

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

The City Council met at the Sanford Municipal Center, 225 E. Weatherspoon Street, on Tuesday, March 15, 2011, at 7:00 P.M. The following people were present:

Mayor Cornelia P. Olive	Council Member Walter H. McNeil, Jr.
Council Member Sam Gaskins	Council Member James Williams
Council Member Linwood S. Mann, Sr.	Council Member Bob Brown
Council Member L. I. (Poly) Cohen	Council Member Charles Taylor
City Manager Hal Hegwer	City Attorney Susan C. Patterson
City Clerk Bonnie D. White	

Mayor Cornelia Olive called the meeting to order and asked that instead of having an invocation, she asked everyone to stand for a moment of silence in memory and in honor of the late Rex McLeod.

Mayor Olive stated Rex McLeod was elected to the City Council in 1965 and served 15 years on the Council. He was elected as mayor in 1980 and served until 1993, giving him 28 years of service. She said he was a Little League Coach forever and he would win children to him with his magic tricks. He was one of the most charming, likeable people she has ever met.

Mayor Olive asked Council to adjust our agenda tonight because of a time constraint. She asked that the Presentation of a Proclamation be moved up before the Public Comment period. So moved by Council Member Sam Gaskins and seconded by Council Member Charles Taylor, the motion carried unanimously.

SPECIAL AGENDA

Presentation of Proclamation to Dr. Roger Ernest – (Exhibit A)

Mayor Olive read and presented to Dr. Roger Ernest a proclamation recognizing him for being named the “America’s Most Loved Health Care Provider of the Year” by the online patient satisfaction survey, Dr.Score.com, and for his meritorious contributions, dedicated service, and for the positive acclaim brought to Sanford. She gave Dr. Ernest a key pin to the City. Several doctors and his staff were present for the presentation. Dr. Ernest is a general surgeon employed with Carolina Crossroads Surgery PC.

PUBLIC COMMENT – (Exhibit B)

Alexandra Reid, residing at 2117 Lee Avenue spoke on the bike race. She is a dealer at the Sanford Antique Mall and this reflects her business. One of the first questions she would have asked herself if she was a council member, has this event happened in the past and was it a positive benefit; were there any negatives; what do we want to learn from the past event; and what steps do we need to take to implement any changes from the past event. She said on the short term and long term who does this benefit and who does it harm – the businesses, residents, the city as a whole, and tourism. She would score her questions to herself from one to ten. She said what is the expense to city taxpayers; do the costs outweigh the benefits; are all departments

ready to respond in a professional way to make the event successful and can we guarantee that as city leaders.

Julian "Jenks" Youngblood, residing at 1590 Cotten Road said he is asking Council to reconsider closing the streets Downtown for the bike race for many reasons, but the most important is that is the Pottery Festival weekend. The Sunday of the Pottery Festival is their biggest Sunday of the entire year. Closing the streets and cutting them off from their customers will be devastating. It will take them years to make up the revenue. The current route they are closing is from Wicker Street to Gordon Street and Steele and Moore Streets. This is a big square. The current route closes 420 parking spaces. If you shift the race one block north, which would be from Carthage Street to Buffalo Street, still on Steele and Moore Streets, that would free up 201 parking spaces on the 100 block of Moore Street, 100 block of Wicker Street, and 100 block of Steele Street. He understands on that route, that there is a problem with one corner that the race organizers are not happy with. Mr. Youngblood said that he has driven it several times and he did not see that it is a huge problem but it is certainly not something that cannot be corrected with a little grading work.

The second option is that you limit the scope of the time. Right now, it is scheduled from 8 A.M. until 5 P.M., so that Downtown is closed the entire day. Keep in mind there is also a Temple Theatre matinee that day; so people are coming into town with no where to park and no access for the buses to get to the participants. He said the sunrise for that day is 5:55 A.M. If you limit the time from 6:30 A.M. to 12:30 P.M., the bike races would still have six hours to get done.

Mr. Youngblood said that thirdly, you could move the event completely. He drove around the old Wicker School and there are good roads around there they could have it on, particularly if they go Wicker, Pershing, Sanders and Vance Streets. It does not close down anybody's business and they can gather at the old Wicker School. The current route takes money out of their pockets. They are asking to leave the streets open so they can conduct their business.

