

Zebulon Board of Commissioners
Work Session
Minutes
September 15, 2022

Present: Glenn York, Beverly Clark, Quentin Miles, Shannon Baxter, Jessica Harrison, Joe Moore-Town Manager, Lisa Markland-Town Clerk, Bobby Fitts-Finance, Chris Perry-Fire, Chris Ray-Public Works, Sheila Long-Parks and Recreation, Jacqui Boykin-Police, Michael Clark-Planning, Eric Vernon-Attorney

Absent: Larry Loucks

Mayor York called the meeting to order at 6:00pm.

APPROVAL OF AGENDA

Commissioner Baxter made a motion, second by Commissioner Miles to amend the agenda to add rules of procedure and dissemination of information. There was no discussion and the motion passed unanimously.

MAIN STREET PROGRAM ORGANIZATIONAL STRUCTURE

Michael Clark introduced Chuck Halsall, Jr. the coordinator for the Downtown Programing and Technical Assistance. History of the Main Street Program was given, and a map of the North Carolina Main Street and Small-Town Main Street Communities was shown.

The Main Street four-point approach was organization, economic vitality, promotion and design. The North Carolina Main Street Program ("NCMS") organization models were: 1) Non-profit, 2) City Department, and 3) Quasi: Public/Private. The strengths and challenges of each were discussed. It was stated the Quasi Public/Private process had become the most popular. Mr. Halsall reviewed the roles and responsibilities of the Town in the Quasi Public/Private structure. Once the population was 10,000 citizens there was a requirement to have a full-time director to manage the program.

Sources of revenue for the program included:

- Government
- Special tax assessments
- Sponsorships
- Earned income/special events
- Grants
- Signature fundraising events
- Membership/donors/bequests
- Interest

A graph was shown reflecting the average NC Main Street budget for FY 2021-2022. For designated communities the NC Main Street budget was \$240,013 on average and a range up to \$849,875. A City/Town's investment in the program was \$126,353 on average and a range up to

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\$494,246. The average budgets for Quasi Public/Private were shown. The average Director's salary was \$57,512 and a range up to \$96,000. A breakdown of the budgets was discussed.

Mr. Halsall explained the importance of volunteers in the program. The roles and responsibilities of the Main Street Director were explained for each structure.

Commissioner Baxter asked who created the Economic Development Implementation Plan and when it was created. The plan was created as part of the process by the Downtown Alliance Council ("DAC") in October 2021 and there were details about how the plan was created.

The Board would receive PowerPoint recordings with the other types of organizational structures.

Commissioner Miles inquired about training in the program. Mr. Halsall spoke about the monthly orientation trainings for directors.

The roles and responsibilities of the director were similar for each organization structure.

Each Board member spoke about the organizational structure they like the most and which they liked the least. The Board was encouraged to visit <https://www.ncmainstreetandplanning.com/> for more details.

Michael Clark encouraged the Board to send any information they wanted to see to staff as soon as possible. The goal was to have everything in place prior to July 1, 2023.

Joe Moore stated in order to be in a position to be a full member by July 1, 2023, the program needed to be included in the budget and staff would begin putting budget items together in October.

DEVELOPMENT REVIEW PROCESS MODIFICATIONS

Michael Clark spoke about the possible future text amendments. The amendments for discussion included:

- Convert Joint Public Hearing to Board of Commissioner Public Hearings
- Introduce Parks and Recreation Advisory Board
- Maintain Planning Board Recommendation
- Determine Public Hearing Mailed Notice Radius
- Amend Height Limits
- Board of Adjustment

The current Joint Public Hearing process and proposed process were shown. The proposed process introduced the items to the Board of Commissioners, then the Planning Board and Parks and Recreation Advisory Board and lastly the Board of Commissioners Public Hearing and decision. The amendment allowed more opportunities for public comment, additional recommendation from Parks and Recreation, increased transparency of development process, implementation of the Parks and Recreation Master Plan and maintained a current timeline.

Commissioner Miles asked for Sheila Long's thoughts on the process.

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Sheila Long stated it was a good way to engage the Parks and Recreation Advisory Board and made it a more unified decision-making process.

The structure would be the same as the Planning Board where the Parks and Recreation Advisory Board would make a recommendation to the Board of Commissioners.

There was consensus among the Board to include the Parks and Recreation Advisory Board in the process.

There was discussion if the recommendations should be taken into consideration at the Public Hearing.

The Town adopted a new UDO, Comprehensive Land Use Plan and Transportation Plan and Parks and Recreation Master Plan last year. The documents were adopted to reflect the communities wishes and needs to provide guidance to the advisory groups. The amendment would include the Parks and Recreation Advisory Board in the process. Other successful communities in North Carolina had similar processes.

There was consensus among the Board was to change the regulation as soon as possible.

Michael Clark spoke about the mailing notification requirements for Public Hearings. The Town's internal policy was 150ft of the outer boundaries of the subject development. Other notification methods the Town utilized included signs on the property, publication in the newspaper, an emailed newsletter, a post on the Town website and the interactive development map.

Staff showed examples of various radiuses on a map of abutting properties at 150ft, 300ft, 500ft, 750ft and 1,000ft. No other municipalities in Wake County utilized the 1,000ft radius.

Commissioner Baxter asked how email addresses were obtained for the emailed newsletter. Citizens were able to register for the newsletter on the Planning website.

