

MINUTES

Regular Meeting
City Hall Council Chamber

March 20, 2017
Monday, 6:00 p.m.

Present: Mayor O. Stanhope Anthony III, presiding; Council Members David W. White, David Causby, Dennis C. Bailey, Ben Kittrell, Dicky Amaya; City Manager Rick Howell, City Clerk Bernadette A. Parduski, NCCMC, MMC, City Attorney Robert W. (Bob) Yelton, Director of Finance Justin S. Merritt, MPA, Director of Human Resources Deborah C. (Deb) Jolly, Director of Energy Services Julie R. McMurry, Fire Chief William P. Hunt, MPA, EFO, Director of Public Works Daniel C. (Danny) Darst, Jr., Director of Parks and Recreation Charlie Holtzclaw, Director of Housing Bryan T. Howell, and Director of Planning and Development Services Walter (Walt) Scharer, AICP; and Director of Cable Programming Greg Tillman of Cleveland Community College and The Video Factory

Absent: Council Member Eric B. Hendrick

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

A. Approval of agenda:

- 1) Motion to adopt the proposed agenda

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

B. Special Presentations:

- 1) Recognition of Raymond T. Mintz on the occasion of his retirement from employment with the City of Shelby: Resolution No. 15-2017

Mayor Anthony called upon Raymond Mintz. Mr. Mintz recognized his wife, Dorothy, in attendance. The Mayor formally read and presented framed Resolution No. 15-2017 to Mr. Mintz. He then presented a shadow box, which displays the key to the City and various keepsakes, and a City lapel pin to him in honor of and with heartfelt appreciation for more than 36 years of dedicated service to the City of Shelby Housing Department.

Humbled by the recognition, Mr. Mintz expressed his appreciation to all.

2) Earl Scruggs Center update – Emily Epley, Executive Director

Mrs. Epley prefaced her presentation by mentioning the success of the 2017 NC Main Street Conference which was recently hosted by Shelby on March 14 through March 16, 2017. She shared the very positive feedback received by her Guest Services staff from conference attendees who were very impressed by the great experiences they came across throughout Uptown Shelby and at Earl Scruggs Center.

Since opening its doors in 2014, Mrs. Epley said the Center has hosted visitors from 49 states, with the exception of New Mexico, and 15 countries.

Mrs. Epley noted the City's wayfinding signs have been most helpful in directing visitors to the Earl Scruggs Center as well as to the Uptown Shelby area.

During this past fiscal year, Mrs. Epley stated an emphasis and focus was placed on building the Center's motor coach business and facility rentals in an effort to showcase Shelby as a destination and to increase overnight accommodations by visitors. She added the Center continues to welcome and seek these opportunities by attending conferences and shows and processing the leads they generate.

Mrs. Epley also expressed her appreciation to the City, as one of the sponsors of the Remembering Earl concert, held on January 14, 2017, which featured several musical artists including Emmy Lou Harris. It was a fundraising event which also included a raffle of a guitar donated by the Gibson Foundation and autographed by the performers. The grand total raised for the Center was \$41,600.

Next, Mrs. Epley stated Duke Energy has brought the Earl Scruggs Center's educational resources to reality. Their inaugural partnership helped develop and launch their educational resources in 2014. An additional grant award from Duke Energy helped fund the first phase of the "Earl Scruggs Center on Tour" traveling discovery suitcases.

Mrs. Epley stated the Center presents two special exhibits each year. Currently on display is the "Grand Ole Opry" exhibition and the next one will follow in July 2017.

Mrs. Epley stated the Center continues to present quality programming which includes a diverse range of programs such as the Lunch-N-Learn series and a book launch of Earl Scruggs: Banjo Icon on May 6, 2017.

Lastly, Mrs. Epley announced the 8th Annual Rhythm & Roots Run 5K Walk/Run and 10K Run will take place on October 14, 2017.

Council received the information. No action was required.

