



Town of Clayton
Town Council Work Session Agenda
Tuesday, January 2, 2024 @ 3:00 PM
Rotary Room, Town Hall
111 E. Second Street

1. CALL TO ORDER

2. ADJUSTMENT OF THE AGENDA

- a. **POTENTIAL ACTION:** Approve or Adjust the Agenda

3. EMPLOYEE INTRODUCTIONS

- a. Employee Introductions (3:00 - 3:10 p.m.)

- Heidi You, Permit Specialist

Presenter: Dede Bumgarner, Development Services Manager

- Joshua Baird, Interim Water Resources Director

Presenter: Rich Cappola, Town Manager

- James Blalock Assistant Director, Water Resources

Presenter: Joshua Baird, Engineering Director/Interim Water Resources Director

Water Reclamation

- David White, Water Reclamation Superintendent
- Stephen Smith, Wastewater Treatment Plant Operator
- Patrick Baker, Wastewater Treatment Plant Operator
- Kyle Brady, Wastewater Treatment Plant Operator (transferring from Water Resources Compliance)
- John "JZ" Zamarripa, Wastewater Treatment Plant Operator (transferring from Facilities)
- Ilona Williams, Lab Supervisor (PROMOTION)

Part Time Operators

- James Warren
- Brian Gay
- Jason Faison

Water Resources Maintenance

- Ethan Johnson, Utility Maintenance Mechanic

Presenter: James Blalock, Assistant Director, Water Resources

4. ITEMS FOR DISCUSSION

- a. Communication Updates/Data (3:10 - 3:30 p.m.)
Presenters: Nathanael Shelton, Communications Director; Cat White, Communication & Marketing Specialist; and Amy Shearin, Community Events and Engagement Coordinator
[2024-01-02 DataVoice Council Presentation v01](#)
- b. Mid-Year Town Manager Budget Updates from Mid-Year Budgets (3:30 - 4:00 p.m.)
Presenter: Rich Cappola, Town Manager
- c. Social District (4:00 - 4:30 p.m.)
Presenter: Lydia Davis, Economic Development Specialist
- d. Occupancy Tax Discussion (4:30 - 5:00 p.m.)
Presenters: Donna Bailey Taylor, JCVB & Patrick Pierce, Economic Development Director
[JCVB 01022024 Clayton Room Tax Presentation](#)

5. ADJOURNMENT

- a. POTENTIAL ACTION: Motion To Adjourn



DATAVOICE UPDATE

Council Work Session

January 2, 2024

DATAVOICE

- Outage management system for public utilities
- Mass notification system



OUTAGE MANAGEMENT

- GIS DATA
- Meter Data
- Customer Data

Real-time meter status linked to map and customer data to more efficiently troubleshoot outages and issues



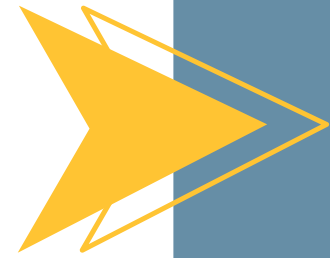
MASS NOTIFICATIONS

- Calls
- Emails
- Texts

Customer Data is integrated with the OMS to allow for emergency and non-emergency two-way communication between the utility and the customer



PHASE 1- CURRENT USAGE



**DELINQUENT CALL OUTS
NOTIFICATION CALLS/EMAILS**

**CALL FOR BALANCES
PUBLIC OUTAGE MAP
REPORT AN OUTAGE - WEBFORM**

**CALL IN AN OUTAGE (IVR)
TEXT IN AN OUTAGE**



DELIQUENT CALLS

Using IVR system (Interactive Voice Response) we have made more than 2,300 automated calls for delinquent payments since August 1, 2023. Of that number, only 330 have been disconnected for non-payment.

Before the IVR the number of cutoffs during this time period would have been upwards of 1,000.

