

## COUNCIL MINUTES

## SPECIAL WORKSHOP MEETING

May 17, 2011

A special workshop meeting of the City Council of the City of Jacksonville was held Tuesday, May 17, 2011 beginning at 5:00 PM in Meeting Rooms A & B of the Jacksonville City Hall. Present were: Mayor Sammy Phillips, presiding; Mayor Pro-Tem Michael Lazzara and Council Members: Jerry A. Bittner, Fannie K. Coleman, Randy Thomas, and Bob Warden. Councilman Jerome Willingham was absent. Also present were: Richard Woodruff, City Manager; Ron Massey, Assistant City Manager; Gayle Maides, Interim Finance Director; Glenn Hargett, Communications and Community Affairs Director; Mike Yaniero, Police Chief; Rick McIntyre, Fire Chief; Tim Chesnutt, Recreation and Parks Director; Earl Bunting, ITS Director; Grant Sparks, Public Services Director; Reggie Goodson, Planning and Development Services Director; Bill Ratliff, Human Resources Director; Carmen Miracle, City Clerk; and John Carter, City Attorney. \*An audio recording of the Council Meeting is presently available for review in the City Clerk's Office.

CALL TO ORDER

Mayor Sammy Phillips called the meeting to order at 5:00 PM.

ADOPTION OF AGENDA

A motion was made by Mayor Pro-Tem Lazzara, seconded by Council Member Coleman, and unanimously approved to adopt the agenda as presented.

2012 BUDGET DISCUSSIONS - ContinuedDEPARTMENT ISSUES

Recreation - Using the PowerPoint presentation attached to the official minutes as Exhibit A, Mr. Chesnutt, Recreation Director explained the three personnel requests as follows: The Permanent Part Time Position in Athletics would have no financial consequence because it would be entirely offset by overtime and temporary dollars. The other two positions were for the After School Program. The Permanent Part-Time Recreation Program Assistant for Carolina Forest Elementary and the same for the Middle School After School Program cost would be partially offset by reallocating some temp employee funds.

Following discussion regarding the duties of the position and the Before and After-School Programs, Mayor Pro-Tem Lazzara asked if participants were charged for this service. Mr. Chesnutt said there was a minimal fee of \$15 a month, which did not cover the cost. He

pointed out that there would be no additional revenue created by changing from temporary employees to City staff; however, the consistency of service and efficiency would increase.

Councilman Bittner asked if benefits were included in the cost. Mr. Chesnutt said yes and it was explained that permanent part-time employees qualified for benefits at 25 hours per week and these positions were 30 hours per week.

Mr. Woodruff suggested that staff could provide the current costs to support the program as well as current fees for the participants in the event Council would like to contemplate a change to help offset the cost of the employee change.

Planning Administration: Mr. Ryan King brought with him a very large set of plans for Council information as to the size of such of plans. Using the PowerPoint attached to the official minutes, he reviewed the Divisions request for an Electronic Plan Submittal. He said this program would affect every department that assisted with plan review, such as building inspections, public services, police and fire. The program would also be more efficient, environmentally friendly, increase customer service, and save money for the customers. Due to promotional discounts, the originally submitted cost of \$180,000 had decreased to \$150,000. This amount included the first year's annual recurring maintenance and support fee of \$15,900.

Mayor Pro-Tem asked if any project that required a plan to be submitted could be done electronically using this program. Mr. King said yes, and added that included planning as well as for building permits. Discussions were held on the current submittal practices and amount of paper submitted through initial submission and revised submissions as well as current storage practices and issues.

Mr. Woodruff said that during the year staff had met with the building industry to obtain feedback and this program was one of their suggestions for improvements. He said since savings would be passed on to private industry with this initiative, staff could bring back some fee proposals to show how they might begin to recoup some of this cost.

In response to additional questions, Mr. Bunting said that the cost included installation and training for staff as well as some developers and the annual maintenance fee included automatic updates and technical support.

