



Holly Springs Town Council

Special Meeting
Friday, March 2 through Saturday, March 3, 2012

MINUTES

The Holly Springs Town Council met in a duly-called special meeting for its annual Winter Retreat in two sessions from Friday, March 2, 2012 through Saturday, March 3, 2011, at Mid Pines in Southern Pines, NC. Mayor Dick Sears presided at Friday and Saturday sessions, calling members to order at 9 a.m. Friday, March 2; and at 9 a.m. Saturday, March 3. A quorum was established for each session.

Friday morning Board Members Present: Mayor Sears and Councilmen Tim Sack and Jimmy Cobb and Councilwomen Linda Hunt Williams and Cheri Lee. Councilman Chet VanFossen arrived at 9:15 a.m.

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

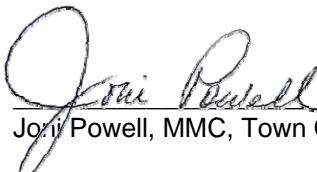
Staff Members Present at the Friday Session: Carl Dean, town manager; Charles Simmons, assistant town manager; Joni Powell, town clerk (recording the minutes); John Schifano, town attorney; Stephanie Sudano, director of engineering; Gina Clapp, director of planning and zoning; Drew Holland, finance director; Daniel Weeks, project analyst; Jeff Wilson, information technology director; Len Bradley, parks and recreation director; John Herring, police chief; Seann Byrd, water quality director; Luncie McNeil, director of public works; Erika Phillips, director of human resources; and Jenny Mizelle, economic development director.

Staff Members Present at the Saturday Session: Carl Dean, Charles Simmons, Joni Powell, John Schifano and John Herring.

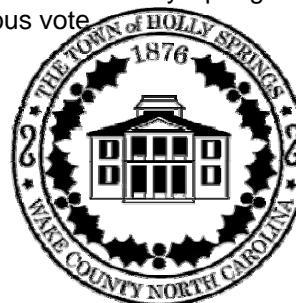
The purpose of the meeting was to hold a winter retreat to focus discussion on several Town projects and issues as described in the summary below. The summary, which is attached, serves as the minutes of the 2012 Holly Springs Town Council Retreat.

Adjournment: There being no further business for the weekend, the 2012 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.

Respectfully Submitted on Tuesday, March 20, 2012.



Joni Powell, MMC, Town Clerk



Topic	Discussion Key Points	Council Action / Direction / Consensus
FRIDAY		
CIP <ul style="list-style-type: none"> • Rates and How They Impact the Budget • Status of 2011 Priority Projects • Review 2012 Priority Projects 	<p>Rate decreases in Utility Fund would be, at this time, counter-productive to paying debt or building new priority projects.</p> <p>Budget process will determine need, if any, for rate or fee increases.</p> <p>Overview of revenues and debt service illustrates strong fiscal position for the Town, which is having to build all of its infrastructure.</p>	<p>Discussions were to resume on Saturday with the Council determining priorities.</p>
Development Fees	<p>Were not discussed, other than a mention that they fund the all-important reserve funds. Reserve funds make many capital improvement projects possible.</p>	<p>No action. Development fees may be budget workshop topic, but management is not inclined to recommend any changes in current fees.</p>
Parks and Recreation Bond Issue	<p>Concerned about tax rate increase, and would like to hold it to a minimum. Although members would prefer a zero-cent increase, most are amenable to a one- or two-cent increase in order to provide significant improvements</p>	<p>Direction: Set a special workshop when a project list can be finalized, to possibly include development of the Leslie-Alford-Mims property. An objective of this meeting would be to schedule as many projects to begin as soon as possible, with as little impact to the tax rate as possible.</p>
Leslie-Alford-Mims property development	<p>Three concept scenarios prepared by Alta.</p> <ol style="list-style-type: none"> 1. Ecological Learning Center 2. Mims Forest Adventure Park 3. Holly Springs Village Green <p>Need church and Mims house more represented in design and architecture; maybe a combination of all three concepts into one; parking needs to be provided; Methodist church members may be concerned about safety and future expansions of the church; part of the educational process will be to define property lines;</p>	<ol style="list-style-type: none"> 1. With an emphasis on conservation and education 2. With structures and activities promoting active interaction with nature (zip lines, tree houses) 3. A variety of traditional leisure activities and facilities like a senior center, game lawn – with a Pullen Park feel. <p>No action. For information only</p>

