



MINUTES

Monday, October 24, 2022: 3:00 PM

Town Council Work Session

**C. Michael Haney Community Room: Southern Pines Police Department
450 W. Pennsylvania Ave**

1. CALL TO ORDER

Mayor Haney called the meeting to order. The following members of Town Council were present: Mayor Carol Haney; Taylor Clement; Paul Murphy; Bill Pate; and Ann Petersen.

2. TOWN MANAGER'S COMMENTS

Town Manager Reagan Parsons reviewed the agenda.

3. COUNCIL UPDATES AND DISCUSSION

a. Town Branding Presentation

The Town is currently updating the Comprehensive Long Range Plan (CLRP) and is under contract with City Explained, Inc. for this work. The contract outlines "planning cycle 0" as a Town Wide Branding Strategy. Tripp Muldrow will virtually present the proposed branding concept, which includes a new logo for the Town.

Trip Muldrow of City Explained, Inc. presented their proposed branding concepts and logo ideas to the Council utilizing Zoom and a virtual presentation.

Mayor Haney feels that Mr. Muldrow has captured the town's feel with the mission statement. Councilmember Clement stated that she likes the tweaks that have occurred since the CAC meeting but feels there is something missing from the impression the design gives.

Mayor Pro Tem Murphy likes the relationship between the name and color choices, and agrees with Councilmember Clement that while it's a great conceptual idea, he feels the end result is a little artificial looking and suggested that perhaps the pinecone image be used from a different perspective.

Councilmember Pate stated that he likes the font chosen but is not sure about the logo.

Councilmember Petersen stated that she feels the longleaf pine is the only choice for the Town brand, but does not like the current depiction of the pinecone and feels it needs to be re-imagined. She did express approval of the updated seal with the pinecones in the image.

Councilmember Petersen advised the Council that she feels the re-branding should wait until after a new CLRP is adopted.

Mayor Haney does not agree.

Discussion ensued.

Councilmember Clement feels that Mr. Muldrow compiling data from local business owners of their vision and perspective of the local community for use in his brand concept design, the

Town now has a pool of opinions to use while developing the CLRP.

Mayor Pro Tem Murphy agrees that the gathering of data is beneficial. Mayor Pro Tem Murphy also referenced the perception of movement with the current design of the Town banners as an example to Mr. Muldrow of what the Town is looking for.

Councilmember Clement suggested that they take Mr. Muldrow's design ideas and then incorporate them with ideas from Denise Baker, who designed the current Town banners, and the community.

Mayor Haney likes the statement that Mr. Muldrow scripted.

The Council was asked if the colors and font were of their liking. Councilmember Clement feels there are a lot of colors and is not sure of the lighter green, but the overall scheme is good.

Mayor Haney feels the green should be darker - more pine colored. She does agree that there are a lot of colors depicted. Mayor Haney also likes the font used.

Discussion ensued.

b. Planning & Community Development Specialist Update

Planning & Community Development Specialist Rachel Mann will present a summary of work undertaken since her last update in May.

Planning & Community Development Specialist Rachel Mann presented a PowerPoint presentation to the Council providing them with an update of the work she has done in the last 6 months.

Council thanked Rachel for all of her accomplishments and hard work.

c. DFI Phase II Project Update

Sarah Odio from DFI will attend to present an update.

Sarah Odio of Development Finance Initiative at UNC Chapel Hill School of Government addressed the Council and presented an updated recommendation for development along Morganton Road.

Discussion ensued.

Mayor Pro Tem Murphy questioned what effect the increase in traffic will have on Stevens Street to Carlisle while emphasizing that West Southern Pines needs to remain as unchanged as possible while promoting economic development in the area and cautioned that they don't want to undermine the opportunities there for the center while attempting to control traffic.

Mayor Pro Tem Murphy added that a new street or connector street needs to keep Stevens as its name or incorporate it into a new name in some way to connect old and new.

Councilmember Petersen feels input is needed from the Community Connectors before the Council makes any decision.

