



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

Council Present:

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

Staff Present:

Rich Cappola, Town Manager
Jim Cauley, Town Attorney
Heidi Holland, Town Clerk
Dolores Gill, Deputy Town Manager
Lee Barbée, Deputy Town Manager
Robert McKie, Finance Director
Nathanael Shelton, Communications Officer
Joshua Baird, Engineering Director
Patrick Pierce, Economic Development Director
Sam Johnson-Phillips, Deputy Town Clerk
Dede Bumgarner, Development Services Manager
James Blalock, Assistant Director, Water Resources
Catherine White, Communication & Marketing Specialist
Amy Shearin, Community Events and Engagement Coordinator
Lydia Davis, Economic Development Specialist

Council Absent:

Council Member Ruth Anderson

1 CALL TO ORDER

- a) Mayor Pro Tem Sims called the meeting to order at 3:02 p.m.

2 ADJUSTMENT OF THE AGENDA

- a) Rich Cappola asked to adjust the agenda to switch 4b. and 4c.

Approve or Adjust the Agenda

RESULT:	CARRIED 4-0
MOVER:	Andria Archer
SECONDER:	Gretchen Williams
YES:	Andria Archer, Michael Sims, Porter Casey, and Gretchen Williams
NO:	None
ABSENT:	Ruth Anderson (CM)

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

Dede Bumgarner introduced Heidi You, new Permit Specialist in the Community Development Services department. Ms. You comes from Cary.

Rich Cappola introduced Joshua Baird as Acting Water Resources Director. He has been willing to step in since Byron's Poelman's passing.

Joshua Baird introduced James Blalock who took a new position, Assistant Director Water Resources, created for the Town. He will be overseeing the reclamation and maintenance side. Mr. Blalock has been with the Town since 2010. Shared were his certifications.

James Blalock introduced several new staff members to the water resources department and shared their work history.

4 ITEMS FOR DISCUSSION

- a) Communication Updates/Data (3:10 - 3:30 p.m.)

Presenter: Nathanael Shelton, Communications Director; Cat White, Communication & Marketing Specialist; and Amy Shearin, Community Events and Engagement Coordinator

Cat White discussed the new social media recording tool Hootsuite. In August of 2023, the Communications Department launched Hootsuite and transitioned/trained all Town social media managers to efficiently utilize the program. The key benefits of Hootsuite are it would be a centralized social media management, saves time efficiency and scheduling and tracks social media analytics.

It provides monthly social media reports, which are a comprehensive overview of social media performance. It collects data from Facebook, Instagram and Twitter, and optimizes posting times. It also tracks competitors' social media activities and benchmarks performance to identify areas for improvement. These reports are sent to executive team, department heads, social media managers and Council monthly. Included in this report is Overview of audience growth, amount of followers, average engagement, posting frequency, collection of top performing posts including better or worse percentage data, list of trending hashtags, and post length comparative data.

Ms. White stated across Facebook, Instagram and Twitter, the Town has an audience of 32,758+ followers. One of the top performing campaigns on Facebook in 2023 was the Surprise Yarn Project. For the past two years, the Police Station's public exchange location Christmas post has been a top performing post.

Facebook posts with the most comments from the past year include:

- Lee Barbee's Retirement
- Conway Twitty and Loretta Lynn
- Copper District
- Fireworks Weather Update
- Clayton PD Missing Person

Local municipalities that were compared to Clayton were

- Cary
- Johnston County
- Holly Springs
- Apex
- Fuquay Varina
- Garner
- Morrisville
- Wake Forest

Since September, the Town of Clayton has outperformed the following municipalities every month on each platform:

Facebook: Johnston County, Apex, Smithfield, Morrisville

Instagram: Johnston County, Garner, Morrisville, Wake Forest

Twitter: Johnston County, Apex

Recommendations moving forward include Recreating top performing posts, post frequently, post when audience is online, customize content, make it newsworthy and consistency and quality.

In conclusion, the implementation of Hootsuite empowers the Town's social media managers to increase the efficiency and effectiveness of our communication efforts. This tool, in collaboration with its comprehensive reporting features, gives a strategic advantage, enabling us not only to enhance our current performance but also to surpass competitors.

