



CITY COUNCIL MEETING
ACTION MINUTES

MONDAY, APRIL 11, 2022 6:00 P.M.

Mayor & City Council

Mayor Anthony S. Ford
Mayor Pro Tem Alphonso Thomas
Councilman Elton Alexander
Councilwoman Yolanda Barber
Councilman John Blount
Councilwoman LaKeisha Gantt

Administration

Frederick Gardiner, City Manager
Vanessa Holiday, City Clerk
John Wiggins, City Treasurer
Quinton Washington, City Attorney
Jeremy T. Berry, City Attorney

Mission: To provide visionary leadership and superior municipal services that enhance the quality of life for citizens while creating a welcoming business atmosphere focused on sustainability and expansion of tourism and cultural events.

- I. **Zoom Meeting Information**
<https://us02web.zoom.us/j/83979628788>
- II. **Call to Order – Mayor Ford**
- III. **Invocation – Mayor Ford**
- IV. **Pledge of Allegiance – Recited by all in attendance**
- V. **Roll Call – All members were present for roll call except Councilman Gantt**
- VI. **Motion to amend the Agenda -To adopt a Resolution to resume in-person meetings contingent upon the science: Alexander/Barber Passed 4-0**
- VII. **Motion to adopt the Agenda – Alexander/Barber Passed 4-0**
- VIII. **ADOPTION OF THE MINUTES – Alexander/Barber Passed 4-0**
 - 1 Draft Minutes February 14, 2022
 - 2 Draft Minutes February 22, 2022

PUBLIC COMMENTS - All public comments must be submitted to the Clerk no later than one hour prior to the meeting. The Public Comment Form can be found on the City's webpage on the City Clerk's page at:

<https://stockbridge.seamlessdocs.com/f/20pkdz4mo7xb> and the form must include your name, phone, and email contact information. Comments are limited to (3) three minutes and will be read by the Clerk during the meeting, respecting all members of the elected body, officials, and staff. Comments including defamation, unruliness and/or swearing will not be accepted.

Bruce Smith, Sr. submitted a comment where he referenced the city's recent concert and events without masks and questioned why City Council meetings were being virtual and not in person with public access.

Mayor Ford noted the Agenda had been amended to address in-person meetings.

Sunny Randazzo submitted a comment asking the Council to address noise mitigation at the Amphitheater, noted the effects of the noise to residents in the area; and questioned why City Council meetings were being virtual and not in person with public access.

Mr. Gardiner noted city engineers and architects have been tasked to address the matter.

Councilwoman Gantt joined the meeting.

CEREMONIAL

3. Proclamation – Child Abuse Awareness Month

Mayor Ford presented a proclamation for National Child Abuse Awareness Month. Robin Jones of Paint Henry Blue thanked the City of Stockbridge for its commitment and continued support to the children of Henry County.

4. Proclamation – Medical Laboratory Professionals Week

Mayor Ford presented a proclamation for Medical Laboratory Professionals Week. Dr. Paul Brown thanked the City of Stockbridge for recognizing the Lab Professionals and accepted on behalf of the Lab Group at Piedmont Henry Hospital.

PRESENTATION

5. Henry County Chamber of Commerce & Visitors Bureau Annual Hotel/Motel Tax Report for the City of Stockbridge FY2021.

Presented by Laura Luker, Director of Tourism and Joseph Henning, Henry County Chamber President

Ms. Luker presented the Annual CVB Report for FY2021, noting the CVB is a Destination Marketing Organization (DMO) that is charged with marketing Henry County as a destination for tourists to eat, play, meet and stay; reviewed the Mission; noted the role of the CVB is to promote tourism, conventions and trade shows and that it is all about advertising and publicity; noted the CVB is charged with looking at what the city has and how best to market what the city has to offer; noted the CVB is a private non-profit (by law, a 501 (c) (6) entity and is supported by hotel/motel tax as a Division of the Chamber with its own Board of Directors and Financials, and is geographic and industry specific unlike the Chamber which is membership based and is currently promoting the cities of Stockbridge, Hampton and Locust Grove along with Henry County; noted the CVB promotes everything that brings tourists to the area such as restaurants, attractions, accommodations, caterers, special event venues, special events and film sites focusing on leisure travelers, youth sports teams, business travelers, brides/weddings, family reunions, corporate meetings, day trippers, and production companies, and does not promote to residents; noted the City of Stockbridge collects 8% of the Hotel/Motel Tax for stays per night, and noted in July 2021, Airbnb and Vacation Rentals were added for the collection of the 8% tax; noted of the 8% collected, 37.5% is unrestricted funds, 43.75% is restricted and must be used toward tourism and 18.75% is restricted and must be

