



Mayor & Council Work Session

January 18, 2022 at 3:00 P.M.



Agenda

1. Presentation of City 2021 Annual Audit
2. Everside - Employee Clinic
3. Downtown Master Plan
4. Bulloch Alcohol & Drug Council
5. Package Store Ordinance and Recommendations



City 2021 Annual Audit

City of Statesboro

June 30, 2021



Government Wide Financial Statements

- Total assets
\$163,778,000

- Total liabilities
\$44,854,000

- \$19,101,000 or 13%
increase

- \$7,900,000 or 21%
increase

Government Wide Financial Statements

- OPEB liability
- Net pension obligation
- Revenue bonds payable

- \$6,876,000
- \$9,167,000
- \$19,382,000

Government Wide Financial Statements

- Total net position
\$120,973,000
 - 78,766,000 (65%) invested
in capital assets, net of
related debt
 - \$15,261,000 (13%)
unrestricted net position
-
- \$13,140,000 or 12%
increase

Government Wide Financial Statements

- Total expenses for governmental activities
- \$22,998,000

- \$3,772,000 or 14% decrease

Government Wide Financial Statements

- Total revenues for governmental activities \$31,745,000
-
- \$5,506,000 or 21% increase
 - CARES Act revenue - \$1,054,000
 - TSPLOST revenue - \$6,205,000
 - SPLOST revenue - \$6,871,000

Governmental Funds Financial Statements

General Fund

- Total assets
\$9,758,000
 - Total fund balance
\$8,545,000
 - Total revenues
\$14,271,000
 - Total expenditures
\$13,997,000
- \$1,584,000 or 19% increase
 - \$1,435,000 or 20% increase
 - \$1,886,000 15% increase
 - \$1,330,000 or 10.5% increase



Governmental Funds Financial Statements

General Fund balance represents
54% of annual expenditures and
transfers out

SPLOST Funds

- | | |
|---|----------------|
| • 2013 SPLOST Fund balance | • \$5,718,000 |
| • 2019 SPLOST Fund Balance
(Includes Total revenues) | • \$10,564,000 |
| • 2019 SPLOST Total
revenues | • \$6,871,000 |

TSPLOST

- | | |
|---|---------------|
| • Fund balance
(Includes Total revenues) | • \$8,613,000 |
| • Total revenues | • \$6,205,000 |

Proprietary Funds Financial Statements – Enterprise Funds

- Total Net Position
\$66,211,000
 - Total revenues
\$24,151,000
 - Total expenses
\$19,849,000
 - Total operating income
\$4,302,000
 - Total transfers to governmental
activities
\$3,996,000
- \$2,575,000 or 4% increase
 - \$1,131,000 or 5% increase
 - \$1,814,000 or 8% decrease
 - \$2,945,000 increase

Proprietary Funds Financial Statement – Internal Service Funds

- Total net position
\$775,000
 - Health Insurance Fund net
position
\$360,000
 - Fleet Management net
position
\$384,000
-
- \$479,000 or 38%
decrease
 - \$400,000 or 53%
decrease
 - \$73,000 or 16%
decrease



Questions?



Everside – Employee Clinic

Request for Proposal – Onsite Employee Health Clinic

Demetrius C. Bynes – Director of Human Resources



Current Vendor

- Dates of original contract – March 5, 2012 to March 4, 2013
- Office Hours – Tuesdays/Thursdays from 8 AM to 5 PM
- Located at 1203 Brampton Avenue



Process to Identify the Finalist

- Engaged NFP, the City's benefits brokerage firm, to lead the RFP process.
- Representatives from NFP and the City crafted the RFP.
- The RFP was released to the public.
- Five vendors responded to the RFP and were subsequently interviewed by City staff.



Everside – Employee Clinic

Process to Identify the Finalist

- Everside Health was identified as the finalist.
- Everside Health visited Statesboro on December 16, 2021.
- Plan to collaborate with contracted vendor on facility plans.

Better outcomes. Built around you.

everside
HEALTH™



Among the **highest burnout rates** in medicine, with extensive administrative burdens

Source of frustration:

Average engaged panel size per primary care provider

2,200 patients
Traditional
Fee For Service


885 patients

everside
HEALTH.

everside
HEALTH.
22

Provider/patient relationships have frayed

Source of frustration:

Ability to build a trusting relationship with your provider

16 minutes

Traditional Primary
Care Fee-For-Service
Model



28 minutes

everside
HEALTH.

Patient options are limited when they need care

Source of frustration:

Restricted access to the care patients need the moment they need it

9-5 M-F

Traditional Primary
Care Fee-For-Service
Model



Access After Hours

everside
HEALTH.

everside
HEALTH.

