

## MINUTES

Regular Meeting  
City Hall Council Chamber

September 21, 2015  
Monday, 6:00 p.m.

**Present:** Mayor O. Stanhope Anthony III, presiding; Council Members Eric B. Hendrick, David W. White, Jeanette D. Patterson, Dicky Amaya; City Manager Rick Howell, City Clerk Bernadette A. Parduski, NCCMC, MMC, City Attorney Robert W. (Bob) Yelton, Director of Finance Justin S. Merritt, MPA, Director of Human Resources Deborah C. (Deb) Jolly, Director of Engineering Services Benjamin (Ben) Yarboro, Fire Chief William P. Hunt, MPA, EFO, Director of Parks and Recreation Charlie Holtzclaw, Director of Planning and Development Services Walter (Walt) Scharer, AICP; Reporter Casey White of The Shelby Star, Director of Broadcasting/C19TV Station Manager Greg Tillman of Cleveland Community College

**Absent:** Council Members Dennis C. Bailey and Ben Kittrell

Mayor Anthony called the meeting to order at 6:00 p.m. and welcomed all who were in attendance. The Mayor gave the invocation and Mrs. Patterson led the *Pledge of Allegiance*.

**A. Approval of agenda:**

- 1) Motion to adopt the proposed agenda

**ACTION TAKEN:** Upon a motion made by Mr. White, City Council voted unanimously to approve the agenda as presented.

**B. Public Comment: None**

**C. Consent Agenda:**

**ACTION TAKEN:** Mayor Anthony presented the consent agenda. Mr. Amaya made a motion to approve the consent agenda and each item as presented. The consent agenda and following items were unanimously approved:

- 1) Approval of the Minutes of the Regular Meeting of August 24, 2015
- 2) Approval of the Minutes of the Special Meeting of September 14, 2015

**3) Approval of Special Event Permit Applications:**

- a. Dixie Rodders Car Show and Cruise-in, requested date:  
October 10, 2015
- b. Central United Methodist Church Fall Festival, requested date:  
October 28, 2015

**4) Approval of the Certificate of Sufficiency regarding Petition for Satellite Annexation of Hareh (Harry) Italia****END CONSENT AGENDA**

**D. Unfinished Business: None**

**E. New Business: None**

**H. City Manager's Report:**

- 1) Mr. Howell presented the Cleveland Cup trophy to Mayor Anthony and City Council. He said the Cleveland Cup 5K was a new event to promote wellness and a friendly rivalry among employees of Cleveland County, the City of Shelby, and the City of Kings Mountain. It was held on September 18, 2015. Employees of each government agency were in competition with each other on several levels. The first and most important competition was for the highest percentage of employee participation. The agency with the highest percentage of employees involved in the race would win the trophy. The City of Shelby won the first Cleveland Cup and owns the bragging rights until the competition is held again next year. The second part of the competition involved corresponding age group honors for individuals, which are often won in a typical 5K race. Both Mayor Anthony and Mr. Howell expressed their appreciation to the event organizers and congratulated all City employees who participated in the race by running or walking.
- 2) Mr. Howell provided a progress report of the Mayor and City Council's goals, objectives, and action items for Fiscal Year 2015-2016. He recalled from Council's annual retreat the setting of broad goals for the fiscal year, along with objectives and action items, which are more specific tasks to achieve those goals. The areas of their concentration included: Appearance, Economic Development, Community Engagement, Quality of Life, Public Safety, and Organizational.

**APPEARANCE – The City's first goal is to improve the overall aesthetic**

appearance of the US Highway 74 corridor within the City limits. Council desired City staff to work on landscaping enhancements and gateway signage projects at major entry points to the City, setting an action item of completing at least one gateway sign in the fiscal year. Mr. Howell stated McGill Associates has been hired to design the gateway signage for the east side of Shelby. The plans also include collaborating with the North Carolina Department of Transportation (NCDOT) for signalization and intersection improvements. Although the location is not finalized, Mr. Howell stated the focus for this project is around the intersection of East Marion Street and East Dixon Boulevard.

Mr. Howell also mentioned Mr. Scharer is working on a corridor plan with the Gaston-Cleveland-Lincoln Metropolitan Planning Organization (GCLMPO).

**ECONOMIC DEVELOPMENT** – Attracting new jobs and private investment within the City limits is the City’s goal for economic development. One action item for economic development is to complete the mass grading site project at the Foothills Commerce Center (FCC) which will allow for the construction of a third shell building. Bids for the project will open September 29, 2015. Council also set an action item of acquiring additional property for site development. In order to be prepared when sites sell at the FCC, Mr. Howell stated the City is seeking to acquire new locations and searching for sites on Shelby’s west side, where there is strength in City utilities.

