

City of Fayetteville
Regular Mayor and City Council Meeting
Minutes
June 2, 2016

Call to Order

The Mayor and City Council of Fayetteville met in regular session on June 2, 2016 at 6:00 p.m. in the Council Chambers at City Hall. Mayor Edward Johnson called the meeting to order, followed by Opening Prayer given by Councilmember Harlan Shirley. Boy Scout Jacob Okonkwo from Troop #176 led those attending in the Pledge of Allegiance to the Flag. Council members present were: Harlan Shirley, Kathaleen Brewer, Paul Oddo, Scott Stacy, and James Williams. Staff members present were City Manager Ray Gibson and City Clerk Anne Barksdale.

Shirley moved to approve the agenda as presented. Stacy seconded the motion. Motion carried unanimously.

Stacy moved to approve the minutes of the Regular City Council Meeting of May 19, 2016. Williams seconded the motion. Motion carried unanimously.

Recognitions and Presentations:

City Manager Ray Gibson asked Council to move Comcast Annual Report item to the bottom of the agenda since the presenter was not in attendance yet. Council agreed.

Public Hearings:

Mayor Johnson called Consider Alcohol License – H&R Financial Group, Inc., d/b/a Village Café – located at 1240 Highway 54 West, Ste. 200 for Eric Hartel.

City Clerk Anne Barksdale stated all paperwork has been submitted and approved.

There were no public comments.

Stacy moved to approve Alcohol License – H&R Financial Group, Inc., d/b/a Village Café – located at 1240 Highway 54 West, Ste. 200 for Eric Hartel. Oddo seconded the motion. Motion carried unanimously.

Mayor Johnson called Consider #0-8-16 – Rezoning 4.92 Acres – North Glynn Street and Lafayette Avenue Intersection from C-1 to PCD – REA Ventures – 2nd Reading.

Director of Community Development, Brian Wismer requested for this item to be tabled until the June 16, 2016 City Council meeting as some legal issues needed to be discussed.

There were no public comments.

Oddo moved to table #0-8-16 – Rezoning 4.92 Acres – North Glynn Street and Lafayette Avenue Intersection from C-1 to PCD – REA Ventures, until the June 16, 2016 City Council meeting. Stacy seconded the motion. Motion carried unanimously.

Mayor Johnson called Consider #0-9-16 – Revert Rezoning for Parcel #0535009 – 467 Veterans Parkway (Tom Lamb) – Public Hearing.

Director of Community Development, Brian Wismer stated, the property was annexed and zoned PCD (Planned Community District) in July 2015 based on the owner's stated intent to build a mixed-use project that would blend in with the neighboring Pinewood Forrest development.

City Council approved the PCD zoning action with the following condition:

Applicant must submit Development Plans to the Planning & Zoning Commission for Phase I of the approved concept plan within six months of the effective date of annexation. Failure to comply will automatically revoke PCD zoning classification for subject property and revert to R-70 Residential.

Six months after the effective date of annexation (August 1, 2015) is February 1, 2016. In January 2016, the property owner submitted an incomplete Development Plan application and did not rectify the deficiencies.

Because of the zoning condition placed on the property at the time of annexation, the reversion back to R-70 zoning is appropriate. The condition was placed on this particular parcel to discourage a speculative zoning request that lacked a timely intent to develop the site in accordance with the permitted zoning and concept plans. The owner of this property will be able to submit another rezoning request when development is imminent.

Stacy moved to approve #0-9-16 – Revert Rezoning for Parcel #0535009 – 467 Veterans Parkway. Brewer seconded the motion. Motion carried unanimously.

Mayor Johnson called Consider #0-10-16 – Revert Rezoning for Parcel #0524019 – Cobblestone (Will Kilgore) – Public Hearing.

Director of Community Development, Brian Wismer requested for this item to be tabled until the June 16, 2016 City Council meeting as some legal issues needed to be discussed.

