



MINUTES

The Holly Springs Town Council met in a workshop session on Tuesday, December 10, 2019 in the Holleman Room of Holly Springs Town Hall, 128 S. Main Street. Mayor Sears presided, calling the meeting to order at 6:00 p.m. A quorum was established as the mayor and four council members were present. One councilmember attended by conference call.

Council Members Present: Mayor Sears, Councilmen Dan Berry, Peter Villadsen, Shaun McGrath and Aaron Wolff. Councilwoman Christine Kelly was present by conference call.

Council Members Absent: none

Staff Members Present: Randy Harrington, Town Manager; Linda McKinney, Town Clerk (recording the minutes); Daniel Weeks, Assistant Town Manager; Scott Chase, Assistant Town Manager; John Schifano, Town Attorney; LeeAnn Plumer, Director of Parks and Recreation; Mary Hogan, Director of Finance; Cassie Hack, Director Communications and Marketing; Gina Clapp, Director of Planning and Zoning.

Mayor Sears opened the meeting with a request for a vote to allow Councilwoman Kelly to attend via conference call. The vote was unanimous.

2. Workshop Overview

Staff Resource: Randy Harrington, Town Manager

Mr. Harrington gave an overview of the items on the agenda.

3. Annual Mayor and Council Retreat

Staff Resource: Randy Harrington, Town Manager and Linda McKinney, Town Clerk

Linda McKinney, Town Clerk, showed Council three possible locations and three possible dates for the annual Mayor and Council Retreat. The dates are the Friday to Saturday of the first three weekends in February. Possible available locations would be Pine Needles Lodge or Mid Pines Inn in Southern Pines, or the Carolina Hotel at Pinehurst. She outlined estimated costs of each location.

Randy Harrington, Town Manager, said that typically Council has addressed four to five topics at their annual retreat. He suggested the following possibilities:

- Strategic Plan Check-In to discuss progress on action items and goal metrics as well as refining any Strategic Priorities and/or Goals
- Stormwater review – Review financial and programmatic data from external consultant and evaluate policy options and obtain directions on the stormwater program;
- Affordable housing – review local data and trends; obtain direction on desired policy goals and potential tools to influence housing affordability;
- Community Investments – review Capital Investment Plan design and approach; obtain direction on proposed policy updates; updates on Transportation Bond Project Budget projections and other key projects;
- Budget outlook for FY 20-21;
- Downtown Development Incentive Grant Policy – review potential new program goals and policy updates;

- Neighborhood Traffic Calming – review draft policy updates and obtain direction on final policy components;

He asked for other topics that might be of importance to Council.

Council indicated that they preferred Mid Pines on February 21-22 for their retreat.

Council indicated that they would like to explore the following topics at the retreat:

Strategic Plan

Stormwater

Budget / Capital Investment

Parks & Recreation Projects

Affordable Housing

4. Town Council Procedures Manual Update

Staff Resource: Linda McKinney, Town Clerk

Linda McKinney, Town Clerk, said that the Town Council Procedure Manual was last updated in 2005. Since that time there have been many changes in organization, statute, and technology that would indicate the need for an update. She delineated the changes required by action of the General Assembly, specifically voting on zoning ordinance amendments or repeals, the “default aye” rule, and open meetings laws. She then outlined which changes were suggested to reflect current best practices as recommended by the UNC School of Government. Finally, she said that the bulk of the changes were due to reorganization of staff departments, addition or deletion of Town committees and boards, changes in technology, and removal of obsolete or duplicative information. She then requested feedback from Council on any changes they would like to see when the issue comes before them for a vote on December 17th.

Council requested that Text messaging be changed to “digital messaging” to cover all possible digital communications.

5. Parks and Recreation Agreement with Capitol Broadcasting Company

Staff Resource: LeeAnn Plumer, Parks and Recreation and Daniel Weeks, Administration

LeeAnn Plumer, Director of Parks and Recreation, said that the Town entered into a 10-year License Agreement with the Holly Springs Baseball LLC, parent company of the Holly Springs Salamanders, for the use of Ting Stadium in 2015. This agreement terminates on March 31, 2025. Capitol Broadcasting Company (CBC) purchased the Salamanders in the winter of 2018. Town staff have been in talks with CBC with respect to a proposed amendment to the License Agreement which aligns more closely with the interests of the Town and the new owner, CBC.

