



**MINUTES OF THE
TOWN COUNCIL WORK SESSION OF
MONDAY, MARCH 25, 2019 · 6:00 P.M.
118 COLLEGE ST., PINEVILLE, NC**

The Town Council of the Town of Pineville, NC, met in a Work Session on Monday, March 25, 2019 at 6:00 p.m. at the Pineville Telephone/Election Co. located at 118 College St. in Pineville.

ATTENDANCE

Mayor: Jack Edwards
Mayor Pro-Tem: David Phillips (arrived later in the meeting)
Council Members: Melissa Davis, Debbie Fowler and Joe Maxim
Town Manager: Ryan Spitzer
Town Clerk: Barbara Monticello
Finance Director: Richard Dixon
Parks and Recreation Director: Kristy Detwiler
Parks and Recreation Athletic Coordinator: Erin Hamilton
Police Chief: Rob Merchant

Attendees: Electricities Representative, Charity Barbee

CALL TO ORDER

Mayor Edwards called the meeting to order at 6:00 p.m. A motion was made by Council Member Joe Maxim and seconded by Council Member Melissa Davis to accept the agenda as is. There were ayes by all and the meeting was opened.

DISCUSSION ITEMS:

- A. Economic Development Presentation:** Charity Barbee, part of the Economic Development Team at Electricities, gave a Power Point presentation on the services they offer towns to help develop their economies. Ms. Barbee outlined some of the misunderstandings about retail, touched on branding and marketing for commercial businesses and informed the Council on the three demographic factors economic development is based on: income, population and traffic. Ms. Barbee highlighted the current state of retail and what is being called the "Retail Apocalypse" – the misconception that brick and mortar retail stores are on the way out. She noted that only 10% of purchases are actually made online.

Face-to-face customer service is in demand, pop up merchant opportunities are popular, as are trunk shows. Entertainment is big right now. People want to do things – they want an experience. Electricities works in partnership with Retail Strategies, offering a full-service economic development program to cities and towns or a less expensive program called the Retail Academy with spots for this new program already filled. Other cities are coming together (FUSE) to purchase acreage to redevelop the property.

Council Members had questions for Ms. Barbee as to the types of businesses that would fit under this retail umbrella. Would companies like WeWork, Industrious or companies sharing admin space be part of the mix or even grocery stores? Council Member Melissa Davis asked what retail could be brought to Pineville that it didn't already have? Would the program help to fill empty stores at the mall or address security issues at malls

these days? Ms. Barbee explained that the types of businesses that would do well are different for each town. She noted that Walgreens is the #1 growing retailer in America and that every 5 hours a dollar store of some type opens. Food and beverage are also huge right now with Starbucks taking the #1 spot for growth in America followed by places like Jersey Mikes, Chic-fil-a and Dominos pizza. Not all personalities are suited for retail recruitment so that's where their expertise comes in. The town pays for this service; someone from the town assists with available properties for sale and/or lease and the Electricities Economic Development team determines just what retail stores would be a good fit for Pineville and zeros in on recruiting those retailers. Council Member Debbie Fowler suggested going with a full-service program contract for three years.

Council asked Ms. Barbee to send the presentation to Ryan so that they could review it again as well as her contact information. Mr. Spitzer informed Council that he had thrown Pineville's name in the hat for a possible spot at the next Retail Academy. Ms. Barbee also offered to do a mini training session if need be.

