



**TOWN OF AYDEN  
BUDGET WORKSHOP  
MINUTES**

**April 30, 2018– 7:00pm**

Ayden Town Hall – Second Floor Boardroom

**I. CALL TO ORDER**

**A. Call to Order**

Mayor Pro-tem Mewborn called the meeting to order at 7:00 p.m.

**B. Roll Call**

Present:

Commissioners Davenport, Langley, Mewborn, Ross and Davis

Absent:

Mayor Tripp

Also Present:

Steven Harrell - Town Manager

Sarah Radcliff– Town Clerk

**C. Approval of the Agenda**

Motion to approve the agenda.

Motion: Mayor Pro-tem Mewborn

Second: Commissioner Davenport

Discussion: None

Approved: 5-0

Motion passed unanimously.

**II. PRESENTATION**

**A. Ayden Housing Authority FY18-19 Budget**

Brent Umphlett presented to the board. Mr. Umphlett stated total revenues are expected to decrease by some \$283,000, to go from \$1.5 million to \$1.2 million, primarily due to a \$62,000 decrease in miscellaneous revenue, which is related to an insurance recovery and a \$220,000 decrease in interfund revenue. That decrease is primarily due to the housing authority drew down the 2016 capital funding grant in total during fiscal year 2018 and we are not expecting that to happen again. Wage and payroll expenses are expected to increase by \$76,000. There are no expected major increases or decreases to routine operating expenses. Total capital expenditures are expected to increase by \$30,000, mostly for a maintenance truck. This brings us to a total revenues of \$1.2 million, total expenditures of \$1.1 million,

and total net profit of about \$38,600. This will bring the estimated operating reserve balance to 1.7 million, which is approximately 15.1 months of operating reserve.

Commissioner Langley asked if the wage increases were based on position changes. Mr. Umphlett said it was primarily due to a modification in the Housing Director's salary and a temporary administrative position that went to a full-time position. There was also an addition of an occupancy specialist position, which has not been filled yet. Mayor Pro-tem Mewborn asked what the occupancy specialist position would entail. Mr. Umphlett said Al Butts would have to answer that. Mr. Butts stated that position is what he was doing prior to Gray's departure, which included reviewing applications, background checks, move-ins and move-outs, etc. Mr. Butts stated he has still been doing that and the director's job. He said it would free him up to do more budget stuff, capital plans, outlays and projects on the property. Mayor Pro-tem asked who would fill that position. Mr. Butts said they would advertise for it. He said the salary for that position was \$32,000.

### III. AGENCIES' FUNDING REQUESTS

#### A. Boys and Girls Club

There was no representative from the Boys and Girls Club present.

#### B. Ayden Chamber of Commerce

Laura Todd, Executive Director presented the following to the board.

#### **Request for Funds**

The Ayden Chamber of Commerce Board of Directors would like to thank you for your continued support and commitment. Our common goals of improving the Ayden community make our relationship beneficial to us both. In 2017 the board has made a financial commitment of \$18,000 plus \$3,000 for the Ayden Christmas Parade. We would like to request additional funds of \$18,000 to continue the service we already provide to our members and Ayden.

**\$10,000.00**     *Grant from the Town to use for Executive director salary & the Ayden Chamber Program of Work. This amount has been in effect since 2014 and has been higher and lower over the years.*

**\$4,224.09**     *Salary/ Taxes: An additional 5 hours per week for the Executive Director, Laura Todd, to focus on marketing and advertising. \$15 per hour x 5 hours x 52 weeks. This money has traditionally been allocated for advertising in the Town of Ayden's budget and will be reallocated to the Ayden Chamber to accomplish advertising projects.*

**\$3,775.91**     *Marketing/ Advertising: Continuing focus on informational brochures, building relationships with realtors, existing support of schools and educational programs, social media presence, , and community forums. Regular reports will be given at board meetings on progress in this area. This money has traditionally been allocated for advertising in the Town of Ayden's budget and was funneled to the Ayden Chamber to accomplish advertising projects.*

*Thank you again for this partnership and your consideration of funds to focus on marketing the Town of Ayden.*

*Laura Todd,  
Executive Director  
Ayden Chamber of Commerce*

EDUCATE \* ADVOCATE \* ELEVATE

## *Value on Investment Ayden Chamber of Commerce*



EDUCATE



ADVOCATE



ELEVATE

### *ROI vs VOI (Return on Investment vs Value on Investment)*

#### **VOI Means Much More than Money**

We can apply the Value on Investment concept in the chamber world as a way to define the often overlooked and unexpected benefits of member investments. Most of the benefits of membership go way beyond monetary exchanges.

