

**TOWN OF TROUTMAN  
400 NORTH EASTWAY DRIVE  
TROUTMAN, NORTH CAROLINA**

**AGENDA BRIEFING MEETING MINUTES**

**March 09, 2015 – 4:00 P.M. – Troutman Town Hall**

Present: Mayor Elbert H. Richardson; Aldermen: Betty Jean Troutman, Sally P. Williams, W. Paul Henkel, Judy Jablonski; Teross W. Young, Jr.; Ann G. Bailie, Town Manager; Danielle Upright, Customer Service Representative; Steven H. Shealy, Finance Director; Erika G. Martin, Planning Director; Matthew A. Selves, Police Chief; Adam K. Lippard, Public Works Manager

Board Members Absent: None

Press Present: James McNally, Statesville Record and Landmark  
David Vieser, Charlotte Observer

Others Present: (Sign-In Sheet is attached to these minutes)

**I. MAYOR RICHARDSON CALLED THE MEETING TO ORDER**

**II. ABC STORE, (Mayor)**

Mayor Richardson introduced guest speaker Tip Nicholson, former Troutman Citizen and Town Alderman. He is currently Statesville's ABC Board General Manager. He stated that Troutman partnering with Statesville's ABC Board could be a win-win situation for both parties. Troutman would operate as its own profit center with profits going to the municipality that generated them. Mr. Nicholson stated that expenses would outweigh revenues in the first few years. If a merger occurs between Statesville and Troutman, employees of the ABC Store would have the same benefits as Town employees and a member of Troutman's Town Council would be seated on the Statesville's ABC Board. Mr. Nicholson explained that Statesville ABC Board would offer administrative support such as processing payroll, accounts payable, etc. for an administrative fee, but Troutman would be responsible for paying the direct cost such as employee's salaries and benefits, electric, overhead, etc. Statesville's ABC Stores have a full time store manager and two full time clerk supervisors at each store. Inventory is kept at each store, therefore it would be prudent to have a loading dock at the Troutman store. Although the Garner Bagnal Store could serve as storage for inventory. A merger would keep Troutman's inventory cost considerably lower. The state mandates store operation hours (9am-9pm) Monday thru Friday, closed Sundays. Statesville elected to operate from 10am-8pm Monday thru Thursday, and Friday's 10am-9pm due to sales not warranting the cost of operation. The length of a merger contract would be determined by Town of Troutman. The Town's startup cost for a store as estimated by Mr. Nicholson to be between \$250,000 and \$275,000. Statesville's ABC Board currently does not have the resources for fronting Troutman's startup cost as explained by Mr. Nicholson, but there may be a possibility of acquiring a line of credit and earmark for Troutman. The startup process would consist of finding a site, site approval by the state, merging contract, then up-fit of store. He stated that one advantage of merging with Statesville's ABC Board is that Troutman would save in cost by not having to hire a General Manager or Finance Officer.

In asking the council how they would like to proceed, Town Manager Bailie commented that she has been in contact with the Chairman of Mooresville's ABC Board and spoke with the Manager of the Town of Jonesville who is willing to speak with Troutman's Council regarding its merger with Town of Elkin. The Town Council expressed interest in hearing from both. Ms. Bailie stated she would try to arrange for the Town of Jonesville's Manager and their Mayor Pro Tem to attend the April Agenda Briefing to speak to the Council. She will also arrange for Mayor Richardson, two Troutman Council members, and herself to meet with the Chairman of Mooresville's ABC Board.

Upon motion by Council member Troutman, seconded by Council member Jablonski, unanimously carried, approved nomination of Council members Young and Williams as the two council members to meet with Mooresville's ABC Board Chairman, along with Mayor Richardson, and Town Manager Bailie.

### **III. REVIEW AGENDA ITEMS PROPOSED FOR REGULAR MEETING OF MARCH 12, 2015,** *(Ann Bailie, Town Manager)*

**\*\*See Draft Agenda \*\***

#### **Agenda Item #8 – Recognition of Citizens Academy Graduates**

Planning Director Erika Martin stated that she would like to update the Citizens Academy application to allow a maximum of 12 participants instead of 20 as currently stated in the application. Ms. Martin commented that with the setup of the program and setup of the Council room, 12 is a better number.

The Council was in agreement with Council member Williams' suggestion to change the number of participants from 20 (as stated in the application) to 12 participants until applications to attend begin to grow.

