



Meeting Minutes - Draft
City Council

Monday, March 16, 2015

4:00 PM

Conference Room

Work Session

Call to Order

Council President Wayne Trawick called the work session to order at 4:00 p.m.

Roll Call

All Council members were present. Others present: Mayor John Koniar, Mike Thompson, Sandra Pate, Vickey Southern, Katy Taylor, Dana Overton, Kristin Roberson (Pink Fish), LaDonna Hinesley, Jessica Middleton, Thurston Bullock, Steven W. Smith, Brenda Shambo, Beautification Board Members Pat Libby, Pat Davis, Sarah Rouzie, Gary Pitts, Carolyne Hollis, and Terry Underwood, Dan Hellmich, Miriam Boutwell, Don Staley, Randy Bishop, Leslie Gahagan, John Jackson, Carlos Lizarraga, Daniel Hudson, Joey Darby, Rachel Keith, Chad Christian, Randy Kurtts and press representatives Jay Sowers (Foley Onlooker) and Marc D. Anderson (Press-Register/AL.Com).

Present: 5 - President Wayne Trawick, Council Member Vera Quaites, Council Member Ralph Hellmich, Council Member Rick Blackwell and Council Member Charles Ebert III

Discussion Items

[15-0144](#)

Foley Sports and Tourism Presentation

Don Staley reported this has been an exciting year. Kristen Roberson of Pink Fish has done an amazing job marketing Foley Sports Tourism. Dana Overton handed out some pages on statistics from the website and media pages. Ms. Roberson reported the challenge was to help get the word out about Foley Sports Tourism. The website was not functional and they were not able to use it to the ability of real time posts. On a national market, Don could only be at some many events/expos and so many places where he can get out to talk about all the great things Foley has to offer for the sports tourism. They looked at ways for recruitment and getting the message out to not only rights holders but future team players that will be at the sports complex. On the Facebook page we have 724 likes to date from people who are truly interested in the Foley Sports Tourism Complex. They are able to post in real time as events occur. The media also picks this up so it is a way to get information out very quickly to the masses. There is a factoid about Foley High School football players, which is from a very reliable source, that FHS actually had more players in the NFL than any other high school in the State of

Alabama. They talked about the high school and there were over 4800 people that saw the post and over 49 people that shared the post, which is tremendous because it ties back into what Foley is doing at the Foley Sports Tourism Complex only on a bigger scale. On a few other posts they highlighted the community, team members and events as they are happening in real time, and releases are posted on social media so that the media, rights holders and the community can see what is happening right now in Foley.

Another goal for the two people working in the Department is when they have events they need volunteers, which is key to making an event successful. They started a push to actually pull volunteers in and out of the post they recruited two volunteers. It has a potential to grow in time.

After many long meetings with Don and Dana they picked out the best elements from many other sports affiliated websites across and picked out the best of what they wanted for Foley Sports Tourism Complex. They purchased four different website names so that when people refer to Foley Sports Tourism but they may also search for Foley Sports Tourism Complex then they have .com and .org of four different variations of those names so that no matter where you search online you will find the website. Other features on the website is the old video so you can see the benefits of having your event at the Foley Sports Tourism Complex and all the different great things that are in the area, not just the complex, such as the beaches, shopping, and entertainment complex.

For the rights holders we have a page with the complex layout and any time it is changed we can swap it out so they can easily see the future plans for lacrosse and soccer, which is very important for Don when he is talking with someone because he can show them this information in real time.

She highlighted the staff under About Us because Don has a great reputation in the sports world and it is great for us to highlight Don and Dana so people can easily get in touch with them and communicate. The Media Room Display section allows to immediately post a press release to get the information out to the masses very quickly, cross promote it and it links back to the Media Room. It is like updating a word document.

Under the Events Calendar you can get detailed information on all the events at the sports tourism complex. As you click on the Dueling Doubles Disc Golf Tournament you get detailed information, you can actually email the event organizers and get a lot of details and even register from that link. There is also a Submit your event feature. It is for the community perspective so that they can submit a sporting related event to Don or Dana and they will scan through and decide which events to help promote to the community on the website. The volunteer link also will allow volunteers to sign up and they can either download a form or they can sign up on line and it automatically submits them to Don and Dana. The website is very user friendly.

