

AGENDA

FRANKLIN CITY COUNCIL

MONDAY, October 23, 2017 – CITY HALL COUNCIL CHAMBERS – 207 W. SECOND AVE.

7:00 P.M.**Regular Meeting**

Call To Order MAYOR FRANK M. RABIL

PLEASE TURN OFF CELL PHONES MAYOR FRANK M. RABIL

PLEDGE OF ALLEGIANCE

CITIZENS' TIME

AMENDMENTS TO AGENDA

1. CONSENT AGENDA

- A. Minutes: September 16, 2017 Called Meeting & September 25, 2017 Regular Meeting
- B. Departmental Reports: September, 2017 (Separate File)
- C. Arbor Day Proclamation – October 26, 2017

2. Public Hearing

- A. Southampton Memorial Hospital Health Clinic Lease – Taylor Williams, City Attorney

3. FINANCE

- A. FY 2017 – 2018 City Budget Amendments # 2018 – 05, # 2018 – 06 & # 2018 - 07
- B. Dominion Transmission True-Up Report – Mark Bly, Director of Power & Light

4. OLD/NEW BUSINESS

- A. GO Virginia Application Resolutions of Support
 - 1. Regional Broadband Initiative # 2017 – 09
 - 2. Regional Unmanned Systems Initiative # 2017 – 10
- B. DFA Downtown Update – Dan Howe, Executive Director, DFA
- C. City Manager's Report

5. COUNCIL/STAFF REPORTS ON BOARDS/COMMISSIONS

- 6. CLOSED SESSION – I move that the Franklin City Council meet in Closed Session to discuss and consider appointments to boards and commissions pursuant to Virginia Code Section 2.2 – 3711 (A) (1).

Motion Upon Returning to Open Session- I move that the only matters discussed during the closed session were those lawfully exempted from open meeting requirements and identified in the motion by which the closed session was convened.

7. ADJOURNMENT

UPCOMING ITEMS TO BE SCHEDULED

The items below are intended to be reflective, and not inclusive of all subjects staff is working on to bring forward to City Council in the next two months. Both the time lines and subject matter are subject to change and should not be considered final.

SUBJECT

**Arbor Day Tree City Event/ Ribbon Cutting
@ Armory Park Playground
Franklin City PINK Walk for Cancer Awareness@
Armory Park
Courthouse Referendum Election
Employee Holiday Luncheon @
Main Event (Downtown)
Columbia Natural Gas Franchise
Charter Cable Franchise**

TENTATIVE TIME LINE

**October 26, 2017 @ 10 a.m.

October 28, 2017 @ 9 a.m. to noon
November 7, 2017
December 19, 2017
@ 11:30 a.m. – 1:00 p.m.
TBD
TBD**

CONSENT AGENDA

- A. Minutes: September 16, 2017 Called Meeting & September 25, 2017
Regular Meeting**
- B. Departmental Reports: September, 2017 (Separate File)**
- C. Arbor Day Proclamation – October 26, 2017**

September 16, 2017

**FRANKLIN CITY COUNCIL CALLED MEETING SEPTEMBER 16, 2017
@ 8:30 A.M. JOHN B. ROSE (FRANKLIN MUNICIPAL) AIRPORT
CONFERENCE ROOM**

The Franklin City Council held a called meeting on Saturday, September 16, 2017 to conduct a Retreat to discuss Revenue Enhancement (General Fund), Economic Development Focus, Revenue Enhancement Opportunities, Solid Waste Fund Update, Property Maintenance, PETA Tethering Regulation Request, and Council Process/Procedures as well as, other topics related to Council priorities and goals.

Council Members in Attendance: Frank M. Rabil, Mayor; Vice-Mayor Barry Cheatham; Linwood Johnson, Bobby Cutchins, Benny Burgess and Gregory McLemore (Mary Hilliard absent).

Others in Attendance: Randy Martin, City Manager; and Amanda Jarratt, CEO FSEDI.

Call to Order & Welcome: Mayor Rabil called the meeting to order at 8:30 a.m. and gave a summary of expectations and ground rules for the retreat. After some discussion, the Mayor thanked all for attending and recognized City Manager Martin and FSEDI Director Jarrett to lead the initial discussions.

Overview: Manager Martin expressed his appreciation to all present for taking up their Saturday for this important activity. He reminded Council that the last full retreat was held in January 2015 in a similar setting when the council developed the current vision statement and set priorities for the City for the next three years. This session is designed to give updates on progress but more importantly have the current Council begin the process of refining priorities and take next steps toward realizing top identified priority items.

Manager Martin and CEO Jarrett referenced a detailed booklet prepared for Council that contained copies of powerpoint presentations for this meeting and other documentation relevant to the topics and priorities covered. (This information is incorporated into these minutes by reference as all the details are not repeated in these summary minutes.) The stated theme for the presentation/documents and retreat overall was Revenue Enhancement: "Grow The Base". Manager Martin reviewed background information, trend data and identified potential opportunities to enhance revenue. CEO Jarrett complimented this presentation with an economic development focus on the revenue enhancement theme. She also reviewed regional influences on the effort including background information on progress made as well as opportunities detailed in her presentation. She also reviewed the status of the Franklin Business Center which FSEDI manages for the City, and the Start-up Downtown program and other initiatives her agency is involved in with the City, Chamber and Downtown Franklin Association. She also discussed tourism initiatives and potential.

Manager Martin reviewed information in the work session booklet concerning the port, transportation, and freight projections. He also referenced the recommendations and findings of a Virginia Main Street funded visioning effort for the Downtown Franklin Association which was completed earlier this year.

After Council discussion and questions and answers on the presentations by Manager Martin and CEO Jarrett, the focus shifted to a discussion of potential revenue enhancement options and strategies. A number of specific ideas were identified and discussed in detail utilizing the background documents provided.

September 16, 2017

**FRANKLIN CITY COUNCIL CALLED MEETING SEPTEMBER 16, 2017
@ 8:30 A.M. JOHN B. ROSE (FRANKLIN MUNICIPAL) AIRPORT
CONFERENCE ROOM**

The group continued to review documents through the lunch break and into the afternoon. CEO Jarrett left the meeting after lunch. The Council then transitioned to the other specific topics listed on the agenda for discussion at the retreat. These topics were as follows:

- a) Solid Waste Fund Update;
- b) Property Maintenance Discussion;
- c) PETA Tethering Resolution Request;
- d) General Discussion of Council Process/Procedures; and,
- e) Appointments to Boards & Commissions.

The meeting concluded with a wrap-up session during which the City Manager was provided some consensus direction on next steps on several of the specific topics with formal action on items deferred to future Council meetings. Members of Council offered comments on a wide range of topics related to the priorities discussion.

Adjournment

At the conclusion of the discussion, Mayor Rabil again thanked all present for participating. Councilman Cutchins then offered a motion to adjourn the work session. Councilman Johnson seconded the motion and it was approved by a 6 – 0 vote (Councilwoman Hilliard absent).

Mayor Rabil thanked the City Manager and staff for all the preparations.

Mayor Rabil declared the meeting adjourned at 3:25 p.m.

These Minutes for the September 16, 2017 City Council Regular Meeting were adopted on the 23rd day of October, 2017.

Mayor

Clerk to City Council

The Franklin City Council held its regular meeting on Monday, September 25, 2017 at 7:00 p.m. in the Council Chambers at City Hall.

Council Members in Attendance: Mayor Frank Rabil, Barry Cheatham, Vice-Mayor; Linwood Johnson, Bobby Cutchins, Mary Hilliard, Greg McLemore and Benny Burgess.

Staff in Attendance: Randy Martin, City Manager; Taylor Williams, City Attorney; Mark Bly, Director of Power and Light; Russ Pace, Director of Public Works; Dinah Babb; Treasurer; Brenda Rickman, Commissioner of the Revenue; Donald Goodwin, Director of Community Development and Chief Phil Hardison, Franklin Police Department.

Others in Attendance: Officer Marissa Foster, Franklin Police Department; Dan Howe, Executive Director, Downtown Franklin Association; and Teresa Rose-McQuay; Administrative Assistant and Acting Secretary, Recording Minutes.

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was recited by everyone in attendance.

Special Recognition: Welcome – Introduction of New Hires – Community Development

Mayor Rabil recognized Manager Martin who asked Community Development Director Donald Goodwin to introduce the new employees in his department. Director Goodwin introduced Mr. Lee Freddie Gray and Mr. Barton Grover. Mr. Gray is Building Inspector – Code Compliance Officer and Mr. Grover is the Environmental Compliance Officer. Director Goodwin gave a brief biography of both employees and stated that they are both great additions to the Community Development Department. Mayor Rabil welcomed the new employees and noted that the Council was looking forward to working with them. All in attendance applauded the new employees to welcome them to the City of Franklin.

CITIZENS' TIME

Executive Director of the Downtown Franklin Association, Mr. Dan Howe addressed Council. He thanked everyone for coming out to the progressive ribbon cutting ceremonies for the three startup businesses. Mr. Howe also reminded everyone of the 35th Annual Franklin Fall Festival happening on September 29th and 30th. He invited everyone to come out and enjoy the festivities.

Mr. Ronald McClenny of 901 Craig Drive, Suffolk, VA addressed Council about his desire to obtain a service revolver from his tenure with the City of Franklin Police Department. He distributed a package to the members of Council and Manager Martin and Attorney Williams. He made remarks concerning what he feels like the City owes to him and he asked that the City do the right thing to rectify the situation.

Amendments to Agenda

Councilman Burgess made the motion to amend the agenda to add an additional topic for consideration and approval of a new Farm Lease for the Pretlow Farm. Vice-Mayor Cheatham seconded the motion.

The motion was approved by a 7 – 0 vote.

Mayor Rabil recommended adding the item to the Old/New Business section in the agenda as item B and moving the City Manager's report to item C.

CONSENT AGENDA

Minutes: September 11, 2017 Regular Meeting

Mayor Rabil asked if there were any corrections to the minutes of the September 11, 2017 Regular meeting. Hearing none, he asked for a motion. Councilwoman Hilliard made the motion to approve the September 11, 2017 Regular meeting minutes as presented and Councilman Johnson seconded it.

The motion was approved by a 7 – 0 vote.

