

Minutes  
Work Session  
Aberdeen Town Board

April 13, 2015  
Monday, 6:00 p.m.

Robert N. Page Municipal Building  
Aberdeen, North Carolina

The Aberdeen Town Board met Monday, April 13, 2015 at 6:00 p.m. for the Work Session. Members present were Mayor Robert A. Farrell, Mayor Pro-tem Jim Thomas, and Commissioners Joe Dannelley, Buck Mims, Pat Ann McMurray, and Elease Goodwin. Staff members in attendance were Planning Director Pam Graham, Town Manager Bill Zell, Parks & Recreation Director Adam Crocker, Police Chief Tim Wenzel, Public Works Director Rickie Monroe, and Town Clerk Regina Rosy. Kenneth Byrd, Barbara Allred, Reporter for the Pilot Ted Natt, Brett Jones, Pat Corso, Tim Marcham, and Glen and Maria Nocik were also in attendance for the meeting.

Mayor Farrell called the meeting to order at 6:00 p.m.

1. New Audit Reporting Requirement – Brett Jones with Dixon Hughes Goodman.

Brett Jones, Senior Manager with Dixon Hughes Goodman, reviewed the 2 new reporting requirements that will affect Aberdeen this upcoming year for the audit, which include GASB Statements 67 and 68 and will require the testing of pension data. Mr. Jones stated the reason for the changes is to increase transparency. Commissioner Dannelley asked if there will be a briefing after the separate audit study, to let the Board know of the findings. Mr. Jones stated he hopes to complete this additional audit during a complete week of work and he will brief the Board on the findings afterwards. Mr. Jones stated the cost to complete this separate audit is not to exceed \$12,000, and could be less since this is an hourly charge. Mr. Jones stated 2/3 of the fee is due July/August and the final 1/3 is due at the receipt of the report.

2. Economic Development Incentive Plan.

Pat Corso stated an offer was on the table for Project Tiger, and because of the incentive offer made to Project Tiger, it was discussed to have each Town mirror an economic incentive plan. Mr. Corso stated the plans for Moore County, Southern Pines and Pinehurst are very similar. Mr. Corso stated his goal is to have all 3 Towns and the County have very similar plans. Mr. Corso stated this plan gives him an

opportunity to sell our communities. Mr. Corso stated the goal is to keep the plan as simple as possible, but to provide a guideline that emulates any of these plans. Mayor Farrell stated if you don't play the game with incentives, then you lose businesses. Commissioner Mims stated it is smart business. Commissioner Dannelley asked if there is a plan drafted yet for Aberdeen. Manager Zell stated it is up to the Board to decide which of these formats the Board likes. Commissioner Mims stated he would like the annexation language added in, and the focus on industries. Manager Zell stated he will draft the policy for Aberdeen, and bring it back to the Board for the Board Meeting on 4/27/15.

Mr. Corso stated he also has an update on the Moore Alive website. Mr. Corso stated the purpose of the website is to attract people to our community. Mr. Corso stated \$93,000 was raised for the site, which will get them through December 2015. Mr. Corso stated he is asking for funding for 12/1/15 – 11/30/16.

Mr. Corso stated Moore County has agreed to contribute \$2500, the Town of Southern Pines is considering \$5,000, the Village of Pinehurst is discussing it tomorrow night, and he will also ask the Town of Carthage. Mr. Corso stated the goal is to market 4 demographics – military, creative retirees, folks that live in southern Triad area, and kids coming home to relocate. Mr. Corso stated after a year with the website, they are closing in on 20,000 hits for the website. Mr. Corso stated almost 80% of the traffic is from outside Moore County. There are 11,000 Facebook likes. Mr. Corso stated they are also buying google ads and hitting on key words to drive people to the website. Mr. Corso stated the most popular thing on the website is stories shared from people. Mr. Corso stated Moore County grew by 1,000 people last year, and Fayetteville had a flat growth rate.

Mr. Corso stated he is asking the Town of Aberdeen to contribute \$5,000 post January 1, 2016 to the Moore Alive project. Mr. Corso stated this is the only marketing that is done by Partners in Progress, and it's a great tool.

