



July 20, 2012

TO: Mayor and Members of Council
FROM: Denise Turner Roth, City Manager *SN For*
SUBJECT: Items for Your Information

IFYI HIGHLIGHTS

- Council Follow-up Items
- July 24, 2012 Council Work Session
- Farmers' Market Update
- Neighborhood Small Project Program
- Liquid Road Pavement Preservation Seal Project

Council Follow-Up Items

- War Memorial Stadium
As a follow-up to a request by Councilmember Wade at the April 3, 2012 Council meeting, attached is a memorandum from Interim Parks and Recreation Director Chris Wilson, dated July 10, 2012, providing an update on the NCA&T's assessment of the War Memorial Stadium, which began this week.
- Overgrown Lots
As a follow-up to questions from Councilmember Bellamy-Small at the June 19, 2012 Council meeting, attached is a memorandum from Planning and Community Development Director Sue Schwartz, dated July 20, 2012, providing an update on recent changes in procedures to help streamline response time on overgrown lots.
- Center City Park
As a follow-up to a request from Councilmember Wade at the July 17, 2012 Council meeting, attached is a memorandum from Interim Parks and Recreation Director Chris Wilson, dated July 18, 2012, providing the total operating costs for 2011 for Center City Park.
- Citizens United and Constitutional Amendment Resolution – Council's Ability to Act
As a follow-up to a request from Councilmember Bellamy-Small at the July 17, 2012 Council meeting, attached is a memorandum from City Attorney S. Mujeeb Shah-Khan, dated July 20, 2012, regarding Council's ability to act in regards to the United States Supreme Court's decision in *Citizens United v. Federal Election Commission*.
- Corporate and Limited Liability Information for Agenda Item #38
As a follow-up from the July 17, 2012 Council meeting, attached is the Corporate and Limited Liability Information for Agenda Item #38, which was not included in the agenda packets.
- Landfill and Solid Waste Transfer Station Outstanding Debt
As a follow-up to requests from the July 17, 2012 Council meeting, attached is a memorandum from Finance Director Richard Lusk, dated July 20, 2012, providing the outstanding debt for the White Street Landfill and the Transfer Station.

July 24, 2012 Council Work Session

- Work Session Agenda
Attached is the agenda for the July 24, 2012 Council Work Session.

Farmers' Market Update

Attached is a memorandum from Parks and Recreation Administrative Services Manager Dan Maxson, dated July 11, 2012, providing a letter from Greensboro Farmers Market, Inc. reporting on the first six months of operating the Farmers' Market.

Neighborhood Small Projects Program

Attached is a memorandum from Planning and Community Development Interim Long Range Planning Manager Russ Clegg, dated July 19, 2012, providing an update on the Neighborhood Small Projects Program.

Liquid Road Pavement Preservation Seal Project

Attached is a memorandum from Field Operations Director Dale Wyrick, dated July 19, 2012, providing an update on the pavement preservation test project for extending the life of asphalt on City streets, which will start next week.

Contact Center Feedback

Attached is the weekly report generated by our Contact Center for the week of July 9, 2012 through July 15, 2012.

Small Group Meetings

Attached is the weekly Small Group Meetings report for the week of July 13, 2012 through July 19, 2012.

Grants Report

Attached is an updated list of grants for which the City intends to apply that do not require a match. Under the policy adopted by City Council, grants that do not require a match are not required to receive formal Council action.

DTR/mm
Attachments

cc: Office of the City Manager
Global Media



July 10, 2012

TO: Denise Turner Roth, City Manager
FROM: Chris Wilson, Interim Parks and Recreation Director
SUBJECT: War Memorial Stadium

Per council's request on April 3, 2012, NCA&T's assessment of War Memorial Stadium is expected to begin July 19, 2012. We had hoped to begin this assessment in June, however, the project has been delayed due to schedule conflicts and the coordination of needed support resources. Results of this assessment should be available this fall. Upon completion of the assessment, we will convene with NCA&T and consultant Sutton Kennerly and Associates for a review of findings.

During the interim, staff has reviewed the last proposal for renovation of War Memorial Stadium, which was presented at the April 3, 2012 City Council meeting. In reviewing the proposal, staff has identified additional considerations for the area encompassing the stadium. Given that the stadium is listed on the National Register of Historic Places and is located next to a growing university campus, a farmer's market and the Aycock Historic District, we feel it is important to look at the dynamics of the corridor and any additional potential this may present. We have reached out to some members of the community and representatives with NCA&T to discuss this matter and all have expressed an interest in a more comprehensive approach to the renovation. Having an understanding of NCA&T's master plan efforts, the significance of the Aycock Historic District, the Farmers' Market growing needs, and possible synergy of how all components work together will help to ensure a planning effort that serves the needs of the area. Staff is also working with insight from the Economic Development and the Planning and Community Development Departments to coordinate further planning.