87% of employers believe costs are unsustainable

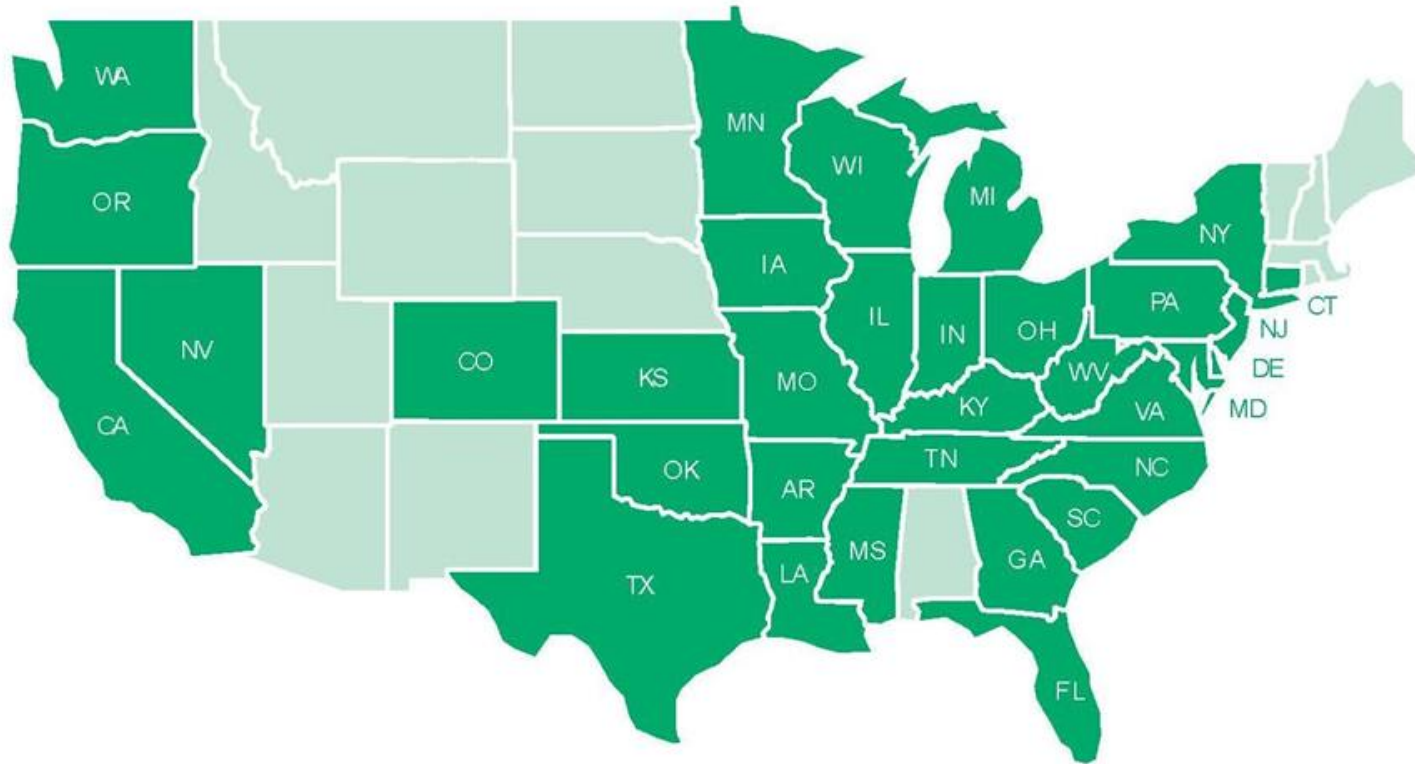
Source of frustration:
Annual medical cost inflation



Everside completed a retrospective savings analysis across 84 clients and 170K lives using a Milliman-validated methodology

Building a better way

Coast-to-coast access. Onsite.
Near-site. Virtual care everywhere.



350+

Health centers across the U.S.

400+

Providers employed by Everside Health

33

States with an Everside presence¹

140+

U.S. markets¹

45+

New health centers planned in 2021

4-6 months

Speed to market for new health centers

Complete Care built around you

In-Person
or Virtual



The Everside Health difference



Better Patient Experience

Highly Satisfied Patient Experience

96%

of patients trust their Everside provider

73%

More time per visit with their provider per visit

~2.5x

More visits per year

+85

Average Net Promoter® Score

The Everside Health difference



Better Health Outcomes

76%

of high cholesterol patients experience a **reduction in cholesterol levels**¹

76%

of uncontrolled diabetic patients experience a **reduction in A1c**²

82% of our patients report their **overall health improved**

1. For patients with cholesterol levels over 240

2. Among diabetes patients with hemoglobin A1c greater than 8

The Everside Health difference



Reduced Costs for
Clients and Patients

Reduced Costs for
Clients and Patients

Millions of dollars

In patient copay/deductible savings
through our platform

1.1% Annual cost trend
vs. industry average of 6-7%¹

The Everside Health difference

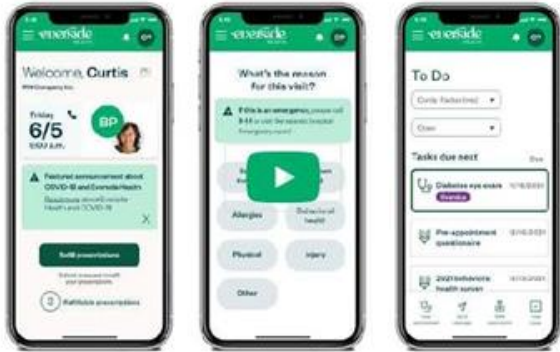


75%

of employees with access to Everside Health services have improved opinion of their employer

