

**FAYETTEVILLE CITY COUNCIL
WORK SESSION**

LAFAYETTE ROOM, CITY HALL

March 5, 2007

5:00 P.M.

Present: Mayor Anthony G. Chavonne

Council Members Keith A. Bates, Sr. (District 1); Council Charles E. Evans (District 2); Robert A. Massey, Jr. (District 3); Darrell J. Haire (District 4); Lois A. Kirby (District 5); Paul Williams (District 6); Curtis Worthy (District 7); Juanita Gonzalez (District 8); Wesley A. Meredith (District 9)

Others Present: Dale E. Iman, City Manager

Kyle Sonnenberg, Assistant City Manager

Stanley Victrum, Assistant City Manager

Karen M. McDonald City Attorney

Doug Hewett, Management Services Director

Jerome Brown, Transit Director

Glenn R. Jernigan, Governmental Affairs Consultant

Danny Devane, NC Department of Transportation Deputy Secretary

Peter C. Gray, Creative Outdoor Advertising Municipal Affairs Manager

John Sheppard, Creative Outdoor Advertising Nationwide Installation

Lyle Sumek, Lyle Sumek Associates, Inc.

Candice H. White, City Clerk

Press

Mayor Chavonne called the meeting to order at 5:00 p.m. Council Member Haire offered the invocation.

Council Member Williams asked that sign permits for the 8th Annual Carolina Home and Garden Show and for the 3rd India Festival be added to the agenda as Items 1.A. and 1.B.

Mrs. Karen M. McDonald, City Attorney, asked that a closed session item be added to discuss personnel matters.

MOTION: Council Member Worthy moved to approve the agenda to include discussion of sign permits and closed session for personnel matters.

SECOND: Council Member Meredith

VOTE: UNANIMOUS (10-0)

1. APPROVAL OF SIGN PERMITS

A. Approve sign permit for the 8th Annual Carolina Home and Garden Show to open on Friday, March 23, 2007 and to close on Sunday, March 25, 2007.

B. Approve sign permit for the 3rd India Festival sponsored by the South Eastern North Carolina Asia India Association on Saturday, March 24, 2007 from 12:00 noon to 8:00 p.m. at the Crown Arena.

MOTION: Council Member Gonzalez moved to approve sign permits for the 8th Annual Carolina Home and Garden Show and the 3rd India Festival.

SECOND: Council Member Meredith

VOTE: UNANIMOUS (10-0)

**2. PRESENTATION REGARDING CREATIVE OUTDOOR ADVERTISING:
BUS SHETLERS AND BENCHES**

Mayor Chavonne introduced Mr. Glenn R. Jernigan, Creative Outdoor Advertising Lobbyist, who introduced Mr. Peter C. Gray, Creative Outdoor Advertising Municipal Affairs Manager; Mr. John Sheppard, Creative Outdoor Advertising Nationwide Installation; and Mr. Danny Devane, Deputy Secretary of the N. C. Department of Transportation. Mr. Jernigan provided introductory remarks regarding the increasing concerns with ridership of rapid transit systems and how Creative Outdoor Advertising helps address some of the concerns with its StreetScaping programs.

Mayor Chavonne inquired as to the N. C. Department of Transportation's interest in Creative Outdoor Advertising. Mr. Jernigan responded HB 1327 was introduced during the 2006 Session to amend regulations set forth in N.C.G.S. § 136-32, which deals with shelters and benches, and the N. C. Department of Transportation was involved in consultation. Mr. Jernigan explained the bill did not go forward and the presentation this evening is in hopes the City Council will determine it is in the best interest of its ridership and citizens to encourage the N. C. Department of Transportation to reconsider and assist with amending the regulations.

Mr. Gray provided an overview of Creative Outdoor Advertising, the StreetScape programs they provide to municipalities and transit authorities across North America and their provisioning of street furniture, bus shelters and waste/recycling receptacles. Mr. Gray called attention to the "The Concourse" unit placed outside City Hall for Council's viewing. Mr. Gray stated Creative Outdoor Advertising's commitment to their advertising clients includes providing them with professionally designed advertising signage, full maintenance of their ad face and the unit it appears on and locations that give them maximum exposure to their customer base. Mr. Gray explained their programs are provided at no cost to the city, have customizable product configurations and create a new revenue stream for the city. Mr. Gray further explained Creative Outdoor Advertising has introduced practices and procedures designed to give their partners up-to-the-minute status on their territory and implemented technology that aids in providing the municipal client with information on unit locations, numbers and maintenance reports.

Questions ensued regarding whether Creative Outdoor Advertising could furnish references from other municipalities participating in their StreetScape programs, if benches would be supplied for every bus stop throughout the city, frequency of site pickups and whether additional pickups could be provided as needed, if Creative Outdoor Advertising would employ local residents, if the contract would contain a rescission clause and whether joint liability insurance would be required, differences between a percentage of the gross advertising revenue and a fixed revenue amount, whether Creative Outdoor Advertising could purchase, retrofit and provide maintenance to shelters already installed by the city and the cost effectiveness of Creative Outdoor Advertising's recycling system.

Mayor Chavonne asked if the city would have approval rights over the type of advertising allowed. Mr. Gray confirmed and stated the city is also entitled to use 10% of the advertising space.

MOTION: Council Member Williams moved to adopt a resolution to endorse the concept, need and benefit to municipalities.

SECOND: Council Member Worthy

VOTE: UNANIMOUS (10-0)

Mr. Dale E. Iman, City Manager, stated he would express Council's support in person during an upcoming meeting with the N. C. Department of Transportation.

3. STRATEGIC PLAN DEVELOPMENT AND GOAL PRIORITIZATION

Mr. Lyle Sumek, Lyle Sumek Associates, Inc., briefly reviewed highlights from the planning retreat held on February 16 and 17, 2007 and referred Council Members to Section VI, Plan 2007-2012. Mr. Sumek facilitated Council's completion of the Objectives, Challenges and Opportunities and Actions 2007 for Goals 2 through 5.

Mr. Sumek referred Council Members to Section IX, Execution Action Agenda 2007, and facilitated Council's identification of Top Priority and High Priority Targets for Action contained in Policy Agenda 2007.

4. CLOSED SESSION TO DISCUSS PERSONNEL MATTERS

MOTION: Council Member Worthy moved to go into closed session to discuss personnel matters.

SECOND: Council Member Meredith

VOTE: UNANIMOUS (10-0)

The regular session recessed at 8:45 p.m.

MOTION: Council Member Gonzalez moved to reconvene in open session.

SECOND: Council Member Evans

VOTE: UNANIMOUS (10-0)

The regular session reconvened at 8:55 p.m.

MOTION: Council Member Meredith moved to adjourn the meeting.

SECOND: Council Member Worthy

VOTE: UNANIMOUS (10-0)

There being no further business, the meeting adjourned at 9:00 p.m.