By exploring a comprehensive approach to the area, as opposed to the stadium only, we open additional possible funding strategies and create a more global plan for renovation and surrounding area improvement. We have requested proposals from a consultant to look at funding strategies such as new market tax credits. While this exploration will require some more time it will also provide more options for consideration. We would respectfully request enough additional time to explore these options. The additional time could take 3-6 months.

In the meantime, staff has cordoned off unsafe chairs at the stadium and will begin removing them as soon as possible. We have continued to work with A&T to provide a venue for collegiate

baseball and would foresee continuing to work closely with all interested parties as we move forward.

CW

cc: Sandy Neerman, Interim Assistant City Manager
Wade Walcutt, Community Recreation Services Manager
Nasha McCray, Planning and Projects Manager
Dan Maxson, Administrative Services Manager



July 20, 2012

TO: Denise Turner Roth, City Manager
FROM: Sue Schwartz, FAICP, Director
SUBJECT: Overgrown Lot Update

In a previous memo from June, we reported a record number of overgrown lot complaints being made to the City of nearly 1,200 in early June. As a result of focused efforts including the temporary reassignment of some Planning & Community Development (PCD) staff, the authorization of limited overtime, and the use of interns for some administrative follow up, there are now just over 600 active cases. The number of complaints per week has dropped from more than 200 in June to 55 last week. With the more manageable caseload, initial responses of 3 to 5 days are now within the normal time period.

The warm winter combined with the warm wet spring has contributed to a record number of complaints being reported this year. Surrounding jurisdictions have experienced the same issues as Greensboro. Attached is an article from the High Point Enterprise discussing High Point's challenges.

Some of the operational changes PCD has put in place will help identify the growing caseload sooner so staff assignments can be made earlier to avoid a major backlog. Since this caseload typically increases in the spring, PCD will include in its FY 13-14 budget request, additional funding for retiree hire backs or other temporary help to assist for the four heaviest months of the year.

The Legal Department has also investigated the notification requirement and the compliance period of other cities. Most municipalities have the same 10 day compliance period after the property owner has been notified that Greensboro utilizes. Winston Salem, by special legislation has a 5 day compliance period.

In our ongoing effort to improve our processes, the Budget and Evaluation Department is conducting an assessment of the Compliance Division (this includes minimum housing code, zoning enforcement and nuisance abatement) and investigating best practices. That report should be available in the fall.

SSS

OVERGROWN

FROM THE **FRONT PAGE**

Officials said they find overgrown lot violations all over the city. Those involving vacant lots or houses can pose roadblocks for inspectors.

"Those have been the tricky ones, particularly if there is a foreclosure and there's not really a local person, and it may have gone back to the bank. Generally, we don't get a whole lot of good response from banks and lenders," Bossi said. "Those cases could take

up to 45 days or maybe a little longer."

Inspectors usually process 20 or 25 work orders at a time.

"We do get a lot of complaints at the beginning of the growing season," she said. "The main thing is, it does have to exceed 12 inches and there has to be a concentration of it. It can't just be that somebody's lawn isn't manicured the way your's is."

pkimbrough@hpe.com | 888-3531

Parks and Recreation Department
City of Greensboro



July 18, 2012

TO: Sandy Neerman, Interim Assistant City Manager
FROM: Chris Wilson, Interim Parks and Recreation Director
SUBJECT: Center City Park

During the July 17, 2012 Council Meeting, staff was asked to provide the total operating cost for Center City Park. Attached you will find the operating costs for 2011, which indicates the expenditures, in addition to, the funds provided by the City and the Business Improvement District tax. Additionally, an organizational chart is being provided to demonstrate the various partners and organizations who contribute to the investment of Center City Park. The Bryan Foundation and the Community Foundation are the landowners of the property, which they lease at a nominal rate to Action Greensboro who is responsible for the management of the property.