Building Inspections: The division did not have any Department Issues; however, Mr. Danny Bryan updated Council on the staffing losses since 2007 and the Division's work to hire and retrain. In addition, the issues related to mobile computer signal strength were reviewed and Mr. Bryan said that recent updates and antennas had improved reception. He specifically wanted Council to know that the programs and electronic opportunities were being used.

Facilities Maintenance: The Division had requested \$150,000 for Building Revitalization. Mr. Sirois said these funds would be over and above their daily operations maintenance funds. He reviewed the inspection he completed after coming on Board in 2009 on all City Buildings. They identified approximately 800 work requests for issues that needed to be corrected. Council had provided some funds in the past to allow them to begin the process of accomplishing some of those repairs. During repairs, additional areas of concern were identified. The division was responsible for maintenance of over 200 buildings and related structures, including scoreboards, well houses, fences, Skate Park, etc.

Mr. Woodruff added that staff with downtime had also pitched in to assist with maintenance such as the Parks and Recreation mowing staff painting the interior of the Jack Amyette Center on rainy days. They had also utilized some contracting to assist.

Mayor Pro-Tem Lazzara asked if this type of request should more appropriately fit into a CIP item, considering Council's previously approved philosophy that good maintenance of their buildings actually cost the taxpayers less in the long term.

Mr. Woodruff agreed that significant jobs, such as roof repairs could be a CIP item if it triggered the CIP threshold of \$30,000 or more.

Considerable discussion was held. Councilman Bittner did not agree it was necessarily a CIP item as it seemed to be for additional maintenance of existing facilities. Mayor Pro-Tem Lazzara suggested a tab in the CIP titled Repair and Maintenance. Mayor Phillips said he agreed in part, and felt that departments should perhaps set these up on a schedule in their budgets. Councilman Bittner felt it was the Maintenance Department's mission to inspect and schedule regular maintenance rather than a department.

Mr. Woodruff reiterated that this was a request for additional funds and if not approved, or approved to a lesser degree, regular maintenance funds were already allocated and maintenance would still be carried out. He said that staff would take a look at where the funds should be budgeted and whether it should be a CIP.

Utilities Maintenance: There were three budget requests: Instrumentation Specialist, Inflow and Infiltration (I&I) Maintenance Worker, and I&I Technician. Mr. Woodruff stated the Instrumentation Specialist was the technical position needed for the implementation and operation of the SCADA system.

Following review of the position, Councilman Bittner asked why this position would not be under ITS. Mr. Sparks and Mr. Bunting said that had been discussed. The positions' work was technical; however, it was unique to the Water and Wastewater system. Mr. Bunting said

having the employee funded in Water and Wastewater, but reporting under ITS, would give them the opportunity to train other persons to back this person up and to have on call. Ms. Wynn Ray reviewed the I&I positions and the current I&I issues. She said that approximately 30% of the entire flow going to Land Application was I&I related.

Following discussions on the current I&I workload and the plan of work for the proposed employees, as well as questions regarding past slip lining results, Mr. Woodruff suggested that staff provide a follow up report on this information.

Council decided to move on to the CAMA discussion and return to budget discussions later in the meeting, time permitting.

### CAMA MASTER PLAN

Mr. Carter reviewed the legal issues as follows: The City has used zoning as the primary land use tool, which was allowed by State Statute. The Statutes do not require a Growth Management Plan; however, Council elected to have one. The State required communities within the Coastal Area Management Act, of which Jacksonville was one, to have a CAMA Plan; however, in the past the Plan did not have to be very specific. Recent changes now required the CAMA Plan to have the same level of detail as in a Growth Management Plan. Because of this, the staff was recommending doing away with the current Growth Management Plan and letting the CAMA Plan be used for that purpose. Zoning matters would then be reviewed in comparison to the CAMA Plan for conflicts, and zoning changes could be approved or denied by Council. Every six months or once a year, staff would prepare CAMA Plan amendments for Council approval and then move forward to bring those to the CAMA Board for approval. Mr. Carter said whether or not the Board approved them, would not affect the zonings approved by Council as those would be effective immediately.

Using the PowerPoint attached, Ms. Mary Sartell provided a detailed overview of the CAMA Plan and process. She distributed maps and a description of the various land uses and reviewed those with Council. Following her report, Mr. Woodruff added that in the last three months the Senior Management had met with the Development Services staff and looked at each piece of property in detail.