Daniel Reid, residing at 2117 Lee Avenue, spoke on the bike race. He plans to retire in Sanford with his family when he completes his military commitment next year. He is also a dealer at the Sanford Antique Mall. He said that over the last 27 years, the City has embarked on a program of revitalization in the Downtown area costing hundreds of thousands of dollars. Results are a beautiful park with broad, well-lit streets and gorgeous, renovated historical buildings. Due to this revitalization effort, many businesses have moved into the Downtown area providing shopping and eating establishments which draw people to our City. These people spend money throughout the City. In addition, the businesses provide a source of funding to the City in the form of business licenses and taxes. The Downtown area is made up of many businesses; some of which are keystone and some of which are supporting. Keystone businesses are places that provide a designation or activity for people to come to. They are the primary draw in the Downtown area. The Temple Theatre and Sanford Antique Mall are examples of these keystone businesses. Support businesses provide necessary services to the people who visit the Downtown area but may not be reason for people to visit on their own. These businesses

include the many fine restaurants in the Downtown area. Both of these business types support each other, but the loss of keystone businesses result in the loss of support businesses.

He felt the idea of a bike race in this area is a good one; it brings people to the area who may return to spend money at a later date. However, as it is currently planned, the bike race will have a significant effect on the Downtown area keystone businesses. To adversely affect a keystone business in favor of a once a year event, does not make sense. He said that it is the concern of the Sanford City Council and Downtown Sanford Inc. to protect the businesses that make up the Downtown area as they are the measure of success in the long run. There are already many vacant store fronts in the area and we do not need to produce any more. He felt the keystone businesses deserve primary consideration over the bike race.

Judy McDonald, residing at 3301 Longview Avenue, spoke on the bike race. She is a school teacher and also works on the weekends in two retail establishments; she works at Kenneth Nielson's pottery shop in Tramway and at Big Bloomers Flower Shop. At both of those locations, she sends people to the Sanford Antique Mall and to the Downtown Area whenever they request a restaurant or activity, Shoppes at Steele Street, and the Temple Theatre; These are the places that she works very hard on the weekends to incorporate into her view of what makes Sanford great. She will be working at the Pottery Shop and at the festival and basically when people ask her what there is to do in Downtown Sanford, her only option will be to watch a bike race. She asked that Council make a change in the location or time that would benefit everybody.

Hosea M. Ray, residing at 703 Kooler Circle, Fayetteville, North Carolina, spoke on the bike race. He asked Council to consider some type of alternative in support of the Sanford Antique Mall during April 30 and May 1 events that will include the bike race. He asked to consider keeping Moore Street open.

Jenny Oldham, residing at 10554 Alex Cockman Road, in Pittsboro, North Carolina, spoke regarding the bike race. She is a dealer at the Sanford Antique Mall and asked that the streets not be closed as it hurts their business.

Tom Landall, residing on Carbonton Road, spoke on the bike race. He is a dealer at the Sanford Antique Mall. He said that a lot of downtown businesses are struggling and a lot of their success depends on the convenient access to the businesses. To limit the access during a major event, such as the Pottery Festival, puts an unnecessary burden on the success of their business. He felt the organizers of the bike race could reroute the bike race.

Matthew Mirachi, residing at 813 N. Steele Street, spoke on the bike race. He said that closing the streets in this matter will stifle business and thereby,acerbate economic pressures experienced by local downtown businesses like the Sanford Antique Mall. He said that events like the bike race that strive to showcase Sanford should not trump the economic viability of local businesses.

Renny Kremer, residing at 4435 Chatham Church Road, Pittsboro, North Carolina, spoke on the bike race. He said it is just economics. He has been a part of the Sanford Antique Mall

since six months after they opened. He has said many times over that he has a lot of antique dealers and friends that live in Pittsboro and he has had the opportunity to go to Pittsboro on several occasions, but he has found the hospitality of Lee County and the people that run this mall to be above and beyond reproach. He hears of horror stories happening at other places. It is economics because of the business structure that is involved in our town and merchants. Mr. Kremer said that he hoped Council would rule in their favor that there is an alternative way of keeping this race but Moore Street needs to stay open. He keeps records on how he does at the mall, and Saturdays and Sundays, especially when there is a lot of traffic in town, that is a big day for the Sanford Antique Mall.