We are technology driven

Accessible for Patients



Everside Everywhere™:
Our user-friendly mobile app promotes engagement and self-management of health conditions

Proactive for Providers



Our **Proprietary Rules engine** provides actionable insights and predictive analytics on data aggregated from various sources

Transparent for Clients



Everside Insights™ dashboard provides on-demand insights and transparency into performance metrics

Better outcomes by the numbers

31%

Total cost of care savings*

+85

Net Promoter®
Patient Score

1.1%

Bend annual inflation trend
6-7% benchmark

90th

Performance on key HEDIS metrics

82%

say their health improved after using our services

75%

of employees have an improved opinion of their employer

everside
HEALTH™

Always by your side

eversidehealth.com



Questions?



Downtown Master Plan

DOWNTOWN STATESBORO

MASTER PLAN

FINAL DRAFT PLAN PRESENTATION | CITY COUNCIL WORK SESSION | 01.18.22

COMMUNITY OUTREACH

- Stakeholder interviews
- Website
- Community Workshop
- Student focus group
- Community groups
- Property owners
- Draft Plan Presentation



WHAT DID WE HEAR?

**RESTAURANTS
& MUSIC VENUE**

**GREEN
SPACE**

**MORE
WELCOMING**

**NEW &
RENOVATED
HOUSING**



WHAT DID WE HEAR?

RESTAURANTS
& MUSIC VENUE

HOTEL

NEW &
RENOVATED
HOUSING

GREEN
SPACE

MORE
WELCOMING

BETTER
SIDEWALKS



LOFTS

WHAT DID WE HEAR?

RESTAURANTS
& MUSIC VENUE

HOTEL

NEW &
RENOVATED
HOUSING

GREEN
SPACE

MORE
WELCOMING

BETTER
SIDEWALKS

LOFTS



WHAT DID WE HEAR?

PEOPLE!

RESTAUR
& MUSIC V

NEW &
ADVANCED
USING

FAMILY
ACTION

BETTER
SIDEWALKS

LOFTS

DOWNTOWN DISTRICTS

- Historic Square
- The Blue Mile
- University-Oriented Development
- West District
- Southern Gateway
- Neighborhood Infill



