

MINUTES
BREVARD CITY COUNCIL
January 30, 2014 - 8:30 A.M.

Annual City Council Retreat- Day One

The City Council of the City of Brevard met for their annual Council Retreat on Thursday, January 30, 2014 at 8:30 a.m. in the Reserved Diving Room at Brevard College in Brevard, NC, with Mayor Jimmy Harris presiding.

The following elected officials were present: Mayor Jimmy Harris, Mayor Pro-Tem Mac Morrow, Council Members Wes Dickson, Maurice Jones, Charlie Landreth and Ann Hollingsworth.

Staff Present: Planning Director Josh Freeman, Assistant to the City Manager LeAnn McCraw, Planner Daniel Cobb, Planner Aaron Bland, Police Chief Phil Harris, Human Resource Director Christine Caldwell, Planner Sarah Lutz, Assistant Planning Director Brad Burton, Director of Utilities and City Engineer Jay Johnston, PE, Fire Chief Craig Budzinski, Finance Director Jim Fatland, Water Treatment Plant Supervisor Dennis Richardson and City Clerk Desiree Perry.

Press: Derek McKissock, Transylvania Times and Kevin Smith, Daily Waterfall

Others Present: Retreat Facilitator and President of TLB Leadership Partners Angela Owen; County Commissioners Page Lemel and Larry Chapman; Heart of Brevard Executive Director Heath Seymour, Brevard College President Bob Joyce and wife, Lynn, Brevard Music Center President and CEO Mark Weinstein, and Heart of Brevard President Jeremy Owen.

Retreat Called to Order - Mayor Harris called the retreat to order and welcomed all present. He stated the retreat serves as Council's annual planning meeting; therefore, he and Council are relying on everyone's comments, feedback and participation so the retreat will be most productive. Retreat will be held in workshop setting and proper Notice has been provided.

Mayor Harris advised City Manager Joe Moore is sick and cannot attend today.

Quorum – City Clerk certified a quorum present.

Agenda – Due to the absence of the Manager, an Amended Agenda was presented. Mr. Morrow moved, seconded by Mr. Landreth, the Amended Annual Retreat Agenda be approved as presented. Motion carried unanimously.

Retreat Materials - A complete copy of the retreat materials and information provided to Council is on file.

Retreat Facilitator - Ms. Owen emphasized the importance of Council members engaging and offering their feedback throughout the retreat. A “parking lot” listing to note future discussions, ideas or concerns will be kept (Exhibit A). Council established retreat ground rules and shared some of their expectations:

- Clear understanding of how to pay for projects.

- Understand priorities for the coming year so staff and Council are on the same page.
- To understand the work and projects staff is currently working on, and long-range projects planned for the next 10 to 15 years.
- To understand as we move forward with the Comprehensive Plan how nimble or rigid we need to be.
- Understanding how to pay for projects and how project timelines are set up; desire more focus on action rather than the timeline.
- As Council makes decisions or directions, they are made in a way to provide clear directions to staff.
- Work session topics for the coming year can better be identified at the end or following the retreat.

Welcome from Brevard College – Mayor Harris introduced Brevard College President Dr. Bob Joyce. Dr. Joyce welcomed Council, staff and citizens present to the College campus. He shared some of his past experiences as a College President and that Brevard College is looking for opportunities to partner with the City, Brevard Music Center and others.

Water Capacity – City Engineer Jay Johnston reviewed the projected timeline that spans to 2022 and then described: Brevard growth projections show the City water capacity needs will require ability to produce 5 MGD; interconnection with Hendersonville has been considered, however doing so would not meet the needed 5 MGD demand; he is working on a draft WS-IV Watershed Ordinance that would include both low and high density options, and, has found this type ordinance is not as restrictive as he had heard described by some; while the City's existing water plant's capacity could be expanded it cannot be expanded to achieve 5 MGD; multiple intake locations to achieve 5 MGD will be considered; and he briefly described the process used to help choose an intake location. A scoping meeting, a meeting with regulators for brainstorming and receiving input/standards/guidelines that are to be considered, will likely be held in March 2014. A scoping meeting does not help with determining an intake location or with determining costs for the project. City staff has been engaging with both Transylvania County and Town of Rosman on this for the past year. It is important to have an open dialog between the City, County and Town of Rosman.

Conclusion and Next Steps: Project will be long and complex. Next step is to have a scoping meeting with the State, and then to commission an engineering alternatives analysis. Staff will provide Council with a more detailed project update in 2015.

~~ 10:30 to 10:45 AM Break ~~

Funding and Priorities – City Planner Sarah Lutz explained capital projects are those large projects like the Downtown Master Plan or major infrastructure projects that take a considerable time to accomplish and are very expensive, much like was just described in the previous water capacity presentation.

