

July 26, 2011

The regular meeting of the Council of the City of Martinsville, Virginia, was held on July 26, 2011, in Council Chambers, Municipal Building, at 7:30 PM, with Mayor Kim Adkins presiding. Council Members present included: Mayor Kim Adkins, Vice Mayor Kimble Reynolds, Gene Teague, Mark Stroud, Sr., and Danny Turner. Staff present included: Clarence Monday, City Manager, Brenda Prillaman, Eric Monday, Linda Conover, Leon Towarnicki, Wayne Knox, Susan McCulloch, Coretha Gravely, Ruth Easley, Jay Stout, Mike Rogers, and Gary Cody.

Following the invocation by Council Member Gene Teague and Pledge to the American Flag, the Mayor welcomed everyone to the meeting.

On a motion by Gene Teague, seconded by Mark Stroud, with a 5-0 vote, Council approved the minutes of the June 28, July 5, and July 12, 2011 Council meetings.

A proclamation regarding the 2011 National Night Out on August 2, 2011 was presented to Police Officer Coretha Gravely and members of Neighborhood Watch groups.

Gary Cody presented the following preliminary report on the Martinsville Mustangs:

**Preliminary Report of the Martinsville Mustangs as of 7/26/11**

*Figures are approximating numbers pulled together after July 8<sup>th</sup> game*

**Revenues**

- Despite 3 rained out games this year, the team is approximately \$5,000 more in game revenue compared to the same number of games through the 2010 season. *(Note: We had no rainout games in the 2009 or 2010 season).*
- 33 more season ticket holders compared to the 2010 season sold.  $33 \times \$125 = \$4,125$  more... *(Note: not reflected on day to day revenue above and this number could be higher if fan purchased the Gold Passes at \$200 per ticket includes punch card for 10 hotdogs, shirt, and private parking spot).*
- Added 8 new sponsors whom never sponsored with the Mustangs. Sponsors want to be a part of the action and the positive atmosphere at the Park. They see and reap the benefits of being a sponsor with the major draw the team receives in the area. Extended commitment to the Mustangs would add even more sponsors to the list as a marketing investment for local and regional businesses.

**Savings**

- Season Ticket holders helped the Team by feeding the team after the game, which saved on Team Meals on numerous occasions where they brought a covered dish.
- Expected to save approximately \$12,000 in travel expenses by using PHCC extracurricular bus
- Traded signage to cut cost for team expenses – Actual=\$47,620 / Actual + Traded = \$61,200
  - Revenue in signage is down \$2,000, but Gross + Traded is up \$30,000, which saves the Team in expenses otherwise spent out of Mustangs' Budget (Food, Lodging, Promotions, Team Activities, Materials for Picnic Deck, New Air Condition in concession stand, Signage paid for as Trade, and Umpire Meals)
- First year the Mustangs met their need in Host Families. We had enough so we didn't overcrowd any host families with too many kids. There is a better understanding of how families benefit from keeping ballplayers while they mentor their children while acting as a big brother. The community has stepped up to save the Team from disbanding.

**Game Atmosphere Improvements**

- Team has made 8 public appearances to local businesses and community involvement events - - Attendance is up 12,000 compared to the same number of games in the 2010 season. Contributed by more Chamber Nights, added Eden and Patrick Co. plus bigger give-a-ways, which draws people (Subway, Taco Bell, Chick-fil-a, Wild Magnolia's, etc.).
  - 12 nights with over 1,000 people, 2 nights with over 2,000 people, and 2 nights with over 3,000 people
  - *Compared to 2010 season, 4 games over 1,000 people, and 2 games of 2,000 people or more, and no recorded 3,000 or more people in the Park at one time despite a crammed schedule day-after-day traveling and playing at Hooker Field.*
  - Picnic Deck – improved game revenue and atmosphere at the game. Premier seats with 32" Flat Screen TV provided to the Mustangs by Aaron's Rentals.
  - Mustangs are 9<sup>th</sup> in the League Standings at 22-24 (out of 15 teams) and have a chance to make playoffs
- Mr. Cody asked that Council consider a commitment at the August 9, 2011 Council meeting.