Departmental Reports: August, 2017 (Separate File)

There were no questions or comments concerning the August, 2017 Departmental Reports that were sent to Council under separate file.

Finance

Financial Report: August, 2017

General Fund

Manager Martin presented the highlights of the August, 2017 Financial Report. Manager Martin stated that this financial report reflects two months of revenue and expenditure in most cases.

Revenue Highlights

Overall General Property Taxes collected in the amount of \$153,744 are up from FY 17 collections of \$114,505.

- **Current Real Estate taxes** – no revenue has been collected on the current year assessment.
- **Delinquent RE taxes** of \$121,672 are 55.3% of the budget and 43.3% higher than prior period collections of \$84,906.
- **Delinquent Personal Property taxes** at \$10,140 are 22.5% of budget and 15.17% lower than prior period collections of \$11,953.
- **Penalty and Interest** at \$21,932 is 16.9% of budget and 25.76% higher from the prior year collections of \$17,439.
- **Public Service Corporation taxes** – no revenue has been collected during the current period.

Local Tax Revenue realized is 0.98% of Budget.

- Local Sales & Use taxes collected are \$324,810.
- Cigarette Taxes collected are \$50,654.
- Meals Taxes collected are \$245,496.
- Lodging Taxes collected are \$32,202.

Overall, net Local Tax Revenue sources are projected to meet targeted projections.

Revenue Summary

Total current general fund revenue reported at \$1.48 million (6.4% of budget) is a net of \$245,649 more when compared to the \$1.24 million realized in the prior fiscal year.

The increase is comprised primarily of:

- Real estate taxes - \$40,000
- Sale of real estate - \$95,000
- Federal & state funds – 100,000

General Fund Expenditure Highlights

General Fund expenditures at the end of the period total \$3.29 million and represents 14.2% of the total budget; when compared to the prior year period of \$3.4 million, this is a \$105,465 or 3.1% decrease.

Enterprise Funds

Airport Fund

Cash Balance

- The cash balance in the Airport Fund is a negative \$57,123. This fund is typically subsidized by the General Fund.

Water & Sewer Fund

Cash Balance

- The cash balance in the Fund at the end of the month is \$1.53 million which is \$165,000 down from the \$1.69 million reported last month and .54% more than the \$1.54 million reflected in the prior year period.

Solid Waste Fund

Cash Balance

- The cash balance in the Fund at the end of the month is \$261,800.

Electric Fund

Cash Balance

Cash in the Electric Fund at \$1,134,111 increased by \$399,556 from the prior month period.

Mayor Rabil asked if anyone had any questions concerning the financial report.

Councilman Burgess asked about the decline in the cash balance in the Solid Waste Fund from 2015 to current.

Manager Martin stated that there have been major purchases of equipment under the pay as you go option for the last couple of years. Manager Martin stated that the City does not plan future purchases of additional capital equipment until the fund returns to policy minimums. Another factor being considered on the expenditure side of the Solid Waste fund is the impact of the savings the City will see with the SPSA reduced tipping fee.

Councilman Johnson asked who determines the tipping fee now since there is no longer an agreement with RePower.

Manager Martin stated that it is the SPSA board that sets tipping fees and deferred to Attorney Williams who is on the SPSA board to further address the question.

Attorney Williams stated that the current tipping fee of \$125 a ton is contracted until January 25, 2018 and beyond that it is yet to be determined.

FY 2017 – 2018 City Budget Amendments # 2018 – 003 & 04 (Resolution # 2017 – 08)

FY 2017 – 2018 Budget Amendment # 2018 - 03

Manager Martin reported that budget amendment # 2018 – 03 is to carry forward unspent appropriations for specific funds, grants and projects from the FY 2016 – 2017 budget to the current FY 2017 – 2018 budget.

Vice-Mayor Cheatham made a motion to adopt budget amendment # 2017 – 03 as presented. Councilman Johnson seconded the motion.

Mayor Rabil asked if Council had any questions or comments concerning budget amendment # 2017 – 03.

Councilman McLemore asked why the Summer Youth Day Scholarships were not completely expended.

Manager Martin stated that he would have to ask the Department Director and respond to him.

There being no further questions; the Mayor called for the vote.

The motion was approved with the 7 – 0 vote.

FY 2017 – 2018 Budget Amendment # 2018 – 04 and Resolution # 2017 – 08

Manager Martin reminded City Council that when they approved the 5-year Capital Improvements Program budget in June, 2017, it included the acquisition of a replacement emergency generator for the E-911 Emergency Communications Center building in FY 2017 – 2018. The funding source for this item was listed as: “Financing.” As discussed during budget work sessions, this is an essential item as it provides the backup power supply for the E-911 Center, Police Department and Courts building in the event of a prolonged power outage. The funding for this purchase, estimated at \$202,523.92, is planned to be part of the energy efficiency

borrowing expected to be complete later this year. Due to the lengthy delay from the time the equipment is ordered, built and delivered (minimum 13 weeks), it is necessary that the order be placed in advance of the closing on the borrowing. This requires an appropriation as detailed in Budget Amendment # 2018 – 04. For the City to be reimbursed for advancing the funds for the purchase prior to closing on the financing, Resolution # 2017 – 08 must also be adopted.

The actions recommended for Council are to adopt Resolution of Intent to Reimburse # 2017 – 08 and City Budget Amendment # 2018 – 04.

Councilman Johnson asked about the status of the City's bond rating.

Manager Martin stated that the City's bond rating remains unchanged and we have very favorable ratings.

Councilman Johnson asked if the City has looked at comparison interest rates for the borrowing.

Manager Martin stated that once the financing process is approved, they would seek proposals to get the best interest rates possible.

Councilman McLemore asked who would be reimbursing the city for the generator.

Manager Martin stated that the General Fund would be reimbursed by the funds obtained through the financing process.

After a lengthy discussion on the topic, Mayor Rabil asked for the desire of the Council.

Vice-Mayor Cheatham made the motion to adopt both city budget amendment # 2018 – 04 and resolution # 2017 -08. Councilman Johnson seconded the motion.

The motion was approved with the vote as follows:

Councilman Johnson, AYE; Councilman Cutchins, AYE; Councilwoman Hilliard, AYE; Vice-Mayor Cheatham, AYE; Councilman McLemore, NAY; Councilman Burgess, AYE; and Mayor Rabil, AYE.

OLD/NEW BUSINESS

Community Development Update

Mayor Rabil recognized Community Development Director Donald Goodwin to present the Community Development update for Council.

Director Goodwin gave highlights to Council of the activities of the Community Development department over the last two years and ongoing activities of the department.

Building Safety – Permits and Inspections		
	FY 2015 – 2016	FY 2016 - 2017
Total Permits Issued	916	1,215
Inspections Conducted	2,016	1,751
Construction Value	\$18.1 million	\$117 million
Fees Collected	\$112,700	\$424,309

Code Enforcement – Property Maintenance Inspections		
	FY 2015 – 2016	FY 2016 - 2017
Total # of Inspections	351	323
High Grass	109	74
Inoperative Vehicles	28	36
Trash & Debris	10	18
Building Maintenance	19	46

Nuisance Liens as of August 11, 2017

- Enforcement actions for property maintenance are somewhat budget driven to gain compliance.
- Costs incurred by the city are billed to the owner for payment. Non-payment results in a lien being placed on the property and reimbursed as taxes are collected or the property is sold.
- To date, the Treasurer reports there are 26 properties with nuisance liens totaling approximately \$45,000.

Madison Street Neighborhood Revitalization Community Development Block Grant

MY1 Contract	MY2 Contract
Owner Rehabs Completed 8	Phase I bids due 10-12-17
Owner Rehabs Remaining 6	Work consists of the installation of approximately 374 LF of cured-in-place lining in existing sanitary sewer mainline and installation of approximately 2410 LF of cured-in-place lining in existing storm drain
Investor Owner Rehabs Completed 6	
Investor Owner Rehabs Remaining 2	
Infrastructure Improvements out to bid	2 Housing Rehabs

FINANCIALS			
CDBG Contract Amount:	\$ 700,000.00	Local Leverage Amount:	\$ 150,000.00
CDBG Amount Obligated:	\$ 599,115.80	Local Leverage Amount Obligated:	\$ 188,145.00
CDBG Amount Expended:	\$ 434,951.28	Local Leverage Amount Expended:	\$ 66,237.14

FINANCIALS			
CDBG Contract Amount:	\$ 533,575.00	Local Leverage Amount:	\$ 162,004.00
CDBG Amount Obligated:	\$ 67,201.00	Local Leverage Amount Obligated:	\$ 1,158.00
CDBG Amount Expended:	\$ 12,244.00	Local Leverage Amount Expended:	\$ 0.00

Additional Grant Proposals prepared by the Department are as follows:

- 1) Virginia Land Conservation Fund Grant Program
 - \$45,500 for land acquisition for the Riverview Walk.
 - Funds for appraisals, surveys, Phase I Environmental, title insurance and legal fees.
- 2) HRTPO Regional Surface Transportation Program
 - \$150,000 for an engineering study on US 58/US 258 Interchange
 - Study area 1/2 mile in each direction from the interchange
 - 2nd heaviest freight gateway in and out of Hampton Roads

There was a discussion concerning the next steps in the process for the Riverwalk project. Director Goodwin advised that the state committee had approved the city for receipt of the grant.

Director Goodwin also updated Council about the status of the community rating system process. This rating system will produce savings on flood insurance for the citizens as well as the city.

Director Goodwin also advised council of the Planning Commission's activity items that are ready for Public Hearing.

These items are as follows:

- (1) Delete foster homes and add temporary family health care facilities as accessory uses in certain zoning districts;
- (2) add a definition of accessory dwelling unit (AUD);
- (3) Add accessory dwelling units as an accessory use in certain zoning districts;
- (4) Repeal section 2.12 Group home public hearing;
- (5) Allowing Mixed-Use Facilities in the Downtown B-3 Zoning district;

Director Goodwin also gave an update on the progress of the Solar Farm project located in Southampton County. Director Goodwin complimented Mr. Regan Prince and Mr. Barton Grover for all their work with this project.

Following Council questions and comments, Mayor Rabil thanked Director Goodwin for his presentation and Councilman McLemore commented to keep up the good work.