Topic	Discussion Key Points	Council Action / Direction / Consensus
Tourism Opportunity	<p>Stadiums Initiative The Coastal Plain Baseball League proposes that the town support the construction of a baseball stadium that could be used by collegiate</p> <p>Southwest Wake County is a hotbed for baseball; 5 jobs, 20-40 part time jobs; capture and maintain local money;</p> <p>June 2014 target date</p> <p>Concept: stadium 2,500 seats; minor league level lighting; support facilities</p> <p>The Miracle League gives special needs people a chance to play baseball; this stadium would be 750 seats and youth size but otherwise the same as CPL stadium;</p> <p>Artificial turf is safer, greener and field can be used for a variety of events</p> <p>CPL franchise would lease with TOHS for stadiums and CPL office space</p> <p>Community economic impact would be \$1 million to \$5 million; media exposure; creates sense of community; lease opportunities for tournaments, concerts, car shows, etc.</p> <p>Many local players (unlike Durham Bulls or Mudcats)</p> <p>Asking for support and \$50,000 to \$75,000</p>	<p><u>Interest level</u>: interested in getting more information on economic feasibility and economic impact.</p> <p>Pete Bock asked that the Town provide a list of specific questions it would like answered. Council members will provide Mr. Simmons with their lists of questions to be compiled for Mr. Bock.</p>

Topic	Discussion Key Points	Council Action / Direction / Consensus
Downtown Development	<p>Report from town manager about recent interest in downtown properties and potential development.</p> <p>Need 22,000 to 24,000 square feet of space for non-residential in the downtown district.</p> <p>A point-based system downtown development incentives would upgrade our incentives into a real investment strategy. It would encourage a private-public participation in creating a true downtown. A quantitative approach to granting waivers is more fair.</p> <p>There is a need to begin a public investment in downtown.</p> <p>Curb and gutter: Could create program funded by Powell Bill funds to build curb, gutter and sidewalk. Impact would be that funds would be diverted for a time from resurfacing.</p> <p>Storm Water: Biofiltration and retention is new trend that provides attractive, cost-effective, ecological means of handling storm water</p> <p>Marketing Plan: Did a marketing plan for the downtown area in the past but it needs updating. When the Town tries to convince people to invest in the downtown district, information in a new updated study could help. No action taken.</p>	<ul style="list-style-type: none"> Action: Motion to support up to \$300,000 per year in the budget to support land banking opportunities of the town for the downtown village area. <p>Motion by: Sack Second by: Williams Vote: Unanimous.</p> <p><i>Do we want curb and gutter downtown? Yes</i></p> <ul style="list-style-type: none"> Action: Motion to accept staff's recommendation to retain the Town's existing development requirement to bring non-curb and guttered roadways up to the Town's <p>Motion by: Sack Second by: Cobb Vote: Unanimous.</p> <p><i>Do want to take the ability to ask for waivers away and draw up points-based policy? Yes.</i></p> <ul style="list-style-type: none"> Action: Motion to direct staff to prepare an ordinance to amend the UDO to remove waiver provisions and to draft policy to handle requests. <p>Motion by: VanFossen Second by: Sack Vote: Unanimous</p> <ul style="list-style-type: none"> Action: Motion to endorse the concept of a downtown storm water master plan for regional best management practices and to authorize staff to apply for storm water management grant funding for the Leslie-Alford-Mims site,. <p>Motion by: Sack Second by: Williams Vote: Unanimous.</p>

Topic	Discussion Key Points	Council Action / Direction / Consensus
Utley Creek WWTP Expansion Update	The Town is awaiting its approved permit for 8 mgd, which saves the Town millions of dollars. The next step would be to design and construct an effluent discharge into the lake.	No action. For Information Only.
Multi-Family / Apartment Development Trends	Today's presentation provides an introduction with the thinking that a dedicated workshop should be scheduled to talk about multi-family trends and their impact on the Town's programs and facilities.	<ul style="list-style-type: none"> Action: Motion to set a dedicated workshop on the topic of multi-family development trends and how they might impact the Town's programs and facilities and how such development can be managed well. Motion by: VanFossen Second by: Sack Vote: Unanimous
SATURDAY		
Branding Study	<p>Mr. Dean skipped down on the agenda to a portion reserved for information reports to the Council requiring no action. He called these reports to the Council's attention.</p> <p>Mr. Dean then said one of the reports was on the topic of a branding / marketing study for the Town. Although the report states a more complex and comprehensive marketing strategy is being explored, Mr. Dean likened the work to coming up with a town tagline like Apex's "Peak of Good Living." A discussion ensued whether a study was necessary.</p>	<p>Consensus: A marketing or branding strategy described by Mr. Dean is not necessary.</p>
CON Process	<p>Mr. Dean discussed Brithaven, a \$20 million investment. Mr. Dean talked about the main street extension allowing more developable space. Mr. Dean discussed Novant and its fight with Rex.</p> <p>Mayor Sears reported on his discussions with state legislators, and he believes there is a possibility for a change in the laws eliminating the Certificate of Need hearings process. Council discussed how to change the laws.</p>	<p>Direction: the Council agreed with Mr. Schifano's suggestion that the Town ask the North Carolina League of Municipalities legislative advocacy arm to take up the issue of CON changes</p>

