



**TOWN OF AYDEN
GOVERNING BOARD MEETING
MINUTES**

September 22, 2014 – 7:00 pm (Reconvened from Sept. 8th)
Ayden Town Hall – Second Floor Boardroom

I. CALL TO ORDER

A. Call to Order

Mayor Tripp called the meeting to order at 7:05 pm

B. Roll Call

Present:

Mayor Tripp

Commissioners Davenport, Harris, Mewborn, Ross and Skinner

Absent:

None

Also Present:

Brandon Holland – Town Manager

Sherri Scharf – Town Clerk

Phil Dixon, Jr. – Assistant Town Attorney

Robert Sutton – Public Works and Utilities Director

Tommy Duncan – Arts & Recreation Director

Barry Stanley – Police Chief

C. Approval of the Agenda

Mayor Tripp asked Town Manager Brandon Holland if there were any changes to the agenda, and Manager Holland said there were none. Mayor Tripp then called for a motion and subsequent vote:

Motion: Commissioner Skinner

Second: Commissioner Harris

Discussion: None

Approved: 5-0

The motion to approve the meeting agenda passed.

II. ACTION ITEMS

A. Ordinance to Change Ayden Park Hours

Town Manager Holland reminded the Board that this item was tabled at the September 8th Board meeting and that a new ordinance is still being considered that would extend the District Park hours to 9 pm year round.

Commissioner Davenport asked how the hours apply to children. Arts & Recreation Director Tommy Duncan replied that children under 12 cannot be at the District Park unless they are participating in a Town activity; however, children older than 12 can be there without Town supervision. Commissioners Mewborn and Ross both stated that they were still concerned about public safety after dark at the District Park. Commissioner Harris asked Police Chief Stanley his thoughts on security at the District Park, and Chief Stanley responded that they could adjust patrol procedures to maintain tighter control. Commissioner Davenport asked about park closing hours at other municipalities, and Manager Holland replied that although it varies, the average time is 9 pm.

Mayor Tripp stated that he still preferred the "blue light" emergency response system (currently used on ECU's campus per Commissioner Harris) and inquired on the estimated cost. Arts & Recreation Director Tommy Duncan stated that he determined the cost would be \$5,000 to \$7,000 and recommended the wireless model since the Town cannot "hard wire" in that location. Mayor Tripp recommended that this type system be installed and that the Town monitor the usage for 30 days and report back to the Board.

He then called on the Board for a motion and subsequent vote. Commissioner Harris made a motion, seconded by Commissioner Skinner – but there was still concern about the time of 9 pm. Commissioner Harris then amended his motion to 8 pm for the Board to reconsider.

Motion: Commissioner Harris

Second: Commissioner Skinner

Discussion: None

Approved: 5-0

The motion to adopt Ordinance No. 14-15-06 to change the operational hours of Ayden's District Park from sunrise to 8:00 pm, year round, was approved as presented.

B. Recommendation for Naming Rights and Location of Second Park Shelter

Manager Holland stated that at the August 11th Governing Board meeting, the Board discussed this item and then asked the Arts and Recreation Commission to recommend a location for the larger shelter and to consider the business owner's offer for naming rights. At its August 28th meeting, the Arts and Recreation Commission unanimously approved the decision to allow Tripp Brothers Construction naming rights for the shelter, in accordance with the Town's Arts & Recreation Naming Policy (previously adopted by the Governing Board by resolution on August 13, 2012). Additionally, the Commission chose a location nearest to the current beach volleyball area as the most desirable place for the large shelter.

Manager Holland reminded the Board that this item was on the September 8th agenda, and that the key consideration is whether to allow Bobby Tripp (Tripp Brothers Construction) to obtain naming rights for the large (30 x 50 feet) shelter in exchange for donating the labor (estimated to be worth \$25 to \$30,000) to build the shelter.

Commissioner Davenport asked what name would be on the shelter, and Manager Holland responded "Tripp Brothers" would be in compliance with the Naming Rights Policy as the words "company" or "inc" or a logo would not be a part of the name.