Councilman Bittner asked how the Conservation areas were determined in terms of whether it was by survey. Ms. Sartell stated that the areas were wetlands or areas of environmental concern. Mr. King added that the locations were from databases prepared by Planning Works, who had used the technology at their disposal to determine the areas.

Councilman Bittner clarified that there was some information indicating the areas as wetlands, but had not been surveyed so as to totally delineate it as such. Mr. Woodruff stated that was correct.

Mayor Pro-Tem Lazzara asked for details as to what qualified as Regional Commercial versus Neighborhood Commercial. He pointed out one side of Yopp Road was delineated as Regional Commercial, with some Neighborhood Commercial on the other side and also pointed out the same issues along US Hwy 17. Ms. Sartell reviewed the differences mainly that Regional Commercial would provide activities such as service, retail, and wholesale on a much larger scale than Neighborhood Commercial would.

Councilman Bittner pointed out an area in the northwest area of the Commons off Western that was denoted as Regional Commercial abutting an area denoted as High Density and Moderate Density Residential. Following review, Mr. Woodruff apologized and said that designation was in error; it should actually be denoted in the mixed use category. He said staff would do more proofing of the map before the final was presented.

Mayor Pro-Tem Lazzara felt the area on Yopp Road on the opposite side of the Tractor Farm Supply would qualify as Regional Commercial rather than Neighborhood Commercial. He suggested they look closely at the commercial corridors.

Mr. Goodson pointed out that Council had appointed a CAMA task force to review it and the Plan had been presented to them and they had signed off on it.

Ms. Sartell stated that staff would be brining the Plan and Map to a Public Hearing later in the summer for Council consideration.

#### 2012 BUDGET DISCUSSIONS - DEPARTMENT ISSUES Continued

Wastewater Treatment: Mr. Woodruff briefly reviewed the following requests: Posi-Track vehicle and Hydraulic Mowing Deck, Part Time to Full Time Plant Operator I and a Part Time Equipment Operator I. The first two items were mowing equipment to help better manage the Land Application Site and the personnel was to assist with better management of the Land Application Site forest.

Following a review of the costs, Councilman Bittner asked about the financing over five years of the mowing deck, the total cost of which was approximately \$15,000. Ms. Maides stated the Deck was broken out to show Council the two pieces of equipment, but it was all part of the purchase of the Posi-track vehicle. Mr. Woodruff said staff would look at that and bring it back.

Sanitation: Waste Management Fee Increase – This was reviewed previously with Council that Waste Management had requested a 1.4 % increase that was not currently in the budget.

Water Quality: Mr. Woodruff noted that as mentioned before, staff would be bringing Council a study relative to taking over private Stormwater Ponds for a fee.

Video Media Services: As shown in Exhibit A, Mr. Hargett reviewed the workload of the current staff and the significant increase in meetings and events. He also pointed out that they were seeing more and more events taking place on weekends and at nights. He reviewed in detail the request for the Hourly/on Assignment Media Specialist and the Part-Time with Benefits Media Specialist. The positions would help with all of the video media services including the more than 148 publications, design services, Web and social media, etc.

Councilman Bittner asked of the total budget, what percentage was recovered through fees for services provided to others. Following discussion, Mr. Hargett said about 10-12%.

Health Insurance: Mr. Woodruff reported that there would be no increase this year so they would be able to adjust the budget accordingly.

ITS Call Center: Mr. Hargett stated this would be a software upgrade as previously mentioned to have a call center to track citizen calls and make sure they got out to departments for actions. This would allow the advancement to a 311 number for non emergency calls.

Mr. Woodruff added that they would like to set up a workshop on this to provide more details and information.

Budget Schedule: The next budget workshop was scheduled for Monday, June 6, 2011 at 5 PM in Meeting Rooms A&B.

#### ADJOURNMENT

A motion was made by Councilman Bittner, seconded by Mayor Pro-Tem Lazzara, and unanimously adopted to adjourn the meeting at 6:34 PM.

