

## MINUTES

Regular Meeting  
City Hall Council Chamber

October 17, 2016  
Monday, 6:00 p.m.

**Present:** Mayor O. Stanhope Anthony III, presiding; Council Members Eric B. Hendrick, David W. White, David Causby, Ben Kittrell, 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, Police Chief Jeffrey H. (Jeff) Ledford, Fire Chief William P. Hunt, MPA, EFO, Director of Public Works Daniel C. (Danny) Darst, Director of Parks and Recreation Charlie Holtzclaw, Director of Planning and Development Services Walter (Walt) Scharer, AICP; and Bill Harrelson of the Video Factory

**Absent:** Council Member Dennis C. Bailey

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 Patrol Leader Graham Waltrop and members of Cub Scout Pack 107 chartered through Aldersgate United Methodist Church led the *Pledge of Allegiance*.

### A. Approval of agenda:

- 1) Motion to adopt the proposed agenda

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

### B. Special Presentations:

- 1) Uptown Shelby Association (USA) update – Audrey Whetten, Executive Director

Referring to her handout, Miss Whetten reported her quarterly update included highlights of recent and ongoing projects, recent and upcoming events, business news, and property transactions.

With regard to recent projects, Miss Whetten stated USA conducted an assessment of which Uptown businesses had an online presence through Google Business (free tool for business listings), Trip Advisor (travel website providing reviews of travel-related content), and Yelp (user reviews and

recommendations). A USA volunteer is currently working to assist businesses increase their visibility to locals and tourists by using these free tools as appropriate.

Miss Whetten said USA staff created a business recruitment packet for Uptown Shelby which highlights information targeted toward businesses and developers.

With regard to ongoing projects, Miss Whetten stated USA is planning and preparing to host the North Carolina Main Street Conference in March 2017, adding her appreciation to the City for their financial assistance with a tourism grant.

Miss Whetten said outreach to Uptown property owners in an effort to open the lines of communication is in progress and ongoing.

Regarding events, Miss Whetten added in conjunction with the Mush, Music, and Mutts Festival held on October 14 and 15, 2016 in Uptown Shelby, a fall festival of children's events on the Court Square hosted by USA staff and volunteers offered crafts, pumpkins, and activities on Saturday.

Miss Whetten continued her presentation by stating USA's Fright Night Costume Crawl is scheduled for October 28, 2016.

Miss Whetten provided business news, reporting Toscano's Bistro, Uptown Yoga Loft, The Imperial Emporium, Victorian Rose (which relocated to 212 South Lafayette Street), and Glow Salon have very recently opened in Uptown Shelby. She also reported several property transactions including 125-129 West Marion Street has been sold and is being renovated, the Kester Building at 108 North Lafayette Street has been sold, and both the Campbell Building at 112 North Lafayette Street and the Sterchi Building at 14 West Marion Street are ready to start construction pending grant approval.

Council received the information and took no action.

2) City of Shelby Energy Efficiency Rebate Program – Justin S. Merritt,  
Director of Finance

Mr. Howell introduced the subject matter of the presentation entitled, "The City of Shelby Energy Efficiency Grant Overview", stating Mr. Merritt led a group of staff in researching and providing recommendations as to how the City could incentivize reinvestment within the City and grow its utility customer base. He stated the City has a large number of older commercial structures that are either vacant or underutilized. Many of these old

buildings are poorly insulated with inefficient cooling and heating systems. With renewed interest in many older structures in various parts of the City, staff can assist existing customers and add new customers to some of these buildings while at the same time raising the property tax base through the proposed Energy Efficiency Rebate Program.

Next, Mr. Merritt began his presentation and overview of the pilot program for Council's consideration. He acknowledged working with Energy Services Director Julie McMurry, Planning and Development Services Director Walt Scharer, and Utility Services Specialist Cale Wright to develop the Energy Efficiency Rebate Program to assist commercial utility customers increase the energy efficiency of their businesses. The program was developed over several months and is similar in form to the to the ElectriCities of North Carolina lighting rebate program in which the City participates.

Mr. Merritt explained the pilot program was designed to promote energy efficiency in older buildings primarily over 50 years old. The maximum rebate will be 80 percent of the eligible costs up to \$20,000 per fiscal year. The customer must install the equipment and it must be working properly. City staff will inspect and verify that all terms and conditions of the application process have been met. The equipment must remain in operation for a minimum of five (5) years.