TC Tax Supervisor office representative Annette Raines explained tax revenue continues to be hit hard for a variety of reasons, such as, property sale prices are still on the decline; business personal property has decreased to close to 7 million dollars; many businesses are not reinvesting into their property; the City has a large population of elderly who pay a reduced property tax, and non-profit owned properties are exempt from paying property taxes. Properties are selling for less than what they are valued at

which means no increase in taxes.

City Finance Director Jim Fatland reported sales tax revenue is improving, and, briefly described Tax Increment Financing options.

Staff and Council members discussed possible options such as local sales tax, prepared food and beverage tax, and occupancy tax as potential revenue sources to support major capital projects, like the Downtown Master Plan, as well as economic and tourism development. Briefly discussed TIF financing; however, questioned if borrowing risks are too high.

Consensus of Council: In favor of knowing more about pursuing local option sales tax, occupancy tax, and a prepared food and beverage tax.

~~ 11:56 AM – 12:47 PM Lunch Break ~~

Wastewater Treatment – Public Service Director David Lutz, CDM Smith's Wayne Miles, PE, and Barbara Moranta, PE, and Public Services Supervisor Anthony Coward presented their report to Council that included: City's sewer system is one of its most valuable assets with its more than 55 miles of pipeline, and is critical for economic development. City's sewer system and stormwater system are often spoke of together; however, they are two separate systems. Brevard's two systems are no longer working efficiently because of the age of the systems older pipes that have cracks and roots in them and that frequently allow stormwater to get into the sanitary sewer system. Much of the sewer pipes used today were installed prior to the construction of the current treatment plant. In fact, in the past a few lines discharged into the river, which was not an uncommon practice throughout the State. As such, rainwater leaking into the sanitary sewer system was not of great concern. It wasn't until the late 1960's or early 1970's under the Clean Water Act that practice ceased. As State and Federal standards have changed, Brevard, like many other communities, are to now deal with this issue. The fact of Brevard's very high annual rainfall adds to the problem as it exasperates the sewer system. When looking at the long-range flow figures, found about fifty percent (50%) that went to the sewer plant was from other sources (like rainfall) and not from customary source of sinks, showers and toilets. City must address a combination of I/I reduction, pipe and pumping improvements.

Mr. Lutz reported cracks in the sewer lines allows grit, water and sand to enter and is damaging and wearing away large sections of the sanitary sewer line. To illustrate, a section of pipe with a large hole caused by grit/sand/water had been placed into the room. Public Service crew has regular maintenance and cleanout of the system; however, even with this maintenance, significant damage to the lines throughout the City continue to take place. The force main is just about in a critical stage; Osborne Road to Chestnut Street must soon be replaced.

Ms. Moranta explained the Neely Road area collects a great amount of flow and is very much overloaded in rainfall events. A combination of both pipe and pump improvements will be needed to address the situation.

Mr. Chuck Cranford, NC Division of Water Quality Regional Office Supervisor (Surface Water Protection Section), and Mr. Jeff Menzel, Environmental Specialist, were in attendance. Mr. Cranford reported addressing overflow problems takes time to correct. They have entered into a Settlement Agreement with the City of Brevard to address the situation, and that will hopefully result in putting off penalties. They are

pleased with the progress the City, with CDM Smith, is making.

Mr. Miles presented collection system improvement alternatives: (a) Bigger pumps and pipes plus large storage tank; (b) rehabilitation and less storage; or (c) new gravity sewer to WWTP plus storage. Recommend making needed repairs on the force main, continue keeping the system configured with pumping and force main and to make storage capacity improvements. Projected capital costs to replace 4,100 feet of the Neely Road Force Main replacement and to address failing infrastructure and capacity limitations is 2 million dollars. Wet-weather equalization storage to address I/I and capacity limitations that the WWTP is estimated to cost 5.2 million dollars.

Question was asked if the City should consider a gravity line system rather than make improvements to the force main and storage capacity improvements. Mr. Miles replied by explaining a gravity line system could work; however, to obtain or purchase the needed land or easements, design, and obtaining the needed permits, including floodplain permits, would take at least a four to five year timeline.

Council expressed interest to discuss at the same time water and sewer capacity issues and the impact increasing water capacity to 5MGD will have on sewer system, and, interest in discussing potential stormwater utility funding source(s). Council extended their appreciation to Mr. Lutz and staff for their hard work and improvements they have made to the system as the number of spills have improved, recalling that too long ago a one-half inch rainfall created an overflow situation, whereas now it is taking a two and ¼ inch rainfall before an overflow takes place.