After discussion on the need for multi-year contract and credit card usage, Council asked that a complete report on the Mustangs be made available to them on Friday, Aug. 5, in order that they will have time to study and review completely before a final decision is made.

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Wayne Knox briefed Council on the proposed amendment to the zoning ordinance regarding pawn shops noting that at present, the City of Martinsville allows pawnshops as a use permitted by right in the C-1A, C-2, C-3, M-1 and M-2 Districts. Due to concerns reported by other communities regarding the negative effects of these businesses, the Planning Commission felt that removing this use would serve to protect the public, health, safety and welfare, and to promote orderly growth of the community. The Planning Commission held a duly advertised public hearing on July 14, 2011. There was one person in attendance at the public hearing and that person did not voice opinion in favor or against the proposed amendment to the Zoning Ordinance. Planning Commission voted (3-2, with one abstention) to send this amendment to City Council for their consideration. He pointed out that City staff recommends amending the Zoning Ordinance to remove pawnshops as a permitted use in all districts in which it is currently a permitted use. After discussion, Council asked that the pawnshop issue be taken back to the Planning Commission to see if special use guidelines can be used to provide the protections needed without restricting business. Council decided not to set a public hearing and will wait to hear back from Planning Commission on pawnshop special use permit recommendations.

Susan McCulloch briefed Council on Arts & Cultural incentives noting this report was for information only and that staff is still working on pros and cons of the issue.

During its June 16, 2011 regular meeting, the Arts & Cultural Committee discussed potential incentives to entice new Art/Cultural-related businesses into the district. The existing local benefits for the Enterprise Zone are competitive benefits that have been in place since 2008. Entrepreneurs and property owners have indicated that they are a great help when starting operations in the Zone. The overlay for the Arts & Cultural District is almost completely within the Enterprise Zone, except for a few parcels on Market Street and Fayette Street. A caveat is that some of these parcels are residential, so we don't envision the use will change; however businesses surrounding them can perhaps take advantage of the incentives, which would enliven the neighborhood as a whole. Members of the Arts and Cultural Committee recommend that those businesses not already covered by Enterprise Zone benefits be allowed to apply for Arts/Cultural Related benefits. Businesses would not be allowed to apply for both Enterprise Zone benefits and Arts/Cultural benefits at the same time. On July 14, 2011, Planning Commission voted 3-2 to back the recommendation and recommended it be submitted to City Council.

After discussion by Council, staff was directed to continue gathering information and bring the issue back to Council for action at a later date.

City Manager Clarence Monday briefed Council on the resolution requesting the restoration of across-the-board state reduction in aid-to-localities. To balance the State budget, the Virginia Appropriation Act contains \$60 million in across-the-board cuts to cities and counties for both FY11 and FY12, under which localities are required to either elect to take reductions in particular State aid programs or to send the State a check for the amounts determined by the Department of Planning and Budget. Last FY, the City of Martinsville reimbursed the State \$209,050 and will submit another check to the State for \$205,954 this fiscal year. Despite State General Fund revenue collections exceeding the forecast by \$311M in FY11, following a \$228M surplus in FY10, local governments are required to send money back to the State. While the State requires these across-the-board funding reductions, mandates remain in place for localities to provide the same level of State required services for local residents. The

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Staff requests that the Council adopt the Resolution, requesting the Governor to eliminate these reductions and requests the General Assembly to support such budget amendments.

