



**REGULAR CITY COUNCIL MEETING**  
**MONDAY AUGUST 8, 2016 @ 7:00 PM**  
**CHERRYVILLE COMMUNITY BUILDING**  
**106 S. JACOB STREET CHERRYVILLE, N.C. 28021**

**CALL TO ORDER, MAYOR PRO TEM BRIAN DALTON:**

Mayor Pro Tem Brian Dalton called the meeting to order. Councilmember's Jill Puett, David Kiser, and Malcolm Parker were present. City Manager Ben Blackburn, City Clerk Paige Green, City Attorney Palmer Huffstetler Jr., Police Chief Chad Hawkins, Public Works Director Brandon Abernathy, Fire Chief Jeff Cash and EDC Director Richard Randall were also present. No media coverage.

**INVOCATION BY: REV. SHARON KNAULS:**

Rev. Sharon Knauls gave the invocation.

**PLEDGE OF ALLEGIANCE TO THE FLAG:**

Everyone recited the Pledge of Allegiance.

**MAYOR'S COMMENTS:**

Mayor Pro Tem Brian Dalton read the follow comments from Mayor H.L. Beam III:

First, I want to thank Mayor Pro Tem Brian Dalton for taking charge of tonight's meeting as I am on vacation in Myrtle Beach.

Recently I attended and spoke at two-ribbon cutting. The first was for the Gary Freeman new art center located in his newly renovated former Bill Abernethy building.

The second ribbon cutting was Friday august 5 for the Gaston Family Health Services located in the former offices of Dr. Tom White on Oak Street. Large crowds were on hand for both ribbon cuttings.

On July 16, Council Member's David Kiser, Jill Puett, Police Chief Chad Hawkins and Mayor Beam attended a community unity prayer vigil held at Mt Zion restoration church in Gastonia. The event was held in memory of the two black men who were recently killed by law

enforcement officers while performing their duties, and in memory of the five Dallas Texas Police Officers that were gunned down. This event was to show unity between the black community and our law enforcement officers.

On July 28, EDC Director Richard Randall, City Manager Ben Blackburn and Mayor Beam attended a public hearing before the Gaston County Board of Commissioners. The hearing was in regards to the county allocating \$40,000 for more to a direct engineering analysis of property located adjacent to the Sunbeam Industrial Park. The land is presently under consideration for expansion purposes of the Industrial/Business Park. The vote was unanimous to allow the expenditure of this money to complete the study.

The commissioners voted in the majority to appoint Mr. Pat Kelly, Mr. Mark Mauney, and Mr. Larry Gunnell to the Cherryville Planning Board and Board of Adjustments.

On July 31, Mayor Beam attended and spoke at the John Chavis High School Alumni Reunion. This reunion celebrated the graduating classes of John Chavis from 1938 thru 1966.

Immediately following this event, Mayor Beam left for Fraley Field where he gave opening remarks and read a proclamation in support of the Community Wide Revival held July 31 thru August 4.

On August 4, at 4 pm in the Cherryville Main Street Program's operations center in city hall Council Member Malcolm Parker, Mayor Beam, and City Manager Ben Blackburn met with representatives from the Cherryville Shrine Club, Darin and Brook Aldridge and CMSP staff and volunteers. They met for a "photo-op" session recognizing the benefit concert held in April. Monies from this event were distributed between the Shrine Club and CMSP.

Later that evening, a special meeting of the Cherryville City Council was held at the same location. Council Member's David Kiser, Brian Dalton, Jill Puett as well as Mayor Beam, City Manager Blackburn, City Clerk Paige Green, EDC Director Richard Randall and CMSP Chairman Andy West were present for a presentation of the Streetscape and Land Use Master Plan. The Main Street Design Committee gave this presentation.

In closing, Mayor Beam attended a "Back to School Rally" at Cherryville's Fairview Baptist Church on August 6 where he and Council Member Jill Puett presented some school supplies for the upcoming school year students.

Police Chief Hawkins and members of his staff were honorary guests at this event and presented pencils and other items to the students as well.

**APPROVAL OF MINUTES:**

CITY COUNCIL MEETING JULY 11, 2016

CITY COUNCIL WORK SESSION MEETING JULY 26, 2016

## CITY COUNCIL SPECIAL MEETING AUGUST 4, 2016

Councilmember David Kiser made a motion to approve all three sets of minutes as written. Councilmember Parker seconded the motion and the vote was unanimous.

### **AGENDA APPROVAL/REVISION:**

Councilmember Puett made a motion to approve the agenda as written. Councilmember Kiser seconded the motion and the vote was unanimous.

### **CITIZENS TO BE HEARD - CITIZENS THAT WISH TO SPEAK MAY DO SO BY COMING TO THE PODIUM AND STATING YOUR NAME AND ADDRESS BEFORE YOU SPEAK. COMMENTS WILL BE HELD TO 5 MINUTES PER PERSON:**

No citizens spoke at the meeting.