Adopted by the Jacksonville City Council in regular session this 7<sup>th</sup> day of June, 2011.

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Sammy Phillips, Mayor

ATTEST:

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Carmen K. Miracle, City Clerk

**Jacksonville City Council**



**Special Workshop Meeting**  
May 17, 2011

**Agenda**

1. Resumption of Budget
2. CAMA Presentation




**Budget Review**  
Resumption

**Recreation & Parks**

|   |        |
|---|--------|
| Permanent Part-Time position for Athletics  |        |
| Recreation Program Assistant to Permanent Part-Time from agency staffing for Carolina Forest School | 17,445 |
| Same for Teen After School and Teen Special Events staffer  | 7,289  |



**Planning - Administration**

|                           |         |
|---------------------------|---------|
| Electronic Plan Submittal | 180,000 |
|---------------------------|---------|




**ePlan Review**

Development and Building Plans would be:

- Submitted
- Reviewed
- Annotated
- Re-reviewed
- Approved

**ELECTRONICALLY**

PROPRIETARY INFORMATION

**SUNGARD PUBLIC SECTOR**

### Benefits of ePlan

- Environmentally Friendly
- Improved Communication
- Online Access to Approved Files
  - Fire
  - Police
  - Others

PROPRIETARY INFORMATION

**SUNGARD PUBLIC SECTOR**

### Benefits of ePlan

- Reduce Counter time
- Increased productivity
- Storage Space for plans reduced, creating new available building space
- Accepts multiple formats
- Efficient – Overlay/compare drawings

PROPRIETARY INFORMATION

**SUNGARD PUBLIC SECTOR**

### Benefits of ePlan

Lower Cost for Developer

- ePlan submission will lower developer's cost for plan submittal
  - Administrative Staff Time
  - Paper - \$1 to \$6 per sheet
  - Ink
  - Equipment
  - Delivery or Postage
- Even with an e-Plan fee to cover cost of technology

PROPRIETARY INFORMATION

**SUNGARD PUBLIC SECTOR**

PROPRIETARY INFORMATION

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**SUNGARD PUBLIC SECTOR**

PROPRIETARY INFORMATION

**FY 12 Council Goal #8**

*“Be an innovative government that embraces technology and utilizes effective, efficient and economically sound strategies to serve our citizens and to accomplish outstanding service delivery”*

PROPRIETARY INFORMATION

**ePlan**

- Sungard Product (H.T.E.)
- Promotional Discount – Now \$135,000
- Total Annual Reoccurring Fees – \$15,900

PROPRIETARY INFORMATION

**Facilities Maintenance**

|                         |         |
|-------------------------|---------|
| Building Revitalization | 150,000 |
|-------------------------|---------|



**Utilities Maintenance**

|  |        |
|--|--------|
| Instrumentation Specialist               | 50,565 |
| Inflow & Infiltration Maintenance Worker | 35,330 |
| Inflow & Infiltration Technician         | 50,565 |



**Wastewater Treatment**

|                             |        |
|-----------------------------|--------|
| Posi-track vehicle          | 16,478 |
| Davco Hydraulic Mowing Deck | 2,796  |
| Plant Operator I            | 44,025 |
| Equipment Operator I        | 12,590 |



**Sanitation**

|                               |       |
|-------------------------------|-------|
| Waste Management Fee Increase | 8,614 |
|-------------------------------|-------|



### Water Quality

|                         |  |
|-------------------------|--|
| Stormwater Fee Increase |  |
|-------------------------|--|



### Information Technology Services

|                           |        |
|---------------------------|--------|
| Cisco Call Center Upgrade | 60,000 |
|---------------------------|--------|