By utilizing Hootsuite, we are propelling the Town's social media presence to new levels of professionalism, fostering improved outreach, communication, and engagement with our community.

DATAVOICE

Nathanael Shelton discussed DATAVOICE. This is an outage management system for public utilities and a mass notification system. 3 pieces pulled into this system are GIS Data, Meter Data and Customer Data. Mass notifications include Calls, Emails and Texts. Customer Data is integrated with the OMS to allow for emergency and non-emergency two-way communication between the utility and the customer.

There was discussion on delinquent calls. Using the IVR system (Interactive Voice Response), the Town has made more than 2,300 automated calls for delinquent payments since August 1, 2023. Out 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.

With the current Lead and Copper notifications, citizens received calls and emails about the lead and copper campaign. 74% of calls went to valid numbers. This advanced notice helps inform the public and reduces staff time on site.

Amy Shearin discussed the ability to select an area on a map of affected areas that would receive notifications. She stated right now we are in Phase 2. She discussed this further in detail on how this process works. Phase 3 is planned for Spring 2024 and should launch the full project. A big campaign is planned for the Spring.

b) Social District (4:00 - 4:30 p.m.)

Presenter: Lydia Davis, Economic Development Specialist

Rich Cappola stated this is Round 2 of the Social District discussion. Ms. Davis stated Legislation enabled this about a year and a half ago. She shared findings and recommendations from the DDA. Shared was background and that several business and community members have expressed interest. Town Council asked DDA and staff to explore. The Taskforce members involved in this process were shared; this group has met monthly since August. November 8th a webinar was held for Downtown Business and Stakeholders to attend; November 15th there was an in-person Q&A session with the Taskforce; and on December 11th, the DDA made a motion to recommend the creation of a Social District to Council.

There was discussion on legislation. In September 2021, HB 890 original legislation and July 2022 HB 211 clarified legislation. According to legislation, a social district refers a defined outdoor area in which a citizen may consume alcoholic beverages SOLD BY AN ABC PERMITTEE within the district, during certain times and with

certain conditions. A social district must be adopted by a Town Ordinance. There was detailed discussion on legislation's social district.

It CAN include (clarifications in HB 211):

- Indoor and outdoor areas of businesses within or contiguous to the defined area
- Privately owned property, including permittees and non-permittee businesses
- Multi-tenant establishments
- Public streets, crosswalks, or parking areas (whether the streets or parking areas are closed to vehicle traffic)

A permittee within the social district can only sell and serve alcoholic beverages on its licensed premises. A permittee cannot set up a bar outside of their licensed premises.

A permittee can only sell alcoholic beverages for consumption in the social district in a container that meets all following requirements:

- (1) The container clearly identifies the permittee from which the alcoholic beverage was purchased.
- (2) The container clearly displays a logo or some other mark that is unique to the Social District.
- (3) The container is not comprised of glass.
- (4) The container displays, in no less than 12-point font, the statement, "Drink Responsibly - Be 21."
- (5) The container shall not hold more than 16 fluid ounces

A social district must be filed with the ABC Commission, a social district logo and website must be created and posted on the website.

The city/county/designee must have uniform signs (sticker, placard, etc.) for Non-ABC-Permitted Businesses:

- Provides notice that a non-permittee business is included in the social district and allows alcohol on its premises when the social district is active
- Non-permitted business must display signs when the social district is active
- Otherwise, a customer may not bring their beverage into that non-permitted location
- No business is required to participate in the social district (permitted or non-permitted)

Posted signage in conspicuous locations, including:

- Clearly defined geographic area included in the social district.
- Days and hours alcoholic beverages can be consumed
- Phone number for the ALE Division and Local Law Enforcement with jurisdiction over the social district.
- A clear statement that an alcoholic beverage purchased for consumption in a social district shall:
- Only be consumed within the social district

- Be disposed of before the person possessing the alcoholic beverage exits the social district unless the person is reentering the licensed ABC premise where the alcoholic beverage was purchased

UPDATES/CLARIFICATIONS

possession of alcohol in closed containers is allowed within the social district as otherwise allowed by law.