BIG IDEAS



01 INFILL & REHABILITATED HOUSING



01 INFILL & REHABILITATED HOUSING



01 INFILL & REHABILITATED HOUSING



02 UNIVERSITY-ORIENTED DEVELOPMENT



**DOWNTOWN
COMMONS**

RAILROAD STREET

HILL STREET

**NEW
HOUSING**

**ART
PARK**

E. MAIN STREET

GSU

02 UNIVERSITY-ORIENTED DEVELOPMENT



03 DOWNTOWN COMMONS



05 MUSIC/EVENT SPACES



06 EVENT STRATEGY

09 BOUTIQUE HOTEL



**HISTORIC
COURTHOUSE**

09 BOUTIQUE HOTEL



The Inn
at the
CROSSROADS
ENTRANCE

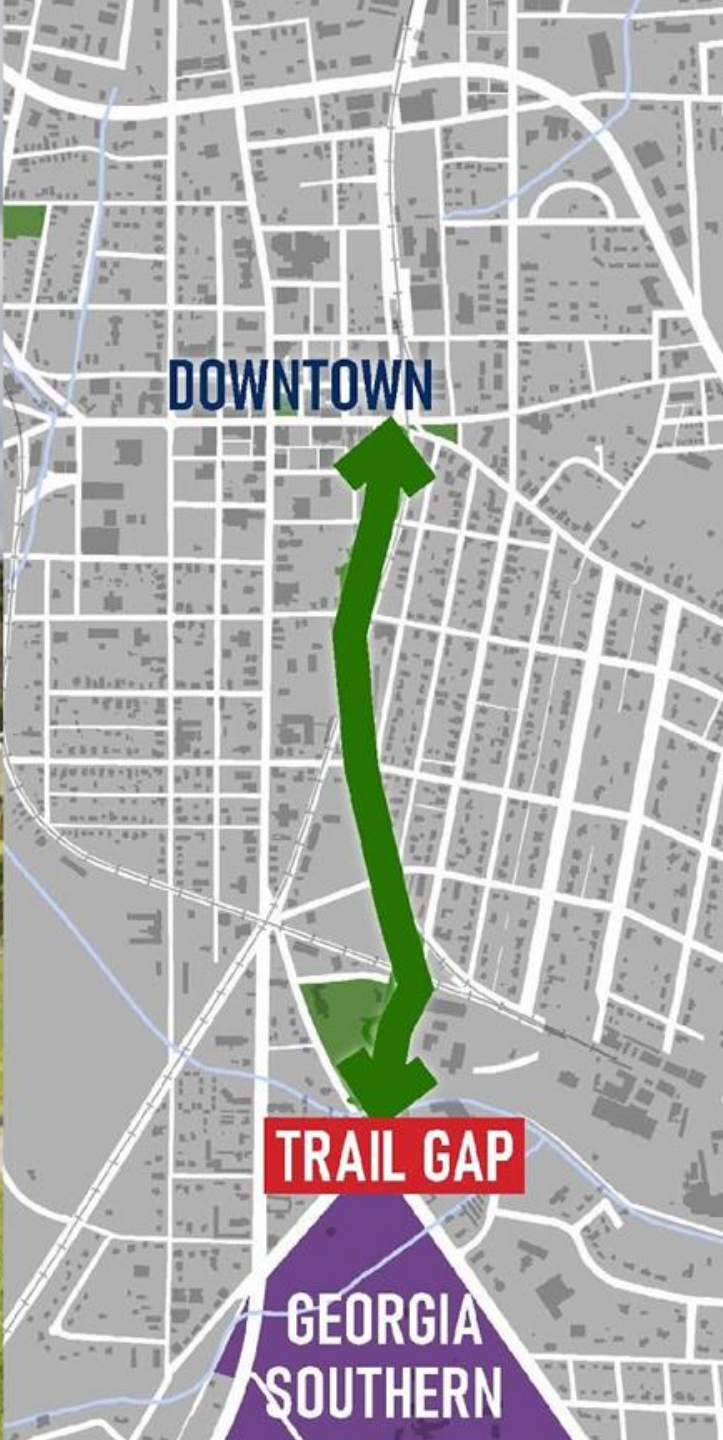
10 PARKING IMPROVEMENTS



14 TRAIL EXTENSIONS



15 ART INSTALLATIONS



OTHER BIG IDEAS

- 04** Recreation Center
- 07** Branding & Marketing
- 08** More Restaurants
- 11** Gateway Improvements
- 12** Historic District
- 13** Telling All Stories

ACTION PLAN

- Interim and long-term projects
- Responsible party
- Rough order of magnitude cost
- Potential funding sources
- All are collaborative efforts

INTERIM PROJECT	LONG-TERM PROJECT
<p>04 Recreation Amenities Install additional recreational amenities along the trail and in small public spaces Lead by City, DSJA Estimated cost \$ Funding sources City, DSJA, donors</p>	<p>04 Recreation Center Construct a public indoor recreation center Lead by City, County, DSJA Estimated cost \$\$\$ Funding sources City, DSJA, SPLDST, TAD, donors</p>
<p>05 Music/Event Indoor Venues Work with local business owners to repurpose spaces for venues or allow temporary pop-ups Lead by City, DSJA, private sector Estimated cost \$ Funding sources City, DSJA, private sector</p>	<p>05 Music/Event Outdoor Spaces Improve Siebold Street, Vine Street, and Proctor Street to be convertible to temporary event spaces. Lead by City, DSJA Estimated cost \$\$\$ Funding sources City, DSJA, TAD, donors</p>
<p>06 Event Marketing Expand conventional and online marketing of existing downtown events to draw more people Lead by City, DSJA, private sector Estimated cost \$ Funding sources City, DSJA, private sector, Hotel/Motel Tax</p>	<p>06 Event Strategy Hire a consultant to understand potential audiences and develop an event programming strategy Lead by City, DSJA Estimated cost \$\$ Funding sources City, DSJA, Hotel/Motel Tax</p>
<p>07 Branding & Marketing Study Hire a consultant to develop a downtown brand and associated marketing materials and plan. Lead by City, DSJA Estimated cost \$ Funding sources City, Hotel/Motel Tax</p>	<p>07 Marketing & Wayfinding Implement the marketing plan on an ongoing basis, develop wayfinding signage Lead by City, DSJA Estimated cost \$\$ Funding sources City, DSJA, Hotel/Motel Tax</p>

DRAFT | JANUARY 10, 2022
DOWNTOWN STRATEGIC MASTER PLAN

NEXT STEPS

- Incorporate any comments from today
- Final adoption: February 1 Council Meeting
- Begin zoning update conversations
- Implement the plan!

DOWNTOWN STATESBORO

MASTER PLAN

FINAL DRAFT PLAN PRESENTATION | CITY COUNCIL WORK SESSION | 01.18.22



Questions?



Bulloch Alcohol & Drug Council

Package Stores


GA

Package
Stores


GA

Brookhave
n 6; 53,618
11.86 sq.mi.

Enhanced distance
between package
stores



Sec.4-604: Location of
retail liquor package
stores



At least 1,000 feet



Brookhave

n
6;53,819

Augusta

31 ; 197,191

306 sq
mi

ENHANCED
DISTANCE
REQUIREMENTS
BETWEEN LIQUOR
STORES

MUST BE AT LEAST
1.5 MILES APART

Augusta 31 ; 197,191



Peachtree e Corners

Peachtree Corners: distance and store size requirements, enhanced restrictions on proximity and other products available for purchase, freestanding restrictions

Sec. 6-340. - Liquor store limitations.

