Town of Clayton
Town Council Work Session Minutes
Tuesday, September 5, 2023 at 3:00 PM
Rotary Room, Town Hall
111 E. Second Street

Council Present:
Mayor Jody McLeod
Mayor Pro Tem Jason Thompson
Council Member Andria Archer
Council Member Avery Everett
Council Member Michael Sims
Council Member Porter Casey

Council Absent:
None

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
Greg Tart, Police Chief
Sam Johnson-Phillips, Deputy Town Clerk
Bruce Venable, Planner
Matt Lorion, Acting Parks & Rec. Director
Nathanael Shelton, Communications Officer

1 CALL TO ORDER

a) Mayor McLeod called the meeting to order at 3:02 p.m.

2 ADJUSTMENT OF THE AGENDA

a) **Approve or Adjust the Agenda**

RESULT:	**CARRIED 5-0**
MOVER:	Porter Casey
SECONDER:	Jason Thompson
YES:	Jason Thompson, Andria Archer, Avery Everett, Michael Sims, and Porter Casey
NO:	None

3 INTRODUCTIONS AND SPECIAL PRESENTATIONS

a) 3:00 - 3:15 p.m. (15 Minutes)
Employee Introductions
- Kaci Shaefer, Administrative Assistant
- Steven Motts, Planner II

Presenter: Greg Tart, Police Chief
Jonathan Jacobs, Interim Planning Director

Chief Tart introduced Kaci Schaefer, she will be working at the front desk at the Police Department. Lara Keating-Lopez would move upstairs in investigations.

Ms. Schaefer is from Robeson County and previously worked for the Robeson County Sheriff Office. She thanked Council for the opportunity.

Jonathan Jacobs introduced Steven Mott, he joins us from Tennessee. He stated he is excited to be here.

4 ITEMS FOR DISCUSSION

a) 3:15 - 3:30 p.m. (15 Minutes)
Small Area Plan Gateway 42 Update: Presentation and Discussion with Consultants.
Presenter: Jonathan K. Jacobs, PE, CFM - Interim Planning Director
Bruce Venable - Planner 1
Blake Reeves - Consultant with LS3P

Blake Reeves from LS3P was present and provided a quick overview. As US 70 is upgraded to interstate 42, a new critical junction is forming. He stated this plan would bring new opportunities to this area. A robust community engagement campaign was launched that they were happy with. Used were interactive tools for valuable feedback, they were happy with the level of participation. Gateway 42 includes regions of southwest Clayton where the upgraded Interstate 42 and its interchanges engage with Clayton as well as the Health District, the Copper District and several legacy neighborhoods.

He stated they looked at existing land uses as well as existing conditions. Shared were four critical project imperatives: Improve Mobility Corridors, Cultivate Complete Communities, Provide Green Space Amenities, and Foster Small Town Charm. Explained was how Gateway 42 adopts an ETJ expansion. Shared were current land uses: Agricultural/Rural Residential, Medium Density Residential, Low Density Residential, and High Density Residential and multi-use designations: Neighborhood Center, Employment Center, Community Center, and Recreational Open Space.

The new plan provides a regulated format to introduce integrated uses on a small scale. Commercial amenities are permitted within 100'-400' of existing corridors to encourage foster adjacent activity nodes.

Shared were plan recommendations across four categories: Branding & Wayfinding, Streetscape Improvements, Open Space Amenities, and Multi-Use Trail Systems.

Shared were Priority Actions:

1. Implement the suggested expansion of the existing ETJ.
2. Commission a branding and wayfinding campaign to define appropriate entry gateways.
3. Explore potential incentive packages that might encourage intra-block multi-use trails.

4. Promote the Copper District's concept of a connected greenspace network.
5. Study the properties along Swift Creek to understand the feasibility of a park.
6. Negotiate and purchase property along Swift Creek and south of Austin Pond.
7. Begin an assessment of open space needs for the Gateway 42 communities.
8. Explore incentive packages that might spur the development of Complete Communities.
9. Workshop Complete Communities with developers to understand feasibility and limitations.
10. Integrate Gateway 42 corridors into the Johnston County Comprehensive Transportation Plan.
11. Align Complete Communities land use designation with zoning oversight.