Susan Holt, residing at 320 N. Vance Street, stated that she has recently moved to Sanford from Chatham County. She loves Sanford and it is a safe place. She works three Sundays per month with the Sanford Antique Mall. The two Sundays she has worked when the bike race was going on in 2009, they had two sales – one of which she bought something and the other was from a bike race participant's fiancé. In 2010, she could not quote the exact amount of sales for that day, but it was not enough to turn the lights on. She is asking Council to work out a solution where everybody wins.

John Kelley, residing at 281 Creekwood Road in Sanford, spoke on the bike race. He said that when the bike race started, one of the main concerns was how much impact the bike race would have on local businesses. The promise was made that we are not going to let that happen every year and we are not going to impact the same businesses every year, but that is what is happening. The Sanford Antique Mall has raised the flag every year. They have not asked for it to be stopped. The Antique Mall is going to be hit on the worst day of the year. They obviously did not talk to the merchants. We need to protect our businesses.

Julie Bush, residing at 512 Dundee Trail in Southern Pines, North Carolina, spoke on the bike race. She has been a dealer with the Sanford Antique Mall since they opened eleven years ago. She has been an antique dealer for 27 years. John and Jenks Youngblood are the best people she has ever met to work with. When they first started out, they had billboards on the highway to bring people into Downtown. Downtown is a whole lot nicer now than it was eleven years ago. The Sanford Antique Mall has not been given the credit for bringing people and customers from all over the state to Downtown. They advertise everywhere and that brings people in. She said that no one has mentioned that it is the Pottery Festival weekend and the Liberty Antique Festival weekend. Every year they have built up a clientele – dealers coming in will come by Thursday and they usually do not buy on that day because their trucks are full, but they always came back on Sunday with big, empty trucks with money in their pockets to spend. They will not be able to get near the Sanford Antique Mall during the race because there is no parking. They will head back north and they will be out of luck. No one is listening to them about this issue. When you lose one of your major days of the year, it is a big deal.

Lora Wright, residing at 1225 Cool Springs Road, spoke about the bike race. She has a business, Southern Jewelers, located at 145 S. Steele Street. She said that she will not be impacted by that Sunday. She said you will never convince her that at any time it is to her benefit for the streets to be closed off. She cannot get people to her store if they cannot park. To close the streets off in Downtown Sanford, you might as well turn their electricity off. She said

that everyone is in support of the bike race, and they are thankful for the Sanford Pottery Festival and for the people it brings to Sanford. However, you are going to close the street off and those people cannot come. She said that all it takes is moving this race one block. There is a difference in a man having one of the biggest days of the year. Mrs. Wright said that if you block his street off on his busiest day, when do you choose to block her street off on a busy day. You have to consider this information. The Temple Theatre has a matinee that day but people will not be able to get there; Council helped the Temple Theatre to continue but yet we are closing the street off that day. When you close the streets off, you cut off their bloodline.

APPROVAL OF AGENDA

Council Member Linwood Mann, Jr., made the motion to adopt the agenda. Seconded by Council Member Walter McNeil, Jr., the motion carried unanimously.

CONSENT AGENDA

Approval of City Council Meeting Minutes Dated January 26, 2011 – (Filed in Minute Book 75).

Approval of City Council Meeting Minutes Dated February 1, 2011 – (Filed in Minute Book 75)

Approval of City Council Meeting Minutes Dated February 15, 2011 – (Filed in Minute Book 75)

Approval of City Council Meeting Minutes Dated February 23, 2011 – (Filed in Minute Book 75)

Approval of City Council Meeting Minutes Dated March 1, 2011 – (Filed in Minute Book 75)

Approval of Ordinance Amending the Annual Operating Budget of the City of Sanford FY 2010-2011 – (Exhibit C)

Approval of Ordinance Amending the Annual Operating Budget of the City of Sanford FY 2010-2011 – (Exhibit D)

Approval of Capital Project Ordinance Amendment – Sewer Capital Project No. S0801 – (Exhibit E)

Approval of Termination of Easement Agreement for Endor Iron Furnace Trail – (Exhibit F)

Approval of Resolution Opposing the Forced Transfer of Additional Transportation Responsibilities to Local Governments - (Exhibit G)

Approval of Execution of Legally Binding Commitment Between the City of Sanford and Autumn Oaks Apartments, LP for the 2010 Housing Development CDBG Project – (Exhibit H)

ALL THE ITEMS LISTED ABOVE WERE DISCUSSED AT THE LAW AND FINANCE COMMITTEE MEETING ON MARCH 9, 2011.