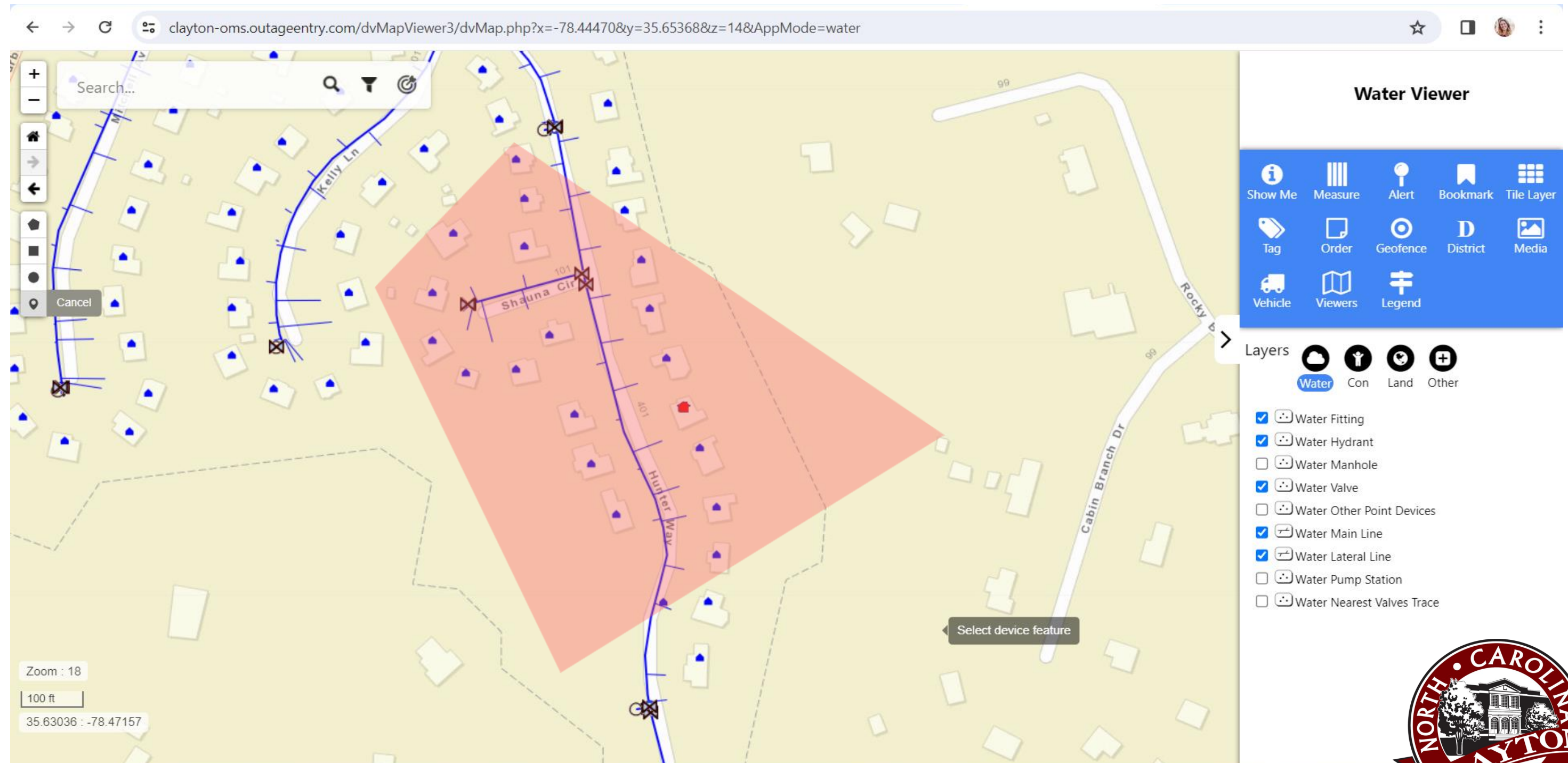


LEAD AND COPPER

- Notification calls and emails for lead and copper identification campaign
- 74% of calls are going to valid numbers
- Advanced notice helps inform public and reduce staff time on site