Commissioner McMurray stated she would like Mayor Farrell to provide some historical information to share for the Moore Alive site. Mr. Corso stated he will make that an article for the site.

### 3. Selection for Ray's Mill Park Sign.

Mayor Farrell felt like option 1 is very similar to signs in Southern Pines, and he would like to make Aberdeen's signs different. Director Crocker stated the plan would be to do this park sign first, and then gradually replace all of the other park signs going forward. Commissioner Goodwin stated option 2 provides a distinct sign that differentiates between park signs and gateway signs. Director Crocker stated options 1 & 2 are each \$2500, and options 3 & 4 are each \$1800. A motion was made by Commissioner Goodwin, seconded by Commissioner Dannelley, to accept option 2 for the Ray's Mill Park Sign. Commissioner Dannelley stated he would like all park signs going forward to match the same color scheme and design. Motion unanimously carried 5-0.

4. Aberdeen Lake Park / Parks & Recreation Department Sign.

Parks & Recreation Director Adam Crocker stated this is the sign being proposed at the corner of Maple and US 1. Director Crocker stated the purpose is to let people know what the Parks & Recreation Building is, and also the location of the park. Director Crocker stated there are 3 proposals, 2 are from American Classic Signs and option 3 is from Parrish Signs. Commissioner Mims requested that the wording be closest to the road, so that it will be visible from US 1. Mayor Farrell asked about the plaques to be made for the events. Director Crocker stated plaques are \$180, and stickers are \$20.

Director Crocker stated the sign would be used to first promote events for the Parks & Recreation Department, and then rentals could use available space that is still remaining on the sign to advertise their events. After a lot of discussion about the pricing for the plaques, Mayor Farrell stated the Parks & Recreation Building and sign are for the citizens of Aberdeen. Director Crocker clarified that the plaques can be used over and over again, and the stickers can be purchased for each event, and would be a total cost of \$20 each, not \$180 + \$20. Commissioner Dannelley stated the aesthetics from American Classic Signs and Parrish signs meet the aesthetics that the Town is looking for with the sign. Commissioner Dannelley stated the goal should be to get a sign that is aesthetically pleasing, gives the location of Aberdeen Lake Park, and the location of the Parks & Recreation Department. Commissioner Goodwin stated this sign will be the most visible sign that Aberdeen will have, and she would like the design of this sign to coordinate with the gateway signs. Commissioner Goodwin stated she would like continuity. Commissioner Goodwin stated the Appearance & Beautification Commission voted in favor of A-1 for the

sign option. Director Crocker stated the Parks & Recreation Advisory Committee also voted in favor of A-1 for the sign option. Glen Nocik stated he would estimate either of his options to be around \$12,000. A representative with Parrish Signs stated they are willing to donate the sign and just charge \$2,500 for the footing. It was determined that the price from Parrish Signs also did not include the stone work that would be needed, which would be an additional cost. Commissioner McMurray expressed her support of the sign proposed by Parrish Signs.

A motion was made by Commissioner Mims, seconded by Commissioner Goodwin, to adopt option A-1 as the chosen sign to this point pending an agreed upon price for acceptance. Motion carried 4-1, with Commissioner McMurray voting no.

5. Architectural Contract for the new Police Station.

Manager Zell stated he, Chief Wenzel, and Chief Richardson have been working with John Heckethorn on the architectural contract for the new Police Station. Manager Zell stated the Town attorney has made some changes to the contract. The total cost for the contract is \$230,000. Manager Zell stated \$195,000 would go to the architect, and \$35,000 would go to vendors the architect will hire during the process. Commissioner Dannelley asked what the plan is for tonight, since he is reading that \$5,000 is required upfront with the approval of this contract. Manager Zell stated he is asking for approval of the contract this evening, and the \$5,000 would come from Fund Balance.

Commissioner Mims asked about total estimated costs for the project including architect and construction costs. Manager Zell stated the total cost for the entire project for the Police Station is between \$3,000,000 and \$4,000,000. Manager Zell stated 18,000 square feet is being estimated for the building. Commissioner Dannelley asked why the square feet has increased from 12,500 to 18,000 square feet. Chief Wenzel stated he would like this building to be built for the next 30 years, and not just for the present time. Chief Wenzel stated he looked at Oak Island's police station, which is around 18,000 square feet, and he feels that it is very comparable to what Aberdeen Police Department needs. Chief Wenzel stated until the architect is under contract, it is hard to determine what the exact square footage need is. Commissioner Mims stated the architect needs to earn the business, and do some work upfront to determine what the needs are.