It was the consensus of Council to schedule a work session to further consider derelict property regulations and additional funding for dilapidated building demolitions.

Pretlow Farm Lease

Manager Martin advised Council that the city received 6 bids for farming the City's undeveloped Pretlow farm property. After examination of all the lease proposals it was determined that Glover Farms Partnership was the winning bid. Manager Martin deferred to Attorney Williams to comment on the proposed lease for the property.

Attorney Williams had distributed a copy of the terms of the lease for the members of Council to review. Attorney Williams advised Council that if they agree with the particulars of the lease that the City Manager be given the authority to execute said lease.

After some discussion; Mayor Rabil asked for the desire of Council.

Vice-Mayor Cheatham made the motion to authorize the City Manager to execute the proposed Farm Lease with Glover Farms Partnership for a 4-year term beginning January 1, 2018 and ending on December 31, 2021 for the sum of \$145.25 per acre with rent to be paid one-half on March 1st each year and one-half to be paid on December 1st each year and approving early possession of the property on October 1, 2017 for the sum of \$20 per acre with rent to be paid on or before December 1, 2017 for early possession. Councilman Johnson seconded the motion.

The motion was approved with the vote as follows:

Councilman Johnson, AYE; Councilman Cutchins, AYE; Councilwoman Hilliard, AYE; Vice-Mayor Cheatham, AYE; Councilman McLemore, ABSTAIN; Councilman Burgess, AYE; and Mayor Rabil, AYE.

City Manager's Report

Mayor Rabil recognized Manager Martin to present his report.

Southampton Memorial Hospital Clinic Services Request

Manager Martin stated that this item is only for information purposes at this time. Southampton Memorial Hospital would like to host a medical clinic at the Martin L. King, Jr. center on Wednesday's from 10 a.m. to 2 p.m. to better serve the needs of the City of Franklin senior citizens. Manager Martin deferred to Attorney Williams to discuss the process for this to occur.

Attorney Williams noted that in order to lease the property there has to be a public hearing on the matter. If it is the desire to Council to allow the request, we would need to schedule a public hearing at the next Council meeting. Mayor Rabil and the other Council members expressed the desire to schedule the public hearing at the October 23rd Council meeting.

Asset Valuation Study Update

Manager Martin advised Council that there has been progress since the last update. Manager Martin stated that the consultants are going to distribute and review the study information with staff at a meeting on Wednesday, October 18, 2017 and once everything is received in its entirety it will be presented to the City/County subcommittee.

Armory Park Playground Build

Manager Martin reminded everyone of the Armory Park Playground build happening on October 3rd, 4th and 5th. Manager Martin stated that there is still time to sign up to help and invited everyone to be a part of the project. The dedication of the playground will be at 2:30 p.m. on October 5, 2017 and the opening of the facility is scheduled on Sunday, October 8, 2017 at 1:00 p.m.

Manager Martin informed Council of the groundbreaking ceremony Senior Services of Southeastern Virginia (SSSEVA) will be conducting on the Hayden property. Manager Martin shared that the Council will be receiving invitations concerning the ceremony. Tentatively the date is in the morning on October 23, 2017, please save the date.

COUNCIL/STAFF REPORTS ON BOARDS & COMMISSIONS

Councilman Burgess gave an update on the Franklin Business Center. He reported that they lost 1 business, had 2 others sign leases and have another prospective applicant that is expected to come in.

Councilman Johnson reported on the Western Tidewater Regional Jail meeting. He reported that the jail is looking into a tablet program for inmates to use for electronic receipt of mail instead of receiving letters in the mail. This would eliminate drugs being put on paper to smuggle to inmates in the jail.

Vice-Mayor Cheatham added to the WTRJ report that the savings realized by the jail concerning its utilities is far exceeding their expectations after the energy efficiency project was completed.

Mayor Rabil reported on the HRTPO, HRPDC & HRTAC meetings he attended. The Mayor stated that the board voted unanimously to bring broadband from the TransAtlantic cable to the region. He stated that the High Rise Bridge project price is going to come in under what was projected for the cost.

Mayor Rabil thanked members of Council for attending the ribbon cutting ceremonies for the StartUp businesses. He shared that it was a successful event and thanked everyone that participated.

Mayor Rabil also reminded everyone of the Franklin Fall Festival and invited all to come out and enjoy the festivities.

Mayor Rabil also shared that Councilman Burgess and Manager Martin celebrated birthdays recently. He congratulated them both.

Vice-Mayor Cheatham thanked Mayor Rabil and Manager Martin for taking his place at the regional meetings while he was out due to a medical procedure.

Closed Session

Councilman Burgess made the motion that the Franklin City Council meet in Closed Session to discuss and consider appointments to boards and commissions as permitted by Virginia Code Section 2.2 – 3711 (A) (1) and Vice-Mayor Cheatham seconded the motion.

The motion was approved by a vote of 7 – 0.

The Council entered into closed session at 9:05 p.m.

Mayor Rabil reconvened the open session at 9:16 p.m. and asked for a motion certifying the closed session.

Councilwoman Hilliard made a motion certifying that the only matters discussed during the closed session were those lawfully exempted from open meeting requirements and identified in the motion by which the closed session was convened. The motion was seconded by Vice-Mayor Cheatham.

The motion was approved by a 7 – 0 vote.

Action #1

Councilman Burgess made a motion to nominate Mr. Clyde Johnson, Mr. Bill Scarboro and Ms. Cheryl Raulston to the Governor for consideration of appointment of one of the individuals to the Gubernatorial seat on the SPSA board for a four-year term beginning in January, 2018. Councilman Johnson seconded the motion.

The motion was approved by a 7 – 0 vote.

Adjournment

Councilwoman Hilliard made the motion to adjourn the meeting and Vice-Mayor Cheatham seconded it.

The motion was approved by a 7 – 0 vote.

Mayor Rabil declared the meeting adjourned at 9:18 p.m.

These Minutes for the September 25, 2017 City Council Regular Meeting were adopted on the 23rd day of October, 2017.

Mayor

Clerk to City Council

Arbor Day Proclamation

- Whereas,** In 1872 J. Sterling Morton proposed to the Nebraska Board of Agriculture that a special day be set aside for the planting of trees, and
- Whereas,** this holiday, called Arbor Day, was first observed with the planting of more than a million trees in Nebraska, and
- Whereas,** Arbor Day is now observed throughout the nation and the world, and
- Whereas,** trees can reduce the erosion of our precious topsoil by wind and water, cut heating and cooling costs, moderate the temperature, clean the air, produce oxygen and provide habitat for wildlife, and
- Whereas,** trees are a renewable resource giving us paper, wood for our homes, fuel for our fires and countless other wood products, and
- Whereas,** trees in our city increase property values, enhance the economic vitality of business areas, and beautify our community, and
- Whereas,** trees, wherever they are planted, are a source of joy and spiritual renewal, and
- Whereas,** The City of Franklin celebrates its 33rd consecutive year as a certified "TREE CITY USA" honored by the National Arbor Day Foundation,

NOW, THEREFORE, the FRANKLIN CITY COUNCIL, of the CITY OF FRANKLIN does hereby proclaim October 26, 2017 as

"Arbor Day"

in the CITY OF FRANKLIN, and we urge all citizens to celebrate Arbor Day and to support efforts to protect our trees and woodlands, and

Further, we urge all citizens to plant trees to gladden the heart and promote the well-being of this and future generations.

Dated: this 23rd day of October 2017.

Frank M. Rabil, Mayor



PUBLIC HEARING

**A. Southampton Memorial Hospital Health Clinic Lease – Taylor
Williams, City Attorney**



*Office Of The City Attorney
H. Taylor Williams, IV*

October 19, 2017

From: H. Taylor Williams, IV, City Attorney

To: Members of City Council

Re: Proposed Lease to Franklin Clinic Corporation

A Public Hearing has been advertised for the meeting on October 23, 2017 to receive public comment on a proposed lease between the City of Franklin and Franklin Clinic Corporation. The lease space is located in a room at the Martin Luther King, Jr., Center on Oak Street. The lease space will be utilized to examine and treat patients on each Wednesday from 10 am until 2 pm. The Clinic will not be open on the occasions that the Wednesday will be a City holiday or the King Center is closed by the City due to a weather or other emergency. It is anticipated the Clinic will be used mostly by the Senior Citizens that meet at the King Center daily. But the Clinic will also be open to the public. A copy of the proposed lease is attached for your review.

LEASE AGREEMENT

This Agreement is entered into as of the 1st day of November 2017, by and between the City of Franklin, Virginia, a municipal corporation, hereinafter referred to as City and Franklin Clinic Corporation, a Virginia corporation, hereinafter referred to as Clinic, states as follows:

Whereas, Clinic desires to open an office in the Martin Luther King, Jr., Center located at 683 Oak Street, Franklin, VA, a facility owned and operated by City, for the purpose of providing persons who are served by the Senior Services program that meets daily in the Martin Luther King, Jr., Center and other persons from the community the opportunity to meet with a doctor and receive medical treatment and advice on one day a week; and

Whereas, City desires to have this opportunity to bring medical treatment to the public that regularly attends the Senior Services program and other persons from the community to receive medical treatment and advice;

Now, Therefore, the City and the Clinic, for and in consideration of the mutual covenants and promises herein contained do agree as follows:

1. City shall provide a room located in the corner of the King Center that is suitable for Clinic to meet with the public and provide medical advice, examination and treatment customary to a doctor's office without x-rays, blood work or urology work.
2. City shall provide the room on the Wednesday of each week beginning November 1, 2017, beginning at 10 am and ending at 2 pm or until such time as the Clinic has seen all person's present and requesting medical services. In the event of a holiday for the City of Franklin or weather-related emergency falling on a Wednesday, the Clinic will not attempt to open at the King Center.
3. City shall provide all utilities, including electricity, water and sewer, heating and air conditioning, routine janitorial services and maintenance and adequate parking facilities in the adjacent parking lot.