Railroad Avenue Small Area Plan – Planning Director Josh Freeman shared in 2007 Council directed staff to begin work on small area plans. The Railroad Avenue Plan is one such Plan with one goal being to support the emerging arts and promote economic development. He displayed a boundary area map, provided zoning information and described some history of the Railroad Avenue/French Broad/Whitmire Street neighborhood. Explained one potential revenue source Council could consider would be the establishing of a Municipal Service District (MSD) to provide funding for the Plan and needed infrastructure improvements. Work Force Housing Trust Fund may provide opportunity to address some of the neighborhood housing issues.

Mayor Harris stated recently a sign issue has taken place within this area, bringing to question whether an installed sign is advertising a business, or, if it (sign) should be considered to be decoration and exempt from the City's sign regulations.

Parking Lot – Future discussion of signage.

Council expressed before giving consideration to establishing a MSD that they would want to know the thoughts/feelings the property owners or stakeholders on the matter. Encouraged staff to continue leveraging current opportunities as they arise, and, commented this presentation has served as another reminder of how the City has, and for a very long time, underinvested in its infrastructure.

Water and Wastewater Capacity Impact Fees – Planning Director Josh Freeman presented a report that included: Background and NC statutory authority to fix and enforce impact rates; Brevard's capacity figures and values, how revenues are used, and how Brevard's rates compare to other NC community charges. Impact fees are based upon a particular use, be it residential, commercial, or industrial. Commercial

and industrial is further evaluated based upon its water/wastewater use, an example being a restaurant requires more capacity than a retailer, etc. Staff recommendation is: (a) Keep impact fees for development requiring new water / sewer taps; (b) eliminate impact fee for development not requiring a new water/sewer tap (i.e. “change of use”); (c) bring remaining impact fees closer to market rate; and, (d) establish a new “Capital Recover Fund”.

Council discussion included: City has not saved enough money to pay for maintenance of our assets; if City is not going to collect enough to pay as we go, then we are going to borrow funds and make loan payments; our current impact fees are not coming close to cover maintenance that we are doing right now; impact fees are too low; not in favor of charging a new or relocated business going into a vacant store/business, and who is not making structural/building/plumbing changes, to be charged an impact fee; and, interested in the decreasing block structure as described by Jay Johnston. Charging impact fee for new and investment development is reasonable, and interested in having fee charges and capital investment fund options presented at the future budget meetings.

~~ 5:00 – 6:00 PM Dinner Break ~~

2006 Comprehensive Pedestrian Plan Status Report – Planning Director Josh Freeman reported the City’s 2006 Comprehensive Pedestrian Plan is an adopted City Policy; a grant was received to help with fund Plan; Plan laid the foundation for Safe Routes to School projects; and, evidence to the importance and value held by our citizens is the fact the City received the most public input participation than has been received for other City long-range projects.

Council discussion included: Need to look at the Plan’s priorities and see if some of them (projects) need to be changed; survey shows “walkability” is important to our citizens; hear that our paths are frequently being used (and believe it is so), and would like to see some figures to support this claim; bike lane construction in addition to sidewalks needs to be considered; several projects have come up since the adoption of the 2006 Plan, strongly suggesting the Plan needs to be updated and priorities re-established; and, while recognizing the Plan needs to be updated, not in favor of stopping implementation while an update takes place – need to keep moving forward on current priorities. Some Council members expressed a willingness to discuss a bond referendum as a funding source to expand the City’s pedestrian infrastructure.

Retreat Recessed – At 7:15 p.m. Mr. Morrow moved, seconded by Mr. Landreth, Council recess the Annual Retreat and to reconvene tomorrow, in the Brevard College Reserved Dining Room, at 8:30 a.m. Motion carried unanimously.

BREVARD CITY COUNCIL

January 31, 2014 - 8:30 A.M.

Annual City Council Retreat- Day Two

The City Council of the City of Brevard recessed the annual Council Retreat on Thursday, January 30th at 7:15 p.m., and reconvened the Retreat on Friday, January 31st, 2014 at 8:30 a.m. in the Reserved Dining Room at Brevard College with Mayor Jimmy Harris presiding.

The following elected officials were present: Mayor Jimmy Harris, Mayor Pro-Tem Mac Morrow, Council Members Wes Dickson, Maurice Jones and Ann Hollingsworth. Absent: Council Member Charlie Landreth

Staff Present: Planning Director Josh Freeman, Assistant to the City Manager LeAnn McCraw, Building and Grounds Director Lynn Goldsmith, Planner Aaron Bland, Planner Sarah Lutz, Planner Daniel Cobb, Finance Director Jim Fatland, Fire Chief Craig Budzinski, Human Resource Director Christine Caldwell, Police Chief Phil Harris, Director of Utilities and City Engineer Jay Johnston, PE, and City Clerk Desiree Perry.

Press: Derek McKissock, Transylvania Times

Others Present: Retreat Facilitator and President of TLB Leadership Partners Angela Owen; Planning Board member Kimsey Jackson, Heart of Brevard Executive Director Heath Seymore, Farmers Market Manager Leslie Logemann, and Comporium General Manager Frank Porter.