#### **Agenda Item #19 – Consider Request from Troutman Business Council for Sponsorship and Support of Community Events**

Discussion was held regarding the approval process for events/requests, and that security for events that benefit the town be budgeted as salary.

### **IV. FORWARD TROUTMAN**

#### **A. Mission Statement, (Erika Martin, Planning Director)**

As established in the Council's Annual Planning Retreat, Erika Martin, Planning Director read aloud the Council's mission statement as follows: 'The mission of the Town of Troutman is to be highly effective, fiscally responsible, and to provide quality services to our stake holders in order to develop in a manner consistent with Town values'. Council member Young asked Ms. Martin where Town values is spelled out. Ms. Martin stated that the values is the same as any and all town goals that is adopted including goals listed in the Towns future Land Use Plan. She explained that the mission statement should be kept vague for future generations.

Council member Henkel, made a motion, seconded by Council member Troutman, that the Troutman Business Council's Recruitment and Retention Subcommittee review the Mission Statement in effort to show that their opinion is valued, and bring it back for Council's

consideration at the Town Council's April meeting on the consent agenda. Before the vote was taken Council member Williams asked why not take to all boards and committees for review. Ms. Martin stated that she would present the Mission Statement to the Planning and Zoning Board, Design Review Board, Parks and Recreation Committee, and will email the statement to the Board of Adjustment. The motion was amended as follows:

Upon motion by Council member Henkel, seconded by Council member Troutman, and unanimously carried, approved that the Mission Statement as proposed be submitted to the Troutman Business Council's Recruitment and Retention Subcommittee, Planning and Zoning Board, Design Review Board, Parks and Recreation Committee, and emailed to the Board of Adjustment for review and bring it back for Council's consideration at the Town Council's April meeting on the consent agenda.

**B. Schedule for Forward Troutman, (Martin)**

- ❖ April – Industrial Development - Mike Smith, Statesville Regional Development (SRD) to speak with the Council on what SRD is doing for Troutman.
- ❖ May – Meter Reading, I&I Discussion and a regular day with Public Works – Adam Lippard, Public Works Manager
- ❖ June – Term Limits for Appointed Boards, Joint Meetings

With Ms. Martin's baby due in July, she presented topics for future 'Forward Troutman': Park Funding Strategies, Citizen Benefactors, Way Finding Signage, Park Completion, Pavilion Recommendation, Fairgrounds, Strategic Rezoning, update of Traffic Study, Exit 42, and attracting Commercial Businesses.

Town Manager Bailie updated the Council regarding repeat tall grass offenders by stating that per Town Attorney Gary Thomas, in applying the law, on the first violation of this year (2015) a letter would be sent advising property owners who have had 3 or more violations last year and therefore by law are considered a 'repeat offender', that they have 10 days to mitigate the violation and if there is another violation the Town will mitigate the violation and bill the customer for the cost of compliance or place a lien of the property.

*(Copied in full, Informational Memo is attached to and made part of these minutes, and is filed on CD titled: "Town Council Supporting Documents dated March 9<sup>th</sup> and March 12<sup>th</sup>, 2015 filed in in CD Book #1 titled, "Town Board Supporting Documents")*

**Financial Snapshot, (Steve Shealy, Finance Director; Martin; Bailie)**

Finance Director Steve Shealy explained that the Town had budgeted approximately \$95,625 of debt service for the 2<sup>nd</sup> phase of the Lytton Street project which the Town has not yet needed and he does not think will be spent in this budget year, therefore the Town could potentially use some of the funds for the following town projects that this Council has identified as priorities.

Planning Director Martin stated that based on discussions at the planning retreat, staff is recommending budgeting \$30,000 for UDO diagnostic and priority chapters update by Stan Tech. The consultants will review the UDO chapter by chapter and recommend changes to problem areas, and point out 'not best practices' and areas that are conflicting. The Troutman Business Council recommends that the overhaul start with design. The existing UDO will be updated as well which will serve as the beginning of a new UDO. Ms. Martin stated that staff's second recommendation is for a staffing study. The study will determine if the Town has adequate

staffing and how the Town is handling succession planning (cost-\$15,000). The 3<sup>rd</sup> recommendation is Greenway wiring and Christmas wreaths (cost-\$18,000). The wreaths (already purchased) cost \$6,000 and were not in this year's budget. This is a way to add this cost to the existing budget. The last recommendation is \$1000 for the "Front Porch" event advertising.