3) Gaston Cleveland Lincoln Metropolitan Planning Organization (GCLMPO) update – James (Hank) Graham, Jr., AICP, Principal Transportation Planner and GCLMPO Coordinator

Mr. Scharer introduced Hank Graham to deliver an update with regard to transportation projects in Shelby and Cleveland County.

First, Mr. Graham defined a Metropolitan Planning Organization (MPO) as the forum for cooperative transportation decision making for a metropolitan planning area. It is also an agency created by federal law and based on urbanized areas defined by the US Census for every urbanized area of 50,000 in population. There are approximately 400 MPOs in the United States and 19 MPOs in North Carolina. Mr. Graham stated an area over 200,000 is designated as a Transportation Management Area (TMA).

Next, Mr. Graham highlighted statistics about the GCLMPO region. The MPO is 1,140 square miles, stretching about 27 miles from north to south and 45 miles from east to west. This represents 2 percent of North Carolina by size. The three counties in the MPO together have a 2012 population of 384,836, representing 4 percent of North Carolina. This number is expected to grow to over 500,000 by 2040. The fastest growing areas are in eastern Gaston and Lincoln counties. With regard to commuting patterns, Gaston and Lincoln Counties send over one-quarter of their workers to Mecklenburg County. Cleveland County has the highest percent of its workers actually working within their home county, at 66 percent, while only 44 percent of Lincoln County workers actually work in their home county. With regard to public transportation, inter-city, fixed-route, and demand-response services can be found in the three counties. The predominant mode for travel in the three counties is via privately-operated vehicles. Two out of every three trips in the MPO is made by people driving their own vehicles. An additional quarter of all trips are made as passengers in privately-operated vehicles.

Mr. Graham stated the State Transportation Improvement Program (STIP) identifies the transportation projects that GCLMPO and NCDOT plan to undertake over the next ten years. It is updated every two years: Year 1 for priority needs and STIP development and Year 2 for public review of draft STIP. The STIP is established through NCDOT's Board of Transportation to allocate funds to highway, aviation, public transportation, bicycle and pedestrian, and other modes of transportation. The STIP is the region's way of allocating its transportation resources among the various capital and

operating needs of the area, based on a clear set of short-term transportation priorities and guided by the Strategic Transportation Investments law and process.

Mr. Graham said the Draft 2018-2027 STIP was released by NCDOT in January 2017 for public comment and is scheduled to be adopted by the NC Board of Transportation in June 2017. The GCLMPO Board will look to adopt GCLMPO's portion of the STIP, the Metropolitan Transportation Improvement Program (MTIP), at its July meeting.

Mr. Graham discussed projects included on both the 2016-2025 current STIP and the draft 2018-2027 STIP, namely the segments of the US 74 Shelby Bypass, the intersection of US 74 Business at Marion Street and Cherryville Road, the intersection of US 74 Dixon Boulevard at Dekalb Street, and the runway and taxiway extension at Shelby-Cleveland County Regional Airport.

Mr. Graham stated a Comprehensive Transportation Plan (CTP) is being prepared for Gaston, Cleveland, and Lincoln counties. The CTP is a long-range planning document that will assist the local government and its representatives in making transportation decisions over the next 30 years. This is a joint effort between the Gaston-Cleveland-Lincoln Metropolitan Planning Organization (GCLMPO), local counties, towns, and the NCDOT – Transportation Planning Branch (TPB). The CTP involves both government officials and the public in an effort to determine the area's future transportation needs based on the best information available.

Mr. Graham added the Unified Planning Work Program (UPWP) is in process, which is a document produced every year by the MPO to describe all transportation related planning activities that will be carried out during the next year. He noted Shelby will conduct a Bicycle/Pedestrian Rail Corridor Plan.