Retreat Day Two Called to Order - Mayor Harris called the retreat to order, welcomed those present, and explained yesterday the City Manager was unable to attend the Retreat due to sickness; however, it is hoped later on this morning he will be able to attend.

Quorum – City Clerk certified a quorum present.

Agenda – No changes were recommended and Agenda stands as approved yesterday.

Recap – Facilitator Angela Owen provided a recap of the directional choices from yesterday's Retreat:

1. Water Capacity
 - Scoping Meeting 2014
 - Update Council in detail at 2015 Retreat
 - Meeting one-on-one with Transylvania County and Town of Rosman Official prior to engineering analysis
 - Engineering analysis to calculate existing facilities.
2. Funding Priorities
 - Interested in knowing more about local option sales tax, food and beverage tax, and occupancy tax.
3. Wastewater Treatment
 - Interested in discussing stormwater utility funding sources.
 - Potential work session topic.
4. Railroad Avenue Small Area Plan
 - Understood to consider MSD if there is community interest in doing so.
 - Continue to leverage current opportunities as they arise.
 - Council members comments:
 - Haven't heard the specific needs for the Railroad Small Area plan; did receive general yesterday.
 - While commercial property owners may be open to a MSD in the Railroad Avenue area, not likely residential property owners would be open to the idea.
 - Mention of sign ordinance standard of advertising vs decorative was again mentioned; and, one questioned if "district based sign regulations" should be considered rather than a text amendment

for the entire City's sign regulations. Topic needs to be fully vetted looking at the City as a whole; important all parts of the City are treated equal. Suggested staff review and discuss with the Planning Board; if Planning Board feels amendment needs to be made can then so recommend to Council.

Question: Where does Council want this project request stand in the Planning Department's overall project listing? Is this (sign ordinance review request) to take precedence over other projects already upon the Planning Department's project list? Council

Answer: No. Add request to list.

5. Utility Impact Fees

- Interested in seeing a variety of options and analysis at budget review.
- Impact fees on new development only.
- Remember the Belmont approach of paying for garbage service as part of taxpayer benefit and divert dollars (\$10 or so) on utility bill and specify for capital needs.
- Rate increase and Capital Investment Fund

6. Pedestrian Plan

- Continue with current Plan projects while updating the overall plan.
- Identify potential projects.
- Update Plan with new priorities (potential workshop).
- Open to exploring bond referendum once new priorities are set.

Note: During the recap, City Manager Joe Moore joined the meeting in progress.

Comprehensive Plan – Planning Director Josh Freeman explained over the last month Planning staff has met with Council members individually and received clear, concise and straightforward comments on the document. Planner Aaron Bland has taken Council's comments and summarized them (tab 7). Discussion will focus on Brevard's key strengths of (a) Quality of Life / Quality of Place; (b) Natural Assets; (c) Market Place; and (d) Partnerships, while considering goals, priorities and key issues.

To aid in the discussion, multiple power-point slide were presented and points within the slides were elaborated upon. (See staff report in Agenda Packet). Council members were asked to offer their comments, and, at the conclusion to offer whether they believe the outline of Brevard's key strengths (above) is consistent.

Comments offered during the review:

- Consider targeted utility investments
- Walkability is a priority
- Pisgah Forest – Commute by bike?
- Businesses desire accessibility to bike path for their employees
- Goal to create an environment that encourages a healthy lifestyle
- Walking and/or bike paths providing safe routes to schools, Farmer's Market, Rosenwald Community, etc., are important.
- Reviewed Brevard's Market Place and what makes it relevant includes:
 - Brevard has a quality of life; is the market place for the County; is the County seat; utility provider; one of the more walkable communities in the County and in our Region, etc.
- To continue being relevant will require Council to remain courageous. An example being, Council choose to require new developments and re-developments to install sidewalks, and, despite push back, Council has stayed the

course in this requirement.

- Incentives could include things such as tax credits, historic preservation, building rehabilitation, revolving loan/grant funding, and/or City grants.
- Storm Water Management - Consider transferring some management to private. Begin to take a more systematic stormwater system look or approach, rather than just an individual property focused approach.
- Low impact development. There are ways to clean water naturally (i.e. rain through grassy areas), and, low impact development areas within a floodplain are possible.
- Support (be vocal) to protect and maintain the French Broad River watershed.

~~ 10:15 – 10:30 a.m. Break ~~

- Connected community. Connected to natural assets, jobs, amenities, and citizens connected to each other. Connection requires not only streets and roads, but, sidewalks and bike paths too.
- Healthy Community. Supportive of initiatives that promote healthy lifestyles.
- Gets back to the heart of importance of doing “links” (of sidewalk and/or bike-hike path) whenever it can be done throughout our City.
- City needs to review and update its utility extension policy.