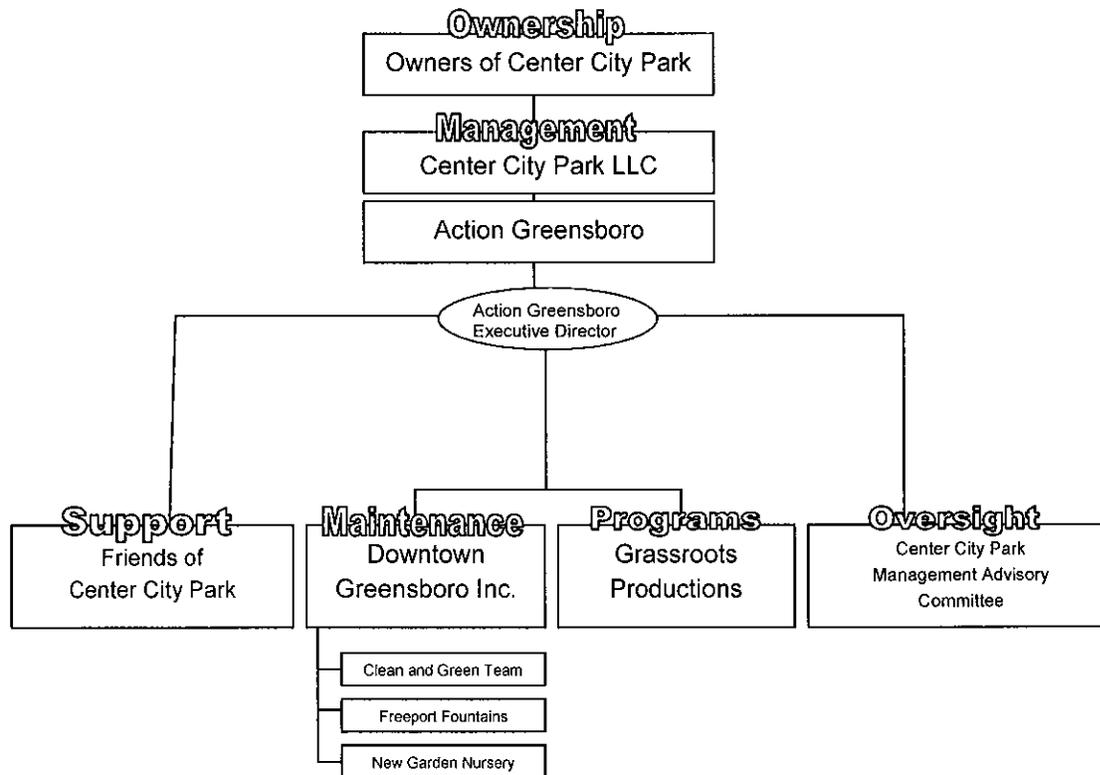
CW
Attachments

cc: Dan Maxson, Administrative Services Manager

Jan - Dec 2011
Center City Park Expenses
Excluding Depreciation

Insurance	\$15,141
Advertising/Promotion	2,013
Program Mgmt (Grassroots Productions)	31,200
Security (Additional)	5,030
Maintenance Services (DGI)	212,006
Event Expenses - Free Public Events	44,908
Miscellaneous Exp	16,135
Bank Charges	468
Park Supplies & Equipment	40,295
Storage	2,400
Utilities	38,639
Professional Services	4,215
Maintenance	12,299
	<hr/>
	\$424,749

Center City Park Organizational Structure



Owners of Center City Park are Downtown Greensboro Renaissance, LLC and CFREMF Real Estate Holding I, LLC, which are owned by the Joseph M. Bryan Foundation of Greater Greensboro Inc. and the Community Foundation of Greater Greensboro, respectively.

Center City Park, LLC. is a single member LLC owned by Action Greensboro. The LLC is responsible for park operations.

Action Greensboro contracts with a number of entities on behalf of the park ownership to assist with management of the Park.

Friends of Center City Park generates awareness and excitement for Center City Park and raises funds as needed, for enhancements such park programming, public art and other upgrades that are unavailable through City of Greensboro funding.

Downtown Greensboro Inc. maintains the park through three subcontractors, the **Clean and Green Team** for day-to-day cleaning and maintenance, **Freeport Fountains** for quarterly inspection and maintenance of the water feature, and **New Garden Nursery** for landscape maintenance.

Grassroots Productions programs public events in the park and manages private rentals.

Center City Park Management Advisory Committee provides management oversight. Representatives from the City of Greensboro City Managers Office and Police Departments, Action Greensboro, Downtown Greensboro Inc., Grassroots Productions, and an owners' representative serve on this committee.