- (a) Liquor stores must be located at least 300 feet from churches and 600 feet from schools. This distance shall be measured from the front door of the liquor store to the front door of the church or front door of the nearest school building as measured along pedestrian walkways.
- (b) Liquor stores must be located at least 300 feet from parks. This distance shall be measured from the front door of the liquor store to the nearest portion of the park property.
- (c) Except in designated entertainment districts, liquor stores must operate as sole tenants in freestanding buildings of at least 5,000 square feet in size and no greater than 10,000 square feet in size. Within designated entertainment districts, liquor stores may occupy leased space within a shopping center provided that the liquor store is at least 15,000 square feet in size.
- (d) Liquor stores must be located on property that is a minimum of one-half acre in size with a minimum of 100 feet of frontage on a state highway or major street.
- (e) A liquor store shall not be located closer than 3,000 feet to another liquor store, regardless of jurisdiction.
- (f) Liquor store buildings shall comply with overlay design regulations.
- (g) Liquor store deliveries shall be made at the rear of the store building and all loading areas, dumpsters, recycling bins, and compactors shall be screened from ground view.
- (h) Liquor store properties shall have no outdoor storage including the storage of shopping carts.
- (i) Liquor stores shall not sell lottery tickets, magazines, or tobacco products (except quality cigars.)

Peachtree

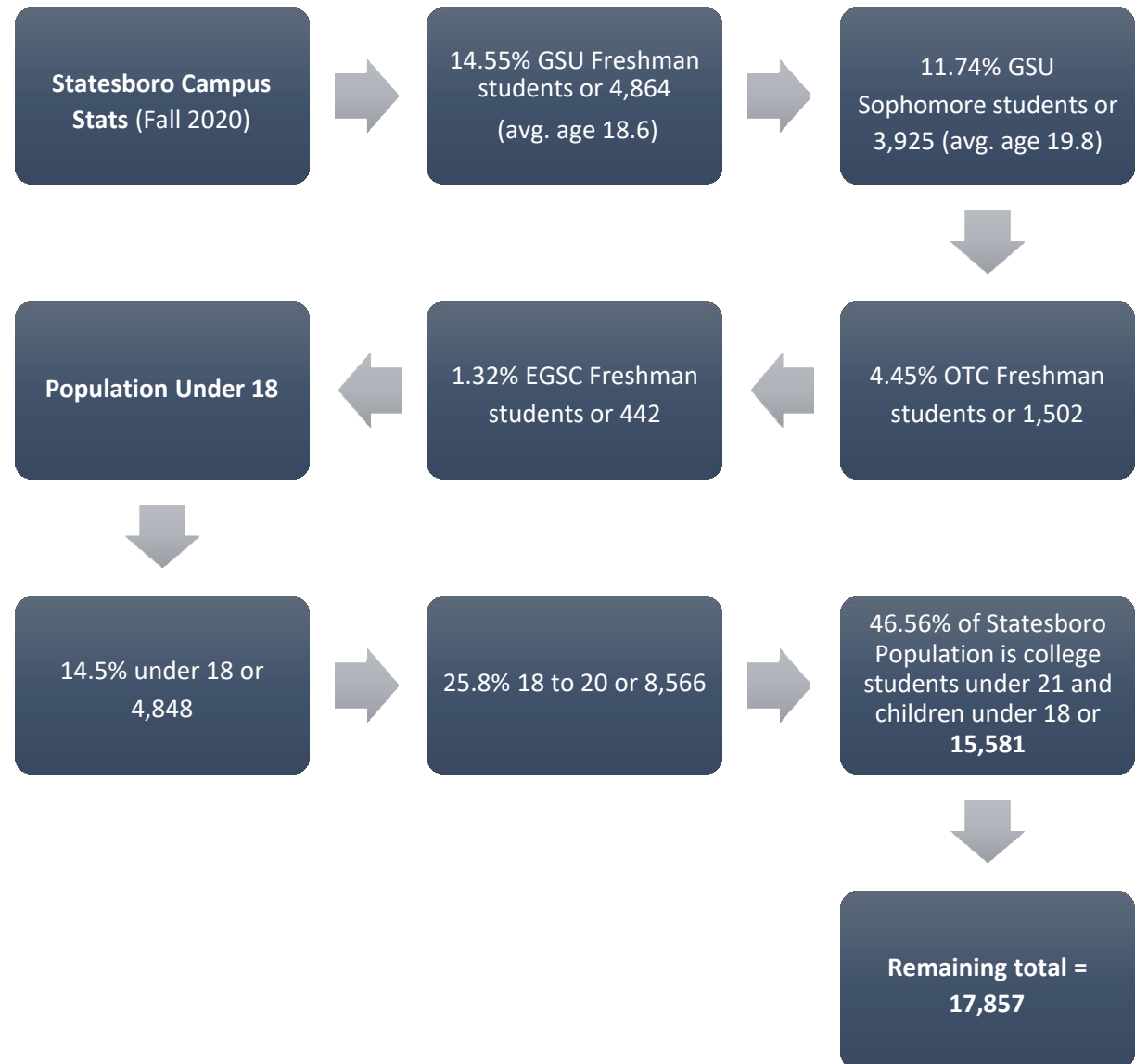
Corners 1 ;

43,507

16.23 sq.mi




Statesboro
o Pop:
33,438
15.31 sq.
mi.