Mr. Graham stated the GCLMPO is getting ready to kick off a comprehensive planning process for the 2045 Metropolitan Transportation Plan (MTP). One of the first steps in this process will be to solicit input on a comprehensive project list covering all modes of transportation. The MTP for the GCLMPO is the locally-adopted, fiscally-constrained, long-range transportation plan for Cleveland, Gaston, and Lincoln counties. The MTP is a comprehensive plan that defines the transportation network that will serve both present and projected volumes of vehicular traffic, public transportation use, bicycle, pedestrian, aviation and freight travel in and around the urban area. The MTP is based on the most accurate and complete information available including, but not limited to, population and economic development growth and land development patterns in and around the urban area.

Lastly, Mr. Graham described the MPO Board as the governing policy board for the Gaston-Cleveland-Lincoln Metropolitan Planning Organization (GCLMPO). Membership includes elected officials from each of the participating jurisdictions and NCDOT staff. The MPO Board provides policy direction for the planning process, facilitates communication and coordination among the member jurisdictions, and guides the development of a comprehensive multi-modal transportation program for the urban area. The MPO Board directs the annual review and approval of the Unified Planning Work Program (UPWP), the MPO's Metropolitan Transportation Improvement Program (MTIP), and a thorough review and approval of changes to the Metropolitan Transportation Plan (MTP).

He also described the Technical Coordinating Committee (TCC) which is comprised of staff representatives of the various member governments, NCDOT staff, public transportation agencies, and other agencies with an interest in transportation planning. The TCC has the responsibility of making recommendations to the MPO Board based on technical evaluations.

Mr. Graham concluded his presentation by acknowledging the City of Shelby is well represented by Dennis Bailey serving as Vice Chair and Dicky Amaya serving as his alternate on the MPO Board, and by Walt Scharer serving as Chair on the TCC.

Council received the information. No action was required.

C. Public Comment: None

D. Public Hearings:

- 1) Consideration of a resolution for the City of Shelby's applications for Community Development Block Grant (CDBG) funding and North Carolina Industrial Development Fund Utility Account (IDF) for the Westside Crest Sewer Line Project benefitting Clearwater Paper Corporation: Resolution No. 19-2017

Mr. Merritt introduced Resolution No. 19-2017 for Council's consideration. He stated this public hearing is being held to discuss the project determined to be applied for in the 2017 Community Development Block Grant (CDBG) Economic Development Program, specifically the Westside Crest Sewer Improvements benefitting Clearwater Paper Corporation in the Washburn Switch Business Park.

Mayor Anthony opened the public hearing at 6:40 p.m. and invited comments from the public:

Justin Merritt who resides at 207 Edgemont Drive in Shelby, North Carolina spoke as Finance Director for the City of Shelby in support of the City's application to the CDBG Economic Development Program. He stated an initial public hearing was held on March 3, 2017 which was to notify the public and receive proposals that may qualify for the CDBG funding. The City received no additional proposals.

Mr. Merritt also stated this second public hearing is required by the CDBG Program and has the purpose of identifying the specific use of the requested CDBG funding, which in this case is economic development. Additionally, it allows the public a time to provide comments on this proposed use.

Mr. Merritt said the City of Shelby intends to apply for CDBG funding in the amount of \$3,000,000 and a proposed \$1,000,000 from the North Carolina Department of Commerce Industrial Development Fund (IDF) for the Westside Crest Sewer Line Project. The total estimated cost of the project is \$9,000,000. The City has secured a \$1,500,000 Economic Catalyst Grant from the Golden Leaf Foundation. The City's portion of the project will be approximately \$3,500,000.

As previously cited, Mr. Merritt stated the construction of the Westside Crest Sewer Line will serve Clearwater Paper Corporation. He further stated Clearwater Paper manufactures quality consumer tissue, away-from-home tissue, parent roll tissue, bleached paperboard and pulp at manufacturing facilities across the United States. This expansion project involves converting and expanding warehouse operations, which are expected to be completed during the second half of 2018, and the tissue machine is expected to be completed during the first quarter of 2019.

