

Town of HOLLY RIDGE

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HOLLY RIDGE TOWN COUNCIL COUNCIL RETREAT April 2nd, 2011

Mayor Padgett called the Retreat of the Holly Ridge Town Council to order at 9:06 a.m. at the Community Center. Council members present were Mayor Pro-Tem Hines, Councilwoman Bragg, Councilman Edwards, Councilman Wright, and Councilwoman Stanley. Staff present were John Maiorano, Town Manager; Heather Reynolds, Town Clerk; Karen Metz, Finance Officer; Larry Willaford, Building Inspector; and Bill Maiorano, Maintenance Supervisor.

Invocation and Pledge

Mayor Pro-Tem Hines gave the Invocation and Mayor Padgett led the Pledge of Allegiance.

Adoption of Agenda

A motion was made by *Mayor Pro Tem Hines* and seconded by *Councilman Edwards* to adopt the Agenda. *All Agreed.*

Opening Comments

Manager Maiorano stated this is not a typical retreat the Council has been having since in the past few years we moved more towards having speakers, today we are going to focus on strategic planning instead. Manager Maiorano read the opening statement from his presentation:

The purpose of this special Board meeting is to provide an opportunity for the exchange of ideas between Board members and staff. Board members and department heads will have time to discuss individual department issues and projections. While this is not a budget workshop,

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information obtained from this retreat will assist the Board members when considering future needs and requested project funding.

Manager Maiorano stated no board action is suggested at this meeting.

Town Manager Presentation

Manager Maiorano opened with his presentation focusing on strategic planning and stated the Town needs to know where we are now, where we want to go, and how we will get there. Manager Maiorano gave a brief overview of what strategic planning is and stated simply wishing a goal with no plan will not work.

Manager Maiorano read the Town's vision statement.

Manager Maiorano said our plan was to collect data from the Council regarding short, mid, and long term goals and the results are below:

Goals - Short Term 1-3 years

- Develop Street Repair Plan- Hines and Wright
- Promote Town for Business – Hines and Wright
- Promote Community Building – Hines
- Ball Field Issues – Hines and Wright
- Additional Personnel – Hines and Wright
- Reduce Taxes – Edwards
- Storm Water Runoff – Hines
- Business Owners Workshop – Wright
- Set Firm Date for Holly Festival – Wright

Goals – Mid Term 3-5 years

- Add on to Town Hall – Hines
- Street Repair – Wright
- Additional Personnel – Hines
- Promote Meetings with Businesses and Churches – Wright
- Strive to Maintain Tax Rate – Wright and Edwards
- Reform Beautification Committee – Wright
- Form 24 hour Fire Department – Edwards

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Goals – Long Term 5+ years

- Street Repair – Wright
- Add Sidewalks to Some Roadways – Hines
- Parks and Recreation Director – Wright
- Connect Satellite Annexations – Hines
- Promote Camp Davis Historical – Wright

Manager Maiorano briefly touched on current staffing and future staff needs. Manager Maiorano also mentioned the Board of Elections wants to use the Community Center as a voting location and we will need to add sidewalks. Manager Maiorano also stated we need to set a date for the Budget Workshop and his recommendation would be to hold the workshop in the first week of May.

Maintenance Presentation

Bill Maiorano started his presentation with talking about street maintenance including the street survey that was completed by Mayor Pro-Tem Hines and Councilman Wright and that the rock has been purchased and is ready to be applied to the roads. He also mentioned the cleaning of the ditches and culverts will be starting soon, along with the sides of the road to be shaved. Bill then gave the council the presentation of the QPR asphalt crack sealer and there was a brief break for the Council to look at the new equipment. Bill talked about some of the maintenance department's duties such as; managing the trash carts, all building maintenance, grass cutting and weed eating, mosquito and pest control, vehicle maintenance, ball field maintenance, tree trimming, cleaning of Morris Landing, and maintenance of the firing range. Bill then addressed the department's future needs including adding additional positions in the upcoming budget.

Councilman Edwards asked Bill what types of road maintenance has been done. Bill said they would start with shaving the sides of the roads. Councilman Edwards said the Town needs to worry about the sides of the roads because that is where the problems start. Mayor Pro-Tem Hines said all those issues have been covered in the street plan and the Town has a better insight on the problems since the meeting with Onslow Paving and Grading.

Mayor Padgett recessed for a break at 10:00 a.m.

Mayor Padgett resumed the Retreat at 10:12 a.m.

