

**ROCKY MOUNT TOWN COUNCIL
REGULAR COUNCIL MEETING
OCTOBER 12, 2009**

The October 12, 2009 regular Council meeting of the Rocky Mount Town Council was held in the Council Chambers of the Rocky Mount Municipal Building located at 345 Donald Avenue, Rocky Mount, Virginia at 7:00 p.m. with Mayor Steven C. Angle presiding. The following members of Council were present:

Vice Mayor Posey W. Dillon and Council Members Jerry W. Greer, Sr., John H. Lester, Roger M. Seale, Robert W. Strickler, and Gregory B. Walker

The meeting was called to order by Mayor Angle.

The Town Clerk read for the record the following being present: All members of Town Council as noted, Town Manager C. James Ervin, Assistant Town Manager/Community Development Director Matthew C. Hankins (and Planning & Zoning Administrator), Town Attorney John T. Boitnott, Chief of Police Erik Mollin, Finance Director Linda Woody, Fire Chief Posey W. Dillon, Water Treatment Plant Superintendent Robert Deitrich, and Town Clerk Patricia H. Keatts.

The Mayor led the *Pledge of Allegiance*.

APPROVAL OF AGENDA

Prior to the meeting, Council had received the agenda for review and consideration of approval.

There being no comments, the Mayor entertained a motion.

- Motion was made by Council Member Strickler to approve the agenda as presented, seconded by Council Member Lester and carried unanimously.

SPECIAL ITEMS

The Mayor welcomed the Franklin County High School government classes of Mrs. Shepherd and Mr. Seleby.

PUBLIC HEARING

Let the record show the Mayor recessed the meeting to hold the following public hearings:

A. Public Hearing on Proposed Bond Financing by the Town of Rocky Mount

As required by § 15.2-2606 of the Code of Virginia, 1950 as amended, the Town held a public hearing to consider approving the issuance by the Town of its bond or bonds in an estimated aggregate amount not to exceed \$2,000,000 to be used to finance the acquisition, construction, and equipping of certain capital improvements for the Town, including improvements to the uptown area of South Main Street, which may include sidewalks, paving water lines, sewer facilities, landscaping, and the placement of utility lines underground.

The Mayor opened the floor to anyone wishing to come forward to speak regarding the request.

- The Town Manager briefed Council regarding their consideration of the issuance by the Town of its bond or bonds, and further stated that per the State Code, the Town had advertised for bond financing accordingly.

Let the record show that no one from the public came forward to speak regarding the proposed bond financing by the Town of Rocky Mount.

There being no further discussion, the Mayor reconvened the meeting back into regular session.

There being no discussion regarding this portion of the public hearing, the Mayor entertained a motion.

Vice Mayor Dillon asked the Town Manager to explain the interest rate, with the Town Manager explaining that the current quote is to not exceed that sets a safety value, but the effective rate is 3.1%, it is market driven, and is set until the bond is sold. He further stated that he does not expect the interest rate to be above substantial amount, and if it goes above the parachute number, the Town has the option of bailing out, with Virginia Municipal League probably backing out also if the interest rate is higher. He further commented that this bond is a 20 year loan, but that VRA can issue up to 30, but the Town repaying strictly on a 20 year loan. The Town Manager also informed Council that the draft resolution is mentioned under *New Business* on the agenda, further stating that cost cutting measures have been taken with this new resolution before Council other than what was previously presented to them. He also pointed out that the Town would be receiving tax incentive credits (American bond/Federal package).

There being no further discussion, the Mayor again entertained a motion.

- Motion was made by Council Member Lester that Council approve the bond authorization resolution of the Town of Rocky Mount declaring its intention to issue bonds to finance of certain expenditures to be made in the connection with the

acquisition, construction and/or equipment of certain capital improvements, commonly referred to as the uptown revitalization project, and to reflect the amended corrected resolution amount of 1.76 million dollars. The motion on the floor was seconded by Council Member Seale. A roll call vote was taken. Voting in favor of the motion of the floor were Mayor Angle and Council Members Lester, Seale, and Strickler. Voting in opposition to the motion on the floor were Vice Mayor Dillon and Council Members Greer and Walker. Let the record show that the motion on the floor passed four to three.

The Mayor recessed the meeting to hold the second public hearing.

B) Public Hearing Request of Ferguson Land & Lumber Company, Inc.

Ferguson Land & Lumber Company, Inc. submitted a rezoning request before Council for consideration of rezoning Tax Map and Parcel Number 2040039005, a 10.363 acre parcel, from General Business (GB) to Heavy Manufacturing (M-2). This property is bounded by State Street, Lions Field, Byrd Cemetery, and adjoining Ferguson Land & Lumber Company, Inc.'s parcels, among others.