Below we have outlined several plans to help expand the visibility of the Ayden Chamber, the Town of Ayden and all the businesses in Ayden. These programs will add value to businesses, opportunities to the Town of Ayden and benefits to the Ayden community as a whole.

#### **Partnerships**

Partnerships are essential for the success of the Chamber and our members. We enjoy fostering business relationships between members that will help each of them grow. Through these partnerships, we continue to build a healthy marketplace and to improve the quality of life in Ayden neighborhoods through entrepreneurial development, commercial success and

promotion of the Ayden Community.

- The Chamber partners with the Town of Ayden throughout the year on multiple community projects; including, but not limited to: Ayden Main Street, Ayden Collard Festival, Ayden BBQ Festival and the Ayden Christmas Parade.
- As the voice of business in Ayden we will continue to work in partnership with the Town of Ayden and various business groups to maintain a conduit through to regional business communities. Using this unique link, we highlight the key economic issues facing businesses, keeping members at the forefront of local economic growth and at the heart of strategic decision-making processes.
- The fabric of our neighborhood is made up of not only the restaurants, stores and galleries that we patronize and the artists, young professionals and families that live here but the institutions and community resources that help us all thrive. It is important that we continue to showcase our schools through effective marketing strategies and promotions.

#### Become the “Information Gateway” for our Community

Make the Ayden Chamber website the “go to” resource for information about our community. Host the Community Calendar. Host the City Guides. Host the Community “Buzz”. List all the key resources for ease of conducting business in our community. The successful Chamber of Commerce will be the automatic starting point for people looking for community information.

#### Ayden Chamber of Commerce Website Upgrade

- Include details on membership (PDF Applications, Cost, Benefits)
- Mission Statement
- List of Active Members (Link their website through Chamber Website)
  - Acts as an additional form of advertising for the businesses
- List the Board Members
- Chamber Happenings
  - Highlight special events in the community
- Contact
- Links to the Town Website, Demographics, Schools, Employment, Ayden Collard Festival

#### Showcase our Members

Offer no-cost ways for our members to publicize and promote the following important aspects of their businesses:

- News staff & promotions

- New product introductions
- Accolades & Awards
- Volunteer Needs
- Events, Classes, Etc.

Through the upgrades to the Ayden Chamber website, we would allow members to link their business website to the Chamber Website which would be another form of advertising or outreach for our members.

Offer Business & Executive Roundtables and Forums

Understanding and operating in sync with the pulse of the business and nonprofit communities, we listen carefully to the issues and concerns of our community leaders – members and non-members. Together we can be proactive and involved in addressing those matters.

Every year we would host a round table and forum. This opportunity will allow members and community members alike to voice issues and concerns of the community and allow the Chamber to work with not only the business members, but community members and Town leaders to help address those concerns and opportunities.

We will also work on rejuvenating the new citizen packets with information for people when they have their power turned on with the Town of Ayden. This will include a comprehensive brochure to highlight Ayden’s assets.

Offer Meaningful Educational Programs

Our members are looking for ways to increase their business, so “meaningful” means offering seminars, workshops and educational programs that deal with sales, marketing and business grow issues – what the members want – in addition to the other financial and administrative topics! The Chamber would work with member to understand the sales and marketing profile of our community and tailor our educational programs accordingly.

- Lunch and Learn Opportunities
- Pitt County Economic Development office
  - Growth and Opportunities
- Pitt Community College
  - Programs for Small Businesses
- Marketing
  - East Carolina University Office of Engagement, Development and Innovation
  - Small Business & Technology Development Center

We believe that the Ayden Chamber and its programs are consistent with the mission and interest of the Town of Ayden and thank you for the support offered to the Chamber each year.

We have prepared this year's budget for your review and welcome the opportunity to discuss with you and the board.

Work with Realtors

Taking time to meet with realtors will be a priority. We also plan on working with Ayden Elementary, Middle and Ayden Grifton High School to create an ambassador program. One of the aspects of this program would be to allow realtors to bring potential families to the school to take a tour with one of these ambassadors. The relationship with realtors and potential new citizens will play a key role in the additional hours added to Laura Todd's schedule.

As you can see, the value the Town of Ayden, the Chamber members and the citizens of Ayden receive from having an active, thriving Chamber of Commerce in their community is hard to put a monetary value on. It is hard to calculate the Return on Investment, but it is easy to see the Value on Investment. We hope you will agree with us, that investing in the Chamber is equal to investing in Ayden and will bring a great value to all citizens and members.