Office of the City Attorney
City of Greensboro



July 20, 2012

TO: Denise Turner Roth, City Manager

FROM: S. Mujeeb Shah-Khan, City Attorney

SUBJECT: *Citizens United* and Constitutional Amendment Resolution --
Council's Ability to Act

During the July 17, 2012 City Council meeting, Paul and Barbara Carrano spoke to Council to request that Council consider adopting a resolution expressing the City's opposition to the United States Supreme Court's decision in *Citizens United v. Federal Election Commission* to regulate political speech by corporations and similar bodies through a constitutional amendment.

There is no prohibition in the City Charter, City Code, or the North Carolina General Statutes preventing the Council from acting on matters such as the discussion over the *Citizens United* case. If a majority of Council wishes to express an opinion on an issue such as this, it is free to do so.

If Councilmembers wish to consider a resolution supporting an amendment to the United States Constitution, which would overturn the *Citizens United* decision, and regulate corporate political speech, the members have several options. Councilmembers may: draft a resolution for consideration on their own; request staff assistance in drafting a resolution; or receive a draft resolution from third parties. Regardless of the source of the resolution, Councilmembers may request that the item be placed on a future agenda for consideration.

If you have any questions, please contact me at your convenience.

SMS

**CORPORATE AND LIMITED LIABILITY INFORMATION
JULY 19, 2012 CITY COUNCIL MEETING**

Agenda Item No. 38

Name and Address of Business:

ATLAS NC I SPE, LLC

BB&T

200 West Second Street

Winston-Salem, NC 27401

Principal Officer - Atlas SPE, LLC



July 20, 2012

TO: Denise Turner Roth, City Manager

FROM: Richard L. Lusk, Finance Director

SUBJECT: Landfill and Solid Waste Transfer Station Debt Outstanding

The following is prepared in response to a question raised at the July 17, 2012 City Council meeting about the remaining debt outstanding for the White Street Landfill and the Transfer Station. In FY 2012, the City retired all remaining debt outstanding for the landfill, of which \$16 million had originally been issued in 1997 and then subsequently refinanced in 2009. In 2005, \$8.4 million of special obligation bonds was issued for construction of the transfer station, of which \$5,385,000 remains outstanding as of June 30, 2012. Final maturity of this debt will be June 1, 2020.

RLL/md

cc: Dale Wyrick, Field Operations Director

Agenda

Greensboro City Council

COUNCIL WORK SESSION
TUESDAY
JULY 24, 2012
3:00 P.M.
PLAZA LEVEL CONFERENCE ROOM

1. Update on the recycling processing Request for Proposals (RFPs).
2. Update on the Capital Improvements Program (CIP).

Prior to the date of the briefing, contact Greensboro Television Network (GTN) at 333-6922 if you have electronic presentations.

Any individual with a disability who needs an interpreter or other auxiliary aids or services for this meeting may contact the City Clerk's Office at 373-2397 or 333-6930 (TDD).

MEMBERS OF COUNCIL

ROBBIE PERKINS, Mayor
YVONNE J. JOHNSON, Mayor Pro Tem
NANCY VAUGHAN, At Large
MARIKAY ABUZUAITER, At Large

T. DIANNE BELLAMY-SMALL, District One
JIM KEE, District Two
ZACK MATHENY, District Three
NANCY HOFFMANN, District Four
TRUDY WADE, District Five

Parks and Recreation Department
City of Greensboro



July 11, 2012

TO: Chris Wilson, Interim Director
FROM: Dan Maxson, Administrative Services Manager
SUBJECT: Report on Greensboro Farmers Market

Attached you will find a letter from Greensboro Farmers Market, Inc. reporting on their first six months of operating the Farmers Market. This report was a requirement in the City's agreement with the group.

Please advise if further information is required.

DM

Attachment: July 9, 2012 Letter from Greensboro Farmers Market, Inc.

Greensboro Farmers Market, Inc.
PO Box 2617
Greensboro, NC 27402

July 9, 2012

Dan Maxson
Division Manager, City of Greensboro Parks and Recreation Department
1001 Fourth Street
Greensboro, NC 27405

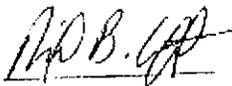
Dear Mr. Maxson,

In accordance with Council's resolution of November 11, 2011, I am enclosing Greensboro Farmers Market, Inc.'s (GFM) report of Market activities for the first six months of its management.

On behalf of the board and staff of GFM, please accept our thanks for the City's cooperation with our efforts.