The Mayor opened the floor to hear the report by the Assistant Town Manager.

The Assistant Town Manager stated that the Planning Commission had heard this request on October 6, 2009. He further stated that Ferguson Land & Lumber Company, Inc. has done a lot of work on their property lately, with the Town moving the sewer line on the property also. He further commented that all the adjoining property owners were notified and no one came forward during the Planning Commission public hearing to speak against the rezoning request. He also reminded Council that M-2 zoning is the heaviest of zonings, and that the other property of Ferguson Land & Lumber Company, Inc. already has that type of zoning.

The Assistant Town Manager also informed Council that the Planning Commission recommended during their public hearing of October 6, 2009 for the approval of the rezoning request of Ferguson Land & Lumber Company, Inc. to rezone Tax Map and Parcel Number 2040039005 from General Business (GB) to Heavy Manufacturing (M-2).

The Mayor opened the floor to anyone wishing to come forward to speak regarding the request.

- Clyde Perdue, Attorney representing Ferguson Land & Lumber Company, Inc., came before Council. He went over the many good attributes of Ferguson Land & Lumber Company, Inc. doing business in-town, and how the rezoning should benefit the Town by creating more tax revenue and jobs. He also summarized where the property was located. He further stated what the Town's own Comprehensive Plan has to say about industrial development.

Let the record show that no one from the public came forward to speak regarding

the proposed rezoning request of Ferguson Lane & Lumber Company, Inc.

There being no further discussion, the Mayor reconvened the meeting back into regular session.

There being no discussion, the Mayor entertained a motion.

- Motion was made by Vice Mayor Dillon to allow the rezoning of Ferguson Land & Lumber Company, Inc. from General Business (GB) to Heavy Manufacturing (M-2), with motion of the floor being seconded by Council Member Seale. There being no discussion, let the record show that the motion on the floor passed unanimously.

APPROVAL OF MINUTES

Prior to the meeting, Council had received for consideration of approval the following draft minutes:

- September 14, 2009 Regular Council Meeting
- September 24, 2009 Special Council Joint Meeting with Planning Commission

There being no comments from Council regarding the draft minutes, the Mayor entertained a motion.

- Motion was made by Vice Mayor Dillon to approve the draft Council meeting minutes as presented with motion on the floor being seconded by Council Member Strickler. There being no discussion, let the record show that the motion on the floor passed unanimously.

APPROVAL OF CONSENT AGENDA

The approval of the *Consent Agenda* consists of approving any miscellaneous resolutions/proclamations, miscellaneous action, departmental monthly reports, and bill list that were submitted prior to the meeting for Council's review and consideration.

- Miscellaneous Resolutions/Proclamations (none presented)
- Miscellaneous Action (none presented)
- Departmental Monthly Report
- Bill List

There being no discussion, the Mayor entertained a motion.

- Motion was made by Council Member Seale to approve the draft *Consent Agenda*,

with motion on the floor being seconded by Council Member Strickler. There being no discussion, let the record show that the motion on the floor passed unanimously.

HEARING OF CITIZENS

The Mayor stated that no one had contacted the Town Clerk's office wishing to address Council, and at this time, opened the floor to anyone wishing to come before Council to speak. Let the record show that no one came forward.

OLD BUSINESS

A) Christmas Bonus Discussion Continued from Fiscal Year 2009-2010 Budget

The Town Manager had submitted to Council for their review and consideration a proposed reduction in the Town employees' Christmas bonuses due to the Town's economic forecast. He stated that in reality, the Town is doing okay, and the Town departments have endured vacancies in key positions this fiscal year and plan on continuing those vacancies through the end of the calendar year; and also, the Town has frozen all pay raises this fiscal year; plus, they have experienced reduced funding for their departments this fiscal year as well. He explained to Council that rather than not offer a bonus at all, he proposed that the Town offer its employees a \$100 Christmas bonus this year. He further stated that the estimated cost of such a bonus is more than made up by the savings the departments have already produced. It was pointed out by the Town Manager that throughout the challenges, staff have remained upbeat, engaged, and willing to do their part to help the Town through this difficult recession, contributing their ideas and taking on new tasks in an effort to think out of the box about their roles and challenges.

Council Member Seale requested that Council consider giving the employees a gross amount of \$125, with this allowing for the taxes being taken out with employees then most likely getting a net amount of \$100. The Finance Director confirmed to the Mayor that she could figure this out.

There being no further discussion, the Mayor entertained a motion.

- Motion was made by Council Member Seale to approve a flat \$125 gross amount for a Christmas bonus for each Town employee, with motion on the floor being seconded by Council Member Lester. There being no discussion, let the record show that the motion on the floor passed unanimously.

