

MINUTES OF RETREAT OF THE
CITY COUNCIL OF THE CITY OF SANFORD
SANFORD, NORTH CAROLINA

The City Council held its annual retreat at the Sanford Municipal Center in the West End Conference Room, in Sanford, North Carolina, on Tuesday, March 4, 2008, at 8:30 A.M. The following people were present:

Mayor Cornelia P. Olive	Council Member Steve Brewer
Mayor Pro Tem Joseph Martin	Council Member James G. Williams
Council Member Charles Taylor	Council Member Walter McNeil, Jr.
Council Member Mike Stone	City Attorney Susan C. Patterson
City Manager Hal Hegwer	
City Clerk Bonnie D. White	

Absent:

Council Member Linwood S. Mann, Sr.

Mayor Olive called the meeting to order.

City Manager Hal Hegwer stated that this year's retreat would be different. He said the subjects of the retreat would be based on what Council turned in to him that they would like to talk about, instead of bringing each department head to speak. He felt it should be more of a vision of what Council wants to see such as major projects, strategic planning, and growth, etc. Mr. Hegwer advised that a representative would come from the Institute of Government at a later date along with Lee County Economic Development Director Bob Heuts to discuss economic incentives at a Law and Finance Committee meeting.

Financial Services Director Melissa Cardinali explained that it is extremely important that the City have a strong fund balance. Creditors look at where we are now and where we have been. She advised that the primary financial focus for the upcoming budget through 2010 would be the expansion of the wastewater treatment plant and the water treatment plant. The water treatment plant will need to be expanded in the next eight to ten years. She stated that the water and sewer rate study would be the component in the City's plan of action on how to finance these projects. Mrs. Cardinali explained the difference between General Obligation Bonds and Revenue Bonds for financing of the wastewater treatment plant expansion. – (Exhibit A)

Human Resources Director Christy Pickens explained the different functions of the Human Resources Department, such as keeping information up-to-date on employees, reviewing current job analysis when a job becomes vacant, and refresher training process for department heads to be sure they ask the right questions, etc. She explained that the City had a 9.43 percent turnover rate last year; however, excluding retirees the rate was 6.4 percent. She added that it is difficult to find individuals for engineering positions because that position is in high demand. – (Exhibit B)

City Manager Hegwer added that they would like to redesign the lobby area for security reasons and have a person located out front to direct traffic. This would eliminate people from walking up and down the halls. Mrs. Pickens added that this person would be under the Human Resources Department and would help with duties from that department. This would free up staff to go help with training and recruitment of employees.

Fire Chief Wayne Barber discussed using the ladder truck versus a crash truck. Out of 1,027 calls last year, 320 were for vehicle accidents. The Fire Department is usually first on the scene due to having three locations in the City. A larger vehicle protects the scene, the employees, and the accident victims. If a call comes in for a fire, the larger truck could leave the scene right there and go to the site. It carries a lot more water than a crash truck would. It would be better to purchase another pumper truck instead of a crash truck.

Chief Barber was asked to research the idea of charging a fee for wrecks and fires. He put the request on the listserv and only received one response from Warrenton. They have a volunteer department and a third party handles the billing for all auto accidents. Council Member Brewer advised that he has spoken with several insurance agents, and the insurance companies will pay the fee. He added that we need to look at charging repeat offenders for false alarms. Chief Barber said the information he has received from Covenant Billing Corporation, a third-party billing company, stated that a large influx of fire department billing insurance companies could cause the insurance companies to raise rates. Attorney Patterson advised that if you charge a fee, it would be a proprietary service and not a governmental service that is paid by taxes. A proprietary service would allow the city to be sued where government services have immunity.

City Manager Hal Hegwer advised that Golf Course Pro/Manager David Von Canon and he have developed a marketing plan for the golf course to inform and educate as many citizens as possible about the numerous benefits associated with the course, and they would like to have feedback from Council. Particular emphasis would include reaching out to the disadvantaged, minorities, and women who have had less accessibility or exposure to golf. The game of golf can teach many life lessons about ethics, responsibility, and honesty and will go a long way teaching valuable life principles to citizens of all ages.

Mr. Hegwer advised that the marketing campaign will seek to piggyback on the various national industry-wide national marketing campaigns already established to increase participation. For example, the PGA of America sponsors the Play Golf America Campaign by offering programming events, lessons, and clinics during events such as Family Golf Month, Take Your Daughter to the Golf Course Week, and Bring Your Kids to the Golf Range. Another possible partner is the Golf Course Builders Association of America's foundation and the National Recreation and Parks' endeavor who offer the Sticks for Kids program.

The Golf Instruction Workshop is for youth who are between the ages of seven and fifteen and will introduce more youth than ever to the game of golf. It is specifically designed for youth who may not otherwise have an opportunity to learn to play golf.

He stated that Mr. Von Canon has met with Bo Hedrick, with the Boys and Girls Club, to start a pilot program, and they have embraced the idea. – (Exhibit C)

Community Development Director Bob Bridwell presented Council with a list of park/recreation facilities (Exhibit D) within Lee County. He advised Council to be thinking about a city with 50,000 people instead of 30,000 and the importance of parks. Council Member Steve Brewer stated that there are sites that need playground equipment for smaller children and a lot of places in East Sanford that do not have any playgrounds. Council members discussed the possibilities of private/public partnerships in sponsoring equipment for various parks in the City.

ALL EXHIBITS CONTAINED HEREIN ARE HEREBY INCORPORATED BY REFERENCE AND MADE A PART OF THESE MINUTES.

RECESS

Council Member James Williams made the motion to recess the meeting until Wednesday, March 5, 2008, at 8:30 A.M. in the West End Conference Room. Seconded by Mayor Pro Tem Martin, the motion carried unanimously.

Respectfully Submitted

Cornelia P. Olive, Mayor

Bonnie D. White, City Clerk