Wrap-up of Comprehensive Plan discussion and Council’s consensus:

Quality of Life/Place – Complete Communities Yes, consistent

Quality of Life/Place – Connected Community Yes, consistent

Quality of Life/Place – Healthy Community Yes, consistent

Market Place – Infrastructure Yes, consistent

Market Place – Climate that Invites Investment Yes, consistent

Market Place – Entrepreneurialism (Discussion not completed.)

Due to the hour (lunch break), and in order to stay on task with the Agenda, Council decided to end their discussion on this matter and to resume at their March work session.

~~ 12 Noon to 1:00 PM Lunch Break ~~

Retail Market Study – Planner Aaron Bland introduced Mr. Tee Coker of Arnett Muldrow and Associates who presented the Retail Market Study (on record). Suggested four strategies: (1) Retention and recruitment, (2) marketing and branding, (3) organization and partnerships, and, (4) connecting the dots (example: address ongoing concerns such as parking). Overall, Brevard has a healthy retail market and a good balance between local and visitor markets. He briefly described some challenges to growth that were identified, and, shared some of the Study recommendations Council could consider.

Council discussion comments:

- Frequently visitors coming out of Pisgah National Forest have no idea that a right turn is just a hop and skip from downtown Brevard. Worth considering

doing something like was described Georgetown, SC, has done – to promote their downtown they’ve placed banners along the roadway for a ¼ mile or more before arriving into their downtown.

- While it’s a bit further, similar situation takes place as folks visit DuPont State Forest.
- Interested in “one-stop shop for new businesses”.
- Recent County Economic Development meeting discussion included new positions being considered, one of which would be a business concierge.
- Connect – help make the connection and grow relationship between Pisgah Forest and Brevard areas.

Council expressed interest in pursuing the strategy / recommendations outlined in the Retail Market Study.

~~ 2:21 to 2:26 PM Break ~~

Downtown Master Plan – Planner Sarah Lutz presented a progress report on the Downtown Master Plan that included review of the phasing plan, accomplishments to date, work that continues, design details, unfinished business, and, next steps in Phase I and Phase 3. Following the presentation and discussion, she requested Council’s direction.

Council members discussed the importance of the DTMP; disappointment that due to the costs it will take so long to fully implement; the need to see a conceptual plan before deciding how much we are going to spend; funding by means of a tax increase (like 2 cents) may be necessary; ultimately a bond, rather than a tax increase, may be what’s needed to fund the DTMP; important DTMP design takes into consideration Brevard College, Brevard Music Center, Hospital, etc., as one goal is to have a unified community look and feel; and, expressed a willingness to support utilizing fund balance for a project associated with private investment/development.

Mr. Jones asked the Manager if a project, like Brevard College’s streetscape, would be an example of a private investment/development. Mr. Moore replied, “Yes”.

Consensus of Council was to go ahead with the design of Phase III, realizing this phase may be paused until funding source(s) can be determined; and, supportive of utilizing fund balance (above 30%) for projects associated with private investment/development.

Farmer’s Market and Other Non-Profit Support – Planning Director Josh Freeman shared the Farmer’s Market has been successful, its location downtown has been met with much public support, and, is serving as an incubator for small businesses/entrepreneur in our County.

Farmer’s Market Manager Leslie Logemann reported the Market’s 2013 accomplishments which included incorporation, restructured, board of directors selected, mission statement, bylaws and policies established. Market is open April 20 thru December 21st; 75% produce/food vendors and 25% craft vendors; vendors grew from 40 to 65 with an average of 50 per Saturday; children’s events, food samples and cooking demonstrations, educational classes, etc., are offered, and, customers have more than doubled. Market puts back into the community in a variety of ways, such as, hiring local musicians, promoting the local County Extension services, and utilizing local radio and newspaper to promote the Market, using local businesses for printing needs,

etc. Exploring the SNAP/EBT program; however, not sure at this point if it would be feasible to offer this service.

City Manager Moore explained the Farmer's Market presentation has shown how City Council has leveraged funds and engaged with the community; the presentation slides showed people have contributed money, volunteered their time and that the Market has gained citizen participation.

Consensus: Council affirmed having contracts with non-profits is their desire; provides opportunity for performance goals and expectations (measurable) to be understood and agreed upon, and, is an effective way to implement actions steps in the Comprehensive Plan.

Council members thanked Ms. Logemann for her presentation and the information she provided.

(At around 4:30 p.m. Council Member Charlie Landreth joined the Retreat in progress.)

Wrap Up – Facilitator Angela Owen provided a summary of discussions as captured upon the notes/parking lot sheets posted upon the wall (Exhibit A). Workshops will be scheduled in the future to continue discussion on (a) Comprehensive Plan (likely in March), (b) Wastewater and Stormwater (likely April), (c) Pedestrian Plan, and (d) Retail Market.