Kristen reported that she and Don had the pleasure of meeting with some 8th graders a few weeks ago and Leslie had a presentation. It was very interesting to find out how they communicate. They are communicating with future generations that will come play at the complex. The message has to be bright and easily digestible by all the different groups of people that will be coming to the facility. The site is responsive, which means that it will show up on a

computer, tablet or smart phone and it is easy to navigate so you don't lose any of the features or functions. From a search engine standpoint they did an assessment on a national level. There are no other sports tourism complexes that they found that are either actively gotten involved into a search engine optimization. She should have a report for Council in a few weeks.

Don thanked the Council for allowing Dana to transfer from the Municipal Complex to working with him and he thanked the staff for being able to get someone to market Foley Sports Tourism like Kristen has done. They are getting ready to go to a National Association of Sports Commissions conventions. They will start signing up with right holders for meetings but they expect to knock it out of the park again. They showed the new video. The older one was 3 minutes 5 seconds and the new one is 1 minute and 50 seconds that hits all the highlights and is a continuation of the process they started last year. There will be 750 different rights holders at this convention and this is the beginning of the convention circuit again. It is comprised of the ASC, Teams Convention, Sports Relationship Convention, LaCrosse Convention, Soccer Convention and at each one they educate them on where Foley is located and what the City has to offer.

Don thanked the Council again for Dana, Leslie and Kristen for doing a great job.

[15-0174](#)

Update on City's Recycling and Discuss Baldwin County's Recycling Cooperative Program

Attachments: [Recycling Report](#)

Dan Hellmich reported during the FY11-12 the City collected 232.73 tons of recyclables; FY12-13 the City collected 285.28 tons, which was an increase of 18.40% or 52.55 tons; and FY13-14 the City collected 382.94 tons, which was an increase of 25.5% or 97.66 tons. There are approximately 2,064 carts so recycling is doing very well. The goal is to have everyone that has a green garbage cart to have a blue recycling cart. Dan further reported that he has enough carts for this year. The City doesn't have to pay landfill charges on the recyclables.

Dan reported that he included a draft resolution supporting a Baldwin County Recycling Cooperative program. All the cities asked for a feasibility study for a recycling center at the County landfill, which if it works out the cities would receive money for the recyclables because the County would have enough room to store the recyclables until the prices go up. If the cities all go in together the cities will have a better chance of getting grants.

Councilman Hellmich asked if the County is thinking about including glass; if they spoke with the company (located in Birmingham) that was asking for glass to make insulation, and if they had enough glass. Dan reported that he doesn't know as that was the first meeting and during that meeting they talked about getting a feasibility study done and getting all the cities to participate. The County would like the City to adopt a resolution supporting the recycling effort. President Trawick reported that some asphalt companies use glass in their asphalt. Councilman Hellmich reported they contacted them and the asphalt companies reported they had plenty. Mr. Thompson reported it makes

since to work with them and see where it goes. Dan reported the next meeting will be March 21, 2015. President Trawick reported Dan can bring this item back to Council whenever he is ready when he thinks he has enough information. Dan reported Richard Johnson of Daphne drafted the resolution and the other cities that were in attendance are Gulf Shores, Fairhope, Daphne, and some others. He will let them know that Council is in favor but would like more details prior to adopting a resolution.

Councilmember Quaite asked how residents are to obtain the large recycle carts. Dan reported they need to call Public Works and they will bring it to them. Councilmember Quaite reported that it needs to be encouraged. Mr. Thompson reported that he and Dan need to get together to discuss how to get the word out to the public.

15-0183

Request the Council's opinion on painting the outside of the comfort station located in Heritage Park

Attachments: [CS 2014 West side Foley Comfort Station Color of building](#)
[Comfort Station After](#)

Marketing Director LaDonna Hinesley reported she has been working with Mark McKenzie and Pam Harris to get some improvements done at the Comfort Station and there have been a number of things done on the inside. She showed a photo of the existing building and then a photo of their proposal of how it would look after it was re-painted. The paint scheme would duplicate the depot. The cost is approximately \$200 for paint with City employees doing the labor. Mike noted that the building was in the Historic District and LaDonna reported she had already gotten the paint colors approved by Chuck Lay and the Historical Commission. There was a consensus to move forward.

