



August 23, 2021
Council Work Session Meeting

Mayor Bryan Hough
Mayor Pro-Tem Lauren Shoemaker
Councilwoman Phyllis Harris
Councilman Charles McCorkle
Councilman Jeff Meadows
Councilman David Moore
Councilwoman Christina Pawlish
Marie Anders, City Attorney
Miles Braswell, City Manager

**CITY OF MOUNT HOLLY
MOUNT HOLLY CITY COUNCIL WORK SESSION
Location: Council Chambers**



**August 23, 2021
6:30 P.M.
CALL TO ORDER BY THE MAYOR**

INVOCATION

SET THE AGENDA

CONSENT AGENDA

1. Approval of Minutes from the August 9, 2021 Council Meeting Minutes

AGENDA

1. Presentation of Montcross Emerge *Marc Jordan, President of Montcross Chamber*
2. Presentation on Mount Holly Paddling Park *Tom Bailey*
3. Lien Foreclosure Process *Brian DuPont*
4. Presentation of GIS Long Range Plan *Michael Godwin*
5. Art Program Priority Update *Greg Beal*

CLOSED SESSION

1. Closed Session Pursuant to N.C.G.S 143-318.11 (a) (3, 5 and 6)

ADJOURN

CONSENT AGENDA

CITY OF MOUNT HOLLY
MOUNT HOLLY CITY COUNCIL MEETING
MONDAY, August 9, 2021
COUNCIL CHAMBERS
7:00 PM

Call to Order

In the absence of Mayor Bryan Hough, Mayor Pro Tem Shoemaker called the meeting to order at 7:00 pm. The following were present:

Mayor Bryan Hough--Absent	Miles Braswell, City Manager
Mayor Pro Tem Lauren Shoemaker	Michelle Wood, Finance Director
Councilman David Moore	Don Roper, Police Chief
Councilman Jeff Meadows	Brian Reagan, Deputy Police Chief
Councilwoman Phyllis Harris	Ryan Baker, Fire Chief
Councilman Charles McCorkle	Tony Walker, Streets and Solid Waste Director
Councilwoman Christina Pawlish	David Johnson, City Engineer/Director of Utilities
Marie M. Anders, City Attorney	Mark Jusko, Recreation Supervisor
Kemp Michael, Assistant City Attorney	Greg Beal, Planning Director

Invocation

Councilman Charles McCorkle led the Council, staff and attendees in prayer.

Pledge of Allegiance

Councilwoman Christina Pawlish led the Council, staff and attendees in the Pledge of Allegiance.

SET THE AGENDA

With no changes to the agenda Mayor Pro Tem Shoemaker entertained a motion to approve the August 9, 2021 Council Meeting agenda as presented. Councilman Moore made the motion to approve the agenda. Councilman Meadows seconded the motion. All Council Members voted in favor. (Motion carried)

CONSENT AGENDA

1. Approval of Budget Amendment
 - Planning/GIS Software
 - Police/MHPD Memorial Plaza
 - Police/Appropriate Funds from State Drug Tax for additional vehicle equipment
2. Approval of Liens for Weeds and Grass
 - 807 Noles Drive
 - 115 Globe Street
3. Approval of Lien on Property Located at 329 North Lee Street for the Cost of Demolition
4. Approval of Re-appointment of Angela Blackwood to the ABC Commission
5. Approval of a Release of Lennar's Letter of Credit in accordance with the Annexation Agreement
6. Approval of the Release of Water's Edge performance bond for Phase 4, Map 1
7. Approval of the Release of Water's Edge performance bond for Map 5
8. Approval of the Release of Water's Edge performance bond for Map 6
9. Approval of Exemption from General Statutes relating to the hiring of Architects, Engineers, and Surveyors under the requirements of the Mini-Brooks Act for the design of a metal roof over top of a glass curtain wall located at The Water Treatment Plant 111 Mountain Island Rd
10. Approval of Minutes of the July 12, 2021 Council Meeting

Councilwoman Pawlish made a motion to approve the consent agenda. Councilwoman Harris seconded the motion. All Council Members present voted in favor. (Motion Carried)

PRESENTATIONS

1. Special Recognition

In the absence of Mayor Hough, Mayor Pro Tem Shoemaker presented our long time City Attorney Kemp Michael with the Order of the Long Leaf Pine Award. Former City Manager Danny Jackson was present to assist in the presentation and spoke in regard to his past 30 years with Mr. Michael.

2. Presentation to the Mount Holly Police Department to Honor the Memory of Officer Tyler Herndon

Chief Ryan Baker and the Fire Department presented the Police Department with a plaque to honor the memory of Officer Tyler Herndon. Chief Baker spoke on how the Fire Department was there when Officer Herndon gave the ultimate sacrifice. Chief Baker then revealed a table made by Fire Fighter Jake Bonnin that honored the Police and Fire brotherhood. Chief Roper thanked the Fire Department and both Departments gathered around the table for a moment of silence.

PUBLIC HEARING

1. Public hearing on the naming of the greenway

Mr. Jusko advised that at the March 8, 2021 Council Meeting staff presented the idea of naming the greenway in segments and as well as an over-all name. Council agreed with the idea and directed staff to get input from the public in regard to the naming. Mr. Jusko reported that input was solicited and the greenway has been split into 3 segments. Segment –Mountain Island Dam to the City owned property-Mountain Island Park Trail. Segment C-River Street Park to the Mount Holly Municipal Complex—Dutchman’s Creek Trail. Segment D—Mount Holly Municipal Complex to Tuckasee Park—A & E Riverfront Trail. If approved by Council the entire Greenway system will be named the Mount Holly River Hawk Greenway.

At this time, Councilwoman Harris made a motion to open the public hearing on the naming of the greenway. Councilman Meadows seconded the motion. All Council Members present voted in favor. (Motion Carried) With no one signed up to speak Councilman Meadows made a motion to come out of the public hearing. Councilman McCorkle seconded the motion. All Council Members present voted in favor. (Motion Carried)

Councilwoman Harris made the motion to approve staff recommendation as stated. Councilwoman Pawlish seconded the motion. All Council Members voted in favor (Motion carried)

2. Public hearing to consider rezoning a 2.06-acre parcel, located at 725 Elm Street, Tax Parcel #123513, from Conditional District Commercial-Multifamily, approved on 1-14-19, to Conditional District Commercial.