Reducing High-Risk Drinking Among College

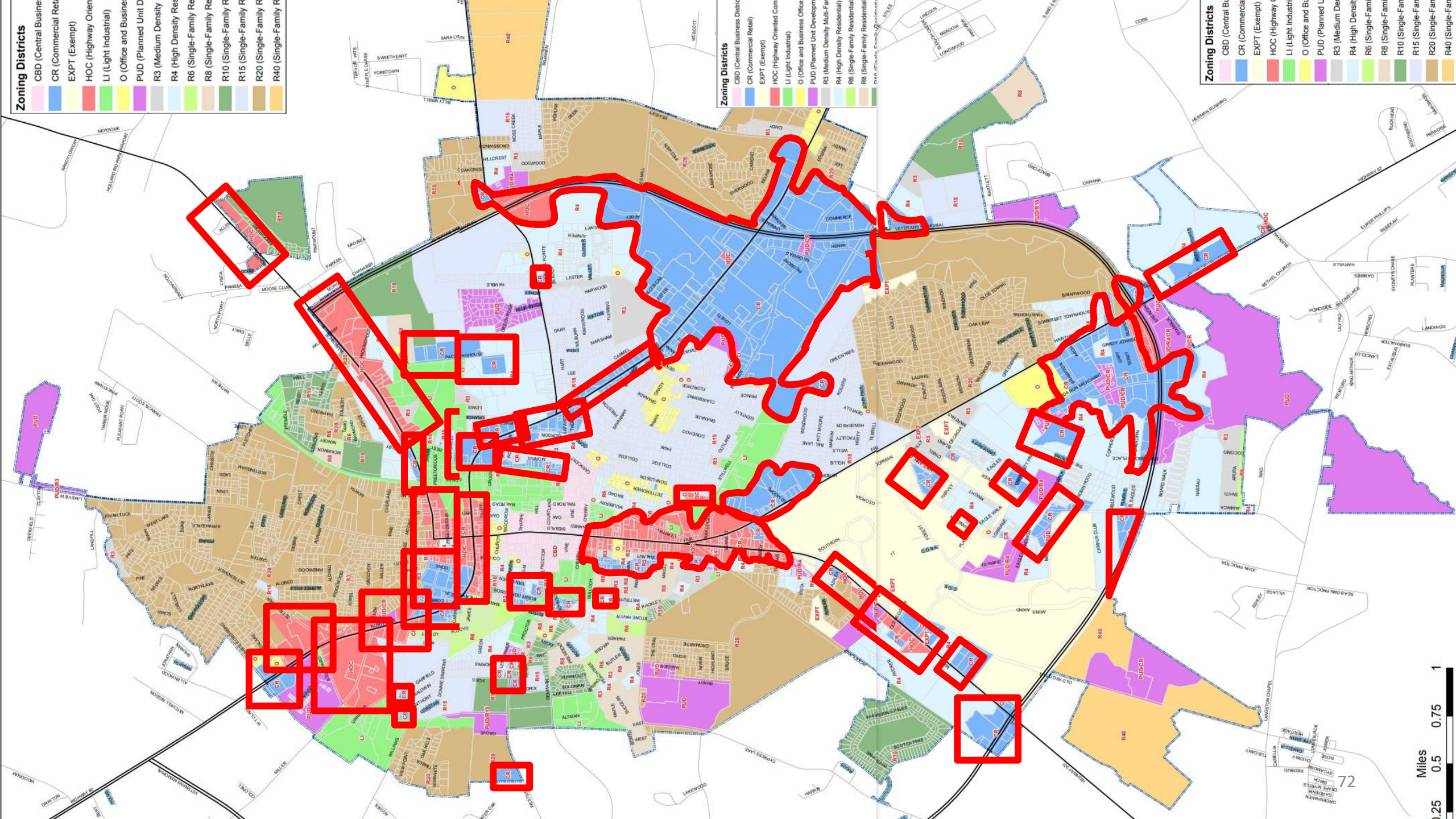
- Researchers who specifically studied college students found higher levels of drinking, drinking participation, and excessive drinking among underage and older college students **when a larger number of businesses were selling alcohol within one mile of campus.** Numbers of outlets may be restricted directly or indirectly through policies that make licenses more difficult to obtain, such as increasing their cost.



