

**TOWN OF SELMA
WORK SESSION
JERNIGAN BUILDING
110 EAST ANDERSON STREET
FEBRUARY 22, 2016**

MEMBERS PRESENT: Mayor Cheryl Oliver, Mayor Pro-tem Jackie Lacy, Councilmember Tommy Holmes, Councilmember William Overby, Councilmember Mark Petersen, and Town Manager Jon Barlow.

OTHERS PRESENT: Police Chief Richard Cooper, Fire Chief Phillip McDaniel; Interim Human Resource Director Susan Sult; Interim Town Clerk Brenda Thorne; and Deputy Town Clerk Joyce Lawhorn.

CALL MEETING TO ORDER: Mayor Oliver called the meeting to order at 5:58 p.m. and declared a quorum was present.

150TH SELMA ANNIVERSARY PLANNING UPDATE (DINA FLOWERS & RAY JAKLITSCH): Mayor Oliver stated that Mr. Ray Jaklitsch and Ms. Dina Flowers were present to give an update on the 150th Selma Anniversary planning. She advised Council that a Committee was formed for this to work on the 150th anniversary, which would be next year. Mayor Oliver stated that in the March/April timeframe, they would need a recommendation for budget. She said that this was a general update before they come back to Council with some specifics. Mayor Oliver stated that it was an opportunity for Town Council to provide input as well as get the lay of the land for where they have gone.

Mr. Ray Jaklitsch of 201 North Green Street and Ms. Dina Flowers of 1105 South Pollock Street stated that they were both present to address Town Council about the 150th Anniversary celebration. He said that the SDP has been tasked with how they are going to celebrate this anniversary. Mr. Jaklitsch stated that many of the longtime residents might remember the previous celebration years ago, which was quite a big event. He said that the SDP came up with a working tag line “Something for Everybody” for the celebration. Mr. Jaklitsch stated that the SDP was working to have an event every month. He said that they have 27 volunteers so far. Mr. Jaklitsch introduced Bobbi Wiggs, who would be in charge of the time capsule. He said that the Police and Fire Departments both have offered their support to help in any way that they could.

Mr. Jaklitsch presented the following list of events and budget amounts. He said that the budgeted amount listed was only about half of the funds that they were going to need with the other half being raised through donations, sponsors, and ticket sales. Mr. Jaklitsch stated that the response so far had been very positive.

SELMA 150TH ANNIVERSARY
CELEBRATION PROPOSED BUDGET

MONTH	EVENT	AMOUNT
January	Polar Bear 5K Race	500
February	Black History Month	100
March	Library Story Time	100
April	Selma in the Spring/ Easter Parade	500
May	Selma Train Day	200
June	301 Yard Sale	N/A
July	Melon/Tomato/ Baby Contest/Street Dance	500
August	Chili Cook Off	200
September	Farm Day	200
October	Harvest Moon Dance	500
November	Family History/Scavenger Hunt	N/A
December	Tree Lighting/New Year’s Dinner Dance	600
Administrative Costs:		
	Time Capsule	400
	Postage/Stationary	200
	Publicity	500
	Banners/Signage	300
	Souvenirs	N/A
	TOTAL	4800

Mr. Jaklitsch stated that the SDP brainstormed over several meetings to come up with these events. He said that some were costly, some have very little cost, and some have no cost at all. Mr. Jaklitsch stated that in January they have scheduled a Polar Bear 5K race, and Recreation Director Joe Carter had teamed them up with a group that would handle the administrative tasking that they would need. He said that in February they would have a Black History Program, which they are working with the Library on. Mr. Jaklitsch stated that they would have various speakers come in to talk about Black History as it pertains to Selma and Johnston County. He said that they were working with the Heritage Center on this event. Mr. Jaklitsch stated that in March they would be having Story Time.

Ms. Flowers stated that the Librarian was working on a program that would concentrate on the children as well as the adults, and would have something for both.

Mr. Jaklitsch stated that in April, they were wanting to have a “Selma in

the Spring” event and an Easter Parade. He said that in May they would like to have a Selma Train Day where they would celebrate the Town’s connection with the railroads. Mr. Jaklitsch stated that in June, there would be the 301 Yard Sale event. He said that there would be no cost involved with this event. Mr. Jaklitsch stated that they were looking at having a logo and banners that could be displayed throughout the year. He said that they would have an information booth there about the upcoming year’s events.