Please let us know if you require additional information,

Sincerely,



David Craft, Board Chair

C: GFM Board
Elizabeth Gibbs, GFM Executive Director

Enclosure

Greensboro Farmers Market, Inc.
Report to City Council for six months ending June 30, 2012

- Council Requirements
 - Renew all existing vendors: One vendor moved from Greensboro, another went out of business, all others renewed
 - City Board Representative: Dan Maxson
 - Market continues as a principally farm related market with 80% of annual tables rented to farmers. Sixty-seven annual farmer vendors rent 129 of 159 tables or 81% of annual tables rented; thirteen annual prepared food vendors rent 22 tables or 14%; six annual craft vendors rent 8 tables or 5%. Currently eight tables are available for daily vendors
 - Rules and appeals process as adopted continue in force
 - No vendors have been removed
 - GFM will present an Annual Report for 2012 to the Parks and Recreation Commission in January 2013
 - The firm of Apple, Koceja & Associates, PA will execute GFM's financial review for fiscal year 2012. We expect a report in August.
 - With the exception of extending Wednesday Market from 1:00 to 2:00 PM; operational hours, days of operation and fees remain the same as in GFM's contract with the City

- GFM's Key goals for the Market
 - Diversify and increase the customer base
 - ✓ Made eight presentations to about 300 citizens at civic and garden clubs
 - ✓ Held Healthy Heart Day to offer blood pressure and blood sugar tests
 - ✓ Held Chili Challenge, Great American Cookout, Strawberry Day and Blueberry Day special events
 - ✓ Approval of SNAP (electronic food stamp) authority expected in third quarter

 - Further diversify product selection
 - ✓ Added seven new daily vendors including makers of locally produced sauces and dressings
 - ✓ Added seafood from regional coasts

 - Educate customers and the public on local food availability and preparation
 - ✓ Held seven local chef demonstration days
 - ✓ Conducted educational workshops for Leonard Center day campers
 - ✓ Weekly email newsletters promoting value and benefits of local food, and recipes for currently available items

 - Provide market opportunities and business capacity building for producers
 - ✓ Focusing on building attendance at Market to support all vendors
 - ✓ Added four new products and seven new daily vendors including two new minority vendors
 - ✓ Approval of SNAP authority expected in third quarter as noted above

Greensboro Farmers Market, Inc. Six Month Report to Council continued

- Increase ways for more people and vendors to attend the market
 - ✓ Expanded advertising
 - ✓ Slightly extended Wednesday hours as noted above
 - ✓ In partnership with Guilford Health Department, planning outreach for Farmers Market Nutrition Program WIC coupon recipients
 - ✓ Initiated a nonprofit organization participation policy
 - ✓ With City assistance, added about 30 parking spaces and made other parking and traffic safety improvements

- Increase other uses of the market building
 - ✓ Working to create an International Food Festival this coming winter
 - ✓ Improved the former “Room 3” to become the “Harvest Room” for chef demonstrations and other Market events

- Other
 - ✓ Consulted with Warnersville and South Elm Urban markets
 - ✓ Evaluating “mobile market” possibilities with Guilford Health Department
 - ✓ Updated some Market signs and plan to update more
 - ✓ Filed nonprofit (501c3) applications with Internal Revenue Service



July 19, 2012

TO: Denise Turner Roth, City Manager
FROM: Russ Clegg, AICP, Interim Manager, Long Range Planning
SUBJECT: Neighborhood Small Projects Program Update

Neighborhood groups submit Neighborhood Small Projects Program (NSPP) applications to have capital projects built on public property in their neighborhood. Planning and Community Development administers the program, though the appropriate department implements each project after City Council adopts the recommendations. The NSPP team is comprised of representatives from six City departments and two Greensboro residents and scores applications on a scale of 1 to 5 on the following criteria. These criteria have been in use consistently since the program began in 1995:

- Community Benefit (weighted x 5)
- Community Support and Participation (weighted x 4)
- Community Need (weighted x 3)
- Partnering and Leveraging (weighted x 2)
- Impact on City Resources (no weighting)

Changes in Scoring

The Neighborhood Small Projects Program (NSPP) team is making a small change to the program's scoring process, moving to a two-tiered system to make sure funds are fairly expended. This change will ensure that each City Council district initially has equal funds available for use but will not penalize neighborhoods that happen to be in a district with multiple applications. The system will involve two steps:

- In the first step, \$20,000 would be available in each Council District and projects would be awarded funding based on how they scored against other projects in their district. This is the system that is currently in place.
- The second step would come into play if some districts use less than the full \$20,000, while other districts have more than \$20,000 worth of projects requested. In this case, the remaining eligible projects would be ranked City-wide, and the remaining funds applied to those projects in the order that they scored.