B). Review and Consideration of Approval of Funding to Goodwill Industries of the Valleys

Council was informed by the Town Manager that during the September 14, 2009 regular Council meeting, he had presented to Council a proposal that was submitted by Goodwill Industries of the Valleys for the Town to fund a support to life

experience simulation event called “Reality Check” at Franklin County High School. Since the submittal, the Town Manager had submitted the request to Dr. Charles Lackey, Superintendent of Franklin County Public Schools, awaiting his comments and input about the proposed program. The Town Manager stated that since that time, he has discovered that Goodwill Industries of the Valleys has this program already in place at the high school, and due to this, it is the recommendation of the Town Manager that the Town not fund this program.

Council Member Lester stated that there has been other organizations in the community who are picking up the slack due to the downturn of Goodwill Industries of the Valleys community involvement, and as such, asked Council to possibly consider using the funding that was set aside for the Goodwill Industries of the Valleys in order to fund these organizations instead, if a request is received by the Town from them.

The Town Manager confirmed to Council that he has received a request from one organization regarding them picking up the slack as mentioned by Council Member Lester, and that he will be meeting with them next week.

It was the consensus of Council that a motion was not needed and that Goodwill Industries of the Valleys would not be receiving the funding as discussed.

NEW BUSINESS

A) Resolution of the Town Council in Conjunction with Bond Issuance

Let the record show that the draft “Bond Authorization Resolution of Town of Rocky Mount, Virginia” declaring its intention to issue bonds for the financing of certain expenditures to be made in connection with the acquisition, construction and/or equipping of certain capital improvements, commonly referred to as the Uptown Revitalization Project was presented to Council for their review.

Let the record show that this portion of the meeting was addressed under the *Public Hearing* portion of the meeting, and said resolution was approved at that time.

B) Request of Principal of Leonard A. Gereau Center for Applied Technology & Career Exploration (CATCE)

It was pointed out to Council by the Assistant Town Manager that the Community Development Department had received two requests from Kevin G. Bezy, Principal of CATCE, in conjunction with the Center for Energy Efficient Design (CEED) project, and on behalf of CEED, Mr. Bezy requested that the Town reimbursement of fees that were paid to the Town for the Site Plan Review, Zoning Permit fee, and the Land Disturbance fee. A breakdown of the fees requested is as follows:

- Fees paid by Structure Design Build/LLC in the amount of \$725 for the Site Plan Review.
- Fees paid by Structure Design Build/LLC in the amount of \$60 for Zoning Permit fee, and \$175 for Land Disturbance fee.

There being no discussion, the Mayor entertained a motion.

- Motion was made by Vice Mayor Dillon to approve the requests for reimbursement of fees, with motion on the floor being seconded by Council Member Greer. There being no discussion, let the record show that the motion on the floor passed unanimously.

C) Request of Water Department Superintendent Regarding Appropriation of Funds for Required EPA Sampling

The Water Department Superintendent came before Council informing them that the Virginia Department of Health has informed the Town that beginning 2010, the Town will be required to collect 24 samples over a two-year period from the Blackwater River for Cryptosporidium analysis, which is a microscopic organism that is found in lakes and rivers that causes acute intestinal distress that can be fatal to immunocompromised people, with it is also being highly resistant to chlorine. He further informed Council of the following:

- The sampling is required by EPA's Long Term 2 Enhanced Surface Water Treatment Rule (LT2).
- All water systems throughout Virginia that utilize surface water as their water source are subject to this requirement.
- The cost of each test is approximately \$400.
- Due to the complexity of the test, no local or regional labs are offering the service, including the state run lab that currently provides the majority of the Town's lab services.

The Water Department Superintendent informed Council that he has contacted three certified laboratories that regularly perform this specific testing. In order to determine the best bid, some evaluation of the offers had to be performed, which is due to the different ways the labs charge for consumable materials, shipping and quality testing. Of the three bids received, Scientific Methods, Inc. in Granger, Indiana offers a service which includes the cost of materials and shipping in their price, helping making their bid be the least expensive over the two year sampling. They also provide the most streamlined sampling and shipping procedures at the best price.

It was also pointed out by the Water Department Superintendent that the sampling is required to begin no later than February of 2010, and the Town's sampling plan must be filed with the Virginia Department of Health by January 2010. Thus being said, the Water Department Superintendent requested Council's consideration of

approving the appropriation of funds for the EPA required water sampling, and the selection of Scientific Methods, Inc. as the lab to do the EPA required water sampling.

There being no discussion, the Mayor entertain a motion.