Opportunities: Based on
Zoning
Recommendations
~~(CR, HOC)~~

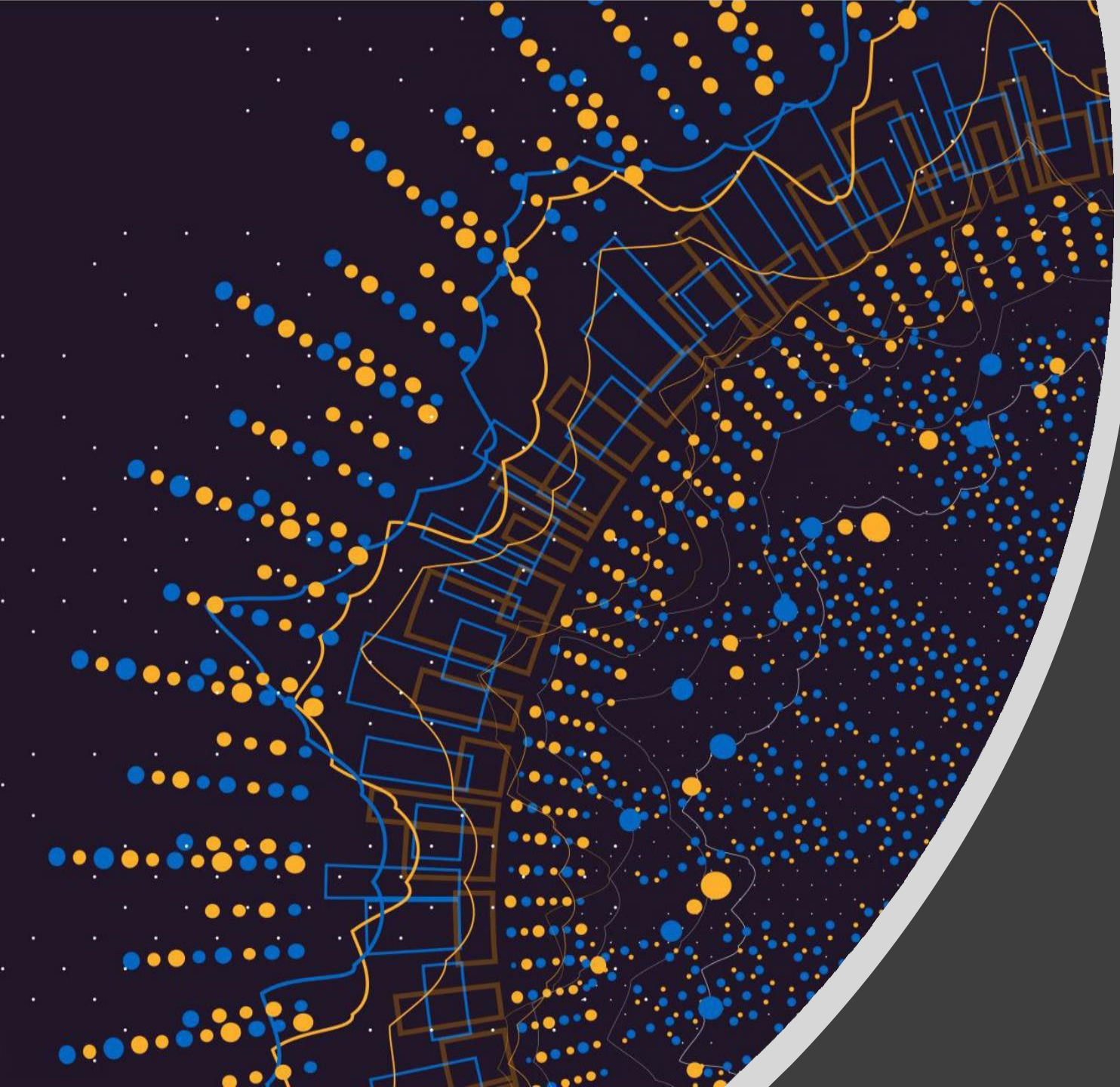
- Commercial Retail
- Highway Oriented Commercial

CBD?



A Spatial Dependency and Causality Analysis of Crime in Savannah, Georgia, 2000

- It is interesting to note that four of the seven covariates, **proximity to alcohol establishments**, income, diversity index and household occupancy type (renter owner occupied) are significantly associated with the odds of assault, extortion, blackmail and sex related crime.
- The statistical analysis clearly demonstrates that the ***probability of crime tends to decline as distance from alcohol-serving establishments increases.***
- The propensity of people under the influence of alcohol is likely to be higher closer to alcohol serving establishments. Thus, **these places are likely to offer higher opportunity for crime, particularly violent crimes.**



GIS (Geographic Information

System) **Heat**
Mapping and visualization tools
can be employed to detect hot
spots of crime.
Mapping

Statesboro : Alcohol Related Arrests

- DUI of Alcohol Underage = 22
- DUI of Alcohol = 149
 - Less Safe Combo = 6
 - >.08 = 12
 - Less Safe = 131
- Furnishing or Possession of Alcohol by/to a person below legal age = 19
- Public Drunkenness = 9

- Total Alcohol Related Arrests
Sept. 2021 – Dec. 2021 = 199

Brunswick (16; 16,122)



Athens
(124,719)



Is this what we want
in Statesboro?

Augusta (31 ; 197,191)



CDC's
Community
Preventive
Services
Task Force
Recommendation
s to Reduce
Harmful
Alcohol Use

Regulation of
Alcohol Outlet
Density

Increasing Alcohol
Taxes

Dram Shop Liability
(Commercial Host
Liability)

Limits on Days of
Sales (Sunday Sales)

Limits on Hours of
Sales

Enhanced
Enforcement of
Laws Prohibiting
Sales to Minors

Alcohol Outlet Density Restrictions



- States and municipalities can limit increases in the number and concentration of alcohol outlets by area or by population through licensing or local zoning processes¹. Such restrictions can apply to on-premise settings (e.g., bars and restaurants), off-premise outlets (e.g., liquor stores, grocery and convenience stores), or both. Approaches to regulate alcohol outlets vary by state preemption statute: some regulate alcohol retail licensing exclusively, some grant local licensing authorities and issue state minimum standards (e.g., **minimum distances between alcohol outlets or distances from schools, or maximum number of licenses per area**), others grant local zoning authorities^{2, 3}.