### Video Media Services

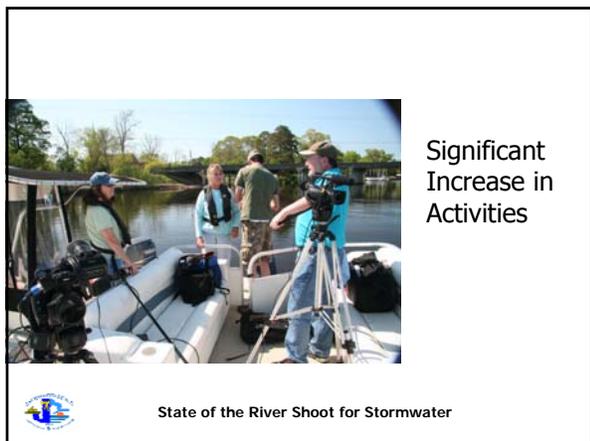
|                                   |        |
|-----------------------------------|--------|
| Media Specialist PT with Benefits | 37,829 |
| Media Specialist                  | 16,657 |



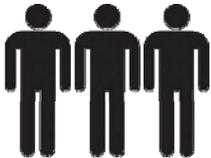
Significant Increase in Productions



Significant Increase in Meetings



## Currently



2 People Dedicated to Video  
 1 Person Dedicated to Print, Web, Social Media  
 All – Help when needed



## Proposal

Add help for night, weekend & special activities

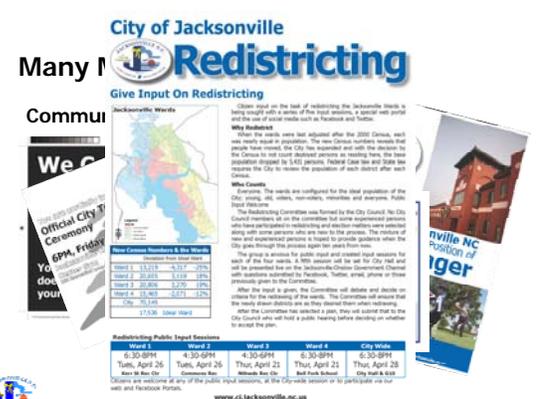


## Many More Communications




## City of Jacksonville Redistricting

Give Input On Redistricting

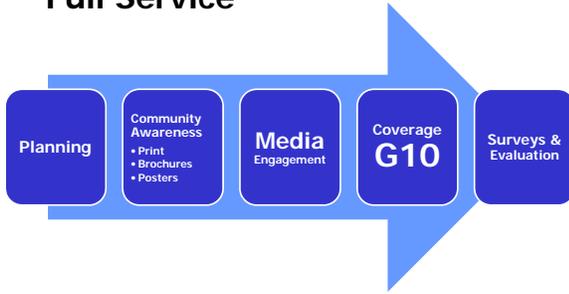


| Ward 1   | Ward 2                                    | Ward 3   | Ward 4   | City Wide                                      |
|--|---|--|--|--|
| 6:30-8PM<br>Tues, April 25<br>Keele St. Bus Stop | 4:30-6PM<br>Tues, April 25<br>Commons Bar | 4:30-6PM<br>Thurs, April 21<br>Wilshire Bus Stop | 6:30-8PM<br>Thurs, April 21<br>Red Bank School | 6:30-8PM<br>Thurs, April 23<br>City Hall & 619 |

www.ci.jacksonville.nc.us



## Full Service



Planning

Community Awareness  
 • Print  
 • Brochures  
 • Posters

Media Engagement

Coverage  
**G10**

Surveys & Evaluation



## Proposal

Hourly services instead of three contracted services





## CAMA Plan Update

**CAMA**

**Land Use Plan**

- What it is
- Why we need it
- Process
- How it works



**CAMA**

**What is it?**

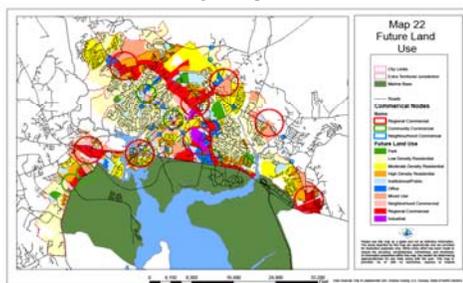
- Plan**    Population, economic assessments, projections, analysis, growth policies
- Maps**    Future Land Use Map  
Areas of Environmental Concern (AEC)



**CAMA**

**What is it?**

**Policy for growth**




**CAMA**

**Why do we need it?**

The Coastal Area Management Act (CAMA) requires each of the 20 coastal counties to have a local land-use plan in accordance with guidelines established by the Coastal Resources Commission.