- Motion was made by Council Member Seale to grant the request of the Water Department Superintendent for the appropriation of funds and the selection of Scientific Methods, Inc. for the EPA required water sampling, with motion on the floor being seconded by Council Member Strickler. There being no discussion, let the record show that the motion on the floor passed

D) Presentation of Draft Resolution for Water Department Grant Funding Received for Fluoride Treatment and Testing Equipment for the Water Department

Prior to the meeting, Council had received a draft "Town of Rocky Mount Supplemental Appropriation Resolution for the Fiscal Year Ending June 30, 2010" regarding a grant award that had been received from the Virginia Department of Health/Division of Dental Health that would be providing \$4,919 funding to revamp the Water Treatment Plant fluoride feed and testing equipment, with the grant not requiring a local matching amount from the Town.

The Water Department Superintendent confirmed to Council that the plant's equipment is getting old and with this grant money, it will help upgrade the old equipment.

There being no discussion, the Mayor entertained a motion.

- Motion was made by Council Member Greer to approve the resolution for the Water Department grant funding for fluoride treatment and testing equipment for the Water Department, with motion on the floor being seconded by Council Member Lester. There being no discussion, let the record show that the motion on the floor passed unanimously.

E) Presentation by Scott Martin, Director of Franklin County Commerce & Leisure Services

Scott Martin, Director of Franklin County Commerce & Leisure Services, presented to Council a PowerPoint presentation on the new proposed Franklin County 15-Year Comprehensive Parks and Recreation Master Plan, which included the Town parks as part of the overall plan for the County of Franklin and Town of Rocky Mount. An overview of his presentation consisted of:

- Master Plan consists of a blueprint for development; flexible plan; organizes site uses; comprehensive approach; inventory and analysis; survey and findings; public input meetings; program phase; implementation plan; and then a final

Master Plan document.

- A citizen survey consisting of 103 questions was mailed out to 10,000 homes, which had an approximate 10% return rate. The data received back was used to evaluate: needs; desires; usages; and funding.
- Interestingly enough, most of the 10% returns were received from the 24151 (Rocky Mount) zip code area; and most of the 2005-2006 Franklin County recreation participants live within the 24151 zip code area.

Survey resolves showed:

- 85% were in favor of parks and open spaces being important in future land use planning decisions.
- 82% were in favor of County Parks & Recreation departments, not private developers, playing a major role in conserving natural resources and water access.
- 45% were satisfied with the amount of park sites and recreation programs offered by Franklin County.
- Types of parks most needed in the County include: trails and bikeways; indoor recreation/community center; neighborhood parks; and natural open space.
- Priorities for County park users: beach/lake access; campgrounds; hiking/biking trails; multi-purpose indoor recreation space; outdoor festivals; picnic areas/shelters; and playgrounds.
- Developing parks in or near neighborhoods is more important than developing larger regional parks, even if it costs more to operate (39% agreeing; 61% disagree or agree slightly).
- The County should provide more activities and programs in public parks (75% agreeing; 25% disagreeing).
- Respondents evenly split on whether to spend more money on park maintenance, but 58% were willing to pay User Fees to offset program and park costs.
- 1.3% of County tax revenue goes to Parks & Recreations, with this amount showing 5% thinking this is too high, 35% that it is about right, 45% being too low, and 17% having no opinion.
- Families in Franklin County should pay User Fees to participate in youth leagues and activities, with the following results: 4% stating that User Fees should cover 100% of costs; 41 % stating that families should pay User Fees, but only to cover a portion of the costs, and tax revenues should pay the rest; and 55% stating "no", that tax revenues should cover 100% of costs (current structure).
- 95% said County residents should have the opportunity to vote on a bond referendum to fund park land acquisition and recreation facility improvements, and 73% would vote "yes" on this referendum.
- All households with youth under the age of 18 were asked to have the youth complete a supplemental survey. County staff went to the Gereau Center and Franklin County High School and surveyed an additional 100+ randomly selected youth for input. Youth indicated the top three recreation facilities that would be

the biggest benefit for the community: youth center; trails; and river and lake access.

On November 18 and 19, 2008, public meetings were held in four different areas of the County (Boones Mill, Ferrum, Rocky Mount, and Westlake). Concerns raised were:

- Connectivity throughout the County: trails; blue ways, and bikeways.
- Water access and resources available at Smith Mountain Lake and Philpott Reservoir.
- Preservation of natural and historical resources.

Mr. Martin went over a comparable chart showing how Franklin County compared with surrounding counties: land area, total population, population per square mile; parks and recreation expenditures by community; and Franklin County versus VOP guidelines.

The following recommendations were made by Mr. Martin as a result of the survey:

- Regional Park – Penn Hall: 2 beaches; marina; multiple boat launches; athletic fields, camping, and geared towards large events and tournaments.
- Regional Park – Smith Farm: large nature conservation and education area; open space for fairs/festivals; athletic fields; and equestrian facility.
- Additional Parks: different park classes have various service radii (the distance that users are generally willing to travel for use of park facilities), with several areas of the County not being adequately served by neighborhood parks (as was also evident in the public survey).
- An Inter-Generational Center.

