

COUNCIL MINUTES  
REGULAR WORKSHOP MEETING

May 3, 2016

A special workshop meeting of the City Council of the City of Jacksonville was held Tuesday, May 3, 2016 beginning at 5:00 PM in Meeting Rooms A and B of Jacksonville City Hall. Present were: Mayor Sammy Phillips presiding; Mayor Pro-Tem Michael Lazzara and Council Members: Jerry Bittner, Randy Thomas, Bob Warden, Angelia Washington, and Jerome Willingham. Also present were: Richard Woodruff, City Manager; Ronald Massey, Deputy City Manager; Gayle Maides, Finance Director; Glenn Hargett, Assistant Manager for Communications and Community Affairs; Wally Hansen, Public Services Director; Reggie Goodson, Planning and Development Services Director; Mike Yaniero, Director of Public Safety; Carmen Miracle, City Clerk; and John Carter, City Attorney.

\*A video recording of the Council Meeting is presently available for review on the City's website.

CALL TO ORDER

Mayor Sammy Phillips called the meeting to order at 5:01 PM.

ADOPTION OF AGENDA

A motion was made by Councilwoman Washington, seconded by Councilman Willingham, and unanimously approved to adopt the agenda as presented.

ADOPTION OF CONSENT ITEMS AND MINUTES

A motion was made by Councilman Bittner, seconded by Mayor Pro-Tem Lazzara, and unanimously approved to adopt the minutes of the April 12, 2016 Regular Workshop Meeting. A motion was made by Councilman Bittner, seconded by Councilman Warden, and unanimously approved to adopt the consent items as presented.

CONSENT ITEMS

APPROVAL OF LGC AUDIT CONTRACT

In November 2013 City staff sent out a Request for Proposal soliciting proposals from qualified firms to audit the City of Jacksonville's financial statements. At the City Council meeting on February 18, 2014, Council hired McGladrey, LLP, which is now RSM US LLP, to perform

the annual audit. The contract was for a one year term with an option to renew annually up to four additional years. Staff was prepared to execute the option with RSM to perform the annual audit.

NC General Statute 159-34(a) required City Council to approve the annual audit contract in advance of the Local Government Commission (LGC) approval.

Council approved the contract as presented.

#### TAX RELEASES, REFUNDS, AND WRITE-OFFS MARCH 2016

The County/City Tax Collector and the City's Finance Director recommended releases, refunds, and write-offs of property taxes. The detailed list of these tax releases and refunds (that is, the listing by property name, amount, reason, etc.) was available in the Finance Office for review.

Council approved the tax releases, refunds and write-offs.

#### BID AWARD – FY16 STREET REHABILITATION PROJECT

On April 12, 2016, staff received three (3) bids for the FY16 Street Rehabilitation Project, which included resurfacing of twenty-four (24) sections of different roadways around Jacksonville. Since these road sections were various widths, the actual number of miles of road that would be resurfaced had not been calculated but was estimated to be approximately 2.6 miles. The low bidder, Morton Trucking, Inc., of Jacksonville, NC, provided a bid in the amount of \$627,874.25.

Funds were already budgeted in the approved FY16 Budget. These funds were not impacted by the reimbursement which the City must provide to NCDOT for our share of the Intelligent Traffic Signal System project.

Council awarded a contract to Morton Trucking, Inc. in the amount of \$627,874.25.

#### FRANCHISE AGREEMENT – FIBER TECHNOLOGIES NETWORK, LLC

This was the second reading for the adoption of an ordinance awarding a franchise to Fiber Technologies Networks, L.L.C.

The company proposed to install fiber optic cable as-well-as cellular repeaters at various locations in the City rights-of-way.

As a benefit to the Citizens of Jacksonville in exchange for the non-exclusive use of the City public right-of-way, Fiber Technologies Networks agreed to install City-supplied conduit along a portion of their routes now and to consider future installations of City-supplied cable or conduit in future builds.

G.S. 160A-76 states that no franchise agreement may be finally adopted until the ordinance has been passed by the City Council at two regular meetings. The ordinance was approved at the April 19, 2016 meeting and was before Council for a second reading and final approval.

