Town of Clayton
Town Council Work Session Minutes
Tuesday, January 3, 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
Dolores Gill, Deputy Town Manager
Lee Barbee, Interim Deputy Town Manager/Fire Chief
Heidi Holland, Town Clerk
Robert McKie, Finance Director
Jonathan Jacobs, Assistant Engineering Director
Joshua Baird, Engineering Director
Michelle Snyder, Executive Asst. to Town Manager
Ben Howell, Planning Director
Lydia Davis, Economic Development Specialist
Patrick Pierce, Economic Development Director

1 CALL TO ORDER

a) Mayor McLeod called the meeting to order at 3:04 p.m.

2 APPROVAL OF AGENDA

a) **Approval of Agenda**

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

3 ITEMS FOR DISCUSSION

a) CIP Planning (1 Hour)
Presenter: Joshua Baird, Engineering Director

Mr. Baird provided a recap from the last meeting. He discussed the difference between the CIP and CPP.

CIP:

- Improvement
- Specific initiative

- Defined costs and timeline
- completion milestone

CPP:

- Ongoing initiative
- Reoccurring costs each FY
- Repair and Rehabilitation (R&R)

He shared lists of programs recommend going into this new budget year.

Mr. Cappola stated for many of these projects we have been putting money into the budget but have not had a plan as to what that money would go for. He provided examples, such as Street signs which have an expiration date. He stated we have to know we have to replace so many signs per year, so we know how much we need to spend. He stated every year we will put $100,000 aside for ADA. Road rehab shows that we need to spend $2 million to get caught up with the needs we have.

Mr. Baird stated he has discussed with superintendents to create a plan on lifespan of lights, pumps, etc. Each program will be owned by a division and the superintendents would be responsible for reporting how many miles of sidewalks we have and the life span.

Council Member Sims asked would we see this on the budget? Mr. Cappola stated at the retreat, we would go into detail on the costs.

Discussed were CPP General Fund Programs:

- Vehicle Replacement
- Heavy Vehicle and Equipment Replacement\
- Road Rehab
- Street Sign Replacement
- Monument/Wayfinding
- Facility Building Maintenance
- Fire Apparatus Replacement
- ADS Transition
- Stormwater MS4 O&M
- Sidewalk Maintenance
- Greenway Maintenance
- Playground/Equip
- Strategic Land Acquisitions
- Turf and Lights
- IT Hardware

Council Member Archer likes the lists, it seems responsible and transparent. She stated she hopes the bulk of the spending money is on general fund. Council Member Casey stated if something doesn't need to be replaced because it's running properly, lets not replace it if it doesn't need to be replaced.

There was discussion on ordering items that may take a long time for us to receive. Mayor Pro Tem Thompson stated we need to plan for replacement because of long lead times in receiving items. It may take 2 years to receive needed items. Council Member Sims asked if we have a vehicle maintenance program for assets, Mr. Poelman stated we do.

Jonathan Jacobs stated every 2-3 years after roads have been paved, products would be used to resurface or rejuvenate the roads in hopes to prolong the roads. He stated it takes $2 million get 8 miles done. There was discussion on Powell Bills and taxes on vehicles taxes that go towards the roads. Mr. Cappola stated our portion of Powell Bill should really start to increase. Those revenue services always go towards the roads.

Mr. Baird stated at some point when we are on top of things, there will be a steady linear curve. Council Member Casey asked if would be reevaluating our vehicle replacement. There was further discussion on this. 100,000 miles was the threshold, and the wear and tear does not match up with this.

Mayor McLeod stated this is an election year and the strongest discussion is road rehab. He stated he would love to have information on improvements that would be done. Mr. Jacobs stated engineering staff is working with Public Works to develop a 5-year resurfacing plan. They would meet with utilities to discussion coordination with the roads and water/sewer repairs. As this is finalized, it would be shared with Council. He stated staff is trying to focus on quadrants, this would show how the Town is prioritizing these four corners.