- B. Mint Hill Dispatch Contract:** Chief Merchant updated the council on the contract for Dispatch Services provided to Mint Hill. The current contract expires June 30, 2019 but was extended for one (1) year at the current increase percentage of 7% per year. Mint Hill wants to continue to utilize our dispatch services but their Town Manager would like to pay a flat fee of \$150,000 per year for our services. Mayor Pro-Tem David Phillips asked if it made the town money. Chief Merchant advised that it did but that staffing costs accounted for the bulk of the cost, as we are legally required to staff at least two operators. Mayor Pro-Tem David Phillips expressed that he would like to have the contract increase by 3% each year, but would be OK with it at 2%. Council member Melissa Davis would like negotiations to start at 4% and work down from there.
- C. Revenue Projections:** Town Manager, Ryan Spitzer updated the council on revenue projections impacted by the recent revaluation by Mecklenburg County. If nothing is changed with the current tax rate at \$0.38, we will have an increase of revenue of over \$3.4 million. To get to a revenue-neutral number, the tax rate would need to be reduced to \$0.27. A total of \$203,000 in revenue is lost for every penny that is dropped. Finance Director, Richard Dixon advised that the final number on the percentage of appeals would not be available until May. Council member Joe Maxim urged council to consider the possible ramifications of the quarter percent sales tax on the referendum as well.
- D. Land Development Fees:** Town Manager, Ryan Spitzer, stated that all six towns in Mecklenburg County paid the county to provide them building inspections, storm water inspections and permitting but Huntersville is pulling out to provide and manage these services themselves. Because of this, LUESA stands to lose 50% of their revenue unless they raise land development fees. Council Member Debbie Fowler asked if LUESA was doing a good job for us to which Mr. Spitzer replied that we would need to hire five additional people to take on the responsibilities the county currently provides to us.
- E. Splash Pad:** Town Manager, Ryan Spitzer, stated that since it was getting closer to the opening of the Splash Pad, it was necessary for Council to decide what regulations would be in place for the opening over Memorial Day weekend. Mayor Pro Tem David Phillips wanted to know if it would require another person to operate the Splash Pad – he wanted to keep it affordable and not have to charge residents a fee to use it. The Splash Pad can only hold 100 people and he asked what we would do if capacity extended beyond 100 and there was no one there to regulate it.

Athletic Coordinator, Erin Hamilton, noted that Kannapolis experienced a disaster the first year their splash pad opened with no regulations in place. Their capacity limit is 200 with 100 dedicated to reservations and the other 100 for general use. Council Member Melissa Davis stated she was opposed to charging residents a fee but was not opposed to charging non-residents a fee. She did not believe the splash pad required another employee but thought it could be managed effectively if staffing was rearranged. Council Member Joe Maxim suggested operating hours between 10:00 a.m. to 7:00 p.m. Discussion continued regarding rental of the

splash pad, daycare groups using the facility and hours of operation. Council Member Maxim reminded council that the more difficult the rules are made, the more difficult it will be to monitor them.

Manager Spitzer recapped what was discussed: Splash Pad will be open from 10:00 a.m. until 7:00 p.m. Monday through Saturday and 1:00 p.m. until 6:00 p.m. on Sundays. The pad will be open from Memorial Day to Labor Day and only on the weekends when school is still in session (using CMS schedule). Weekends will be reserved for residents use only. There will be limited days that it will be available for rental, a cost associated with renting the facility, and a limit on the size of the groups that can use it. Council asked to see a set of draft rules by the April 9th Council Meeting. Mr. Spitzer agreed to have a draft set of rules prepared for the April Council Meeting and a finalized set by the Work Session of April 22nd so that we will be "ready to roll" for May.

F. Additional Items Discussed:

- Partnering with Supersod to cut the grass at the Police Department by robot – testing a pilot program. Responding to a question as to whether the town was cutting state-maintained areas, Mr. Spitzer affirmed that we were but that the state was paying us \$5K to cut it even though it costs us \$18K. We're cutting it because the state won't. We cut it about 20 times between April and October. Council Member Davis stated that we needed to talk to our Senator about that.
- PD was not monitoring cameras at Lake Park for the past four months. They had been trained but none remembered how to view the cameras.
- Council Member Davis asked that Chief Merchant check into what it cost CMPD to equip their police vehicles. Would like to know before we start budgeting process.

ADJOURNMENT: There being no further business to discuss, a motion was made by council member Melissa Davis and seconded by Mayor Pro-Tem Phillips to adjourn at 8:46 PM. There were ayes by all and the meeting adjourned.



Jack Edwards, Mayor

ATTEST:



Barbara Monticello, Town Clerk

