

MINUTES

Regular Meeting: Workshop Session
George W. Clay, Jr. Utility Operations Center

August 6, 2007
Monday, 6:00 p.m.

Present: Mayor W. Ted Alexander, presiding; Council Members Christopher H. (Chris) Mabry, Robert H. (Bob) Still, Jeanette D. Patterson, Joel R. Shores, Jr., Dicky Amaya; City Manager Rick Howell, City Attorney Sam B. Craig, City Clerk Bernadette A. Parduski, Director of Utilities Brad R. Cornwell, PLS, EI, Police Chief Tandy P. Carter, Director of Public Works Daniel C. (Danny) Darst; and media representatives

Absent: Council Member Michael R. (Mike) Royster

Mayor Alexander called the meeting to order at 6:00 p.m. and welcomed all who were in attendance. Mrs. Patterson gave the invocation and Mr. Still led the *Pledge of Allegiance*.

A. Approval of Agenda:

ACTION TAKEN: Upon a motion by Mr. Still, second by Mr. Amaya, City Council voted unanimously to approve the agenda as presented.

B. Public Hearings: None

C. Public Comment: None

D. Consent Agenda: All items listed below are considered to be routine and will be enacted by one introduction, motion, second, and vote. There will be no separate discussion of these items unless a Council Member so requests, in which event, the item will be removed from the consent agenda and considered separately.

ACTION TAKEN: Mayor Alexander presented the consent agenda. Mr. Amaya made a motion to approve the consent agenda and each item as presented. After a second from Mr. Shores, the consent agenda and following items were unanimously approved:

1) Approval of the Minutes of the Regular Meeting of July 16, 2007

2) Approval of Special Event Permit Applications:

- a. Amendment to the 2007 annual events sponsored by Uptown Shelby Association, Inc.
 - b. Sharks Aquatic Club to present “One Last TRI” Sprint Triathlon and “Splash & Dash” Sprint Biathlon on Saturday, September 29, 2007
 - c. Shelby High School to conduct their annual Homecoming Parade on Thursday, October 25, 2007
- 3) Approval of a resolution accepting traffic safety funding from the North Carolina Governor’s Highway Safety Program: Resolution No. 62-2007
 - 4) Approval of a resolution approving the contract for the performance of the City of Shelby’s annual audit and preparation of financial statements for the fiscal year ended June 30, 2007: Resolution No. 63-2007
 - 5) Adoption of FY 2007-2008 Budget Ordinance Amendment No. 1: Ordinance No. 37-2007

END CONSENT AGENDA

E. Special Presentation:

- 1) Cleveland County Chamber’s Quarterly Update on Cleveland 20/20 Economic Development Partnership

Mr. Howell stated that as a follow-up to discussions held during Council’s annual budget sessions concerning economic development activities, staff was requested to schedule informational updates by Cleveland County Chamber members regarding the Cleveland 20/20 Economic Development Partnership. These presentations have been planned for Council workshop sessions every second month of the four quarters that make up the calendar year, namely February, May, August, and November.

Stuart Gilbert, President of the Cleveland County Chamber, began his presentation with an overview highlighting the significant activities/ventures of Cleveland County’s major new industries over the past year as follows:

- **Ultra Machine & Fabrication, Inc. – currently under construction for expansion of its facilities at the former Kemet plant**
- **Chris Craft – operational for five months and employing 50**

- employees
- TelerX – currently employing 30 employees
- Kitchen Ventilation – currently employing 100 employees and operating at full capacity
- Indian Motorcycle – hired key management staff
- PPG-Devold Partnership – initial \$5 million investment anticipated to increase

Next Mr. Gilbert introduced Adelaide Craver, the Division Chair of Cleveland 20/20 and the Chamber's representative at the Charlotte Regional Partnership (CRP) meetings.