Councilman Meadows made a motion to open the public hearing to consider rezoning a 2.06-acre parcel, located at 725 Elm Street, Tax Parcel #123513, from Conditional District Commercial-Multifamily, approved on 1-14-19, to Conditional District Commercial. Councilwoman Pawlish seconded the motion. All Council Members present voted in favor. (Motion Carried) With no one signed up to speak Councilman Meadows made a motion to come out of the public hearing. Councilwoman Pawlish seconded the motion. All Council Members present voted in favor. (Motion Carried)

Councilman Meadows made the motion to approve the Motion to approve rezoning a 2.06-acre parcel, located at 725 Elm Street, Tax Parcel #123513, from Conditional District Commercial-Multifamily, approved on 1-14-19, to Conditional District Commercial. Councilwoman Harris seconded the motion. All Council Members voted in favor. (Motion carried)

PUBLIC COMMENT – Three (3) Minute Limit

No one was signed up to speak.

OLD BUSINESS

1. Consideration and Approval of the Morton Joint Driveway Agreement as it relates to the Parks Plan

Councilman Meadows thanked staff for doing the research that was requested and bringing this back for Council approval. Councilman Meadows made the motion to approve the Morton Joint Driveway

Agreement as it relates to the Parks Plan. Councilwoman Pawlish seconded the motion. All Council Members voted in favor. (Motion carried)

NEW BUSINESS

1. Consideration and Approval of Recommendations from the Tourism Development Authority
Councilman Moore made a motion to approve the TDA recommendation and appoint Ms. Ineke Wilson to the TDA in replacement of the resigned position of Michael Holdenrid. Councilman McCorkle seconded the motion. All Council Members voted in favor. (Motion carried)

CLOSED SESSION

1. Closed Session Pursuant to N.C.G.S 143-318.11 (a) (3, 5 and 6)

Councilman Moore made the motion to enter into Closed Session Pursuant to N.C.G.S 143-318.11 (a)(3, 5 and 6) at 7:41 pm. Councilman Meadows seconded the motion. All Council Members present voted in favor. (Motion Carried)

Councilman Meadows made a motion to come out of closed session and back into regular session at 7:55 pm. Councilwoman Pawlish seconded the motion. All Council Members present voted in favor. (Motion Carried)

ADJOURN

With no additional items for discussion, Mayor Pro Tem Shoemaker entertained a motion to adjourn. Councilman Meadows made the motion to adjourn the August 9, 2021 Council Meeting. Councilman Moore seconded the motion. All Council Members present voted in favor. (Motion Carried)

The meeting adjourned at 7:56 pm.

AGENDA



City of Mount Holly Action Agenda Item

To: Mayor and City Council	Date: August 18, 2021
From: Miles Braswell, City Manager	Meeting Date: August 23, 2021
Agenda Item to be considered:	
Emerge Initiative - Montcross Area Chamber of Commerce	
Will this require a public hearing? ☐ YES ☒ NO	
Background/Purpose of Request:	
Marc Jordan, President and CEO of the Montcross Area Chamber of Commerce, will be providing a presentation on their Emerge initiative. Mr. Jordan reports that several of the municipalities in the Montcross area have committed to funding Emerge from their American Rescue Plan Act of 2021 (ARPA) funding. Below lists the commitments to date: • City of Belmont has committed to one year funding of \$20,000 • Town of Stanley has committed to \$5,000 annually for three years • City of Lowell has committed \$10,000 • Town of Cramerton considering between \$10,000 - \$20,000 (official vote coming in September) • Montcross presenting to Town of McAdenville soon Under the guidance of ARPA, the City feels that the category #2 could be used to expend funds on an initiative such as Emerge. Category #2 states: Address negative economic impacts caused by the public health emergency, including economic harm to workers, households, small businesses, impacted industries, and the public sector. Greg Beal and I met with Marc Jordan to discuss the Emerge initiative's benefits to Mount Holly's businesses. Afterward, it was determined that such a program fills goals mentioned in the 2019 Strategic Vision Plan, if Montcross can take this lead. Below is a description of the four relative goals listed in the Implementation Strategy and Action Plan, also known as the Project Matrix: 1. Goal 7.1.2 - Create an Economic Development Marketing Package. While there is funding this fiscal year for the creation of a marketing plan through the Planning & Development budget, the Montcross Emerge program could be a valuable partner, especially as it relates to part two of this goal, which is to create an easily updated dining and shopping guide for Mount Holly, likely in digital format. 2. Goal 7.1.6 - Launch Individual Business Marketing Program. Under Goal 7.1.6, the MHCDF or Chambers are listed as the project lead to Launch Individual Business Marketing Program. It is important to note that this goal relies on a partnership with the Foundation or Chambers for achievement; the City expressed some hesitancy in working one-on-one with businesses, as to avoid the perception of favoritism. The goal relays that while there are frequent incentives available to recruit businesses and investors to a community, there are fewer opportunities to assist existing businesses. It notes that marketing is one of the first items to be cut from a small business.	

Perhaps, as the Emerge program is available to all businesses, not just Montcross Chamber members, this could help utilize the Mount Holly brand as a unifying marketing concept for businesses in Mount Holly. The goal offers specific examples of marketing grants that the City should give as a 50/50 match on a first come, first serve basis to gain more participation. Montcross Emerge could offer a marketing service to all interested small businesses as part of available resources of the program.

3. **Goal 7.1.4 - Meet with Key Regional Mixed Use Developers**, and while the lead is recommended to be the EDC, Montcross Emerge claimed in meetings with staff that they had connections with many mixed-use and commercial developers, something that may be lacking with a volunteer-oriented committee like the EDC. The goal notes that a great deal of the Vision Plan relies on building relationships with the private sector to complete projects and that these meetings will serve as a marketing tool for downtown and mixed-use sites.
4. **Goal 7.1.5 - Host a Periodic Real Estate Roundtable**. This goal states that the City should Host a Periodic Real Estate Roundtable in order to share plans and projects with professionals in the industry while providing a forum where real estate professionals can share their questions and client feedback. The goal notes that ultimately, this will allow the real estate community to become more informed while also serving as ambassadors for the Strategic Vision Plan. With the many connections that Montcross Emerge has, this goal should easily be accomplished on at least an annual basis.

Staff believes the Emerge program will be beneficial in assisting Mount Holly businesses and accomplish goals set forth in the Strategic Vision Plan. If funding is approved by Council, Staff will work with the Montcross Chamber to develop our specific action plan. It is my recommendation to commit up to \$15,000 from ARPA funds in year one and evaluate the services provided during our FY 22-23 budget process for any additional funding for year two.