4. Although there are no bathroom facilities located in this room, City will allow access to the bathrooms located within the King Center for Clinic staff and patients.
5. City will allow Clinic to store equipment necessary for seeing patients in the room on days when no one is scheduled to be present to see patients.
6. City will allow patients waiting to see the medical staff to sit in available chairs in the hall outside the room.
7. Clinic agrees to provide proper medical staff to operate the medical facility including, as deemed necessary by Clinic, a doctor/physician, physician's assistant, registered nurse and/or administrative assistant to meet the public.
8. Clinic agrees to provide all linens, tables, and medical equipment deemed necessary by Clinic to meet the needs of the people being served.
9. Clinic agrees to pay rent in the amount of two hundred dollars each month (\$200.00) payable on the 1st day of each month beginning November 1, 2017, to be paid to the City of Franklin.
10. Clinic and City agree that this lease will be for the period of 12 months, ending on October 31, 2018.
11. Clinic and City agree that this lease may be renewed up to an additional two twelve month periods upon any additional new terms as may be agreed upon in writing between the parties. Clinic must give 60 days advance notice in writing to City Manager, 207 West 2nd Ave. Franklin, of intention to renew the lease for an additional term.
12. Clinic and City further agree Clinic will have a right of early termination on 30 days' notice to City in writing provided Clinic secures a new lease in the Hayden Village presently under construction across the street from City.
13. Clinic agrees its staff will be responsible for leaving the room in satisfactory condition and equipment will be properly stored at the end of business each Wednesday before leaving the Center. In the event there is any hazardous materials spilled in the treatment room or in

either of the bathrooms coming from any patient seen by Clinic, then Clinic staff will appropriately clean any such spills and dispose of the material.

Entered into this ____ day of October 2017.

City of Franklin, Virginia

Franklin Clinic Corporation

City Manager

Chief Executive Officer

NOTICE OF PUBLIC HEARING FOR A LEASE OF PROPERTY BY THE FRANKLIN CITY COUNCIL

The Franklin City Council will conduct a Public Hearing at its regular meeting to be held on Monday, October 23, 2017 at 7:00 p.m. at the Franklin City Hall at 207 West Second Avenue, Franklin, Virginia 23851 pursuant to Virginia Code Section 15.2-1800(B). The City Council will consider a lease with Franklin Clinic Corporation for an examination office in the Martin Luther King, Jr., Center, located at 683 Oak Street, Franklin, Virginia. The lease will allow a doctor from Southampton Memorial Hospital to meet and examine patients one day per week during the hours of 10 am until 2 pm. The public hearing is to be held at a public facility to be accessible to persons with disabilities. Any persons with questions concerning the accessibility of the facility or those who have need for reasonable accommodations should contact Teresa Rose-McQuay at (757) 562-8508. Persons needing interpreter services for the deaf must notify Mrs. McQuay at least seven (7) days in advance of the hearing.

Franklin City Council
R. Randy Martin, Clerk

FINANCE

- A. FY 2017 – 2018 City Budget Amendments # 2018 – 05,
2018 – 06 & # 2018 – 07**
- B. Dominion Transmission True-Up Report – Mark Bly, Director of
Power & Light**



October 18, 2017

To: Mayor & Council Members
From: R. Randy Martin
Subject: FY 2017 – 2018 City Budget Amendments

Included in the agenda for Council consideration are three City Budget Amendments described as follows:

1) **Budget Amendment # 2018 – 05**

This amendment covers increased overtime expenditures associated with Police Department coverage of extracurricular sporting events (i.e. football games) at Armory Park. The School Division provides reimbursement to the City for these expenses estimated at \$6,000. Also included is formal appropriation of the funds previously reported and approved by Council for expenditure on E-911 Communication Center PSAP equipment. The cost is covered by a grant as indicated. The amendment also adjusts the budget projection downward from the approved amount to be realized from the recently approved farm lease at Pretlow with the reduction offset by unbudgeted revenue as noted. Lastly, the amendment appropriates recently approved grant funds for Litter control.

2) **Budget Amendments # 2018 – 06 & # 2018 – 07**

The first of these amendments cover adjustments to the first year (MY-1) CDBG grant budget as detailed in # 2018 – 06. The second amendment, detailed as # 2018 – 07 appropriates the second year (MY-2) of the CDBG grant project which primarily funds the infrastructure improvements to water & sewer utilities, stormwater facilities and streets as described in the grant application. All the adjustments have been reviewed and approved on behalf of the state by DHCD.

Action recommended: Adopt City Budget Amendments # 2018 – 05, # 2018 – 06 & # 2018 – 07 as recommended.

Enclosures (3)

BUDGET AMENDMENT # 2018 – 05

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF FRANKLIN, VIRGINIA that the 2017-2018 City Budget is hereby amended to recognize revenue and appropriate the funds for expenditure for:

1. Security services provided by the City Police Department to Schools during football games;
2. the award of a state grant from the Virginia 911 Services Board;
3. adjustment to the Pretlow Industrial Park Farm lease; and
4. the sale of timber on City property.

		2017-2018	AMENDED	INCREASE
		BUDGET	BUDGET	(DECREASE)
Fund 100	<u>GENERAL FUND</u>			
	<u>REVENUE</u>			
18990-0095	Schools-Security Services	\$0	\$6,000	\$6,000
24040-0007	Litter Control Grant Revenue	\$1,243	\$7,281	\$6,038
24040-0014	PSAP Grant Police	\$0	\$118,080	\$118,080
15020-0010	Rental of Pretlow/Rawls Farms	\$36,887	\$18,838	\$(18,049)
18990-6002	Sale of Timber	\$0	\$18,049	<u>\$18,049</u>
				<u>\$130,118</u>
	<u>EXPENDITURES</u>			
31100-1200	Salaries & Wages-Overtime	\$300,000	\$305,500	\$5,500
31100-2100	FICA	\$154,336	\$154,836	\$500
31130-9007	PSAP Grant	\$0	\$118,080	\$118,080
81300-5855	Litter Control Grant	\$1,243	\$7,281	\$6,038
				<u>\$130,118</u>

*Certified copy of resolution adopted by
Franklin City Council.*

Clerk to the City Council

BUDGET AMENDMENT # 2018 – 06

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF FRANKLIN, VIRGINIA that the 2017-2018 City Budget is hereby amended to recognize additional revenues and to appropriate such revenues for new uses.

		2017-2018	TOTAL	INCREASE
296 MADISON STREET NEIGHBORHOOD				
CDBG FUND		<u>BUDGET</u>	<u>BUDGET</u>	<u>(DECREASE)</u>
REVENUE				
296-33000-0100	Federal Aid - Madison Grant	\$ -	\$ 198,889.00	<u>198,889.00</u>
TOTAL				<u>\$198,889.00</u>
EXPENSES				
ADMINISTRATION				
296-85000-3140	Execution of DHCD Contract	-	9.00	9.00
296-85000-3141	Execution of Project Contract	-	10,176.00	10,176.00
296-85000-3143	Contract Monitoring	-	575.00	575.00
296-85000-3148	Administrative Closeout	-	2,500.00	2,500.00
296-85000-3149	Construction Complete	-	8,400.00	8,400.00
TOTAL ADMINISTRATION				\$21,660.00
HOUSING REHABILITATION (Owner)				
296-85000-4301	Owner Construction	-	72,238.00	72,238.00
296-85000-4303	Rehabilitation Specialist	-	9,412.00	9,412.00
296-85000-4305	Temporary Relocation	-	5,000.00	5,000.00
296-85000-4307	Home Maint.Training	-	3,706.00	3,706.00
TOTAL REHABILITATION (Owner)				\$90,356.00
HOUSING REHABILITATION (Renter)				
296-85000-4501	Renter Construction	-	76,459.00	76,459.00
296-85000-4503	Rehabilitation Specialist	-	7,689.00	7,689.00
296-85000-4505	Temporary Relocation	-	2,500.00	2,500.00
296-85000-4507	Home Maint.Training	-	225.00	225.00
TOTAL HOUSING REHAB				\$86,873.00
TOTAL EXPENDITURES				<u>\$198,889.00</u>

DHCD Approved Budget Revision #1 and to carry forward unspent budgeted funds for the Madison Street Neighborhood Revitalization CDBG Grant #14-26 (MY-1) as approved by Franklin City Council and in accordance to DHCD financial guidelines.

Certified copy of resolution adopted by Franklin City Council.

Clerk to the City Council

BUDGET AMENDMENT #2018 – 07

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF FRANKLIN, VIRGINIA that the 2017-2018 City Budget is hereby amended to recognize additional revenues and to appropriate such revenues for new uses.

	2017-2018	TOTAL	INCREASE
296 MADISON STREET NEIGHBORHOOD CDBG FUND (MY-2)	<u>BUDGET</u>	<u>BUDGET</u>	<u>(DECREASE)</u>
<u>REVENUE</u>			
296-33000-0200 Federal Aid - Madison Grant MY-2	\$ -	\$ 521,065.00	<u>\$521,065.00</u>
TOTAL			<u>\$521,065.00</u>
<u>EXPENSES</u>			
<u>ADMINISTRATION</u>			
296-86000-3140 Contract Execution - DHCD	-	.00	.00
296-86000-3141 Management Assistance	-	3,384.00	3384.00
296-86000-3143 Contract Monitoring	-	3,950.00	3,950.00
296-86000-3145 Compliance Review	-	1,000.00	1,000.00
296-86000-3148 Administrative Closeout	-	2,500.00	2,500.00
296-86000-3149 Construction Complete	-	17,160.00	<u>17,160.00</u>
TOTAL ADMINISTRATION			\$27,994.00
<u>HOUSING REHABILITATION (Investor)</u>			
296-86000-4501 Investor -Owner Construction	-	72,200.00	72,200.00
296-86000-4503 Rehabilitation Specialist	-	7,220.00	7,220.00
296-86000-4505 Temporary Relocation	-	6,000.00	6,000.00
296-86000-4507 Home Maintenance Training	-	600.00	<u>600.00</u>
TOTAL REHABILITATION (Investor)			\$86,020.00
<u>IMPROVEMENTS</u>			
296-86000-7601 Storm Sewer - Construction	-	154,000.00	154,000.00
296-86000-7602 Storm Sewer - Inspections	-	6,304.00	6,304.00
296-86000-7603 Water - Construction	-	15,000.00	15,000.00
296-86000-7604 Sewer - Construction	-	218,374.00	218,374.00
296-86000-7606 Water - Inspections	-	750.00	750.00
296-86000-7607 Sewer - Inspections	-	12,623.00	<u>12,623.00</u>
TOTAL SEWER & WATER IMPROVEMENTS			\$407,051.00
 TOTAL EXPENDITURES			 <u>\$521,065.00</u>

DHCD Approved Budget Revision #1 and to carry forward unspent budgeted funds for the Madison Street Neighborhood Revitalization CDBG Grant #16-07 (MY-2) as approved by Franklin City Council and in accordance to DHCD financial guidelines.

