



Town of Clayton
Special Meeting - Clayton Town Council Minutes
Monday, May 20, 2024 at 3:00 PM
Rotary Room, Town Hall
111 E Second Street

Council Present:

Mayor Jody McLeod
Mayor Pro Tem Michael Sims
Council Member Andria Archer
Council Member Porter Casey
Council Member Gretchen Williams
Council Member Ruth Anderson

Staff Present:

Rich Cappola, Town Manager
Jim Cauley, Town Attorney
Dolores Gill, Deputy Town Manager
Robert McKie, Finance Director
Nathanael Shelton, Communication Officer
Patrick Pierce, Economic Development Director
Conrad Olmedo, Planning Director
Sam Johnson-Phillips, Deputy Town Clerk

Council Absent:

None

1 CALL TO ORDER

- a) The Mayor called the meeting to order at 12:09 p.m.

2 ITEMS FOR DISCUSSION

- a) 12:00 - 4:00 p.m.
Strategic Plan Discussion
Presenter: Raftelis

Ms. Michelle Ferguson and Ms. Katherine Carter with Raftelis Consulting were present to provide an update on the vision statement, focus areas and the strategic priorities. Ms. Ferguson discussed the framework elements.

It was communicated to Council that the Town staff had an opportunity to provide input in addition to an input session with the Leadership team and approximately 30 others throughout the organization. The framework that was developed in February was then taken out to the community via an online survey and conversations with key Stakeholders. Ms. Ferguson stated staff added Public Safety as one of the key focus areas, that brought the key proposed focus areas to seven.

Ms. Carter provided an update on the community input. It was communicated the survey that went out to the community focused on the vision and the focus areas. The online piece was available for about a month, there were 632 responses. There were two in person community focus groups which were held in early April. One of the groups focused on Town Advisory Boards and the other was with key members from the community, as identified by the Town Council. There were 19 people in one

session and 15 in the other. There was an age group respondent chart provided to Council:

- Under 18 0%
- 18-24 1%
- 25-34 11%
- 35-44 18%
- 45-54 23%
- 55-64 20%
- 65 and Older 27%

It was stated respondents were presented with the Town's draft vision and key focus areas, in addition to the statements for each. For each element of the framework, the respondents were asked how much resonates with them:

- Vision 87%
- Vibrant Downtown 88%
- Desirable Amenities and Spaces 89%
- Sustainable Infrastructure Investment 83%
- Reliable Transportation and Transit 75%
- Diversified Economic Development 86%
- Inclusive Community Engagement 85%

It was stated the vision statement created in February, was the vision statement provided.

It was communicated to Council there was discussion on what themes were missing from the vision statement. The focus group discussed the following:

- The Town's history
- Environmental sustainability
- Affordability
- Downtown Clayton

It was reported that the survey respondents and focus group participants were asked if the key focus areas resonated with them as community members. Overall, the response was reported to be positive. There were participants who expressed additional concepts to be included. The top themes mentioned were:

- Safety
- Affordability
- Education
- Sustainability

Vibrant Downtown:

Per the online survey, 88% of the respondents agreed with the draft success statement. It was reported throughout the survey, respondents mentioned the desire to see downtown restaurants and retail remain open later in the evenings. The survey

respondents indicated that Clayton's downtown area is an important piece of the community and would like to continue to see it cared for. Many concerns were noted in regards to parking in the downtown area.

Desirable Amenities and Spaces:

Per the online survey, 89% of the respondents agreed with the draft success statement. It was stated this is the area that individuals felt the strongest about. Ms. Carter communicated to Council a concern of the respondents is not enough of the greenspaces are being preserved. There is a concern for the wildlife being displaced due to the destruction of their natural habitats.

Sustainable Infrastructure Investment:

Per the online survey, 83% of the respondents agreed with the draft success statement. It was communicated this was one the areas that there was some confusion. It was stated that the word "infrastructure" isn't a term that some individuals may have a clear understanding of. While working with staff a clearer understanding of the term was made available.

Reliable Transportation and Transit:

Per the online survey, 75% of the respondents agreed with the draft success statement. It was reported that for this amenity to improve mobility throughout Town, there was a general concern among members of the community that the road quality and traffic conditions would become worse when adding buses or other modes of transport.

There was discussion which stated those are things that are wanted but there's variables that come into play from the funding standpoint and other things that we do not have control of. There was further discussion stating there is partnership that would need to be in place to make in work.

Diversified Economic Development:

Per the online survey, 86% of the respondents agreed with the draft success statement. It was stated individuals would like more eatery options and would like to limit fast food options. Respondents suggested more "sit-down restaurants" and healthier options.

Inclusive Community Engagement:

Per the online survey, 85% of the respondents agreed with the draft success statement. It was communicated that there was heavy discussion on communication and outreach. It was mentioned to improve the Town's social media presence and to make the website more user friendly.

Shared were the next steps. Ms. Ferguson stated there would be another time to look at the entire thing in its totality based on today's discussions. It was communicated it will come back over the summer in which there will be time to edit it as needed. It was shared there would be another check-in with staff.

- b) 4:00 - 5:00 p.m.
Council Budget Questions

It was shared that the average customer's home uses 868 kilowatts for electric per month that is from the data shared from 1898 & Co. It is about a \$4.00 rate increase at a 3% rate adjustment. Water and Sewer the standard metric used is 4,000 gallons per month. There will be a water increase and sewer increase, the total bill impact for the average user would be \$18.80. Solid waste isn't expected to increase this year. It was communicated a mid-year adjustment might be needed if fuel or oil prices go up. It was reported there will be a 3% electric increase. Discussion continued about how different towns would be affected.

There was a discussion regarding Professional Development and funds associated. It was explained traveling out of state was held back due to the uncertainty of the economy. It was explained that when certifications are required there is an attempt to keep the employee local.

Discussion continued regarding each code found in the budget and what they meant.

3 ADJOURNMENT

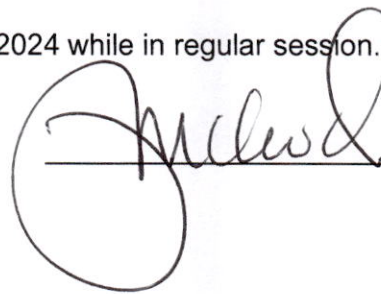
a) Adjourn

With nothing further, the meeting was adjourned at 4:48 p.m.

Motion To Adjourn

RESULT:	CARRIED 5-0
MOVER:	Michael Sims
SECONDER:	Andria Archer
YES:	Andria Archer, Michael Sims, and Porter Casey
NO:	None

Duly adopted by the Town Council this 17th day of June 2024 while in regular session.



Jody L. McLeod
Mayor

ATTEST:

Heidi L. Holland

Heidi L. Holland, CMC, NCCMC
Town Clerk

