

COUNCIL PRESENT: Danny Dunagan, Sam Couvillon, George Wangemann, Zack Thompson, Barbara Brooks

COUNCIL ABSENT: Ruth Bruner

STAFF PRESENT: Bryan Lackey, Angela Sheppard, Janeann Allison, Melvin Cooper, Catiel Felts, Carol Martin, Jay Parrish, Jeremy Perry, Jerome Yarbrough

OPENING COMMENTS:

City Manager Lackey commented on the Fair Street Neighborhood Center not being available and expressed appreciation to the City of Suwanee for allowing the use of their facility.

CITY VISION/MISSION:

City Manager Lackey reviewed the goals development process which include the vision, mission and values of the City.

Council Member Brooks inquired about adding “learn” to the vision statement considering the number of educational institutions within the community.

The strategic priorities were reviewed noting a few changes.

Comments from the governing body were as follows:

- Improve the appearance and traffic congestion on Atlanta Highway.
- What are the options for gaining consistency in corridors that meander in and out of the city limits?
- Consider a partnership with Hall County on code enforcement matters when both entities have the same ordinances.
- There was concern about the education system.
- There were compliments about the online payment service with the note that additional modifications are needed to make this process more efficient.
- Provide a skate park or skate arena.
- Provide real time adjustments through the Intelligent Transportation System.

Discussion about the skate park/arena indicated the 2019 Parks and Recreation proposed budget would include funds for design work. It was noted Hall County stated they would not provide funding. There was also a brief discussion about organizations wanting to see a plan before making a financial commitment.

The City Manager’s Office performance indicators were discussed before commenting on the Greenville Takeaways which focused on a map of the trail system, night life and parking.

Mr. Lackey stated the 2018 legislative session had a few bills that would be tracked (Senate Bills 2 and 232 as well as House Bills 533 and 579). He also commented on the challenges for Fiscal Year 2019 specifically mentioning employee retention and recruitment; downtown development; and population growth.

RECESS: 10:12 AM
RECONVENE: 10:22 AM

FINANCIAL UPDATE

Chief Finance Officer Jeremy Perry discussed the city's financial status and provided an overview of the various revenue sources as well as the expenditures. He stated the capital program was planned from savings. If the current trend continues, there won't be a capital program for Fiscal Year 2020. This led to the presentation of the projected fund balance for June 30, 2018.

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|---|---------------------|
| FY2018: Revenues over budget & expenditures under budget | \$ 3,522,802 |
| Fund Balance as of 6/30/17 (Unassigned) | <u>\$ 7,660,281</u> |
| Fund Balance as of 6/30/18 (Projected Unassigned) | \$11,183,083 |
| Management Reserves (3 months) | <u>\$ 7,686,343</u> |
| Amount Available for FY2019 Budget for Capital and Operating Transfers | \$ 3,496,741 |

Mr. Perry stated SPLOST VII collections were doing well. If the current collection trend continues, departments may have an opportunity to add projects that fall within the approved categories.

Mr. Perry introduced a new tax bill format coming from Hall County as a result of service delivery strategy negotiations. The new structure will show five categories: (1) General Fund, (2) Fire, (3) Development Services, (4) Emergency Management Services and (5) Parks and Recreation.

Mr. Perry proposed changing the City's millage rate process to recognize property tax districts. The General Fund and Debt Service is what's most important to the Department of Revenue so that information would be kept together and two other districts would be created, i.e. one district for a Fire Fund and one for a Parks and Recreation Fund. The two new districts would not be impacted by rollbacks. Educational resources would be provided to the community.

In closing, Mr. Perry provided an update on departmental goals, objectives and performance measures.

Comments from the governing body were noted as follows:

- There was an inquiry about hotel/motel tax and what other communities are doing.
- Will the new millage rate model have an impact on Tax Allocation Districts?

FIRE

Fire Chief Jerome Yarbrough reviewed the departmental goals, objectives and performance measures. An ISO grading is due during the first quarter of 2018 and projections indicate the department will maintain its Class I rating. Growth is impacting the department in regards to increasing response times, increased call volume, changes to required training, technology changes and ISO Impacts. Chief Yarbrough discussed what the department is doing to address these impacts. He also stated two additional fire stations and 30 additional personnel will take care of Gainesville noting the southeast and northwest corridors were the recommended locations. He presented the Greenville Takeaway as a comparison of coverage, number of stations, daytime population, personnel, incidents and ISO rating.

Comments from the governing body were noted as follows:

- Is a fee charged for the training provided to others?
- What is the status of ambulance service?

- What is Hall County's ISO rating?

POLICE

Chief Carol Martin discussed the Greenville Takeaway which focused on growth and the need to prepare for the future. She presented the department's goals, objectives and performance measures before commenting on events and achievements. Chief Martin discussed immediate and future improvements placing emphasis on attracting and retaining qualified personnel.

