



Prosperity & Livability Committee
Members: Ewing, Hudson, Peters, and Golden
Chaired by Council Member Ewing
3rd Floor Lobby Conference Room
April 4, 2018 – 9:00 a.m.

MINUTES

Present:

Committee Chair Jason Ewing (arrived at 9:20 a.m.); Committee Members Monica Peters and Jeff Golden

Absent:

Council Member Hudson

Staff Present:

Greg Demko, City Manager; Randy McCaslin, Deputy City Manager; Randy Hemann, Assistant City Manager; Jeron Hollis, Director of Communications and Public Engagement; Ryan Ferguson, Marketing Manager; Eric Olmedo, Budget and Administrative Director; JoAnne Carlyle, City Attorney; David Dulin, Police Officer; Andy Piper, Senior Planner; Lee Tillery, Parks and Recreation Director; David Briggs, Theatre Director; Lisa Vierling, City Clerk and Sandra Keeney, Deputy City Clerk

Others Present:

Judy Stalder, TREBIC
Ryan Saunders

News Media:

Pat Kimbrough, *High Point Enterprise*

Note: The following handout was distributed during the meeting and will be attached as a permanent part of these proceedings:

- ✓ Presentation – Reuse of Kerns Water Plant

Presentation – Reuse of Kerns Water Plant

Andy Piper, Senior Planner, gave the presentation for this item. He stated the idea of reusing the water plant was initiated by Randy Hemann, Assistant City Manager. He said the reuse of properties in other municipalities has been successful including in High Point, noting the Market Square Tower Building that was a former mill. He stated they are open to new ideas and there are

lots of possibilities for the building. He said the City has submitted a Request for Proposal (RFP) and had a pre-proposal meeting which had good attendance and great ideas.

He stated the facility is in a strategic location and mentioned the open water tanks on the side of the building has been removed. He stated the City would retain ownership of the facility and do a long-term lease. The city still utilizes some of the property to store brine for winter weather, sand, soil and is in the process of finishing a hazardous household waste recycling center. He also mentioned the building would need substantial upgrades and renovation and noted the property is zoned light industrial.

He stated the building was built in 1920, and underwent an expansion in the late 1950's. The City stopped using it as a treatment plant in the early 90's. He said all original fixtures, material and equipment would remain property of the City. He shared a video of the facility that was produced and recorded by Brandon Cook, Communication Specialist and Ryan Ferguson, Marketing Manager. Randy McCaslin, Deputy City Manager, asked where the video has been shown. Mr. Piper replied the video is on the Economic Development Corporation website and was sent out with the RFP.

Mr. Hemann, stated in previous years the City budgeted for this building to be demolished; but re-evaluated the funding to try to make the facility useful again. He said the main structure of the building needs work, but it is solid, noting it was built and used as a bomb shelter and he is excited about what the future is for the facility. Mr. Demko, City Manager, said the facility is in a key location for our community, so restoring it would be good.

Mr. Piper stated there were submittal requirements such as:

1. Explanation of proposed use
2. Projected number of employees/customer, visitors, etc.
3. Anticipated level of vehicular traffic
4. Proposed length and terms of lease
5. Description of any proposed improvements to the building
6. Financial pro forma for renovations and operations
7. Floor plan showing proposed interior improvements (optional)
8. Renderings of proposed exterior/interior renovations (optional)

He noted the following Evaluation Criteria:

1. Whether proposal ensures safety
2. Extent and nature of proposed renovations
3. Actions necessary by City to accommodate the proposed use
4. Potential for use to be sustainable over the long-term
5. Impact on surrounding area and compatibility with neighboring uses
6. Ability to foster innovative activities or future creative endeavors

He stated the submission deadline for proposals is May 2, 2018 at 2:00 p.m. Mr. McCaslin stated because this would be a lease, it would need to be submitted to City Council for approval.

Presentation – Proposed Events in the PIT

Mr. McCaslin introduced Ryan Saunders and stated Mr. Saunders will share his vision for the PIT.