Mr. Cappola stated this draft can be found in the work session agenda. Jonathan Jacobs stated a lot of the area studied is outside of the current ETJ with anticipation of growth.

b) 3:30 - 4:15 p.m. (45 Minutes)
Parks and Recreation Master Planning Input
- Input from Council

Presenter: Sara Burroughs, Sage Design

Sara Burroughs with Sage Design was here to discuss this plan. She stated they are in the beginning part of the process.

Shared was a timeline. She stated she hoped to have this complete by September 2024.

Discussed were economic center to parks, recreation market analysis and green infrastucture. The goal presented is how to bring people to Clayton from a recreation standpoint.

The inventory process has begun. Shared was the community engagement process; they are preparing to do community engagement. They will be at the Harvest Festival and will have an open house at The Community Center. Mayor McLeod asked is she is looking at citizens who pay taxes or citizens that don't pay taxes. Ms. Burroughs stated she would be asking those questions in the survey.
There was an admin meeting to help with guiding principles to see if they aligned with Town goals. In those, there were workshops which asked touchpoints from what departments felt were strengths, weaknesses, opportunitiesand the big picture. She stated she found out how the department

feels the Town goals are being met. Evaluated was each element and summarizedwere the findings.

Shared werethe results of the strengths, weaknesses and opportunity.

She is moving in the Community input process now. On September 21, there would be open houses all day with opportunities to give input.

There was discussion on special needs. Ms. Burroughs stated those did come through but imagine this would come through the middle of November during public output. Matt Lorion stated there would be more opportunities out there on this subject.

Council Member Archer stated she heard about a skatepark and unimproved open space. Ms. Burroughs stated she would try to leave this open but would talk about this in public engagement. The skatepark is listed on the survey itself and will definitely get input on that. Open ended opportunity and green infrastructure analysis would also be discussed.

Mr. Cappola stated the survey would get into those details. Council needs to think about a skatepark, but need to have more conversation. Another topic up for discussion is a community pool. Those are what the League of Municipalities would like to talk about regarding risk management. Mayor Pro Tem Thompson stated the Council in the past has stated no to a community pool, but thisCouncil needs to have discussion on this and may need to revisit. Council Member Casey gave an example of the success of the splash pad.

Mayor McLeod talked about insurance and in the stent of six years, about 4 situations of loss of life lawsuits have occurred. His biggest concern is the liability aspect of this. There was further discussion on this.

Mr. Lorion stated everyone's idea of a pool is different. Council Member Sims stated to look at who is doing this right and who is doing this wrong. Mr. Lorion stated the hardest thing to see in aquatics is staffing.

Ms. Burroughs stated this is good conversation to have while still accessing needs. She stated this is an effort that happens every 10 years. Last time this was done with Clayton, the Town was considered a small town. Now we have not been considered that. If we start to look at metrics, it's not because we haven't been thinking forward, it's because we are growing.

Council Member Casey asked are you looking at repurposing? Ms. Burroughs stated repurposing, sharing and overlap would be looked at.

c) 4:15 - 4:30 p.m. (15 Minutes)
Strategic Plan Scope of Work
Presenter: Dolores Gill, Deputy Town Manager

Ms. Gill stated she is excited because the current strategic plan for the Town is coming to an end. The Town would be launching into an RFP this year to find a consultant to help us with this to 18-month process for creating a new plan. There has been lots of involvement in master planning, so this is a good time. The consultant needs to be able to take the current plan, mirror it and use new data to align. The goal is to create a plan that accurately reflects where the Town is currently.

She stated staff wants to evaluate the plan we have; we did this at the last retreat. Found were things that work and doesn't work in the current plan. The next step to ask Council where we are going. Staff has looked at other towns RFP's. She has worked with department heads asking what they would like with the next strategic plan. Ms. Gill introduced D'Arcy Aman who has been helping with this strategic plan.

