



**REGULAR CITY COUNCIL MEETING
MONDAY JULY 13, 2015 @ 7:00 PM
CHERRYVILLE COMMUNITY BUILDING
106 S. JACOB STREET CHERRYVILLE, N.C. 28021**

CALL TO ORDER, HONORABLE MAYOR H.L. BEAM III:

The Honorable Mayor H.L. Beam III called the meeting to order. Also in attendance Councilmember's Jill Puett, David Kiser, Brian Dalton, Malcolm Parker, City Manager Ben T. Blackburn, City Clerk Paige H. Green, City Attorney Palmer Huffstetler Jr., Water Plant Superintendent Patty Hall, Fire Chief Jeff Cash and Police Chief Chad Hawkins. Michael Powell was present for media coverage.

INVOCATION BY: REV. LEONARD BUMGARDNER:

Rev. Leonard Bumgardner gave the invocation.

PLEDGE OF ALLEGIANCE TO THE FLAG:

Everyone stood and faced the flag for the Pledge of Allegiance.

MAYOR'S COMMENTS:

Commissioner of the Department of Labor, Cherie Berry recently presented a number of awards to our city in recognition of outstanding achievement in safety and health efforts that resulted in safer working conditions for our employees.

Those city departments which received recognition are:

- A. Fire dept. (3rd consecutive gold year award)
- B. Police dept. (1st gold year award)

- C. Public works (2nd consecutive year award)
- D. Public utilities dept. (3rd consecutive year award)

In addition, as an overall award, the City of Cherryville, as a whole, received a certificate of safety achievement first year gold award.

Much appreciation and recognition goes out to our city employees and staff for these awards.

On July 2, I was honored to attend a tribute to our arm forces hosted by the American Legion Women's Auxiliary. An inspiring program of music and entertainment was enjoyed by all in attendance.

On July 3 I spoke at our annual July 4 celebration and fireworks display. I believe this was the largest crowd our city has ever hosted for this event. Personally, I have received numerous comments and phone calls from our citizens as well as other visitors at this event and all were amazed at how well this event represented our city.

Recently I received a confirmation from the NC dept. Of commerce that the NC rural infrastructure authority has approved the city's grant to support the reuse of the modern polymers building located at 901 W. Academy Street. As a part of this grant, Modern Polymers is committed to creating 11 new jobs. We congratulate Modern Polymers on this grant and are proud that they are dedicated to expanding their company within our city.

The City's Main Street Program's Design Team is in the process of researching various designs from a wide array of vendors for new Christmas decoration for our downtown area. Pending approval by this council our intent is to have new Christmas decorations for the 2015 season.

City Manager Blackburn and I met last week with NC Senator Kathy Harrington, NC House of Representative Kelly Hastings, Gaston County commissioner Allen Fraley, and NCDOT Chief of Staff Bobby Lewis and his assistant, Ms. Mary Jernigan concerning improvements to NC HWY. 279.

The city manager as well as I, considers the results of this meeting to be great news for Cherryville. The project proposed will create new as well as better safer passing lanes for our commuters, which will result in increasing the travel efficiency of motorists and freight traffic to and from our county seat. While this is not the home run of four lanes from Dallas to Cherryville, it is huge for our city because it is a project that will be funded and can be completed within the next 18 months or so.

The "water shortage response team" comprised of Water Treatment Plant Superintendent Patty Hall, Public Works Director Brandon Abernathy, Fire Chief Jeff Cash, and City Manager Ben Blackburn has been evaluating the water levels in the city. This past Saturday, Chief Cash, City Manager Ben Blackburn, and myself road and examined the supply tributary, Indian Creek to evaluate the levels upstream as well as the city's levels.

The decision has been made today to go to mandatory reductions 1: this requires all water customers to reduce their water use by 10% in comparison to their previous month's water utility bill. In addition to continuing to encourage all voluntary reduction actions, such as encouraging water conservation and efficiency measures while irrigating landscapes a maximum of ½ inch per week between 8 pm & 8 am; preventing water waste, runoff and watering impervious surfaces; washing only full loads of laundry & dishwashers; using spring-loaded water nozzles on garden hoses; and identifying and repairing all water leaks.