Proposed 2018 Ayden Chamber Budget			
Income:			
\$10,000	Town of Ayden	Operational Expenses	
\$8,000	Town of Ayden	5 hours a week focus on advertising Ayden	\$4,224.09 salary \$3775.91 advertising
\$5,000	PCDC Grant	Relocation Guide	
\$13,000	Membership Dues	Operational Expenses	
\$3,000	Town of Ayden	Christmas Parade	
\$900	Annual Banquet		
\$200	Job/Business Fair		
\$6500	Golf		(\$3,100 profit)
\$806.53	Other Fund Raisers	(punch card/gingerbread men)	
\$47,406.53			

Expenses:			
\$16,896.36	Laura's Base income		
\$4,224.09	Laura's extra 5 hours		
\$21	Bank Fees	Monthly fee for payroll	
\$307.16	Website hosting		

\$74	PO Box	Dues & Subscriptions	
\$38.52	Times Leader		
\$106.99	Microsoft Office 365		
\$100	Postage		
\$1285.5	Bookkeeping Services		
\$100.00	Ex. Director Expenses		
\$3600	Rent/Internet/Utilities		
\$400	Office Supplies		
\$1077	Telephone		
\$1500	Copy Pro		
\$150	Collard Festival		
\$100	Kiwanis		
\$100	Rotary		
\$9325.91	Advertising \$5000 Relocation Guides	\$550 2 Ayden Magazine Ads	\$3775.91 Town of Ayden
\$100	Ribbon Cuttings		
\$900	Annual Banquet		
\$200	Job/Business fair		
\$3400	Golf Tournament		
\$400	Teen Leadership		
\$3000	Christmas Parade		
\$47,406.53			

#### IV. CONTINUED FY18-19 BUDGET DISCUSSION

Rob Taylor presented the following to the board.

Proposed changes to Budget after discussion at first budget workshop on 4/23/17

Special events funding:

- Allocated contributions to the BBQ and Collard Festivals out to General Fund, Electric Fund and Water and Sewer Fund.

Water/Sewer Fund:

- Adjusted estimated CMSD contract based on new information provided by CMSD: drafted budget presented to CMSD Board on April 25<sup>th</sup> reduces CMSD sewage treatment charge by another \$68,112 budget
- Based on savings created by CMSD fee reduction, removed lease contract on Thompson pump and converted to Capital Outlay Purchase for \$40,000
- Water Sewer Fund is creating a \$30,575 surplus

Stormwater Fund:

- Removed rate increases from Stormwater Fund

- Reduced paving work in Powell Bill by \$35,000
- Increased Transfers for Reimbursements in Powell Bill by \$35,000 – transfer to Stormwater Fund - assist with ditch maintenance and street sweeping

After these changes:

Fund balance appropriation in the General Fund drops to \$221,771

Electric – no changes

Water and Sewer Fund balance increased by \$30,575

Stormwater expenditures decreased due to no rate increases

Mayor Pro-tem Mewborn said he wanted there to be some accountability from the BBQ Festival and Collard Festival for the funds that we send to them. He felt anyone that came to the board looking for funds, needed to provide something showing what they were doing with the money. Manager Harrell said they had an additional budget workshop scheduled for June 4<sup>th</sup> and he would invite a representative from the Collard Festival and other agencies to present to the board. Mr. Taylor stated up until this year, the BBQ Festival was part of the town. They have just now become incorporated.

Commissioner Langley asked about the funds for the planning and zoning update. Mr. Taylor said staff would be looking at that as a project ordinance and submitting it at the next board meeting. He stated there was \$13,500 allocated to uniforms and asked if that was paid out to each officer annually. Chief Stanley said that it went straight to the uniform companies, it was not a clothing allowance. Commissioner Langley asked how many uniforms we replaced each year. Chief Stanley said five short-sleeve and five long-sleeve and five pairs of pants. He said it also covers duty belts, holsters, etc. Commissioner Langley said that was a lot of changing of uniforms and said he didn't realize they wore out that quickly. Chief Stanley said it varied depending on the officer. He said they don't necessarily use the \$13,500, but that is what is allocated if they need it.

Commissioner Davis asked if Grifton gives any money to the high school like we do. Manager Harrell said he did not know, but he could find out. Commissioner Ross asked if other towns gave money to the schools. Manager Harrell said he did not know, but could find out. Commissioner Davis said the schools are basically funded by the state. Commissioner Ross said she was all for schools, as she is a retired teacher, but we have to start cutting somewhere.