Mr. Howell briefly mentioned the following:

- Brushy Creek Sewer Project, which is one project to be completed in two sections
- Washburn Switch Business Park off-site water system improvements to initiate, fund, and complete design for a loop line to service both existing and new industries
- Soliciting a proposal from a survey group to conduct research of both local and outside public opinions about living in Shelby
- Reactivated the Center City Master Plan Steering Committee
- Initiating the first phase of public infrastructure improvements around the Court Square
- Initiating the first phase of the Lafayette Street Median Project

Lastly, Mr. Howell mentioned ongoing discussions and negotiations with Norfolk Southern Corporation regarding the future use of the rail corridor proposed for abandonment as a public rail-trail utilizing the rail banking process. The Surface Transportation Board’s filing deadline is January

31, 2016; however, Norfolk Southern has tentatively agreed to a six-month extension at the City's request.

**COMMUNITY ENGAGEMENT** – Mr. Howell stated Council set a goal of increasing the number of citizen volunteers in the current fiscal year. He said the City is developing a plan to increase public awareness of opportunities to serve on City advisory boards. There are also plans to host an annual City volunteer appreciation event.

**QUALITY OF LIFE/ECONOMIC DEVELOPMENT** – Increasing recreational opportunities for citizens that will also attract visitors is the City's goal to improve quality of life and to enhance economic development efforts. Mr. Howell stated the City is moving forward with plans for a multi-purpose field complex for the Hanna property as well as improvements at Holly Oak Park, implementing the next steps in the Parks and Recreation Master Plan. The City has solicited Requests for Qualifications from firms that specialize in these developments and is searching for the best firm for the projects. Respectively, Mr. Howell said City staff will develop startup costs, maintenance, and operating cost estimates for these proposed improvements.

**PUBLIC SAFETY** – To improve public safety efforts in Shelby, Council aims to address neighborhood concerns. Mr. Howell stated the City plans to rejuvenate neighborhood action plans to identify issues within neighborhoods. He said the City can work well with property owners, business owners, and the faith communities to have an impact. Mr. Howell added the City has continued to focus on addressing substandard housing within the City limits during this fiscal year. Those enforcement actions will continue with an emphasis on multi-family units.

**ORGANIZATIONAL** – The Mayor and Council set the goal of delivering high-quality services to citizens and customers. To meet that goal, the City desires to retain and recruit high quality employees. Mr. Howell stated included within the 2015-2016 budget, City employees received raises between 5 and 8 percent in an attempt to get closer to competitive market rates. He reiterated having competitive wages for City employees is crucial to retaining employees. Depending on funding availability next fiscal year, Mr. Howell projected targeting specific positions where there are larger disparities between wages in Shelby and other cities.

Council received the information. No action was required.

**I. Council Announcements and Remarks:**

- 1) Mayor Anthony reminded Council members to attend the Cleveland Association of Government Officials (CAGO) meeting on September 24, 2015. The City of Shelby is hosting the event at the City Pavilion, home of the Foothills Farmers Market.
- 2) Mr. White reminded voters to vote in the City of Shelby Ward 2 Primary on October 6, 2015.
- 3) Mrs. Patterson reported receiving several complaints: An outdoor café patron on Graham Street who blocked the right-of-way of a passerby; a dumpster parked in a handicap space behind the Shelby Café; the need for more handicap parking spaces in Uptown Shelby; and the lack of explanation for the three-month adjustment applied to the natural gas bills to be paid by the City's customers.

Mr. Howell responded citizens would be better served if they would stop by City Hall for assistance or call his office with their questions and concerns. He is willing to address any and all complaints or claims as they occur rather than after the fact. It is not always easy to do the right thing, but the City does its best to maintain its integrity in all situations. In addition, Mayor Anthony and Mr. Howell welcomed and encouraged citizens to participate in public comment held once a month during Council meetings. Mayor Anthony stated with regard to the natural gas adjustment issue, the matter could have been handled better with advanced communication to the City's customers, which was already acknowledged by staff.

- 4) Mr. Amaya said he recently attended Shelby High School's Class of 1945 Reunion and delivered the State of the City report to the 24 attendees.

He also mentioned the City of Shelby Employee Picnic will be held on September 23, 2015.

Mr. Amaya said he recently met a visitor from Gastonia, North Carolina who is also a Keep Gastonia Beautiful representative. The visitor shared many compliments with him about Uptown Shelby.

#### J. Adjournment:

- 1) Motion to adjourn

**ACTION TAKEN:** Upon a motion made by Mr. White, City Council voted unanimously to adjourn the meeting at 6:56 p.m.

Respectfully submitted,

**Bernadette A. Parduski, NCCMC, MMC  
City Clerk**

**O. Stanhope Anthony III  
Mayor**

**Minutes of September 21, 2015**