Shared was the staff survey sent out and the results. This was sent out to find out how much work to ask the consultant to do. Currently the majority of staff that have taken the survey feel this does need refinement.

Regarding the current vision statement, half of staff think it needs work. The results were staff feel it's applicable but needs work. Regarding the Mission statement, staff feels it needs work. There was discussion on what the least effective issue the current plan didn't adhere to; there was discussion on this. Staff were asked what should be the next timeframe for plan? Staff responded to have things in a five-year setting.

It was stated this would have huge stakeholder input. Goal is at the retreat, that would be discussed for a full day in depth.

Ms. Gill asked Council what we are missing to put in the scope to be able to pick best consultant group for this plan. Council Member Everett feels we are on the right path. Mayor McLeod wants to make sure we keep balance in this. There is more to this than infrastructure and he doesn't want to get focused on infrastructure. He stated we want to make sure we are hiring customization.

Ms. Gill stated she is hearing that we need to think about Clayton in a way we haven't even thought of. Council Member Casey stated this is all about growth, but how can we work with what we have coming. Ms. Gill stated the biggest key to her is alignment. She would compile a list of names for a stakeholder committee, would come back to Council with this list.

Mr. Cappola asked if anyone from Council would like to be part of submittals and interview process. Mayor McLeod stated he would be part of this process.

d) 4:30 - 4:45 p.m. (15 Minutes)
ECCP Fields Collaborations

Presenter: Matt Lorion, Acting Parks and Rec. Director & Rich Cappola, Town Manager

Matt Lorion discussed this item. He stated the Town would provide steel signage over the entrance into the fields with the name: Carolina Comfort Air fields. The approximate size of this sign will be 12 feet wide and span the double gates that are located at the SE corner of the field. The bottom of the sign will be approx. 9 feet of the ground and be 3 to 4 feet tall.

The cost would be $75,000 for a 5-year sponsorship. If Carolina Comfort Air decides not to renew after 5 years, we just take it down.

Council Member Casey asked if they would be doing the shelter, Mr. Lorion stated not at this time. Mayor Pro Tem Thompson asked where the $75,000 goes. Mr. Lorion stated there would be a separate GL code to be able to track the funds. The plan is to be able to redo the fields in 10 years and have the funds to do this.

Mayor McLeod asked how we arrived at $75,000. Mr. Cappola stated that's what Caterpillar paid, and other Towns were benchmarked. Mayor McLeod asked to see renderings before moving forward.

Mr. Lorion stated the framework would not change; the inlay would be replaced every five years.

Ms. Gill stated she would be interested in a joint press release and photo op. She would like to set up a date and issue a big check. Mr. Lorion stated he should have a rendering within 24 hours.

Mr. Cappola stated he has spoken with Mark Morgan, with Neuse River Futbol Alliance, about using the fields for soccer. Mr. Morgan is on the Recreation Advisory Board. He met with Mr. Morgan, and he is trying to maintain market share and work with the Community. Mr. Lorion and staff have been speaking to them about their demands. They would like to have a flat rate so they could book their schedules and know how many fields to commit to.

Their proposal was $2,000 a month. They would have two tournaments and that would add $500 per event. Mr. Cappola stated the cost would be $15,000 for naming rights, $25,000 to use the fields, $500 for any additional event and the cost would go up 10% each year for five years.

It was consensus of Council to use a 3-year term rather than a 5 -year term.

It was stated to have a press release and ribbon cutting for both events.

5 ADJOURNMENT

a) With nothing further, the meeting was adjourned at 4:59 p.m.

Motion To Adjourn

RESULT:	**CARRIED 5-0**
MOVER:	Jason Thompson
SECONDER	Porter Casey
YES:	Jason Thompson, Andria Archer, Avery Everett, Michael Sims, and Porter Casey
NO:	None

Duly adopted this the 18th day of September, 2023 while in regular session.

Jody L. McLeod
Mayor

ATTEST:

Heidi L. Holland, CMC, NCCMC
Town Clerk