On a motion by Kimble Reynolds, seconded by Gene Teague, with a 5-0 vote, Council approved the following resolution to be sent to the governor and state legislators:

**RESOLUTION--IN SUPPORT OF RESTORATION OF STATE FUNDING FOR AID TO LOCALITIES**

**Whereas**, state financial assistance for mandated and high priority programs, including public education, health and human services, public safety and constitutional officers, is \$800 million less in FY12 than in FY09; and  
**Whereas**, cities and counties must balance their budgets during a time in which future state assistance is unreliable, federal stimulus dollars are dwindling, and real estate assessments are declining; and  
**Whereas**, the Virginia Appropriation Act contains \$60 million in across-the-board cuts to cities and counties for both FY11 and FY12, under which localities are required to either elect to take reductions in particular state aid programs, or to send the State a check for the amounts determined by the Department of Planning and Budget; and  
**Whereas**, the reductions are applied to essential services, including law enforcement, jail administration, foster care and child protection services, election administration and social services; and  
**Whereas**, the City of Martinsville does not have the authority to unilaterally decide to discontinue providing services such as election administration or to refuse to house and care for State prisoners in local jails; and  
**Whereas**, the state budget cuts are not accompanied by any reductions in state-imposed mandates, standards and service requirements, nor do they provide any administrative flexibility for local agencies; and  
**Whereas**, the City of Martinsville remitted \$209,050 in FY11 and will be required to remit another \$205,954 in FY12; and  
**Whereas**, cities and counties will have provided the State with \$220 million by the close of FY12 for this "Local Aid to the State" program; and  
**Whereas**, these reductions shift State costs to local taxpayers and artificially increases the amount of state surplus revenue; and  
**Whereas**, State revenues have begun to recover and the State is expecting to have a revenue surplus for the second year in a row; and  
**Whereas**, revenue collections for the City of Martinsville continue to reflect struggling national and local economies; and  
**Whereas**, the State should not shift its share of the costs for mandates and responsibilities to local governments; now, therefore,  
**BE IT RESOLVED** by the City Council of the City of Martinsville, Virginia, in regular session assembled July 26, 2011 that it asks Governor Bob McDonnell to submit a budget amendment to the 2012 session of the General Assembly to reverse the \$60 million-a-year reduction for the current year, FY12, and to eliminate the aid to localities reduction in the budget submitted for FY13 and FY14; and  
**BE IT FURTHER RESOLVED** by the City Council of the City of Martinsville, Virginia that it asks the members of the General Assembly to support a budget amendment to the 2012 session of the General Assembly to reverse the \$60 million-a-year reduction for the current year, FY12, and to eliminate the aid to localities reduction in the budget submitted for FY13 and FY14.

On a motion by Gene Teague, seconded by Kimble Reynolds, with a 5-0 vote, Council approved the following consent agenda:

BUDGET ADDITIONS FOR 7/26/11				
ORG	OBJECT	DESCRIPTION	DEBIT	CREDIT
<b>FY11</b>				
<b>GENERAL FUND</b>				
01100909	490801	Recovered Costs - Senior Citizens		213
01714212	506016	Senior Citizens - Program Supplies fees for trips	213	
01101917	442701	Categorical Other State-Fire Programs		4,512
01321102	506110	Fire Dept - State Fire Programs Grant appropriate full funding	4,512	
01100909	490104	Recovered Costs		1,194
01311085	505500	Police Dept - Travel DMV grant - travel reimbursement	1,194	
<b>Total General Fund:</b>			5,919	5,919
ORG	OBJECT	DESCRIPTION	DEBIT	CREDIT
<b>FY12</b>				
<b>GENERAL FUND</b>				
1100908	480410	Miscellaneous - Donations/Fire Department		78
01321102	505500	Fire Dept - Travel & Training designated donation through United Way	78	
<b>Total General Fund:</b>			78	78

Business from the floor:

Ural Harris, 217 Stuart St.—comments on power adjustment clause and reconsideration of AMP vote; Melvin Smith, 614 E. Church St.—comments on pawn shops; Geri Ridenhour, Mulberry Rd.—comments on return boards at city tennis courts.