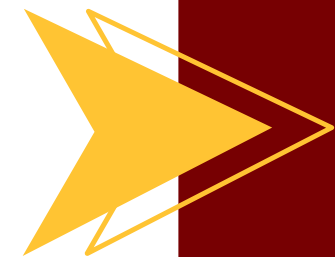


EMAIL CAMPAIGNS BASED ON GEOGRAPHICAL AREAS



PHASE 2- THIS WEEK

DELINQUENT CALL OUTS
NOTIFICATION CALLS/EMAILS



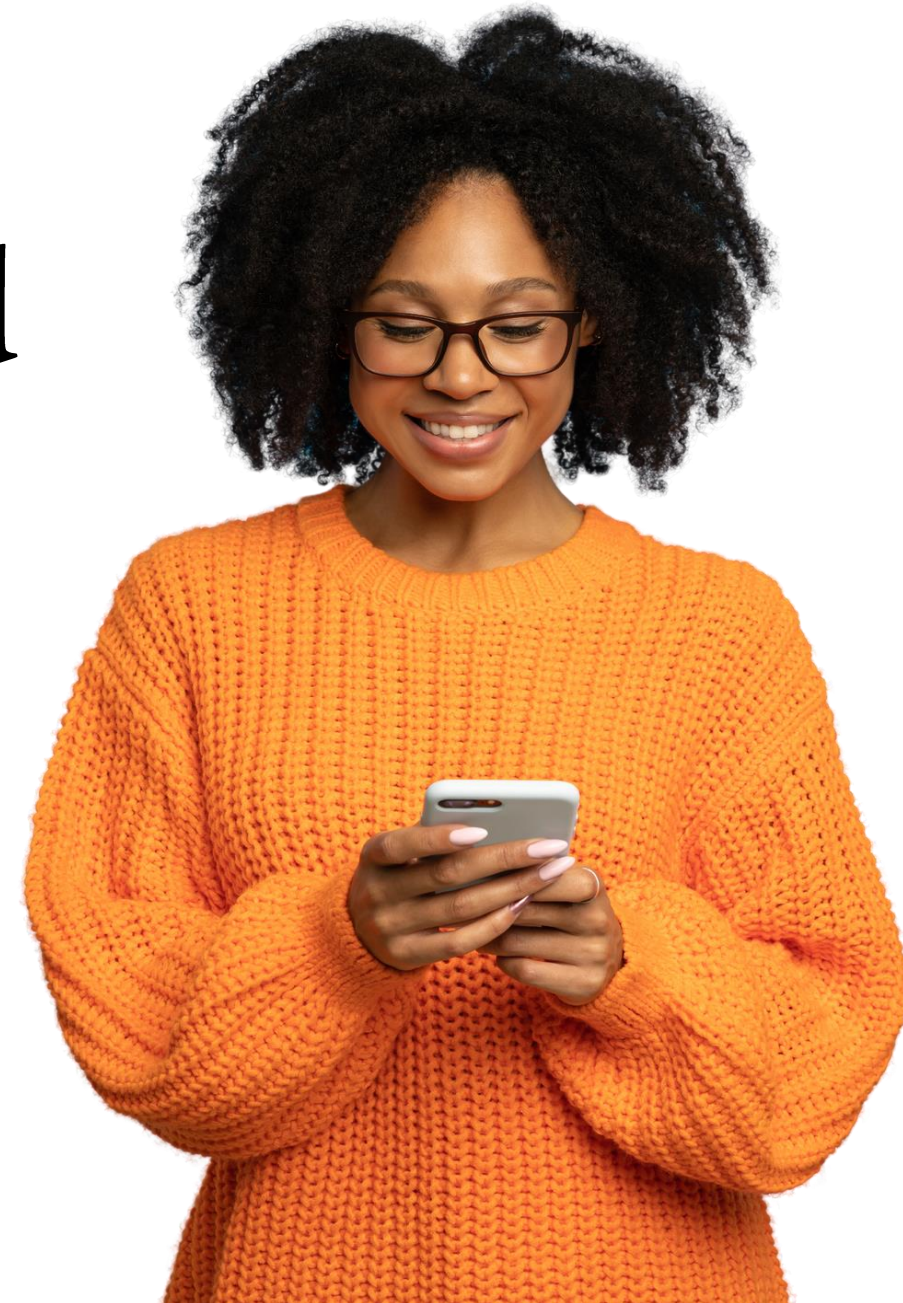
CALL FOR BALANCES
PUBLIC OUTAGE MAP
REPORT AN OUTAGE - WEBFORM

CALL IN AN OUTAGE (IVR)
TEXT IN AN OUTAGE



ACCOUNT BALANCE

- Customer can call automated line to find out current balance
- Frees up staff time



