

**CITY OF LAURINBURG  
RECONVENED MEETING  
OCTOBER 23, 2012  
W. CHARLES BARRETT BUILDING  
305 WEST CHURCH ST.  
LAURINBURG, NC  
7:00 P.M.**

**Minutes**

The City Council of the City of Laurinburg reconvened its October 16, 2012 meeting on October 23, 2012 at 7:00 p.m. in the W. Charles Barrett Building with the Honorable Thomas W. Parker, III, presiding. The following Councilmembers were present: Mary Jo Adams, Curtis B. Leak, Kenton T. Spencer, Andrew G. Williamson, Jr. and J. D. Willis.

Also present were Edward F. Burchins, City Manager, and Jennifer A. Tippett, City Clerk.

Mayor Parker reconvened the October 16, 2012 meeting on October 23, 2012 at 7:00 p.m.

The Invocation was given by Councilmember Williamson.

**DISCUSSION OF PROPOSED MANAGERIAL GOALS**

The following items were discussed:

- Reports and Minutes
  - Reports should be summarizations
  - Minutes of internal meetings should be summarizations
  - Committees such as LDRC and Beautification submit their own reports and minutes and be included in the monthly agenda books for Council
- Department Heads need to be present at Council meetings when issues involving their departments are on the agenda
- Purpose of Managerial Goals is to improve communication between management and Council
- Guidance needed for Crime and Drug Committee
- Organizations that receive funding from the City should make a report to Council at least once a year either in writing or verbally at a Council meeting

A lengthy discussion ensued concerning the process for ranking the goals. Following said discussion, the goals were ranked and are shown on "Attachment A" a copy of which is attached to and incorporated into these minutes.

Councilmember Willis suggested that the City Manager be allowed several days to take the Managerial Goals developed by Council to provide additional information on each of the goals, and this document will be updated monthly by the City Manager.

Mayor Parker suggested that the City Manager determine from the list of goals (Attachment A) the goals whereby Council could monthly evaluate the City Manager.

A discussion ensued concerning the movement of funds between line items in a budget without Council approval. The City Manager explained that most municipalities allow department managers to move operational funds within the departmental budget as long as the total budget is not overspent for that department. He added that personnel funds and capital funds cannot be utilized for operational expenditures.

### **AUTOMATED METER READING SYSTEM**

A discussion ensued concerning the different problems associated with the Automated Meter Reading System experienced by the City of Laurinburg and the City of Goldsboro. Upon suggestion by Councilmember Leak, the City Manager stated that part of the deal between the City of Goldsboro and Datamatic was for Datamatic to provide a technician to the City of Goldsboro, and that the City of Laurinburg did not need a technician. He added that a trial run has been completed of the City's system and 90% of the City's accounts are working. He further added that there were a few more items to fix before the City's AMR System would be fully operational.

Councilmember Adams stated that she wanted a representative from Datamatic appear before Council and provide an update.

### **ECONOMIC DEVELOPMENT**

Mayor Parker explained that the Economic Development Group Meeting will be meeting on November 7, 2012, and Council needs to decide what the City's role is in economic development. He added that each stakeholder group would submit its group role in economic development to be developed into one document for the Economic Development Group.

A lengthy discussion ensued concerning the following items to be considered for the City's role in economic development:

- Fund a portion of the Scotland County Economic Development Corporation and membership on the EDC
- Emphasis on downtown and retail and industrial
- Grow tax base
- Determine what makes Laurinburg a place people want to come to in order to operate a business and live and/or retire here.
- Traditionally provide funding for the Chamber of Commerce, Laurinburg Downtown Revitalization Corporation (LDRC) and the EDC.

- Marketing the City – not necessarily just the City but partnering with other groups in the area such as the Chamber, LDRC, the TDA and the County
- Complete and continue development of the Small Business Innovation Center
- Potential funding partners in economic development
- Need for a coherent plan developing goals and how to achieve those goals
- Workforce development
- Providing infrastructure – water, sewer, electricity and fiber
- Industrial park or business park within the City
- Laurinburg is the population and retail center of the County
- Cory Hughes of the TDA had met with the City Manager to brainstorm ideas to market the City’s utilities
- Need to continue momentum

Mayor Parker provided the following statement of the City’s role in economic development:

The City will continue to maintain relationship with the EDC, support the Chamber of Commerce and LDRC, increase marketing of our community and develop adequate infrastructure for businesses to locate in the City limits.

Motion was made by Councilmember Willis, seconded by Councilmember Williamson, and unanimously carried to accept the Mayor’s statement as the role of the City in economic development

#### **OTHER DISCUSSION**

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Discussion ensued about items for the next agenda and they were as follows:

- Pay for performance and whether Council voted on this item
- Provide newer Councilmembers with Employee Satisfaction Survey

#### **ADJOURNMENT**

Motion was made by Councilmember Willis, seconded by Councilmember Adams, and unanimously carried to adjourn the meeting.