Council Member L. I. “Poly” Cohen made a motion to adopt the consent agenda. Seconded by Council Member Bob Brown, the motion carried unanimously.

Council Members took a ten minute recess.

REGULAR AGENDA

Consider Presentation by the Sanford Area Chamber of Commerce – Community Vision Initiative – (Exhibit I)

Michael Basinger, Chairman of the Chamber Board of Directors, introduced the individuals present to speak on the Community Vision Initiative: Bill Skibitsky, Vision Initiative Chair, served as the CEO of MRI Group, a specialty industrial firm and Bob Joyce; Chet Mann had a central role in the development of the plan but could not be here tonight due to a previously scheduled commitment but Bob Joyce, Executive Director of the Chamber of Commerce will take Mr. Mann’s place.

Mr. Basinger advised that the Chamber was asked by Second Century to develop a common community vision back in 2009. We (the Chamber) said yes because we knew it would be good for business. Every growing community has a plan for growing and profitability. Our small businesses are still 25 to 35 percent below their 2008 revenue numbers; many are barely profitable. We felt strongly that competing with each other for a smaller and smaller piece of the pie was not a viable option for Lee County. He said we need to grow, not dramatically like Wake County, but we do need to grow so that insurance agents, electricians, dry cleaners, and restaurants get new customers. We need to grow so that banks get new depositors and make new loans. The Community Vision Initiative is like a business plan; it helps us and others outside our community know where we are going in order to be profitable. The Vision Plan is our business card that we can take to show industry and how to recruit industry to Sanford. It is a living document that we can use for planning the future of our community. We have had over 300 citizens in Sanford to come together and help bring this plan to where it is today. The business community is vital to supporting this plan. Mr. Basinger said that the elected officials, both city and county, have to be on board and we have to get their buy-in to where we want to take this county and city.

Mr. Bill Skibitsky presented the plan to the Council Members. He said that in front of Council is a copy of the vision plan - the background, detailing the work leading up to today, and a list of the work products that have been produced by the teams for the future. He stated that the general purpose is to get Council’s support and help in moving the plan forward. To date, they have talked with the Town of Broadway, who has endorsed the plan; and they have met with the County Commissioners (they were fairly positive about the plan) and now they are presenting it to the City Council.

Mr. Skibitsky said that the plan was initially developed in the format that businesses understood. It started out with a vision – broke it down to objectives, action items, and a set of deliverables. For businesses, that works fine but for a community it is a different story. There is no voice from the community. Their job was to try and find a method where all the voices can be heard and get a consensus of all the good things of how we want our community to look five, ten, to fifteen years down the road so that we can attract people and businesses. Hopefully, as

people look to the future, we can grade ourselves on the plan, report back to the community, and move forward. Over 300 citizens participated in the plan. Much of the plan existed already. They are not here to ask for money but they are asking Council to help prioritize things and put them in perspective because everything in the plan will not be done in the next year or five years but they need to be prioritized as to how we move forward. One of the questions that came out of the county commissioners was who is going to decide what is most important. Mr. Skibitsky stated that what is being asked of council is after your term when you have left your job, how do you know you were successful in what you did; what were those milestones and points that you established that said I am very proud of what I have done. If we can transfer that into the vision statement, we will have gone a long way in showing the community where we should be in the future.

Bob Joyce stated that one of the vision teams, arts and culture, was chaired by Peggy Taphorn and Tom Berger, both involved in the arts and culture scene in Sanford. This group's emphasis was improving the Downtown core. So much of this is already in the Downtown plan, but one of the activities was to measure private investment. Since 1987 through the efforts of City Council, the City has invested \$1.9 million in the Central Tax District. In return for that \$1.9 million, the tax base has increased \$14 million based on inflation. Going forward, one of the measurements is to measure the private investment in Downtown and if we see that this is continuing, then they will know they are on the right course. If not, we may want to take some extra effort – some part of the Downtown plan may need to be pushed forward such as parking.

Mr. Joyce said that they will provide to Council a report card that measures downtown investment and then Council can help rearrange those priorities if they need to be rearranged. One of the other measures in the arts and cultures team was the zip code capture. Many stores have their employees to ask you what your zip code is now; they keep track of this so they know where their customers are coming from. We have proposed to do this in the Downtown Business District along with several other places. We have very few resources in our community to do promotional activities so we need to target those resources. Mr. Joyce went over the vision initiatives that will be studied, such as economic development, the Civic Center, greenway plan, East Sanford plan, pedestrian plan, airport, etc. The vision team will take the ten vision teams and take their metrics, produce a community report card, and bring it back to the business community, City Council, and County Commissioners to help them know where we are and see the areas where we are not progressing as we should.

Mr. Skibitsky stated that it is obvious that this has to be a public-private enterprise. He advised that a study is being done by Convergent Solutions that is talking to the private community to see if we can achieve certain goals. Our goal is to get the private community to commit to a five-year investment program where at the end of the program, will have 1,500 new jobs, \$60 million payroll, and \$150 million in new private businesses. The private community wants to make sure that we have certain assurances that we are moving in the right direction, and there will be milestones in place before the investments are made. This is why the metrics of the plan are so important because they are the measuring elements to say, yes, we are going right, or no, we are not. The interviews are almost complete and over 65 businesses have been contacted; they have talked to with the key leaders, but we do not have the results back yet. Our major manufacturers are very optimistic and very much behind this plan, so are the banks and the

medical community; so we have key elements of our community behind this plan so far. They will provide the results to Council when they receive them. He said that out of that, we will establish a steering committee from the key investors. They would like participation from the City, County, and Broadway. First, they would like representation from the City as they pull the plan together to revise some of the metrics to make sure they are correct, are in proper format, and the priorities of the Council are well-represented and met from the plan. The Town of Broadway and the Lee County Commissioners have indicated that they are willing to endorse the plan and help publicize that this is a true public-private enterprise when the details have been worked out. They may ask Council to reassess priorities and to help them sequence things for the future. The end result is a report card to the community showing if we are doing what we said we are doing and are we showing that the metrics are moving in the right direction.

Consider Appointment to the Planning Board and to the Sanford Housing Authority – (Exhibit J)
Planning Board

Council Member Charles Taylor nominated Bill Voglar to the alternate position on the Planning Board. Council Member Bob Brown made the motion to close the nominations. Seconded by Council Member James Williams, the motion carried unanimously.

Council Member Walter McNeil, Jr. made the motion to appoint Bill Voglar to the alternate position on the Planning Board. Seconded by Council Member L. I. “Poly” Cohen, the motion carried unanimously. Mr. Voglar’s term will expire June 30, 2013.

Sanford Housing Authority

Council Member Linwood Mann nominated Ben Gardner to fill the unexpired term of Dr. Howard James. Council Member James Williams made the motion to close the nominations. Seconded by Council Member L. I. “Poly” Cohen, the motion carried unanimously.

Council Member Walter McNeil, Jr. made the motion to appoint Ben Gardner to the Sanford Housing Authority. Seconded by Council Member Bob Brown, the motion carried unanimously. Mr. Gardner’s term will expire June 30, 2013.

OTHER BUSINESS

Council Member Sam Gaskins stated that last Wednesday, he made comments to the effect of things that we needed to do to prepare for the weekend of April 30 and May 1. He said that with all the people who came here tonight, that we need to look into trying to come to a quick resolution to the problem that has existed in the past. Last year, he personally made the recommendation that we try to move the bicycle race and if at all possible, it would have been nice to have gone through the residential district or historic district on Gulf Street. He said that we need to make it clear as to what council’s intentions are. He personally cannot see giving up over 200 parking spaces, let alone over 400 parking spaces downtown. We need to make it clear that something needs to be done so that the plans that are being made need to be done. There are only two council meetings between now and the race. We need to do something quickly on this matter.

Mr. Hegwer replied that we will look into the matter.

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

ADJOURNMENT

With no further business to come before the council, the meeting was adjourned on motion of Council Member Linwood Mann; seconded by Council Member L. I. "Poly" Cohen, the motion carried unanimously.

Respectfully submitted,

CORNELIA P. OLIVE, MAYOR

ATTEST:

BONNIE D. WHITE, CITY CLERK