PUBLIC OUTAGE MAP



Service Type

Electric

List

8,684
Customers Served

0

Active Outages

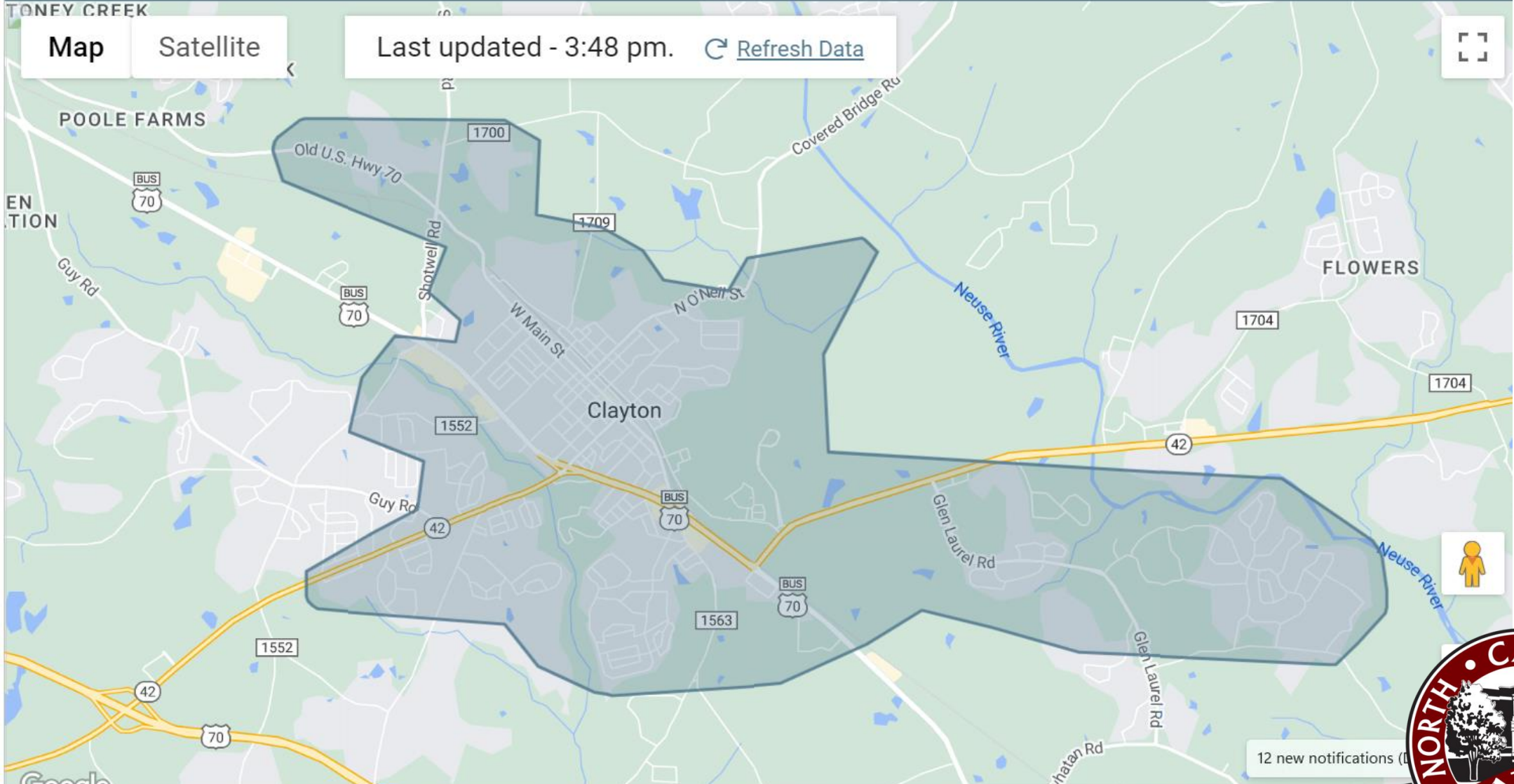
0

Search by address

Report an Outage

MapSatellite

Last updated - 3:48 pm. Refresh Data



<https://www.outageentry.com/Outages/outage.php?Client=clayton>



REPORT AN OUTAGE- WEBFORM

 Report an outage.

1 Locate

2 Verify

3 Report

Please locate your account.

Select a Service Type

Electric



Account Number:

Account Number:

Look Up By

Account Number:

Phone Number:

Address:

NEXT >

<https://www.outageentry.com/Outages/outage.php?Client=clayton>



REPORT AN OUTAGE- WEBFORM

 Report an outage.