Williams moved to table #0-10-16 – Revert Rezoning for Parcel #0524019 – Cobblestone until the June 16, 2016 City Council meeting. Shirley seconded the motion. Motion carried unanimously.

New Business:

Mayor Johnson called Consider R-18-16 – Support for Countywide Branding.

City Manager, Ray Gibson stated the Fayette Chamber of Commerce under the umbrella of the Fayette Visioning Initiative is taking the lead on a countywide branding effort. As a result, they are seeking funding to develop the countywide brand and marketing plan for economic development and talent recruitment. Funding will also be used to implement the marketing strategy.

He said communities successful in economic and community development often implement a cohesive branding strategy that local marketing organizations like chambers, economic development organizations, and convention and visitor bureaus, as well as county and municipal governments can leverage.

The objective is to create a brand and marketing strategy that positions Fayette County in a positive light and is memorable so that the County and its communities stand out among the competition. The branding strategy has three primary objectives:

Economic Development: To increase awareness of Fayette County and increase the number of requests for information and, in turn, the number of successful relocations and expansions in targeted industries.

Talent Recruitment: To position Fayette County as the choice for young adults starting families, particularly those who place a high value on education.

Community Cohesiveness: To help foster community and sense of place by creating a brand that can be used across many sectors and target audiences.

Mr. Gibson added, media and communications fragmentation has made it increasingly difficult for any product or service to reach a market or stand out. The days are gone when an ad in *Site Selection* magazine or the school rankings in U.S. News and World Report were all a community needed to attract jobs and investment.

Nationwide marketing campaigns are cost-prohibitive for a small county like Fayette. For traditional economic development and business recruitment, Fayette County has used a reactive marketing strategy relying on statewide and regional marketing programs to funnel leads to Fayette County.

The Fayette County Development Authority (FCDA) is in the process of creating a proactive marketing strategy. The first step is identifying target industries.

FCDA has identified the following:

- Aviation/Aerospace
- Advanced Manufacturing
- Data Processing

- Film/New Media
- Headquarters
- IT

The new branding campaign's message will be crafted to appeal to these industries. The marketing strategy will also look for cost-effective ways to proactively market Fayette County and leverage state and regional marketing efforts.

He stated, now more than ever, companies in the process of relocating and expanding put a premium value on the community having the right workforce in place. Companies in Fayette County's target clusters demand a workforce pipeline that is trained and up-to-date in the fields of engineering and technology. These companies are increasingly expressing concern that the community is no longer attracting the right workforce to address their needs. This concern grows as their existing workforce begins to age out and retire. A community brand and marketing strategy can assist our existing businesses in their efforts to attract young talent to their businesses and to Fayette County and Fayetteville.

Talent recruitment is a new economic development strategy that many regions are now employing. The Research Triangle, Greenville, SC, Austin and Nashville have all launched talent recruitment campaigns. Last summer, the Metro Atlanta Chamber launched its talent recruitment campaign called ChooseATL. The campaign currently targets ten metro areas outside of Georgia for recruitment and is looking to expand into 22 additional markets. The Fayette Chamber is currently working with the Metro Atlanta Chamber on how to best leverage a partnership so that smaller communities like ours are more visible and are consistent with the overall messaging. The Atlanta Chamber does the heavy lifting and our role is to make sure Fayette County and its municipalities has the right look and appeal for our target market when people find our info on the ChooseATL site. We currently have no appealing message to connect with this campaign.

Mr. Gibson said, in 2014 Fayette Visioning included a countywide brand as one of its strategies in the five-year implementation plan. Fayette Visioning has been identified as the best organization to create and house the branding for Fayette County. The Fayette Chamber and FCDA will play a key role in the branding campaign. The branding campaign should appeal to all the residents of Fayette County creating a sense of cohesiveness and civic pride. Coweta County has executed a successful communitywide branding campaign using the tag line, "Prosperity's Front Door" and their local partners include the Development Authority, the school system, their board of realtors and other groups.

