

CITY OF CHERRYVILLE
REGULAR CITY COUNCIL MEETING
MONDAY NOVEMBER 10, 2014 @ 7:00 PM
CHERRYVILLE COMMUNITY BUILDING

The Honorable Mayor H.L. Beam called the meeting to order at 7:03 pm. Present was Councilmember's Malcolm Parker, Jill Puett, Brian Dalton, and David Kiser. Also present was City Manager Ben Blackburn, City Clerk Paige Green, City Attorney Palmer Huffstetler Jr., Police Chief Chad Hawkins, Fire Chief Jeff Cash, Public Works Director Brandon Abernathy, Finance Director Dixie Wall and EDC Director Richard Randall.

Michael Powell was present for media coverage.

Reverend Eric Childers of St. John's Lutheran Church gave the invocation and it was followed by the Pledge of Allegiance.

MAYOR'S COMMENTS:

Mayor Beam welcomed everyone to the meeting and reported the following:

I met with Aaron Arnett the representative with the firm dealing with the Branding Study of our community through the Small Town Main Street Program on October 21st for an interview discussing possible themes to be considered for our city's branding program.

A public forum will be held starting tomorrow at 5:30 PM November 11th at the Community Building to receive input for this project and all citizens are invited to attend this session.

Congratulations go out to the city's Waste-Water Treatment Plant for being selected as the 2014 Recipient of the NC American Water Works Association and the NC Water Environment Association Western Region Operation and Maintenance Excellence of the Year Award.

This award will be presented to the City at the Association's General Session to be held in Winston-Salem on November 17th. Again congratulations to Plant Superintendent Larry Wright and his staff for a job well done.

Restoration efforts are well underway on the former BB&T bank building clock. Thanks to Councilman Malcolm Parker for getting all of the volunteers to help with this project. Gary Dellinger of Dellinger Electric is helping with the necessary electrical wiring, Bobby Booth, a local automobile body shop owner is willing to donate the paint, and Captain Matthew Greenway and Captain Wendell Poole are involved with the painting and other work as well.

And special thanks go out to Bryan Farris of Farris Fabricators for their help on the structural repairs as well.

Congrats go out to Fire Chief Jeff Cash for earning his NC Fire Commission/NC Office of the State Fire Marshal, Fire Officer Level IV Certification. He is only one of 12 other fire officers to hold this certificate in the state.

The city's Public Works Department has been active, especially dealing with the downtown image and the Small Town Main Street Program. A lot of progress has been made in the appearance of our downtown area and work continues on this program.

The city is happy to announce Mrs. Julie Hefner has begun her duties as Customer Service Representative in the city's Utility Department. Julie has customer and financial experience from her former background employment at Cherryville Savings & Loan.

And lastly I attended and judged a Chill Cook-off contest at Carolina Care Center last Tuesday where the winner of the contest will participate in the county Chili Cook-off on November 13 at the Senior Center in Dallas at 5 PM.

One last note to all our citizens. Tomorrow is Veterans Day and I want everyone to remember all our service men past and present. We want to thank all of them for their dedicated services and sacrifices for the free country we live in today.

APPROVAL OF MINUTES:

Councilmember Kiser made a motion to approve the minutes from the previous City Council meeting held on October 15, 2014. Councilmember Dalton seconded the motion and the vote was unanimous.

AGENDA APPROVAL/REVISION:

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

SPECIAL RECOGNITION OF THE 2014 JOHN CHAVIS MIDDLE SCHOOL WOLVERINES, MAYOR BEAM:

Mayor Beam asked everyone involved with the John Chavis Middle School Football team to come forward and he read the following resolution:

WHEREAS, John Chavis Middle School athletics have always been an integral part of the Cherryville community with a long rich history; and

WHEREAS, the 2014 John Chavis Middle School Wolverines Football team achieved the title of Middle School Division II Conference Champions; and

WHEREAS, the Wolverines finished their regular season with an undefeated record of 7-0.