Mayor Farrell was concerned about the bill the legislature currently has in the hopper, which could potentially be a revenue decrease of \$450,000 a year. Commissioner Mims stated he doesn't believe a decision should be made tonight, since the budget has not been finalized yet, and we need to make sure that the Town can even afford the police station, before considering approval of the architectural contract. Commissioner Mims suggested communicating with the public through Facebook, Bon Accord, etc. about contacting legislators regarding SB 38. Commissioners Dannelley and Mims suggested asking the architect to re-work the contract to just be a portion of the deal. Commissioner Dannelley asked if we could just do construction drawings. Mayor Farrell was concerned about all of the current debt the Town has. Commissioner Mims stated he does not know what all is being paid on, and he would like to see a list of all debt. After some further discussion, Manager Zell stated he will talk with John Heckethorn and see if we can just pay \$5,000 to get the construction drawings and a design for the project. Commissioner Dannelley stated he does want to keep the momentum going for this project, but he also wants to do smart business. A motion was made by Commissioner Dannelley, seconded by Mayor Pro-tem Thomas, to give the Town Manager authority to talk with the architect about moving forward with the contract for \$5,000, and the Town can get a set of construction drawings with the expectation that things flush out and we're able post budget to have a clear path for the way ahead to enter into a formal agreement with the architect for the remaining part of the contract. Motion unanimously carried 5-0. Mayor Farrell asked Manager Zell again for a list of all Town debt to be distributed to the Board members.

6. Discussion on Police Dispatch.

Manager Zell stated it is important to know during the design process, whether we are moving towards getting dispatch back in Aberdeen, or not. Chief Wenzel stated there have been some serious problems with dispatch over the past 6 months. Chief Wenzel stated there have been incidences where officer safety is being jeopardized due to issues with dispatch with the County. Chief Wenzel stated he has met with Ken Skipper with the 911 dispatch center, and Mr. Skipper agrees that there are issues. Chief Wenzel stated he is not overly confident that these issues will be resolved moving forward. Chief Wenzel stated if Aberdeen takes on its own dispatch, the County will not lose any funding for their 911 operation, so the County really does not stand to lose anything. Mayor Farrell asked if Chief Wenzel has talked to any other Police Chiefs in the County to see if they are having the same

kinds of issues. Chief Wenzel stated he has not spoken with other Chiefs about this issue. Commissioner Dannelley stated he has concerns that the folder of issues has not made its way up the chain of command yet with the County. Commissioner Mims stated he called Director of Public Safety Brian Phillips and scheduled a meeting for next Thursday at 10:00 a.m. regarding this issue. Commissioner Dannelley asked if a dedicated Aberdeen 911 dispatcher might be a possible solution. Chief Wenzel stated his recommendation would be to bring this to a referendum and see what the citizens want. Commissioner Dannelley stated he wants to make sure Aberdeen does its own due diligence about moving this concern up the chain of command, before looking at Aberdeen doing its own dispatch.

7. Public Hearing on UDO Text Amendment #15-01 Regarding Business Signage.

Director Graham stated since the public hearing for this item was previously closed, the public hearing will need to be officially opened.

A motion was made by Mayor Pro-tem Thomas, seconded by Commissioner Goodwin to open the public hearing on UDO Text Amendment #15-01 Regarding Business Signage. Motion unanimously carried 5-0.

Director Graham gave a brief recap of the previous public hearing. Director Graham stated during the March 23<sup>rd</sup> Public Hearing, Board members made two requests regarding Part 1 of the proposed text amendment: (1) That such signs not be internally illuminated. Language addressing this request has been added to the amendment as Section 152-278 (B)(2)(e); and (2) That a draft list of approved materials and mounting techniques with estimated associated costs be provided for consideration. Director Graham referred the Board members to their agenda packet for a list of approved materials and associated costs. Director Graham stated from the research she did and judging from the wide range of designs, allowing flexibility for the business to choose a sign that reflects their product or marketing objective is more common than more restrictive ordinances that limit those decision.