Fiscal Impact:

Will Item affect current budget	☒ YES	☐ NO	☐ N/A
Reviewed by Finance Director	☒ YES	☐ NO	☐ N/A
Preaudit Certification required	☐ YES	☒ NO	☐ N/A
Capital Project Ordinance required	☐ YES	☒ NO	☐ N/A
Budget Transfer required	☐ YES	☒ NO	☐ N/A
Total City Dollars:	\$15,000		
Budget Code			
Reviewed by City Attorney	☐ YES	☒ NO	☐ N/A

Manager/Staff Recommendation: Recommendation to commit up to \$15,000 from ARPA funds in year one and evaluate the services provided during our FY 22-23 budget process for any additional funding for year two.

Result of City Council Decision: _____

Attachments:

- **Montcross Emerge Overview**
- **City and Towns Deliverables**

- ***Emerge Budget***
- ***Montcross EmERGE – Consultant Biographies***

Montcross Emerge Overview

SCOPE

Montcross Emerge is a targeted community and economic growth program initiated and overseen by the Montcross Area Chamber of Commerce focused on growing and expanding the economies of Belmont, Cramerton, Mount Holly, Lowell, Stanley, & McAdenville. Emerge will focus on 4 core areas to help the Montcross Communities and Chamber members capture opportunities beginning in 2021, as we EMERGE from the Covid-19 pandemic.

I. Marketing and Communications

A good story becomes a great story when it is shared! Marketing and Communications need to be a priority to strengthen the opportunity to attract people and connect with small businesses to thrive in 2021. Surveys have shown businesses know about 10% of what is available to them, therefore great programs will never be utilized unless the efforts to communicate are intentional. A great marketing and communication strategy should encompass:

- A strong web platform connecting all parties. The Montcross Chamber web platform needs to be home based and all other communication flows out, connecting and communicating back to the Chamber.
- Social media platforms need to tell the story of each town, supporting and complementing their efforts.
- Programming and forecasting of all media outreach 30 days in advance. Key events or activities can be boosted with proper planning and coordination.
- Target activities to specific groups. Remote workers, small businesses, etc. need to be intentional and targeted.
- Better understand and communicate area assets/offerings. Ex. Access to the airport, new housing developments, affordability, etc.
- Use outreach campaigns to build stronger support, buy in from internal supporters/members. Educate stakeholders ongoing with metrics, success stories, and ask for their endorsement to become a part of the message.
- Monetize marketing/communication opportunities to expand reach of messaging and organizational opportunities.

Montross Emerge – Marketing and Communications

- Be the economic development voice for communities and members.
- Create intentional messaging for each town ongoing to build stronger support and increase stakeholder opportunities. Reinforce each community's unique story.
- Position Chamber as a voice of the economy, positioning area for economic growth and opportunity.
- Show existing supporters and future supporters the value proposition ongoing through targeted and intentional outreach.

Montross Emerge Platform for Success/Implementation

- Investment in a new Chamber Web Platform. This will be the platform that will manage the increased stakeholder opportunities and management of activities. Technology will free staff up to help in other areas.
- Outside Support. 2 Chamber employees cannot do this alone. Contract opportunities in areas of economic development and marketing can make immediate impacts without overhead and long term commitments. We can start small and grow.
- Additional funding. Capturing new markets, increasing support to small businesses, and telling our story will need funding. The opportunity is now, let's get out front and get to work! Our small businesses are one contract away from growing, and one contract away from going away! 3-year commitment would be optimal following 2020.

II. Small Business Recovery and Growth

2020 has been challenging and enlightening for many small businesses. 2021 is seen as an opportunity for growth, recapture of market opportunities, and new beginnings. Communities must position themselves to assist, support, and champion opportunities to help small businesses. Small Businesses in 2020 faced many of the following:

- Reduction or loss of revenue opportunities.
- Downsizing or reduction of direct/indirect labor.
- Expanded debt to maintain fixed costs during downturns/shutdowns.
- Reduction in customer spending/subscriptions.
- Changing market dynamics and customer expectations.
- Increased capital expenditures to accommodate market opportunities.
- Short and medium term reevaluation of growing concerns.
- Increase costs for compliance and accommodation.

Montross Emerge – Small Business Recovery & Growth

- Targeted programming to overcome obstacles and capture new market opportunities for small businesses.
- Emphasis on the critical importance of Diversity, Equity and Inclusion (DEI) in growing and sustaining our businesses.
 - Cultivate relationships with community groups, non-profit organizations, local businesses to include additional DEI options and opportunities
 - Develop programming, seminars and training to assist businesses and communities on developing, engaging and implementing DEI
 - Events - provide events or partner with organizations
- Consultative support, giving one to one support of professionals to help small businesses represented by Montcross Chamber to thrive, not merely survive. Consultant(s) will use concierge models, identifying resources and solutions to assist small businesses in a timely and efficient manner. Key performance indicators will be used to measure impact and success. Over 2,000 small businesses exist in Montross Chamber communities.
- Build an eco-system from primary (survey, input from consultants) and secondary data (market research) to better support and encourage small business growth.

III. Wealth Creation / Remote Workers Overview

The recent pandemic has illustrated a new economic opportunity, to attract remote workers. Remote workers tend to be based in higher paying industries, therefore remote workers are more than likely to own homes, and 3 times less likely to lose their jobs in economic downturns. The following projections illustrate the potential regarding remote works:

- 80% of company leaders plan to allow employees to work remotely at least part of the time after the pandemic. 47% will allow employees to work from home full-time (Gartner). 669 CEO's were surveyed, 78% agree that remote collaboration is here to stay for the long term.
- Up to 34% of US Jobs can be performed at home (University of Chicago)
- More than half of home buyers who work remotely say remote work influenced a major home change, whether moving to a different house (28%) or to a different location (24%).
- Remote workers are realizing they have more real estate choices than ever. According to Zillow, 4.5% of renters in the US (nearly 2 million renter households) who would otherwise be priced out of their current market can now purchase a starter home somewhere else in the US, thanks to remote work.

- [According to Upwork](#), 41.8% of the American workforce continues to work remotely. Although an estimated 26.7% will still be working from home through 2021, 36.2 million Americans (22% of the workforce) will be working remotely by 2025. This is a **staggering 87% increase from the number of remote workers prior to the pandemic!**

Attraction of Remote Workers

- Position our Montcross Communities to embrace, endorse, and capitalize on remote workers. Attract higher income individuals to relocate, live, work, and love our communities.
- Communicate and educate Chamber members on remote work opportunities.
- Incorporate remote work as an economic development strategy in each of our six communities, Belmont, Cramerton, Lowell, Mt. Holly, McAdenville, and Stanley.

