



### MINUTES

The Holly Springs Town Council met in a duly-called special meeting for its annual Winter Retreat in two sessions from Friday, Feb. 21, 2014 through Saturday, Feb. 22, 2014, at Pine Needles Lodge in Southern Pines, NC. Mayor Pro Tem Tim Sack presided at the Friday session, calling members to order at 9 a.m. Friday, Feb. 21; and Mayor Dick Sears presided at the Saturday session, calling members to order at 9 a.m. Saturday, Feb. 22. A quorum was established for each session.


**Friday morning Board Members Present:** Mayor Pro Tem Tim Sack and Council members Jimmy Cobb, Linda Hunt Williams Hank Dickson and Cheri Lee. Mayor Sears was absent.

**Saturday Board Members Present:** Mayor Sears, Councilmen Jimmy Cobb, Hank Dickson and Tim Sack and Councilwomen Linda Hunt Williams and Cheri Lee.

**Staff Members Present at the Friday and/or Saturday Sessions:** Charles Simmons, town manager; Joni Powell, town clerk (recording the minutes); John Schifano, town attorney; Stephanie Sudano, director of engineering; Kendra Parrish, senior engineer; Rodney Campbell, development inspection administrator; Gina Clapp, director of planning and zoning; Mary Hogan, finance operations director; Drew Holland, budget manager; Daniel Weeks, senior project manager; Jeff Wilson, information technology director; Len Bradley, parks and recreation director; John Herring, police chief; Seann Byrd, public utilities director; Luncie McNeil, director of public works; Erika Phillips, director of human resources; Leroy Smith, fire chief; Ricky Blackmon, code enforcement director; Mark Andrews, public information officer; Tamara Ward, communications specialist; and Irena Krstanovic, economic development coordinator.

The purpose of the meeting was to hold a winter retreat to focus discussion on several Town projects and issues as described in the summary below. The summary, which is attached, serves as the minutes of the 2014 Holly Springs Town Council Retreat.

**Adjournment:** There being no further business for the weekend, the 2014 Winter Retreat of the Holly Springs Town Council was adjourned following a motion by Councilman Sack, a second by Councilman Cobb and a unanimous vote.

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sday, April 1, 2014.



Topic	Discussion Key Points	Council Action / Direction / Consensus
<b>GROWTH AND DEVELOPMENT</b>	Growth of Holly Springs drives all the needs for capital improvements and decisions that are made. There was an overview of the Town's historical growth and future projected growth.	None.
<b>PROJECTS</b>	Overview of current projects funded and underway; presentation of 2014 Capital Improvement Plan; prioritization of future projects	See Below
<b>CIP</b> <ul style="list-style-type: none"> <li>• Review of 2013 Priority Projects</li> <li>• Consideration of 2014 Priority Projects</li> <li>• Sidewalk projects</li> <li>• Avent Ferry Road / Bypass intersection improvements</li> </ul>	<p>Upcoming projects include transportation, utility, sidewalk, public safety and park projects. A report on projects underway are those that are either in the design or the construction phase.</p> <p>Staff presented a list of proposed General Fund, Utility Fund and sidewalk project priorities for 2014. This list is attached to these minutes.</p> <ul style="list-style-type: none"> <li>• During discussion, it was noted that: <ul style="list-style-type: none"> <li>• Innovate Way is listed as a priority; however, if funding is not identified for the Avent Ferry Road / Bypass intersection, then the \$400,000 for Innovate Way may be diverted to that project. This would delay the Innovate Way project, but it would leave funding for another important project.</li> <li>• Sidewalk projects can hold until more important road projects are done. Council directed that we should do as many as we can and use in-house staff for design and construction as much as possible.</li> <li>• Use savings from this year's sidewalk projects to finish the Cayman Ave. sidewalk, the Bass Lake bridge and sidewalk in the Grigsby curve.</li> <li>• A major transportation project to relieve congestion on Avent Ferry Road should receive special project focus. Possible funding as of today include spot safety funds estimated at \$575,000; request contingency funds of \$500,000; and the Town to contribute \$525,000. Construction could be done quickly, with completion in 12 to 18 months.</li> </ul> </li> </ul>	<p><b>Action:</b> The Council approved a motion to endorse the staff's list of General Fund priority projects (attached.)  <b>Motion By:</b> Cobb  <b>Second By:</b> Dickson  <b>Vote:</b> Unanimous</p> <p><b>Action:</b> The Council approved a motion to endorse the staff's list of Utility Fund priority projects (attached.)  <b>Motion By:</b> Cobb  <b>Second By:</b> Dickson  <b>Vote:</b> Unanimous</p> <p><b>Action:</b> The Council approved a motion to endorse the staff's list of priority sidewalk projects with funding as it becomes available.  <b>Motion By:</b> Williams  <b>Second By:</b> Cobb  <b>Vote:</b> Unanimous</p> <p><b>Consensus:</b> Proceed with the Avent Ferry Road intersection Alternate 3 with some local funding. It is okay to shift money from Innovate Way as a second option.</p>

