

**MINUTES OF THE WORK SESSION
BOARD OF MAYOR AND ALDERMEN
FRANKLIN, TENNESSEE
CITY HALL BOARDROOM
TUESDAY, SEPTEMBER 22, 2015 – 5:00 P.M.**

| | | | |
|---|---|--|---|
| Mayor Ken Moore | P | | |
| Vice Mayor Clyde Barnhill | P | Alderman Dana McLendon | P |
| Alderman Brandy Blanton | P | Alderman Margaret Martin | P |
| Alderman Pearl Bransford | P | Alderman Ann Petersen | P |
| Alderman Beverly Burger | P | Alderman Michael Skinner | P |
| <u>Department Directors/Staff</u> | | | |
| Eric Stuckey, City Administrator | P | Lisa Clayton, Parks Director | |
| Vernon Gerth, ACA Finance & Administration Dev. | | Shirley Harmon-Gower, Human Resources Director | |
| Russell Truell, ACA Finance & Administration | P | Mark Hilty, Water Management Director | |
| David Parker, City Engineer/CIP Executive | P | Paul Holzen, Engineering Director | |
| Shauna Billingsley, City Attorney | | Bob Martin, Interim Planning & Sustainability Director | |
| Rocky Garzarek, Fire Chief | | Joe York, Streets Director | |
| Deb Faulkner, Police Chief | | Brad Wilson, Facilities Project Manager | |
| Fred Banner, IT Director | | Lanaii Benne, Assistant City Recorder | P |
| Chris Bridgewater, BNS Director | | Linda Fulwider, Board Recording Secretary | |
| Becky Caldwell, SES Director | | | |

Call to Order

Mayor Ken Moore called the Work Session to order at 5:00 p.m.

Citizen Comments

None

WORK SESSION DISCUSSION ITEMS

1. Presentation: Ellie Westman Chin on Economic Impact of the Williamson County Convention and Visitors Bureau.

Ellie Westman Chin presented the following:

Vision

- Williamson County will have the best tourism development program in the state of Tennessee.

Mission

- The mission of the Williamson County Convention & Visitors Bureau (WCCVB) is to positively impact the local economy by increasing travel related spending in the county, provide quality services to the visitor and the local hospitality industry, and assist in the development, preservation, and expansion of the county's tourism product.

2014 Economic Impact Numbers

- 1.22 million visitors (7.1% increase over 2013)
- \$407.46 million (6.6% increase over 2013)
- Williamson County is ranked #6 of Tennessee's 95 counties in visitor spending
- Generated 2,990 hospitality industry related jobs (2.6% increase over 2013)
- Saving each household in Williamson County \$475.70 in local and state taxes

2015/2016 Goals & Objectives

Goal

- Build and promote the Americana Brand and Experience

Objectives

- Increase website traffic by 12% to 340,998 page views in fiscal year 2015-2016
- Increase WCCVB ad revenue 10% to \$89,423
- Increase Visitor Center Visitation by 5% to \$48,932
- Increase awareness of Visit Franklin in Nashville market
- Deliver clear brand messaging across all three sales markets (Meetings, Sports, Tour & Travel)

- Establish Storyteller Program as a 'must do' training program for hospitality industry
- Continue to work closely with Heritage community to promote the historic sites, Main Street, battlefields/battlefield reclamation and preservation

Goal

- Increase Sales Leads and Measurable Room Nights

Objectives

- Increase lead room nights, definite leads booked and definite room nights by 5% over 2014/2015 actual (lead room nights = 78,750; definite bookings = 75; definite room nights = 10,172)
- Engage 100 new meeting planners through digital marketing efforts
- Continue partnership with industry associations (MPI, NTTP, CMCA, ABA, TSAE)

Goal

- Maximize Digital Innovation to Better Connect & Engage With Visitors, Clients, Partners, Stakeholders and Local Community

Objectives

- Increase Facebook followers by 40% to 89,665
- Increase Twitter followers by 25% to 16,670
- Increase Instagram followers by 50% to 6,741
- Launch new CRM to better utilize the visitor, meetings, sports/group databases for new marketing and follow-up opportunities

Goal

- Create and Cultivate Community and Regional Partnerships

Objectives

- Continue to build regional partnerships (NCVC, TDTD)
- Strengthen community partnership within the hospitality industry (DOS and Sports Facilities meetings)
- Strengthen partnership with industry partners (DFA, Middle TN Tourism Council, Natchez Trace Compact, AMT, Leiper's Fork Business Association)
- Work with potential new hospitality industry businesses
- Continue to represent WCCVB in Williams County at BOMA, County Commission, Brentwood Quarterly Dinners, etc.