IV. Promote and Support Health and Social Impact

Montcross Emerge will assist the area's public health agencies, hospitals, and medical community in connecting businesses and the public to assure every eligible person is given the opportunity to receive proper health care, health screenings, and vaccinations.

- Create a "Healthy People - Healthy Business" web page linked to the Montcross Area Chamber and Montcross Emerge. This page would showcase locations to receive vaccinations, health screenings, and other targeted medical treatments.
- Educate and promote a healthy balanced lifestyle
- Offer events such as Family Fun Day which is partnered with local non-profit organizations, athletic facilities, businesses and towns to promote hiking, biking, kayaking, boating, work-out challenges, utilizing the Carolina Thread Trail, and more. These events are catered to the entire family - not just business professionals.
- Connect business success to social determinants and offer options to offset needs in the communities we serve.
- Provide continued education regarding COVID-19 vaccinations, recovery and relief

Montcross Emerge

An economic growth initiative of the
Montcross Area Chamber of Commerce

Montcross Emerge City and Towns Deliverables:

- Link to Emerge webpage for City/Town
- Communications and marketing counsel from professionals contracted by Emerge
- Economic development, strategic planning, building and sites reuse consulting provided
- Social media campaign recruiting remote workers to relocate to area, linked to towns webpage
- Support for existing small businesses and start up businesses
- Promotion of Health and Social Impact
- Additional deliverables may be determined

Montcross Emerge

An economic growth initiative of the
Montcross Area Chamber of Commerce

Montcross Emerge Budget

I. Marketing and Communications..... Three Year Total: \$125,000

- A. Design and implement a new state of art website.
- B. Provide marketing support to partner cities and towns
- C. Communicate Montcross Story, capture new markets, grow the chamber.
- D. * 20% of the total dollars raised will be allocated to the Montcross Area Chamber for admin and support.

II. Small Business Recovery and Growth..... Three Year Total: \$100,000

- A. Targeted marketing to promote small businesses, services and products (open for business, online presence).
- B. Support efforts for small businesses to expand markets
- C. Provide small business consultant(s) to assist small businesses.
- D. Provide data to support small businesses and entrepreneurship.
- E. Partner with Belmont Abbey College and Gaston College.

III. Attract and Promote Remote Workers..... Three Year Total: \$100,000

- A. Develop unique messaging from each city/town in the Montcross Area.
- B. Link to Montcross Emerge web page
- C. Create and initiate national social media campaign to promote our
- D. Region as an attractive place to work remotely, live and raise a family.
- E. Develop economic impact information on remote workers relocating here.
- F. Link to Montcross Emerge website page.

IV. Promote and Support Health and Social Impact..... Three Year Total: \$100,000

- A. Create Healthy People/Healthy Business Webpage linked to MACC and Montcross Emerge
- B. Educate and promote healthy balanced lifestyle
- C. Connect business success to social determinants
- D. Provide continued education regarding COVID-19 vaccinations, recovery and relief

Andrea Sipka Bio - Expense Reduction Specialist
Schooley-Mitchell
Gastonia, NC

Andrea Sipka is a current Montcross Area Chamber Board Member and Chamber Champion. She has supported MACC for many years and is an amazing volunteer. Andrea will be leading the Operational Efficiency Team for Montcross Emerge. As a Schooley Mitchell expense reduction consultant, Andrea has recently reduced expenses by more than \$700,000 for local businesses. She and her organization are focused on reducing expenses for telecom (mobile devices, voice services, internet, asset management/ELDs), shipping (priority, first class, ground and courier services), merchant services, eSign platforms, storage and waste (shredding, dumpsters, roll-off, cardboard recycling, oil recycling, biohazard disposal), fleet fueling, and more!

In partnership with the Montcross Emerge initiative, the Operational Efficiency Team will be well rounded to include the above mentioned areas as well as Lean Six Sigma, manufacturing automation, document management, company benefit audits, hiring incentive and tax reduction, fractional leadership, and more.



Keanu Trujillo Bio - CEO

True Strategy

Belmont, NC

Keanu is a coach and entrepreneur who specializes in scaling businesses through building people and building systems, in that order. He believes when you accelerate relationships you accelerate results. His coaching revolves around the belief using a tool called the Enneagram combined with his own professional experience. Keanu has a background in law enforcement, military, ministry, and financial services. Keanu is a first generation entrepreneur and exists to build and establish the legacy of other entrepreneurs. Born and raised in New Mexico, Keanu currently calls Belmont, NC his home.

Keanu aims to support the Montcross Emerge Program, specifically through strategic planning, teaching and coaching. Keanu is establishing two paths for growth for the existing business owner and the early entrepreneur. Each path is created to build leaders and in turn build their businesses. Keanu will personally teach in the areas of leadership, self awareness, emotional intelligence, team building, and scaling through systems.



**Scott Darnell Bio - Economic Development Strategist
Cramerton, NC**

Scott Darnell has over 20 years of economic development experience at the local, regional, and state levels. As a practitioner, he has created and implemented strategies with the following:

- New Business Recruitment
- Retention/Expansion of Local Business
- Small Business Growth & Development
- Real Estate Development & Reuse
- Holistic Economic Development Planning
- Marketing Strategies & Change Management
- Public & Private Strategies

Scott has been recognized as a TOP 50 Economic Developer Nationally in 2018 and received an award from the International Economic Development Council for real estate redevelopment/adaptive reuse. He also has served as an advisor for public/private partnerships and incentive policy development for local governments throughout the Southeast on projects exceeding \$1 billion of capital investment. He has conducted over 1,000 industry visits and has implemented pilot projects for workforce development.

Scott holds certifications in Economic Development (CEcD) from the International Economic Development Council (IEDC), Project Management Professional (PMP), and Certified Change Manager (Prosci), MBA (Masters of Business Administration), Gardner Webb University. He is a member of AlignPM, LLC.

**Del Barajas Bio - CEO
Barajas Company**

McAdenville, NC

Del Barajas is an experienced Chief Executive Officer and entrepreneur with a demonstrated history of working in the information technology industry, restaurant industry, sales and service industry, and non-profit organizations for 15 years. Skilled in all things Digital Marketing, Non-profit Organizations, Budgeting, IT infrastructure and growing businesses through attention based marketing. Strong business development professional with an Evangelism focused in Youth Ministry from Valor Christian College. Del has experience as a public speaker from small teams to large keynotes.