WHEREAS, not in the history of John Chavis Middle School has this feat been accomplished by the Wolverines football squad; and

WHEREAS, the members of the Wolverine football team are excellent representatives of a fine school which produces many fine student-athletes; and

WHEREAS, the Wolverines showed tremendous dedication to each other, appreciation to their fans, sportsmanship to their opponents, and respect for the game of football throughout the 2014 season; and

NOW, THEREFORE, BE IT RESOLVED, that the City Council for the City of Cherryville commends the 2014 John Chavis Middle School Football Team's historic season; and

FURTHER RESOLVES, by recognizing the achievements of the players, coaches and support staff who were instrumental in helping John Chavis Middle School win the Middle School Division II Conference Championship Title.

This the 10th day of November, 2014.

H. L. Beam, III, Mayor

Paige H. Green, City Clerk

PRESENTATION OF AUDIT REPORT FOR FISCAL YEAR 2013-2014, MR. ROB COLLIS, COLLIS AND ASSOCIATES:

Mr. Rob Collis approached the podium and gave an update on the 2013-2014 audit report. Mr. Collis reported that the City of Cherryville has over \$1,629,000 unrestricted cash as of June 30, 2014 compared to \$1,082,000 of the previous year. That is an increase of \$547,000 which is very significant considering where the City was a few years ago. The general fund has decreased by \$220,000 with an ending balance of \$82,000 as of June 30, 2014. This decrease is because of capital projects for sidewalks. The City has applied for reimbursements of these funds but has

not received them yet. Those funds should total \$253,000. Part of the sidewalk funding can be done through Powell bill funds and there is money in the Powell bill fund to reimburse the general fund as well.

Councilmember Dalton asked the finance director if she knew when we might receive these funds. Mrs. Wall shared that the funds have been applied for and we should be receiving them.

Mr. Collis went on to say that general fund revenues were down about \$210,000 from the previous year. Most of this was because of grants that we had received in the past that we had not received in 2013-2014. The property tax collections did increase from the tax and tags system which is new. We were able to collect about 4 months extra of revenue because of the new system. The old system was about 4 months behind. The general fund revenues decreased from \$4,166,000 to \$3,956,000 this current year. The general fund was still ahead of where the City had budgeted so we have done better than what we thought we would do. Collection rates increased to 97.11% from 96.05%. Part of this is due to the new vehicle tax collection system. The operating income of the electric fund increased from \$38,000 last year to \$353,000 this year. The water and sewer fund decreased \$100,000 this year. Last year we had \$206,000 at year end. Most of this was used on the operations of the system. The long term debt balance decreased \$397,000 during the current year. This is due to scheduled debt payments and loans being paid off. The City still has more than a dozen loans but we are quickly reducing those and some will be retiring soon. Mr. Collis asked if there were any questions.

Mayor Beam asked if we came in under budget from last year.

Mr. Collis answered yes that we did come in under budget.

UPDATE ON SMALL TOWN MAIN STREET, MR. ANDREW WEST:

Mr. Andrew West Chairman of the Small Town Main Street approached the podium and gave the first quarterly report. His update included the following:

Mayor Beam, City Council Members and Citizens of Cherryville: I appreciate the opportunity to speak to you this evening. As Chairman of the Cherryville Small Town Main Street Committee, I have a duty to report to you each quarter on the progress and plans of the STMS Committee. We stood up the STMS Committee on July 1st. So, tonight is my first quarterly report.

The STMS Committee had an outstanding 1st Quarter for the City of Cherryville. Our 32 volunteers devoted over 760 hours working to improve the downtown business district. Following the timeline and priorities listed in the Master Work Plan, the Committee completed 23 tasks during 1st quarter.