Ms. Chin noted Rolling Stone mentioned the Pilgrimage Festival that takes place at Harlinsdale this weekend.

2. Presentation of the Comprehensive Transportation Plan and Discussion of Proposed Transportation Projects.

David Parker, City Engineer/CIP Executive
Paul Holzen, Engineering Director

The Planning Commission and BOMA have been working on the Comprehensive Plan for several months. Paul Holzen provided an update. Mr. Holzen introduced David Hinkle, Senior Traffic Engineer CHA.

Short Term, Mid Term, and Long Term projects. The Bike and Pedestrian Master Plan handles the on-street pedestrian and bike aspects and coordinates with Greenways Master Plan. The Transit Portion will include the Cool Springs Multimodal Study and a high level analysis of our transit facility. Those two are still in progress to bring back in the near future.

Project Ranking:

- June 21, 2015 – Project survey sent to all BOMA/FMPC members for project prioritization
- June 23, 2015 – Staff presented project rankings to BOMA/FMPC at Workshop
- August 27, 2015 – BOMA/FMPC updated transportation project prioritization based on completed surveys

Summary Prioritization:

- 58 Long Term Projects (FY 2040 Completion)
- 23 Mid Term Projects (FY 2030 Completion)
- 22 Short Term Projects (FY 2020 Completion)

Not a financially constrained plan, just one tool used to make decisions.

Schedule of Future Discussion:

- October 22, 2015 *FMPC* Transit, Bike/Pedestrian, Corridor Character Application
- November 10, 2015 *BOMA* Preliminary approval of Transit, Bike/Pedestrian, Corridor Character
- January 28, 2016 *FMPC* Overall Presentation of CTNP
- February 9, 2016 *BOMA* Recommendation of Approval of CTNP
- February 25, 2016 *FMPC* Final Presentation and Approval

Online Engagement

| Project Website | Facebook | Twitter | Mindmixer |
|---|---|---|---|
| <ul style="list-style-type: none"> * Provides project overview, FAQ, events & project documents. * 706 page views * 201 unique visitors <p>http://www.connectfranklin.com/</p> | <ul style="list-style-type: none"> * Utilizing City of Franklin page * Potential to reach 12,000 people * Posts are being seen by 600-700 people * Posts are being shared & commented on <p>https://www.facebook.com/ConnectFranklinPlan#1/CityOfFranklin?Franklin?fref=ts</p> | <ul style="list-style-type: none"> * Utilizing City of Franklin page * Facebook feeds automatically link to Twitter * Potential to reach over 9,000 people * Posts are being retweeted <p>https://mobile.twitter.com/ConnectFranklin</p> | <ul style="list-style-type: none"> * Site linked to City Facebook page * 8 open topics * 90 participants * 47 comments * 7 shares <p>http://connectfranklin.mindmixer.com/</p> |

Eric Stuckey said he looks at it as if he were trying to establish a menu of projects, if it's not on the menu, we can't order it. It does not lock the project in, it is just to say it could specifically happen within a certain timeframe if we were able to do so. By having it in the comprehensive plan we can get it into MPO plans, grant opportunities and such.

Paul Holzen noted that on all these projects CHA will do a cut sheet to outline the project limits, the scope, the cost, and a good description for each project that comes in the door. A spreadsheet listing all projects was reviewed; however, it is not the BOMA/FMPC ranking sheet.

Mr. Stuckey commented that the next phase includes modeling, and asked the Board to see if there is something on the list that shouldn't be or if some project is missing from the list. If it is complete, they will proceed with the modeling.