Other restrictions under mandatory reductions 1 are: **outdoor use of portable water for washing impervious surfaces is prohibited; and all testing and training purposes requiring drinking water (e.g. fire protection) will be limited.**

Does Chief Cash or City Manager Blackburn have any comments they would like to share at this time?

Tomorrow I along with city staff members and city council members will be attending the Cherryville senior citizen's annual luncheon. This event will be held at 1 p.m. here in the community building.

Finally, the Gaston County Board of Elections has established the filing period for the 2015 municipal elections as beginning at 8:30 am on Monday July 6 running until 12 noon on Friday July 17.

As of today's date, only I and council member's Malcolm Parker and Brian Dalton have filed for re-election in the Cherryville municipal race.

I want to take this opportunity to wish council member's Parker and Dalton success in their bids for re-election. These two council members as well as council member's Puett and Kiser have made your mayor proud of the accomplishments our city has made in my two-year tenure. My job has been a lot easier because of the work and dedication of this council.

Now let us move to the first item on our agenda.

APPROVAL OF MINUTES:

Councilmember Kiser made a motion to approve the minutes from the previous city council meeting on June 8. Councilmember Dalton seconded the motion. The vote was unanimous.

AGENDA APPROVAL/REVISION:

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

PRESENTATION OF CHERRYVILLE MAIN STREET PROGRAM ANNUAL REPORT, ANDREW WEST:

Mr. Andy West approached the podium with an update on the Cherryville Main Street Program. Mr. West shared the following:

Introduction

Mayor Beam, City Council Members, City Professional Staff and Citizens, it is my pleasure to come before you tonight to report on the 1st year of operations of the Cherryville Main Street Program Committee.

I am happy to report that our first year has been highly successful. It was a year of learning and a year of doing; we garnered a lot of positive attention for Cherryville. Indeed, positive articles on the Main Street Program appeared 27 times throughout the year - - 19 times in the Eagle and 8 times in

the Gazette. Additionally, we provided some 2,900 households and businesses with quarterly newsletters on our progress and plans. And using our Master Work Plan as a roadmap, we completed numerous tasks in support of our city.

Perhaps most significant was Cherryville's re-designation from being a Small Town Main Street Program to a full-fledged Main Street Community - - one of 65 such communities in the state. This new designation gives us greater access to State and National resources to use for our Program.

Tonight I will highlight some of Cherryville's key accomplishments, provide you some high level data on the Committee's performance and discuss plans for the new Fiscal Year.

Throughout the past year, we averaged 30 volunteers working each month toward the revitalization of downtown Cherryville. The Office of Personnel Management assesses the value of a volunteer hour at **\$23.07** / hour. For FY2015, CMSP volunteers provided the city **3,184 hours** of their time. That amounts to **\$73,455** in volunteer labor given to the city of Cherryville.

The City budgeted **\$30,000** for the Main Street Program. Additionally, we raised **\$25,400** from businesses, organizations and private donors to support Main Street initiatives. For the year, of the **\$55,400** in funding, we expended or encumbered **\$54,354**.

Accomplishments

At the beginning of the year, we identified 42 tasks in our Master Work Plan that we planned to complete. We knew this was ambitious, however, if you want to get a program up and moving you need to be aggressive out of the gate. We completed 49 tasks – 7 more than planned. Some of the more conspicuous tasks included:

1. Setting up an Operations Center on the 2nd floor of City Hall
2. Re-branding the City of Cherryville with a system that includes 12 unique branding elements such as a Brand Statement, new unique fonts and a color palette, a logo, activity icons, and even a new City Seal.
3. Establishing an Architectural Review Board and a set of architectural guidelines
4. Setting up a new Façade Grant Program
5. Procuring a Main Street Program information kiosk for the front lawn of the Chamber building
6. Securing an in-kind donation from Coca Cola to install a new Roy & Troy Grocery mural
7. Procuring the 1st increment of new, attractive, sturdy outdoor furniture for Main Street
8. Procuring the 1st increment of new street banners and hardware for 29 lamp posts throughout the downtown
9. Applied and Selected to be on the Study List for National Historic District designation

10. Completion of our bylaws which enabled Cherryville's re-designation from a Small Town Main Street Community to one of North Carolina's 65 Main Street Communities, along with an Award of Merit from the NC Secretary of Commerce for best Organization in recognition of our Master Work Plan