Topic	Discussion Key Points	Council Action / Direction / Consensus
Rex Elevations	Councilman VanFossen said he was not happy with the appearance of the Rex site, specifically with the screening mechanism of the MRI truck.	Mr. Dean suggested that the Town could ask Rex to make changes when Rex adds two operating rooms to the site.
Mr. Dean Makes Reports	<p>Mr. Dean briefed the Council on the Town's "Creative Economy" group, which is getting up and running.</p> <p>Mr. Dean discussed I-540, meeting with Jimmy Barnes for multi-family, the northwest area plan and Duke Power's economic development. He said Duke's economic development arm is more active than Progress Energy's.</p>	None. For information only.
Apex Annexation Line	<p>Not sure it would benefit Holly Springs to have an annexation agreement line with Apex. Seems it would be best to let the existing line expire in 2013 and let voluntary annexations set the line as they occur.</p> <p>Council feels it should reject recent offers by Apex to set a new line at U.S. 1.</p>	<p>Consensus: Let development and voluntary annexations set the new line and continue to develop Holly Springs as fully as possible within the constraints of the Town's ability to provide utilities.</p>
Design Guidelines	Council seeks ways to vary designs in new buildings.	<p>Direction: Refer to the Technical Review Committee for review and recommendation.</p>
CIP General Fund	<p>The Council revisited topics and discussed each one suggested by staff as a priority.</p> <p>Council came to consensus on a number of adjustments to the priority lists.</p>	<p>Consensus: Change General Fund CIP priorities thusly: table VDAP curb and gutter to next year and use Powell Bill for more sidewalks; sidewalks = add on Sunset Lake Road from Wescott to Sunset Lake Commons; add on Sunset Lake Road from Woodcreek to Holly Springs Road; police station is needed and it is a priority.</p> <ul style="list-style-type: none"> • Action: Motion to move forward now with a new police station. <p>Motion By: Sack Second By: Williams Vote: Unanimous</p> <ul style="list-style-type: none"> • Action: Motion that General Fund CIP priority projects, as amended above, is endorsed by the Council. <p>Motion By: Cobb Second By: VanFossen Vote: Unanimous.</p>

Topic	Discussion Key Points	Council Action / Direction / Consensus
CIP Utility Fund		Consensus: Defer design of Utley Creek outfall for now and expand reuse system instead
Parks and Recreation Bond Issue	<p>During lunch, Council revisited the issue of the Parks and Recreation Bond Issue. Some members of the Council expressed reluctance to impose a tax rate increase of any kind if there is any way possible to avoid it.</p> <p>Mr. Simmons explained that favorable bond rates, a healthy growth rate of the town and a phased approach to providing improvements could reduce the original 3.5-cent tax rate increase to as little as a penny or two cents. During the retreat, staff had presented this information to Council in the form of a presentation that described project list scenarios for a one-cent tax rate increase and a two-cent rate increase.</p> <p>Some Council members asked if there was a zero-cent rate increase scenario. Mr. Simmons said the short answer is no. He said if there is not tax rate increase to be directed specifically to pay the debt on a bond issue, then any parks projects would have to be funded from the General Fund and would take the place of other projects in the CIP.</p>	<p>Council members desire a special meeting workshop to go through the various projects and prioritize them. Some members would like to see how the town's debt would be impacted if some projects are scaled back: specifically, if Jones Park is completed with a water feature and without; and if projects in Phase 1 of improvements include a stand-alone gym and if not.</p> <p>Some Council members would like to see what could be accomplished with a zero-cent or a half-cent tax rate increase, too.</p>
Term Limits	Councilman VanFossen asked that the topic be addressed.	None