*Certified copy of resolution adopted by
Franklin City Council.*

Clerk to the City Council



October 18, 2017

To: Mayor & Council Members
From: R. Randy Martin
Subject: Dominion Transmission True-Up Report

Power & Light Director Mark Bly will be at Monday's meeting to comment on some very good news coming from a recently finalized Dominion Virginia Power Transmission True-up report resulting from a successful negotiation between VMEA and Dominion that benefits all VMEA members including the City. Based upon the adjustment, which is briefly explained on the enclosed email from Director Bly, the City has received a one-time credit of \$544,657.07 which is the City's share for the period covering January, 2016 to current.

This is welcome news and is significant in that for the first time in several years the City will be at or near compliance with the Council adopted cash balance policy minimums for the Electric Fund. This will be another positive factor on the City's financials when the City is evaluated by agencies and financial institutions in the future.

Just as encouraging going forward, the City's monthly energy costs will on average be reduced an estimated \$15,000. Of course, the actual credit/reduction in cost will rise and fall based upon actual electric usage.

Enclosures (2)

Robert Randy Martin

From: Mark Bly
Sent: Tuesday, October 17, 2017 12:46 PM
To: Robert Randy Martin
Subject: FW: billing credit language

The paragraph below pretty much sums up where the credit came from. The VMEA group has been negotiating with Dominion since 2015 on this issue. The negotiations resulted in the credit as well as a slightly lower transmission rate going forward which should reduce Franklin's wholesale power costs by \$15k to \$20k per month.

Please let me know if you need anything further.

Thank you

Mark Bly
Director Power & Light
City of Franklin
1050 Pretlow St.
PO Box 179
Franklin, VA 23851
Phone 757-562-8566
Cell 757-319-1177
Fax 757-562-7883
mbly@franklinva.com

Simple explanation - VMEA has successfully negotiated with Dominion for additional generation benefits related to reducing Franklin's transmission billing demand and associated PJM transmission charges. Dominion is passing along a one time credit to Franklin reflecting the transmission benefits accrued since January 2016 and going forward, we anticipate that Franklin's monthly transmission cost will be approximately \$15,000 lower each month.

Robert Randy Martin

From: Mark Bly
Sent: Tuesday, October 17, 2017 12:49 PM
To: Robert Randy Martin
Subject: FW: Transmission Allocation True Up

I meant to attach the information below.

Transmission Peak True-Up Summary (Refund)			
	2016	2017	Total
Blackstone	(145,512.59)	(106,127.94)	(251,640.53)
Culpeper	(208,479.84)	(202,863.49)	(411,343.33)
Elkton	(44,174.38)	(31,340.70)	(75,515.08)
Franklin	(320,602.91)	(224,054.16)	(544,657.07)
Wakefield	(32,183.87)	(22,769.71)	(54,953.58)
Harrisonburg	(1,447,980.94)	(976,151.67)	(2,424,132.61)
Manassas	(1,181,200.89)	(802,703.60)	(1,983,904.49)
VMEA	(3,380,135.42)	(2,366,011.27)	(5,746,146.69)

OLD/NEW BUSINESS

- A. GO Virginia Application Resolutions of Support**
 - 1. Regional Broadband Initiative # 2017 – 09**
 - 2. Regional Unmanned Systems Initiative # 2017 – 10**
- B. DFA Downtown Update – Dan Howe, Executive Director, DFA**
- C. City Manager’s Report**



October 18, 2017

To: Mayor & Council Members
From: R. Randy Martin
Subject: GO Virginia Resolutions of Support

Enclosed are two Resolutions of Support for the GO Virginia Grant Applications endorsed at the previous HRPDC meeting. Each jurisdiction has been asked to further express support by adopting proposed Resolutions in support of the regional broadband initiative and regional unmanned systems initiative. The Council was advised of the regional support for these proposals at the September 25, 2017 Council meeting. The applications are due to be completed and submitted by October 31, 2017.

Action recommended: Adopt Resolutions # 2017 – 09 & # 2017 – 10.

Enclosures (2)

Robert Randy Martin

From: Robert A. Crum, Jr. <rcrum@hrpdcva.gov>
Sent: Friday, October 06, 2017 9:04 AM
To: Baker, James E. ; Benda, Wynter; Bunting, Mary; Collins, Marvin ; Fedors, J. Brent; Fedors, J. Brent ; Franklin, Tyrone W.; Hansen, David; Hill, Bryan J.; Johnson, Michael W.; Keaton, Randy; Robert Randy Martin; Morgan, Neil A.; Patton, Lydia Pettis; Roberts, Patrick; Rohlf, Cynthia D.; Smith, Doug; Stallings, Michael; Stephenson, Peter M.; Wheeler, J. Randall
Cc: Keith Cannady
Subject: Resolutions for GO Virginia Applications
Attachments: Broadband Resolution.docx; Unmanned Systems Resolution.docx
Importance: High

As discussed at Wednesday's CAO Committee meeting, two resolutions are attached for consideration by your jurisdictions supporting the GO Virginia applications for the Broadband and Unmanned Systems Initiatives. We are asking that each locality in Hampton Roads consider approval of a resolution or letter of support for both of these initiatives. The wording can be revised accordingly to reflect the comfort level of your jurisdiction.

The GO Virginia applications are due October 31, and our goal will be to collect as many letters or resolutions of support as we can by that date.

Thank you in advance for your consideration of this request and for your continued support of these exciting initiatives.

Bob



Robert A. Crum Jr.
Executive Director
Hampton Roads Planning District Commission
Hampton Roads Transportation Planning Organization
723 Woodlake Drive
Chesapeake, Virginia 23320
Phone: 757.420.8300 | Fax 757.523.4881
Email: rcrum@hrpdcva.gov | rcrum@hrtpo.org
Web: www.hrpdcva.gov | www.hrtpo.org

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Resolution # 2017 – 09

**RESOLUTION BY THE COUNCIL OF THE CITY OF FRANKLIN TO
SUPPORT ENDORSING THE REGIONAL BROADBAND INITIATIVE
AND A GO VIRGINIA GRANT APPICATION**

WHEREAS, the Hampton Roads Planning District Commission (HRPDC) unanimously endorsed the formation and implementation of a regional broadband strategy to connect all 17 of its member jurisdictions and

WHEREAS, the implementation of this new digital technology infrastructure throughout the Hampton Roads region will accelerate the creation of 21st Century jobs and support the creation of new and expanded businesses throughout the region and

WHEREAS, the first transatlantic cable (Marea) landing has occurred on the shores of Virginia Beach and is connecting to a newly constructed cable landing station with the second cable (Brusa) under construction with additional transoceanic cable landings being planned and

WHEREAS, those future cable landings will spur the construction of data centers and incentivize the expansion of internet knowledge based economic development throughout the region and

WHEREAS, the regional broadband strategy anticipates a four phase program to connect both Peninsula and Southside jurisdictions along with the many academic institutions, research, modeling and technology centers within the region and

WHEREAS, the implementation of Wireless Networks requires the backhaul of data and communications via improved digital infrastructure and

WHEREAS the build out of fiber adjacent to our road network will create a "sensor-ready" environment to serve the testing and adaptation of autonomous vehicles

WHEREAS the intent of this Regional Broadband Initiative is to create a "middle mile" infrastructure that will also support private internet service providers' ability to reach underserved and unserved neighborhoods and expand affordable services to the small business community

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Franklin that the Council supports the creation and implementation of a Regional Broadband Strategy and GO Virginia Application.

Resolved by the Council of the City of Franklin, Virginia on the 23rd day of October, 2017.

APPROVED:

ATTEST:

MAYOR

CLERK OF COUNCIL

Resolution # 2017 – 10

**RESOLUTION BY THE COUNCIL OF THE CITY OF FRANKLIN TO
SUPPORT ENDORSING THE REGIONAL UNMANNED INITIATIVE
AND A GO VIRGINIA GRANT APPICATION**

Whereas, the Hampton Roads Planning District Commission has unanimously endorsed the proposed Unmanned Systems Testing and Demonstration Center proposal as a regional economic development initiative worthy of support through the Go Virginia project evaluation process; and

Whereas, the proposed project is envisioned to be incrementally developed on approximately 432 acres of surplus Commonwealth of Virginia property located in York County accessible to all Hampton Roads businesses involved in the design and development of unmanned systems technology; and

Whereas, unmanned systems and aerospace development is identified as a high growth, high wage economic cluster within Southeast Virginia; and

Whereas, the proposal envisions a shared investment by multiple regional localities and a proportional share of project revenues; and

Whereas, a regional management and governance structure is anticipated that transparently allows the participation of all willing Hampton Roads local government partners based on parameters to be mutually established;

Now, Therefore, BE IT RESOLVED, that the City of Franklin does hereby endorse the Hampton Roads Unmanned Systems Testing and Demonstration Center proposal as a GO Virginia proposal, and

BE IT FURTHER RESOLVED that the City of Franklin commits to continued collaboration with its Hampton Roads regional partners to advance this job creation initiative.

Resolved by the Council of the City of Franklin, Virginia on the 23rd day of October, 2017.