The Year Ahead

The new Fiscal Year – FY 2016, is now underway. It holds great promise for our town. We will conduct our kick-off session with the full CMSP Committee on July 23. Following the new bylaws, we have established a Board of Directors and have organized the Committee into four work groups. We will be bringing back 23 volunteers who have recommitted themselves to working another year on the Program and we are adding 7 new volunteers who will provide fresh perspectives to the Committee. We have also published the second edition of the Master Work Plan, which we will follow throughout the year. We plan to action another 42 new tasks during the FY2016. Some of the key tasks that we will work on this new year include the following:

1. Getting the downtown business district designated as a National Historic District. This is a voluntary program that will provide significant tax credits to participating businesses. It is also a very attractive attribute when recruiting new businesses for the downtown.
2. Contracting with an Architectural & Engineering Firm to develop a Cherryville Streetscape Master Plan. This will be a multi-year, multi-phased plan for the roads, sidewalks, utilities, greenspace, gateways, parking, traffic patterns, fountains and vegetation of our downtown. Like the branding effort, this will involve many stakeholder groups and citizens
3. We are putting on a real push in FY2016 to recruit new businesses and will run recruitment campaigns targeted at 2-3 business sectors.
4. We will procure a second increment of outdoor furniture and a second set of banners for the downtown. This will include tables, benches, trash receptacles and banners for the mini-park.
5. Developing a plan for adding more Cherry Trees around town with plantings to begin this fall.
6. Improve the facades on five buildings - - either new awnings, doors, windows, or restoring the brickwork. We want to give a facelift to buildings that have been neglected for too long.

Concluding Comments

In closing, I want to emphasize that Downtown revitalization is the key to the future of our entire community and for keeping the way of life we cherish.

Every business prospers from a vibrant downtown. The Main Street program offers Cherryville its best opportunity to revitalize our downtown. During our first year of operations, the Cherryville Main Street Committee has proven that it can create a viable plan and then execute on that plan.

I want to thank you Mayor Beam, the City Council Members and the City's Professional Staff for your steadfast support of the Main Street Program over the past year. With your guidance and action, we were able to get the Cherryville Main Street Program established and operating at a high tempo. Over the past year, 11 recommended actions were brought to the Council by the Main Street Committee and all were objectively discussed and approved. I also thank you for your financial support in approving our budget for FY2016. We firmly believe that money spent now will return revenues to the city in future years.

Lastly, I want to present you with a challenge. That challenge is to BE BOLD - - Small, incremental steps will move us slowly toward our vision, but bold moves will leap frog us into the future. Think Out 5 – 10 – 20 YEARS and ask: What can we do now that will have a big impact in the out years? What should we do now in order to prevent opportunity from passing us by again?

Kings Mountain chose to invest in fiber optic cable and now they are a sought after location for major company call centers and data centers. Shelby was bold in turning the old courthouse into the Earl Scruggs Museum, and the Roger's Movie Theatre into the Don Gibson Theatre. Hendersonville turned its 4 lane main street into a serpentine two-lane road that is pedestrian friendly and attracts visitors and shoppers to the downtown all year long. These are bold moves that will benefit these communities. Their decisions to act years ago are now paying dividends.

Later this year, I plan to bring to you a slate of bold opportunities for your consideration. And with that - - and subject to your questions; this concludes my end of year report.

Mayor Beam and each Council member thanked Mr. West for his dedication and work on the Small Town Main Street. They also thanked the volunteers for their time.

PRESENTATION OF CHERRYVILLE CHAMBER OF COMMERCE ANNUAL REPORT, PETE CRAFT:

Mr. Pete Craft, Chairman of the Chamber of Commerce, approached the podium and shared that last April with the help of the City of Cherryville the Chamber did initiate a beer and wine garden at the Cherry Blossom Festival and the Independence Day Celebration. Mr. Craft shared that the beer and wine garden was done for a couple of reasons. One being a response from citizens that attend the festivals and their request, also by having the beer and wine it gave the Chamber a way to control the use of alcohol at such events. Last year at the Independence Day Celebration a profit was made however, the last two Cherry Blossom Festivals have had a loss. This year at the Independence Day Celebration, the chamber broke even. With the beer and wine garden comes the need for help to run the garden as well as security. This is a financial issue for the chamber and the board will be reviewing these issues for the upcoming festivals.