used toward tourism and product development; noted the 2021 Stockbridge Hotel/Motel Tax Collection was \$481,868 with 37.5% or \$180,700 Non-Restricted, 43.75% or \$210,818 Restricted toward the CVB for Tourism; and 18.75% or \$90,350 Restricted toward Tourism and Product Development for a total of \$271,050 to the City; noted the City of Stockbridge accounted for 25% of the CVB operating budget in 2021 and has 5 hotels and (1) bed & breakfast; referenced the CVB annual budget and expenses; reviewed CVB advertising for the city of Stockbridge in 2021: • Free city spread (content & images provided by city) • Use of city colors to color code listings within grids • Distributed at hotels from Stockbridge to Florida line • Distributed in the after-hours area at four Georgia Welcome Centers in brochure racks custom made by BarnBeautiful • Distributed 39,000 guides in 2021 • Increased production and expanded distribution programs for 2022; noted the Visit Henry Guide has the Stockbridge Lakes Bed & Breakfast picture on the front cover; noted BarnBeautiful has brochure boxes in Welcome Centers across the state; referenced the billboard advertising for the city with • 3 permanent locations • 2 additional boards as part of Explore Georgia marketing grant and is expanding to (7) seven billboards • Four designs rotated; noted Print & Digital Ads: Ads in Atlanta Style Weddings, Georgia Travel Guide, Southbound Magazine, Georgia State Parks Guide, Georgia State Parks website, TripAdvisor, Georgia Sourcebook, AtlantaMagazine.com among others; referenced print ads and stated visitors are taking time to read the ads; referenced the video advertising featuring the Martin Luther King, Sr. Heritage Trail and history with 467,830 Stockbridge specific video ads server via YouTube, Connected TV and Over-the-top TV, more than 382,161 completed views and over 2,000 clicks to the City of Stockbridge page or itinerary; noted the Digital Display Ads have the Henry History that has 809,796 impressions, over 3200 clicks and noted all ads and links were Stockbridge specific content featuring what is unique to Stockbridge and features Floyd Chapel Baptist Church; referenced the website • 114,843 sessions • 178,272 pageviews • 98,480 users • City of Stockbridge landing page & itinerary received 14,125 pageviews • A Day Well-Spent in Stockbridge, GA itinerary was the second most visited page • 2:17 minute time on pg.; referenced the Earned Media and 3.58 million total Impressions, \$36,759 Total Est. Value; noted stories mentioned on Good Day Atlanta which led to an \$800 purchase and is an example of how media can drive spending; noted the Partner Programming which is beneficial for partners to get to know each other and build great relationships and includes: • Hospitality Mixers • Conversations Continued • Quarterly Partner Promotions • Monthly Customer Service Awards • Tourism Marketing Grant; referenced the free Training Programs where over 120 people have gone through the program; referenced the Diversity, Equity & Inclusion training *Hospitality for All* program with speakers who are experts in the area, with a quiz at the end of the program to make certain the information is retained; referenced the Social Media stats: • 132,741 Impressions • 90,312 Reach • 7,832 Engagement Followers • 8,077 – Facebook • 2,509 – Instagram • 1,279 – Twitter; noted New Initiatives: • Custom coloring sheets designed by Henry County artist • Given out with branded crayons • Coloring sheets include fact about location depicted • Different activities on the back • Launched with coloring contest; received 83 entries • Available to download from CVB website • 13,500 sheets distributed at State Visitors Information Centers, during race weekend at Atlanta Motor Speedway and at local hotels and restaurants, noting one of the coloring sheets is Floyd Chapel Baptist Church; referenced the Bushy Tail Art Trail where artists show off their talents throughout Henry County with 18 locations and growing, and looking to expand to 30 locations.