Discuss Council Meeting Agenda of March 16, 2015

15-0170 Request Funds for Christmas Decorations - Gary Pitts reported that he wanted to present the Master Plan for the City. A subcommittee consists of Gary, Brenda Shambo, Ellen Dean, Randy Kurtts, and Carolyn Hollis. A Christmas Subcommittee has been meeting weekly for a couple of months to get the plan together and doing a lot of interface with various companies. They had two goals to come up with the list. The first goal was to come up with a Master List for the entire City knowing that it would be expensive but that it could be done in phases. The second goal was to ensure the City would be getting top quality, professional decorations. The three companies they have been working with are the top three manufacturers of Christmas decorations in the Country. They began working with a consultant that had been referred to the Subcommittee by one of the consultants; however, the price kept going up and the logistics created a conflict so they decided it could be done in-house. They have been working with the manufacturer's own decorators and designers and came up with what they believe is a good plan for the City. The Revitalization and Beautification Board has approved the Master Plan and Gary thanked them for their support during this process. A big thanks to Brenda as she has done a lot of leg work and worked hard on this project too.

When you look at the Master List you will notice that it includes some of the existing decorations that can be utilized with the new decorations. LaDonna

showed various photos that had been Photo shopped with the proposed decorations for Phase I. Mayor Koniar asked if Randy had spoken to ALDOT to make sure that the decorations close to the traffic signals would be ok or not. Randy reported that he was tasked to contact ALDOT to make sure they would be ok with it. Brenda reported on the various decorations. The angels are 6' with a 3' pedestal base to go around the Clock Tower.

Mike asked about the numbers listed on the Master List to see if it was some type of priority. He further stated that they were tasked with what they wanted the City to look like over the holiday season. Historically the Council has always provided a set amount of funds to purchase or refurbish the fixtures and for the purchase of new lights. They put the Master List together that is similar to the pedestrian plan for the entire City. The City will not spend \$22 million on pedestrian routes in one year but the City has a plan to address the most important components of that plan to get them completed. The Beautification Board will be happy to spend the total amount this year if the Council approves the total amount of \$375,720. However, the expectation is that it will go for a number of years and it is a matter of what number the Council is comfortable. The budget contains \$20,000. If they want to do all of Phase I the cost would be \$122,310.

President Trawick asked how far down Phase I would go down Hwy. 59. Gary reported the list includes decorations from Pride Drive to County Road 10 with an emphasis at the Tanger intersection but Phase I would go all the way to CR20. Brenda reported some of the older decorations would be moved out. Councilman Hellmich asked if the Council approved the project how is the infrastructure for doing this. Gary reported that Randy has been looking at it and there will need to be some additional outlets for the trees. Mike reported the other need is labor. Fortunately Riviera supports the City in the Christmas decorations and our own staff pitch in and do a lot of the work in-house as well, but he is worried about the lights in the trees and there are a lot of trees that could potentially be lighted. He was unsure if the lights needed to be put up and then taken down but there is potential labor that has not been accounted. Gary reported that putting together the Master Plan they will definitely need some help. The City crews could not keep up with Riviera.

President Trawick asked when the order needed to be in. Gary reported that it needed to be in by the end of this month for 2015 Christmas season. President Trawick reported the other half of looking at this is to have a place to store the decorations once they come in. Mike reported the City just purchased a new building that is big enough to store them and there will be work involved to take care of them. There is ample storage in conditioned space but there may be a need for racks, whether built internally or purchased. Councilman Ebert reported that Dennis Aluminum Products might be able to make some for the City. President Trawick reported that the City could buy them used but it takes a concerted effort to look for them to get a good economical price. Councilman Ebert asked if the total included shipping and it did not. There was a consensus to move forward on the project for the amount of \$123,000.

This item remained on the Council meeting agenda.

All items remained on the Council meeting agenda with the exception of File ID.15-0150 Vacation of right of ways on two separate areas of Beck Road. Chad is still working with a landowner of the placement of Beck Road. The following

items had additional comments:

15-0147 Public Hearing to declare weeds to be a public nuisance and order its abatement at vacant property north of Crown Walk entrance and 15-0148 property south of Crown Walk entrance. President Trawick asked for clarification to ensure that both parcels had been abated and Leslie Gahagan reported that both parcels had been abated and no further action was required.