Mr. Craft shared that he agreed with Mr. West that it is important to have a vision and he had found a copy of a newspaper article that was written by Mr. T.C. Summer Jr., who was President of the Chamber of Commerce and a business man many years ago. Mr. Craft shared that the article was in some old Eagles that he came across dated 1960 and 1961. He shared that even though the article is some fifty years old it fits where we are as a community today. Mr. Craft read the following attached article:

Mr. Craft went on to say he was proud of the working relationship between the Chamber of Commerce Board, the Mayor, the City Council, the City Manager, and all city staff. Mr. Craft shared that he feels with the communication and commitment that we all have, the City of Cherryville can moved forward and be the very best it can be.

Councilmember Parker thanked Mr. Craft for being Chairman of the Chamber of Commerce for a second year. Councilmember Parker also shared that Mr. Jerry G. Gantt was a citizen of our community at one time and he has been inducted as Imperial Potentate for Shriners International. Mr. Gantt can choose eight other Shriners to serve as his assistant and he has chosen Mr. Pete Craft as one of those eight. Mr. Parker shared that this is a great honor.

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 this meeting.

CONSIDERATION TO SET A PUBLIC HEARING RE: CLOSE OUT OF PEAK RESOURCES COMMUNITY DEVELOPMENT BLOCK GRANT, EDC DIRECTOR RICHARD RANDALL:

Richard Randall approached the podium and ask that a public hearing date be set for the close-out of the Community Development Block Grant for Peak Resources. David Hartigan will be present for the public hearing and this public hearing needs to be held so the grant can be closed out.

Council member Dalton made a motion to set a public hearing on August 10, 2015 for the closeout of the Peak Resources Community Development Block Grant. Councilmember's Puett and Kiser both seconded the motion and the vote was unanimous.

CONSIDERATION TO AMEND CUSTOMER SERVICE POLICY RE: BILLING ADJUSTMENT, CITY MANAGER BEN BLACKBURN:

City Staff is recommending the City Council to amend Section 2-15 of its Customer Service Use Policy – Billing Adjustments by striking the following word: electric.

Presently, the policy only reads "*electric utility service*." However, the city has utilized this policy for a number of years, applying to all utility services such as water, sewer, sanitation, and electric.

This requested action only clears up, policy wise, actions city staff has and continues to implement whenever there exists a need for a billing adjustment on someone's utility billing.

Councilmember Kiser made a motion to amend the customer service policy and drop the word electric, and keep utility service. Councilmember Parker seconded the motion and the vote was unanimous.

CONSIDERATION TO AMEND CUSTOMER SERVICE POLICY TO ADD CONSTRUCTION AND METERING GUIDELINES, TO WIT; RELOCATION OF FACILITIES, CITY MANAGER BEN BLACKBURN:

Mr. Blackburn explained that currently we do not have a policy regarding construction and metering. Recently we were asked by St. John’s Lutheran Church to assist them in upgrading their HVAC system. With this policy in place, the city manager or finance director will have some guidelines to go by. Below is a copy of those guidelines.

Construction And Metering Guidelines

Relocation of Facilities

The City of Cherryville may consider a customer's request to relocate the City's facilities. However, the customer will be asked to bear the expense of the relocation with a contribution in aid of construction, which will be determined by calculating the total installed cost of the new facility plus removal costs, less any salvage value.

The City may also finance the amount of the relocation if approved by the Utility Director, Finance Director, and City Manager. If approved the customer will pay the full amount of the relocation in equal monthly installments plus a financing fee. The installments and fees are listed below:

\$1000.00 - \$10,000.00 Fee: \$100.00 Payback period up to 24 months of equal payments.

\$10,000.00 - \$20,000.00 Fee: \$200.00 Payback period up to 36 months of equal payments.

\$20,000.00 - \$30,000.00 Fee: \$300.00 Payback period up to 48 months of equal payments.

\$30,000.00 - \$50,000.00 Fee \$500.00 Payback period up to 60 months of equal payments.

The City of Cherryville will not finance any amount over \$50,000.00. All relocations above \$50,000.00 must be paid up front before construction will begin.

The number of months financed will be determined by the Finance Director as per this policy. The costs included in this policy are subject to change at any time determined by City Council.