Next, Mr. Merritt provided a description of the proposed project activities. Sewer improvements are necessary to provide the required capacities to serve Clearwater Paper Corporation. The project activities will include collection system upgrades as follows:

- The 8-inch sewer line from the Washburn Switch property to the City of Shelby's Westside Sewer Outfall will have to be replaced with a larger 18-inch gravity line.
- The existing 15-inch Westside Sewer Outfall will require the installation of a parallel 24-inch gravity sewer line from the entry point of the new 18-inch line to the West (Crest) Lift station.
- The lift station will have to be upgraded with the addition of a third pump.
- The force main, will require the installation of a parallel 16-inch line to handle increased flows on a portion of the line closest to the First Broad Wastewater Treatment Plant (WWTP)

The sewer upgrades will also require upgrades to the First Broad WWTP Influent and Preliminary Treatment which will be funded separately.

Mr. Merritt concluded by stating Clearwater Paper Corporation has committed 180 new full-time jobs and an estimated \$330,000,000 in private investment to this project.

Mayor Anthony closed the public hearing at 6:44 p.m.

Mr. Howell pointed out the City's portion of the project will be approximately \$3,500,000 which will be financed through an arrangement with Cleveland County and paid back over a period of 15 years with future revenue generated as a result of the Clearwater Paper Corporation expansion.

ACTION TAKEN: Upon a motion made by Mr. Amaya, City Council voted unanimously to approve and adopt Resolution No. 19-2017 entitled, "A RESOLUTION FOR THE CITY OF SHELBY'S APPLICATIONS FOR COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) FUNDING AND NORTH CAROLINA INDUSTRIAL DEVELOPMENT FUND UTILITY ACCOUNT (IDF) FOR THE WESTSIDE CREST SEWER LINE PROJECT BENEFITTING CLEARWATER PAPER CORPORATION".

2) Consideration of a proposed ordinance amending the zoning map of the City of Shelby, North Carolina: Ordinance No. 20-2017

Mr. Scharer introduced a proposed map amendment to the Unified Development Ordinance (UDO) for South Washington Street. Utilizing both location and zoning maps, he pointed to the subject properties at the 1000 block of South Washington Street, which have a total area of approximately 2.3 acres. The subject properties are also a part of the former Ella Mill neighborhood which is now a mixture of vacant land and single-family dwellings. The applicant has requested a zoning change from the Residential 8 (R8) District to the Residential 6 (R6) District.

Mr. Scharer further stated Shelby's Comprehensive Land Use Plan designates this property as Corridor Revitalization Area and part of one of three Major Activity Centers designated by the Land Use Plan. He added the proposed zoning amendment is consistent with the Shelby Comprehensive Land Use Plan.

Mr. Scharer concluded by stating the Planning and Zoning Board also approved and recommended this proposed zoning map amendment.

Mayor Anthony opened the public hearing at 6:47 p.m. and invited comments from the public:

Maida Renson who resides at 309 Country Club Drive in Greensboro, North Carolina spoke in support of the zoning map amendment application, representing Ella Mill Properties, LLC.

Mayor Anthony closed the public hearing at 6:49 p.m.

ACTION TAKEN: Upon a motion made by Mr. White, City Council voted unanimously to approve and adopt Ordinance No. 20-2017 entitled, “A PROPOSED ORDINANCE AMENDING THE ZONING MAP OF THE CITY OF SHELBY, NORTH CAROLINA”.

3) Consideration of a proposed ordinance amending the zoning map of the City of Shelby, North Carolina: Ordinance No. 21-2017

Mr. Scharer introduced a proposed map amendment to the Unified Development Ordinance (UDO) for Gidney Street. Utilizing both location and zoning maps, he pointed to the subject property behind Lowe’s Home Improvement on Earl Road and Walmart Supercenter on East Dixon Boulevard, which has a total area of approximately 41.87 acres. The subject property is currently vacant. Land uses in the area include commercial uses and single-family dwelling subdivisions along with a wide variety of zoning districts. The applicant has requested a zoning change from three zoning districts, Residential 10 (R10), Residential 8 (R8), and Residential 6 (R6) District, to Residential 6 (R6), entirely.