Outcomes Related to Limiting Alcohol Outlet Density

Expected Beneficial Outcomes (Rated)

- Reduced excessive drinking
- Reduced crime

Other Potential Beneficial Outcomes

- Reduced underage drinking
- Reduced intimate partner violence
- Reduced child maltreatment
- Reduced suicide
- Reduced gun violence

How To Regulate Alcohol Outlet Density

Free Standing

Square
Footage
Requirement

Minimum
Inventory
Requirement

Limit on merchandise
available for sale

- No lottery sales
- No tobacco sales

Enhanced distance
requirement
between stores

Limit the number of
licenses



BADC
BULLOCH ALCOHOL & DRUG COUNCIL

Thank you for
your time

Reference

S

Kumar, N. (2000). A Spatial Dependency and Causality Analysis of Crime in Savannah, Georgia. Retrieved from <https://web.ccs.miami.edu/~nkumar/CrimeSavannah.pdf>

https://em.georgiasouthern.edu/ir/enrollment_interactive/

<https://www.neighborhoodscout.com/ga/statesboro>

<https://www.ogeecheetech.edu/about-otc/hea>

http://www.ega.edu/images/uploads/EGSC_CCG_Campus_Update_Report_2020.pdf

<https://www.census.gov/quickfacts/fact/table/statesborocitygeorgia/AGE295219>

<https://www.bestplaces.net/people/city/georgia/statesboro>

<https://www.collegedrinkingprevention.gov/media/finalpanel2.pdf>



Questions?



Package Store Ordinance and Recommendations



Mayoral ad hoc committee met on December 14, 2021 with the following discussion points. Directives made by Mayor and Council at December 18, 2021 meeting are in bold print



1. Number of licenses allowed. Suggestions included the following:

a. could limit one per district

b. could increase proximity requirements between stores to indirectly limit number of outlets

c. could base on population with example given to start with 6 licenses, allow additional license at each 5,000 person threshold beginning with seventh issued when CRC or Census numbers reach 35,000

NO DIRECTIVE TO LIMIT NUMBER OF LICENSES



2. Square footage/ inventory

No recommendation on minimum square footage

Recommendation to require \$200,000 in distilled spirits inventory was discussed, with no final number set

NO DIRECTIVE TO MANDATE SQUARE FOOTAGE OR INVENTORY MINIMUMS



3. Recommendation to follow state proximity law. Recommendation made to mandate 100 yard distance from Housing Authority properties. This mandate is already included in OCGA 3-3-21 (e)(2) and will be added to submitted proximity requirements prior to directed first reading presentation at 12/21 work session.

DIRECTIVE TO FOLLOW STATE REGULATIONS WITHOUT LOCAL ENHANCEMENT



4. Proximity between licensed establishments.
Option of increasing distance between stores to indirectly limit the number of licenses was discussed.

NO DIRECTIVE TO INCREASE BEYOND 500 YARD STATE REGULATION



5. Recommendation to allow in zoning districts already set out in Chapter 6 (HOC, LI, CR, and CBD)

DIRECTIVE TO LIMIT TO HOC, CR, AND CBD ZONING DISTRICTS



6. No discussion of products available for sale in liquor stores

**DIRECTIVE TO FOLLOW STATE REGULATION WITHOUT LOCAL
ENHANCEMENT**



7. Hours of operation recommended to track state law

DIRECTIVE TO LIMIT FROM 8:00 A.M. TO 10:00 P.M. MONDAY THROUGH SATURDAY



8. No restriction to limit to freestanding was recommended

NO DIRECTIVE TO LIMIT TO FREESTANDING



9. No final recommendation made as to lottery or application process. Should number of licences be limited there will be a need for process such as Newnan's model of application window and lottery.

LOTTERY ISSUE IS RENDERED MOOT IN ABSENCE OF LICENSE LIMITATION



Alcohol License Process:

- Complete application, turning in all required attachments on the checklist provided. Required submissions include copy of lease or proof of ownership, floor plan, proximity map by registered surveyor, alcohol liability insurance policy declaration.
Pay the \$200 application fee once application is turned in to the tax department.
- Upon submission of completed application, all people who need to be fingerprinted will be registered and given instructions on how to proceed with this requirement.
- Once fingerprinting results are available, entire application and results are sent over to the Police Department for review.
- Once Fire, Police, and Zoning have evaluated application and submitted comments, City Attorney will review and submit his comments.
- Sign giving public notice of place and time for meeting of Mayor and Council consideration of application is posted in front of the establishment for 7 calendar days prior to that meeting.



- Notes: Occupational tax certificate must be obtained in addition to alcohol license. Failure to open within 45 days of license issuance results in forfeiture and cancellation of license. Licenses are completely non-transferrable (even change in name of corporate entity triggers need for new application). All licensure must be approved by Mayor and Council at open meeting of body.



Questions?