Load Increase Credits

If determined at the time of construction that the load levels for the relocation was not sufficient enough to justify the City paying for the construction and materials then the City of Cherryville will, at the request of the property owner, evaluate the customers load at the end of every six (6) month period for five (5) years if paid up front or the length of the financing period if financed to determine if load levels did in fact increase compared to the previous same twelve months data from the previous year as a base line for the payback period. If loads did not increase in the first twelve (12) months then the load increase payback period will expire. If the loads did increase in the twelve month period then the

customer will be credited 50% of the increase load on their utility bill for the five (5) year period if paid in full or for the length of the financing not to exceed the amount of the relocation, and all credits will be deducted from the balance owed along with the monthly payments if financed and will terminate when the balance of the financed amount is satisfied. In no circumstances will the credited amount exceed the costs of the relocation. If the customer fails to make a monthly utility payment in full within the payback period then all load increase credits will stop at that time.

Councilmember Dalton made a motion to approve the guidelines as written. Councilmember's Kiser and Puett seconded the motion and the vote was unanimous.

CONSIDERATION OF NCDOT CANDIDATE PROJECT LIST, CITY MANAGER BEN BLACKBURN:

Mr. Blackburn shared that the City of Cherryville has drafted a letter to Mr. Hank Graham, Principal Transportation Planner for the MPO, submitting two projects for the widening of NC Hwy 279. A copy of the letter is below:

July 13, 2015

Mr. Hank Graham, AICP; Principal Transportation Planner
Gaston-Cleveland-Lincoln Metropolitan Planning Organization
PO Box 1748
Gastonia, NC 28053

RE: Cherryville SPOT 4.0 Candidate Project Submittal

Mr. Graham,

The City Council for the City of Cherryville respectfully submits the following two (2) projects, NC Highway 279 widening from Cherryville to Dallas beginning point being NC Highway 275 and ending at Bess Town Road and the widening of NC Highway 150 from Delview Road to the Shelby Bypass. The NC Highway 279 widening would be a reconfiguration of an existing SPOT project and the NC Highway 150 widening would be a reintroduction of a previously considered project. The City requests that the Gaston-Cleveland-Lincoln Metropolitan Planning Organization submit to the NCDOT in time for evaluation through the SPOT 4.0 project ranking process. The details of the project are below:

Project name: **NC Highway 279 from Cherryville to Dallas**
Project mode: Highway
Project ID: H090208-C
Project start and end points: NC 275 to Bess Town Road
Description of improvements: Widening from two to four lanes
Reason for modification: Local preference

Project name: **NC Highway 150 from Cherryville to Shelby Bypass**
Project mode: Highway
Project ID: H111185
Project start and end points: Delview Road to Shelby Bypass

Description of improvements: Widening from two to four lanes
Reason for submittal: Local support

Please contact Ben Blackburn, City Manager, at (704) 435-1711 with any questions.

Sincerely,
H.L. Beam, Mayor

Mayor Beam thanked former Mayor Jack Davis, who attended the meeting for his help with Hwy. 279. Former Mayor Davis, Former Mayor Bob Austell and the current Mayor Beam and Council have worked very hard for Cherryville to get us to this point.

Councilmember Kiser made a motion in favor of sending the letter to Mr. Hank Graham. Councilmember Parker seconded the motion and the vote was unanimous.

OTHER BUSINESS:

Councilmember Puett asked for an update on the handicap parking space at the mini park. Mr. Blackburn shared that Beam Grading has this on their list to do and we are waiting on them.

Councilmember Dalton shared that he was proud of the 7-8, 9-10 Little League teams, and the Dixie Youth team that traveled over the weekend to play in the championship games. He also shared that the baseball fields look great.

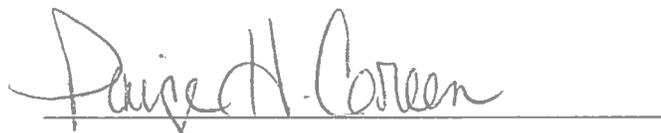
ADJOURNMENT:

Councilmember Puett made a motion to adjourn the meeting and Councilmember Kiser seconded the motion. Vote was unanimous. The meeting adjourned at 8:03 pm.

Adopted this 10th day of August 2015.



Mayor, H.L. Beam III



City Clerk, Paige H. Green