Commissioner Dannelley thanked Director Graham for all of her research on this item, and he stated he feels comfortable with the information presented.

A motion was made by Commissioner Dannelley, seconded by Mayor Pro-tem Thomas, that UDO #15-01 is consistent with all applicable plans that have been adopted by the Town of Aberdeen. Mayor Farrell was concerned about signs being

illuminated by LED lights, and if that should be something considered. Director Graham read a letter from Jesse Agguire, owner of Rosita's Tortillas, and his objective is to install a sign 6x4 feet, facing the DMV and Texas Roadhouse parking lot. Director Graham stated a compromise could be achieved with this amendment. The motion was amended by Commissioner Dannelley that UDO #15-01 is consistent with comprehensive plans that have been adopted by the Town of Aberdeen because it conforms with Goal #1 of the 2030 Land Development Plan which states: "To implement a balanced strategy for well-planned and aesthetically pleasing retail sector growth and development." Motion seconded by Mayor Pro-tem Thomas. It was determined that the action was being considered in public hearing, therefore the action was delayed to the next item on the agenda.

With no further discussion, Mayor Farrell closed the Public Hearing on UDO Text Amendment #15-01 Regarding Business Signage.

8. Consider action on UDO Text Amendment #15-01 Regarding Business Signage.

A motion was made by Commissioner Dannelley, seconded by Mayor Pro-tem Thomas, that UDO #15-01 is consistent with all applicable plans that have been adopted by the Town of Aberdeen because it conforms with Goal #1 of the 2030 Land Development Plan which states: "To implement a balanced strategy for well-planned and aesthetically pleasing retail sector growth and development." Motion unanimously carried 5-0.

A motion was made by Commissioner Dannelley, seconded by Mayor Pro-tem Thomas, that UDO #15-01 is reasonable and in the public interest because of the plan consistency information provided by staff, specifically that citizen responses support policy making and implementation that facilitate business successes while maintaining balance and aesthetic standards. Motion unanimously carried 5-0.

A motion was made by Commissioner Dannelley, seconded by Mayor Pro-tem Thomas, that the Board does approve the following amendment to the Town of Aberdeen UDO: Amend subsection 152-217 as indicated in the attached draft text amendment. Motion unanimously carried 5-0.

9. Petition for Voluntary Contiguous Annexation for Columbus Midtown Properties.

Director Graham stated this petition is for the 4-story hotel that is not currently in the Town limits, since the applicant is interested in receiving Town

services. Director Graham stated tonight she is requesting the Board accept the petition requesting annexation and approve a Resolution Directing the Clerk to Investigate a Petition for Annexation.

- a. Accept the Petition Requesting Annexation.

A motion was made by Commissioner Mims, seconded by Commissioner Goodwin, to accept the petition requesting annexation. Motion unanimously carried 5-0.

- b. Resolution Directing the Clerk to Investigate a Petition for Annexation.

A motion was made by Commissioner Mims, seconded by Commissioner Goodwin, to adopt a Resolution Directing the Clerk to Investigate a Petition for Annexation. Motion unanimously carried 5-0.

- c. Accept the Clerk's Certificate of Sufficiency.  
Agenda Item scheduled for New Business on 4/27/15

- d. Resolution Fixing Date of Public Hearing on Question of Annexation.  
Agenda Item scheduled for New Business on 4/27/15

10. Street Closure for Spring Spree Festival.

Director Graham stated the Spring Spree is scheduled for Saturday, May 16<sup>th</sup>. A motion was made by Commissioner Mims, seconded by Commissioner Dannelley, to authorize the proposed street closure as indicated on the attached map. Motion unanimously carried 5-0.

11. Discussion on UDO Discrepancy Regarding Metal Buildings.

Director Graham stated at issue are two conflicting standards for metal buildings in the UDO. Director Graham stated staff seeks direction from the Board on resolving this matter through a new UDO text amendment that would accomplish one of the following:

- Eliminate either Section 152-163.1.1(A) or Section 152-163.13(B)(1 and 2).
- Eliminate both sections and create a new section to replace them.