Councilmember Pate pointed out that the way a street is designed can encourage connectivity while limiting speed.

Discussion ensued.

Ms. Odio did caution that a land swap agreement is still needed for the final plan.

Ms. Odio requested that the Town start the Conceptual Development Plan process to move the project forward with the goal of submitting an application for the Low Income Housing Tax Credit in January 2024. As of now, the projected start of commercial development would be in the 4th quarter of 2024.

Councilmember Petersen requested public input before the final vote on the project.

Town Manager Parsons clarified that this is a question of dedicating staff time, not a request for a formal vote on the project.

Discussion ensued with the Council reaching the consensus to direct the Planning Director to start the CDP process.

d. Waste Services Discussion

Councilmember Clement has requested a discussion regarding the Town transitioning from contracted waste services to performing this service with Town employees.

Town Manager Parsons opened the subject.

Discussion ensued.

Councilmember Clement will meet with staff and any other members of Council who wish to attend to discuss numbers before presenting the question to the Council for vote.

e. Continued Revenue Replacement Discussion

Staff will provide additional information on proposed projects.

Town Manager Parsons advised the Council that this item would revisit the projects removed at the Town Council business meeting.

Kate Schwin and Cynthia Dowdy from the appearance commission speaking on the W. New Hampshire street scape.

Discussion ensued.

Recreation and Parks Director Cindi King presented her request for a budget amendment to fund the installation of lighting at one of the ball fields.

Discussion ensued.

Recreation and Parks Director King and Asst. Town Manager Roth updated the Council on the needs and budget needed to repair the pool decking and the pool itself.

Discussion ensued.

Recreation and Parks Director King updated the Council on the state of the fence at Campbell House which is falling down in parts and needs to be removed.

Discussion ensued.

4. ACTION ITEMS

a. Consider Appointments to the Historic District Commission

The Town has received two applications to fill two open seats on the Historic District Commission due to recent resignations. These appointees will serve the balance of the unexpired terms.

Mayor Haney opened the discussion.

Councilmember Petersen moved to approve the appointment of Sandra Carroll, term to expire 3-9-2024, and Michelle Peele, term to expire 7-12-2025, to the Historic District Commission, seconded by Councilmember Pate; the vote was unanimous.

Motion passed.

i. Appoint Sandra Carroll, term to expire March 9, 2024

ii. Appoint Michelle Peele, term to expire July 12, 2025

b. Consider Updated Public Works Fee Schedule

As part of the administrative updates to the Town's Code of Ordinances, staff has reviewed the Public Works fee schedule, located in Chapter 50. This is not a schedule that is generally assessed to the general public, but rather when the department has to perform billable work and the Town's expenses should be recouped. The schedule also includes fees for development inspections. Updates to this fee schedule have previously been discussed and reviewed by Council on September 26th, October 5th, and October 11th and posted publicly.

Town Manager Parson reviewed the item.

Councilmember Pate moved to approve the Updated Public Works Fee Schedule, seconded by Mayor Pro Tem Murphy; the vote was unanimous.

Motion passed.

c. Consider Planning Board Appointment(s)

There have been some recent applications that could be considered for current vacancies on the Planning Board.

Mayor Haney opened the discussion and recommended Matthew Walden for the open position.

Discussion ensued

Councilmember Petersen moved to appoint Matthew Walden to the Planning Board, seconded by Mayor Pro Tem Murphy; the vote was unanimous.

Motion passed.

d. AX-05-22 Pine Street - Direct Clerk to Investigate

Veronica Lofton is requesting voluntary annexation of .41 acres that is currently outside of the corporate limits of the Town of Southern Pines. Per the Moore County tax records, the subject property is identified as PIN 857216729769 (PARID 00033536).

Town Manager Parsons reviewed the item.

Councilmember Clement moved to approve Resolution #1031 Directing the Clerk to Investigate a Petition received Under G.S. 160A-31 for AX-05-22: Pine Street, seconded by Mayor Pro Tem Murphy; the vote was unanimous.