Del is the owner of the Barajas Company located in McAdenville, NC where he lives with his wife and three children. The Barajas Company is a full service marketing strategy company that strives to build long-term relationships between your business and your marketing strategy. Del and his team specialize in media, communications, digital, strategy and reporting, and more.





To: Mayor and City Council From: Mark Jusko	Date: 8-17-21 Meeting Date: 8-23-21																																				
<i>Agenda Item to be considered:</i> Presentation on Proposal for Mount Holly Paddling Park																																					
Will this require a public hearing? ☐ YES X NO																																					
<i>Background/Purpose of Request:</i> Mr. Tom Bailey, a Mount Holly resident, and member of the Belmont Rowing Club has recently reached out to me regarding the possibility of locating a paddling/rowing club in Mount Holly. One of the locations that the rowing club has inquired about is to extend Tuckaseegee Park into the waste water treatment plant, once the plant is decommissioned. I did mention to representatives with the club that the City has made no official determination about what to do with that site. I have included their presentation and questions they have for Duke Lake Services if this project is to proceed.																																					
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="4"><i>Fiscal Impact:</i></th> </tr> </thead> <tbody> <tr> <td style="width: 45%;">Will Item affect current budget</td> <td style="width: 15%;">☐ YES</td> <td style="width: 15%;">X NO</td> <td style="width: 25%;">☐ N/A</td> </tr> <tr> <td>Reviewed by Finance Director</td> <td>☐ YES</td> <td>X NO</td> <td>☐ N/A</td> </tr> <tr> <td>Preaduit Certification required</td> <td>☐ YES</td> <td>X NO</td> <td>☐ N/A</td> </tr> <tr> <td>Capital Project Ordinance required</td> <td>☐ YES</td> <td>X NO</td> <td>☐ N/A</td> </tr> <tr> <td>Budget Transfer required</td> <td>☐ YES</td> <td>X NO</td> <td>☐ N/A</td> </tr> <tr> <td>Total City Dollars:</td> <td colspan="3">\$ _____</td> </tr> <tr> <td>Budget Code</td> <td colspan="3">_____</td> </tr> <tr> <td>Reviewed by City Attorney</td> <td>☐ YES</td> <td>X ☐ NO</td> <td>☐ N/A</td> </tr> </tbody> </table>		<i>Fiscal Impact:</i>				Will Item affect current budget	☐ YES	X NO	☐ N/A	Reviewed by Finance Director	☐ YES	X NO	☐ N/A	Preaduit Certification required	☐ YES	X NO	☐ N/A	Capital Project Ordinance required	☐ YES	X NO	☐ N/A	Budget Transfer required	☐ YES	X NO	☐ N/A	Total City Dollars:	\$ _____			Budget Code	_____			Reviewed by City Attorney	☐ YES	X ☐ NO	☐ N/A
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<i>Manager/Staff Recommendation:</i> <i>Result of City Council Decision:</i> _____																																					
<i>Attachments: Proposal for Mount Holly Paddling Park & Questions and Background for Duke Lake Services</i>																																					

Proposal for Mount Holly Paddling Park



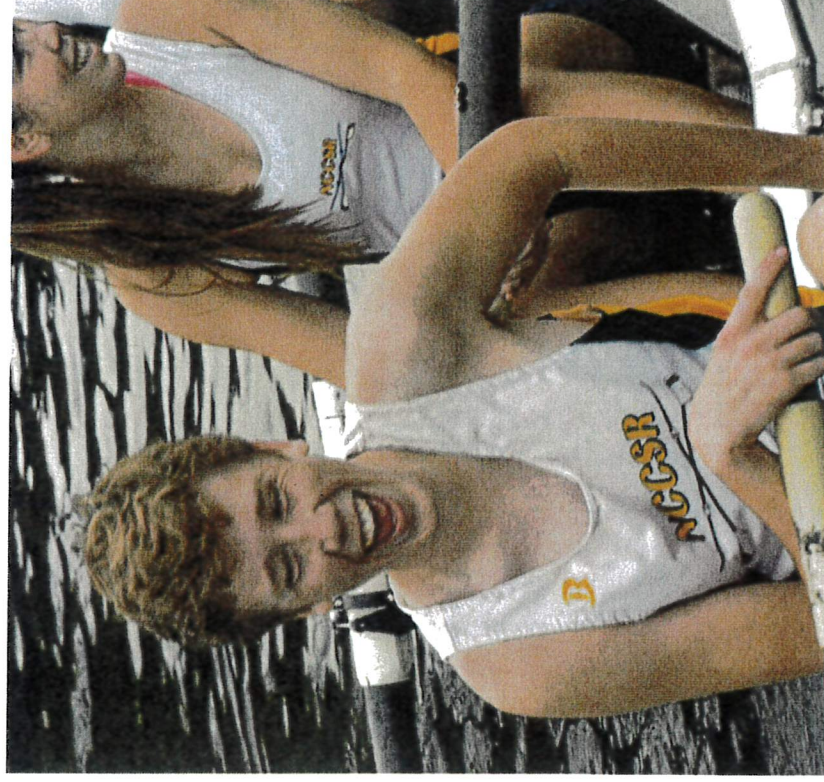
Rowing Center Profile

- North Charlotte Rowing, Inc. is a 501(c)(3) nonprofit organization (currently d/b/a Belmont Rowing Center or BRC)
- Permanent name to be adopted once FERC permit is granted
- Located at Belmont Riverside Marina at 1500 River Rd since 2014
- Formerly part of North Carolina Sailing and Rowing (through fall 2013)
- More at <https://www.belmontrowing.org>



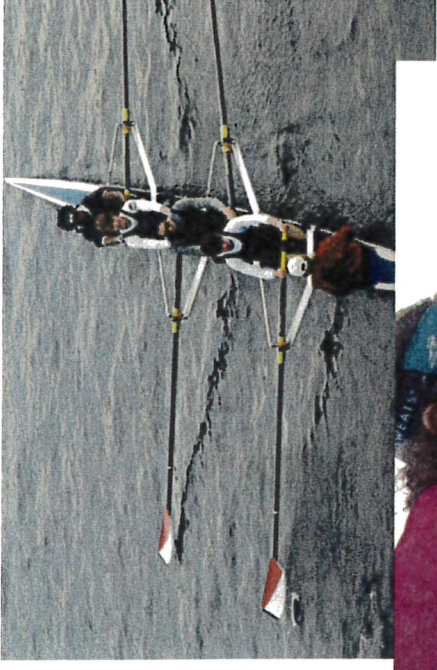
Rowing Center Mission

To provide affordable and accessible rowing programs for youth and adults as a means to promote the sport, foster teamwork and encourage a healthy lifestyle.