Town Manager Bailie presented staff's recommendation to budget for operational expenses totaling \$22,100. 1) This year's two snow removals by County Boy cost \$8,800 (there was not enough money in the budget to cover the whole expense); 2) phone system replacement at \$7,000 upfront (this system will pay for itself in 18 months, saving the town \$400 a month); and 3) Furnace replacement estimated at \$6,300. The Town has two furnaces 25 years old. She explained that one furnace went out and SHA advised that that other furnace will not last much longer, therefore recommending replacing both furnaces.

Council member Young asked if maybe some of the funds should be used for road repairs. Town Manager Bailie stated that the Town can take a look at what areas the Town's Public Works Department can repair using existing budgeted funds and, if needed to repair larger areas, use the remaining leftover funds. Public Works Manager Adam Lippard to research and presented road repair cost at next month's Council meeting.

Town Manager Bailie spoke on the staffing study proposed stating that the study would look at each department. It will focus on adequate staffing of the present and for the future.

Council member Young asked what will be the cost of the new website. Town Manager Bailie stated that the website is paid for and should be up and running soon. He asked if citizens will be able to log complaints on the website. Ms. Bailie stated not right away, but in time. She commented that in the future she would like the Town to have a communications intern to keep up the website, Facebook page, and newsletter.

Discussion regarding the above proposed budget amendment items/projects to be continued at next month's Agenda Briefing.

*(Copied in full, Informational memo is attached to and made part of these minutes, and is filed on CD titled: "Town Council Supporting Documents dated March 9th and March 12th, 2015 filed in in CD Book #1 titled, "Town Board Supporting Documents")*

## **V. ADDITIONAL COUNCIL BRIEFING BUSINESS**

### **A. Business from Town Manager**

#### **1. Troutman Tagline**

Due to further research Town Manager Bailie advised Council that Cornelius' tag line is 'At Lake Norman' therefore, 'Gateway to Lake Norman' is available. She asked Council for direction on how to proceed. Council member Henkel suggested that the tag line should be in reference to Lake Norman. Planning Director Martin's suggested advertising for citizen input in the monthly newsletter, 'The Whistle Stop'. The Council was in agreement to use the Whistle Stop requesting citizen suggestions and/or input on the tag line 'Gateway to Lake Norman'. Council was in agreement to put a 30 day deadline from the time the newsletter goes out to receive citizen suggestions.

## **2. Citizen of the Year, (Bailie)**

Town Manager Bailie recommended to extend the deadline for nomination of the Citizen of the Year from April 1<sup>st</sup> to May 1<sup>st</sup> in order to place a request for nominations in the monthly newsletter. To date, no nominations have been submitted. The Board voiced no objection to Ms. Bailie's recommendation.

## **3. Miscellaneous, (Bailie)**

- Expiring Terms: Town Manager Bailie stated that there are terms that will be expiring in the upcoming months of people serving on town Boards and Committees The most recent to expire is the In-town position of Kenny Overcash on April 17th on the Board of Adjustment. She stated that all expiring terms will be advertised in the monthly newsletter 'The Whistle Stop' for interested parties to apply. Mr. Overcash has expressed interest in re-appointment.

- Monday, April 13, 2015 @ 7:00pm, Town Hall, Highway 21 Public Input Meeting for Phase 1 of the study. Facilitators/consultants, Kimely-Horn have requested to meet with Town Council before the public input meeting. The Council agreed to meet with the consultants at 10:00am on April 13<sup>th</sup>.

## **B. Business from Mayor and Council**

Upon request by Council member Henkel, Planning Director Martin reviewed sponsorship and vendor fees of the Front Porch Fest. Council member Jablonski asked if items such as stationary, etc. could be sold at the Front Porch event. Town Manager Bailie stated that the Town would have to collect sales tax on anything sold by the Town. No action was taken.

## **VI. ADJOURNMENT**

\*\*Upon motion by Council member Young, seconded by Council member Williams, and unanimously carried, Agenda Briefing Meeting of March 09, 2015 was adjourned at 6:48 p.m.

---

Elbert H. Richardson, Mayor

---

Kimberly H. Davis, Town Clerk

(\*\* ) Motion

(\* ) Consensus