Council adopted the Franchise Ordinance for the City of Jacksonville for second approval. Ordinance 2016-20, Bk.12, Pg. 409

**APPOINTMENTS TO THE JACKSONVILLE-ONslow SPORTS COMMISSION  
INCORPORATED, BOARD OF DIRECTORS**

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The bylaws of the Jacksonville-Onslow Sports Commission Incorporated created by the City of Jacksonville required the City Council to appoint one-half the membership of the Board of Directors from recommendations made by the Board of Directors. They also allowed the Board to make interim appointments for unexpected vacancies.

The Board adopted bylaws that created staggered three-year terms and a three term limit for membership. The bylaws also codify requirements of federal law for service on a nonprofit board.

The Board proposed two individuals for appointment to three year terms on the Sports Commission for Council appointment.

Council appointed Davidson Myers for reappointment to a three year term expiring June 30, 2019 and Michael Tuton for reappointment for a three year term expiring June 30, 2019 as recommended by the Jacksonville-Onslow Sports Commission Board of Directors.

**WORKSHOP TOPIC**

**DIVERSITY REPORT**

Mr. Carter reminded Council that in late January or early February, he had advised Council about a UNC Chapel Hill Professor, Dr. Alisha Dehart Davis, who was involved in Human Resources Management courses and diversity in the Master's in Public Administration Program. He had discussed the City's interest in a Barrier Analysis with her, and she offered it as a project to volunteer students in her MPA course. Three students accepted the challenge and worked very hard to complete a barrier analysis of the City's Police, Fire and upper management, which were the areas staff thought definitely had barriers that need to be identified and addressed. The students had provided a written report late that afternoon, a copy of which would be disseminated to Council within the next few days. Mr. Carter introduced the students (attending via Skype) as follows: Angelica Arnold, Dylan Russell, and Stephanie Watkins-Cruz.

As shown in the PowerPoint presentation herein attached as Exhibit A, Ms. Watkins-Cruz, Ms. Arnold, and Mr. Russell provided a detailed review of their work and findings for each of the focus areas (Police, Fire, Upper Management) including suggested recommendations to address identified issues.

Key questions and discussion were as follows:

In regards to a recommendation for “cultural competency” training for employees, Mayor Phillips asked for more specifics on the recommended training. Ms. Watkins-Cruz explained that the training was formerly known as Diversity Training. It was usually comprised of informing employees of things not to do, for lack of a better explanation. For example, what not to say to individuals of color or to individuals not of color, body language and how you approached someone, being aware of what was considered offensive, even at the micro level, and how all of it impacted communication and interpersonal relationships. She said the training also included perspectives on why diversity was important for an organization, and provided mentorship to leaders and hiring managers.

Following the presentation, the students stated they had enjoyed working on the project and had learned a lot about Jacksonville. They said they would be excited to learn if any of the best practice recommendations were implemented and to see the progress made to ensure that protective services, Police and Fire, had become more reflective of the community.

Mr. Carter thanked the students and commended them on their analysis and for taking time to learn so much about our City, and our policies and procedures for employment. He said he believed they had given the City information that management could take and implement specific goals, whether that was finding and advertising in magazines that appealed to minorities, using different advertisement methods, or other best practices that the students had shared.

Mayor Phillips agreed and thanked the students for their work. He said it had been very enlightening and would hopefully help the City set a course for the future to make sure they represented the community they served.

Councilwoman Washington asked if the study had included employee or citizen interviews as related to diversity. Ms. Watkins-Cruz responded no, that had not been part of their memorandum of agreement, which had been for data analysis; therefore, they had focused on the data they were provided. However, she felt employee and citizen interviews were a great idea. Mr. Russell agreed, and said gathering those perspectives on diversity was a logical next step to

the data analysis. He suggested a great place to begin those conversations would be the Human Resources Department.

Councilman Willingham commended the students for their presentation as well as the written material. He was impressed with the level of professionalism of the student team and with their research. He pointed out that he worked for the Federal government in equal employment opportunity and therefore he was familiar with triggers and a barrier analysis. He said even at that level it was more analysis of statistical data in order to come up with the triggers and then further exploration to address the barriers that had been triggered.