Mr. Henning expanded on the Diversity, Equity and Inclusion program noting partners have been flattering with the commentary stating they learned something they did not know, and that the program is very practical and ties together with cultural customer service where it goes hand-in-hand; and noted the Henry County Diversity, Equity and Inclusion program is further along than most and is free for partners to participate.

Councilwoman Gantt thanked Ms. Luker and Mr. Henning for the presentation, noting she did not fully understand the role of the CVB before, and does now, noting the Board does an excellent job of promoting businesses.

Councilman Alexander thanked Ms. Luker and Mr. Henning for the presentation, noting the partnership and asked about the promotion of McDonough, considering they are not contributing to the program and seems to be heavily promoted.

Ms. Luker noted McDonough has their own internal CVB Program and promotes the city of McDonough.

Mr. Henning noted the CVB promotes unincorporated Henry County/McDonough, but not within the city limits of McDonough.

Councilman Alexander asked for the make up of the Chamber and CVB as it relates to minorities.

Mr. Henning noted of the (7) seven members, four are women, two African American and a LGBT members

Ms. Luker noted the CVB is part of the (7) members and two are women with one African American.

Councilman Alexander referenced the city's Supplier Diversity Policy.

Ms. Luker noted the CVB is required to report to the DCA (Department of Community Affairs) annually.

Councilman Alexander asked if the business is required to be a member of the Chamber to receive advertising from the CVB.

Ms. Luker confirmed the does business is not required to be a member of the Chamber.

Councilman Alexander noted he would like to see more advertising featuring the city's Amphitheater.

Ms. Luker noted at the time of print, the information was not available from the city, and is however included in brochures under activities and events.

Councilman Alexander noted the Amphitheater was part of the LCI approved by the city and is a \$23 million-dollar state-of-the-art facility that needs to be promoted and led to Stockbridge being chosen to construct the STEM school and is key to getting the word out.

Ms. Luker noted she is currently working with the Stockbridge Events Team to package and advertise the upcoming concerts, events, and other promotions.

Councilman Alexander noted the CVB is welcome and invited to set up a table at city event to promote the city.

Mayor Pro Tem Thomas thank Ms. Luker and Mr. Henning for the presentation and noted the city is converting one of its buildings to a Welcome Center and asked Ms. Luker to share her thoughts on what she thought would be the impact.

Ms. Luker noted each city is different, noting some municipalities operate remotely.

Councilman Blount thanked Ms. Luker and Mr. Henning for the presented and noted what he has noticed is the advertising of the city by the CVB has evolved and changed, noting the city has certain uniqueness and components and it appears those are being addressed.

Mr. Henning noted the CVB, and Chamber are working together on promoting the cities and the County.

Councilman Blount asked about the CVB members attending the city's ribbon cutting events.

Mr. Henning requested the Clerk to include the CVB and Chamber in on the distribution of the information, noting the would be happy to attend.

The City Clerk noted the City's ribbon cuttings are coordinated by the Community Development Department and Business Services, and she would notify them accordingly.

Councilman Alexander noted, he certainly sees a difference and an improvement in the promotion of the city.

PUBLIC HEARING

6. VARIANCE CASE #VR-2022-01 for 727 Bethpage Drive—Nitesh Patel, the applicant and owner of a residential lot at 727 Bethpage Drive (Parcel ID #051F01220000), requests a variance to reduce the property's rear yard setback from the required 75 feet (for a golf course-abutting lot) to 50 feet to allow for the construction of a new single-family detached home. The property is located in Land Lot 17 of District 6 within the Stockbridge City Limits. It comprises Lot 14 of Block W within Unit XI of the Eagle's Land Subdivision.