Mayor Farrell stated he remembers when this item was last brought to the Board. Mayor Farrell stated he visited the Dollar General store on Highway 211 when it was being built, and another Dollar General 3 miles up the road (outside of Aberdeen) is brick on all 4 sides. Mayor Pro-tem Thomas stated he would like to see all metal buildings have 100% façade coverage on the front, and 50% façade coverage on the sides, and go with the higher standard. The Board agreed they were all supportive of Mayor Pro-tem Thomas' recommendation.

12. Water & Sewer Rates and Recommended Changes.

Manager Zell stated he asked Bill Lester to evaluate the current water and sewer rates. Manager Zell stated it is currently costing the Town \$1.71 per 1,000 gallons to produce, and \$1.36 per 1,000 gallons to distribute to all customers throughout the entire system for a total of \$3.07 per 1,000 gallons. Manager Zell stated increasing the base charge would create an estimated additional revenue of \$102,504. Director Monroe stated any time the Town replaces a meter, it costs the Town money. Director Monroe stated he wants to see the Water Department flourish, and additional revenue is needed to move the department forward. Manager Zell stated our water rates are the cheapest in a 50 mile radius. Director Monroe stated Moore County is preparing to raise the sewer rates 2% which will directly impact the Town. Manager Zell stated if the Board will approve these recommended changes, he would like to incorporate these figures into the upcoming budget. The increased base fees would be as follows:

Water

- Residential Base Charge	\$12.00 (in-town)	\$20.00 (out of town)
- Commercial Base Charge	\$15.00 (in-town)	\$30.00 (out of town)
- Institutional Base Charge	\$15.00 (in-town)	\$30.00 (out of town)
- Industrial Base Charge	\$50.00 (in-town)	\$100.00 (out of town)

Sewer

- Residential Base Charge	\$12.00 (in-town)	\$20.00 (out of town)
- Commercial Base Charge	\$15.00 (in-town)	\$30.00 (out of town)
- Institutional Base Charge	\$15.00 (in-town)	\$30.00 (out of town)
- Industrial Base Charge	\$50.00 (in-town)	\$100.00 (out of town)

Manager Zell stated he would propose to increase the water and sewer rates by 5% and also increase the base fees as described. Director Monroe stated these

increases would be effective in the September 2015 billing. Mayor Pro-tem Thomas stated a water system should pay for itself, and not be a drain. Agenda Item scheduled for New Business on 4/27/15.

13. An Ordinance Amending the Town of Aberdeen Fee Schedule with Regard to Garbage Collection Fees.

Manager Zell stated due to additional costs from the Moore County Landfill, the proposal is to raise residential garbage pick-up from \$16 bi-monthly to \$20 bi-monthly, and also to increase the commercial garbage pick-up from \$21.50 bi-monthly to \$25.50 bi-monthly. Agenda Item scheduled for New Business on 4/27/15.

14. Discuss Goals/Objectives for Strategic Plan.

Commissioner Dannelley stated he is offering up the first two goals/objectives tonight for consideration. Commissioner Dannelley stated once all goals/objectives are in alignment with the vision, then the Board can determine an annual time to review those each year.

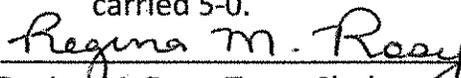
Commissioner Mims asked about 2c "Explore opportunities for creating other agreements to benefit the Town." Commissioner Mims suggested regionalizing resources to save money. Commissioner Dannelley stated it is open for discussion, and an additional item could be listed under the 2<sup>nd</sup> goal/objective.

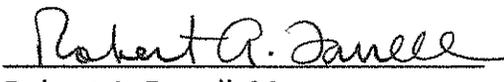
15. Other Business.

Mayor Farrell read a thank you letter he had received from the Richardson family, along with an Easter card from a Town employee.

16. Adjournment.

A motion was made by Mayor Pro-tem Thomas, seconded by Commissioner Goodwin, to adjourn the Work Session. Motion unanimously carried 5-0.

  
Regina M. Rosy, Town Clerk

  
Robert A. Farrell, Mayor

Minutes were completed in  
Draft form on April 13, 2015

Minutes were approved  
on April 27, 2015