

Zebulon Board of Commissioners
Mini Retreat
Minutes
September 22, 2022

Present: Glenn L. York-Mayor, Beverly Clark, Shannon Baxter, Larry Loucks, Quentin Miles, Jessica Harrison, Joe Moore-Town Manager, Lisa Markland - Town Clerk, Mike Clark - Planning, Sheila Long – Parks & Recreation, Chris Ray – Public Works, Chris Perry – Fire, Jacqui Boykin – Police, Eric Vernon-Attorney, Sam Slater – Attorney, Chidi Madu – Attorney

Michelle Ferguson – Facilitator

Mayor York called the meeting to order at 9:05am.

APPROVAL OF AGENDA

Commissioner Baxter asked to amend the agenda to add Bee City presentation and dissemination of information.

Commissioner Baxter made a motion, second by Commissioner Loucks to approve the agenda as amended. There was no discussion and the motion passed unanimously.

Town Manager Joe Moore gave some general information and a recap of what to expect for the day.

ZEBULON 2030 STRATEGIC PLAN DISCUSSION

Michelle Ferguson spoke on the Strategic Plan and the need to prioritize the projects. It was explained that the list of projects would not go away, it would just change and grow over time.

There was discussion about each of the projects on the list and where they fell as far as Small Town Life, Growing Smart and Vibrant Downtown.

Michelle asked to state if the following projects had a big pay off or small pay off and if they were easy to accomplish or hard to accomplish.

Vibrant Downtown

Economic Development Plan – Big payoff/ Easy
Municipal Service District – Small payoff/ Hard
Action Plan Main Street Program – Big payoff /Easy
Enforcement Updates – Small payoff/ Easy
Broadband Downtown – Big payoff/ Hard
Event Lighting in Downtown – Big payoff/ Easy
Long Term Lighting plan Downtown – Big payoff/ Easy
Design Standards Downtown – Big payoff/ Hard
Main Street Program – Big payoff/ Hard

Small Town Life

Painted Crosswalks – Small payoff/ Easy
Gathering Spaces outside of Downtown – Big payoff/ Hard
Town Events – Big payoff/ Hard
LED Boards – Big payoff/ Easy

Branding – Big payoff/ Hard
Job Fairs for schools – Big payoff/ Easy
School Outreach – Small payoff/ Easy
Volunteer Opportunities – Small payoff/ Easy
Increase Community Events - Big payoff/ Medium
Citizen Academy – Big payoff/ Hard
Community Event – Big payoff/ Easy
Update Website – Big payoff/ Hard

Growing Smart

Broadband – Big payoff/ Hard
Economic Development Plan – Big payoff/ Medium
Code Enforcement – Small payoff/ Hard
Appearance Committee – Small payoff/ Hard
Civil Fine Increase – Small payoff/ Easy
Update Uses in the Downtown Core – Small payoff/ Easy
UDO Amenities update – Big payoff/ Medium
Trash Can Ordinance – Small payoff/ Easy
Tree City/Bee City – Small payoff/ Easy
Paper Street Listing – Small payoff/ Easy
Go Transit – Big payoff/ Easy
DEI Initiative – Big payoff/Hard
Little River Park Greenway – Big payoff/ Easy
Sustainability of Assets – Big payoff/ Easy
Alley Activation Policy – Big payoff/ Easy
Zebulon App – Big payoff/ Hard

Michelle asked the Board to take their dots and place them on the topics that had the most value to them.

The top votes in each area were as follows:

Vibrant Downtown

Action Plan for Main Street (5)
Economic Development Plan for Downtown (4)
Upgrade Lighting for Events in the Downtown (3)
Consider taking over Portions of Arendell (2)
Upgrade Broadband Infrastructure in Downtown (2)
Municipal Service District for Downtown(1)
Design Standards for Downtown (1)

Small Town Life

Update Town Website (5)
Host Community Day Event to highlight Clubs and Organizations (4)
Finalize Branding Plan (3)
LED Information Boards (3)

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Volunteer Opportunities (3)
Enhance Communication of Town Events (2)
Increase number of Community Events (2)
Enhance Outreach to the Schools (1)
Create Gathering Spaces outside of Downtown (1)

Growing Smart

Little River Park Greenway Expansion (4)
UDO required amenities and infrastructure (4)
DEI approach to initiatives (3)
Zebulon App (3)
Tree City/Bee City (3)
Economic Development Plan (3)
Update Use Policies (3)
Upgrade Broadband Infrastructure outside of Downtown (2)
Enhance Code Enforcement (2)
Inventory of Paper Streets (1)
Review list of Allowable Uses in Downtown Core and Periphery (1)

There was discussion about the funding mechanism for these projects. It was explained that it would require not just money to pay for the project but the staffing necessary to oversee and be responsible for the project from beginning to end and then oversight after completion.

Lunch Break

GOVERNING BOARD RULES OF PROCEDURE

There was a presentation by Wyrick Robbins on the principles of agenda setting. Several hypotheticals were given to help the Board understand the process and any ramifications their choices might have.

Joe stated that at the October work session a draft procedure for agenda setting would be available for review.

ANNEXATION BARBEE STREET

Mike Clark gave a recap of the request before the Board and there was discussion on whether it was a good thing for the community on Barbee Street.

Commissioner Miles stated that he was concerned about gentrification in that area.

Commissioner Loucks and Harrison stated that an annexation did not have an adverse effect on gentrification because all it did was bring the property into the corporate limits where the Town could collect tax dollars.

There was discussion on the annexation effects and the effects of what a development could do, procedures for directing sufficiency and voting on the project.

Commissioner Miles made a motion, second by Commissioner Baxter to table Ordinance 2022-07 until the October 3, 2022 meeting at 7:00pm. There was no discussion and the motion passed with a vote of 4-1 with Commissioners Baxter, Loucks, Miles and Harrison voting in favor and Commissioner Clark in opposition.

BEE CITY USA

Commissioner Baxter gave a presentation on becoming a Bee City.

Mayor York stated that he would like to see a memorandum of understanding with those private groups that would be willing to partner with the Town on this project.

Commissioner Harrison requested a copy of the presentation so that she could gather additional information on becoming a Bee City.

DISSEMINATION OF INFORMATION

There was discussion about the dissemination of information and where it should be a stand alone policy or part of the Board of Commissioners Procedures Manual. Some of the Board members wanted to act on it immediately and others were willing to wait.

Commissioner Miles made a motion, second by Commissioner Clark to adjourn. There was no discussion and the motion passed unanimously.

The meeting was adjourned at 4:00pm.

October 3, 2022
Date

Glenn L. York
Glenn L. York—Mayor



Lisa M. Markland
Lisa M. Markland, CMC—Town Clerk