Many of the Long Term projects are based on development. Some projects are in the design phase with right-of-way and construction the next phases and those will be addressed with the CIP rankings. Comments were made on some of the listed projects.

Board members will review the spreadsheet in depth between meetings.

3. ***Consideration of a Professional Services Agreement (COF 2015-0287) with TRC Environmental Corporation (TRC) for an Ecological and Archaeological Survey for the Spencer Creek and South Prong Drainage Basin Sanitary Sewer Project.**

Paul Holzen, Engineering Director

Funded design for Spencer Creek interceptor at Franklin Road. The 36" line needs to be relocated. The survey is required by the Regulatory Specialist assigned to this project prior to issuing the permit.

Eric said staff has advised him we may see more of these requirements on projects as we move along. Historically, the U.S. Corps of Engineers hasn't gotten into this detail, they have relied on the state to get the studies; however, they are now getting involved.

4. **Consideration of DRAFT RESOLUTION 2015-78, A Resolution to Authorize the City of Franklin to Submit an Application to the Tennessee Department of Transportation (TDOT) for the Transportation Alternatives FY2016 Grant Program (96 West Sidewalk)**

Paul Holzen, Engineering Director

An opportunity for a grant for the 96 West multiuse path connecting from Freedom Middle School to Ninth Avenue. Carl Baughman and Gupta Borra, City Traffic Engineers joined the discussion. A short video explaining the project was shown. The connection is because of safety concerns with the four surrounding schools. Cost is close to \$1.5 million with a 3-5 year window to identify funding. The grant would cover part of the cost.

It was noted that the 96 East sidewalk project is not a good fit for a grant. Discussion ensued on connecting more existing sidewalks in the City, and as to skateboarding to the Skate Park, City ordinance prohibits skateboards from using multiuse trails. There will be public meetings, etc. as this is pursued.

5. **Consideration of DRAFT RESOLUTION 2015-32, "A Resolution to Amend the City's Policy on Water and Sanitary Sewer Availability."**

Paul Holzen, Engineering Director

Discussed at the last work session and brought back at Alderman Petersen's request. She had been concerned about allowing connection to City water; however, the policy is more focused on sanitary sewer connection. Four of the five conditions in the ordinance as almost identical to the 1992 policy. The annexation agreement, to be

signed at the time of approval, is recorded against the property and annexation takes place when the property becomes contiguous with the City limits. Specified distance to the hook up does not pertain to this policy; distance is specified when there is a septic system failure.

6. **Consideration of Initiating the Annexation Process and Draft Plan of Services, RESOLUTION 2015-63, for the Annexation of Certain Areas on Lewisburg Pike (west side) and South of Goose Creek Bypass, Specifically 1456 and 1462 Lewisburg Pike; Establishing a Public Hearing for October 13, 2015.**

**Bob Martin, Interim Planning Director
Amy Diaz-Barriga, Planning Supervisor
Vernon Gerth, ACA Community & Economic Development**

Item 8 is located near these parcels. There is no second meeting in October due to that day being election day. Mr. Stuckey asked if the Board was comfortable having the three public hearings at the next meeting (including Item 7), October 13th. All three are owner requested annexations. This item is annexation of 80.53 acres of property (smaller lots).

The second access into Stream Valley will be addressed along with this item. Alderman Skinner wanted to make sure the connection would be addressed right away. Mr. Stuckey advised that it will be addressed with the Plan of Services and other aspects of this request.

7. **Consideration of Initiating the Annexation Process and Draft Plan of Services, RESOLUTION 2014-101, for the Annexation of the Adams Property, Located South of Murfreesboro Road and East of I-65; Establishing a Public Hearing October 13, 2015.**

**Bob Martin, Interim Planning Director
Amy Diaz-Barriga, Planning Supervisor
Vernon Gerth, ACA Community & Economic Development**

This request is for +/- 165 acres and includes the "tail" of the property in the annexation but not in the PUD.

