



Town of Clayton
Town Council Work Session Minutes
Monday, March 4, 2024 at 3:00 PM
Rotary Room, Town Hall
111 E. Second Street

Council Present:

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

Staff Present:

Rich Cappola, Town Manager
Jim Cauley, Town Attorney
Heidi Holland, Town Clerk
Dolores Gill, Deputy Town Manager
Lee Barbee, Deputy Town Manager
Robert McKie, Finance Director
Nathanael Shelton, Communications Officer
Patrick Pierce, Economic Development Director
Conrad Olmedo, Planning Director
Michelle Snyder, Executive Assist. to Town Manager
Brandon Carroll, Utilities Compliance Supervisor
Ann Game, Revenue & Utility Customer Service Director
John Mack, IT Director

Council Absent:

Mayor Jody McLeod

1 CALL TO ORDER

- a) Mayor Pro Tem Sims called the meeting to order at 3:01 p.m.

2 ADJUSTMENT OF THE AGENDA

- a) Mr. Cappola adjusted the agenda to go into closed session to discuss an Economic Development matter in accordance with NC GS 143-318.11(a)(4).

Approve or Adjust the Agenda

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

3 INTRODUCTIONS AND SPECIAL PRESENTATIONS

- a) Employee Introductions (3:00 - 3:15 p.m.)

- Aileen Menjivar, Administrative Assistant (PT)

Presenter: Lee Barbee, Deputy Town Manager

- Allan Henkel, Promoted to Utility Compliance Technician

Presenter: Brandon Carroll, Compliance Supervisor

- Debee Rose, Customer Service Representative

Presenter: Ann Game, Revenue & Utility Customer Service Director

- Scott Brady, IT Support Specialist

- Sruthi Ramesh, Database & Systems Administrator

Presenter: John Mack, Information Systems Director

- Emily Stoll, Communication Specialist (PT)

Presenter: Nathanael Shelton, Communication Director

- Todd Melton, Budget Manager

Presenter: Rich Cappola, Town Manager

Deputy Town Manager Barbee introduced Aileen Menjivar, PT Administrative Assistant. Ms. Menjivar has been here since December and hopes to become full-time before the end of the year.

Brandon Carroll congratulated Allan Henkel on his promotion to Utility Compliance Technician. Mr. Henkel has been with the Town for 7 years.

Ann Game introduced Debee Rose, our new customer service representative. She comes to the Town from Florida and is working part-time in the afternoon.

John Mack introduced Scott Brady and Sruthi Ramesh. Mr. Brady has been here for six months, and Ms. Ramesh has data science background.

Nathanael Shelton introduced Emily Stoll, PT Communication Specialist. He stated she has completed some of the scripting for Clayton videos and some press releases. Ms. Stoll has 15 years of experience.

Rich Cappola introduced Todd Melton, the Town's first ever budget manager. He has worked across the United States from Kentucky to Oregon.

Council welcomed all new employees and congratulated promotions.

4 ITEMS FOR DISCUSSION

- a) Clayton Transportation on Public Engagement (3:15 - 3:45 p.m.)

Presenter: Conrad Olmedo, Planning Director; Steven Mott, Planner II; and Shivang Shelat, WSP

Mr. Olmedo introduced Shivang Shelat and Sara Perkins. Shared was a presentation and overview. Mr. Shivang stated what is being shared today are high level plans and not final designs. He stated this plan would go through a more detailed environmental review and design before final decisions are made.

In August 2023, a few stakeholder meetings began. Public engagements were held, and data was collected on how many people travel; about 200 recommendations were collected. With the data collected, it showed between now and 2050, the population and employment would increase by 3 times. Shared were maps of the projected population and projected employment for 2050.

There was discussion on travel conditions and safety. Car volume versus roadway capacity was discussed along with areas of concern. Shared were maps of frequent crash locations. It was stated a lot of crashes happen along BUS 70. Identified were a few areas of concern such as Front and Church Street, Amelia Church Road and Shotwell Street and Fayetteville Street. It was stated the entire stretch of Fayetteville Street had a lot of accidents.

Sara Perkins spoke about Clayton on the Move. She stated an online survey was held from October - December 2023. This survey asked about transportation priorities and mapping improvements. A popup event was held through the fall and early winter and there was a robust promotional outreach program equipped with an educational video, social media, yard signs and advertisements all under the brand Clayton on the Move.