Fayette Visioning is in the process of assembling a committee to oversee the process. As this project has been discussed at Fayette Visioning and Leadership Fayette, several have stepped forward. Others were asked to serve because of their roles with economic development programs in Fayette County. The task force members and how they got involved in this project are listed below.

| | |
|---------------------|--|
| Abby Bradley | Pinewood Atlanta Studios |
| Steve Brown | Fayette Visioning Place Committee, Fayette County Commission ChooseATL advisory board |

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|------------------------|---|
| Debbie Britt | Piedmont Fayette Hospital, Fayette Chamber of Commerce 2016 chair |
| Heather Cap | Local artist |
| Lisa Collins | Fayette County Board of Education |
| Tanya Dunne | Fayette Visioning Economy Committee, former staff of the Metro Atlanta Chamber of Commerce Communications team that worked on the launch of ChooseATL |
| Jay Garner | Site selection and economic development consultant, consultant for Fayetteville's new economic development plan |
| Kate Hawkins | Saville Studios, Fayette County Arts Commission |
| Derrick Jackson | Fayette Visioning Economy Committee |
| Ty Jackson | Metro Atlanta Chamber of Commerce ChooseATL campaign |
| Jennifer Johnson | Peachtree City CVB |
| Jill Mitchell | Leadership Fayette |
| Paige Muh | Fayette Chamber of Commerce Communications Director |
| Vicki Turner | Main Street Fayetteville and Fayette County Arts Commission |
| Carlotta Ungaro | Fayette Chamber of Commerce, Fayette Visioning |
| Mike Williams | Media and Missions Director, Southside Church |
| Joan Young | FCDA |

The committee will determine what components are needed for the branding campaign and oversee the bid process and selection of the service provider to develop the brand and campaign. The committee will stay in place to oversee the program execution.

The expected cost to develop a brand and a marketing campaign and initial plan execution is estimated to be \$90,000. Until the bid process and selection occurs, the cost is speculative.

He added, Fayette Visioning will be making a request to all local governments as well as the private sector to invest in this endeavor. Since the County is responsible for the budget for the County's economic development authority and the primary purpose of the program is economic development and talent recruitment, Fayette Visioning asks for \$7,500 from Fayetteville.

The funds will be used to pay for a logo and branding design and for professional recommendations on a marketing strategy including, but not limited to, social media, website and collateral. All of the funds provided by Fayetteville will go to design and implementation. We anticipate the branding launch to occur no later than the fourth quarter of 2016. Marketing implementation will begin at that time and remaining funds will be used to implement the marketing strategy. In 2017, funds needed to maintain the economic development objective of the branding process will be part of that organization's funding request. The talent recruitment objective will be handled by the Fayette Chamber and is expected to be supported with private funds. The community cohesiveness objective is not expected to incur costs for ongoing implementation.

Staff is recommending approval of this resolution to support the countywide branding effort and to provide \$7,500.00 in funding to the Fayette Chamber of Commerce for the project.

President of the Fayette Chamber of Commerce Carlotta Ungaro was available to answer questions and elaborate on the presentation.

Stacy moved to approve R-18-16 – Support for Countywide Branding and to provide \$7,500 in funding to the Fayette Chamber of Commerce for this project. Shirley seconded the motion. Motion carried unanimously.

Mayor Johnson called Consider R-19-16 – SPLOST Committee Final List.

City Manager, Ray Gibson said after a few meetings amongst the City Management of each jurisdiction within Fayette County, the County Manager has requested that the City of Fayetteville provide a list of projects to be considered for a potential 4-year, 5-year, or 6-year SPLOST.