8. **Consideration of Initiating the Annexation Process and Draft Plan of Services, RESOLUTION 2015-62, for the Annexation of Certain Areas Adjacent to Lewisburg Pike (east and west side) and South of Goose Creek Bypass, Specifically 1445, 1480, and 1490 Lewisburg Pike; Establishing a Public Hearing for October 13, 2015.**

**Bob Martin, Interim Planning Director
Amy Diaz-Barriga, Planning Supervisor
Vernon Gerth, ACA Community & Economic Development**

This annexation request is for 115.53 acres.

9. **Consideration of Amendment to Contract 2015-0191 with Regional Transit Authority.**

**Eric Stuckey, City Administrator
Russ Truell, ACA Finance & Administration**

The contract was approved in August for the 91X Franklin Express bus service. Subsequently, the Regional Transit Authority made changes and adjustments. There are two fewer routes per day, and the method of applying federal Congestion Mitigation and Air Quality grant funding was changed. The City's local partner share was raised to \$42,577, and that funding level will remain the same for three years. The trips per day that had been reduced to four, were brought back to six trips. The subsidy cost is approximately \$1.00 per trip. The bus stops at Vanderbilt and at Music City Place near the Capitol since many riders are Vanderbilt or state employees.

The RTA is developing a new marketing plan for this and the MTA. Mayor Moore is advocating for a reverse commute with a full bus coming into Franklin. The concern is, once they are here, how do they get around the City. They are working with Uber and Lyft.

Concerns regarding the marketing as many people are not aware of this transportation. Also, there isn't a place to stow bicycles on the bus. Some MTA buses are equipped to take bicycles. Mayor Moore will address the bicycle stow. RTA in discussions with Brentwood to see if they will reconsider resuming the route.

10. **Discussion Regarding New Compost Site.**

**Vernon Gerth, ACA Community & Economic Development
Joe York, Streets Director**

Todd King, Compost Facility Manager

Joe York and Todd King joined the discussion. The present facility has been on Incinerator Road for seven or eight years and they are running out of room.

Todd King presented his proposal for 14 acres of City property located on and adjacent from the Wastewater Facility to be done in two phases:

PROS -

- Large enough site to compost both yard debris and Bio-Solids (Class A. Class B can't sell to the public and requires additional permitting). Most successful facilities are at bio-solid facilities.
- Takes 25,000 tons out of the landfill
- Sales of \$35,000 since inception of current 2-1/2 acre facility; \$11,000 sales this year so far.
- Site more convenient for customers and staff
- Utilities are in place (water, electric, effluent water, and sewer)
- Fence is in place
- Ready to use with small amount of grading and building
- All runoff water can be sent to the wastewater facility
- Shorter haul times for the leaf crews and SES
- Existing tree buffer around most of the facility
- Above the flood plain
- Access road in place
- Large enough site that there will be no leaf stockpiles

CONS -

- Site mostly level but will have to be put to grade to allow runoff to be sent to Wastewater
- Fence with gates must be installed around bins and office
- Buffer needed around walking path
- Building of pads, office/shop and roads (Phase 2 – build a road)
- Accessibility: small access road "Claude Yates" and new Solids Facility.

Alderman Petersen was concerned about the odor with adding bio-solids. Mr. King explained the process he uses prevents any odor, except for a sweet earthy smell.

11. Discussion Regarding Household Hazardous Waste Grant from Tennessee Department of Environment and Conservation (TDEC).

**Becky Caldwell, SES Director
Jack Tucker, SES Assistant Director**

Jack Tucker explained that the City, in conjunction with Williamson County, had received a grant for a permanent Household Hazardous Waste Facility. The cost to build the facility was higher than anticipated and will not be built. The grant will be turned back to TDEC.

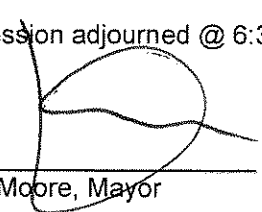
SES would like to place a structure near the front of the City Complex for the drop-off of Batteries, Oil, Pain, Anti-freeze and Electronics (BOPAE).

Other Business

None

Adjournment

Work Session adjourned @ 6:36 p.m.



Dr. Ken Moore, Mayor

Minutes prepared by: Linda Fulwider, Board Recording Secretary, City Administrator's Office - updated 10/12/2015 3:47 PM