Ms. Flowers stated that the students of Selma Middle School through Art Teacher Dorothy Finiello would do a poster that would concentrate on “A Little Bit of Something for Everybody”. She said that they could use that poster for use in any advertisements in this year. Ms. Flowers stated that Johnston County Visitor’s Bureau Director Donna Bailey-Taylor had found some extra funds, and would make a brochure for this year and next year. She said that they would setup at each of the festivals throughout the County this summer so that they could give out information about the events that are going on.

Mr. Jaklitsch stated that visibility was important for the whole program throughout the year.

Ms. Flowers stated that an event that they have planned was not a ghost tour, but in the old cemetery in Selma have people dressed as whoever was buried there do a commentary about who they are and give some of their history.

Mr. Jaklitsch stated that in July, they have scheduled a Melon/Tomato/Baby Contest along with a Street Dance.

Ms. Flowers stated that this event would be the same weekend as the July 4th All American Festival held by the Town, and they would piggyback off that event, which would save them money.

Mr. Jaklitsch stated that in August, they would hold a chili cook-off. He said that in September they have scheduled Farm Day and in October they have scheduled a Harvest Moon Ball.

Ms. Flowers stated that the Farm Life Museum in Kenly would be doing displays with people doing basket weaving during that event.

Mr. Jaklitsch stated that Railroad Days was in October, and they plan to have different tours planned.

Ms. Flowers stated that Planning Director Julie Maybee was working on one of the old tours that they had found. She said that Ms. Maybee was working on a map to recreate that walking tour. Ms. Flowers stated that they would have guides to go around Town.

Mr. Jaklitsch stated that in November, they have planned a Family History Day, which involves making a video of different members of the older generation. He said that one of the projects of the Historical Properties Commission this spring was to video oral histories of several senior citizens in the community. Mr. Jaklitsch stated that they wanted to get their oral histories. He said that they would be asked a series of about 50 questions, with everyone not being asked the same questions, to get their views on Selma. Mr. Jaklitsch stated that a CD of that video would be placed in the time capsule. He said that could be one of the projects of the educational television channel to broadcast that as well. Mr. Jaklitsch stated that in December, they would like to have the Christmas Tree lighting in the gazebo, and a New Year's Eve Dinner Dance to close out the year, which would also be a fund raiser.

Mr. Jaklitsch stated that they have been working with Recreational Director Joe Carter, which has been advising and helping them along with the projects that they are planning to implement.

Ms. Flower stated that they were wanting to get permission from some of the owners of the vacant properties to allow them to put up some large pictures of some of the senior citizens. She said that this was to make some of the empty storefronts not look so bare.

Mr. Jaklitsch asked Ms. Wiggs if she had anything to add about the time capsule.

Ms. Wiggs stated that she was already gathering items for the time capsule. She asked Mayor Oliver about the item that they saw at the old First Citizens Bank to put the items in was still there.

Mayor Oliver stated that there was a cart in the First Citizen's building that they were interested in and asked if it was still there.

Town Manager Barlow stated that it was there.

Ms. Wiggs stated that they would not have to buy something to put everything in. She said that cart would be fine.

Town Manager Barlow stated that they needed to go look at it to make sure they were talking about the same thing.

Ms. Flowers stated that Ms. Wiggs budget was included. She said that they included an itemized list of what she needed.

Mr. Jaklitsch stated that a lot of the items that they have budgeted for are expected to cost much more; however, they expect to cover those costs with donations, sponsors, and entry fees. He said that the total comes to \$4,800, which is what they are asking the Town to support them with.

Ms. Wiggs stated that the other time capsule from 50 years ago is located in a vault at the cemetery in a mausoleum. She said that the two could be put together. Ms. Wiggs stated that it is being protected right now. She said that where it was located, it had to be removed because it was very rusted. Ms. Wiggs stated that she did not know if items in the capsule were okay, because it had not been opened. She said that it would be nice to put them together in one of the vaults at the old bank if the Town was planning on using the vaults.

Mr. Jaklitsch asked if there were any questions.

Mayor Oliver asked how firm and if they were continuing to work on the budget.

Ms. Flowers stated that she thought that what they have proposed was close. She said that they knew that it was going to cost more; however, that was the reason for sponsors and levels of sponsorship. Ms. Flowers stated that they needed to have t-shirts if they wanted to make a presence at the other festivals along with some type of souvenirs. She said that there were books that they could sell regarding historical properties, but even that costs money.

Mayor Pro-Tem Jackie Lacy asked if they were planning to have a book similar to that from the 100th Anniversary.