Promotional Outreach results: 744 website views, 233 new subscribers, 15,000 hits on social media and 150 video views. The online survey results indicated the top priorities are to improve roadways, improve pedestrian infrastructure, invest in public transit, and improve bicycle infrastructure. There was further discussion on these topics. The survey asked citizens to map issues; results included that safety and traffic were the biggest concerns. In the summer of 2024, another survey would be out with another formal public meeting and more promotional outreach.

Mr. Shivang discussed next steps. A technical meeting would be held on March 28, 2024, and the next stakeholder meeting would be the third week of May 2024. There would be a joint Town Council and Planning board meeting in August/September timeframe.

b) Downtown Master Plan (3:45 - 5:00 p.m.)

Presenter: Conrad Olmedo, Planning Director; Steven Mott, Planner II; and Dan Lambert, McAdams

Mr. Olmedo introduced Dan Lambert who has been working with staff to steer this project along. He has completed a lot of analysis and research. Mr. Lambert provided an update on the process.

Shared were findings from the community survey. Asked was which places do you consider to be part of downtown; Town Hall and The Clayton Center, Horne Square, and Deep River were the top three answers. Asked was how often do you visit downtown; 32% stated several times a week. Asked was are there other destinations you would like to see; the top two answers were a food hall and amphitheater. The answer for the least favorite about the Town is difficulty parking and not enough retail/restaurants. Shared were more results from the survey.

A recent development map was shared. There were recommendations for the downtown core to follow Main Street and Second Street down to the western edge. There was discussion on what to do to enforce incentivizing businesses.

Identification of opportunity sites were shared. These sites included the 300 block of West Main Street, Town Square, Horne Square and the 500 block of East Main Street. Mr. Lambert showed a variety of options for these sites.

The types of developments discussed were mixed use, residential, civic + farmers market space, public and private space ideas. Shared were ideas only and long-term possibilities. Ideas for the 300 block of West Main Street were discussion of mixed-use with plenty of parking. Ideas were shared for 2-story buildings.

Horne Square ideas were shared. It was discussed for the possibility of mixed-use and having a sizable surface parking lot. Shared was the possibility of 4-story apartments in that area. This would get more citizens living downtown. Shared were mixed-use options as well as mixed-use + civic and parking options. Town Square ideas were shared as well.

Shared were topics for Council to consider today:

- Expansion of downtown Core to West Main Street
- Comfort With Proposed Development Levels
- Expansion of Public and Shared Use Parking
- Dependence Upon First Street Parking
- Closing of Rail Crossing
- Transfer of Parking from Main Street to Lots and Structures
- Use of Public Land in Redevelopment
- Establishment of Incremental District to Fund

Mr. Olmedo stated this would go to the Downtown Advisory Board then back to Council for a public hearing. He asked if Council would like this to come to a work session before a regular session? It was consensus of Council to bring back to work session before going to regular session.

5 CLOSED SESSION

- a) To discuss an economic development matter in accordance with NC GS 143-318.11(a)(4).

Motion To Go Into Closed Session

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

Motion To Return To Open Session

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

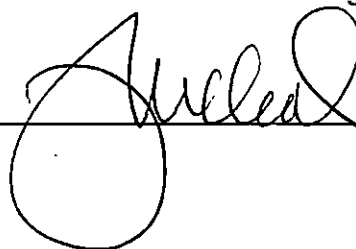
6 ADJOURNMENT

- a) With nothing further, the meeting was adjourned at 5:28 p.m.

Motion To Adjourn

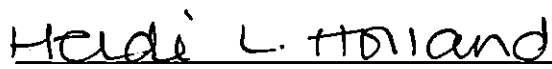
RESULT:	CARRIED 5-0
MOVER:	Andria Archer
SECONDER:	Gretchen Williams
YES:	Andria Archer, Michael Sims, Porter Casey, Gretchen Williams, and Ruth Anderson
NO:	None

Duly adopted by the Town Council this the 18th day of March 2024 while in regular session.



Jody L. McLeod
Mayor

ATTEST:



Heidi L. Holland, CMC, NCCMC
Town Clerk