Mr. Scharer stated the Shelby Comprehensive Land Use Plan designates this property as a Medium Density Residential Area and a Corridor Revitalization Area. He added the proposed zoning amendment is consistent with the Shelby Comprehensive Land Use Plan.

Mr. Scharer concluded by stating the Planning and Zoning Board also approved and recommended this proposed zoning map amendment.

Upon questioning, Mr. Scharer explained the Residential 8 District is primarily intended to accommodate moderate density single-family dwellings, modular homes, and two-family dwellings while the Residential 6 District is primarily intended to accommodate a variety of high density single-family dwellings, modular homes, apartments, townhouses, and condominiums. With regard to Hickory Creek and the flood plain, Mr. Scharer stated a large portion of both are contained within the Residential 6 District and Residential 10 District of this property.

Mr. Scharer noted that Council is not obligated to accept the recommendations and can choose to alter the amount of property rezoned or the actual proposed district.

Mayor Anthony opened the public hearing at 6:55 p.m. and invited comments from the public:

Jeffrey Littlejohn who resides at 329 Deerfield Drive in Shelby, North Carolina questioned how the new zoning area will affect his neighborhood.

Judy Latham who resides at 111 Kenwood Drive in Shelby, North Carolina chose not to speak.

David Allen who resides at 1414 Deborah Circle in Shelby, North Carolina spoke against the proposed zoning map amendment. Mr. Allen's family owns several properties on Kenwood Drive and McGowan Road and expressed concerns regarding multi-family dwellings, additional traffic on Gidney Street, and the effect on property values of single-family dwellings in the area.

Stephen Drake who resides at 195 Ruckbridge Road in Mills River, North Carolina is a partner with Mission Development, Inc., the applicant requesting the zoning map amendment. Mr. Drake spoke in support of the proposed rezoning and the project to build an affordable housing community consisting of 80 apartment units. He stated Mission Development conducted a market study which confirmed a need for this type of housing in Shelby, noting its prime location and close proximity to several amenities. With regard to the traffic issue, Mr. Drake anticipated an increase of approximately 44 to 54 vehicles, depending on the time of day.

Mark Howe who resides at 100 Kenwood Drive in Shelby, North Carolina expressed his concerns about the amount of foot traffic, safety issues, speed, and littering in the area.

Shanda Hoskins who resides at 115 Ashley Street in Shelby, North Carolina spoke against the proposed zoning map amendment. Mrs. Hoskins voiced her concerns about the increase in traffic and trash along Gidney Street. She also expressed a concern about property values. Having worked in the District Attorney's office, Mrs. Hoskins stated it was her experience that, in general, low income housing such as the proposed apartment complex, can create an influx of crime in the area.

Denise Whisnant who resides at 117 Kenwood Drive in Shelby, North Carolina spoke against the proposed zoning map amendment. Mrs. Whisnant expressed concerns for her elderly neighbors as well as the increase in

crime in the area. She also stated there are two group homes located nearby.

Charles C. Whisnant who resides at 117 Kenwood Drive in Shelby, North Carolina spoke against the proposed zoning map amendment. Mr. Whisnant voiced his concerns about building an apartment complex near the two creeks in the area. He stated it may be dangerous for children to be exposed to the potential dangers of these creeks.

Jeff Adams who resides at 101 Kenwood Drive in Shelby, North Carolina spoke against the proposed zoning map amendment. Mr. Adams stated in general other low income development projects have been unsuccessful, bringing in crime, trash, littering, and a reduction in property values. He expressed his concern about the potential for increased foot traffic leading to more trespassing and stealing.

Mayor Anthony closed the public hearing at 7:11 p.m.

Mr. Howell advised Council that, by law, they must consider any and all uses allowed for the zoning amendment and disregard any one specific use. He reiterated Mr. Scharer's instructions that Council is not obligated to accept the recommendation to rezone and can choose to vary the amount of property rezoned or the actual proposed zoning district.