There were no further Council questions.

Mr. Woodruff stated because management was part of the study, he felt it was inappropriate for management to be the direct contact with the students on this project; therefore, Mr. Carter had been the primary contact. However, he had participated in some discussions with the students with Mr. Carter present. Mr. Woodruff also commended the students for a job well done. He stated that the report was a step; it was not the final step or the first step because they had been working on identifying diversity issues and on secession planning for a while. He reviewed the City's Leadership Program and the CCCC Supervisory Training opportunity for employees. Mr. Woodruff added that he felt their main challenge would be Police and Fire, which predominantly and historically promoted from within. The challenge would be to find opportunities to increase diversity at the entry levels. That didn't mean that they were not going to reach out in other levels also. He felt it was important that the City put together a plan to address some of these issues. He said

management would report back with specific actions for the valuable information provided by the students.

#### RECESS/RECONVENE

Mayor Phillips recessed the meeting at 5:52 PM for a short break. Mayor Phillips reconvened the meeting at 6:07 PM.

#### REVIEW SIGN ORDINANCE

Ryan King, Planning/Permitting Administrator presented a review of the results of the 2015 AD/HOC Sign Committee as shown in the PowerPoint Presentation herein attached as Exhibit A. There were approximately 25 members on the committee which was made up of representatives from the sign industry: local business owners, developers, an architect, and an engineer. Through

a series of meetings proposed changes were derived and presented to the Planning Advisory Board. The Planning Advisory Board concurred with those changes.

In response to a question from Mayor Phillips on the illumination of the 4-inch letter requirement for Development Entrance Signs, Mr. King said it would be up to the businesses and sign manufacturers to determine the size letters to use.

Mr. King provided a demonstration on hold/change times for electronic message centers. The committee was recommending a time no shorter than 8 seconds. The State standard was 29 seconds and the current requirement for the City was 30 seconds.

Mayor Phillips asked about murals. Mr. Woodruff said Council had not been opposed to murals in the past and the subject could be revisited at any time. Mr. Goodson said murals for downtown had been discussed with the possibility of a military theme, but pointed out that maintenance could be an issue when paint started peeling and cracking. Mayor Phillips asked what other cities and towns do and if examples could be obtained. Mr. Woodruff said yes, plus the Council for the Arts might be able to assist, adding that more information would be sought and brought back to Council regarding murals.

Luminosity limits were discussed as industry standards were set at a limit of .3 foot candles above ambient light. Councilwoman Washington asked if the City monitored signs on DOT maintained roads inside the City. Mr. King said that was correct.

Mr. King reviewed the formula for determining the amount of wall signage allowed per business as shown in Exhibit A. He pointed out a change was that window signage would be considered as part of "wall signage" and certain door signage was exempt (Hours, Visa/MC). Considerable discussion was held on enforcement and permitting, however, no changes were made to the proposed standards. Following a review of directional signs and flag standards, Mr. Carter asked for the specific members of the Ad hoc committee. Mr. King said it consisted of the following: Jeff Bender, Matt Raymond, Shelly Stevenson-Smith, Larry Johnson, Mr. Saunders from Saunders Funeral Home, Mr. Moore from Church's Chicken, Jonathan Popkin, Mike Ellzey, and others.

Mr. Woodruff said he had met with members of the billboard industry and hoped to brief Council in the next 30-45 days.

### ANNUAL DRINKING WATER CONSUMER CONFIDENCE REPORT

Mr. Wally Hansen, Public Services Director, reviewed the annual drinking water report which the EPA required be provided to their citizens. He said EPA information that must be included in the report was lead and its effects, drinking water sources and contamination susceptibility. The report also included contact information for the City and analyses of the results.

As shown in Exhibit A, Mr. Hansen reviewed the testing and results for fluoride. The hazard level for fluoride is 4.0 milligrams per liter and the secondary reporting level was a notice level of 2.0. Out of 5 locations, he reported that one had a test result of 2.1 mg per liter. He said this was not a violation of drinking water standards, but it did trigger a cautionary alert for dental fluorosis. Mr. Woodruff said fluoride was naturally added to water by Mother Nature and the City did not add it to the water.