<b>STORMWATER UTILITY</b>	<p>Stormwater management is an unfunded federal mandate.</p> <p>If the Town would add a stormwater management fee for developments, then it could afford to do the tasks that are required by federal mandate.</p> <p>Does the Council want to continue absorbing the cost or create a fee to pay for the program that we have to follow? This would also free up money in the General and Utility Funds for other projects that would better serve the residents.</p>	<p><b>Consensus:</b> The Town needs cover this cost. We need to get a handle on actual costs and set up a fee that would be adequate to cover it as much as possible.</p>
<b>TRANSPORTATION</b>	<p>A presentation of upcoming projects was made, but no action was taken.</p>	<p><b>No Action.</b> Report was for information only.</p>
<b>COMMUNICATIONS INITIATIVES</b>	<p>An overview of what is being done and how the department typically gets information out to citizens was provided.</p> <p>A survey is being prepared to gauge citizen opinions about receiving information from the Town.</p> <p>Strategies for improving the Town's ability to reach citizens with information were covered.</p>	<p><b>Direction:</b> Council gave ideas for extending reach: on new water customer sign-ups, have space for subscriptions to the Town's notification services; add "tweet-worthy" to agenda forms; recruit volunteers in each homeowner association to assist with Facebook responses in order to get factual information out.</p>
<b>UTILITIES UPDATE</b>	<p>A presentation of upcoming projects was made, but no action was taken.</p>	<p><b>No Action.</b> Report was for information only.</p>
<b>PARKS AND RECREATION UPDATE</b>	<p>A presentation of upcoming projects was made, but no action was taken.</p>	<p><b>Consensus:</b> Town should look into marketing the land at the end of Talicud Trail as a revenue source for parks and recreation.</p>
<b>FINANCING OUR GROWTH</b>	<p>There was an overview given of the Town's finances and options for paying for several pending capital projects. Both the type of projects that are proposed and the Town's financial position make municipal bonds a good option for achieving these goals. The Council looked at 15-, 20- and 30-year scenarios and discussed ways of making sure there would be no tax increases in order to pay back the bonds. The Town could save a lot of money with the shorter term bonds and could use reserves to offset tax increases that otherwise might be required in 15- and 20-year cases. The Town is looking to fund about \$18 million in much needed capital projects, including a new law enforcement center and several transportation projects.</p> <p>A complete package of projects, project costs and funding alternatives will be provided to the Council for consideration later.</p>	<p><b>Consensus:</b> Staff is to go to the Local Government Commission with information and get input. Then, the Council will finalize its decisions as to how to proceed.</p>

<p><b>UPCOMING BUDGET CONCERNS and COUNCIL ISSUES</b></p>	<p>During discussion, it was noted that:</p> <p><u>Awards</u> -- The town should have criteria for bestowing awards and recognitions, reserving recognition for those who gain state, national or notable recognition; who are native, current or longtime residents who make noteworthy achievements; or for teams who advance at least to the state competition level.</p> <p><u>Facilities maintenance</u> -- As part of the budget process, the Council wants an inventory of facility maintenance needs to determine if there is a need for a facilities maintenance director position</p> <p><u>Council compensation</u> -- check with Wake County municipalities for pay; term expires date, turn the card in, card with no access to Hunt Center;</p> <p><u>Chamber of Commerce Support</u> -- One position was for the town – and not the chamber -- to set the prices of booths at the Hollyfest business expo and for the chamber to report to the Council how much money is made; discussion also included an idea for the chamber to make an annual report to the Council at the end of the calendar year of what has been done in special projects and then the Council would give consideration of granting funds for performance for those initiatives; that discussion led to how some feel any organization that gets funding from Town should report to the Council on how much was made and how was it spent.</p> <p><u>Builder fee delay</u> – Delaying some builder fees would require a whole other level of accounting and create a fiscal risk with no benefit to the Town. Staff recommended that the Town make no changes.</p>	<p><b>Consensus:</b></p> <p><b>Awards</b> – Council said to leave a program up to the discretion of the Mayor with assistance from the town clerk.</p> <p><b>Facilities Maintenance</b> -- Council wants an inventory of facility maintenance needs to determine if there is a need for a facilities maintenance director position.</p> <p><b>Compensation</b> – Council wants a Wake county comparison of pay; Council said it did not have a problem with providing advisory board and committee members with town ID cards with no access to Hunt Center.</p> <p><b>Builder Fees</b> – No changes.</p>
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