Council Members Closing Comments:

Mr. Dickson expressed appreciation for staff's hard work and found the Retreat subjects were well thought out and executed. Would like to see the City move forward on the Small Area Plan and the Pedestrian Plan, and for the two plans to work in conjunction with one another.

Mayor Harris explained he has a "dream list" of things he would like Council to consider in the future, such as: work on an ordinance to name streets as we have had too many good leaders in the past who have not had streets named after them (i.e., Opal Hahn, Cornelius Hunt, John Smart, to name a few); Boardwalk Hap Simpson Park to Brevard High School; Mackey Cemetery – Rosenwald; see bike racks on every block in the business district; parking lot with at least one electric charging station, mast arms over intersections to have sculptures of music instruments added to celebrate Brevard's music heritage; a nice quality audio sound system owned by City and/or County that can be used at local events held at Silvermont, library, gazebo, etc.; and, suggested crosswalks stamped with colored red dye to look like brick would be nice looking while also promoting safety; like to see a trolley, perhaps named the *White Squirrel Express*, offering a transportation route in Brevard from the library to Wal Mart.

Mayor Harris asked the Manager to provide an update in the near future on the following: Bracken Mountain signage; wayfinding signage installation, and, the Burrell Mountain water tank reservoir project.

Ms. Hollingsworth shared this was her first Council Retreat and thought it was great. As for a dream list, hers would include: Dog park connected to Pickelsimer Park; would like the City to get behind the rails to trails that would connect us to Henderson County and that one of the many benefits in doing so would be its promoting a healthy

lifestyle for our community; and, finds it disappointing to learn of the projected timeline to complete implementation of the Downtown Master Plan.

Mr. Jones shared his dream list would include: Community Center and park in the Rosenwald neighborhood; rather than citizens and visitors utilizing private business parking lots to make access to the City's greenway system, to have three "park and hike" areas for access to the City's greenway system. Good retreat, liked the venue, and, wished Council could have got a little further along with the Comprehensive Plan.

Mr. Morrow shared upon his dream list would be a Hap Simpson Park to Wilson Road Bridge to allow access from both sides of the river.

Mr. Landreth explained he was sorry he could not attend today's Retreat, and expressed appreciation to the City's Planning staff for their work which has helped the City to have a very strong pattern of planning.

Adjourn – There being no further business, Mr. Jones moved, seconded by Mr. Dickson, the annual Retreat be adjourned. Motion carried unanimously. Retreat adjourned at 5:02 p.m.

s/_____
Mayor Jimmy Harris

s/_____
Desiree Perry, City Clerk

Minutes Approved: August 18, 2014

Exhibit A
Minutes – January 30 and 31, 2014

City Council Annual Retreat

Ground Rules

1. If you have an idea, say it
2. Respect each other's comments
3. Cell phones on "silent"
4. Be open to others' ideas
5. Keep an open mind
6. Freedom to call for a break
7. Stay on topic
8. Be brave
9. Ask for clarification
10. Speak clearly and loudly

Note Taking Key

? Unanswered/unaddressed and needs further follow-up

Decision made / Direction Set

☐ Follow-up needed by end of retreat

- General notes

Intro from David Joyce of Brevard College

What can the city do to help the college?

Talking

Being seamless

Being involved

Welcome and engage young people

Housing readiness

Expectations

1. Clear understanding on how to pay for projects
2. Clear picture of direction for city for next 10-15 years
3. Priorities for staff and council
4. Understand degree of flexibility in Comprehensive Plan
5. Clear understanding of policies in Comprehensive Plan
6. Clear direction for staff on policy, including flexibility
7. Come together as a group to make tough decisions for future
8. Identify workshops for the next year
9. Stay on schedule
10. Clear direction and priorities for staff
11. Clear and concise direction for staff
12. Clear direction on project priorities for funding
13. Push staff to be creative

Water Capacity

QUESTIONS

- ? Confluence of French Broad and Cathey's Creek?
Watershed classification?
- ? If water intake were moved to confluence of French Broad and Cathey's Creek, could the existing plant be upgraded?
- ? How much land does the City own around the water plant at Cathey's Creek?
- ? Water supply ordinance deal with water quality?
- ? How and when will Transylvania County and Rosman be involved?
- ? When does city need resolution of support from other government units?