Presented by Brecca Johnson, Community Development Director,
Linda Logan, Senior Planner and Ryan Anderson, Chief Planner

Public Hearing Opened – No Speakers in Favor No Speakers Opposed

Public Hearing Closed

Motion to approve as recommended by the Planning and Zoning Staff as follows:

APPROVAL WITH CONDITIONS of a variance to reduce the rear yard setback to 65 feet, provided that the following four Zoning Conditions are met:

- a. The property shall be developed only in accordance with a revised site plan, which is similar to the submitted one (which was prepared by Sibley-Miller Surveying & Planning, Inc. on 10/29/21 as Job No. L2021147, and which was received on February 7, 2022), which shows that the rear yard setback will be no greater than 65 feet. Said site plan may be conceptual only and it must meet or exceed the requirements of the current Zoning Code and these conditions prior to the approval of a Land Disturbance Permit. If these recommended Zoning Conditions cause the approved site plan to be substantially different, the applicant shall be required to complete the concept review procedure prior to applying for a land disturbance permit. Unless it is otherwise noted herein, compliance with all conditions shall in in place prior to the issuance of the first Certificate of Occupancy.
- b. The rear yard setback shall be no less than 65 feet, which shall be measured from the rear yard property line to the nearest point of the proposed home (the principal structure).
- c. The property shall be developed in accordance with all other specifications of the Eagles Landing Property Owners Association (ELPOA).
- d. The property shall be developed in accordance with all other specifications of the approved plat for the Eagle's Landing Subdivision, Unit XI. Gantt/Alexander Passed 5-0.

NEW BUSINESS

7. Council consideration to fill a vacancy and appoint a member of the Downtown Development Authority Board

Presented by Alan Peterson, Economic Development Director

No Action

8. Council consideration to approve the East Atlanta Road/Lee Street Roadway Improvements Project Change Order No.1 with Summit Construction Development for the modification of the traffic signals and the use of the alternate bid pricing for street print crosswalks in the amount of \$292,181.85. The funding source is from SPLOST. Presented by Decius Aaron, Public Works Director and Skip Layton, Falcon Design LLC
Motion to approve - Alexander/Gantt Passed 5-0.

9. Council consideration to grant the Chief of Police the authority to implement and/or amend police department policies and procedures with review by legal counsel as appropriate, excluding policies and procedures with a financial impact greater than \$5,000.

Presented by Frank Trammer, Police Chief

Motion to approve - Alexander/Gantt Passed 5-0.

Motion to amend the Agenda to consider a Resolution regarding the Citizens Advisory Board and Citizens Review Board – Barber/Alexander Passed 5-0.

Motion to task staff with researching and preparing an application for stakeholders to apply for the Citizens Review Board and Citizens Advisory Board with a draft of the criteria to be presented to the Council at the May 2022 Work Session meeting: Barber/Alexander Passed 5-0.

Motion to amend the Agenda to consider a Resolution for City Insurance: Barber/Thomas Passed 5-0.

Motion to task staff with seeking a proposal from Georgia Municipal Association for GIRMA noting the 20% savings on liability insurance to be presented to the Council at the April 26, 2022, Work Session meeting: Barber/Thomas Passed 3-2 (Blount/Gantt Opposed)

10. Council Consideration to approve the Wrecker Services Policy for the City of Stockbridge.

Presented by Frank Trammer, Police Chief

Motion to approve - Alexander/Gantt Passed 4-0-1 (Barber Abstained noting the Henry County contract expires September 2022).

11. Council consideration to Award Annual Contract for wrecker services to Supreme Trio LLC (dba Swanson Towing and Recovery) piggybacking off of Henry County's Contract # HC_21-98.

Presented by Frank Trammer, Police Chief

Motion to approve as an interim contract with staff preparing and advertising to bid the services with an alternate vendor noting the Henry County contract expires September 2022 - Barber/Gantt Passed 5-0.

12. Council consideration to approve the Public Works Department request to renew the annual contract (RFP 2020-0026) with Site Engineering, Inc. for on-call water & sewer emergency & operational repair/maintenance and construction services in the amount of \$255,000.00 as approved in the FY2022 stormwater budget.

