

City of Fayetteville
Regular Mayor and City Council Meeting
Minutes
August 4, 2016

Call to Order

The Mayor and City Council of Fayetteville met in regular session on August 4, 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 and 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.

City Manager Ray Gibson asked to remove Executive Session from the agenda.

Oddo moved to approve the agenda with removal of Executive Session. Stacy seconded the motion. Motion carried unanimously.

Stacy moved to approve the minutes of the Regular City Council Meeting of July 21, 2016. Shirley seconded the motion. Motion carried 4-0-1. Oddo abstained.

Recognitions and Presentations:

Mr. Will Garner, Executive Director of the Midwest Food Bank gave a presentation on the status of the food bank in Peachtree City.

Public Hearings:

Mayor Johnson called Consider Ancillary Growler Malt Beverage Tasting License – Gremlin Growlers – 101 South Glynn Street for Glenn Gresham.

Anne Barksdale, City Clerk stated this is a new growler store for tasting and selling craft beer. The store relocated from PTC and owner Glenn Gresham will be the licensee. She added, this alcohol license will cover the Ancillary Growler Malt Beverage Tasting as well as the Malt Beverage Off Premise Consumption. All paperwork has been approved.

There were no public comments.

Shirley moved to approve Ancillary Growler Malt Beverage Tasting License – Gremlin Growlers – 101 South Glynn Street for Glenn Gresham. Brewer seconded the motion. Motion carried unanimously.

Old Business:

Mayor Johnson called Consider R-28-16 – Final Adoption of 2016 Annual Update to Capital Improvements Element (CIE) and Community Work Program (CWP).

The Capital Improvements Element (CIE) lists all of the capital improvements that the City has planned. The Community Work Program (CWP) lists the City's planned major projects and a list of accomplishments detailing the progress that has been made on that list.

Mr. Bill Ross, of Bill Ross & Associates discussed the adoption process for the Annual Update. In April 2016, Mayor and Council adopted a transmittal resolution and CIE/CWP draft update which was sent to the Atlanta Regional Commission (ARC) and the Department of Community Affairs (DCA) for review and approval per the Development Impact Fee Compliance Requirements issued by the State of Georgia. That review was recently completed and the draft submittal was deemed compliant.

Adoption of this resolution for the 2016 Capital Improvements Element Update will satisfy the compliance requirements for Development Impact Fees issued by the State of Georgia.

Stacy moved to approve R-28-16 – Final Adoption of 2016 Annual Update to Capital Improvements Element (CIE) and Community Work Program (CWP). Shirley seconded the motion. Motion carried unanimously.

New Business:

Mayor Johnson called R-29-16 – Pay Scale/Job Description Update.

Mike Bush, Director of Finance and Administration stated the City of Fayetteville Pay Scale for Fiscal Year 2016/2017 has been amended to include changes in job titles/descriptions/positions. It includes Computer and Information Systems Director, Public Relations Specialist, Director of Economic Development, Deputy Police Chief, Police Major, Fire Battalion Chief, Fire Captain, Fire Division Chief, Fire Lieutenant, Fire Marshal, Fire Prevention Officer, and Fire Training Officer.

Shirley moved to approve R-29-16 – Pay Scale/Job Description Update. Williams seconded the motion. Motion carried unanimously.

Mayor Johnson called R-30-16 – Bid Award – Image Rebranding Project – Global Web Advisors, LLC.

Brian Wismer, Director of Economic Development stated the City recently accepted bids for an Image Rebranding Project, inclusive of a new City logo, website, and promotional video production. Three qualifying bids were received, ranging from \$29,997 to \$100,000+, with optional add-on services. Staff reviewed all bids, and met directly with two of the companies to determine the

preferred bidder. After extensive review, staff recommends the low bidder, Global Web Advisors, to provide these services.

He said Global Web Advisors are locally based in neighboring Henry County, which will allow more opportunities for face-to-face meetings and hands-on training throughout the scope of the project. Staff determined their expertise in cutting edge technology and web design to be superior to the other bidders as well. The project completion timeline is estimated at 180 days (six months).

Mr. Wismer explained, initiating and completing this project will accomplish two of the recommended action items within the City's Economic Development Strategy adopted by City Council earlier this year. Specifically, under the category of Product Marketing, those strategic recommendations are *to rebrand (or create) a unified Fayetteville brand*, and *to create a separate economic development portal to enhance the City's website*. Staff recommends approval of the resolution to award the Image Rebranding Project to Global Web Advisors in the amount of \$29,997.

Mr. Houston Nelson, Project Manager discussed the plans for this project and demonstrated some of the capabilities of their product.

Shirley moved to approve R-30-16 – Bid Award for Image Rebranding Project to Global Web Advisors, LLC. in the amount of \$29,997. Brewer seconded the motion. Motion carried unanimously.

Mayor Johnson called Consider R-31-16 – Project Budget List for Restricted Funds of Hotel/Motel Tax Revenues.

Brian Wismer, Director of Economic Development stated the City currently levies an 8% hotel/motel tax, of which 3% is restricted per O.C.G.A 48-13-51 to be used for the purposes of “promoting tourism” and “tourism product development”. These restricted funds allow the City to increase its promotional efforts which attract travelers and tourists to stay in local hotels. They also allow the City to create tourism development projects that will improve destination appeal to visitors.

Per state guidelines, the City needs to identify a list of specific projects and promotional efforts that these funds will be used for. He said this list should be updated annually, as part of the Hotel Tax Report filed with the Dept. of Community Affairs. This year's recommended list includes a continuation of the City's efforts to fund The Ridge Nature Center, and includes other qualified expenses for the City's Welcome Center at the historic courthouse, and advertising for upcoming events and attractions via The Bear FM and other media outlets.

Mr. Wismer explained, specifically regarding The Bear FM, they are considering relocation to Fayetteville. If that should occur, Staff recommends that the City dedicate an annual advertising budget from this fund in the amount of \$10,000 for the next four years for the purposes of downtown and City-wide promotions and outreach.

Staff recommends approval of the resolution for the budget plan of the hotel/motel excise tax 3% restricted funds for FY2017.

Stacy moved to approve R-31-16 – Project Budget List for Restricted Funds of Hotel/Motel Tax Revenues. Shirley seconded the motion. Motion carried unanimously.

City Manager and Staff Reports:

Ray Gibson, City Manager stated Clint Black will be performing Saturday night at Southern Ground for the last concert of the summer series.

The Ridge Nature Preserve will hold their grand opening next Saturday, August 13th at 10:00am. The Community is invited to attend.

Mike Bush, Director of Finance and Administration discussed the timeline for our new financial software. The City's Accounting and Occupational Tax departments went online August 1st with the new software. Water & Sewer will go live in September, and Payroll and HR will go live in October.

Mr. Gibson said we have hired the Collaborative Firm to assist with our Planning and Zoning Dept. and they will begin working on our Comprehensive Plan in two weeks. He said Mr. Jay Garner has put together a plan on incentives for development.

City Council and Committee Reports:

Councilmember Oddo said he just returned from Senora, Mexico and met with the Lt. Governor who presented a numbered print to Mayor Johnson of the Yaqui Indians in Mexico.

Mayor's Comments:

Mayor Johnson said Council and staff are continuing to look at communities for ideas on a downtown master plan. Recently they toured Opelika, Alabama and were very pleased with how they have developed their downtown.

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

Respectfully submitted,

Anne Barksdale, City Clerk