For Council's discussion purposes, Mr. Howell clarified the Residential 8 (R8) District does not allow for multi-family dwellings whereas the Residential 6 (R6) District does allow for multi-family dwellings.

In response to the speakers who spoke about the trash and littering along Gidney Street, Mr. Amaya responded and encouraged all citizens and residents to clean up Shelby, especially their own properties, businesses, and neighborhoods. He led by example when he, his wife, and three others collected 19 bags of trash along Gidney Street on March 11, 2017.

Next, Mr. Amaya proposed the area that is designated by the applicant's application currently zoned as Residential 10 (R10) District will remain as R10. He also proposed the remainder of the site be rezoned to Residential 6 (R6) District.

ACTION TAKEN: Upon a motion made by Mr. Amaya, City Council voted 3 (Bailey, Kittrell, and Amaya) to 2 (White and Causby) to approve Ordinance No. 21-2017 entitled, "A PROPOSED ORDINANCE AMENDING THE ZONING MAP OF THE CITY OF SHELBY, NORTH CAROLINA", for the property located at Gidney Street with Parcel Identification Number (PIN) 19768 to be rezoned from Residential 8 (R8) to Residential 6 (R6), as amended.

Both Mr. Howell and Mr. Yelton advised Council to be adopted on the day it is introduced, an ordinance must be approved by a vote of at least two-thirds of the actual Council membership. Council passed the ordinance but not by a two-thirds majority. Therefore, this ordinance is neither adopted nor defeated. It needs only the approval of a regular majority at a later meeting (April 3, 2017) to be adopted, which will be its second reading.

4) PUBLIC HEARING NOT HELD; CONTINUED TO COUNCIL'S NEXT MEETING ON APRIL 3, 2017

Consideration of a resolution granting a Special Use Permit to Mission Development, Inc. for Gidney Street near Deerfield Drive: Resolution No. 20-2017

E. Consent Agenda:

ACTION TAKEN: Mayor Anthony presented the consent agenda. Mr. Bailey made a motion to approve the consent agenda. The consent agenda and following items were unanimously approved:

- 1) Approval of the Minutes of the Regular Meeting of March 6, 2017
- 2) Approval of Special Event Permit Applications:
 - a. Central United Methodist Church Community Easter Egg Hunt, requested date: April 12, 2017
 - b. Abuse Prevention Council Denim Day Walk for Victims of Sexual Violence, requested date: April 26, 2017
 - c. Cruise-In at the Don Gibson Theatre, requested date: May 6, 2017
 - d. June Bug Jam 5K and Fun Run, requested date: June 3, 2017
- 3) Adoption of an ordinance authorizing demolition of a dwelling (506 Crawford Street): Ordinance No. 22-2017
- 4) Adoption of an ordinance authorizing demolition of a dwelling (503 Oakland Drive): Ordinance No. 23-2017
- 5) Adoption of an ordinance establishing a capital project ordinance and budgets for the City of Shelby's Community Development Block Grant (CDBG) Campbell and Sterchi Buildings Reuse Grant Project: Ordinance No. 24-2017
- 6) Adoption of Fiscal Year (FY) 2016-2017 Budget Ordinance Amendment No. 16: Ordinance No. 25-2017

- 7) 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, 2017: Resolution No. 21-2017
- 8) Adoption of an ordinance establishing a capital project ordinance and budgets for the City of Shelby's Uptown Electric Utility Upgrade Project: Ordinance No. 27-2017

END CONSENT AGENDA

F. Unfinished Business:

- 1) Consideration of an ordinance amending the City of Shelby's Schedule of Fees for Royster Memorial Golf Course: Ordinance No. 26-2017

Mr. Holtzclaw introduced Ordinance No. 26-2017 for Council's consideration. He stated in February 2017 Council adopted a resolution directing Mr. Howell to work with Parks and Recreation staff toward the development of an operation improvement plan intended to increase play and revenue at the Royster Memorial Golf Course. For several months prior, he and Richard Degree, Golf Course Manager, researched many other similar and local competing golf courses in search of new approaches to increase play with the goal of also increasing revenues. The operations and rates of Forest City Municipal, Riverbend, and Meadowbrook were considered. Utilizing this information, Mr. Holtzclaw said an Executive Summary, Operations Policies and Procedures Manual, and Marketing Plan were created and implemented on February 6, 2017 as a "start over" strategy for Royster Memorial Golf Course.