Ms. Flowers stated that they were planning on having two books, which included the 100th year that had a lot of different donations and included a lot of history. She said that they wanted to combine that book with the one that the Historical Properties Commission was working on.

Mayor Oliver stated that a meeting sometime back, it was discussed to have a photography contest, in which entrance fees could be associated with. She asked if that was still in the works.

Ms. Flowers stated that it was. She said that not all the contests were specified on their list. Ms. Flowers advised that they need prizes for those contests.

Mr. Jaklitsch stated that at these events, they want to make sure that it is being recognized as the 150th anniversary

Mayor Oliver asked if they could come back to the April Council meeting with a final budget figure. She said that by that time, they might have a better idea of sponsorships and donations.

Mr. Barlow stated that these figures would come from the 2016/2017 Budget year. He said that as they work through the budget, they would insert that number in April or May.

Ms. Flowers asked if there were any funds that could be appropriated this fiscal year so that they could do a few things this fiscal year.

Town Manager Barlow asked that when they come back to Town Council in April to have that figure to present as well.

Mr. Jaklitsch stated that they were trying to not interfere with ongoing activities such as Railroad Days and the July 4th celebration; but would like to tag onto it.

**DISCUSSION OF
ADDITIONAL
ITEMS/AREAS OF FOCUS
FOR THE 2016/2017
BUDGET:**

Mayor Oliver stated that this item was a standing agenda item until they get to the draft budget. She said that this was in the last Council package of things that are currently on the list. Mayor Oliver asked if anyone had anything that they would like to see added to the list. She said that the list being presented tonight was items presented at the February Council meeting.

Mayor Oliver stated that she wanted to expand on item #3 – Improved Marketing Materials, both print and electronic. She said that it should be an improved marketing process. Mayor Oliver stated that it was more than print, but was a person or staff time for someone to sell Selma.

Councilmember Overby asked Town Manager Barlow to speak on the IT projects for next fiscal year.

Town Manager Barlow stated that one of the things that was talked about was some WiFi in the downtown area. He said that it was things that they had talked to Kevin about outside of what they have going now.

Mayor Oliver stated more online capability for citizens on the Town's website. She said that they had started the Parks and Recreation registration. Mayor Oliver stated that they had improved web design, but the applications and capabilities could be expanded as well. She said that putting down a deposit for utilities without coming into Town Hall still needed attention.

Mayor Oliver asked if they would have the repaving priority list, which would include resurfacing, paving, and sidewalks. Mayor Oliver asked where they were with the sidewalks since they had that trial in the Green Street area.

Town Manager Barlow stated that they needed to have a discussion on whether they wanted to have some more of that kind of work, new sidewalk, or reconstruction. He said that last year, Town Council decided to pave the remaining gravel streets one per year. Mr. Barlow stated that they were starting with Winston Circle this year. He said that they needed to decide on whether to continue and do the second street with Powell Bill funds. Mr. Barlow stated that sidewalks were an eligible Powell Bill project. He said that the cutting project that was

done by the Town went well. Mr. Barlow stated that there were a lot of areas that they could work on or even add sidewalks.

**ELECTED OFFICIALS
SALARY AND BENEFITS:**

Mayor Oliver stated that she presented to Council a couple years ago the idea that the Mayor and Town Council since they were not employees that they not have health care. Mayor Oliver presented to Town Council information from the N.C. League of Municipalities and The Maps Group in terms of what other Towns in general that are of the same size offer. She said that it does show that the Town is high on benefits and low on the salaries. Mayor Oliver stated that they were elected officials. She said that the Town Manager could hire or fire any Town employee, but cannot hire or fire Town Council. She said that there was one thing that should go to Councilmembers was life insurance. She said that in today's world, Councilmembers take on a risk that they would not if they were not on Council. Mayor Oliver stated that health benefits were uneven, because some Councilmembers have it and some do not. She said that municipalities that do offer medical coverage for elected officials that have a population of 5,000 to 9,999, 50% of the elected official pays for it, 25% the Town pays for it, and 25% it is a shared cost. Mayor Oliver stated that the other handout was regarding governing bodies salaries, which the Mayor's salaries ranged from \$3,000 to \$5,000 and up and the governing board began at \$2,500 and up. She said that the current salaries for Mayor was \$2,400 and \$1,800 for Town Council, which are markedl below what other Town's (smaller than Selma) pay.