Commissioner Miles stated the Public Hearing signs were not noticeable enough. Staff were willing to take suggestions on the signs and would review the signs once the branding process was completed.

The consensus among the Board for the mailing notification distance was 750ft to give more information to the citizens who have a vested interest in the area.

There was discussion about who should pay for the mailed notices. There were conversations about homeowners vs. developers paying for notifications.

Michael Clark stated with the example, given a 750ft radius would have an average cost of \$53.00 for mailing notification.

Commissioner Baxter wanted more time to think about the radius requirement. Staff had the information they needed to craft a text amendment.

There was a ten-minute recess.

Mayor York called the meeting back into session at 7:45pm.

Michael Clark explained building heights were limited based on zoning and adjacent use and the current limitation did not allow conditional zoning or planned development changes. The Board was asked if they wanted the authority to approve conditions to modify height limits next to residential dwellings as part of a Conditional Rezoning or Planned Development.

Staff gave a local example of height requirements at Shepard's Greene.

Commissioners Harrison and Clark stated the Board should have the authority to modify the height limit. Commissioner Miles needed more time and Commissioner Baxter was agreeable on a case-by-case basis.

Michael Clark stated ground signs were not permitted in industrial districts under the UDO regulations. The Board was asked if free standing ground signs should be permitted in industrial zoned developments. The consensus among the Board was to allow it if the view of the sign was not blocked. The UDO dimensional standards were 15-foot maximum height and 36 square foot maximum surface area for sign face. The sign base was required to be brick or stone, so it was consistent with the building. There was discussion about having taller signs.

Michael Clark explained the Board of Adjustment currently had no ETJ representation and typically had less than one case per year. Options for the Board included finding and appointing a new member, granting authority to the Board of Commissioners, or granting authority to the Planning Board. Each Board member gave their thoughts on the options and the majority was to find and appoint new members. Joe Moore asked the Board of Commissioners to forward names of people who would be interested in serving on the Board of Adjustment.

POLICE STRATEGIC PLAN

Jacqui Boykin gave the redefined mission statement and core values. The fundamental goals of the Police Department included:

- Prevent, deter, thoroughly investigate crime
- Mitigate traffic concerns
- Build community partnerships
- Adhere to best practices in the law enforcement profession
- Commit to employee wellness and satisfaction

Chief Boykin spoke about how the Police Department would meet each goal item. Steps the department was taking to decrease crime was by increasing foot patrol, increasing drug investigations, growing the patrol division and increasing education and awareness programs.

The Board spoke about education and awareness programs that would be useful in the community. Some items mentioned were human trafficking training, bike safety, Citizens Academy, self-defense cases, CPR classes and internet safety for children

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To mitigate traffic the department planned to deploy TAPS, define East Wake Enforcement task force, develop and deploy education programs and grow the camera program.

The Board was asked about the traffic concerns they wanted to see become a priority for the department. Some items included the HWY 64 ramps, Sheetz area, Taryn Meadows entrance, Green Pace Road, Old Bunn Road and speeding on S. Arendell.

The department was building partnerships in the community by expanding community outreach, developing Citizen's Police Academy, youth academy, police athletics league, community alliance and marketing strategy. The Board was asked what outreach programs they felt would benefit the community. Commissioner Miles spoke about citizens in the housing authority who felt they were being watched by the Police Department. Chief Boykin talked about the importance of having conversations in the community and making better use of the satellite Police Station. Commissioner Baxter suggested expanding the Popsicles in the Park program and increasing outreach in the faith community.

Some ways the Police Department was building upon their best practices included obtaining state and national accreditation, conducting complete policy review/revisions, develop a strategic plan, implement requirement plan and develop a succession plan.

There was a ten-minute recess.

Mayor York called the meeting back into session at 9:03pm.

The Board was asked what recurring strategies they believed would help increase female and minority representation in the applicant pool and ranks. Examples given included internships, recruiting efforts with community college, working with minority groups and working with Law Enforcement Officers and teachers in the community.

Chief Boykin spoke about the career development program and succession plan for the department.

Action items to enhance employee wellness and satisfaction in the department included establishing a career development program, promoting leadership development, succession planning, implementing a wellness program, maintaining staffing forecast, and exploring options for an incentive program. It was stated 14 employees were immediately eligible for increases between 5-22% and four more employees were eligible in the coming 10 months. In 2022, the department had two interns work 134 hours and a volunteer who worked 228 hours.

Chief Boykin spoke about how the department interacted with the Spanish speaking community, fit for duty evaluations, training and standards and background and reference checks performed on employees.

RULES OF PROCEDURE AND DISSEMINATION OF INFORMATION POLICY

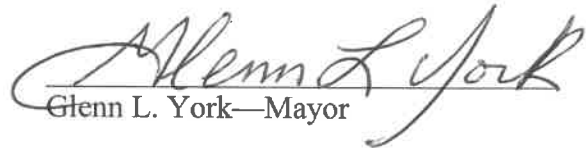
Commissioner Baxter asked for an update on the process.

Joe Moore stated when the Board met at the August Work Session a rules of procedure policy was introduced. Mr. Moore had suggested moving the topic to the September 22, 2022 mini retreat to allow more conversation and to wait so Commissioner Loucks could be part of the conversation. The rules of procedure would also cover the expectations of each Board member, setting agendas, Board conduct and open meetings law.

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

Adopted this the 7th day of November 2022.




Glenn L. York—Mayor


Lisa M. Markland, CMC—Town Clerk