 Locate

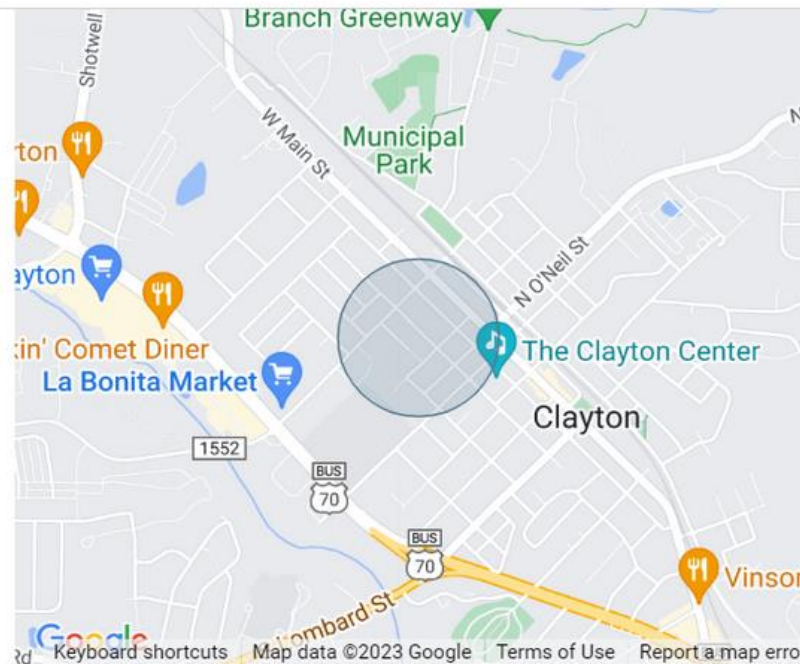
2 Verify

3 Report

Please verify your account.

Location 317 W HORNE ST

No known outage at this location.



CONFIRM & CONTINUE

< BACK



REPORT AN OUTAGE- WEBFORM

 Report an outage.

 Locate

 Verify

 3 Report

Please tell us about the outage.

Problem Type *

Select problem type

Comments

0 / 254

What's the best phone number to reach you?