Councilman Bittner asked what the normal fluoride levels were for a community that did add fluoride to their drinking water. Ms. Jill Puff, Chemist, said the levels were not to exceed .07 to 1.0 if adding fluoride to the system.

Mr. Hansen also said lead and copper tests were required every three years. There had been no reportable lead violations in over 20 years. In response to a question from Councilman Bittner, Mr. Hansen said the standard for lead was 15 parts per billion and the City's was less than 3. Councilman Bittner asked how many homes were being tested as part of the annual testing process. Ms. Puff said approximately 50 homes per month were tested.

Discussion was held regarding the levels and how many homes were tested per month. Councilman Bittner asked if they noticed any problems with homes having copper piping. Ms. Puff said they did not know the construction of the piping nor the age of the homes being tested. She said it was more a function of the source of the water and the blending. The plumbing and the age of the homes did not affect the fluoride levels.

### FREEDOM DAY RESOLUTION

Councilman Willingham stated that when he sent the email regarding the Freedom Day Resolution to the Mayor and Council, he had asked them to imagine themselves and their families having an ancestry of slavery and involuntary servitude. He said that when the Declaration of Independence and Fourth of July was first celebrated as a national holiday approximately 90 years after 1776, blacks were still not free. The Thirteenth, Fourteenth and Fifteenth Amendments were

part of the effort to become a more perfect union. Only through those amendments were African Americans given any rights, because the Bill of Rights had not applied to them. The First Amendment, Free Speech and the Right to Bear Arms did not apply to them. This set the background of trying to understand how much it meant to have a holiday that celebrated the Thirteenth Amendment which made slavery illegal in December of 1865.

He reminded everyone that slavery was still occurring today in the form of human trafficking. Human trafficking was a \$32 billion industry and anything we could do to help educate and eliminate it was something that we should take pride in.

He said North Carolina ratified the Constitutional Amendment, December 4, 1865 and he suggested the second Monday in December for Freedom Day to be celebrated in the City of Jacksonville. He also stated that there was a congressional act trying to ensure all federal holidays were on Mondays and thus, the second Monday in December was the date he was suggesting for the holiday as it would always fall between the 6<sup>th</sup> and 18<sup>th</sup> of December.

Councilman Willingham thanked Councilman Bittner for providing information regarding the financial impact this holiday would have on the City. He said he felt this was an important date and when the subject came up at a previous Council meeting, as to what the Council could do to thank the City employees for a job well done, he thought this additional holiday would be appropriate. He said it benefited the employees due to the meaning and significance of the day.

Councilwoman Washington said she supported this proposal. She said at the National League of Cities Congressional Conference in Washington DC in March (she was Vice Chair of the Human Development Committee), she introduced this same Resolution to look at the significance of the 13<sup>th</sup> Amendment and the significant impact of sex trafficking in the U.S.

Councilman Warden said he was not opposed to the holiday but due to the expense he would rather substitute the new holiday for one that was currently being observed. Mayor Phillips agreed and recommended Mr. Woodruff be tasked with finding an existing holiday that could be exchanged.

Councilwoman Washington said there were two U.S. territories: the U.S. Virgin Islands and the U.S. Territory of Puerto Rico that celebrate Emancipation Day as a holiday and if the City decided to adopt this holiday we would be the first municipality to do so.

Councilman Bittner said one option would be to have the employees involved in the decision of which holiday to substitute.

Councilman Willingham said he was hoping this would be in the context of an additional benefit for the employees. He did not feel like another holiday could be substituted because this was not something that could be compared. He felt the City could accommodate one additional holiday and pointed out that County employees had five more holidays than the City.

Councilman Bittner suggested a day of observance rather than a holiday. Councilman Thomas said he would support an observance or a substitution.

Councilwoman Washington said as global and municipal leaders she felt it was incumbent upon the Council to “step outside of the box” and create their own vision.