Trail Plan Implementation:

- Blue ways
 - Complete Pigg River
 - Access projects (four sites)
 - Add Smith River (one site)
- Surface Trails
 - Rocky Mount to Waid
 - Waid Park to Ferrum
 - Philpott to Smart View recreation area
 - Lynch Park (boulder playground expansion and picnic shelter)
 - Rotary skateboard (concrete “in ground” bowl)
 - Gilley’s Pond (accessible trail)
 - Lion’s Field (parking improvements)
 - Waid to Rocky Mount trail (hard surface 10 foot wide multi-purpose trail)

Mr. Martin summed up his presentation with the following summary of strategies:

- Plan meets identified demands, shortfalls, and opportunities
- 15-Year investment schedule
- Slow implementation given forecasted budget constraints
- Balance regional park development with existing park improvements
- Integrate park acquisitions into Comprehensive Plan focus on village centers
- Maintenance and management not forgotten
- Real budget numbers

In closing, Mr. Martin stated that he was not seeking any specific action this time from the Town and will leave the proposal with Town staff, but he will need the Town's direction regarding the proposal for the Franklin County Board of Supervisor's meeting scheduled in November 2009.

F) Proposed Change Order Submitted by Steve Martin's Trenching, Inc.

The Town Manager stated that he had received a change order from Steve Martin's Trenching, Inc. that is in relation to the extension of Old Fort Road. He further stated that the project is proceeding on schedule, but the contractor had encountered a section of soil that needs to be replaced, and an area that requires additional work to drain correctly. The change order that is being presented for Council's review had been prepared in order to address these issues and is being recommended by the engineering team for approval. It was pointed out also by the Town Manager that the Public Works Director has been participating in the project management meetings and could speak to the nature of the requested changes. The Town Manager informed Council that the total amount of the proposed change order is \$9,000.

The Town Manager confirmed to Vice Mayor Dillon that in excavating the road, the contractors found a wet area that continually drains (that was not there during the recent dry weather years), and to address the wet area, the contractor is proposing to put in a French drain system, with him further explaining what that consisted of.

It was pointed out by the Town Manager that the project is on time and under budget by approximately \$100,000 of what had been projected.

Vice Mayor Dillon questioned if this expense would be part of what the Virginia Department of Transportation (VDOT) would pay, with the Town Manager confirming that VDOT would probably be paying one-half of the cost.

The Town Manager explained to Council why the Town had to run the French drain in the area, further stating that the Public Works Director agreed that this type of drain was needed, and that he does take the advice of the Public Works Director regarding this matter.

There being no further discussion, the Mayor entertained a motion.

- Motion was made by Council Member Strickler to approve the change order not to exceed the \$9,000 amount, with motion on the floor being seconded by Council Member Lester. Let the record show that the motion on the floor passed five to one, with Vice Mayor Dillon voting no.

G) Presentation of “5 on Us” Campaign for Retail Stimulus

The Town Manager informed Council that the Town and County have been attempting to define ways to stimulate the retail economy in the Town and County, as many local stores have reported that they are on the brink of survival and the areas sales tax figures are down considerable, indicating a large reduction in local shopping. He pointed out that the Town has made significant investments in industrial development and has had some successes; however, the length of time required for successful retail growth due to the industrial incentives is pretty long. He stated that two items have come to the forefront, with the first being a “Buy in Rocky Mount and Franklin County” campaign that encourages residents to shop locally for goods and services, and the second is a coupon designed to directly stimulate retail spending:

- The retail spending project centers around a campaign called “5 on Us”, which is designed to promote local shopping.
- The core concept is the distribution of coupons valued at \$5, which can be used at any local business (excluding groceries and gasoline).
- The coupon would require a purchase of \$25 or more to qualify.
- Every thousand coupons distributed would result in a potential \$25,000 or more in direct retail spending in the Town.

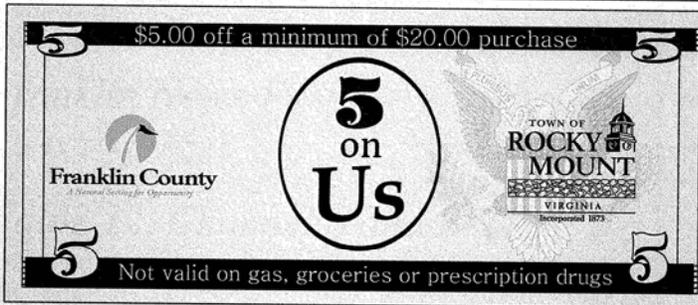
Katie McElroy, Executive Director of Community Partnership for Revitalization (CPR), presented to Council a PowerPoint presentation outlining the proposal for the “5 on Us” retail stimulus and buy local initiative.