Among these were the following:

1. Secured and set up an STMS Committee Room on the 2nd floor of City Hall
2. Generated positive publicity for Cherryville and the STMS program through news print, a tri-fold information leaflet and internet media with Facebook page and a web site

3. Working with the Public Works Department and the City Manager, we initiated a beautification and clean-up campaign for the downtown district
4. Following the City's Procurement Guidelines, we awarded a contract to Arnett Muldrow, a nationally renowned Branding, Imaging and Marketing Firm. The funding for this contract came from a generous donation by the former Cherryville Federal Bank, now Home Trust Bank.
5. We drafted the architectural guidelines for downtown buildings and the charter for an Architectural Review Board and provided them to you for review, approval and adoption
6. Conducted the first in a series of semi-annual information updates for downtown merchants and property owners. We provided them an overview of the STMS program, discussed the architectural guidelines and ARB, and included a presentation from Brad Rivers, the Director of the Small Business Center at Gaston College, on service offerings to support small businesses.

Second Quarter promises to be equally busy and we have some important tasks underway, including the following:

1. Working with Arnett Muldrow, we will complete the branding and marketing design that will help determine the future image and promotion campaign for the City of Cherryville. Included in this effort will be a logo, color palette and special font, and taglines - - all adaptable to City Government, the Chamber of Commerce, the Downtown Business District, other Cherryville Area businesses and the Cherryville Community Development Corporation. They will also create ideas for wayfinding signage, web page design, and Facebook design, as well as a high level marketing campaign for the city. Arnett Muldrow will be in Cherryville tomorrow, Tuesday thru Thursday. A public forum is scheduled for tomorrow evening at 5:30 PM, here in the Community Building. This will be their 2nd research and information gathering trip to Cherryville. They were here in October for 2 days of interviews with city leaders, merchants and citizens.
2. We published a quarterly newsletter that has been distributed to all Cherryville households as an insert in the monthly utilities bills.
3. We are working to set up a fundraising campaign with businesses and citizens to fund outdoor furniture and building murals. That campaign will begin in 2nd quarter and run through 3rd quarter.
4. We will complete the process and requirements for the new Façade Grant program and distribute instructions to all merchants and property owners.
5. Assemble a slate of candidates to fill the positions on the ARB and send that to the Council for approval and appointment

6. Lastly, we are working on developing the requirements to designate the downtown business district as a National Historic District, so that merchants can benefit from tax credits and the city can benefit from restoring the historical facades of our downtown buildings. This will be a lengthy process, perhaps a year or more to complete, but we have begun work during 2nd quarter.

The STMS is a long-term program that leverages incremental change and strives for continuous improvement. It will take years to yield the results most residents want. Nevertheless, you will see incremental progress in the short term and dramatic progress over time. We ask for your continued patience and support as we work through the Master Work Plan. Together we will succeed.

Subject to your questions, this concludes the Cherryville STMS Committee quarterly update.

Mayor Beam and the City Council thanked Mr. West and all the volunteers for their time on the STMS.

CITIZENS TO BE HEARD:

Mr. Larry Roberts of 101 Benbrook Drive approached the podium and shared that he wanted the Mayor and City Council to know that he was at the meeting tonight to express his love for Cherryville. He shared that he was taken through many different cities and towns looking for just the right place to live and he found Cherryville. As he was taken through the different places looking for a home, he took notes. He wanted us to know that Cherryville was a wonderful place. He commented on how unique we are and that we do not need to change what we have. He commented that he understood we were doing the Small Town Main Street Program to enhance our City but we do not need to change that much about it. He loves Cherryville!

Mr. Walter Ballard of 610 W. Church Street approached the podium and wanted to know if the City had collected the money from the Darrell Keller suit. We have not. Mr. Ballard feels like if we are going to receive money that has not been budgeted that the citizens should get a break on the power bills. Mr. Ballard also wanted to know why we have not sued the former City Manager David Hodgkins because he was just as responsible for managing the city funds as the accountant was. Mr. Ballard also commented that David Hodgkins also received a severance package when he was terminated and anyone could see the writing on the wall that the severance package was not necessary. Mr. Ballard commented that we paid a man to leave after he let someone walk off with half of our town.

Councilmember Dalton commented saying no one knew that at the time.