Public Recreation Offered

- Youth and adult learn to row classes
- Competitive youth and adult rowing
- Recreational rowing for all ages (over 12)
- Youth summer camps
- Indoor rowing
- ROAR (Rowing for Active Recovery for cancer patients and survivors)
- Adaptive rowing for people with physical and mental challenges



Community Benefits

- New park features with increased river access for citizens of Mount Holly and the entire region (and not just for rowing!)
- Unique feature to draw visitors and people relocating to the area
- Educational and scholarship opportunities for youth
- Outsourced public recreation at BRC's cost and risk, with focus on fitness through classes, camps, teams and events
- Business for local restaurants and hotels (rowers, parents, spring training teams and future regattas)



Mount Holly Could Become a National Rowing Powerhouse

- Catawba river is perfect for rowing – calm and long
- Climate allows year-round, on water training (a real competitive advantage!)
- Central location in major metropolitan area offers easy access and large population to draw from
- Nearby restaurants and amenities would be a draw for visiting teams
- Dedicated supporters willing to step up and make it happen!





Proposal Overview

- City to extend Tuck Park along shoreline of WWTP to accommodate Paddling Park
- City to grant Rowing Center option to purchase land for boathouse, staging area, etc. (public purpose use allowable under N.C.G.S. 160A-279)
- Purchase option exercisable when FERC permit for Park granted (and expires if FERC is denied and appeals exhausted)
- Rowing Center to offer public recreation programs in fulfillment of the City's public purpose, at Rowing Center's sole cost and risk.



Development Cost

Rowing Center to pay for:

- Engineering design of Park Site and Rowing Center (with City input in and approval over Park)
- Construction of docks and ramp in Park
- Construction of boathouse and all amenities on Rowing Center Site

City to pay for:

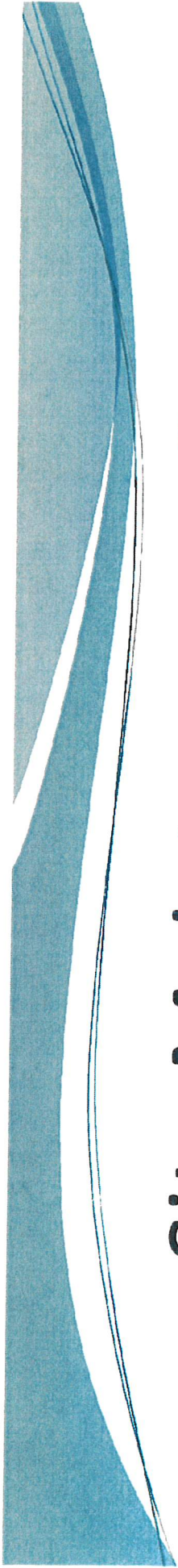
- Removal of tanks, lagoons, etc. to make Park and Rowing Center site construction ready
- Parking, driveway, pathways and any Park amenities other than docks and ramp



Development Cost (cont.)

Rowing Center and City to equally share cost of:

- Surveys
- FERC specialist
- FERC license fees
- Any additional shoreline stabilization needed in Park



Site Maintenance Cost

Rowing Center to maintain:

- Boathouse and all other amenities on Rowing Center site

Rowing Center and City to equally share cost of:

- Maintaining docks and ramp

City to maintain:

- Park parking areas and any Park amenities other than docks and ramp



Ideal Park Would Have

- Two to three docks
 - Northernmost dock perpendicular to shore with multiple pilings to deflect debris
 - Two L shape docks with long edge parallel to shore, with a combined outer edge offering 240 ft. of launch space
- Boat ramp to launch small craft used to assist, instruct and coach paddlers and rowers (if possible)
- Parking for 75 users
- Circular driveway or turnaround for paddlers to unload kayaks, paddleboards, etc. near docks
- Optional: Picnic areas, yoga platform, benches, etc.



Ideal Rowing Center Site Would Accomodate

- Large boathouse
- Boat staging area with space for additional boat racks
- Additional parking for rowers
- Parking for at least 4 boat trailers (the size of semi-trailers)
- Parking for 6 to 7 small john boats stored on trailers (if the site can include a ramp)
- Room for future growth (second boat house and/ or boat storage area).



Ideal Park Features for Regattas

- Parking space for 10 to 40 boat trailers the size of semi trailers within a short walk from docks (number of attendees depends on number of trailers)
- As an alternate to trailer parking near docks, temporary boat racks near the docks could be used – but that would complicate things logistically (and trailer parking would still be needed somewhere onsite)
- Overflow parking areas for several hundred participants and spectators
- Parking would also enable paddleboard regattas and other large events as well as rowing



Park Site Specifics

- To allow for docks and ramp, Duke would need to change WWTP shoreline classification from business and industrial to public recreation
- Per FERC requirements, docks must be at least 200 feet from property boundary and 50 feet from areas classified as environmental
- Roughly estimating, this leaves 500 ft for docks / ramp
- Docks will be low profile, can be constructed of PVC or similar synthetic material
- Spectator areas along existing greenway



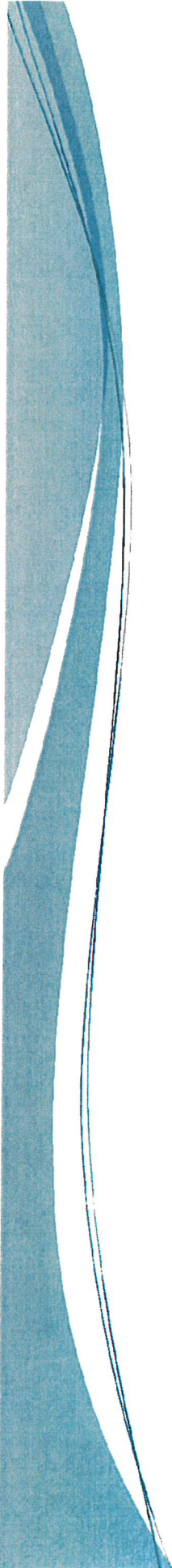
Park Restrictions

- Hours: Dusk to dawn (though Rowing Center site could be accessed earlier or later)
- No swimming
- No fishing near docks or ramp
- To help defer Rowing Center's development and maintenance costs and keep the Rowing Center viable, no other boat rental, boat storage, rowing or paddling operations will be allowed to rent or license land or space in Tuck Park or the land within the current Wastewater Treatment Plant site.