- Goals:
 - Increase local spending – keeping money local
 - Provide help to struggling local businesses
 - Support local businesses who make local government possible
- Community Impact
 - 10,500 at \$5 each = \$52,500
 - Minimum of \$20 purchase = \$210,00 (potential minimum of local spending)
- Distribution
 - Distribution date: November 20, 2009 (week of Thanksgiving)
 - Expiration date: May 31, 2010 (six months usability)
- Method One (provides incentives to local citizens to shop locally)

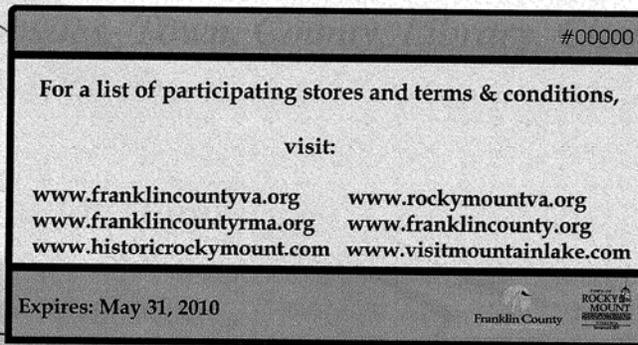
- Distribute “certificates” through utility bills to households within Town limits (2,500)
- Method Two (provides incentives for multiple use by one person and incentives to visitors to shop locally)
 - Have “certificates” available at Town Hall, Post Office, Court House, Library, Chambers, CPR, and Retail Merchants.
 - Provide hotels with “certificates” for visitors (2,000)
- Method Three (provides incentives to County residents to shop locally)
 - Franklin County public schools and Ply Gem payroll stuffers (2,000)
- Method Four (provides incentives to County residents to shop within the County)
 - Western Virginia Water Authority bill stuffers to Franklin County customers (1,200)
- Method Five (provides incentives to students within Franklin County)
 - Distribute to staff and student body of Ferrum College (1,800)
- Method Six (provides incentives to out-of-town citizens to visit Franklin County and shop within County)
 - Have “certificates” available at VDOT rest stops, Visitor Centers, and Crooked Road advertisement spots (1,000)
- Terms & Conditions
 - For merchants: designed to encourage business participation
 - For redeemers: available on Town, County, CPR, Chambers, Retail Merchants, and businesses websites
- Image
 - Proposed as shown:

Image

Front



Back



- Marketing Methods:
 - Franklin News-Post
 - Cable 12, Town's public access Channel 6, and B-99 radio station
 - Websites: Town, County, Library, Chamber, and CPR
 - Signs for stores

- Budget:
 - "5 on Us" start-up costs: (split 50/50 between Town and County)
 - Mailing: \$1,000
 - Printing: \$1,709
 - Marketing materials: \$1,500
 - Redeemed coupons: \$52,500 (if all 10,500 are redeemed)
 - Total: \$56,709
 - Generated local spending: \$210,000 (direct spending); \$630,000 (potential spending)

- Program Evaluation:
 - Review tax revenue during six month period
 - Work with business owners
 - Measure 'new customer' spending

- Additional Business Incentives:
 - Five ideas by businesses to maximize effectiveness of program:
 1. \$5 off punch card good after five purchases
 2. Buy five, get one free on minimum of \$5 items
 3. Additional \$5 or 50% off purchase when certificate uses
 4. Discount every 25th certificate redeemer
 5. Discount on the 5th of every month during the six months of program

- Other 'Buy Local' Efforts:
 - 3/50 project – National effort
 - "I AM Rocky Mount" campaign – highlight business owners and citizens
 - Discount card
 - Ferrum student calendar with local business coupons
 - 'Do Downtown'
 - Educational pieces

It was the consensus of Council that if the County does not proceed with this campaign, that the Town will move forward with it on their own.

The CPR Director confirmed to Council that the Franklin County Chamber of Commerce and Franklin County Retail Merchants Association have agreed to work with her on this campaign, with the Chamber of Commerce agreeing to work along side of her in approaching the businesses. She also confirmed that the businesses would not be contacted until direction was received from Council on whether or not to implement the campaign.

Council Member Greer stated that the Town needs to kick this campaign into gear in order to help the businesses.

The Mayor questioned where the funding would be coming from, with the Town Manager stating that the Town hasn't used any of the General Fund contingencies, and with the hiring freeze and the close expenditure-wise that staff is currently doing, he thinks this can fit in this year's current budget; and it may well be that when the audit is finished, the Finance Director may inform Council that the auditors will be able to even tell Council that the Town even did better last year and carried forward slightly more money than anticipated because staff tightened their belts before the end of last year, and he thinks this funding can fit into this current year, although he may not be able to tell Council exactly where yet, but by the time the dust settles, he suspects he can.