Mr. Ballard commented, "You don't have to be a rocket scientist to see what was there."

Mr. Ballard wanted to know if we had added to the web site about leaf pick up. We are making some changes about tagging items on the curb.

CONSIDERATION OF NOMINATIONS TO THE ELECTRICITIES BOARD OF DIRECTORS, MR. BEN BLACKBURN:

City Manager Blackburn addressed the Mayor and City Council sharing with them the nominations for the Board of Directors for the North Carolina Municipal Power Agency 1. The nominations were Newell Clark of Lexington, Dan Brown of Morganton, and Greg Ferguson of Huntersville. The elections will be held Tuesday November 18th, 2014 at the Hilton Garden Inn in Concord, N.C. Ronnie Hovis sent a request to Mr. Blackburn recommending Mr. Dan Brown of Morganton.

Mr. Rodney Bowyer of 305 Mark Street approached the podium and asked to speak stating that, "According to Ronnie Hovis's track record he certainly wouldn't vote for anyone that he recommended and I hope ya'll consider that."

Councilmember Parker made a motion to appoint Greg Ferguson and Councilmember Dalton seconded the motion. The vote was unanimous.

CONSIDERATION OF DESIGNATION OF LOCAL ABC OFFICIAL, CHIEF CHAD HAWKINS:

Chief Hawkins approached the podium and asked Mayor Beam and the Councilmembers to consider designating Officer Vincent S. Burleson as the ABC Enforcement Officer. Councilmember Parker made a motion to appoint Vince Burleson and it was seconded by Councilmember Kiser. Vote was unanimous.

CONSIDERATION OF BUDGET AMENDMENT REGARDING CAROLINA CARE CENTER, RICHARD RANDALL:

2014-2015 BUDGET AMENDMENT

BE IT ORDAINED by the City Council of the City of Cherryville:

Section 1. The 2014-2015 Budget Ordinance of the City of Cherryville adopted on June 9, 2014 is amended by increasing the following appropriations due to grant funds award for a pass thru grant from NC Department of Commerce for Carolina Care Building Reuse Program. This grant does require a cash match of 5%.

Councilmember Kiser made a motion to approve the budget amendment and it was seconded by Councilmember Puett. Vote was unanimous.

GENERAL FUND

REVENUES

10-3480-0000	EDC- Grants	\$300,000.00
10-3990-0000	Appro Fund Balance	\$ 15,000.00

EXPENDITURES

10-4400-7600	EDC- Grants	\$300,000.00
10-4400-7600	EDC- Grants	\$ 15,000.00

Section 2. This ordinance is effective upon its adoption this November 10, 2014.

City Clerk, Paige H Green

Mayor, H.L. Beam

OTHER BUSINESS:

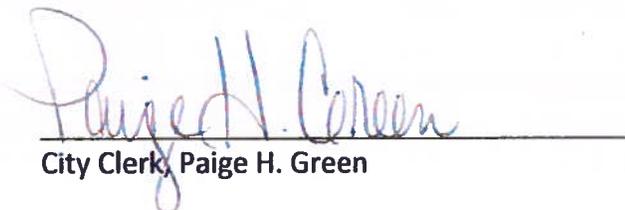
Councilmember Kiser asked City Manager Blackburn for an update on Hwy. 279. Mr. Blackburn stated that he feels like we could see some passing lanes in the near future.

Councilmember Kiser also asked about the date of the work session for the month of December. In the past the meeting has been postponed until January. Councilmember Kiser made a motion to move the work session meeting to January 5, 2015 @ 3:00 pm at the Cherryville Fire Department. Councilmember Puett seconded the motion and the vote was unanimous.

ADJOURNMENT:

Councilmember Kiser made a motion to adjourn the meeting and it was seconded by Councilmember Dalton. Vote was unanimous. The meeting adjourned at 8:07 pm.

Adopted this 8th day of December, 2014.



City Clerk, Paige H. Green



Mayor, H.L. Beam III

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