In the FY2010/2011 budget, City Council changed the program guidelines to spread the funding evenly to each City Council district, so that \$20,000 was available in each of the 5 districts rather than having \$100,000 City-wide. This also had what may be the unintended consequence of not funding some projects even though there was money available in the program budget.

FY 2011/2012 Budget

For the previous NSPP budget, only one application was received that met the program's criteria, which was a proposal from the Aycock Neighborhood Association to build a monument-style

neighborhood sign. The location is at the corner of Yanceyville Street and Bessemer Avenue, at the back of Aycock Middle School. The NSPP team scored the project high enough for it to move forward, and the Planning Board made a favorable recommendation to fund the project after a public hearing at its July 18th meeting. Field Operations will install the sign.

2012/2013 Budget Cycle

A new NSPP application is now available, and is on the City's website. Staff has made a presentation to the Greensboro Neighborhood Congress and will work with a subcommittee of this organization this fall to make sure that the program is working well for our neighborhoods. The application will also be distributed by an email blast to existing email lists and to individual neighborhood associations.

WRC

cc: Andy Scott, Assistant City Manager
Sue Schwartz, Planning and Community Development Director

Field Operations Department
City of Greensboro



July 19, 2011

TO: Denise Turner Roth, City Manager
FROM: Dale Wyrick, P.E., Director of Field Operations
SUBJECT: Liquid Road Pavement Preservation Seal Project

This memo is to update you on a pavement preservation test project for extending the life of asphalt on City streets that will take place the week of July 23rd.

Background

In an effort to find more cost-effective ways to maintain Greensboro's streets, the Field Operations Department will treat all of the streets in the Bethany Woods neighborhood with a Liquid Road pavement preservation seal during the week of July 23rd. This petroleum-based liquid emulsion is designed to extend the life of asphalt 4-6 years by rejuvenating the asphalt binder in the pavement, and reversing the effect of aging due to environmental damage. By extending the life of the asphalt, the City hopes to extend the time between repaving treatments, which leads to cost-savings.

Streets scheduled for the treatment are:

- Bethany Trace
- Palmtree Court
- Humble Road
- Triumphant Road
- Fig Leaf Court
- Walser Road
- Mt. Olive Drive
- Healing Well Drive
- Mt. Olive Drive
- Garden Place Road

Door hangers and flyers will be distributed throughout the neighborhood the day before treatment is scheduled. Motorists should use caution and obey posted traffic control when traveling in these areas.

If further is required, please advise.

DW

**Public Affairs
Contact Center Weekly Report
Week of 7/9/12 - 7/15/12**

Contact Center

4855 calls answered this week

Top 5 calls by area

Water Resources

Balance Inquiry – 1025
New Sign up – 229
General Info – 178
Cutoff Requests – 117
Bill Extension – 114

Field Operations

Bulk Guidelines – 98
HHW/Transfer – 69
Repair Can/Garbage – 65
No Service/Garbage – 53
E-Waste Collection – 42

All others

Police/Watch Operations – 278
Police Records – 77
Courts/Sheriff – 62
Privilege License – 60
Overgrown Lots – 39

Comments

We received a total of 1 comment this week:

Field Operations – 1 comment:

- Caller wants to compliment Solid Waste crew. Lake Brandt Road and Regents Park area. Our Solid Waste employees always go above and beyond in this neighborhood. There was a move out and this morning, the crew went through everything at the curb, isolated electronic waste, and made sure everything was picked up. This is a great bunch of guys and they always do an outstanding job.

Overall

Calls about overgrown lots increased last week. Call volume was busy through the end of the week.



SMALL GROUP MEETINGS

Date	Councilmember	Department / Person Contacted	Subject	Council Notification Date
July 16, 2012 6:30 - 7:30	Councilmember Abuzuaiter Councilmember Matheny Councilmember Vaughan	Executive: S. Neerman, Interim Director C. Wilson & Chief Ken Miller and various Staff	Henry Street Park Visit	Friday, July 20, 2012



City of Greensboro Grant Applications Submitted

<u>Grantor</u>	<u>Grants Projects / Description of Purpose</u>	<u>Amount Requested</u>	<u>Department Requesting Funding</u>	<u>Council Notification Date</u>	<u>Status</u>
Federal Emergency Management Agency	The grant will fund the salaries for 15 firefighters and staff a engine company for two years	\$1,275,286	Greensboro Fire Department	July 20, 2012	Approved by CMO on July 12, 2012