### **END OF YEAR REPORT FOR CHERRYVILLE MAIN STREET PROGRAM, CHAIRMAN ANDY WEST:**

Cherryville Main Street Chairman, Andy West approached the podium and gave the end of year report for the Main Street Program. Mr. West reported the following:

“Mayor Pro Tem Dalton, Members of the Council, Professional Staff of the City, and citizens, it is a pleasure to come before you this evening to report on the activities of the Cherryville Main Street Program for Fiscal Year 2016, which recently ended on 30 June. Included in your information packet for this session is a copy of our Annual Report for 2016. Much of what I’ll cover is included in that report.

The Cherryville Main Street Program is focused on downtown revitalization. FY2016 was another year of accomplishments and achievements for the Main Street Program. Cherryville is the newest member of the 65 designated NC Main Street Communities. Although we are new to the program, we have been neither shy nor hesitant to act. Indeed, we have tackled tough issues, actioned complex initiatives and worked tirelessly over the past two years to catch up with the field and have now jumped ahead of a number of other NC Main Street programs. During FY2016 Citizen Volunteers devoted over 2,300 hours working on Main Street initiatives. The other 64 North Carolina main street communities on average spent just under 1,100 hours on their programs. So this year we were operating at a pace two times that of other cities. Last year, we operated at a pace 3 times that of the other cities. What does this mean? It means that compared to the other 64 NC Main Street communities, over the last two years, the Cherryville Main Street Program has realized 5 years of progress.

This fact was borne out in June when we received a memo from the offices of the NC Governor Pat McCrory and the Secretary of Commerce John Skvarla notifying Cherryville that our Main Street Program had been selected for National Accreditation. In his letter, Secretary Skvarla stated that “This national recognition confirms the results we’re seeing every day in these forward-thinking communities and is a testament to the hard work and commitment of our Main Street program participants.” Indeed Cherryville was one of 11 North Carolina

programs added to the list of Nationally Accredited Main Street Communities. As the newest member of the NC Main Street Program, Cherryville leap frogged over 21 other cities to receive the National Accreditation. Those cities are still working to reach that milestone.

Another milestone that the Cherryville Main Street Program or CMSP achieved this year was to be one of 11 cities to receive the NC Award of Merit at the Annual Main Street Conference held in Goldsboro, NC. For the second year in a row, we received an Award of Excellence for Organization. Last year the award was for our Master Work Plan; this time it was for our Communications Campaign. The competition for these annual awards is fierce, and Cherryville's winning two years in a row is very noteworthy.

A third milestone event this year also occurred in June when we received word that our application to designate most of the Downtown Business District as a National Historic District was approved by the National Registry Advisory Council. Our application has been forwarded to the Department of the Interior in Washington, DC for final review and entry into the National Register of Historic Places. We will receive our official registration within the next few weeks. Nevertheless, owners of contributing buildings may apply now for federal and state tax credits of up to 40% of the cost for building improvements and renovations. When we first began developing the Master Work Plan, we thought it would take us 5 years to gain entry into the National Historic Register. Completing this initiative in two years is a tremendous accomplishment for our town.

Beyond those 3 major milestones, the CMSP committee worked diligently to complete a number of other initiatives. Some of these that most of you have noticed include:

1. Rolling out the new Cherryville brand - - on city vehicles, signs, banners, clothing, and even on the garbage truck you see elements of the new brand.
2. We procured and deployed 38 new pieces of high quality, aesthetically pleasing, outdoor furniture for Main and Mountain Streets and the Mini-park. And the furniture is getting a lot of use.
3. We procured and displayed 2 new sets of banners for Main and Mountain Streets- - one with our tagline "Cherryville, where life blossoms" and another with our National Historic District designation saying "Historic Downtown Cherryville." We also procured a set of baseball banners for the Mini-Park.
4. Our Mural Campaign is nearly complete - - The Roy & Troy Coca Mural was finished last August, the beautiful Heritage Mural on Mountain Street will be finished by August 15, and the Sanitary Barber Shop Mural is now underway. These murals add color and beauty to the downtown. They are an element of art that takes us back to simpler times and reminds us of our youth and our heritage.
5. Finally, we developed and released a Request for Proposal and Statement of Work to secure the professional services of an architectural and engineering firm. They will

assist us with developing our Land Use & Streetscape Master Plan. We held a competitive procurement and selected Design Workshop out of Asheville and as many are aware that work is currently in progress and should be complete in late October. The Master Plan we develop will influence City planning and budgeting for the next 10-20 years.

So those are just 5 of the 72 tasks and duties that we performed during the last fiscal year. It was a busy year and, by any measure, we had a great year in support of our community's revitalization.