Commissioner Ross asked how much the maintenance was to keep up District Park. Mr. Taylor said he didn't have a number but Ja'Warren may be able to give some information. Ja'Warren said it takes the entire department - six guys and three inmates - three and ½ days every other week. Commissioner Ross asked about the \$30,000 to contract out for the cutting of private lots. Manager Harrell said we currently are cutting about eighty private lots that have code enforcement violations. He said the standard practice is to contract out the cutting on a bid procedure. He stated this would free up staff to do other work in the town that needs to be done. Commissioner Langley asked how we will get payment from the property owners. Mr. Taylor said we would send them a code violation and the next step would be to put a lien against the property or send to debt setoff. Commissioner Langley stated we need to have everything laid out and in place if we are going to pay a contractor to do this so we can get our money back. Commissioner Langley stated we pay a \$5 fee on every vehicle registered in Ayden and he wants to know what it is for. Mr. Taylor said it is a revenue source for the town that we are allowed by statute to charge. Commissioner Langley said he thought we were supposed to get a tag for that fee. Manager Harrell said the \$5 fee is a standard in the state and they used to give a tag out, but they do not do that anymore. Commissioner Langley asked if we knew how much income we got from it. Mr.

Taylor said he had it budgeted at \$16,000. Commissioner Langley said we don't want to cut income, but need to have something for what we are charging. Manager Harrell said we use the money to maintain city owned streets. Commissioner Langley said that is already being collected by the vehicle property tax. Manager Harrell said the property tax collected doesn't even cover the entire cost to run the police department. Commissioner Langley said he understands that but he wants it to be specific and have an answer to the question "what is the vehicle tag fee for?". Manager Harrell said they can call it whatever the board wants to call it. Commissioner Langley said he wanted to find out how much it would cost to offer a plate. Commissioner Davis said in the past you had to have a tag on the front of your car. Mayor Pro-tem Mewborn said we need to stop taking our citizens \$5 until we can give them a legitimate explanation as to why we are taking it and let them know if we have overlooked a thing a two. Manager Harrell stated that was under the board's direction. Commissioner Langley asked that it be put on the agenda for June 4<sup>th</sup>.

Commissioner Ross said it says we gave \$359 for the MLK Jr. Day Celebration and all she remembered them asking for was \$100. She said this budget is projecting \$600. Manager Harrell said we also run a \$252 advertisement in The Daily Drum each year. He said we were recommending \$600 for the new year because it was suggested that we have a more formal presence for the event in the future. She asked what the \$2500 special events was for. Manager Harrell said some of that was the MLK event. Commissioner Ross asked of other towns have an Economic Developer. Manager Harrell said Winterville did and possibly Farmville. Mayor Pro-tem Mewborn asked if they had planners as well. Manager Harrell said they did.

Mayor Pro-tem Mewborn said anytime we look at pay scale information, we need to see what our employees are currently making verses what other municipalities are paying. Manager Harrell said he would provide that to the board.

Commissioner Ross asked where we were on the natural gas issue. Manager Harrell said he would be meeting with Chris Padgett from GUC tomorrow and he would bring back to the May meeting.

Commissioner Langley asked for an update on Montclair. Manager Harrell said the explanation from Rich Moore was that it took longer to get the contractor at dates to where they could start. He said the contractor is in place but they are about two weeks behind. Commissioner Langley said when we accept a bid, don't we have guidelines on when we want to start the project. Manager Harrell said we do. He said we wanted them to start in mid-April, but they have had a lot of other projects and have not been able to start. Commissioner Langley said there should be consequences for delaying work. Manager Harrell said he would have Rich Moore available at the May 7<sup>th</sup> meeting to answer that question.

Mayor Pro-tem Mewborn asked where we were with the public works employees pay. Mr. Taylor said the analysis looked at every position and they adjusted each position accordingly.

Commissioner Langley asked how our administrative staff compared to Farmville's. Mr. Taylor said he would look into it. Commissioner Langley said he would like to see every position validated. Manager Harrell said he would get that information.

Mayor Pro-tem Mewborn asked if there was a certain number of inmates we could use at one time – could we get more help. Ja'Warren said it varied between cities. He said 4 was a good fit for us because of our limited number of staff. Mayor Pro-tem Mewborn said Ja'Warren and his crew have turned the town in the right direction and he was glad to have him here.

**V. ADJOURNMENT**

Having completed the business before them, Mayor Pro-tem Mewborn announced that without objection the Governing Board would stand adjourned at 8:09p.m.

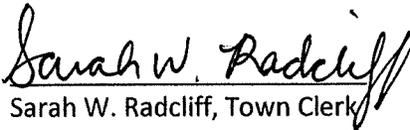
**CERTIFICATION**

Minutes from the April 30, 2018 budget workshop were adopted and certified this 10<sup>th</sup> day of September 2018 in Ayden, North Carolina.

AYDEN, NORTH CAROLINA

  
Stephen W. Tripp, Mayor

ATTEST:

  
Sarah W. Radcliff, Town Clerk