Presented by Decius Aaron, Public Works Director

Motion to approve the renewal of the contract in the amount of \$159,390.00 Blount/Gantt failed 2-1-2 (Alexander Opposed, Barber and Thomas Abstained). Councilwoman Barber noted she abstained because she was expecting more information from staff prior to the contract expiring).

Motion to reconsider: Alexander/Blount Passed 3-1-1 (Thomas Opposed, Barber Abstained).

Motion to approve a one-year contract renewal for Site Engineering On-Call services in the amount of \$159,390.00: Alexander/Blount Passed 3-0-2 (Barber/Thomas Abstained). Councilwoman Barber noted she abstained because she was expecting staff to provide more information to the Council prior to the contract expiring on tomorrow and it did not.

13. Council consideration to approve a Resolution to resume in-person Council meetings effective April 26, 2022 contingent upon the science and CDC guidelines.

Presented by Quinton Washington, City Attorney

Motion to approve – Alexander/Blount Passed 4-0-1 (Thomas abstained).

COMMENTS FROM THE MAYOR

Mayor Ford noted the Council passed a Resolution to resume in-person meetings; noted we are still in a pandemic with COVID hospitalization numbers down, an masks optional; noted free PCR COVID testing is available Monday, Wednesday and Friday from 9am – 3pm at Red Hawk Field in McDonough, and the Department of Public Health is administering the Moderna and Pfizer vaccinations and free COVID testing from 9am – 11:30am and 1pm – 2:30pm to walk-in's or call 470-661-0005 for an appointment on Henry Parkway in McDonough,

UPCOMING MEETINGS & ANNOUNCEMENTS: Meetings will be held via Zoom unless otherwise noted. Meeting dates and times are subject to change. Please visit the city's website www.cityofstockbridge.com for the meeting invitation link, Facebook page or contact City Hall offices at 770-389-7900 for updates.

- Youth Council Meeting, 5:30 p.m. - 2nd Wednesday of each month Levi Meeting Room - City Hall (April 13)
- Main Street Advisory Board Meeting, 2nd Friday of each month 9:00 a.m. Via Zoom **REVISED APRIL MEETING DATE (April 15) CANCELED**
- Downtown Development Authority Meeting, 6:00 p.m. Via Zoom - 3rd Tuesday of each month Via Zoom (Apr 19)
- Youth Council Advisory Committee Meeting, 6:30 p.m. - 3rd Tuesday of each month Patrick Henry Meeting Room - City Hall (April 19)
- City Council Work Session Meeting, Last Tuesday of each month – Via Zoom (Apr 26)
- Planning Commission Meeting, 4th Thursday at 6:30 p.m. Via Zoom – (Apr 28)
- City Council Meeting, Second Monday of each month – Via Zoom (May 9)

UPCOMING CITY EVENTS/INITIATIVES

- *A Continuous Salute to Veterans:* Please forward pictures of Veterans including name, branch, rank, and years of service as Mayor Pro Tem Thomas presents a special tribute to our local veterans. Pictures should be submitted to: zpearson@cityofstockbridge-ga.gov Thank you for your service!
- Join Stockbridge Councilwoman Yolanda Barber for some Easter family fun on Saturday, April 16th at Stockbridge First United Methodist Church from 4pm to 6pm and Sunday, April 17th at Mt. Olive Baptist Church immediately following Easter services from 10:30 am – 12:30 pm! All free! Free ice cream! Free face painting! DON'T MISS IT!
- Job Fair, Thursday, April 21, 2022 – 10:00 a.m. – 1:00 p.m. in the Amphitheater parking lot. City-wide job fair with Goodwill and Omega Fraternity and Delta Sorority and will include an Ex-Offenders Job Fair. There will be on-site resume assistance and immediate hirings.

- Here is your opportunity to *Meet the Mayor*, and voice your questions and/or concerns Monday, April 25, 2022, from 10 a.m. to noon. Call Zenovia Pearson to schedule an appointment. 770-389-7900 ext. 248.

ADJOURN: