

Minutes
Regular Board Meeting
Aberdeen Town Board

November 14, 2011
Monday, 5:00 p.m.

Robert N. Page Municipal Building
Aberdeen, North Carolina

The Aberdeen Town Board met on Monday, November 14, 2011 at 5:00 p.m. for their regular Board Meeting. Members present were Mayor Elizabeth B. Mofield, Mayor Pro-tem Robbie Farrell and Commissioners Pat Ann McMurray, Alan Parker, Jim Thomas, and Walter Wright. Staff members in attendance were Town Manager Bill Zell, Planning Director Kathy Liles, Senior Planner Pam Graham, Planning Intern Jae Kim, and Town Clerk Regina Rosy. Others in attendance were Teresa Watts, Elease Goodwin, Tim Marcham, Bob Martin, Reporter for the Pilot Tom Embrey, Ray Ogden, and Buck Mims.

1. Call to Order

a. Main Street Program Presentation.

Ray Ogden stated at the last meeting, the Board members had asked for more information about the Main Street Program and what it can do for Aberdeen. Mr. Ogden stated Teresa Watts will be providing the Board with some more information about the Main Street Program this evening.

Ms. Watts began with discussing what the Main Street Program is all about. Ms. Watts stated Main Street was created by the National Trust for Historic Preservation, a national non-profit, and today 46 states and 1100 communities have Main Street Programs. Ms. Watts stated the Main Street approach to downtown revitalization is based on the model of the Four Point Approach of organization, promotion, design and economic restructuring created by the NTHP. Ms. Watts stated along with the Four Point Approach, the program is grounded in eight principles: comprehensive, incremental, self help, partnerships, assets, quality focus, change, and implementation.

Ms. Watts stated the Main Street Program benefits for downtown property owners are increased property values, increased rental rates, less vacancy, more financially stable tenants, business recruitment assistance, coordination of partnership efforts, and access to grants and knowledge of property rehabilitation.

Ms. Watts stated the Main Street Program benefits for downtown business owners are increased foot traffic and both new and repeat customers, coordinated promotion for downtown businesses, increased number of downtown businesses and increased goods and services offered, increased number of downtown workers and residents, increased marketing

efforts, and access to knowledge about the market and coordinated business assistance.

Ms. Watts stated regarding the community at large, the Main Street Program has increased jobs, increased quality of life, activities, attractions and events, increased public space, increased housing opportunities, and increased opportunities for volunteerism.

Ms. Watts stated regarding city and county, the Main Street Program has increased property tax values and revenue, increased sales tax revenue, increased business license revenue, increased building permit revenue, increased interest in industrial development within the region, increased opportunity for grants and coordination of public/private partnerships.

Ms. Watts stated since 1980, there has been \$1.8 billion in public/private investments, over 3,900 buildings have been renovated, over 4,100 façade improvements, over 3,700 businesses experienced a net gain, and over 15,000 jobs of a net gain.

Mayor Mofield stated being accepted to the Main Street Program would entitle Aberdeen to resources with the Main Street Program, and the services offered would be free. Ms. Watts stated reimbursement for travel is the only cost involved with the program. Mayor Mofield stated the previous design specialist suggested colors relevant to the era, but others in Aberdeen were not in agreement with the recommendation.

Mayor Mofield asked how many applications will be received for the Main Street program on a given year. Ms. Watts stated last year there were 6 applications received and 4 were selected. Ms. Watts stated inactive communities however go through a different process.

2. Setting of the Agenda

A motion was made by Commissioner Parker, seconded by Mayor Pro-tem Farrell, to approve the setting of the agenda as presented. Motion unanimously carried.

3. Approval of the Consent Agenda

All items listed below are considered routine or have been discussed at length in previous meetings and will be enacted by one motion. No separate discussion will be held except on request by a member of the Board of Commissioners.

- a. Minutes of Regular Board Meeting on October 10, 2011, Special Called Meeting on October 27, 2011, Work Session on November 3, 2011, and Closed Session on November 3, 2011.

A motion was made by Commissioner Wright, seconded by Commissioner Parker, to approve the consent agenda as presented. Motion unanimously carried.

4. Informal Discussion and Public Comment

Mayor Mofield stated she read in the newspaper that she was quoted as saying the charette event was a waste of taxpayer money. Mayor Mofield stated she believes her statement was misinterpreted, because what she meant was that there was a very passionate group that participated in every charette event which skews the results. Mayor Mofield stated what she meant was that members of certain communities should attend designated charette events and not all charette events. Planning Director Liles stated the same people putting the same line on the map several times doesn't mean they get priority, all lines on the map count the same.

Mayor Mofield stated Election Day was a wonderful event.

Buck Mims was in attendance for the meeting and stated he works for Southern Software and explained his role at Grace Church.

Manager Zell stated he and Commissioner Wright will be going to the Water Task Force Meeting tomorrow.

Manager Zell reminded the Board that the Chamber event will be held on Tuesday at 11:45 a.m.

Manager Zell stated on Tuesday, Nov. 22nd – Partners in Progress wants to meet on the Comprehensive Transportation Plan issue. Manager Zell stated it will be at 5:00 p.m. at the Chamber office. Mayor Mofield asked Senior Planner Graham to go.

Manager Zell passed out some information about Billy Marts with Aberdeen Times.

Manager Zell stated staff would like to discuss the kiosk location. Planning Director Liles stated high visibility is an issue, and there are no issues with NC DOT. Senior Planner Graham stated the size of the sign has been reduced. Senior Planner Graham stated 18 businesses have submitted payment to be included in the downtown map. The suggestion was for the kiosk to be located at the corner of Sycamore St. and Main St. A motion was made by Commissioner McMurray, seconded by Commissioner Thomas, to approve placing the kiosk at the corner of Sycamore St. and Main St. Motion unanimously carried.

Commissioner Thomas thanked all the Town Staff for all of their hard work putting up Christmas decorations. Commissioner Thomas stated the decorations are very attractive.

5. Financial Report

Manager Zell stated for the General Fund, after 4 months, is just under \$500,000 to the good. Manager Zell stated three sales tax receipts have been received so far and are 3.02% ahead of this year's budget (additional \$32,000). Manager Zell stated the Town is 4.15% ahead of last year's sales tax receipts. Manager Zell stated the Town is \$278,000 to the good for the Water and Sewer Fund.

6. Old Business

No Old Business

7. New Business

No New Business

8. Other Business

None

9. Adjournment

A motion was made by Commissioner Wright, seconded by Commissioner Parker, to adjourn the regular Board Meeting. Motion unanimously carried.

Regina M. Rosy, Town Clerk

Minutes were completed in
Draft form on November 14, 2011

Elizabeth B. Mofield, Mayor

Minutes were adopted on
December 12, 2011