Motion passed.

e. AX-06-22 Petty Street - Direct Clerk to Investigate

Dewey Holderfield, on behalf of Moore HL Properties, Inc., is requesting voluntary annexation of .461 acres that is currently outside of the corporate limits of the Town of Southern Pines. Per the Moore County tax records, the subject property is identified as PIN 858220804641 (PARID 00032386).

Councilmember Clement moved to approve Resolution #1032 Directing the Clerk to Investigate a Petition received Under G.S. 160A-31 for AX-06-22: Petty Street, seconded by Councilmember Petersen; the vote was unanimous.

Motion passed.

f. AR-09-20 EDS Modular Extension Request

Jill Connett, Head of School at Episcopal Day School requests a one-year extension of Architectural Compliance Permit AR-09-20 which granted the school the ability to maintain a modular classroom for three years. The original permit approving a modular classroom (AR-

04-17) was approved in 2017 for an initial three-year period and then extended via AR-09-20 for a second three-year period.

Jill Coinnett, Head of School at Episcopal Day School, addressed the Council requesting a one-year extension of the Architectural Compliance Permit AR-09-20.

Councilmember Clement moved to approve a One-Year Extension of the Architectural Compliance Permit AR-09-20, seconded by Mayor Pro Tem Murphy; the vote was unanimous. Motion passed.

g. Authorize the Mayor to Execute a Lease with Welcome to Southern Pines, Inc.

This is a lease renewal with Welcome to Southern Pines, Inc. to operate a Welcome Center in the train station. In accordance with NCGS §160A-272, the Town Council adopted a Resolution of Intent providing notice of the proposed lease at the September 13th meeting. Town Manager Parsons reviewed the item.

Councilmember Pate moved to approve the Mayor to Execute a Lease with Welcome to Southern Pines, Inc., seconded by Councilmember Petersen; the vote was unanimous. Motion passed.

h. Authorize the Mayor to Execute a Lease with Verizon Wireless for the Weymouth Water Tank

This is a lease renewal with Verizon Wireless for an antenna on the Town's Weymouth water tank on Ridge Street. In accordance with NCGS §160A-272, the Town Council adopted a Resolution of Intent providing notice of the proposed lease at the September 13th meeting. Town Manager Parsons reviewed the item. Discussion ensued.

Councilmember Petersen moved to approve the Mayor to Execute a Lease with Verizon Wireless for the Weymouth Water Tank, seconded by Mayor Pro Tem Murphy; the vote was unanimous. Motion passed.

i. Approve Town Council Meeting Minutes for September 2022

- September 7, 2022
- September 13, 2022
- September 26, 2022

Staff has prepared draft meeting minutes for September. No changes were requested.

Councilmember Petersen moved to approve the Town Council Meeting Minutes for September 2022, to include September 7, September 13 and September 26, 2022, seconded by Mayor Pro Tem Murphy; the vote was unanimous. Motion passed.

5. CLOSED SESSION

Councilmember Pate moved to enter Closed Session for the purpose of Town Manager Parsons annual review as authorized in N.C.G.S. §143-318.11(a)(6), seconded by Mayor Pro Tem Murphy; the vote was

unanimous.
Motion passed.

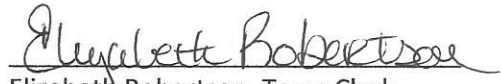
Councilmember Pate moved to exit Closed Session, seconded by Mayor Pro Tem Murphy; the vote was unanimous.
Motion passed.

- a. Closed session as authorized in N.C.G.S. §143-318.11(a)(6).
Council will conduct the Town Manager's annual review.

6. ADJOURNMENT

Upon a motion by Councilmember Pate, seconded by Mayor Pro Tem Murphy and carried unanimously, Council adjourned at 9:30 pm.

Respectfully submitted:


Elizabeth Robertson, Town Clerk