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Comments from City Council: Stroud-comments on Mustangs team and pawn shops; Reynolds-reported Human Relations Advisory Comm had informative meeting; Turner-Mustangs comments; Teague—requested dates be set for August or September for a Council planning session; Adkins-congratulated Virginia Cardinal baseball team for representing area and asked that they be invited to a Council meeting for formal recognition and the Mayor congratulated Helen Howell for being named Woman of the Year and extended thanks to the United Way for the program.

Comments from City Manager: Mr. Monday advised that the advertisement for the Finance Director position will go out this weekend and plans are to hire by December 1. Mr. Monday asked that Council send him their ideas for a strategic planning session as to how many days and topics, etc. and he will work toward making the arrangements as requested.

In accordance with Section 2.1-344 (A) of the Code of Virginia (1950, and as amended) and upon a motion by Danny Turner, seconded by Mark Stroud, with the following 5-0 recorded vote: Adkins, aye; Teague, aye; Reynolds, aye; Stroud, aye; and Turner, aye, Council convened in Closed Session, for the purpose of discussing the following matters: (A) A personnel matter as authorized by Subsection 1, (B) A prospective business or industry or the expansion of an existing business or industry where no previous announcement has been made of the business or industry's interest in locating or expanding its facilities in the community as authorized by Subsection 5, (C) Appointments to boards and commissions as authorized by Subsection 1.

City Council recessed and convened as the Martinsville Redevelopment and Housing Authority for two agenda items.

(1) Wayne Knox briefed the Martinsville Redevelopment and Housing Authority on the annual HUD resolution. On a motion by Gene Teague, seconded by Danny Turner, with a 5-0 vote, the MRHA voted to approve the following resolution:

**MARTINSVILLE REDEVELOPMENT & HOUSING AUTHORITY--RESOLUTION**  
**SECTION MANAGEMENT ASSESSMENT PROGRAM (SEMAP) CERTIFICATION**

Whereas, 24 CFR 985.101 requires a Public Housing Agency administering a tenant – based assistance program to submit an annual SEMAP Certification within 60 days after the end of its fiscal year;

Whereas, SEMAP requires HUD to rate the performance of Public Housing agencies by assessing 14 performance indicators subject to HUD verification by an on – site confirmation review at any time;

Whereas, The Housing Authority is required to submit certification to HUD for the 14 performance indicators, and;

Whereas, The Certification must be approved by the PHA board and signed by the PHA Executive Director; now, therefore,

***BE IT RESOLVED, by the Board of Commissioners of the Martinsville Redevelopment and Housing Authority,***

1. That the Section 8 Management Assessment Program Certification for the Fiscal year ending June 30, 2011 shall be completed as stipulated by HUD and;
2. That the Executive Director is hereby authorized to sign and submit the certification as required.

(2) Wayne Knox briefed the MRHA regarding the minimum rent for recipients of assistance under the Section 8 Housing Choice Voucher Program advising that a public hearing needs to be set for August 9, 2011. On a motion by Gene Teague, seconded by Kimble Reynolds, with a 5-0 vote, the MRHA voted to set the public hearing for August 9, 2011.

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The Martinsville Redevelopment and Housing Authority then adjourned and Martinsville City Council re-convened for closed session.

At the conclusion of Closed Session, each returning member of Council certified that (1) only public business matters exempt from open meeting requirements were discussed in said Closed Session; and (2) only those business matters identified in the motion convening the Closed Session were heard, discussed, or considered during Session. On a motion by Kimble Reynolds, seconded by Gene Teague, with the following recorded 5-0 vote: Adkins, aye; Reynolds, aye; Teague, aye; Stroud, aye; and Turner, aye, Council returned to Open Session.

On a motion by Gene Teague, seconded by Mark Stroud, with a 5-0 vote, Phyllis Hairston, 3730 Old Chatham Rd., was appointed to the Human Relations Advisory Committee. No other was action taken.

There being no further business, Mayor Adkins adjourned the meeting at 9:55 pm.

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Clarence C. Monday, Clerk of Council

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Kim E. Adkins, Mayor