Rowing Center Funding

- Rowing Center to fund construction of the docks, ramp and boathouse through:
 - Sale of land in Belmont (once FERC permit granted)
 - Donations, grants and sponsors
- BRC may erect public art in the park to acknowledge donations, subject to City approval as to size, character and placement.
- BRC will also seek funding through naming rights sponsors for the docks and boathouse-- with all dock naming rights sponsors being subject to City approval.



What if FERC License not Granted?

- BRC will not exercise option to purchase City land for boathouse until the FERC license is granted.
- BRC will not begin construction of docks until FERC license is granted.
- BRC will retain land in Belmont until FERC license is granted.



Other Public / Non-Profit Rowing Partnerships

North Carolina: Raleigh, Asheville, High Point, Greensboro, Wilmington

South Carolina: Charleston, Hilton Head, Columbia

Tennessee: Oak Ridge

Georgia: Augusta, Atlanta

Virginia: Richmond and several in the Washington, DC area

Other Notable Examples: Baltimore Rowing Club, Boston Community Rowing, Chicago Training Center, Three Rivers Rowing Association in Pittsburgh, Row New York, and Oklahoma City Rowing



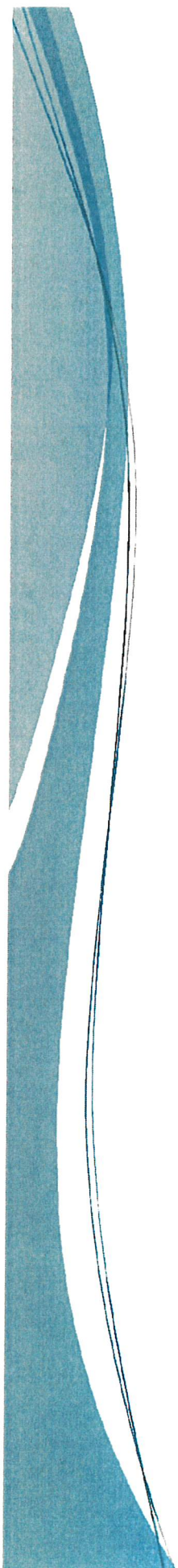
Proposed Time Frame

August

- Find out from Duke if project is permissible
- Get unofficial input from City Council to gauge interest
- Get survey
- Begin preliminary design

By September 30:

- Finalize site plan
- Finalize Development & Operating Agreement and Purchase Option
- Get approval by Rowing Center board and City Council



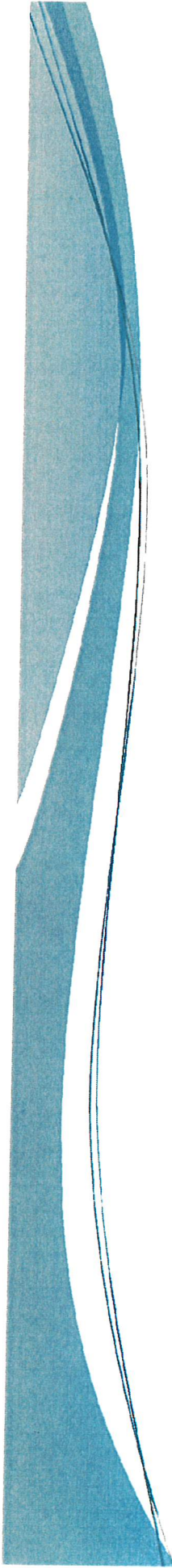
Proposed Time Frame (cont.)

By October 30, 2021:

- Retain FERC specialist
- Finalize design for Park improvements
- Prepare stakeholder packet to begin FERC process
- Submit stakeholder packet to Duke for approval

By November 30, 2021:

- Make any changes requested by Duke
- Begin FERC stakeholder process



Proposed Time Frame (cont.)

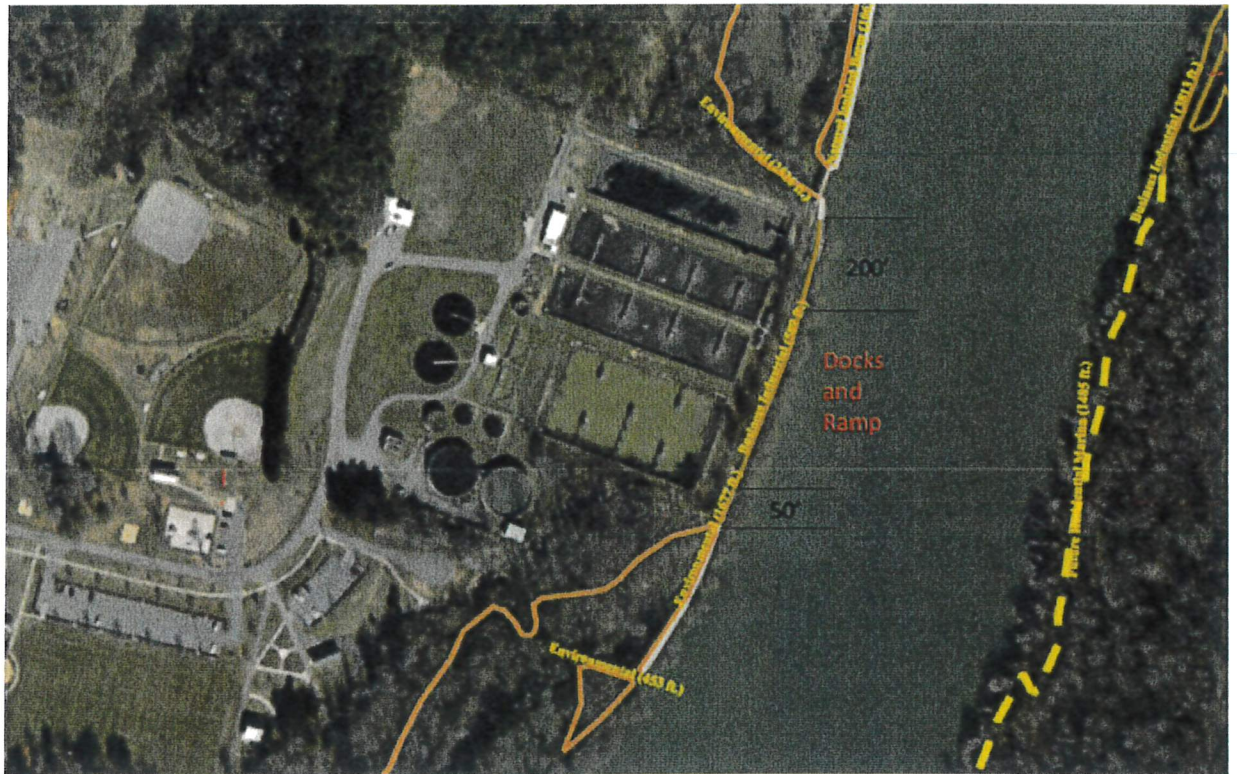
- March 2024:
 - Docks and ramp complete
 - Parking and driveway complete
 - Park opens!
 - Rowing Center boats stored on Rowing Site on outdoor boat racks or other temporary storage arrangement, while boathouse is under construction

