

OFFICIALS PRESENT: Dunagan, Hamrick, Figueras, Bruner, Wangemann, Couvillon
STAFF PRESENT: Padgett, Sheppard, Palmour, Jordan

Mayor Dunagan called the meeting to order and served as the presiding officer. He began by commending the Public Works Department for their efforts toward addressing a recent snow/ice event.

COMMUNITY SERVICE CENTER ISSUES:

Hall Area Transit Fare & Route Assessment Study

Community Service Center Director Phillippa Lewis Moss introduced John Bartosiewicz from McDonald Transit who presented the study's findings. There was reference to two fare changes since August 2012. The first change caused a decrease in revenue because of a decline in ridership. The second change was designed to regain the riders that were lost during the first change.

There was conversation indicating it had been a while since the last comprehensive review of the route noting there were plans to revisit this during 2014. The work would be completed by June 30th to provide recommendations if changes are warranted.

Mayor Dunagan suggested revisiting the definition of a "senior" implying the age might need to be higher.

Council Member Couvillon asked about the ridership statistics of seniors/disabled.

Upon inquiry from Council Member Bruner, Mrs. Moss stated the decision to eliminate the fare for seniors/disabled was made during a crisis situation and was a temporary solution. She asked Council for more time to recapture the ridership and to develop ideas for a permanent solution.

Council Member Figueras expressed a desire for Gainesville to not be the one community that looks down on those in a lower income class.

Council Member Hamrick stated it was a challenge for all local governments to increase their revenue stream. He asked about the possibility of establishing a tax for the bus system. City Manager Kip Padgett stated enacting legislation would be required from the general assembly to do so.

COMMUNICATIONS & TOURISM ISSUES:

Tourism Update

Communication and Tourism Director Catiel Felts used a display board to show the ways the city was promoted beyond the downtown area. She indicated the advertising budget was \$36,000 of which one-half was committed to the Get Out publication distributed by *The Times*. The remaining funds were used in various publications that are distributed as follows:

- Across five states
- In every WALMART and Ranger Boat Dealership in the US

- In Georgia Information Centers, North Georgia Tourism Offices and North Georgia attractions
- In 24 Trade Shows across the country

In summary, all of the current advertising efforts reach millions of individuals. The hotel/motel tax revenue summary was the best indicator of the impact tourism has on the community.

Council Member Wangemann suggested having Gainesville highlighted on a reality show. Mrs. Felts confirmed a couple of pilots occurred in the last few years. They are not discussed because of the lengthy process to be completed before making a decision.

Council Member Hamrick commented on inviting professional organizations to the community. Mrs. Felts stated the availability of meeting and break-out space was an issue yet to be resolved.

ADMINISTRATIVE SERVICES ISSUES:

Alcoholic Beverage License Application

Senior Finance Technician Tracie Morris reviewed the following applications and indicated all were in order.

- Cosa Nostra Italian Kitchen, Inc., 212 Spring Street
New application for consumption on the premises of liquor
- El Griton Mexican Grill, 415 Atlanta Highway
New application for consumption on the premises of beer
- Lynda Allison Cellar Selections, 189 Cobb Pkwy, Marietta, GA
New application for wholesale wine
- Mart 24/7, 2580 Monroe Drive
New application for packages sales of beer and wine

Council Member Hamrick asked for a survey of the fee structure to see how they compare to other communities.

Placed on the February 4, 2014 Council Meeting Consent Agenda

Business Resolution: Declaration on Surplus Property

Senior Accountant Karen Roper stated this resolution will declare specific items (as listed) to be surplus property. It also allowed said property to be advertised and sold using GovDeals. The property had exceeded its useful life or was no longer needed.

Council Member Figueras questioned the recycling process of computers indicating she had been contacted by groups that wanted to rebuild them.

Council Member Hamrick suggested asking Lanier Technical College if they could rebuild them.

Ms. Roper agreed to research this.

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COMMUNITY DEVELOPMENT ISSUES:

Project Resolution: Authorization to Apply for a 2014 GDOT Gateway Grant

Special Projects Manager Jessica Tullar stated the grant would offer Exit 20 as a location for tree planting. It required the execution of a Memorandum of Understanding to provide mowing services. The department would amend the 2008 plan. The design work and maintenance will be done in-house by the Community Development and Public Works Departments.