Councilman Thomas said he wanted to reflect what he believed were the needs of the citizens and in his opinion continually adding benefits to working at the City was not directly benefitting the needs of the citizens.

Mr. Woodruff clarified that his task would be to look at the ten holidays currently on the list of observed holidays for City employees and come back to the Council with a recommendation of what holiday could be substituted.

#### ADJOURNMENT

A motion was made by Councilman Bittner, seconded by Councilman Thomas, and unanimously adopted to adjourn the meeting at 7:49 PM.

Adopted by the Jacksonville City Council in regular session this 7th day of June, 2016.

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Sammy Phillips, Mayor

ATTEST:

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Carmen K. Miracle, City Clerk

**Jacksonville City Council**



**Workshop Meeting**  
May 3, 2016

**Workshop Agenda**

**Consent Agenda**

1. Approval of LCG Audit Contract
2. Tax Release, Refunds & Write-Offs
3. Bid Award – Street Rehabilitation Project
4. Franchise Ordinance – Second Reading
5. JOSC Appointments



**Workshop Agenda**

**Workshop Topics**

6. Diversity Report
7. Review Sign Ordinance
8. Customer Confidence Report
9. City Holiday Discussion




**Diversity Report**

Angelica Arnold, Dylan Russell,  
and Stephanie Watkins-Cruz

**City of Jacksonville,  
North Carolina**

Diversity Barriers Analysis

Angelica Arnold, Dylan Russell, and Stephanie Watkins-Cruz

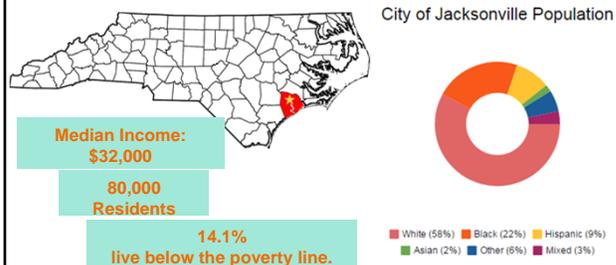
**Agenda:**

- I. Diversity barriers analysis definition
- II. City of Jacksonville Snapshot
- III. Importance of a Diverse Workforce
- IV. Focus Areas
  - A. Fire
  - B. Police
  - C. Top Management
- V. Recruitment, Hiring, Promotion
- VI. Barriers and Recommendations
- VII. Best Practices

### What is a diversity barriers analysis?

An investigation of the any triggers indicating that workplace policies, procedures, or practices are having a negative impact on one or more protected EEO groups, with an eye toward identifying the root causes of those anomalies so that they can be addressed and eliminated, if possible. (Source: U.S. Department of Veterans Affairs)

### City of Jacksonville, NC - A Snapshot



### Importance of Having a Diverse Local Government Workforce

- Changing demographics - citizens and employees
- Improved service delivery
- Productivity indicators - absenteeism, turnover, innovation



### Focus Areas



Fire Department



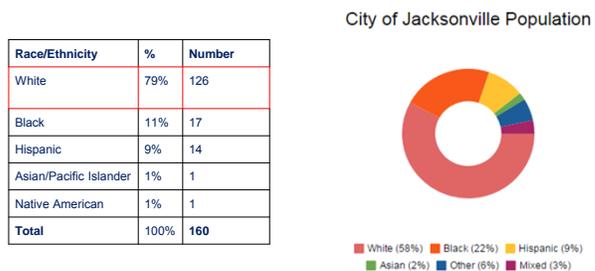
Police Department



Top Management

## Recruitment and Hiring - Fire & Police

### Police Department (2016) - Demographic Overview



### Police Department - Barriers & Recommendations

Barriers	Recommendations
<ul style="list-style-type: none"> <li>1) Internal promotions - low turnover rates</li> <li>1) Insufficient information and branding for various job postings throughout the police force.</li> <li>1) Too many stringent requirements preventing veterans from joining the police force.</li> </ul>	<ul style="list-style-type: none"> <li>1) Specific targeting of diverse candidates in minority and diversity focused publications for entry-level positions.</li> <li>2) Bolster recruitment at military bases. Mandate all postings be online.</li> <li>3) Job postings should be revised and clarified so supervisory positions are clearly differentiated from entry-level jobs.</li> <li>4) Sponsor veterans as they leave the military and offer a course to help with transition. Consider mentoring military personnel for police training.</li> </ul>

### Barriers Specific to North Carolina

North Carolina Criminal Justice Analysis Center identified the most common barriers to recruiting among municipalities in North Carolina.