Commissioner Ross asked if there had been any other bids, and Mr. Sutton replied that no others had expressed a desire. Commissioner Mewborn stated that he believes the opportunity for naming rights should be made public and then name the shelter after someone who has made a great contribution to Ayden. Commissioner Ross then asked if staff had asked any others, and Manager Holland replied that the Town was not legally required to bid the shelter project or solicit offers for naming rights, which is why the manner was being handled in this way.

Commissioner Ross then stated that usually it is only distinguished people who are allowed the name buildings and other amenities in a town. Commissioner Mewborn again expressed concern that not everyone had been given the same opportunity to name the shelter.

Commissioner Skinner stated that as long as the naming rights request falls into the established guidelines, the Board should accept it without a need to solicit other names. Commissioner Davenport stated that she would love to give naming rights to wealthy individuals but they did not offer to help. Commissioner Harris stated that the Board had previously determined that a larger shelter was an immediate need, adding that there will be more opportunities for naming rights at the District Park when future phases unfold.

Mayor Tripp reminded the Board that the Naming Rights Policy had been vetted during the August 13, 2012 Board meeting where the public had opportunity to comment, and that the Board had passed the resolution that endorsed the Policy at that meeting. He also noted that the Arts & Recreation Commission voted unanimously to allow Tripp Brothers the naming rights for the new shelter. Finally, he stated that the Town is trying to be resourceful with taxpayers' money, and that Bobby Tripp is actually helping the town financially by donating his labor to ensure the large shelter is built.

Commissioner Mewborn asked if there was a time limit for making this decision. Manager Holland responded that the Town did not create a solicitation component in the Policy for donors seeking naming rights. He stated that the Policy gives the Governing Board 60 days to take action on a request, but added that getting a larger shelter through a donor is an opportunity that we don't want to miss.

Mayor Tripp then called on the Board for a motion and subsequent vote.

Motion: Commissioner Skinner

Second: Commissioner Harris

Discussion: None

Approved: 3-2 with Commissioners Mewborn and Ross opposed.

The motion to allow Bobby Tripp to name the Ayden District Park's new large shelter without the use of his company name passed.

C. Rescheduling October Governing Board Meeting

Manager Holland stated that since Commissioners Mewborn and Ross would be attending the annual NC League of Municipalities conference in Greensboro from October 13th to October 15th it would be advisable to reschedule the October 13th Governing Board meeting. Governing Board members consulted their calendars and determined that Thursday, October 16th at 7 pm would be the best time.

Mayor Tripp asked for a motion and vote on the matter.

Motion: Commissioner Harris

Second: Commissioner Skinner

Discussion: None

Approved: 5-0

The motion to reschedule October's business meeting to Thursday, October 16th passed.

III. DISCUSSION ITEMS

A. WNCT-9 Update on Partnership with Town and Businesses

In attendance at the meeting were Johnny Lewis, General Sales Manager; Marsha Morris, Sr. Account Executive; and Amy McClary, Local Sales Manager from WNCT-9 in Greenville. Amy McClary led the presentation to the Board. She stated that they first met with the Ayden Town Manager in July, 2013, and then solicited business partners to for a joint advertising campaign during a public meeting on November 26, 2013. Advertising began March 2104.

Highlights from the proposal with the Town:

- Participating businesses include: Anderson Automotive, Ayden Mini Storage, Edwards Pharmacy, Leo Venters Ford and Risk Managers
- Agreed to 553 :30-second piggyback commercials highlighting a Town feature (neighborhoods, schools, parks, business community) for first 15 seconds, followed by a 15 second Ayden business ad
- Agreed to website presence of 600,000 rotating advertising banners plus 6 additional corner peel high impact banners to promote special events such as the Collard Festival
- Partnership scheduled to air through February 2015

Current results after implementing proposal:

- Aired 479 commercials from 3/21 to 9/4
- Rotating website banner ads have been seen 348,000 times as of 8/31
- Corner peel ads for the Collard Festival were seen 24,000 times
- Total impressions = 372,000

Mayor Tripp thanked the WNCT-9 staff for all the work they are doing on behalf of the Town and its businesses.

B. Storm Water Utility Presentation

During the August 11th Board meeting, the Board directed staff to provide possible funding solutions for storm water improvements. In response, Robert Sutton, Director of Public Works and Utilities, led a presentation entitled "Stormwater Improvements and Funding Methodologies" during the September 22nd Board meeting.