NOTES

- Scoping meeting in Spring 2014
- Engineering Analysis costs - \$100,000 - \$150,000
- Scoping meeting - with State regulators "brainstorming" session with applicable agencies

DECISION/DIRECTION

Scoping meeting in Spring 2014

Meet with County Officials and Town of Rosman one-on-one before engineering analysis

Update Council, in detail, at retreat 2015

Include evaluation of existing facilities in Engineering Analysis

Funding and Priorities

QUESTIONS

- ? What percentage of land is exempt property?
- ? What is the TOTAL amount of sales tax?
- ? What is the process for public defer (???) in regard to additional sales tax? (Landreth)
- ? How long? Timeline? One project only? Or continuous "use" for different projects? (Dickson)
- ? With respect to Occupancy Tax, can Council act as the City TDA? (Freeman)
- ? TIF as financing for DTMP? (Hollingsworth)
- ? Annexation - Seek potential voluntary annexation? (Jones)

NOTES

- Everybody is paying "a little" to increase revenue (Harris)
- With respect to TIF: Risks are "Out there", too risky, not a good use of public ____?? (Morrow)
- With respect to TIF: TIF (traditional) vs. Synthetic TIF...in traditional TIF, if it fails the city ends up with it. In a Synthetic TIF, benefits all in "oven"??
- "In favor of all of the above options (Local Option, Occupancy, Food & Beverage), however, public input from restaurant owners to give examples of what it would mean for them (Harris)
Public education "scheme" (Lutz) yes
Economic analysis of Food & Beverage tax should be outsourced, not a trivial process (Landreth)

DECISION/DIRECTION

Interested in knowing more about Local Option Sales Tax, Occupancy Tax, Food & Beverage Tax

Wastewater Treatment

QUESTIONS

- ? What is the general timeline of the options?
Gravity line: 4-5 years
- ? Is this a methodical approach or a bandaid fix?
Methodical fix of force main which needs repair
- ? What happens to WWTP when water plant goes up to 5MGD?
Can offset growth with I&I fixes
At 50% capacity now (can set to 90%)
- ? Given I&I will always happen, what is a good target?
Get peak flows to 3x dry condition flow

NOTES

- Need to talk about sewer capacity at the same scale as water capacity (outside current footprint)
BOD/Overall capacity as we expand H2O

DECISION/DIRECTION

Break down the Jacobs study data by basins
Interested in discussing storm water utility funding source

Railroad Avenue Small Area Plan

QUESTIONS

- ? What is current zoning on strip between R/R & SAFE?
- ? What is the benefit to industrial by having better infrastructure? (Morrow)
- ? Partnership between City of Brevard & MSD to do infrastructure? (Hollingsworth)
Yes

NOTES

- MSD
It's important for stakeholders to approach City of Brevard (Harris)
Had envisioned smaller district (Harris)
R/R. Great example of deferred/underinvested infrastructure. Want to hear from stakeholders on MSC and whether they would want to help with improvements or not (Landreth)
Echo Landreth's comments above and want feedback on proposed zoning too (Dickson)
Likes commercial core zoning (Landreth)
Thinks City of Brevard should make some commitment (\$) priority before MSD (Hollingsworth)

DECISION/DIRECTION

Understand if there is community interest in MSD - induce any new zoning considerations
Continue leveraging current opportunities as they arise

Water & Wastewater Impact Fees

QUESTIONS

- ? Provide more detail on the rationale for the \$ per gallon price of the cost to maintain the existing system
- ? Should we establish a maximum impact fee amount?
- ? Should we create a tiered system for large users?

NOTES

- Reliably product 2.2MGD
- Concern over rate increase to market rate
- Pay as you go (impact fee increase) or borrow money down the road and citizens pay back the loan
- Collect some kind of fee from all utility customers
- Proportional fee could work
- Believe we need to increase the fee, but want to provide more precise calculation for rational
- Establish “capital investment fee” - fee vs. Usage (with cap) vs. proportional

DECISION/DIRECTION

Understand Bellmont approach
Interested in seeing a variety of options and analysis at Budget Review (rate increase and Capital Investment Fund)
Impact fees on New Development Only

Pedestrian Plan

QUESTIONS

- ? How do our bike/ped count #'s stack up to other communities of our size?

NOTES

- Probart St connection voiced during campaigning as a top pedestrian priority
- Start including bike lanes
- Impact of bonds for water and pedestrian projects
- Parallel priority lists: overall program and opportunities as they arise (via development)
- Public input for new prioritization

DECISION/DIRECTION

Continue with current plan projects while updating the overall plan
Update the plan with new priorities and identify all potential projects
Open to exploring a bond once new priorities are set