There being no further discussion, the Mayor entertained a motion.

- Motion was made by Council Member Greer to go forward with the funding for the Town's one-half as suggested by the CPR Executive Director, with motion on the floor being seconded by Council Member Lester. There being no discussion, let the record show that the motion on the floor passed unanimously.

H) Request of Community Partnership for Revitalization for Closure of Street

The CPR Executive Director informed Council that along with the Franklin County Chamber of Commerce and Franklin County Tourism Department, they are organizing the 6th annual "Come Home to a Franklin County Christmas". She further stated that this community Christmas celebration requires partial street closings and they ask that on December 4, 2009 that the Town allow the closure of Franklin Street from the intersection of Floyd Avenue to the intersection of Diamond Avenue from 5:00 p.m. to 9:00 p.m., with them using the same pattern as used for the same event in 2008.

The CPR Executive Director confirmed to Council that she will be working with the Chief of Police in regards to the closing of the street.

There being no further discussion, the Mayor entertained a motion.

- Motion was made by Council Member Lester to grant the request to close the street as outlined, with motion on the floor being seconded by Council Member Greer. There being no discussion, let the record show that the motion on the floor passed unanimously.

I. Presentation of Music Grants Requests for Town of Rocky Mount 2009-2010 by Community Partnership for Revitalization

The Town Manager informed Council that a small amount of funds in the amount of \$15,000 has been set aside that could be used by the Town as an incentive fund to encourage live music in Town as a way to stimulate the Town’s local economy and encourage the growth of the music industry in the Town. He further commented that he has asked the Executive Director of CPR to come on board to help with this program.

Council received a presentation from the CPR Executive Director that included the following:

- Grant Terms:
 - Funds to be remitted to each individual organization and/or business upon Community Development Office receiving adequate documentation.
 - Recognizing that the music grants are to expand activities and encourage public participation from residents and visitors, complying with grant terms are not intended to be onerous for the receiving party, therefore:
 - Matching funds from the receiving party are not a requirement of the grant.
 - Funds received by each such organization/business from any other source for the same event need not be identified or considered an issue for the granting party.
 - To receive funds, each organization/business need only submit evident of the program actually held:
 - For single events, a copy of a public announcement of the event will serve as adequate documentation.
 - For a planned program, a copy of a public announcement of the upcoming music program will serve as adequate documentation.

- Submission Packet #1 (October 2, 2009):

- Footlights of the Blue Ridge (feature program at Mary Elizabeth Park)	\$1,500
- Downtown Music (development of outdoor stage)	\$1,500
- Edible Vibe (venue for copyrighted material)	\$1,500
- Red Clay Restaurant (music/dining venue)	\$1,500
- Franklin County Historical Society (end of summer event)	\$1,000
- Pigg River Community Center (Pigg River gospel sing)	\$1,000
- Community Partnership for Revitalization (CPR) (business partnership fundraiser/band sponsorship)	\$ 600
- Franklin County Free Clinic (Fiddlin’ for the Free Clinic)	\$ 500
Total Request	\$9,100 <hr style="display: inline-block; width: 50px; border: 0.5px solid black; margin-left: 5px;"/>

The CPR Executive Director mentioned that the Pigg River Community Center should not have been on the list as they are not in the Town limits, but that she informed them that she would be more than willing to meet with them and see what she can do to assist them. She also stated that some of the events as requested have already taken place (i.e. Footlights of the Blue Ridge).

Vice Mayor Dillon stated that some of the businesses already have music in their establishments and that those businesses are already funding the music being played there, and it was his understanding that the music grant funds would be for local musicians. The Mayor mentioned that what the Vice Mayor was referencing is totally separate from what funds are set aside for the music venue. The Town Manager confirmed that the funds set aside were to encourage music throughout the Town in a wide-way, and that those funds were budgeted.

The CPR Executive Director informed Council that some of the businesses have relayed to her that they are in the threat of having to stop some of the music being played at their establishments, and at one establishment, the building of an outdoor stage will help promote music in the downtown area.

Vice Mayor Dillon stated that he believes that what is being proposed will create a problem for those that are already in it. He further stated he believes the Public Facilities & Special Events Committee should review the proposal of CPR, then have the matter come back before Council for review and consideration. The Town Manager concurred.

There being no further discussion, the Mayor entertained a motion.

- Motion was made by Vice Mayor Dillon to have the Public Facilities & Special Events Committee review the music grants request of CPR, with motion on the floor being seconded by Council Member Lester. There being no discussion, let the record show that the motion on the floor passed unanimously.