Town Clerk Presentation

Heather Reynolds focused her presentation on Municode, garbage carts, community center, and upcoming events. Concerning Municode there are a lot of discrepancies and errors in a brief overview by staff. She said Municode believed that the wording differences are the result of them making minor, non-substantive revisions to the text so the new text conforms to the formatting, numbering, and style of the new code. Heather said a major discrepancy with the new code that was adopted was the ordinance for the Police Department to run background checks, we had a standard form from the SBI and Municode completely modified that section and SBI requires the form be uniform in all jurisdictions. Another discrepancy in the code is the speed limit section, a lot of the streets were left out of the book so technically the streets that are not in the ordinance book have no authority to have the speed limits enforced. Heather also said there are a lot of errors in the zoning section and errors in the Charter.

Manager Maiorano further explained the streets by saying every time we put a new street in the Council adopts the speed limit with the recommendation from the Police Department, and when we cite people we cite under G.S. 20-141 and refer back to the Town's ordinances. Manager Maiorano said if you look at your ordinance book you only see a few streets in the book and we need to fix that soon. Manager Maiorano said what we would be asking today is would the Council like the staff to proceed with Municode because we have \$15,000 in the books already and it could cost as much as five or ten thousand dollars a year to maintain the books, or would the Council like the staff to take the books over and handle it in house.

Councilwoman Bragg asked what is a different option for the Town and Heather said for the staff to handle the ordinances in-house. Councilman Wright asked if Joe Stroud and Brenda went through the ordinances before they were implemented. Manager Maiorano said he believed it was them and Tony.

Manager Maiorano said the problem is when we adopted the Municode ordinances, all of our old ordinances were repealed and we cannot use them. He said once we fix the ordinances we will do a presentation to the Council as a whole. Manager Maiorano said we can stay with Municode or have the staff handle the ordinances, but it is the Council's decision. Councilwoman Bragg asked how much it would cost for the town staff to manage the ordinances. Heather said once the ordinances are corrected it wouldn't take much time to copy and paste to the website. Manager Maiorano said once we get the direction from the Council we can see how much we are beholden to Municode. Councilman Wright asked if there was a contract involved. Manager Maiorano stated not that he has seen. Councilman Wright asked if the Council needed to make a motion to handle this now. Manager Maiorano said he would like to check to make sure there are no strings attached.

The next section of the presentation was about the garbage carts in Town. Heather said the ordinance now reads that business owners can use the Town's garbage services as long as they do not exceed the maximum number of carts or contract with a private company for a dumpster.

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Heather said the ordinance raises some questions such as the limit of containers because in our ordinance it does not actually give the number that would be the limit. She said another issue it raises is with the recycling container the ordinance states only residents can use the container and does not specifically address the fact that business owners cannot.

The community center part of the presentation included figures on the rentals for last year and year to date this year.

Year 2010

- Total of Rentals - \$5,430.00
- 68% Non-Resident Rentals
- 32% Resident Rentals

Year 2011 Year to Date

- Total of Rentals- \$11,750.00
- 93% Non-Resident Rentals
- 7% Resident Rentals

Heather said the staff would continue to market the Community Center by using the website, Facebook, Craigslist and Lejeune Yard sales, and flyers around Town.

Heather briefly went over the upcoming events which consisted of the Easter Egg Hunt on April 23rd, 2011, the 4th of July celebration and a possible concert in the park sponsored by Onslow County. Manager Maiorano mentioned putting together a band in the Community Center and sell concessions maybe once a quarter. He said Councilman Wright's son is in a bluegrass band. Councilman Wright said his son's band is willing to only accept any monies over the \$300.00 for the rental and it would be about a two hour event. Councilman Wright said if the \$300.00 isn't made then the band wouldn't get a dime. Councilwoman Stanley asked what happens if the profit is \$800.00. Councilman Wright said the band would get the \$500.00. Manager Maiorano said he needs to meet with them and talk to them.

Heather said re-creating the website, review of all the ordinances, and preparing for the budget are some of the issues the staff is currently working on.