Clearly, many of these activities and acquisitions are not free; they cost money. The City appropriated \$50,400 for the Main Street Program last fiscal year, and I want to thank you again for your faith in and support of our program. I can report to you that we used every dollar and not a penny more that you appropriated for the program. In addition, we raised \$59,909 in grants and pledges from businesses, organizations and individuals. Thus, for every dollar the City appropriated for the program we matched it with \$1.17 in grants and pledges. Add to that the imputed cost of labor from our volunteers and the City of Cherryville received \$2.25 for every dollar it appropriated to the Main Street Program. That is a 225% return on investment for the City.

We're now into summer and the CMSP Committee is taking a couple of months off before we ramp up for the new fiscal year. On Thursday of next week, 18 August at 6 PM, we will hold a session for citizens interested in getting involved with the program and we're looking for 8-10 move volunteers to replace those who completed their commitment to the program this past year. There will be more information on this in Wednesday's Eagle and on the CMSP Face Book page and the City of Cherryville Website at the CMSP Tab.

I'll close by saying that Fiscal Year 2017 promises to be another year of initiatives and progress for our City. We're revising our Master Work Plan and currently have over 50 new tasks and over 30 duties that we will be working over the next 10 months. There will be an emphasis on recruiting new businesses, continuing the downtown beautification, adding more elements of art, and working on the Land Use /Streetscape Master Plan. Citizens can follow us on Face Book, and via the quarterly newsletter and by checking the information kiosk in front of the Chamber building. Or simply coming to the semi-annual citizen updates we will hold in October and April.

CMSP is about the future of our entire community and preserving the way of life we cherish for our families. The Mayor's and the City Council's support for this program has been tremendous. However, most of the quick tactical pieces of the program are now in place. Going forward will require bolder, more strategic moves and investments in the infrastructure. Additionally, it will require involvement and commitment by our citizens. The next five years can really make a difference in our community if we seize the opportunity.

Subject to your questions, this concludes my end of year report to the City Council.

Every Councilmember thanked Mr. West for the outstanding job he has done with the Main Street Program.

**CONSIDERATION OF NAMING RIGHTS CONTRACT/BATES & ROGERS FAMILY, CITY ATTORNEY PALMER HUFFSTETLER:**

City Manager Blackburn shared that he spoke with Ms. Bates earlier in the day and she ask that this item be put on hold for a later meeting. Councilmember Parker made a motion to table this item. Councilmember Puett seconded the motion and the vote was unanimous.

**N.C. GENERAL ASSEMBLY APPROVED FUNDS, EDC DIRECTOR RICHARD RANDALL:**

EDC Director Richard Randall shared that the Rural Economic Division of the NC Department of Commerce along with the NC General Assembly has inform him that the City of Cherryville has been selected to receive \$94,340.00 for downtown revitalization. Cherryville along with Shelby, Forest City and Gastonia were the cities in our area chosen to receive this money. The City of Cherryville has to complete a Downtown Revitalization Proposal Form and return it as soon as possible in order to receive the money. Mr. Randall ask everyone to think about the different projects they would like to see completed. A list of ideas will be put together at the next work session meeting for consideration.

**CONSIDERATION OF SALARY ADJUSTMENTS RE: POLICE DEPARTMENT, CHIEF CHAD HAWKINS:**

Chief Hawkins shared that in order to attract qualified officers, the police department would need to be able to compete with other department's salaries. Chief Hawkins asked councilmembers to consider moving six officers pay up to \$34,000.00. Chief Hawkins explained that the increase in salaries would increase his payroll budget \$5,200.

Finance Director Dixie Wall was given the salaries of the six officers earlier in the day. The salaries that she was given did not include the recent 2% pay increase that all full time city employees received July 1, 2016. Because of this, the Police Chief and the Finance Director were not able to come up with the same figures.

Councilmember Puett made a motion to approve the pay increase for the six officers. Councilmember Kiser seconded the motion and the vote was unanimous.

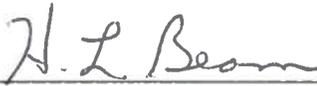
**OTHER BUSINESS:**

Councilmember Puett shared that she had received a complaint about discolored water on Pink Street. Councilmember Puett asked if hydrants were still being flushed. Public Works Director Brandon Abernathy responded by saying that his department and the fire department were still flushing hydrants as complaints come in.

**ADJOURNMENT:**

Councilmember Parker made a motion to adjourn the meeting. Councilmember Kiser seconded the motion and the vote was unanimous. The meeting adjourned at 7:50 pm.

Adopted this 12 day of September 2016.

  
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H.L. Beam, Mayor

  
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Paige H. Green, CMC, NCCMC, City Clerk

(SEAL)