The meeting adjourned at 9:07 p.m.

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Thomas W. Parker, III, Mayor

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Jennifer A. Tippet, City Clerk

	<b>GOALS</b>	<b>RANK</b>
<p><b>1</b></p>	<p><b>Meetings and Reports</b>            Conduct Participated Management (PM) meetings monthly, record meeting minutes and present to Council.</p> <p>Conduct Departmental meetings monthly, record meeting minutes and present to Council.</p> <p>Department Heads that have been assigned to committees should give a verbal or written report to Council after each meeting (monthly or quarterly).</p> <p>Verbal or written reports from the Beautification Committee should be made quarterly.</p> <p>Verbal or written reports from the Crime &amp; Drug Committee should be made quarterly.</p> <p>Reports from LDRC should be made quarterly (verbal or written). Financial documentation should also be presented if funds have been spent.</p> <p>Reports from the Chamber should be made quarterly (verbal or written). Financial documentation should be presented if funds have been spent.</p> <p>Reports from the EDC should be made quarterly (verbal or written). Financial documentation should be presented if funds have been spent.</p> <p>Reports from LMAC should be made quarterly (verbal or written). Financial documentation should be presented if funds have been spent.</p>	
<p><b>2</b></p>	<p>Effective December 1, 2012 all City Officials, City Manager and Department Heads shall present to Council a written report of meetings or conferences attended, to include all financial documentation (receipts). If conducting assessment or on some sort of panel, the City Manager shall inform Council to determine if personal vacation is needed.</p>	
<p><b>3</b></p>	<p>Share all governmental information to all Councilmembers and not just the Mayor or one or two</p>	

	Councilmembers.	
<b>4</b>	All City contracts shall come before Council and be voted on before the City Manager can enter the City into a contractual agreement.	
<b>5</b>	<p>City Manager shall create a career track for City mid-level employees.</p> <ul style="list-style-type: none"> <li>· Draft Date: _____</li> <li>· Council Approval Date: _____</li> <li>· Employee Review Date: _____</li> </ul>	
<b>6</b>	<p>Develop and implement a vehicle rotation plan and a surplus policy schedule for all equipment for all departments.</p> <ul style="list-style-type: none"> <li>· Draft Date: _____</li> <li>· Council Approval Date: _____</li> <li>· Implementation Date: _____</li> </ul>	
<b>7</b>	Money shall not be moved by the City Manager from one line item to another without a budget amendment being approved by Council (Ref. Line Item).	
<b>8</b>	<p>Crime Plan</p> <p>List the top three (3) crime risks and give an action plan addressing each one.</p> <p>Draft an action plan showing how to decrease arrests of 20-24 year olds.</p>	
<b>9</b>	Implementation schedule for SCADA System upgrade.	
<b>10</b>	Well Construction Plan showing steps to be taken and completion dates.	
<b>11</b>	Prepare IT/Fiber Business Plan, show steps and completion dates.	
<b>12</b>	Present LMAC Raw Water Study Plan and completion dates.	
<b>13</b>	Management Trainee Program	

	<ul style="list-style-type: none"> <li>· Identify three (3) departments where the persons will train. Completion Date: _____</li> <li>· Develop a comprehensive training plan for each department. Completion Date: _____</li> <li>· Set hire dates for each trainee. Completion Date: _____</li> <li>· Develop goals and an evaluation plan for each department. Completion Date: _____</li> </ul>	
<b>14</b>	Develop a Mission Statement for the City. Completion date: _____	
<b>15</b>	Timeline for implementation of employee evaluation system (Merit, NEOGOV)	
<b>16</b>	Complete Space Needs Study with recommendation for Council. Our facilities are aging and we must think ahead to how best prepare for future space needs.	
<b>17</b>	Urban Forestry/Beautification Develop a Master Plan for City tree replacement. How does recent grant fit with this? Need to address the replacement of trees that are being removed. Focus on planting trees in highly-traveled, most visible areas.	
<b>18</b>	Litter - Develop innovative approaches to make the City litter-free. Example - partnerships	
<b>19</b>	Effective communication. Develop a plan to communicate information to citizens and employees. Examples: 1) information regarding recycling bins at apartments; 2) rate increases, etc.	
<b>20</b>	Identify steps that will be taken to improve morale.	
<b>21</b>	Timeline for completion and implementation of Pole Attachment Agreements.	
<b>22</b>	Downtown Continue partnership with LDRC and support efforts to revitalize downtown.	
<b>23</b>	To balance the approved fiscal budget whereby expenses correlate to revenue.	

<b>24</b>	To diligently develop one (1) new revenue stream and/or increase one (1) underperforming revenue stream for the City without negatively impacting fiscal tax rate during the current fiscal year.	
<b>25</b>	To lead by example by being a role model of servant leadership to the executive team and City employees.	
<b>26</b>	To provide the Mayor and City Council accurate and timely information in order to promote an effective, diligent decision making process by all concerned parties or stakeholders.	