



**Mayor and Council Meeting
Work Session Minutes
October 14, 2013 | 6:00PM**

The Riverdale Mayor and City Council met on October 14, 2013 at 6:00PM for the purpose of conducting a regular work session. The meeting was held in the conference room on the second floor at City Hall, located at 7200 Church Street, Riverdale, Georgia 30274.

Call to Order and Welcome

With a quorum present, Mayor Evelyn Wynn-Dixon called the meeting to order at 6:02PM.

Roll Call

All members of the governing body were present for the meeting, with the exemption of Council Member Ruffin.

APPROVAL OF AGENDA WITH ANY ADDITIONS/DELETIONS:

The following amendments were made to the agenda:

Addition(s): None.

Deletion(s): Presentation will not be made to Cynthia Jenkins, Executive Director for Friends of Clayton County Family Care.

Home Depot will not receive proclamation. Chief Willis will accept the "National Fire Prevention Month" proclamation.

Tabled: None.

Postponed: None.

The Agenda was approved by general consensus.



PRESENTATIONS:

Update for the New Event Sponsorship Package, CieCie McGhee, Director of Cultural Affairs & Leisure Services.

CieCie McGhee, Director of Cultural Affairs & Leisure Services, Dwight McQueen, Sales & Sponsorship Coordinator, and Corey Punzi, Marketing & Events Specialist, presented to Mayor and Council regarding the newly proposed Special Event Sponsorship Package. In an effort to generate revenue to add to the General Fund. The sponsorships will also cover expenditures associated with the multitude of community events and concerts produced throughout the year – such as the South City Concert Series, After Work Cool Down, Seafood & Music Festival,

GET FIT! Riverdale 5K/Walk, Educational Holiday Gala, Preparatory Spelling Bee, Gospel on the Green, and Youth Athletic Program to name a few.

The aforementioned programs are all designed to foster and cultivate good community relations among our residents and surrounding cities alike. Our goal for FY'14 is to increase revenue in the form of sponsorship in an effort to offset production expenses. Whereby creating relationships with corporate and community partners. These strategic alliances will allow for new revenue streams to flow into the city's bottom line.

KEY SPONSORSHIP OPPORTUNITIES

South City Concert Series:

A music series combined with classic old school artists and new comers provides a family atmosphere where the community can enjoy top talent and come together to strengthen ties in the City of Riverdale. Past performers included: **Sheila E, Howard Hewett, Angela Winbush, SOS Band, Vesta Williams, and ConFunkShun**

Dates: One concert takes place in May, June, & July **2013 Attendance:** 3500 per concert.



Seafood & Music Festival: *(formerly known as Seafood & Beer Festival)*

*Beer element removed from title, which will allow us to continue to grow and attract more sponsors.

A signature event with live music combined with an array of seafood of many kinds. This alluring display of fish, crab, scallops and other seafood is intended to entice the palate. Participants of all ages celebrate the Labor Day holiday concluding with a fireworks spectacular show. Past performances included: **Rapper's Delight, Full Force, Avery Sunshine and Alyson Williams.**

Date: Labor Day Weekend (Saturday)

2013 Attendance: 10K+

Afterwork Cool Down:

A music series designed to sooth your long work week. The Riverdale Centre becomes a place to network and meet new friends while enjoying everything from live jazz to contemporary music.

Dates: Every 4th Thursday during the summer

2013 Attendance: 500 – 1500

GET FIT! Riverdale 5K:

The GET FIT! Riverdale - 5K Health & Fitness event is a fundraiser to create a bank of school supplies to support the public schools in Riverdale. 5K participants are encouraged to donate unused school supplies (pencils, backpacks, paper, crayons, etc.) A USA Track and Field (USATF) certified 5K run will commence, after which a series of fitness course demonstrations brought to you {insert sponsor} and the Department of Cultural Affairs & Leisure Services offering an array of classes including; Zumba, Pilates, and Cardio Boot camp.

Date: September 20th, 2014

2013 Attendance: 150

Educational Holiday Gala:

The Annual Holiday Gala is to benefit and support education. Each year the city partners with a local Riverdale school to raise funds to support school supply efforts and programs.

Date: December 2014

2013 Attendance: 400



Preparatory Spelling Bee:

The annual spelling bee is designed to prepare students for the district bee. It also acts as an educational tool for students to advance their vocabulary and improve reading and associated test scores.

Date: 3rd Saturday in November

2013 Attendance: 100

STRATEGIC TARGET SPONSOR APPROACH

The FY'14 strategic sponsor approach consists of identifying key individuals who are able to readily green light sponsor activations and/or initiatives. Direct relationship building and associations will be critical to the success of securing this revenue.

The following represents clientele demographics of Riverdale Town Center:

Target Audience	25-65 yrs.
Cumulative Attendance	25K+
Median Household Income	\$60,500.00
Age Demo	30 & under (38%), 31-65 (49%)
Gender	60% female and 40% male
Education	70% college educated
Amphitheatre Capacity	3K

Honorable Mayor Dixon called for questions and/or concerns from the Board.