APPROVED:

ATTEST:

MAYOR

CLERK OF COUNCIL

Downtown Franklin

The Heart of the City

Presented by:
Downtown Franklin
Association

Dan Howe
Executive Director



DOWNTOWN FRANKLIN ASSOCIATION PRESENTATION TO FRANKLIN CITY COUNCIL

DOWNTOWN FRANKLIN –“THE HEART OF THE CITY-REFLECTIONS AND VISIONS”

OCTOBER 23, 2017

- WELCOME
- OVERVIEW AND ORIENTATION –DOWNTOWN FRANKLIN ASSOCIATION
 - DOWNTOWN FRANKLIN ASSOCIATION BOARD OF DIRECTORS
 - DOWNTOWN FRANKLIN ASSOCIATION COMMITTEES
 - DOWNTOWN FRANKLIN ASSOCIATION RACK CARD – HANDOUT
 - NATIONAL & VIRGINIA MAIN STREET ACCREDITATION
 - REFRESHED MAIN STREET APPROACH
 - MAIN STREET FOUR POINT APPROACH
- DOWNTOWN FRANKLIN –REFLECTIONS & VISIONS
- TRANSFORMATION STRATEGY-STRATEGIC PLANNING-KEY GOALS, PROJECTS, AND SPECIFIC OBJECTIVES
 - ACTIVE PROJECT WITH VMS SUPPORT AND GUIDANCE
 - CONTINUANCE OF SUCCESSFUL PROGRAMS
 - ECONOMIC DEVELOPMENT-
 - ❖ STARTUP DOWNTOWN FRANKLIN-continue building and establishing a healthy business environment
 - ❖ NEW BUSINESS WELCOME BASKETS
 - ❖ OTHER ACTIVE NEW BUSINESS RECRUITMENT
 - ❖ ESTABLISHED BUSINESSES CO-OP ADVERTISING PROGRAMS
 - AESTHETICS –
 - ❖ DFA FAÇADE GRANT PROGRAM
 - ❖ “COLOR US HAPPY” –MURAL PROJECT
 - SAFE ENVIRONMENT- DFA SECURITY GRANT PROGRAM
 - FRANKLIN’S MARKET ON MAIN- FARMERS’ MARKET
 - DFA EVENTS-MULTIPURPOSE GOALS
 - OTHER KEY PROJECTS-WORK PLANS
 - MISSION/VISION FOR ORGANIZATION
 - ❖ ACTIVE PROJECT WITH VMS SUPPORT AND GUIDANCE
 - ❖ VISIONING GROUP
 - BRANDING –VIRGINIA MAIN STREET DOWNTOWN INVESTMENT GRANT
 - AESTHETIC
 - ❖ BENCH PROJECT –GRANT REQUESTS
 - ❖ FARMERS’ MARKET –GRANT REQUESTS
 - ❖ RIVERWALK-SUPPORT OF FRANKLIN COMMUNITY DEVELOPMENT PROJECT
 - DFA COMMITTEES AND ORGANIZATION-KEY GOALS, PROJECTS AND SPECIFIC OBJECTIVES
- CITY COUNCIL’S DESIRES AND EXPECTATIONS
 - AGREEMENT BETWEEN VIRGINIA MAIN STREET, DOWNTOWN FRANKLIN ASSOCIATION & CITY OF FRANKLIN
 - AGREEMENT BETWEEN DOWNTOWN FRANKLIN ASSOCIATION AND CITY OF FRANKLIN
- DISCUSSION-QUESTIONS





BOARD OF DIRECTORS
Downtown Franklin Association
2017

Beverly Myers (President)*
305 W. First Ave, Franklin 23851
757-328-8897 (cell)
Paintlady59@gmail.com

Juanita Richards (Vice President)*
Richwood Graphics
213 N. Main Street, Franklin 23851
562-3299(w) 653-8421(h)
jrichards@richwoodgraphics.com

Victor Story (Treasurer)*
Vic's Signs & Engraving
107 W. Fourth Ave
(H) 562-2021 (cell) 651-8888 (W) 562-2243
viessign@hotmail.com

Jackie S. Newsome (Secretary)*
Jack Jr. Towing & Auto Parts
251 S. Main St
(w)562-4367 (c) 630-8458
jackie@jackjrtow.com

Adam Foxwell
Gray Fox Electronics, LLC
115 E. Second Ave
757-304-9921
contact@grayfoxelectronics.com

David Price
David Price Income Tax
209 S. Main Street
757-562-7324
DAPTAX@verizon.net

Bobby Tyler
RW Tyler and Associates
221 N. Main St, Franklin, Virginia 23851
(w) 569-0724; (cell) 724-2501
Bobby.built4u@gmail.com

Jerry Grizzard
DFA Design Committee
1312 Clay Street, Franklin, VA. 23851
(home) 304-9998; (cell) 757-286-4667
jwgrizzard@charter.net

Ashley Cotton
Franklin Business Incubator/FSEDI
601 N. Mechanic Street
562-1958 (w)
acotton@franklinsouthamptonva.com

Beneta Cofield
Cofield's Locksmith
701 South Street B
757-569-8167
beneta@cofieldsauto.com

Frank M. Rabil
City Council Representative
101 Beechwood Drive
651-9697
fmrabil@gmail.com

Roberta Bowman
Floor to Ceiling
201 N. Main Street
757-569-8152
Rbowman1@gmail.com

Cheryl Stepp
Highground Services, Inc.
500 N. Mechanic St
(w) 562-7080 (c) 757-635-8382
cstepp@highgroundservices.com

Harper Thompson
Thompson Family Dentistry, PLLC
500 N. Main Street
(w) 562-5156 (c) 377-7560
hrhathompson@gmail.com

Jim Wright
117 Page Street, Franklin 23851
757-650-8669 (cell)
jilocawr@verizon.net

Committee Chairs
Roberta Bowman/ Jerry Grizzard (Design)
Juanita Richards (Economic Restructuring)
Cheryl Stepp/David Price (Organization)
Jackie Newsome/Beverly Myers (Promotions)

*Executive Committee Member

Downtown Franklin Association Office Staff
120 South Main St. 757-562-6900 Fax 757-562-5666
downtownfranklin@beldar.com
Dan Howe, Executive Director
100 Gillette Court, Franklin, VA 23851
757-562-4545 (w) 757-647-4833(cell)

Ann Ferguson, Adm. Asst. (cell)252-375-5141



Downtown Franklin Association
2017 - Committee Members
A/O 10/1/2017

Organization Committee

Cheryl Stepp, Co-Chair
David Price, Co-Chair
Jim Council
Stacy Barnes
Whitt Harper
Harper Thompson
Adam Foxwell
Waunda Turner
Marbara Woods

Promotions Committee

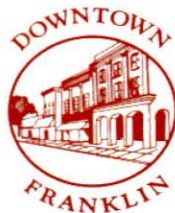
Jackie Newsome, Co-Chair
Beverly Myers, Co-Chair
Victor Story
Jim Wright
Stan Rich
Sidney Wilson
Summer Hemmis

Design Committee,

Roberta Bowman, Co-Chair
Jerry Grizzard, Co-Chair
Cheryl Stepp
Mary Lilley
Clyde Parker
Mary Christie Morris

Economic Vitality

Juanita Richards, Chair
Roberta Bowman
Karen Cobb
Ashley Cotton
Beneta Cofield
Bobby Tyler





THE NATIONAL MAIN STREET CENTER

and

VIRGINIA MAIN STREET

certify that

Downtown Franklin Association

has been recognized as a

2016 Main Street America Accredited Program

for meeting the standards of performance in 2015

Patrice Frey
President & CEO
National Main Street Center

Matthew Wagner, Ph.d
Vice President of Revitalization Programs
National Main Street Center



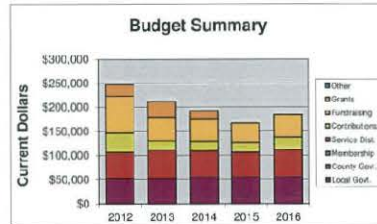
Program Funding for Main Street

Five Year Leveraging ¹

Ratio of budget to all investment:	\$0.87
Ratio of budget to private investment:	\$0.12
Ratio of budget to public investment:	\$0.74

Value of Volunteers

Estimated market value of time ² :	\$1,811,788
Hours contributed since 1997:	61,778



Economic Impacts on Main Street

Created, Retained and Expanded

Businesses to date:	350
Jobs to date:	1,161
Five year cost per job:	\$5,167

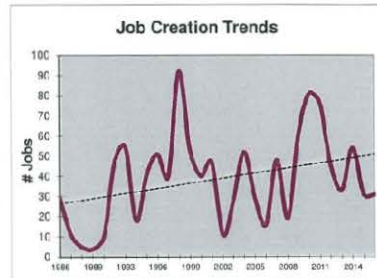
Physical Improvements ³

Private Investment

Cumulative investment to date:	\$29,385,309
Cumulative rehabilitation projects:	509
Average investment:	\$57,731

Public Investment

Cumulative investment to date:	\$16,314,129
Cumulative projects:	85
Average investment:	\$191,931



Downtown Franklin Association

Beverly Myers, President
 Dan Howe, Executive Director
 (757) 562-6900
www.downtownfranklinva.org
downtownfranklin@boldar.com

Notes and Sources

All figures are from the Virginia Main Street Database (VMSD) except where noted.

¹ All monetary figures have been adjusted for inflation using the Consumer Price Index.

² Independent Sector, Giving and Volunteering in the United States, 2015. Independent Sector's value of a volunteer hour is based on annual Bureau of Labor Statistics average hourly wages and increased by 12% to account for benefits.

The 2015 Virginia Main Street economic impact study *30 Years of Impact: How the Main Street program has revitalized Virginia communities* was researched and published by Virginia Commonwealth University's Center for Urban and Regional Analysis. One outcome achieved was the correction of duplicate and invalid entries included over the 30 years of reporting for the program. Though some communities may notice lower cumulative numbers than in pre-2015 reports, the data is correct.

Virginia Department of Housing and Community Development
 Virginia Main Street Program | (804) 371-7030 | mainstreet@dhdcd.virginia.gov





This certificate is presented to

DOWNTOWN FRANKLIN ASSOCIATION

*and the volunteers who have contributed more than 55,000
hours of their time since 1985.*

*These accumulated volunteer hours equate to more than
\$1,000,000 in support of downtown revitalization.*

VOLUNTEER HOURS

Willie C. Smith

2015



- MAIN STREET AMERICA
- ABOUT NMSC
- SERVICES
- RESOURCES

SEARCH

The Main Street Approach - Main Street America



Announcing the Beta Launch of Refreshed Main Street Approach

The refreshed Main Street Approach (see an overview of the refresh process [here](#)) is a common-sense, strategy driven framework that guides community based revitalization efforts. Building off three-decades of success, this updated model harnesses the social, economic, physical, and cultural assets that set a place apart, and ultimately leads to tangible outcomes that benefit the entire community.