Finance Officer Presentation

Karen Metz gave an overview of the chart of accounts which is the main type of accounting. She said basically the chart of accounts is an eight digit system and the first two numbers represent the fund, the second position consists of three digits which is the department, the third position is the expense which consists of two numbers. Karen said this reporting you want to be at the lowest level and broken down into the simplest pieces, therefore you can build up and gather information and compare because it is easier to take something from the ground then to try and break numbers out. Karen compared last year's revenues and expenses to this year's and

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estimated the last three months of this fiscal year. Karen presented the Council with revenue for the fiscal year 2010-2011 as follows:

- Current Year Taxes- 562,424.63
- Local Option Sales- 327,813.11
- Prior Years Taxes- 105,665.92
- Building Fee Income- 51,019.72
- Garbage Collection- 78,650.69
- Other- 178,949.68

Police Department Presentation

Major Bryant gave a presentation on current staffing at the Police Department and future staffing needed at the Police Department including two additional patrol officers. Major Bryant said additional officers are needed due to annexations and increased population in the area. Major Bryant touched on additional equipment needed such as new patrol cars, a new copier/printer, and 800 MHz radios which have a deadline of 2013 for the department to come into compliance. He said there will be needs for the building and grounds and the Police Department will be asking for gutters in the 2011-2012 budget. Major Bryant gave a brief overview of crime statistics. Major Bryant listed additional community services done by the Police Department such as; vehicle un-locks, fingerprints, notary services, welfare checks, internships, juvenile mentoring, MADD association, DWI taskforce (GHSP), and helping the Partnership for Children of Onslow County.

Mayor Padgett recessed for lunch at 12:10 p.m.

Mayor Padgett resumed the Retreat at 12:47 p.m.

Building Inspections / Planning and Zoning Presentation

Larry Willaford gave his presentation on the upcoming developments in Town and developments that have already began. Larry briefly went over future needs for his department including additional code books, additional staffing, and one additional vehicle. Larry said goals of his department are to continue cross training staff, streamline the Town's ordinances, more training for staff, and to continue same day inspections.

Mayor and Town Council Goals and How to Achieve the Goals

During this part of the retreat Council members were asked to list issues they found important to them each Council member then looked at all the others and a list was compiled of top priorities for the Town staff to focus on. Those issues are listed below with a process of getting there and adequate timelines.

Goals	Method/Process	Time Lines
Maintaining or lowering tax rate while improving services to citizens Short, Mid, Long Term	Planning	Always
Road Maintenance Plan Short, Mid, Long Term	Contact contractors, seek bonds, Start road scraping,	Present to Council in June 2011
Website Updated Short Term	Town Staff to review and update program	Beginning June 2011
Municode Short Term	Town Staff review ordinances find errors and make corrections	April 2011 to begin
Business Owners Workshop Short Term	Town Council/ Staff special meeting workshop, find out concerns and needs of businesses, inform businesses of happenings in Town,	By July 2011
Parade of Lights Short Term	Schedule meeting with friends of the park and report back to Town Council to see how to proceed	April 12th, 2011 Town Council Meeting

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Utilizing Ball Park Short Term	Apply correct dirt, fence repair, dugouts, prepare proposals for all upgrades to present at the budget, hold possible tournaments, prepare for tourism grants	Budget Workshops
Hire Additional Personnel for Special Projects Manager Short Term	Decide a job title and job duties, salary information, present at budget workshop	Budget Workshop
Additional personnel for building inspections/ planning and zoning Short Term	Decide a job title and job duties, salary information, present at budget workshop	Budget Workshop

Goals

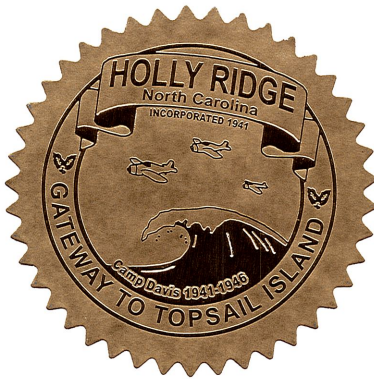
Method/Process

Time Lines

Goals	Method/Process	Time Lines
Additional Police Force and equipment Short and Mid Term	Show needs at budget workshops	Budget Workshop
Part-Time Summer Maintenance Personnel Short Term	Decide duties and salary information to present at budget workshop	Budget Workshop

Adjournment

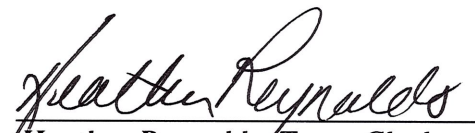
A motion was made by *Councilman Edwards* and seconded by *Councilwoman Stanley* to adjourn at 3:00 p.m. *All Agreed.*



Attest:



Mayor Elmer Padgett



Heather Reynolds, Town Clerk

These minutes were recorded and prepared by Town Clerk Heather Reynolds