Council Member Davis inquired what the probability of this coming to fruition is. When will Cultural Affairs/Leisure Services Dept actually have funds (sponsorship dollars) secured? He also commented that value is determined by the end user, what one may consider value someone may not, and asked for additional clarity on the statement regarding value.



CieCie McGhee stated the engine is already in motion, she is confident the department can secure sponsorships utilizing the new sponsorship package and going after targeting companies. Ms. McGhee commented that the Marketing Team is going out and networking at professional events to meet with decision makers to establish relationship for future business opportunities. She was recently awarded an honor for top 25 women in Atlanta making moves and she had the opportunity to develop rapport with key decision maker with Wells Fargo and Chick-Fil-A. Companies are looking for ways to become more mobile and go where the people are to advertise their product or service. Ms. McGhee stated that the City can offer a unique opportunity for that.

Corey Punzi also commented on the value of sponsorship opportunities. If a corporation was to go to one of our media partners on their own, their rates would be extremely high. The advantage to sign on with the city of Riverdale, they can take full advantage of the media opportunities, while paying considerably less, due to our established relationship in the community.

Council Member Davis thanked the Cultural Affairs Team.

Council Member Stamps Jones thanked the team for their presentation. She inquired when Cultural Affairs Dept plan to have the official rollout – reception, dinner, or networking event to present to our potential sponsors with tour of facility and introduce the Sponsorship Package.

Corey Punzi indicated an in-house networking event is not planned. Instead, the Sponsorship Coordinator, Mr. Dwight McQueen will go out and present the sponsorship package individually to potential sponsors. We want to be able to customize accordingly to their specific needs.

Council Member Stamps Jones congratulated Cultural Affairs/Leisure Services Dept on their expertise in planning and coordinating concerts. The team puts a lot of energy in the South City Concert Series and After Work Cool Down Concerts, hopefully the plan will work to generate sponsorships on the concert level.

Council Member Wanda Wallace mentioned a few years ago we attempted to secure Delta Airlines as a sponsor, but was unsuccessful. She inquired what Cie Cie plans to do to secure Delta as a sponsor. What she plans to do differently.



Cie Cie stated that Delta Airlines is a large corporation and money is distributed in different areas for marketing such as – women’s group, diversity programs, etc. Her plan is to find out where the money streams are and connect with the correct individuals over that division. They will have to dig and find an area that speaks to our goal. Perhaps they may have an education component that will tie in with an existing program City of Riverdale is working on.

Council Member Wanda Wallace inquired if we are also reaching out to promoters to rent out the Amphitheatre for events, and the promoter would give the City of Riverdale a percentage. Which would afford us the opportunity to use less tax dollars on concerts.

We have to be extremely creative and assertive to secure sponsorship. Dwight McQueen responded yes he is doing that also. In addition to secure sponsorships he is also meeting with concert promoters.

Overview of Street Sweeping Program for the City of Riverdale to promote city beautification, Nate Mingo Interim City Manager.

In the 2013 Winter Retreat, Council Member Wanda Wallace and other members of the Governing Body expressed interests in having street sweeping services. Staff was directed to research and secure quotes for such services. Street Sweeping Services of America will provide cleaning services included but not limited to the removal of grass clippings, pine needles, leaves, trash and other debris in the storm gutters of City Streets. They will cover all commercial and residential areas in the City.

The cost of the proposed contract is \$23,452.00; however staff is authorized to approve extra services to this contract as required, provided however the total cost does not exceed the approved budget for street sweeping services.

Honorable Mayor Dixon called for questions and/or concerns from the Board.

Council Member Wallace inquired how often Street Sweeping Services of America will provide service. She also inquired if there is an ordinance in place that speaks to residences and businesses blowing grass clippings in the streets/drains. She inquired if code enforcement could monitor this to take to environmental court.



Mr. Mingo indicated services will be provided 4 times a year, and should be sufficient to start. What we have on the streets currently is a build up on 10-15 years. If it becomes necessary to do it more often than once a quarter, we can revisit the agreement.

Ms. Camilla Moore (Director Planning & Zoning) indicated nothing is on the books at this time. She advised the Board we would need evidence – photo or video of the person in the act in order to take to court. It could be a citizen or code enforcement, however evidence would be required.

There was consensus to discuss the measure during business meeting.

Authorize Contract with Clayton County to provide pavement Striping on Bethsaida Road between Carder Court and Georgia Highway, Karl Kelly, City Engineer.

Under the 2013 Service Delivery Agreement with Clayton County, The Clayton County Transportation Department will provide transportation maintenance for or roads and streets within the City of Riverdale. Under the Agreement, Clayton County will provide labor and equipment and the City of Riverdale and the City of Riverdale will be responsible only for the cost of materials.

Striping on Bethsaida Road between Georgia Highway 85 and Church Street, and between Church Street and Carder Court is virtually invisible due to wear and needs to be repainted. Clayton County will provide this restriping to Riverdale for only the cost of the materials. Due to the high traffic volume along these segments, Riverdale is requesting that the striping be done with thermoplastic highway paint. Thermoplastic paint will last 12-15 years while standard traffic paints will only last 3-5 years. The striping layout will be reconfigured to comply with requirements of the Manual on Uniform Traffic Control Devices (MUTCD) and to provide smoother traffic flow in these highly congested segments.