The CRC's guidelines provide a common format for each plan and a set of issues that must be considered during the planning process

Each land-use plan includes local policies that address growth issues



**CAMA**

**Process**

|             |   |
|-------------|---|
| 1999        | First CAMA Plan- extremely basic  |
| 2007        | First comprehensive plan: GME- map is flawed  |
| 2008        | Begin work on CAMA- required by State   |
| 2009        | Work with Council appointed steering committee, consultant, and State                     |
| 2009        | Council review, State comments  |
| 2011        | Municipal approval: Garner feedback from Workshop and formal approval with public hearing |
| Summer 2011 | CRC approval  |



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|---|---|
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| 2011  | <b>Municipal approval: Garner feedback from Workshop and formal approval with public hearing</b> |
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## CAMA How does it work?

**Growth Management Techniques Before CAMA Adoption**

- 2011 Draft CAMA Plan
- Adopted small area or corridor plans
- Zoning Ordinance & Map
- 1999 CAMA Plan
- 2007 Growth Management Plan -Future Land Use Map



## CAMA How does it work?

- Updates and replaces Growth Management Element and Plan



## CAMA How does it work?

**Growth Management Techniques After CAMA Adoption**

- 2011 CAMA Plan
- Adopted small area or corridor plans
- Zoning Ordinance & Map



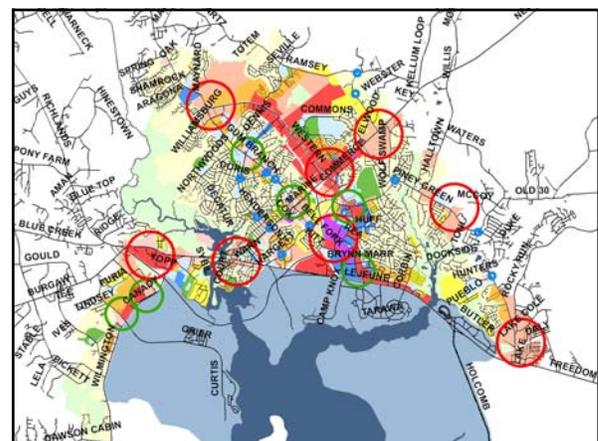
## CAMA How does it work?

|  |  |
|--|--|
| <p><b>Future Land Use Map</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Policy</li> <li><input type="checkbox"/> Idea for the future 20-30 years</li> <li><input type="checkbox"/> 30,000 ft</li> <li><input type="checkbox"/> Can be amended</li> </ul> | <p><b>Zoning Map</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Regulation</li> <li><input type="checkbox"/> What you can do now</li> <li><input type="checkbox"/> 3 ft</li> <li><input type="checkbox"/> Can be amended</li> </ul> |
|--|--|



## CAMA How does it work?

| GME Plan Land Uses          | CAMA Plan Land Uses         |
|-----------------------------|-----------------------------|
| LDR- 2DU/ ACRE              | C- Conservation             |
| MDR- 6DU/ ACRE              | LDR- 1-6DU/ ACRE            |
| HDR- 6DU/ ACRE              | MDR- 7-15DU/ ACRE           |
| P/I- Public/ Institutional  | HDR- 16+DU/ ACRE            |
| NC- Neighborhood Commercial | P/I- Public/ Institutional  |
| RC- Regional Commercial     | NC- Neighborhood Commercial |
| IND- Industrial             | MX- Mixed Use               |
|                             | RC- Regional Commercial     |
|                             | IND- Industrial             |

CAMA

How does it work?

**Guides policy, decisions, and development**

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**Map will be updated once a year based on:**

- Rezoning
- Changes in development trends
- Changes in demographics

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- 1. Council approves changes**
- 2. CRC certifies changes**



CAMA

Next Steps

- Questions
- Review Map & Plan, Provide comments, questions to staff
- Staff will bring Plan & Map to public hearing in June or July