Fewer agencies identified the following as barriers to recruitment:

Examples:

- competition with other criminal justice agencies (80.6 percent),
- agency budget restrictions (72.6 percent),
- agency size (37.9 percent), and
- competing with the private sector (34.7 percent).

Examples:

- current cost of living (25 percent),
- applicant criminal histories (21 percent), and
- agency location (15.3 percent).

### Fire Department (2016) - Demographic Overview

Race/Ethnicity	Percent	Number	Sex	Percentage	Number
White	92%	82	Male	93%	83
Black	3%	3	Female	7%	6
Hispanic	3%	3	<b>Total</b>	<b>100%</b>	<b>89</b>
Asian/Pacific Islander	-	-			
Native American	1%	2			
<b>Total</b>	<b>100%</b>	<b>89</b>			

### Fire Department - Barriers & Recommendations

Barriers	Recommendations
<ul style="list-style-type: none"> <li>1) Physical and TABE tests required at every level of entry, but no preview classes or practice tests offered</li> <li>2) Limited financial aid, only available through volunteer or city department</li> <li>3) County volunteer department is primary source of new hires.</li> <li>4) Nominal community outreach and marketing efforts to diverse groups in local schools.</li> </ul>	<ul style="list-style-type: none"> <li>1) Require attendance at 3 preview classes and at least one practice test before exam</li> <li>2) Scholarship program (similar to that of Jacksonville Police Academy)</li> <li>3) a) Targeted marketing for volunteer program, mentoring programs, and fire academy b) Online presence (including social media) to promote volunteer program, offer realistic job previews</li> </ul>

### Protective Services (Police and Fire) - 2014 - 2016

EEO Survey

2,252 applications - 1,946 male, 306 female

Male (%)	Race/Ethnicity	Female (%)
71.9	White	64.7
12.8	Black	14.4
9.0	Hispanic	10.8
0.56	Asian	0.3
0.70	American Indian/Alaska Native	2.9
0.5	Native Hawaiian or Pacific Islander	0.4

64 new hires - 53 male, 11 female

Male (%)	Race/Ethnicity	Female (%)
86.8	White	72.7
5.7	Black	0
5.7	Hispanic	9.1
0	Asian	0
0	American Indian/Alaska Native	18.2
0	Native Hawaiian or Pacific Islander	0

### Sources of Applications - Protective Service

EEO Survey

Applicants* (%)	Source	Hires** (%)
24.0	COJ Website	11.1
3.0	Employment Security Commission	0.3
42.0	Indeed.com	no data available
2.0	Internal Transfer	26.6
7.0	Referred by City employee or other person	17.7
15.0	Internet search	4.9
5.0	Other	3.0

\*Other applicant sources (less than 1% of applicants used): job fair, local government channel, local newspaper, Glassdoor.com  
\*\*36.4 of new hires did not select source

# Promotion Fire and Police

### Current Policies and Recommendations

Policies	Recommendations
1) Police department - Submission of qualification packets to Division Chief within 14 days of posted announcements to be considered for promotion  2) Fire department - promotion examinations for Driver/Operator and Company Officer	1) Promotion preparation class to guide employees on completing and submitting packet  2) Offer practice tests, higher level mentors for those interested in promotion, reaching out to candidates from underrepresented groups

# Top Management

Demographics, Promotion,  
Hiring & Selection

### Demographics of Top Management

Protected Class	Number	Percentage	Gap
Age + 40	27	79%	58%
Age - 40	7	21%	
Gender (F)	8	23%	53.5%
Gender (M)	26	76.5%	
Race (White)	29	85%	70.29%
Race (Non-White)	5	14.71%	

### Unintentional Consequences

- Internal vs. External Applicants: It is the City's wish to create career opportunities for its employees whenever possible. Therefore, when a current employee applies for a vacant position and is best suited over all other applicants, that applicant shall be appointed. In all cases, the City will consider all qualified candidates, both external and internal, with the principal objective of hiring the qualified individual who best matches the requirements for the position.