Mr. Saunders stated he researches different states, cities and neighborhoods as to how residential is connected to commercial, how the people are utilizing or not utilizing public transportation, bike friendliness and how each are connected. He listed various projects he has worked on as well as several cities and states he has worked with. He gave a list of activities for the PIT such as using local artist, sand castles, food trucks, and other activities.

Council Member Ewing asked how long it would take to get the event ready. Mr. Saunders replied he could have something by the 1st Thursday in June. He stated he has some bands booked tentatively but would need a confirmed date to schedule other events.

Mr. McCaslin stated if the Committee would like to move forward on this item, it could be placed on the agenda for the May 7th City Council Meeting.

Council Member Peters asked if the City Attorney has been working on the lease agreement for the site. Joanne Carlyle, City Attorney, stated there is a need of negotiations with the property owners and noted safety issues. Council Member Golden asked what is the status of the issues with the property owners. Ms. Carlyle stated there have been several negotiations for a permanent arrangement, yet those were not successful. She stated he will have to maintain the driveway, so the property owners can get to their property. She requested the area underneath be fenced to ensure safety, as well as other concerns that Mr. Saunders will need to address. Council Member Ewing stated he thought the first event would be a good trial to see how property owners will react and how many people would attend the event, and that would determine subsequent events.

Council Member Ewing motioned for approval to move this item forward to the May 7, 2018 City Council meeting upon review by staff and legal and all terms being met by the lessee. Council Member Peters seconded the motion. Motion carried with a unanimous 3-0 vote. [Committee Member Hudson was absent]

Discussion – Proposed Events Policy

Mr. McCaslin reminded the committee of the conversations and requests from the last meeting, as well as gave an overview of what is still needed regarding the proposed events policy.

Council Member Ewing stated he thinks in evaluating the events and deciding which ones to sponsor the event should align with the City's strategic initiatives and goals such as, does it help attract millennials to the core city area, does it do anything for blight reduction, does it do anything for the catalyst project. Council Member Golden asked which one of those items on the list does the Coltrane Festival align with. Council Member Ewing stated the Coltrane Festival has a positive impact on the City. Council Member Golden stated he thinks the number of people impacted should be a source to use for determination.

Council Member Peters stated she agreed with all the fees for the Police barricades, however, she stated she disagreed with the fees for the cones. She requested to lower the price from \$5.00 to \$2.00 per cone. Council Member Ewing stated he also approved the fee schedule and thinks,

economic impact, is a major criterion as well. Council Member Ewing suggested any changes made, should take effect with the new Budget year on July 1. Council Member Peters requested a list comprised of City sponsored events only.

Mr. Demko stated another facet to this is to help generate and encourage activity downtown. Council Member Ewing stated the problem is the use of the terminal for small events, thus hindering the use of the Theatre for bigger events. David Briggs, Theatre Director, stated if someone wants to use the terminal, the event needs to bring at least 1000 people. He said if it is determined it is a small event, they will help to find a smaller venue.

A discussion ensued regarding creating a position for an event coordinator. Council Member Golden suggested to have one central location for citizens to call to receive all information regarding holding an event. Officer David Dulin stated in benchmarking other cities an events coordinator would be the person to re-evaluate all the events, handle permits, and communications.

Mr. Demko asked what types of information the Committee would like to have to help with the decision process. Council Member Ewing advised key components are:

1. Which ones has the City historically promoted
2. What the historic participation is
3. How long each event is

Mr. Demko stated the cost of police protection and safety is something to take into consideration as well.

Council Member Peters stated if it is a Government holiday like Veterans Day, or the 4th of July, those types of events should be City promoted. She requested the City sponsor some neighborhood events such as Washington Street Unity Festival and the Southside Festival. Council Ewing stated events focused specifically on neighborhoods could be something Community Development could do.

Mr. McCaslin stated staff will prepare requested information and have it distributed to the Committee before the next meeting.

There being no further business to discuss, the meeting adjourned at 10:15 a.m. upon motion duly made and seconded.

Respectfully submitted,

Sandra Keeney
Deputy City Clerk

Jason P. Ewing, Chairman