Highlights of the presentation include:

- Stormwater goals
- Mechanisms for installing stormwater improvements
- Issues related to town staff implementing stormwater improvements
- Issues related to contractor performing stormwater improvements
- Joint partnership between Town and Contractor to implement stormwater improvements
- Funding: Revenue streams (General fund, tax rate increase, creation of stormwater utility)
 - Pros/Cons of each mode of funding or revenue stream

During the discussion, Mr. Sutton pointed out that the Town's aging infrastructure will require that stormwater improvements be addressed on an ongoing basis. Estimated cost of future stormwater mitigation projects is pegged at \$150,000 to \$200,000 per Mr. Sutton. Currently the Town has allocated \$40,000 to mitigate the severe areas as detailed during the Governing Board Special Called Meeting on July 31st. He also stated that the Town should be prepared to address maintenance and rehabilitation of existing Town owned infrastructure and rights-of-way, sewer outfalls, high volume canals and privately owned drainage ways. Improvements can be implemented by town staff only, through a contractor, or a combination of both.

Manager Holland stated that he did not expect any decisions at the meeting, just that he wanted the Board to be well informed and take time to consider the options, especially since it will take time to implement the plan. However, he added, the Town could get ahead of the issue if we take action soon.

Mayor Tripp stated that he felt the Town was a bit behind in completing the projects but he is also aware that other municipalities use a stormwater utility mechanism as a type of rainy day fund to ensure that there is always money to address ongoing stormwater maintenance issues. He feels that would be fairer to Ayden's citizens than a tax increase. He asked Mr. Sutton what he estimates the average monthly increase might be. Mr. Sutton replied it would likely per \$5 to \$6 per utility account, adding that some communities have suspended the fee once projects have been completed. He also mentioned the possibility of accruing the funds and rolling them over to the following year if needed for a very large and expensive project.

Mayor Tripp asked Mr. Sutton how the Town would spend \$100,000 or more on stormwater projects, and Mr. Sutton replied it would be used for equipment, contractor work, engineers and staffing. Mayor Tripp inquired about a timeframe for completion.

Manager Holland stated that immediate needs are being addressed and that he would like to include raising revenue for the remaining stormwater improvement projects in the budget process for the next fiscal year. Mayor Tripp agreed, adding that it would give the public time to understand the solutions and provide input during a future meeting and/or public hearing.

IV. CLOSED SESSION

Mayor Tripp called upon Assistant Town Attorney Phil Dixon, Jr. who recommended that the Board enter into Closed Session pursuant to NCGS 143-318.11 (a) (3) – to consult with an attorney employed or retained by the public body to protect the attorney/client privilege.

Mayor Tripp called for a motion and subsequent vote to enter closed session.

Motion: Commissioner Skinner
Second: Commissioner Mewborn
Discussion: None
Approved: 5-0
The motion to enter closed session at 8:10 pm was approved.

V. RETURN TO OPEN SESSION

Mayor Tripp called for a motion and subsequent vote to return to open session.

Motion: Commissioner Harris
Second: Commissioner Mewborn
Discussion: None
Approved: 5-0
The motion to return to open session at 8:30 pm was approved.

Mayor Tripp called for a motion and subsequent vote to grant the Town Manager an extension of 45 days in order to complete the closing process for the purchase of his house in Ayden .

Motion: Commissioner Harris
Second: Commissioner Mewborn
Discussion: None
Approved: 5-0
The motion to allow the Town Manager a 45 day extension on establishing his residency in Ayden was approved.

VI. ADJOURNMENT

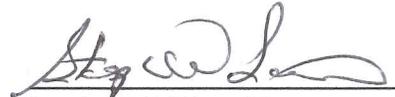
Having completed the business before them, Mayor Tripp announced that without objection the Governing Board would stand adjourned at 8:30 pm.

CERTIFICATION

Minutes from the September 22nd, 2014 meeting were adopted and certified this 15th day of October 2014 in Ayden, North Carolina.



AYDEN, NORTH CAROLINA


Stephen W. Tripp, Mayor

ATTEST:


Sherri L. Scharf, Town Clerk