### Top Management - Department & Division Directors

Barriers	Recommendations
<ul style="list-style-type: none"> <li>Despite open process outside pool has limited diversity.</li> <li>Internal Hiring Pool is not diverse</li> </ul>	<ul style="list-style-type: none"> <li>Continue the open hiring process but be intentional in where the jobs are advertised.</li> <li>Provide cultural competency training for employees on projected promotional tracks.</li> <li>Increase Department &amp; Division Director visibility in the community.</li> </ul>

# Conclusion

### Hiring/Recruitment Barriers & Recommendations

Barriers	Recommendations
<ul style="list-style-type: none"> <li>➢ Current recruitment websites may not reach targeted diverse audiences</li> <li>➢ Lack of diversity in the internal candidate pool</li> <li>➢ Current Hiring strategies and patterns (policy P16.08) do not create a diverse candidate pool.</li> </ul>	<ul style="list-style-type: none"> <li>➢ Post open job positions in a larger range of publications, and target those that are centered around diversity.</li> <li>➢ The City of Jacksonville should employ cultural competency trainings in order to prepare current, and future employees.</li> <li>➢ The City of Jacksonville should additionally work on diversifying the internal workforce.</li> <li>➢ Revisit the hiring policies and practices - create diverse selection committees, identify external and internal opportunities to bring in diverse candidates</li> </ul>

### Best Practices & Conclusions

<p><b>Promotion of diversity and inclusion in human resource management:</b></p> <ul style="list-style-type: none"> <li>+ Devote resources to ensure diversity is being managed effectively</li> <li>+ Develop new scoring matrices</li> <li>+ Use succession plans to ensure development opportunities and promotions for underrepresented groups</li> <li>+ Develop the current HR office into a strategic human resource office that supports long-term business goals and outcomes with a strategic framework</li> </ul>	<ul style="list-style-type: none"> <li>+ Uniformity in the review committee and ensure diverse composition in those committee</li> <li>+ Annually review diversity efforts and adjust goals as appropriate</li> </ul>
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# Review Sign Ordinance

## Freestanding

**Maximum Height (No Changes)**

- 35 Feet within CC & IND Districts
- 15 Feet all other districts
- Add **“Sign height (including billboards) shall be measured vertically from the adjacent edge of pavement of the street from which the site derives its street address to the top portion of the sign.”**





## Freestanding

- Maximum Size
  - .75 x Linear Feet of Street Frontage (max 150 sq. ft.)
- Maximum Number
  - Based on Linear Feet of Street Frontage
  - More than 1 street frontage (corner/double/triple)



## Development Entrance

- Maximum Dimensions
  - 15 Feet (height)
  - 20 Feet (width)
  - Base no more than 1/3 height of sign
- Maximum Size
  - 1 foot x Linear Feet of Building Frontage (Largest)
  - 150 or 75 sq.ft. cap
- Maximum Number
  - 1 Primary unless split
  - 1 Secondary unless split



## Development Entrance

- Eliminate 4 Inch Letter Requirement



## Proposed Electronic Message Centers (EMC)

### Percent of sign allowed

- 50% for both Freestanding & Development Entrance

### Hold/Change time

- No quicker than 8 seconds (transitions/animations prohibited)



## Current Electronic Message Centers (EMC)

### Percent of sign allowed

- 30% for stand alone tenants
- 50% for Development Entrance

### Luminosity

- No regulations other than sign illumination

### Hold/Change time

- No quicker than 30 seconds



## Establish Luminosity Limit for EMC

Changeable copy signs when permitted are required to provide proof that the sign has either a photocell or software to automatically reduce the sign's output between sunset and sunrise. The maximum luminosity output between sunset and sunrise should not exceed 0.3 foot-candles above ambient light conditions when measured at an appropriate distance. All white backgrounds should be avoided.