Clayton County has provided an estimate for the materials and annual contractor to complete the work for a total cost of \$9,950, and needs approval and agreement for payment before proceeding. This action item is a resolution authorizing the City Manager and/or Mayor to enter into an agreement with Clayton County to perform the work in accordance with the proposal.

Honorable Mayor Dixon called for questions and/or concerns from the Board.



Council Member Davis inquired how soon would this take place.

Mr. Mingo reminded the board of the cost saving measure to use the County. However, we could have services rendered faster with a private company, but we would pay double the cost.

Mr. Kelly indicated it is at the convenience of Clayton County. However, they are aware of our need and it should be high of their priority list.

Council Member Stamps Jones asked as we move forward, if Mr. Kelly and Mr. Benny could keep the Board informed on the progress of this project.

Update to Purchase Target Solutions Training Protgr4am, Chief Willis, Fire Services.

Each State Certified Firefighter and Certified Emergency Medical Technician/Basic, Intermediate, Advance, or Paramedic is required to complete a minimum number of hours of continuing education to recertify their certifications each year. Failure to complete the training ultimately results in decertification. Certification as a Firefighter and EMT/B, I, A or P are minimum requirements of their positions of responsibilities for the City of Riverdale. In the absence of a training officer and/or training division, we experience challenges every year to meet the requirements.

Target Solutions is a computer based program that provides each member with the ability to complete training hours for the Firefighter and Emergency Medical Technician (EMT) categories. Additionally, the program helps us with the core competencies from the state and special operations, management and leadership skills. There is a component that allows us to report the hours to the state as well. While this program does not preclude the need for a training officer, it is a training tool and reporting tool. The information is updated continuously so we are always on the cutting edge of improved knowledge, skills, and abilities. Lastly, the better trained member is a safer and more productive member.

A one-time fee of \$1,500.00 is part of the invoice (setup, training, etc). The membership fee is \$4,360.00 and the annual maintenance fee is \$395.00. The total is \$6,255.00. This program was requested in the budget and was included in the narrative budget justification.

Honorable Mayor Dixon called for questions and/or concerns from the Board.



Council Member Stamps-Jones stated it's always good to receive training.

Council Member An'cel Davis supports training and acknowledged the smart decision to present information.

Mayor Dixon acknowledged that fact with ongoing training us all can better meet the needs of our citizens.

Update for proposed Text Amendment for Property Maintenance Standards, Park 2B, Camilla Moore, Director of Planning/zoning, CD, and ED & Business Services.

Currently, the City of Riverdale lacks the authority to require residential and commercial structures, which are in need of repair and upkeep, to repair such structures as to prevent such structures from presenting a risk to citizens. There are currently property and structures, single family, multi-family and commercial, within the community that do not qualify as vacant structures under the City's existing Ordinance of definitions or which are not currently undergoing renovations or repairs under an active permit. These properties or portions of property represent a risk to public health, safety and welfare insofar as they are affected by the continued occupancy and maintenance of structures and premises.

Many of these violations cannot be addressed currently under the environmental ordinance, nuisance and abatement ordinance or vacant structure ordinance. There are also zoning ordinances and esthetic values set forth by mayor and council, the maintenance of which can directly and indirectly affect the economic health of the city and its ability to maintain positive growth and image. Currently the enforcement provisions within the City of Riverdale Code of Ordinances do not provide for the legal administrative language or proper referencing of the State of Georgia International Property Maintenance Code. The current city reference to the Standard Housing Code is no longer enforceable under the State Law. That particular code is out of print and has been replaced the International Property Maintenance Code (IPMC). The IPMC applies to all existing residential and non-residential structures and premises. The

IPMC allows the building department and code enforcement departments to exercise the appropriate use of authority to address violations in a timely and fair manner. This code still allows for the continued use, occupancy and operation of those structures and systems which were compliant at the time of construction provided those structures and systems have been adequately maintained to constitute a hazard. Due to the



extensiveness of the recommend modification to the Ordinance, Staff will submit the document in three (3) parts.

Due to the extensiveness of the recommend modification to the Ordinance, Staff will submit the document in three (4) parts. Part A of the Ordinance was adopted by Mayor/Council on July 22, 2013. Part B, was discussed during the July 22, 2013 Work Session with a consensus to bring the Text Amendment back for Action.

Honorable Mayor Dixon called for questions and/or concerns from the Board.

There were none.

Overview for Text Amendment for Property Maintenance Standards, Park 2C, Camilla Moore Director of Planning/Zoning, CD, ED & Business Services.

Camilla Moore presented Part C of the Property Maintenance Code. This is not an action item, but is scheduled for the business session agenda. It deals with regulation for construction codes for vacant and foreclosed properties.

Honorable Mayor Dixon called for questions and/or concerns from the Board.

There were none.

Adjournment

There being no further business to come before Mayor and Council, Council Member Wanda Wallace motioned to adjourn the work session. Council Member An'cel Davis seconded. The time was 6:53PM.