Main Street-style transformation is a combination of art and science: communities first need to learn about the local economy, its primary drivers, and its regional context (the science), but they also need to convey that special sense of place through storytelling, preserving the older and historic structures that set it apart, broad and inclusive civic engagement, and marketing (the art). To support this powerful network, the National Main Street Center has a revitalization framework—the Main Street Approach—that helps communities leverage both the art and science of downtown revitalization to create a better quality of life for all.

The Main Street Approach is most effective in places where community residents have a strong emotional, social, and civic connection and are motivated to get involved and make a difference. This approach works where existing assets—such as older and historic buildings and local independent businesses—can be leveraged. It encourages communities to take steps to enact long term change, while also implementing short term, inexpensive and placed-based activities that attract people to the commercial





MAIN STREET FOUR-POINT APPROACH®

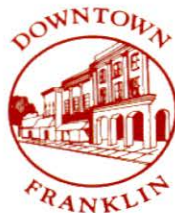
The Main Street Four-Point Approach® is a unique preservation-based economic development tool that enables communities to revitalize downtown and neighborhood business districts by leveraging local assets - from historic, cultural, and architectural resources to local enterprises and community pride. It is a comprehensive strategy that addresses the variety of issues and problems that challenge traditional commercial districts.

Since its founding in 1980, Main Street has been the leader than 2,000 programs and leaders who use the Main Street approach to rebuild the places and enterprises that create sustainable, vibrant communities. This approach has been implemented in over 1,200 cities and towns in 40 states across the nation with the help of the National Main Street Center and statewide downtown revitalization programs.

The success of the Main Street approach is based on its comprehensive nature. By carefully integrating four points into a practical downtown management strategy, a local Main Street program will produce fundamental changes in a community's economic base.

Organization involves building a Main Street framework that is well represented by business and property owners, bankers, citizens, historic preservationists, entrepreneurs, public officials, chamber of commerce, and other local economic development organizations. Everyone must work together to renew downtown. A strong organization provides the structure and stability to build and maintain long-term effort.

Promotion creates excitement and vibrancy downtown. Street festivals, parades, retail events, and image development campaigns are some of the ways Main Street provides education on what's downtown and encourages customer traffic. Promotion involves marketing an enticing image to shoppers, investors, and visitors.



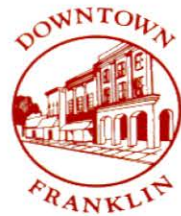
Reflections and Visions



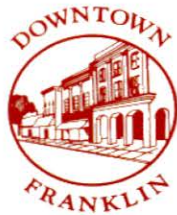
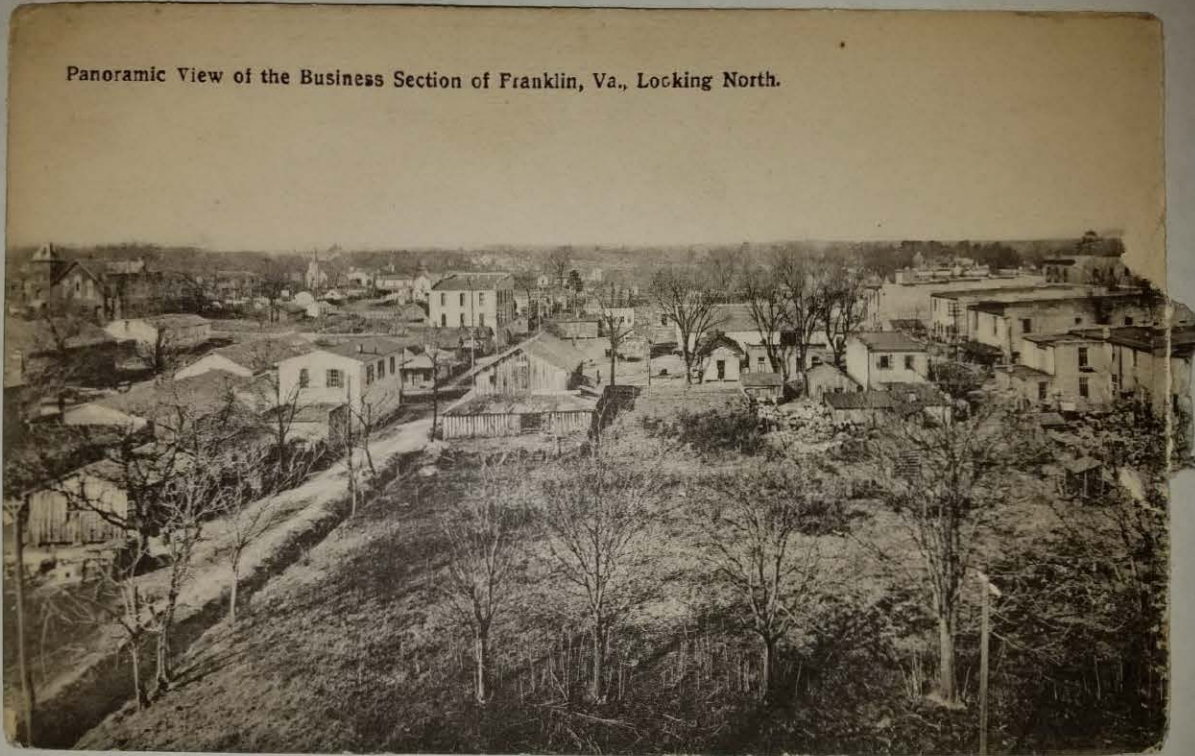


MAIN STREET LOOKING SOUTH. FRANKLIN, VIRGINIA

2F-14



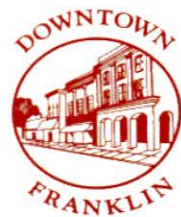
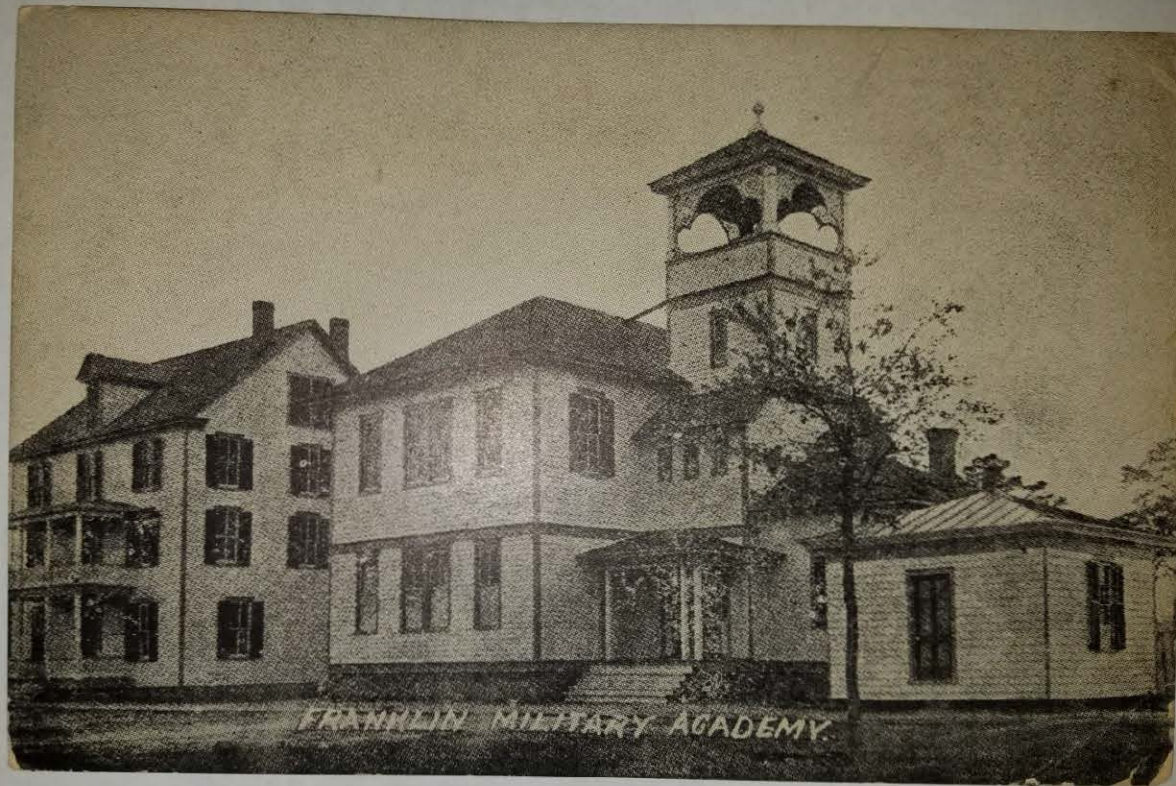
Panoramic View of the Business Section of Franklin, Va., Looking North.





United States Post Office, Franklin, Virginia







The Vision Becoming a Reality















GRAND OPENING EVENT

**TaylorMade Fitness
101-A East Jackson Street**

**Main Event
110 N. Main Street**

**Franklin's Seafood &
Steakhouse
102 N. Main Street**











STARTUP Downtown Franklin Update

We received a total of 39 applications. One applicant did not qualify. Two decided not to participate. That left us with 33 applicants and a total of 36 applications. There were 8 people that just attending the classes.

We had 13 businesses submit a business plan and make a minute 3 business pitch to a panel of five judges.

Schedule of Events and Updates

- Classes-Wednesdays from 5-7
 - February 8th-Simple Steps for Starting a Business Overview
 - February 22nd- Innovation, Branding, Competition and Leadership
 - March 8th- Accounting
 - March 22nd- Finance and Credit
 - April 5th- Sales and Marketing
 - April 19th- Business Planning
- Pitch Event was held on May 31st from 5-7PM and around 30 people were in attendance.
- Awards Night was held on June 14th from 5-7PM and was open to the public and we had around 50 in attendance.
 - \$10,000 in prize money was awarded to two business, Main Event and Franklin's Seafood and Steakhouse. These businesses also were awarded \$1,500 in money to use for local advertising.
 - \$20,000 in prize money was awarded to one business, TaylorMade Fitness. This business also won \$3,000 in money to use for local advertising.



Welcome to Downtown!