Mrs. Craver stated that since the combination of the resources from public and private investors and the Cleveland County Chamber, Cleveland County has witnessed much success in economic development. Through this public/private partnership, Cleveland County can now be considered for more economic development prospects, and the majority of the new and existing industry announcements have resulted from this unified teamwork approach. Mrs. Craver expressed appreciation to Mayor Alexander and City Manager Rick Howell for their attendance, participation, and contributions to the Cleveland 20/20 Executive Committee. Mrs. Craver said communication is also a key fundamental in the Cleveland 20/20 process. The Chamber's economic development team maintains consistent coordination and communication with the North Carolina Department of Commerce (NCDOC) and the CRP. The economic development team has good attendance at CRP meetings, networking events, and seminars and continues to look for opportunities to strengthen relationships with both entities. In order to improve strategic marketing and communication plans, Mrs. Craver stated that the economic development team appreciates the opportunity to make presentations to groups, such as this update to Council, about Cleveland 20/20 and local economic development, as well as the current economic status of Cleveland County. Consequently, the Cleveland 20/20 monthly newsletter has been reinstated to focus on pertinent economic development issues and investor news.

Mrs. Craver concluded that the Chamber, through the Cleveland 20/20 partnership, has established the right direction for Cleveland County and the continued efforts to stimulate the economic base of Cleveland County will benefit all businesses and citizens. Next Mrs. Craver introduced Dave Hart, the Vice President of Economic Development for the Cleveland County Chamber.

Mr. Hart reviewed the Cleveland 20/20 economic development process and the state of recruiting new industry by making the following points:

- Continue aggressive recruitment efforts in the targeted business sector so as to recruit new industry and expand existing industry
 - The CRP and NCDOC are the best source of leads.
 - Aggressive recruitment efforts included improved incentive packages based on Cleveland County's Tier I status (*Clerk's note: The NCDOC annually ranks the State's 100 counties based on economic well-being and assigns each a tier designation. This tier system is incorporated into various State programs to encourage economic activity in the less prosperous areas of the State.*) and the development of new product (45 sites and 28 buildings, 11 in the City i.e. Copeland building and Clorox site) within Cleveland County by marketing the whole region.
- Cleveland 20/20 partnership investor updates
 - Approval of election of one private member in August 2007 and election of new chair
 - Recruited six new investors
 - Referred Cleveland 20/20 investors to new industry and prospects; linked existing businesses with local suppliers
- Maintain and enhance cooperative relationships with existing industry
 - Continued synchronic visits to existing industry
 - Continued Lean Council meetings for local industrial professionals interested in Lean Manufacturing
- Promote success of Cleveland 20/20 investors and local industry through local media and planned events
 - Expanded web presence for economic development and update and maintain the Chamber and Charlotte Regional Partnership websites
 - Press releases to The Shelby Star and The Shelby Shopper

Mr. Hart concluded his presentation with a question and answer session and when requested to elaborate on how the City could build its tax base, recommended the following:

- Remain business friendly
- Consider developing an industrial park in the City
- Provide incentives
- Have infrastructure in place
- Minimize risk for potential businesses
- Utilize opportunities created by Tier 1 and Attainment Area
(*Clerk's note: An attainment area is considered to have air quality as good as or better than the national ambient air quality standards as defined in the Clean Air Act.*) designations

F. Unfinished Business: None

G. New Business: None

H. City Manager's Report:

Mr. Howell mentioned the following items for which he will provide updates:

- Center City Master Planning efforts
- Information regarding the Shelby-Cleveland County Regional Airport FBO (fixed base operator)
- WiFi (wireless local area network) project discussions
- Anticipated agenda item from Destination Cleveland County
- City's water supply issue
- Recreation Master Plan process
- Land Development Plan process and its impact on the City's economic development
- City's infrastructure projects

Mayor Alexander made the following announcements:

- The City of Shelby State of the Community Breakfast sponsored by the Governmental Affairs Division of the Cleveland County Chamber is to be held on August 7, 2007 at 7:30 a.m. at the Cleveland Country Club.
- The Shelby Police Department is to present its third annual National Night Out Program on August 7, 2007 from 5:00 to 9:00 p.m. at Plaster Park.
- The City received a letter of congratulations from North Carolina Lieutenant Governor Beverly Perdue for its recent designation

as a Fit Community.

- The City also received a letter of congratulations from First Lady Laura Bush, Honorary Chair of Preserve America, for its recent designation as a Preserve America community.
- The Fourth Annual Minority Health Conference is to be held on October 20, 2007 from 9:00 a.m. to 1:30 p.m. at Cleveland Community College.

I. **Adjournment:** There being no further business for Council's consideration, Mayor Alexander adjourned the meeting at 6:47 p.m.

Respectfully submitted,

Bernadette A. Parduski
City Clerk

W. Ted Alexander
Mayor

Minutes of August 6, A. D. 2007