Next, Mr. Holtzclaw reviewed and discussed the golf course objectives set out in the Executive Summary document as follows:

- Implementation of comprehensive policies that will make the course more accessible to "walk in golfers". This will include tee-times being available during peak hours seven (7) days a week.
- Designation of time slots for outside/non-city sponsored tournaments and "chose-up groups".
- Designation of time slots for walking on weekends and holidays.
- Offering limited specials to promote more play, without risking further decline in revenue.
- Utilizing select methods to market and promote the golf course.
- Changing the existing fee structure in both green/cart fees and memberships.

- Improving the golf course with changes in annual maintenance procedures, removal or improvements of certain sand traps, and high priority limb/tree removal.
- Expanding current summer youth program to include more months and attempt to create a youth league

Mayor Anthony took a moment to publicly recognize and express appreciation to Richard Degree for the performance of his duties as Golf Course Manager, noting his overall dedication and efforts but especially with the youth golf program.

Lastly, Mr. Holtzclaw presented the notables of the proposed fee and membership schedule as follows:

- Increasing green fees to generate more revenue from walkers
- Lowering cart fees to encourage the use and increase revenue
- Offering a Player's Card that would net up-front revenue and make rounds more affordable for those that choose to purchase cards rather than annual memberships
- Maintaining annual individual and family memberships that continue to be a strong value for players, including membership rewards
- Giving members and guests options to best fit their playing schedule and budget

Council discussion followed and included the 2015 fee schedule changes and its effect on rounds and income, and the walking policy for non-golfers, including liability and risk factors.

In order to complete the overall plan, Mr. Holtzclaw requested Council approve the modified rates as presented in order to be implemented April 1, 2017.

Mr. Amaya expressed his appreciation to staff for the well thought out work and research involved in preparing the golf course documents, noting the emphasis on teaching golf course etiquette.

ACTION TAKEN: Upon a motion made by Mr. Amaya, City Council voted unanimously to approve and adopt Ordinance No. 26-2017 entitled, "AN ORDINANCE AMENDING THE CITY OF SHELBY'S SCHEDULE OF FEES FOR ROYSTER MEMORIAL GOLF COURSE".

G. New Business: None

H. City Manager's Report:

- 1) **Mr. Howell commended Mr. Holtzclaw and Mr. Degree for their efforts in preparing the policies and improvement plan implemented at Royster Memorial Golf Course. He remains cautiously optimistic about the facility.**
- 2) **As previously reported, Mr. Howell reiterated there is a shortage of electrical lineworkers locally, regionally, and nationally. In this area, the demand for electrical lineworkers far exceeds the number of people entering the career. Municipalities like Shelby and Kings Mountain maintain their own electric utility services and have the same long-term needs for trained and qualified electrical lineworkers that is being experienced on a national level. To help increase the supply of qualified entry-level electrical lineworkers, Human Resources Director Deb Jolly and Energy Services Director Julie McMurry worked first with Caldwell Community College and next with Cleveland Community College to develop a new academy to prepare people for a career in the power utility industry. Mr. Howell said Cleveland Community College collaborated closely with the City of Shelby, the City of Kings Mountain, Duke Energy, and local power utility companies and contractors to launch the new Electrical Lineworker Academy, which begins June 26, 2017 with a full class.**

He commended both Mrs. Jolly and Mrs. McMurry, as well as Ken Mooney at Cleveland Community College, for their efforts in bringing the new training program to fruition in Shelby.