The Economic Vitality committee has been busy this summer! The following businesses were each presented with a basket filled with goodies from area businesses. They have either relocated to downtown or are a new business. Please celebrate with us and welcome them to Franklin:

Golden Paws Pet Grooming on Third Avenue, High Ground Services on Mechanic St., Franklin Steak & Seafood on Main Street, and Unique Unlimited, also



Nikki Lee, owner of Golden Paws Grooming Salon, accepts a Welcome basket from Juanita Richards, vice president of DFA. Far left Jennifer Roberts with Personal Touch Home Care Services, Nikki, and Ann Ferguson, DFA office manager.



Wydia Bailey (center front), owner of Franklin Seafood & Steakhouse, accepts a Welcome basket from Juanita Richards, vice president of DFA. Far left, Jackie Newsome, Secretary of DFA; Gayle Schmitz, (back) Economic Vitality committee member.



Fortia Everett, second from left, accepts a Welcome basket from Beverly Myers, president of DFA. Far left Rosa Byrd, far right Shanquea Barrett.

on Main.

We would like to thank the following businesses who donated items for the baskets: Alphabet Soup, The Cat's Meow, Colfield's Locksmith, Floor To Ceiling, FSEDI, Franklin Art & Frameworks, Franklin Business Center, Franklin YMCA, Mackan's Office Supply, Resale Boutique and Richwood Graphics.



Lisa Strozier, president of Highground Services (second from left) accepts a Welcome basket from Cheryl Stepp, Highgrounds Office Manager and DFA board member. Also pictured: Bradley Strozier (left) Apprentice Electrician; and Phyllis Brit, Admin. Assistant (far right).



Franklin's Market on Main

The farmers market has a new name and a new Manager. We thank Karen Cobb, who has been volunteering to manage the market this season. The variety of home baked goods and vegetables is varied and delicious this year. Entertainment is also offered on some Wednesdays.

Franklin's Market on Main is open Wednesdays from 4:00-7:00 and Saturdays from 9:00-1:00. On Wednesdays, besides wonderful tasting fruits and vegetables,

www.downtownfranklinva.org

the market offers peanuts, homemade goatsmilk soap, flavored popcorn, salad mixes, vinegars, lotions,



honey and jams. Karen is working toward adding new and different vendors in the future. Grilled smoked sausages, french fries and cold drinks are also available.

• downtownfranklin@beldar.com





























Photography by Ken



Photography by Ken



Escape  *Heart* OF *Main*
TO THE
~ VISIT DOWNTOWN FRANKLIN VA ~





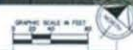
The Blackwater Riverwalk Along Main





Concept Plan

DATE: 08.26.2015



Franklin Arboretum
Park Riverview by
2nd Avenue Bridge
for Franklin, Virginia

Kimley»Horn

Kimley-Horn and Associates, Inc.
1000 West Street, Suite 200, Virginia Beach, VA 23462
Tel: 757.485.1000 Fax: 757.485.1001



DOWNTOWN FRANKLIN ASSOCIATION

STRATEGIC RECOMMENDATIONS FOR ECONOMIC VITALITY COMMITTEE

Economic Vitality: Strengthen downtown's existing economic assets and fulfill its broadest market potential.

1. Create a funding mechanism to incentivize and subsidize businesses locating on Main Street. - Committee Lead: Beneta Cofield; support Ashley Cotton

- Continue with Existing programs: DFA Facade and Security Grant programs
- Continue with FSEDI/SunTrust Bank Micro Loan program
- Enterprise Zone- continue to find ways to utilize
- SBA - Jim Carroll - on-going at Franklin Business Center; orchestrated by FSEDI
- Chamber partnerships and incentives
- Building/property Re-habilitation Loan -re-established in 2017
- Expand/continue discounted rent program like utilized with Startup Downtown Franklin (Ashley)
- Real estate tax exemption for rehabilitation of buildings.

2. Continue the start-up project and devise new incentives for business participation. Committee Lead- Juanita Richards

- 2017-18 (aka round II) Funding:
- In-bank- \$10,000 Franklin Southampton Charities
- Pledged or Budgeted: DFA- \$10,000; FSEDI- \$10,000; BB&T- \$3,000; BFCU- \$2,000 (\$35,000)
- Potential/pending pledges (\$1,000-\$5,000): SONA Bank; Farmers Bank; Bank of America; Wells Fargo Advisors; SunTrust Bank
- Time Line established; 11/2017-9/2018
- Grand announcement pending all fuding confirmations

3. Create an annual goal of new businesses and measure progress on that goal. Committee

Leads: Roberta Bowman

- Utilize VMS quarterly reports for tracking
- Business Retention- Ultimate Goal is zero; how do we address a real target and actions to improve results.

4. Work with the Franklin Business Center to move start-ups to vacant spaces along Main Street.- Committee Lead: Ashley Cotton

- Building inventory project continued progress
- Franklin Business Center Board- Dan Howe, Ashley as staff



DOWNTOWN FRANKLIN ASSOCIATION

STRATEGIC RECOMMENDATIONS FOR ORGANIZATION COMMITTEE

Organization: Establish consensus and cooperation by building effective partnerships among all downtown stakeholders.

1. Increase transparency on the activities and finances of DFA to ensure a mutually beneficial relationship with key stakeholders.
 - Develop a system and format to deliver or present to our other many stakeholder. Primarily Downtown Business and Property Owners, sponsor Businesses, and local foundations.
 - Have Downtown Business come talk to us at a meeting every once in a while maybe even every meeting if we limit it to 15 minutes. They can explain how the DFA can help the individual business, we can directly relay what we our working on, and hopefully share some ideas. Should definitely limit it to about 15 minutes but maybe some direct contact helps us to more directly address needs of downtown businesses (when legitimately needed) and on some level performs the self-promotion angle which we really don't want to do ostentatiously. (The idea of limiting this to 15 minutes because everyone has 15 minutes.)
2. Diversify board membership and leadership to better represent an aspirational downtown.
 - Prepare spreadsheet with past ten years of Board of Director members with descriptive diversification backgrounds.
 - Re-evaluate current process where applicable.
3. Publish a quarterly scorecard of accomplishments to increase awareness of DFA activities and successes.
 - Utilize established and successful VMS quarterly reports and annual scorecard.
 - Re-establish periodic reports to City Council for all DFA activities. Next scheduled presentation - Monday, October 23, 2017.
 - Develop a system and format to deliver or present to our other many stakeholder. Primarily Downtown Business and Property Owners, sponsor Businesses, and local foundations.
4. Continue expanding Corporate and individual event sponsorship program.
 - Startup Downtown Franklin : Financial Institutions (Bronco Federal Credit Union; BB&T; Bank of America; Wells Fargo Advisors; SONA Bank; SunTrust Bank; Farmers Bank
 - Events: traditional DFA events (i.e. WBJ, Franklin Fall Festival, Easter Egg Hunt, Downtown Christmas Open House, Elf Parade).
 - Events: prospective retail oriented- expand involvement with Downtown Divas and Dudes to assist them in establishing, improving, and orchestrating, and their potential events.
5. Continue maintaining and expanding grant program
 - Historical local foundations: Franklin Southampton Charities, Camp Foundations, International Paper Foundation, VMS
 - Startup Downtown Franklin : Financial Institutions (Bronco Federal Credit Union; BB&T; Bank of America; Wells Fargo Advisors; SONA Bank; SunTrust Bank; Farmers Bank
 - Franklins Market on Main (Farmers' Market) - utilize expertise of Gail Milteer, VDACS (Virginia Dept. of Agriculture and Consumer Services) and Livvy Preisser, Southampton County Office of Virginia Cooperative Extension (our local connection to Virginia's land grant Universities, Virginia Tech and Virginia State University) to research, apply, and secure grants specifically intended for Farmers' Markets.
6. Continue Volunteer retention, recruitment, training, and related programs that are vital to the longevity of our organization, our Mission, our vision, our strategic plan and our work plans.
 - Utilize VMS resources where applicable.
 - Update Volunteer guidelines and have a volunteer meet-n-greet with questions & answer sessions
 - Enhance/rework Volunteer database, sign-up method, etc.



DOWNTOWN FRANKLIN ASSOCIATION

STRATEGIC RECOMMENDATIONS FOR DESIGN COMMITTEE

- Solicit feedback from current downtown businesses on priorities for design, façade improvements, and aesthetic changes that would improve the appeal of downtown.
 - Currently working on: murals, façade and security grants, No Window Left Behind project, and planters.
 - In the works: fire hydrants and benches.
 - Investigating: one-way streets, improved lighting, sidewalk improvements.
 - Utilize actions from Organization committee for grant and other funding for projects and programs
 - Riverwalk project- support the efforts of the City of Franklin's Community Development Department.
- Adopt the long-term master plan for downtown being created by the Downtown Visioning Group to include the waterfront and all buildings.
 - Will wait for completion of plan to see where this applies to our committee.
 - Determine whether or not to utilize draft logo from Visioning group or create an unique one for DFA.
- Create a short-term plan with absentee landlords and building owners to improve facades of buildings.
 - No Window Left Behind project (program was stalled until after Start-Up was finished - will reassess empty buildings)
 - As murals are being planned, owners are being asked/encouraged to paint/prepare their buildings.



DOWNTOWN FRANKLIN ASSOCIATION

STRATEGIC RECOMMENDATIONS FOR PROMOTIONS COMMITTEE

Promotion: Create and market a positive image based on the unique attributes of downtown Franklin.

1. Revitalize communication strategies including web, social media, and the weekly newsletter to communicate goals and outcomes of the DFA.
 - EV committee has re-established periodic Newsletter focusing on Downtown Businesses -new and existing coupled with events.
 - Re-establish advertising committee and expand their responsibilities to include social media and website.
2. Poll current downtown business owners on satisfaction with current events and their ideal customer and analyze events for return on investment and target market appeal.
 - Increase activity with Downtown Divas & Dudes to establish, promote, and orchestrate events centered around retail cluster
 - Evaluate all community focused events: impact or potential improvements or elimination
3. Create an event plan to reduce the number of events targeted to the same market expand the reach of events, and incorporate new opportunities for involvement.
 - Continue with our lessons learned process to evaluate existing events
 - Plan should be to evaluate if an event should be eliminated; modified, or expanded, as well as, any potential opportunities for a new event like some of the ones discussed with the Downtown Divas & Dudes.



COUNCIL/STAFF REPORTS ON BOARDS & COMMISSIONS