15-0149 Public Hearing to consider the vacation of right of ways on two separate areas of Beck Road - Mike reported the north piece is being vacated to the Public Facilities Cooperative District to accommodate the ball fields and the southern piece is to Blue Collar contingent upon getting an easement for a new location of Beck Road. Chad is working on these easements.

15-0181 Proclamation Honoring Police Canine Kane and 15-0182 Proclamation Honoring Police Canine Zeeta - D.C. Randy Bishop reported the Department is retiring two canines. Cpl. Carlos Lizarraga showed the Council two plaques that will be hung on the wall at the Police Department honoring both canines. Mayor Koniar asked how old the dogs were. Cpl. Lizarraga reported one is ten and the other is seven. Councilman Ebert asked what happens to them after they retire. Cpl. Lizarraga reported K-9 Zeeta has been with the Department for approximately four years with Officer Daniel Hudson; she assisted in nine arrests, seven of which were dealing with narcotics and two being bad guy finds and tracking. Kane has been with the Department for over six years with Cpl. Lizarraga; he has assisted in 78 arrests; 18 bad guy finds, and 50 narcotic finds. Zeeta will be going back to a previous handler and K-9 Kane will be going home with Cpl. Lizarraga. Councilman Ebert asked if the previous handler is from Foley Police Department and Cpl. Lizarraga responded yes. D.C. Bishop reported Officer Hudson just finished some very rigorous training with his new partner who is proving to be very good at the job.

15-0187 February 2015 Revenue Reports - Mike Thompson reported Sales Tax was up 13.6% above the same month last year and 8.7% up year to date. This is very encouraging because we see some sustained momentum and we have Shoe Station that came on last Friday, in April we will have Moe's BBQ and ForeLand Farms and in May we have Academy opening. So it appears that Foley will see continued increase. Lodging Tax was 26% over last year's month and 33% up year to date. Rental Tax is still down. It was down 16% below the same month last year and 7% down year to date. The City continues to work with the State of Alabama Department of Revenue. Meg Hellmich did get a response from ADOR and they believe there were some rental companies that were paying sales tax instead of rental taxes. This dates back to when the State put in their One Spot system on what they should pay. The City is probably getting most of it but it was going into sales tax when it should have been going into rental tax. Sales tax rate is approximately half of the rental rate for equipment so there should be some credit.

15-0177 Foley PD February 2015 End of Month Report - Chief Wilson reported he has requested D.C. Randy Bishop to give the report as this will be his last report prior to retiring.

President Trawick turned the meeting over to President Pro-temp Hellmich.
15-0151 Request permission to increase the United Bank VISA Credit Card limit - Rachel Keith reported the Departments are issued a United Bank Visa credit

card for those who have a need for them and now the total aggregate is \$50,000. There is a need to increase some of the cards and there is no extra money. She requested raising the limit from \$50,000 to \$75,000 so that they can do the increases and hang on to the rest in case future increases are needed. Mike pointed out the more the City becomes automated the more we use the credit cards and Sandra Pate pointed out from the points earned they can provided nice items for employees for the Employee Appreciation and Benefits Fair.

President Pro-temp Hellmich turned the meeting back over to President Trawick.

15-0160 Approval of 010-Lounge Retail Liquor - Class I ABC License for Danos Bar and Grill a/k/a Rusty's - Chief Wilson reported they are good to go and Chief Darby reported they had several things to correct and they have the final schedule for tomorrow but have been in contact with their contractors and they should be good to go.

15-0161 Enter an Agreement with Mobile County Commission and South Alabama Regional Highway Safety Office (SARHSO) for Overtime Grant Funds for 2014 Click It or Ticket/Memorial Day Campaign - Chief Wilson reported this is the annual funds they are awarded and not many agencies receive this grant so they are very appreciative of the grant award.

15-0164 Acknowledgement of the Friends of the Foley Public Library donation and memorialization of its use - John Jackson reported the Library received \$2,000 from the Friends and would like to memorialize the use for purchasing baby packets for South Baldwin Regional Medical Center. The packets include some information on the Library, board books, Library cards for the newborns to promote parents reading to their children.