There was discussion regarding the City's future sponsorship in the training program for potential employees should the need arise due to vacancies.

- 3) **With regard to the Rail-Trail Railbanking Project with Norfolk Southern Corporation, Mr. Howell anticipated providing an update to Council with regard to the economic impact analysis to be conducted, outlining cost and funding sources.**
- 4) **Mr. Howell announced, in conjunction with the City's sponsorship, a limited number of tickets are available for the second Don Gibson Singer Songwriter Symposium events to be held on March 31 and April 1, 2017 at the Don Gibson Theatre.**
- 5) **Mr. Howell said he, Mayor Anthony, Mr. Bailey, and Mr. Kittrell will be attending Town Hall Day on March 29, 2017 in Raleigh, North Carolina. He encouraged the remaining Council members to attend as well.**
- 6) **Mr. Howell announced the North Carolina Parks and Recreation Authority**

has approved a matching grant for \$240,000 from the Connect NC Bond for the All Aboard Park: Unlimited Play for Everyone Project at Shelby City Park.

I. Council Announcements and Remarks:

- 1) Mayor Anthony mentioned witnessing the activities in Uptown Shelby and receiving positive feedback about the community after NC Main Street Conference was held in Shelby on March 14 through March 16, 2017.

The Mayor also promoted the Don Gibson Singer Songwriter Symposium, headed by Chair Sally Royster, with the goal of building Shelby's music brand. He invited the public to attend the weekend of events, March 31 and April 1, 2017, celebrating creativity and musicianship.

Mayor Anthony commended Mr. Amaya for his clean-up efforts along Gidney Street on March 11, 2017.

- 2) With regard to the problem of widespread litter, Mr. Amaya urged the consideration of writing an open letter to the public, the school board, and businesses to clean up the City of Shelby. He suggested citizens walk one day a month to collect trash.

Mayor Anthony suggested educating the public about the importance of not littering throughout the City of Shelby and Cleveland County, possibly through the renewed efforts of the Keep Shelby Beautiful Commission.

Mr. Howell responded that more anti-litter signs are scheduled to be installed throughout the City. He said the litter problem represents a cultural issue which has, unfortunately, become accepted for a variety of reasons. However, it is not acceptable and funding an educational program for that purpose would be costly and taxing on resources.

- 3) Echoing Mr. Amaya's sentiments about the litter issue, Mr. Kittrell challenged the public to do their part. With all the good things happening in Shelby, now is the time for citizens to get on board, to figure out what is their part, and then do their part.

Mr. Kittrell requested the status of two items:

- City's monthly financial reports – Mr. Howell responded the reports have been uploaded for Council's viewing.
- Report regarding Officer Brackeen's death – Under discussion with Police Chief Ledford.

Referencing the NC Main Street Award of Merit recently received by Rutherfordton, North Carolina for the Town's rebranding initiative, Mr. Kittrell inquired if the City of Shelby's rebranding project would be complete and included in the East Gateway Project.

Mr. Howell responded Shelby's rebranding project is contained within the updated Center City Master Plan which has yet to be brought to Council.

Mr. Kittrell commended staff for successfully applying for the Community Development Block Grant Downtown Redevelopment funding and requested how the City notifies potential recipients of grant applications and opportunities.

Mr. Howell explained the grant cycle process, including a call for grants, the notification efforts, and state and federal funding programs.

Mr. Kittrell requested Council invite Miss Shelby and Miss Shelby's Outstanding Teen to their meeting on May 15, 2017 to be recognized prior to competing at the Miss North Carolina Scholarship Pageant.

J. Adjournment:

1) Motion to adjourn

ACTION TAKEN: Upon a motion made by Mr. White, City Council voted unanimously to adjourn the meeting at 8:03 p.m.

Respectfully submitted,

**Bernadette A. Parduski, NCCMC, MMC
City Clerk**

**O. Stanhope Anthony III
Mayor**

Minutes of March 20, 2017