As a result, City Council approved the creation of a SPLOST Citizen Advisory Committee on March 29, 2016 under Resolution R-4-16. The committee consists of the following members:

Ray Gibson, City Manager: Facilitator
Mike Bush, Finance & Administrative Director: Staff Member
Harlan Shirley, City Council Member: Council Appointment
Paul Oddo, City Council Member: Council Appointment
Kelly Brown, City Resident: Appointed by Ed Johnson
Rick Jones, City Resident: Appointed by Scott Stacy
Lauren Panter, City Resident: Appointed by Harlan Shirley
Sandi Schofield, City Resident: Appointed by Kathaleen Brewer
Mickey Edwards, City Resident: Appointed by Paul Oddo
Rich Hoffman, City Resident: Appointed by Jim Williams

The objective of the “*SPLOST Citizen Advisory Committee*” was to assess each project on the current list provided by the City Staff (See Attachment ‘A’) and debate its importance for the community as a whole. There may also be new projects brought up by the committee that are not currently shown on the list of projects. The committees’ main objectives are as follows:

- Vetting and prioritizing the community project list dated January 19, 2016; and,
- Identifying funding sources to complete projects. (millage increase, grants, SPLOST, etc.); and,
- Presenting a consensus based prioritized project list to City Council for consideration and approval; and,
- Providing a project list for the SPLOST ballot initiative.

He explained, the one percent (1%) SPLOST would be used for either a four year, five year, or six year period and would generate approximately \$13,834,658.00, \$17,437,159.00, and \$21,099,102.00 respectively. Countywide the SPLOST would generate \$92,462,824.00 for four years, \$116,539,854.00 for five years, and \$141,014,156 for six years. The percentage split for each municipality is based upon the 2010 population figures, which results in the following percentages:

| Jurisdiction | Percent |
|---------------------|----------------|
| Peachtree City | 32.251 |
| Fayetteville | 14.962 |
| Tyrone | 6.451 |
| Brooks | 0.492 |
| Woolsey | 0.250 |
| Fayette County | 45.594 |
| TOTAL | 100.00 |

In creating the final project list with the Citizen Advisory Committee, city staff presented them with a project list totaling \$30,000,000.00 for six years. The committee held meetings on April 11th and 18th and May 2nd, 9th, and 16th and during those meetings heard presentations from various departments within the city about their needs and project priorities. The committee moved forward and created projects totaling \$17 Million for four years, \$20 Million for five years, and \$25 Million for six years, as it is always good practice to exceed the estimated collection amounts so that additional projects can be handled with the SPLOST funds.

The Committee is requesting approval of this resolution which supports the projects outlined in Attachment ‘B’ and will allow the City to forward and begin the process of creating an Intergovernmental Agreement with Fayette County.

Committee member Rich Hoffman was available for questions and comments. He concurred with Mr. Gibson on the need for a SPLOST committee to come up with a project list.

Public Comment by Greg Clifton stating he was in favor of the SPLOST committee and he approved of the project lists.

Shirley moved to approve R-19-16 – SPLOST Committee Final List. Brewer seconded the motion. Motion carried unanimously.

Mayor Johnson called Deyanna Jones to present the Comcast Annual Report. Mrs. Jones gave a presentation on the status of Comcast in Fayetteville and she answered questions from Council and Staff. It was noted the Franchise renewal is up in 2018.

City Manager and Staff Reports:

Ray Gibson, City Manager congratulated Chief Alan Jones on the addition of a new baby girl last week.

He announced we have our first concert of the summer this Saturday at Southern Ground Amphitheater – the Coasters, Tams, and Drifters.

June 7th will be the first “Coffee with a Cop” event which will be held at Starbuck’s on the south side.

Our third newsletter is now on the City website and is loaded with information.

The new round-a-bout for Hood Avenue and Highway 92 will be open next week.

City Council and Committee Reports:

Councilmember Brewer gave a detailed report on economic development and the downfall of schools in Fayetteville and Fayette County, noting so many are now Title One schools.

Public Comments:

Public comments were made by Sandra King concerning the age of the population in Fayette County; that it is considered old, and Danette Corcoran commenting on Councilmember Brewer's comments that we have a lot of families registering their kids for school here that come from other counties.

Shirley moved to adjourn the meeting. Stacy seconded the motion. The motion carried unanimously.

Respectfully submitted,

Anne Barksdale, City Clerk