15-0165 Thomas Provost Rezoning Ordinance - Councilman Hellmich reported this is a rezoning of a PUD to breaking the property up a little bit consisting of 20 acres. They will break it up from a high density development to just a few homes. Councilman Ebert abstained from any comments.

15-0172 Request to memorialize application for the Certified Local Government 2015 Historic Preservation Fund Grant - Miriam Boutwell apologized for having to memorialize the grant application but the deadline for the grant was today. It is one of the grants they apply for every year; is a 20% match but it is in-kind.

15-0173 Acceptance and Use of Friends of the Library Donation - John reported they would like to accept and use \$6,000 for this year's Summer Reading Programs for materials, books and entertainment.

15-0176 Select voting delegates for annual Convention Business Meeting of the Alabama League of Municipalities to be held in Tuscaloosa, Alabama, May 16-19, 2015 - Vickey Southern reported Council will need to select a voting delegate and a first alternate. Councilman Hellmich reported Councilwoman Quaites has done a very good job in the past and Councilman Blackwell would be good as an alternate. Both Councilmembers agreed to represent the City.

15-0178 Approve the purchase of two portable light towers through HGAC for use during events and emergencies - Councilman Ebert reported these towers that are small trailers with generators that can be moved and set up for various

festivals. Currently when the City has various events, i.e. Uptown Halloween, they rent them or tie up a fire apparatus with a crew and use the light on the fire truck. The Fire Department does have a need for them when they have to do a fire investigation so that they can put the fire truck back into service. The Police Department can use it for crime scenes and training. Chief Darby got the price for two towers, which is \$8,000 each. Chief Darby reported they are available through the HGAC contract, which the City has purchased various items. He looked at some retail comparisons and they ranged from \$9,000 to \$10,000. The 6KW is a Kabota Diesel with 4,000 watts of lights, which is standard from what they used in the past. He has borrowed towers from the Orange Beach Fire Department and the Police Department has borrowed towers from the Baldwin County Sheriff's Office on numerous occasions. Mike reported the plan is to do something similar to the purchase of the barricades as they purchased them over a few years. His thought is to purchase a couple of towers this year and next year add a couple more. There are a lot of departments that could use the towers. Councilman Ebert also pointed out they can be used as a standby generator. After further discussion Chief Darby reported from an insurance standpoint they can be added as portable equipment to the Fire Department's insurance and it would not cost the City any money. They would be fully insured with a lower deductible and better coverage than scheduling them through AMIC. The coverage through VFIS is much lower deductible and its replacement cost coverage versus AMIC would be actual cost value type coverage. The stipulation is that when it is being used for a Fire Department related activity is when they would be covered. They would need to have Fire Department personnel to cover the tower.

15-0179 AT&T's Third Amendment to the Tower Site Lease Agreement - Mike reported AT&T leases space on the Police Department's tower and occasionally they have to update their equipment to be prepared for the new technology they turn out. They are currently in need of putting up three radio antennas and it will add about \$150 per month to the rental income the City receives and will add a little weight to the tower. He asked AT&T's team to calculate a load analysis and this will bring the tower up to approximately at 65% capacity in terms of weight and wind load. It still leaves plenty of space for anything that the Police Department needs to do in the future. He recommended moving forward on it.

15-0180 Resolution to approve sponsorship of the Alabama Tourism Industry - LaDonna reported in 2013 Alabama had 23.5 million visitors and rated \$11 billion, which was a 3% increase over 2012. Also in the State of Alabama, Travel and Tourism is responsible for approximately 164,000 jobs so this event in Montgomery is promoting tourism. She recommended \$1,000 Silver sponsorship and she will be attending the convention.

Mayor's Comments

The Mayor thanked everyone for their support, prayers, good wishes and food for his wife's surgery. Today is the first week since her surgery and it has not been a good day for her but she is getting better with this second hip replacement. The physical therapy people are at the house doing in-home therapy and then she will be moved to the Encore physical therapy.

Visitor's Comments

Chief Wilson thanked the City for the support on the Civic Center Fish Fry for the Loxley officer that died. They raised a little of \$4,000 and it will be used to travel to Washington, DC next year. At the time of his death his name could not get put on the Wall of Honor because of the timing but it will be on next year.

Adjourn

Hearing no further comments the meeting adjourned at 5:19 p.m.