



CITY OF STATESBORO
WORK SESSION MINUTES
JUNE 21, 2022

Mayor & Council Work Session

50 E. Main St. Statesboro, Ga

3:00 PM

A Work Session of the Statesboro City Council was held on June 21, 2022 at 3:00 p.m. in the Council Chambers at City Hall, 50 East Main Street. Present was Mayor Jonathan McCollar, Council Members: Phil Boyum, Paulette Chavers, Venus Mack - via zoom, and Shari Barr - via zoom. Also present was City Clerk Leah Harden, City Manager Charles Penny, Assistant City Manager Jason Boyles and Public Information Officer Layne Phillips. Absent was City Attorney Cain Smith and Councilmember John Riggs.

1. Third Quarter Financial Report

Director of Finance Cindy West presented the third quarter financial report of Fiscal Year 2022, reviewing revenues and expenditures in the General Fund, Fire Service Fund, Water/Sewer Fund, Stormwater Fund, Natural Gas Fund, Solid Waste Collection Fund and the Solid Waste Disposal Fund. Revenues in the General fund are down slightly due to Cares Act funding the city received last year. Ms. West also reviewed the SPLOST and TSPLOST funds distribution and these funds are trending more in FY 2022 than in FY 2021. The Hotel/Motel tax revenue has increased as we have collected \$280,000 more than this time last year.

2. Business Recruiter Presentation

City Manager Charles Penny gave background on the Small Business Recruiter position stating it was proposed in March 2020 at the Council Retreat however the pandemic interrupted any further action until now. This position's purpose is to recruit new small businesses to the Statesboro market and to retain existing business. This position could be a city employee or the City could contract with an outside source. A proposal was received from the Business Innovation Group from Georgia Southern and was in the 6-7-2022 FYI packet. Dominique Halaby came forward and presented the proposal stating with the large businesses coming to our area we need to be adequately prepared for an increase in population. A Business Recruiter would pay close attention to what is needed in our area. They would monitor the trends and bridge those connections. The proposal includes pay, travel, supplies, data, and other related expenses.

3. Branding Presentation

Will Ketchum with Northstar stated they help communities compete for things they want and branding helps support the goals for Statesboro. A logo and a slogan won't solve much so what is needed is a positioning strategy. Municipal branding begins with resident engagement, education and research to determine the Statesboro Story. The process will take about 8-9 months starting with engaging the public and stakeholders. Next will be insight gathering and research to figure out who, what, why, and how. Then will come the DNA and strategy formation which focuses on what is distinct, authentic and own able by the City of Statesboro. Branding identity and message development will be done through socializing and consensus building. Lastly will be the brand action ideas and rollout, with a presentation of a real 3D brand action activation and a step by step rollout guide.

Councilmember Phil Boyum stated that we need to work together with the County and Board of Education on this effort.

Mr. Penny stated we will reach out to the county to see if they are interested in partnering with us on this.

4. Safebuilt Building Inspection Services Presentation

Director of planning and Development Kathy Field presented the proposed professional services agreement with Safebuilt. The planning department is responsible for building inspection services, plan review, and interpretation of the State building code. The positions that carry out these functions have been recently vacated and to date have not been filled. So it is necessary to explore other options to carry out these services. Safebuilt is a company for the express purpose of providing inspection services. Their headquarters are in Alpharetta, GA. This company supplies similar services to the cities of Auburn, Danielsville, Garden City, Grovetown, Lilburn, Sandy Springs as well as Macon-Bibb and Twiggs counties. As part of their service inspections can be scheduled up to 4:00 pm the previous day, on site inspections will be made within 24 hours, inspections are on an as needed basis, back-up inspectors are in place, all inspectors are State Building Certified, plan reviews are performed off site with a turnaround of one week unless it is a very large project, and they provide us with permitting software at no cost to us. The financial advantages include saving of two employee salaries plus benefits and that the city will no longer need to purchase its own permitting software as it is provided by Safebuilt. A contract will be on the Council agenda for your consideration.

City Manager Charles Penny stated that an IGA has been prepared for TSPLOST that Council will have an option to consider at the upcoming regular meeting or we could have a called meeting on July 1st. The City of Brooklet is going to vote on it this evening. The City of Statesboro will continue to receive 43% of TSPLOST funds. One change made to the allocation of the City's funds was to increase transportation from \$450,000 to \$3 million. There was a consensus to consider the IGA this evening at the regular meeting.

5. Proposed Townhouse Ordinance

Director of Planning and Development Kathy Field presented the proposed amendment to the Statesboro Zoning Ordinance to establish a new R-2 Townhouse Residential Zoning district and Townhouse dwelling standards. The need for these changes is that an ordinance does not exist in our code and we currently have four applications for townhomes however we have no standards to go by. The city has reached out to TSW to compose a model townhouse ordinance to include standards for allowed uses, height regulations, dwelling units per acre, open space, internal street standards, landscaping standards, building standards, and utilities. There will be a review of the proposed ordinance with the Planning Commission on July, 5, 2022 and then a review for consideration by Council at the July 19, 2022 City Council meeting.

There are two items on the Council agenda that staff is asking Council to push back to the Planning Commission for review after the adoption of the Townhouse ordinance.

6. Renovation Plans for Joe Brannen Hall, City Hall and Employee Clinic.

Assistant City Manager Jason Boyles presented the proposed renovation plans for Joe Brannen Hall, City Hall, and the Employee Clinic. Joe Brannen Hall will include the employee clinic, Human Resources, Public Utilities expansion, Roxy Remly kilns, and records storage. The timeline for the project began in February 2022 with a preliminary design, next will be construction documents July 2022, bidding will be done September 2022, a construction contract October 2022 with construction to be completed May 2023. The cost for these renovations is estimated at \$980,000.00.

Renovations to City Hall include increased security, address life safety issues, better accessibility, floor plan modifications to improve usable office space, and a refresh of the worn restroom finishes. Renovations to the first floor of City Hall include a refresh on the restrooms and the correction of life safety issues. The second floor will include increased security, the addition of office space, an extension of conference room, and a refresh on the worn restrooms. The third floor proposed plan includes increased security and additional office and storage space. The proposed budget for these renovations is \$400,000.000. The timeline for the project began in February 2022 with a preliminary design, next will be construction documents July 2022, bidding will be done September 2022, a construction contract October 2022 with construction to be completed February 2023.

7. Subdivision Incentive Program Amendment

Assistant City Manager Jason Boyles presented proposed revisions to the Statesboro Code of Ordinances Chapter 62 – Residential Subdivision Incentive Program. The current ordinance was revised in 2020 however we only received one valid application. There is minimal interest in Article II as it consists of cumbersome regulations. The cost for housing construction has increased by 19% since 2020 and we have been receiving more interest in higher density subdivisions. The proposed amendments include expanding the applicable zoning districts to include R-6, R-8, R-10, R-15, R-20, R-30, and R-40, increasing the incentive amount from \$10,000/lot to \$12,000/lot, add a provision for up to 20% rental occupancy, simplify the program scoring criteria and extend the application period.

The meeting was adjourned at 5:04 pm.

Jonathan McCollar, Mayor

Leah Harden, City Clerk