#####

SUBMIT REPORT

< BACK



PHASE 3- SPRING 2024

DELINQUENT CALL OUTS
NOTIFICATION CALLS/EMAILS

CALL FOR BALANCES
PUBLIC OUTAGE MAP
REPORT AN OUTAGE - WEBFORM

CALL IN AN OUTAGE (IVR)
TEXT IN AN OUTAGE

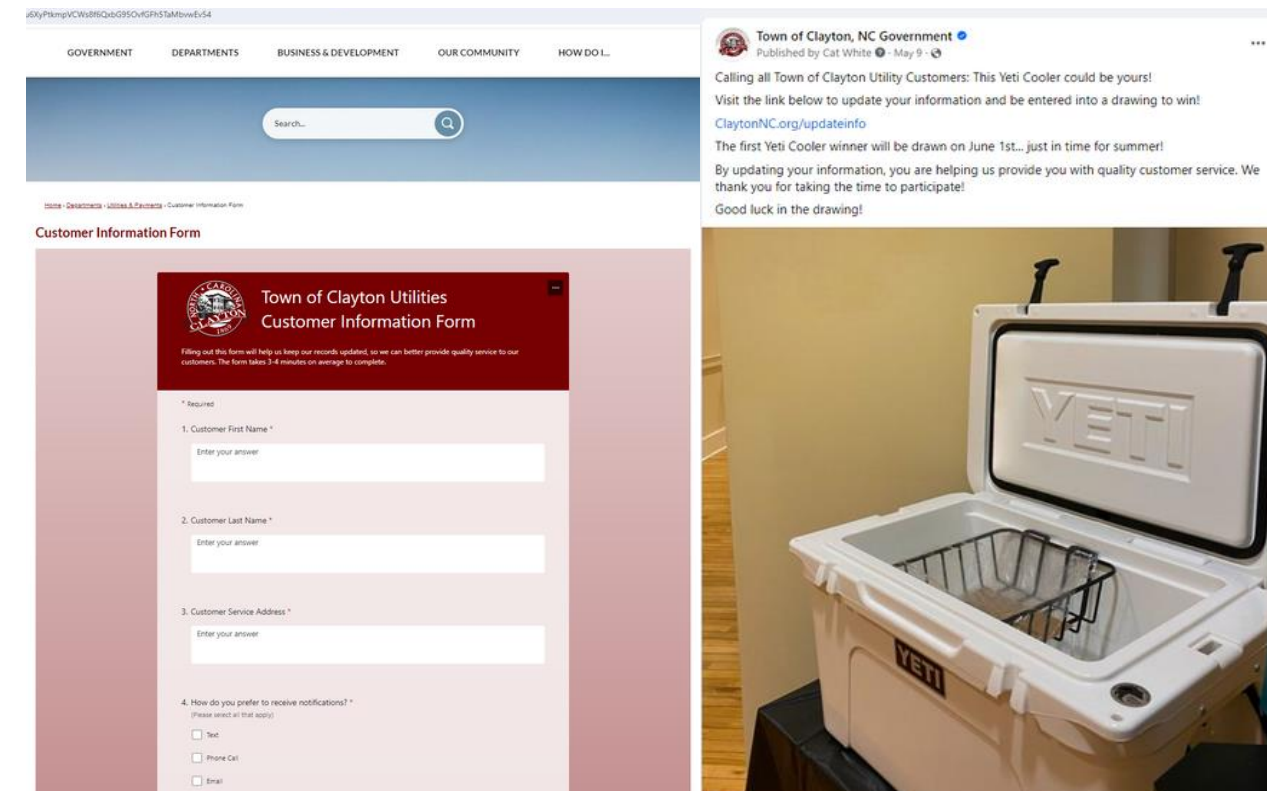


REPORT AN OUTAGE CALL/TEXT **919-553-1530** (OPERATIONS NUMBER)



PUBLIC COMMUNICATION

Continue campaign
for updating customer
contact information



We are as only as good as our data.



PUBLIC COMMUNICATION

Marketing plan in Spring to align with launch of text messaging:

- Utility Bill Backers/Inserts
- Promotional Materials
- Postcards/Brochures
- Social Media Campaign
- Informational Videos



QUESTIONS?



2% ROOM TAX COLLECTION & USE

Clayton

BY DONNA BAILEY-TAYLOR



2% ROOM TAX

ENACTING A LOCAL ROOM TAX

The Town of Clayton will need to hold a public hearing to pass a resolution to enact the 2% room tax. Sixty days following the resolution date, the tax will become enacted. The tax must start on the 1st day of the month.

WHO COLLECTS THE TAX?

Accommodations in the city limits of Clayton will collect from visitors the 2% tax, in addition to the 3% County Room Tax and State/Local sales tax. McWade's B&B and the Comfort Suites currently identified to charge the tax.

Also, AirBNB properties will collect and remit the tax.



PROCESS TO COLLECT THE TAX

The following is a step-by-step of the room tax collection process.



COUNTY FORM
Sample form from the county may be edited and adopted for the Clayton 2% Room Tax, and provided to the hotels.



TAX REMITTED TO CLAYTON
Hotels are required to remit the tax by the 20th of the month for the previous month's receipts. Forms and payments go to the Town of Clayton's Tax office.



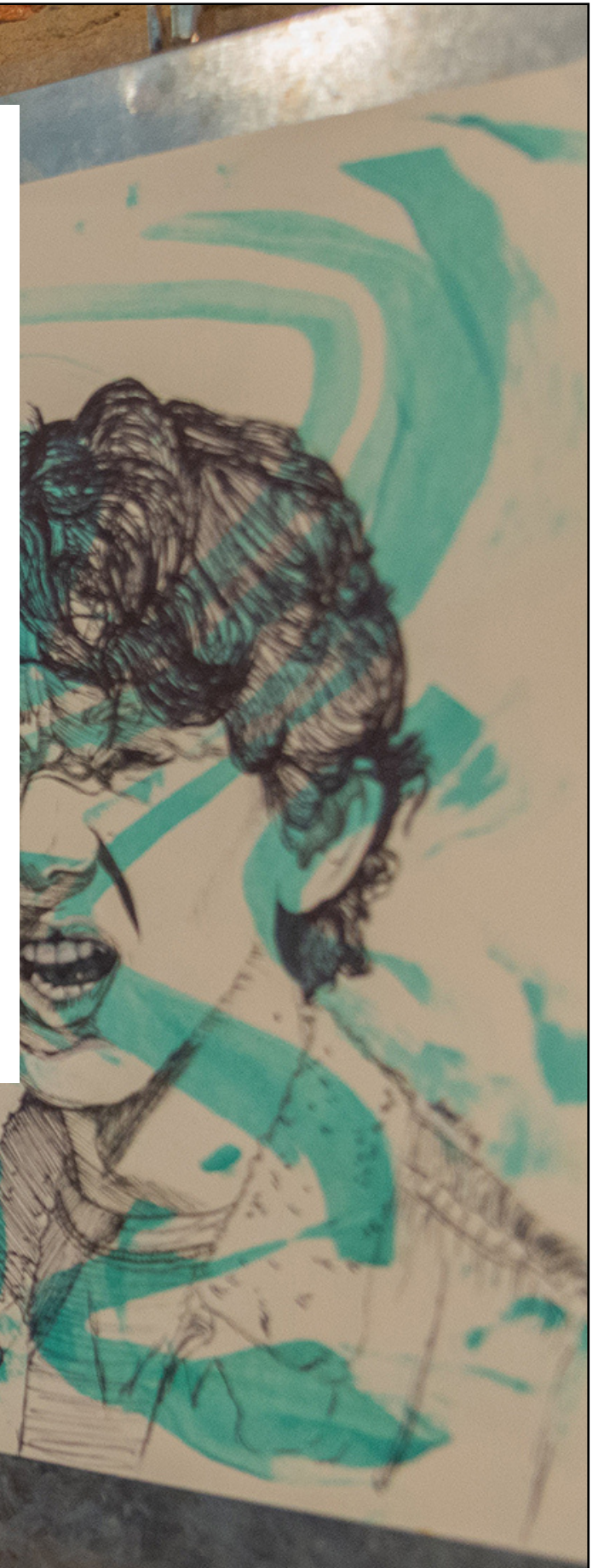
TOWN REMITS TO COUNTY
Upon receipt of hotel funds, the Clayton Tax office reports and remits the amount minus a 3% admin fee, to the County Tax Office.



