum for each use.

Subdivision Ordinance Requested by Council Member Rogers

Council Member Rogers pointed out the fact that currently it is incorporated into the UDO (D-4) for the Village of Clemmons that 1/35 acre of useable land for each dwelling within a subdivision with a minimum of two acres for the entire subdivision be dedicated for park, recreation, or open space purposes. If the area provided is less than two acres, a fee in lieu of the land dedication can be paid. It is calculated based on the equal number of acres required to be dedicated multiplied by the fair market value of the land to be dedicated. Fair market value shall be determined by the tax appraisal of the property prior to the final plat at recordation. Council consensus was for Planner Ledbetter to look at what other community thresholds are and report back to Council. Some suggestions that were mentioned were: possibly remove financial option for those who can provide two acres, set a lot minimum with anything in excess not eligible for the payment in lieu option.

Marketing/Communications Director Ford requested clarification from Council on the grant program stating her recommendation is to put grants on hold for a year and see what the plan for Tourism and Occupancy Tax produces in the form of overnight stays in Clemmons, and moving forward with the Discover Clemmons Facebook page. Council consensus was to put the grant program on hold for a year and move forward with the Discover Clemmons Facebook page. Regarding SEO (Search Engine Optimization), Council Member Rogers made a motion to give Mrs. Ford direction to proceed. The motion was seconded by Council Member Combest and unanimously approved.

Emergency Management

This topic will be addressed at a later date by Manager Kirby.

Questions from Manager

This topic will be addressed at a later date by Manager Kirby.

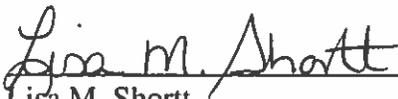
There being no further business, Council Member Rogers made a motion to adjourn the retreat. Council Member Farmer seconded the motion which was unanimously approved.

The retreat adjourned at 4:13 p.m.



Nickolas B. Nelson
Mayor

Attest:



Lisa M. Shortt
Village Clerk