Mr. Baird discussed the Project Scoring. He shared the LAPP Scoring Program that we are basing our scoring on. He feels this would work well for the Town. Each council member would submit up to 15 points per project with no more than 10 points to one project. Mr. Baird went into further discussion on this point system. He shared the General Funds Project CIP projects process which goes into detail of each project. This information will be available in SharePoint once the information is entered.

There was discussion on reserving money for a future wastewater facility. Davenport would be working on this.

b) Downtown Master Plan Update (15 Minutes)
Presenter: Ben Howell, Planning Director

Mr. Howell provided an update on the Downtown Master Plan. He discussed the purpose of this Master Plan and went into detail on the results of the survey. He stated there were 1,089 responses. He went into detail of who participated and what questions were asked in the survey. A presentation was included in the agenda.

Shared was information on the Real Estate and Economic Development Assessment which was provided by consultants. Stakeholder conversations included a primary focus on preservation of small town and historic character and traffic, parking and pedestrian safety are top concerns. Studies on demographic profile, market demand, tourism, residential housing supply, quality of life and downtown retail demand was also shared.

Mr. Howell stated the next steps would be:

- Public Workshops
- Catalyst Sites - Highest & Best Use
- Final Report Recommendations
- Key Performance Indicators - Building Return on Investment

Shared were Listening Session Summaries to include key issues such as Public Facilities, Transportation, Parking, Housing, Infrastructure and Downtown Management. Table Breakout Sessions would include topics such as List and Rank the 5 Biggest Challenges and Opportunities in Downtown and Define Your Vision for Downtown.

He discussed the December 14, 2022, meeting was canceled due to poor attendance. He would schedule a second workshop in early to Mid-February. Public input would be gathered through an additional survey and at the next workshop staff would be able to show concepts for streetscapes and discuss streetscape options. They would also look at potential site in the Downtown area for sites to continue to be able to grow Downtown. He stated they are working on developing a dedicated website for this. There would be another workshop after February with adopting the plan in April/May timeframe. There was discussion on communicating the workshop better and in advance for a better turn out.

c) Strategic Plan Update (15 Minutes)
Presenter: Patrick Pierce, Economic Development Director

Mr. Pierce gave an update on the Strategic Plan Update.

Overview Includes:

- Timeline & Outreach
- Coordination
- Market Analysis
- Survey Highlights
- Draft Recommendations
- Next Step

Time & Outreach:

- Sept. 12-13 - In-market visit & stakeholder input meetings to include a joint Advisory Board Committee Meeting
- Sept. - Nov. - Community Input Survey (277 responses)
- Nov. 1 - Market Analysis Presentation
- Nov. 8 - Draft Strategy Presentation
- Three DDA Board Meetings

Coordination:

- Shared Stakeholder Input Meetings
- Shared Survey Data
- Staff Contribution to Both Efforts

There was detailed discussion on Market Analysis and the survey highlights.

Policy & Administration - Now:

- Create a monthly Community Roundtable event for Downtown
- stakeholders
- Expand Facade Grant Program/create a Vibrancy Grant Program
- Engage in Codify Clayton to reduce barriers to infill residential in Downtown

Policy & Administration - Longer Term:

- Develop a more robust tax incentive grant package for downtown
- redevelopment
- Establish a social district
- Create a Downtown BID

There was detailed discussion on design, tourism and promotion and economic vitality.

Next steps:

- Staff working with Downtown Strategies to address comments on draft
- Final draft by end of January
- Begin implementation
    - Real Estate Analysis/Property Owner Engagement
    - Implementation Jump Start
    - Action Planning Work Session with DDA
- Year 2 and 3 Implementation

d) Council Discussion (30 Minutes)

This time was allotted for Council Discussion.

4 ADJOURNMENT

a) Adjourn

With nothing further, the meeting was adjourned at 5:13 p.m.

Motion to Adjourn

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

Duly adopted this 17th day of January 2023, while in regular session.

Jason A. Thompson

Jason Thompson
Mayor Pro Tem

ATTEST:

Heidi L Holland

Heidi L. Holland, CMC, NCCMC
Town Clerk

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APRIL 1869
CLAYTON, N.C.