## Luminosity Limit Proposed

- Require Automatic Sunset to Sunrise reduction
- Limit to .3 Foot-Candles above ambient light
- Avoid White Backgrounds



## Wall Signage

- Front Wall Allotment = Front Elevation x 2 square feet
- Side/Rear Allotment = Front Elevation x 1 square feet
- EMC Prohibited (and now in windows)
- NEW: Window signage would be considered as part of "wall" signage
- NEW: Exempt up to 4 sq. ft. commercial door sign (ex: hours, age, visa/MC, etc...)



## Wall Signage

## Wall Signage

- Building width = 50 feet
- Front wall signage allowed = 100 sq. ft.
- Sign & Stars = 56.5 sq. ft.
- Balance remaining = 43.5 sq. ft.



## Wall Signage

### Directional Signage

- Up to 4 sq. ft. exempt from Regulation
- NEW: Allowed up to 4 feet height/4 sq. ft. on either side of all commercial driveways (as defined)



### Flags - Current

Unless exempted, flags may be displayed for indefinite periods of time provided that they remain in good physical condition and are not tattered, torn or otherwise deteriorated to the point that they become aesthetically detrimental by virtue of their poor physical condition. In no case may such flags extend over or otherwise encroach upon public rights-of-way.



### Flags – Current

- May be displayed indefinitely
- Require Good Physical Condition
- Flags may not encroach on rights-of-way



### Flags – Proposed

Maximum height: 15 feet

Maximum width: 5 feet

Limit per lot:

- I. 1 flag per 50 linear feet of street frontage for single tenant sites.
- II. 1 flag per 50 linear feet of building façade width for multi-tenant sites (minimum of 1 permit tenant space)



## Annual Drinking Water Consumer Confidence Report

Wally Hansen  
Public Services Director

## Annual Drinking Water Report

- Consumer Confidence Report
- Distributed since 1999
- Required EPA Info:
  - Lead and its effects
  - Drinking Water Sources
  - Contamination Susceptibility



## Annual Drinking Water Report

- Contact info for the City
- List of Analyses Conducted with Results
  - Total Coliform
  - Lead and Copper
  - Synthetic Organic Compounds
  - Volatile Organic Compounds
  - Nitrates and Inorganics



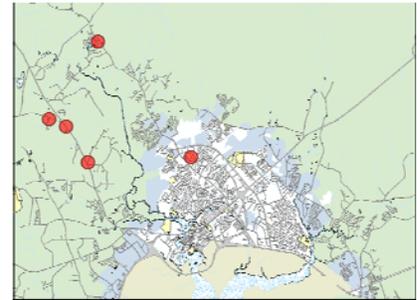
## Annual Drinking Water Report

### Fluoride

- Naturally Occurring in Water Source
- City does not inject nor add Fluoride
- Test Entry Points to the Water System
- Test Every 3 Years
- Maximum Contaminant Level (MCL) 4.0 mg/l
- Secondary reporting level 2.0 mg/l



## Water System Entry Points



## Annual Drinking Water Report

### 2014 Fluoride Levels-5 testing locations

- Four of the Locations less than 2.0 mg/l
- One location had a Test Result of 2.1 mg/l
- This location provides 3% of total potable water
- This is NOT a violation of drinking water standards
- Triggers cautionary alert for dental fluorosis
- Extraordinarily small chance with City's system



## Annual Drinking Water Report

### 2014 Fluoride Levels

- City took 600 distribution samples system wide
- Only 2 samples exceeded 2.0 mg/l
- Same location sampled 4 times during 2014
  - Above 2.0mg/l 1 time
  - Below 2.0 mg/l 3 times



## Annual Drinking Water Report

### Lead and Copper

- Sample 30 locations every 3 years
- No Reportable Lead Violations in over 20 years
- We test aggressiveness of our water
- We feed Zinc Orthophosphate to protect pipes
- Water in our system turns over about daily

There are **NO** health risks associated with City water



## Additional Holiday