Councilmember Holmes stated that the time that each Councilmember puts in each month for regular meetings, work sessions, and phone calls from citizens, they were way underpaid for the time that they spend. He said that he agreed that they need to increase the Board's salaries. Councilmember Holmes stated that he was not on the health care, but was not going to cut someone that is on the health care. He said that was up to the individual. Councilmember Holmes stated that each one has the same opportunity to get health care if they want it.

Mayor Oliver stated that she could not vote for a salary increase if they continue with the health benefit. Mayor Oliver suggested that they agree on no benefits and move forward with a proposed salary increase. She also recommended putting it on the November ballot and let the people they work for determine if they approve the salary increase. Mayor Oliver stated that in general if someone benefits financially they have to recuse their self from voting.

Councilmember Holmes stated that if they were going to cut benefits, they needed to have a salary increase. He also stated that he did not want to wait to put it on the November ballot for the citizens to decide. Councilmember Holmes stated that the citizens do not decide on anything that they do. He said that they were elected to take care of the Town's business.

Mayor Oliver stated that she would be curious about what the public response would be.

Councilmember Overby questioned if any Councilmembers of the Town's that listed their salaries also provided insurance as well.

Mayor Oliver stated that Interim Human Resource Director Susan Sult was going to gather information regarding who does what for salaries and/or benefits from nearby municipalities that are about the same size as Selma.

Councilmember Petersen stated that if they were not making use of the healthcare benefit and someone else was, then that person was being compensated more heavily.

**DISCUSSION REGARDING
POTENTIAL ORDINANCES
RELATED TO –**

Food Trucks:

Mayor Oliver stated that she had two reasons for wanting to discuss food trucks. She said that the first thing was that they were so popular. Mayor Oliver stated that chefs were also using the truck for starters for their business. She also said that Edgerton Memorial United Methodist Church has purchased a food truck where they would like to on certain days drive out into the community and give away free food.

Town Manager Barlow stated that it did not matter whether the truck was operating for profit or non-profit purposes. He said that Council would need to set up some type of regulatory ordinance regarding the use of food trucks. He said that events such as festivals were not an issue. Mr. Barlow stated that there were no guidelines to permit a food truck if one were to roll-up into Town.

It was the consensus of Town Council for Town Manager Barlow to present a draft ordinance that would allow food trucks in the Town of Selma.

**Produce Stands Around
Town:**

Mayor Oliver stated that it would soon be time for summer crops to start coming off. She said that the Town needed some type of ordinance.

Town Manager Barlow stated that at some point in time, the Town tried to address produce, but the ordinance was in conflict with itself. He said that in one section of the ordinance it stated that there should only be one principle use per lot. Mr. Barlow stated that when someone sets up on a vacant lot in a commercial district, they are the principal use on that lot. He said that when someone goes to the Lighthouse, it then becomes the second principle use, which is not permitted. Mr. Barlow stated that in the other section of the ordinance, produce was a listed, but was not permitted anywhere. He said that he thought there was a way to do this, but they needed to work on the conflict in the ordinance.

It was the consensus of Town Council for Town Manager Barlow to present a draft ordinance amendment regarding the sale of produce.

**Gazebo Galleria (Vendors
in Parking Lot Behind
Town Hall on Special
Dates):**

Mayor Oliver stated that this was an item that was presented last year, but she wanted to bring it back to give an update and get further direction. She said that the idea behind Gazebo Galleria was to take the area behind Town Hall on an occasional Saturday have vendors, artists, etc., lined up. Mayor Oliver stated this would give them the opportunity to share their wares and would keep something new coming into Town. She said that one of the first things that needed to be done was to get permission from the store owners to make sure they did not have any problems with the idea. Mayor Oliver stated that she personally did that, and everyone was okay. She said that they also needed to have policies in place and an ordinance that would allow it.

Mayor Oliver requested Planning Director Julie Maybee to come up with the policies and an ordinance to allow such an event.

CLOSED SESSION:

Mayor Oliver stated that the Town Council needed to go into closed session per North Carolina General Statute 143-318.11(4) to consider a matter regarding economic development, and 143-318.11(6) a personnel matter.

A motion was made by Councilmember Mark Petersen and seconded by Councilmember Tommy Holmes to go into closed session. Motion carried unanimously. 7:03p.m.

Town Council returned to regular session at 7:55 p.m. with no action taken.

ADJOURNMENT:

With no further business, a motion was made by Councilmember Tommy Holmes and seconded by Councilmember William Overby to adjourn. Motion carried.

The meeting adjourned at 7:55 p.m.