WHAT HAPPENS NEXT

COUNTY TAX OFFICE DEPOSITS

All Clayton Town Room Tax funds are deposited into the Johnston County Tourism Authority account, under a dedicated line item for the town. By legislation funds are used exclusively for Clayton marketing, and reserve funds are held in fund balance, coded to Clayton.





WORKING WITH THE BUREAU

01

DEVELOP A PLAN

Bureau staff will work directly with Town leadership to write a marketing plan to promote tourism assets in Clayton. The goal is to attract more visitors spending more \$\$\$.

02

EXECUTION

There can be a mix of work done by the bureau staff, and project reimbursement back to the town for approved tourism-related projects.

03

REPORTING

The Bureau staff may report monthly, quarterly or annually the tax collection revenues and expenditures via email, print, or in person at council meetings.

OUR MISSION

01

GOAL #1

Attract visitors to choose Clayton for overnight accommodations for leisure, group, sports, and business purposes.

02

GOAL # 2

Work to develop, enhance, and fund the current and future tourism assets in the Town of Clayton.

03

GOAL #3

To utilize all marketing avenues available to successfully brand and promote the Town of Clayton to visitors and residents.



OUR BUREAU TEAM



DONNA BAILEY-TAYLOR
PRESIDENT/CEO

ERIC DEAN
CREATIVE DIRECTOR

ANGEL PHILLIPS
OFFICE MANAGER

ASHBY BRAME
VP OF MARKETING & PR

KRISTIN RADFORD
SALES & SERVICES MANAGER

JENNIFER MCGOWEN
DIGITAL MARKETING MANAGER

OUR SERVICES

What are we currently doing for Clayton with the 3% room tax?



VISITCLAYTON.ORG

Host and curate content for the VisitClayton.org website on things to do, places to stay, shop, eat, and events.



MARKETING & PR

Host travel writers to visit Clayton and pitch travel related story ideas to major travel publications such as Our State Magazine, Local Palate, AAA Go, and Southern Living.



EVENT & CAPITAL GRANTS

Provide marketing grants to event coordinators such as \$1,500 to the Clayton Chamber for the Harvest Festival. Granted \$16,000 in 2023 to paint the Clayton Center.

MORE THAT WE DO...

The Visitors Bureau has for more than 25 years provided a billboard on US 70 for the Clemmons State Forest, and coop space on that board for the Clayton Center.

Worked with Cycle NC to bring the group to Clayton.



PHOTO SHOOTS IN CLAYTON



MTS TRAIL



FESTIVALS



RECREATION



SHOPPING



FARM MARKET



DINING



QUESTIONS



THANK YOU

As we move forward together to market the Town of Clayton, we know this is just the beginning. Please reach out with any questions, and we look forward to working with you.



919-989-8687



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johnstoncountync.org