Comments from the governing body were noted as follows:

- An inquiry about the number of texting while driving tickets.
- A request to revisit downtown parking enforcement and/or parking meters considering the upcoming development projects.
- How many positions are vacant?
- Is there a training contract that allows for the recovery of training cost?

BREAK: 11:20 AM
RECONVENE: 12:20 PM

COMMUNITY SERVICE CENTER

Community Service Center Director Phillippa Lewis Moss was unable to attend and shared information via video recording. She provided an update on the Senior Life Center Renovation Project and thanked the project sponsors. She discussed the expansion of transit services as it pertains to routes, private-public partnerships and hours of operation which included express, Saturday and downtown shuttle services. Mrs. Moss' Greenville Takeaway addressed the free downtown trolley which could be a shuttle service in Gainesville. She announced a partnership with Brenau University Gallery to bring a rotating art exhibit to the Senior Life Center. She closed with the idea of an ambassador program using city employees and specifically mentioned the bus drivers.

City Manager Lackey commented on options for extending the transit services. He stated there had been limited success with getting the private buy-in for a route along Highway 60.

Comments from the governing body were noted as follows:

- Get the downtown merchants to buy into the idea of a shuttle service.
- There was concern about investing in the purchase of a bus without knowing the level of activity and ultimately receiving a return on the investment. Could this be a pilot program before making a multi-year commitment?
- Using the existing buses was more palatable.
- There should be enormous private sector participation before committing public funds to support a route substantially benefiting private enterprise.

COMMUNICATIONS AND TOURISM

Communications and Tourism Director Catiel Felts stated the tourism industry is the fifth largest employer in Georgia. She shared some facts about the economic impact of tourism on the community, specifically mentioning a few of the large events that occurred last year. She also discussed Main Street Gainesville and advertising/marketing.

Mrs. Felts commented on challenges associated with staffing events, two years of construction, parking and new management. Mrs. Felts discussed the departmental goals, objectives and performance measures. In regards to the Greenville Takeaway, there was discussion about implementing an ambassador program that includes two groups (1) hoteliers and (2) citizen groups like Cresswinds. The second takeaway was branding the Highlands to Islands Trail.

ADMINISTRATIVE SERVICES

Administrative Services Director Janeann Allison discussed the goals, objectives and performance measures for the three divisions within her department (Human Resources, Information Technology and Municipal Court). She commented on a resolution requiring a periodic pay study noting this would be addressed during upcoming fiscal year. She stressed the importance of annual pay increases to keep from falling behind in the job market. There was discussion about the importance of network security and internal procedures through the Information Technology Division. Mrs. Allison reported her Greenville Takeaways focused on the value of employees, planning for the future and teamwork/collaboration among departments.

PARKS AND RECREATION

Parks and Recreation Agency Director Melvin Cooper started the presentation with the Greenville Takeaways. First was the slogan - Take a Risk! Doing nothing is not an option. Other takeaways addressed public amenities, public art, natural resources and special event spaces. He compared Gainesville to Greenville and indicated we're not too far apart. The agency's FY17-18 successes and FY19 strategic priorities were presented.

GOLF COURSE

Director of Golf Rodger Hogan reviewed the goals, objectives and performance measures. There was discussion about golf course improvement projects, tournaments, renovation of the grill and a new staff position. Future projects will address the club house, tree replacements and improving fairway drainage.

BREAK: 2:10 PM
RECONVENE: 2:30 PM

DEPARTMENT DISCUSSION:

Linda MacGregor, Rusty Ligon, Chris Rotalsky and Jonathan Reich joined the retreat.

City Manager Bryan Lackey stated this time was for the governing body to share thoughts/ideas about what they'd like to see over the next year. The comments were noted as follows:

- Should there be fewer benefits and more pay? Is there was a pay study addressing this?
- Is there an option to allow employees to choose a pension plan that works for them?
- A skate park.
- Continue traffic monitoring and be transparent so citizens can see we're working on problems.
- Continue improving the online payment option to make it more efficient and easier for citizens to do business.
- Beautification of Highway 129 in conjunction with completion of the GDOT project, i.e., something inviting from the Walden Summitt Project to the city limits.
- Development between EE Butler and Hwy 13.
- Public Transportation that makes sense to those who need it.
- Saturday bus service.
- Diversity in the youth golf program.
- Be proactive about traffic changes.
- Make it easy to do business in Gainesville.

Upon inquiry from Mayor Dunagan, Chris Rotalsky provided information about the changes to occur at Jesse Jewell/Queen City/John Morrow Parkway intersection.

City Manager Bryan Lackey commented on the March retreat and provided a brief overview of its structure.

ADJOURNMENT: 3:06 PM

Dj

C. Danny Dunagan, Jr., Mayor

Denise O. Jordan, City Clerk