Comp Plan

QUALITY OF LIFE

- Quality of Life
 - Walkable/bikeable
 - Recreation
 - Cultural recreation (Music Center, Brevard College, Porter Center, TCARTS, etc.)
- Land Use
 - Diverse housing
 - Mixed use development
 - Human scale/focus on design
 - Small town charm
 - Realistic re: Flexibility, Design, Subjectivity
 - Connected to Assets
 - Connects to jobs
 - Not sure this relates to Economic Development (Jones)
- Healthy Community
 - Connectivity may be more important than big projects because enhance walk/safety/access/job connectivity/physical connect/health initiatives (Jones)
 - Safe Routes to School
 - Very successful at elementary school
 - Middle school wants this
 - School system has embraced
 - Influence athletics
- MARKET PLACE
 - Finance
 - Walk/bike
 - Muti-modal
 - Transit requires partnerships
 - Streets
 - Utilities
 - (improve maintenance funding for both streets and utilities - Morrow)
 - Information Technology
 - Do this quickly (Hollingsworth)
 - Festival Infrastructure
- Manufacturing Space
 - City NOT in lead role (Harris, Morrow)
 - Focus on utilities (Harris, Morrow)
 - Update utility extension policy...under what circumstances and who pays? (Morrow)
 - Depends on level of expected engagement (Dickson with Jones in agreement)
 - Not lead but more than utilities...team approach (Hollingsworth with Jones in agreement)
- Housing
 - Like support role stance in plan (Morrow)
 - Ownership should be a goal (Harris)
- Incentives
 - Like rehab program but need more education/info like environmental assessments (Dickson)
 - Look for points of leverage across action items (Harris)

- Regulatory
- Marketing
- Entrepreneurialism
 - Incubator
 - Arts incubator
 - Investment fund
 - See what EDO role looks like (Dickson)
 - Like it (Hollingsworth)
 - “Go” (Jones)
 - Business support sources
 - Support role (Morrow)
 - Customer source approach (Hollingsworth)
 - See this relating to incubator program (Dickson)

Retail Market Study

QUESTIONS

- ? How to reach out to local market that is currently untapped? (Dickson)
 - Special events programming
 - Ad campaigns
 - NOT through guilt
 - Messaging
- ? Is the distance too far to put banners up for Brevard in Pisgah Forest?
 - Need to connect both commercial districts

NOTES

- Need to prioritize the items on the overall plan (Dickson)
- Very supportive of the one stop shop (Harris)
- Barrier reduction (Harris)
- Concierge or something similar (Hollingsworth)
- Connect Brevard and Pisgah Forest (ALL)
- Pisgah Forest District + Heart of Brevard district + Pisgah National Forest = Unique Opportunity
- Interested in who can help address leaking (Morrow)

DECISION/DIRECTION

Pursue strategy

DTMP

NOTES

- Conceptual plan prior to tax increase consideration for Phase III

DECISION/DIRECTION

Go ahead with the design of Phase III
Construction may be paused to allocate funding stream

Supportive of utilizing fund balance (above 30%) for projects associated with private development (DTMP projects)

Farmer's Market

NOTES

- Nonprofit funding should have specific goals relevant to the City (Dickson)
- Feedback from the public - want even more fresh food (Hollingsworth)
- Look at Durham Farmer's Market for potential designations (Hollingsworth)
- Feedback from the public -ask vendors to put prices on the items (Hollingsworth)

DECISION/DIRECTION

Goals, Measures & Performance Contracts are important with respect to funding/partnering with non-profits

General Questions / Follow-up

GENERAL QUESTIONS

- ? Where are we on Bracken Mountain Signage?
- ? When does installation begin on Way Finding Signage?
- ? Burrell Mountain Tank Reservoir - When rehab/replacement?

GENERAL DECISION/DIRECTION

Request from City Council for Planning Board to review sign ordinance and prose update for Council's review (Particularly key components such as interpretation - ex. Decorative signage vs. Advertising signage)

Dream Big

HARRIS

- Work on ordinance to name streets I.e. Opal Hahn)
- Boardwalk FBR to BHS
- Mackey L. Cemetery - Rosenwald - City be a part of upgraded Bike path
- Bike racks on every block
- Coop with USD of energy - parking lot with charging station
- Mast Arms over intersections with musical sculptures celebrating our musical heritage
- Mobile Sound System
- Stamped Crosswalk - red/brick at intersections
- White Squirrel Express Trolley

HOLLINGSWORTH

- Dog Park at Picklesimer Park
- Rails/Trails Support - city to take the lead
- DTMP - concerned about timing

- Historic Guidelines (prevent erosion of historic buildings)

MORROW

- Hap Simpson - Greenville Bridge

DICKSON

- Pisgah Forest Small Area Plan move forward and work pedestrian plan

JONES

- Community Center in Rosenwald
- Move Parking - Hike Options in downtown, at Lowes, designated parking

Workshop Ideas

Comprehensive Plan (1)

Stormwater (2)

Pedestrian Plan

Retail Market

Feedback

- Productive
- Comp Plan TBD
- Staff Q - Agenda responses
- Identify workshops for next year
- Discuss options and alternatives
- Laid groundwork for workshops
- Presentations were well done, goof job staff
- Venue unique
- Agenda placement - # topics before comp plan.....maybe should have covered this first