COMMITTEE REPORTS

The Assistant Town Manager/Community Development Director presented to Council the following committee report:

A) **Public Facilities & Special Events Committee**

The Assistant Town Manager informed Council that the Public Facilities & Special Events Committee had met on September 30, 2009 to review one Council referral and one staff request, being:

1. The Committee heard from Mr. Todd Norman, representing Franklin County Rescue Squad, on their request to build a new 24' x 48' building adjacent to its current location on Bank Street. Between the Council meeting of September 14, 2009 and the last Public Facilities & Special Events Committee meeting, Council Member Greer had suggested speaking to the adjoining landowners to determine whether other property might be available. Staff communicated to Mr. Norman the suggestion of Council Member Greer, with Mr. Norman meeting with Dr. John Clements to see whether the lot at the corner of Floyd Avenue and West Court Street might be available. It was relayed to the Committee by Mr. Norman that Dr. Clements was willing to discuss a sale. The Committee asked Mr. Norma to meet with Dr. Clements to try to determine a price so that the Town and the Franklin County Rescue Squad can work together to raise funds for a purchase. Mr. Norman agreed to this proposal, and will communicate the results of the discussion back to the Assistant Town Manager for further action.
2. Staff had presented a plan to reduce energy use at Mary Elizabeth Park, pricing the installation of a new push-button type system to turn lights off after an hour's use so lights don't burn unnecessarily at the tennis courts. Staff also proposed installing a motion-sensor floodlight at the back of the restroom facility to cut down on graffiti vandalism at the site. The Committee had indicated a belief that when a music venue is developed at the park, the tennis courts might be relocated to another site. The Committee asked staff to delay any changes until that determination is made.

It was the consensus of Council that at this time, no motion was needed regarding the items reviewed by the Public Facilities & Special Events Committee.

OTHER MATTERS, CONCERNS AND RISE 'N SHINE APPEARANCES

A) Referrals to Planning Commission from Town Council

The Assistant Town Manager informed Council that staff is requesting Council to refer to the Planning Commission a request to study parking requirements for future small retail facilities under 20,000 square feet. He further mentioned that staff would study and make recommendations to the Planning Commission based on usage of existing facilities, expected future needs, environmental demands, and green space creation.

The Assistant Town Manager confirmed to Vice Mayor Dillon that this would be simply looking at the formula for future plans from here on out.

It was the consensus of Council that the Town Manager refer the request to the Planning Commission.

B) Rise 'N Shine Appearances

It was noted by the Mayor that the Town Manager appeared on the Rise 'N Shine show today.

COUNCIL CONCERNS

Let the record show there were no Council concerns at this time.

CLOSED MEETING

At 8:43 p.m., motion was made by Council Member Lester to go into *Closed Meeting*, and seconded by Council Member Seale and carried unanimously to discuss the following:

- Section 2.2-377(A).1 – Discussion, consideration or interviews of prospective candidates for employment, assignment, appointment, promotion, performance, demotion, salaries, disciplining or resignation of specific public officers, appointees, or employees of any public body (Town Manager's Office).

At 9:18 p.m., motion was made by Council Member Seale to come out of *Closed Meeting* and to reconvene the meeting back into open session, with motion on the floor being seconded by Council Member Lester and carried unanimously.

CERTIFICATE OF CLOSED MEETING

Whereas, the Town of Rocky Mount Council has convened a *Closed Meeting* on this date pursuant to an affirmative recorded vote and in accordance with the provisions of the Virginia Freedom of Information Act; and

Whereas, Section 2.2-3712 of the Code of Virginia requires certification by this council that such *Closed Meeting* was conducted in conformity with Virginia Law;

Now, Therefore, Be It Resolved that the Rocky Mount Town Council hereby certifies that, to the best of each members' knowledge: (1) only public business matters lawfully exempted from open meeting requirements under this chapter and (2) only such public business matters as were identified in the motion by which the *Closed Meeting* was convened were heard, discussed, or considered in the meeting by the public body.

Steven C. Angle, Mayor

- Motion was made by Council Member Greer certifying that: (1) only public business matters lawfully exempted from open meeting requirements under this chapter was discussed; and (2) only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed or consider in the meeting by the public body was discussed. Motion was seconded by Council Member Walker. The Mayor swore to adopt the motion on the floor by Council Member Seale that this was all that was discussed as defined in Section 2.2-3412 Code of Virginia. Voting yes were Vice Mayor Posey W. Dillon and Council Members Jerry W. Greer, Sr., John H. Lester, Roger M. Seale, Robert W. Strickler, and Gregory B. Walker.

The Mayor reported that no action was taken.

ADJOURNMENT

At 9:22 p.m., motion was made by Council Member Seale to adjourn, seconded by Council Member Greer and carried unanimously.

Steven C. Angle, Mayor

ATTEST:

Patricia H. Keatts/Town Clerk

/phk