Ms. Plumer said that this agreement would contribute to Strategic Priority - Engaged, Healthy, & Active Community; Initiative 1.1: “Expand community events and programs at Ting Park, and other Town amenities, by strengthening relationships with local and regional sports, recreational, and cultural organizations.” She outlined the parameters of the agreement, and the amount paid so far to the Town, as well as the amounts expected in future years. She showed the activity mix at the stadium field as being 57% CBC/Salamander use, with the Wake FB having the next highest use at 18%. Of the Salamander’s use times, 22% is Salamander games while 75% was used for other rental events. These third-party sublease agreements have posed challenges for both CBC and the Town.

She said the reasons for amending the current agreement include the new ownership of the Salamanders; the reality of use times and categories of use types; the challenges of sub-leasing to 3rd parties; and to clear up some ambiguities in the agreement. The proposed changes include reducing the use times from by 72% and reducing the fee by 38% to cover custodial fees and maintenance. This would result in a reduction of the fees CBC is required to

pay and an increase in the opportunities to the Town for other events and additional branding of the Ting Stadium. It is an opportunity to leverage the strengths/roles of each party, and provides Council an opportunity to develop an Operational Business Plan for the venue and define metrics and objectives for the venue. Staff sees this as a chance to have a win-win partnership with CBC and other partners. Council's consensus was to bring the item back for a vote at the December 17th Council meeting, on Consent Agenda.

6. Parks and Recreation Bond Project Update

Staff Resource: LeeAnn Plumer, Parks and Recreation and Daniel Weeks, Administration

LeeAnn Plumer, Director of Parks and Recreation, provided Council with some history and background on the 2011 Parks and Recreation Bond. She said the Town used \$12 million for the Carl Dean Greenway; the pedestrian bridge at Bass Lake; the Jones Park playground and disc golf course; the Ting Park fields, tennis courts lighting concessions, shelter and restroom (not the stadium); the Womble Park turf fields, lights tennis courts, loop trails, upgraded playground, restroom/concession and parking area; and the purchase of 117 acres for Sugg Farm, including the master plan development.

She said that in 2018 it was determined that there was \$8 million available to borrow without a tax increase. Council directed Parks and Recreation to proceed with identifying needs and options. In the winter of 2018-2019 an online community survey was conducted to receive input from the public. The public responded that they wanted to see completed projects, with a focus on greenway connections and the underserved areas of town, primarily west of 55. Passive recreation (trails picnic facilities, playgrounds, dog park, etc.) should be a focus.

Council had previously discussed available funding as being \$8 million from bond funds, up to \$5 million from Parks and Recreation reserves, and possible grant awards up to \$2 million. In June of 2019 Council identified priority projects as being park land acquisition west of 55, park development (of the new acquisition) and greenways connecting Holly Glen to Utlely Creek Greenway, and Arbor Creek to Sunset Ridge N. and Woodcreek.

She showed locations of current parks and potential greenway connections, and outlined a time line for the projects. An RFQ was sent out and 9 firms responded and are being evaluated. Then she outlined next steps to be taken in the next 3 to 6 months, including affirming the policy intention to continue moving forward, selecting a firm for the greenway design, identifying and purchasing land for a new park, and developing a design plan for park development.

7. Open discussion: Council discussed the new traffic light at the corner of Ballentine and Main Street, and said it was now blinking, and would be fully operational in about a week.

8. Closed Session

Councilman Berry made a motion to enter closed session pursuant to NCGS §143-318.11(a)(5) to discuss the acquisition of real property, and NCGS § 143-318.11(a)(3) to discuss potential litigation. It was seconded by Councilman McGrath and the vote was unanimous.

Motion to return to open session was made by Councilman Villadsen and seconded by Councilman McGrath. The vote was unanimous.

9. Adjournment: There being no further business for the evening, Motion to adjourn was made by Councilman Villadsen, second by Councilman Berry and passed with a unanimous vote. The December 10, 2019 meeting of the Holly Springs Town Council was adjourned at 9:00 pm.

Respectfully Submitted on Tuesday, December 17, 2019.

Linda C. McKinney
Linda McKinney
Town Clerk