Placed on the February 4, 2014 Council Meeting Consent Agenda

Project Resolution: Authorization to Apply for an ARC Economic Development Grant

Special Projects Manager Jessica Tullar stated this grant was intended to allow communities to move forward with construction projects. The Department of Community Affairs and the Governor's Office approved Gainesville's plan. The goal was to provide a detailed downtown master plan.

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Council Member Figueras presented the City Manager with information from the Downtown Renaissance Course from the Mayor's Day Conference.

CITY MANAGER'S ISSUES:

Ordinance: Amendment to Animal Control Ordinance

Assistant City Manager Sheppard stated the proposed ordinance would redefine "dangerous animals" and "potentially dangerous animals" to mirror Hall County Government's ordinance as a stop gap measure. She was working on a comprehensive rewrite of the animal control ordinance which would be presented at a later date.

Council Member Bruner asked if the rewrite would include penalties.

City Manager Kip Padgett stated the city has a contract with Hall County and the rewrite would improve enforcement efforts.

Council Member Hamrick suggested striking agricultural from the definition.

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Council Workshop/Retreat

City Manager Padgett reminded Council of the workshop/retreat scheduled for February 14 at 9:00 AM at Featherbone Communiversity.

Joint Municipal Association (JMA) Meeting

City Manager Padgett stated the JMA meeting was tentatively rescheduled for February 24 to allow Hall County Government to attend.

COUNCIL ISSUES:

Council Member Bruner

The Mayor's Day Conference provided good information.

Council Member Figueras

1. Extended accolades to the Administrative Services and Public Utilities Departments.
2. Expressed a desire to attend the Drug-Free Work Place Training.

Council Member Hamrick

Asked if any part of the recent transportation plan could be implemented and specifically referenced Martin Luther King Jr. Boulevard. City Manager Kip Padgett indicated efforts were underway to implement some of the smaller goals.

Council Member Wangemann

Commented on the condition of some roads after the recent ice/snow storm.

Mayor Dunagan

1. Commented on the delayed start time for the February 18 Council Meeting to attend an event in the downtown area. The meeting was scheduled to begin at 6:30 PM.
2. Thanked the legislative delegation for attending a portion of the Mayor's Day Conference and commented on attending the HUB Cities meeting during the conference.
3. Expressed his desire for Ex-officio reports to be presented at the next Work Session.
4. Expressed a desire to appoint Emory Turner to serve on the Housing Authority. Placed on the February 4, 2014 Council Meeting Agenda.

CITY CLERK ISSUES:

City Clerk Denise Jordan commented on Senate Bill 297 which clarified language regarding exemptions from filing campaign contribution disclosure reports. In short, the bill allowed local elected officials that did not raise or spend more than \$2,500 during an election cycle to file an exemption affidavit with the City Clerk by January 31. The Georgia Municipal Association encouraged local officials to complete the necessary paperwork even though the bill had not passed yet. Mrs. Jordan indicated she could provide the paperwork for those desiring to proceed with this necessary action.

EXECUTIVE SESSION:

City Attorney Palmour requested an Executive Session to discuss litigation and potential litigation.

City Manager Padgett called for an Executive Session to discuss real estate matters.

Motion to close the Work Session to enter an Executive Session at 10:25 AM to discuss litigation and potential litigation.

Motion made by Council Member Bruner

Motion seconded by Council Member Hamrick

Votes favoring the motion: Dunagan, Hamrick, Figueras, Bruner, Wangemann, Couvillon

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Motion to close the Executive Session to continue the Work Session at 11:05 AM.

Motion made by Council Member Figueras
Motion seconded by Council Member Couvillon

Votes favoring the motion: Dunagan, Hamrick, Figueras, Bruner, Wangemann, Couvillon

OTHER BUSINESS:

Garbage Collection at Crestwinds Subdivision

City Manager Kip Padgett stated staff was approached by Crestwinds Subdivision with a request to revisit the garbage collection ordinance. They were asking for once a week curbside service. He asked if Council was open to staff exploring options for Planned Unit Developments to have different garbage collection criteria from the rest of the city.

There was consensus among Council to proceed with exploring this option.

ADJOURNMENT: 11:07 AM

/dj