Example: Social district attendee purchases a 6-pack of beer while at a bottle shop - they are allowed to carry that 6-pack of beer within the social district having legally purchased the product and it remains in a closed container.

Recent changes in North Carolina law allow a special event located within a social district to receive a permit for the sale of alcohol within their event area from the ABC Commission.

(Example: A vendor at a downtown event may continue to obtain their special event ABC permit within the boundaries of a social district and operate during the same days and times the social district is active.)

Special event permits/one time use permits can interact and co-exist in a social district, but this does NOT mean that those with those permits can serve into a social district cup.

The proposed times for the social district would be Monday-Sunday (7 days a week) from 10 a.m.-10 p.m. and would be throughout the Downtown Core. A map was shared that must be on all signage. Shared was the logo and a proof on required signage. Shared were door decals for all businesses. Shared was a sample of the sticker for the social district cup. Sold by, date and time would be on the sticker for the cups.

Next steps were shared.

- Work with legal counsel and Taskforce to finalize draft ordinance
- Staff prepare budget request (est. \$5,000-\$10,000 for all signage and supplies)
- DDA Request: Also more trashcans and/or Recycling near the exits
- Draft ordinance on Council agenda for potential approval (February 5)
- Develop website
- Submit ordinance to ABC for final approval (End of February)
- Order signage, window clings, stickers, finalize website, etc (End of March)
- Taskforce meeting to discuss communication/rollout plan (March)
- Roll-out/Debut Target - First concert of 2024 (May)
- Taskforce meeting to review first few months of rollout (mid-late summer 2024)

There was Council conversation on the time starting at 10:00 a.m. It was stated this was to accommodate brunch. There was discussion on how Chief Tart feels about this? Ms. Shearin stated she has had conversations with the Police Department and they would like to be educated on this subject and would like to make sure the public is educated.

It was consensus of Council to move forward with the next steps. Mayor McLeod stated he does not want to rush through this, he wants to make sure we are doing everything correctly.

- c) Mid-Year Town Manager Budget Updates from Mid-Year Budgets (3:30 - 4:00 p.m.)
Presenter: Rich Cappola, Town Manager

Due to time, this item was not discussed.

- d) Occupancy Tax Discussion (4:30 - 5:00 p.m.)
Presenter: Donna Bailey Taylor, JCVB & Patrick Pierce, Economic Dev. Director

Donna Bailey-Taylor was present to discuss the occupancy tax discussion. She is the Executive Director of the Johnston County Visitor Bureau. The discussion was on the 2% room tax which took some moving around in Raleigh. This has been approved and the next steps is enacting a resolution at a public hearing. Sixty days following the resolution date, the tax would become enacted. Accommodation 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.

Shared was the process to collect the tax. Sample forms from the county may be edited and adapted, 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's tax office. Upon receipt of hotel funds, the Town's tax office reports and remits the amount minus a 3% admin fee, to the County tax office.

5 ADJOURNMENT

- a) With nothing further, the meeting was adjourned at 5:01 p.m.

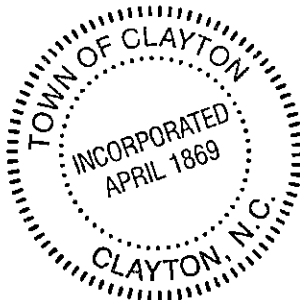
Motion To Adjourn

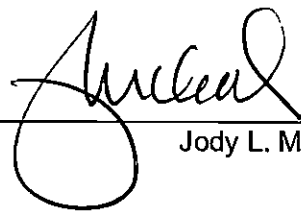
RESULT:	CARRIED 4-0
MOVER:	Michael Sims
SECONDER:	Andria Archer
YES:	Andria Archer, Michael Sims, Porter Casey, and Gretchen Williams
NO:	None
ABSENT:	Ruth Anderson (CM)

Duly adopted this the 16th day of January, 2024 while in regular session.

ATTEST:


Sam Johnson-Phillips
Deputy Town Clerk




Jody L. McLeod
Mayor