Mr. Merritt discussed the advantages and benefits of the pilot program including:

- Older buildings are notoriously inefficient
- Outdated equipment is less efficient
- Costs of equipment upgrades are expensive
- Utility bills often become unmanageable in summer and winter months
- Older structures are important to the history, charm, and character of Shelby
- Lower energy costs allow customers to reinvest in their businesses
- Possibilities to allow for business expansion, more jobs

Mr. Merritt further discussed the marketing and application process. If approved by Council, the City will market the program through Uptown Shelby Association, the City's website, and social media. The customer will complete the application and return it to the City. City staff will evaluate the application and meet with the customer. If approved, the customer may proceed with the project. The City will inspect to ensure equipment is installed and properly working. They will also follow up each year for five (5) years.

Lastly, Mr. Merritt stated the program is currently funded at \$75,000 within the Electric Fund (\$37,500) and the Gas Fund (\$37,500). The maximum grant award to any one customer in a fiscal year is \$20,000.

Discussion followed and included City inspections, possible liability issues, and program and application disclaimers.

Council received the information and will consider a resolution to establish and offer the Energy Efficiency Rebate Program under the Consent Agenda.

**C. Public Comment: None**

**D. Consent Agenda:**

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

- 1) **Approval of Special Event Permit Applications:**
  - a. **Central United Methodist Church Fall Festival, requested date: October 26, 2016**
  - b. **Veterans Day Parade, requested date: November 11, 2016**
  - c. **Don Gibson Theatre 4<sup>th</sup> Annual Fundraiser, requested dates: November 11-12, 2016**
- 2) **Approval a resolution to establish and offer an Energy Efficiency Rebate Program: Resolution No. 52-2016**
- 3) **Approval of a resolution supporting the City of Shelby's application for North Carolina Department of Transportation (NCDOT) Bicycle Planning Grant Funds: Resolution No. 53-2016**

#### **END CONSENT AGENDA**

**E. Unfinished Business: None**

**G. New Business: None**

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

- 1) **With regard to the Grover and Morgan Streets Waterline Project, Mr.**

Howell reported the construction contract bids were received and a canvas of those bids was completed in September 2016. This project is funded through the issuance of a private placement revenue bond which has been approved by the North Carolina Local Government Commission. The lowest bid was submitted by Buckeye Bridge, LLC of Canton, North Carolina, approximately \$200,000 under budget. The award of the construction contract will be presented to Council for action on November 7, 2016.

- 2) Mr. Howell also reported bids for the Huesker sewer project will be received on November 16, 2016. This project would extend sewer under US Highway 74 near the Ingles Market and CVS Store and Pharmacy to the Huesker facility. The total project budget is \$325,000.
- 3) Mr. Howell announced the City's Veterans' Day Appreciation Luncheon is set for November 9, 2016 from 11:30 a.m. to 1:00 p.m. at the Earl Scruggs Center.
- 4) Mr. Howell shared the results of the 2<sup>nd</sup> Annual Cleveland Cup 5K held on October 14, 2016 for employees of Cleveland County, City of Shelby, and City of Kings Mountain. Unfortunately, the City of Shelby lost the Cleveland Cup trophy to the City of Kings Mountain this year. The local government, municipality or county, which has the highest percentage of employees involved in the race wins the Cleveland Cup trophy and bragging rights for the year until the competition is held again. Mr. Howell congratulated Stephen Brackeen, brother of slain Shelby Police Officer Tim Brackeen, and Finance Director Justin Merritt, who finished in first and second place, respectively, in the overall male category. This year's race was held to honor and remember Officer Brackeen with all participants wearing blue race shirts imprinted with "Team Brackeen" and his Badge number "763".

I. Council Announcements and Remarks: None

J. Adjournment:

- 1) Motion to adjourn

**ACTION TAKEN:** Upon a motion made by Mr. Amaya, City Council voted unanimously to adjourn the meeting at 6:26 p.m.

**Respectfully submitted,**

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

**O. Stanhope Anthony III  
Mayor**

**Minutes of October 17, 2016**