Questions and Background for Duke Lake Services Re Mount Holly Paddling Park

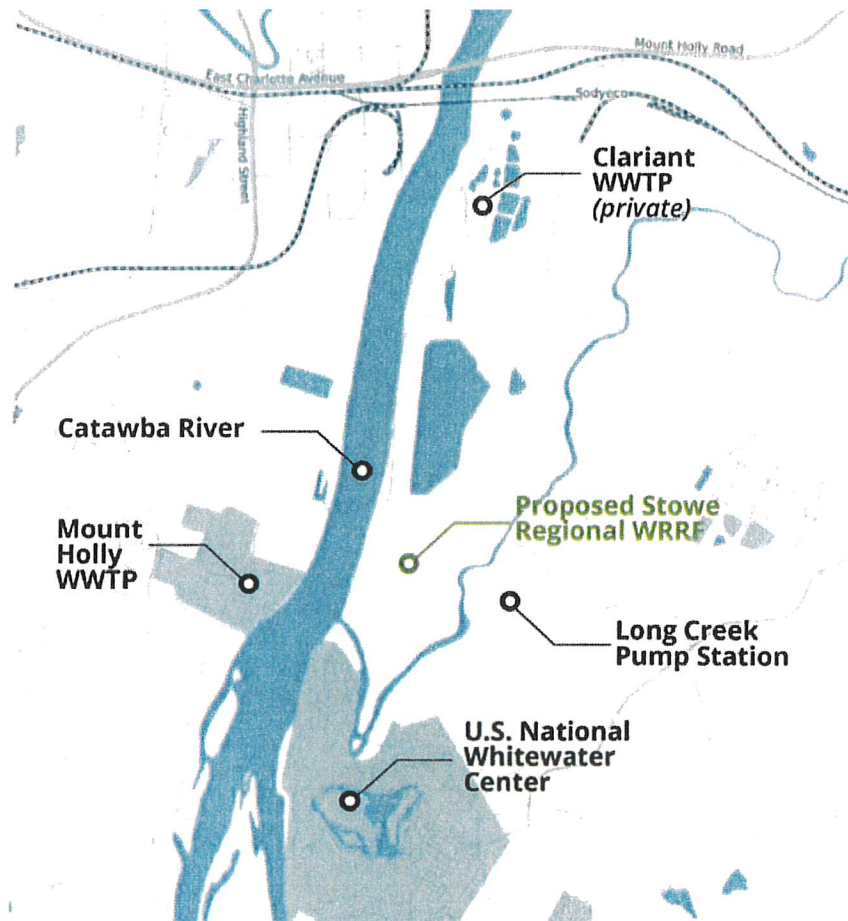
1. As Duke is aware, the current Mount Holly Wastewater Treatment Plant will be decommissioned within the next few years and converted to a pump station, with wastewater being pumped under the river to be in Mecklenburg County. (See Exhibit 1).
2. The shoreline classification for the Mount Holly WWTP is currently classified as Business and Industrial, with a section just above Tuckasegee Park classified as Environmental.
3. The City is exploring options for how to best use the WWTP site once it is converted to a pump station.
4. One option being explored is to extend Tuck Park north onto the WWTP site along the waterfront, to provide a park for kayaking, paddle boarding canoeing and rowing. The park would be open to the public.
5. While the park configuration has not yet been developed, here is what we are exploring:
 - a. The City would extend Tuck Park to include most of the WWTP waterfront, and sufficient space for a parking lot in proximity to the waterfront for parking and easy launching.
 - b. The park would include additional public amenities, such as picnic areas and benches
 - c. The park would also include room for overflow parking for special events such as paddleboard races and rowing regattas.
 - d. The site currently has an asphalt greenway running the length of the shoreline, and sections of the shoreline have been stabilized.
 - e. Tuck Park already has restrooms, a drinking fountain and additional parking.
 - f. The City would retain the remainder of the WWTP site for possible sale or other use.
 - g. There would no swimming at the park, and no fishing in the area of the docks.
 - h. There would be no power boat usage at the docks, other than small craft used to assist, instruct and coach paddlers, rowers, etc.
6. If the City extends Tuckasegee Park to include the shoreline of the WWTP, will Duke revise the shoreline classification from business and industrial to public recreation to allow docks to be built there?
7. If so, what would the process be for doing that, and how long would it take?
8. When the WWTP is decommissioned, will that affect the shoreline classification of Tuck Park (currently classified as "environmental")?
 - a. If so, when would that occur?
 - b. What would the process be for achieving that?

9. We understand that any docks on the site would need to be at least 200 feet from the property line and 50 feet from any shoreline classified as environmental, and that they could not extend more than 120 feet from the critical line (or one third the distance to the Mecklenburg shore, whichever is less). We envision the docks being low profile and constructed of PVC or similar synthetic material, with one being perpendicular and one or more being L shaped with the long end running parallel to shore. While we have no plans at this point, one possibility is to make the northernmost dock perpendicular with multiple pilings to help deflect debris from the longer dock or docks.
10. Would there be any issues with putting a ramp in the vicinity of the docks (but at least 25 feet away from them) to launch small craft used to assist, instruct and coach paddlers and rowers?
11. There is already shoreline stabilization on some sections of the WWTP shoreline. It is rip rap. Additional shoreline stabilization will likely be needed for the docks and ramp. Is it ok to add to the existing rip rap for the sake of continuity?

Duke Shoreline Classification for Mount Holly Wastewater Treatment Plant Site



Overview of Proposed Stowe Regional WWTP





City of Mount Holly Action Agenda Item

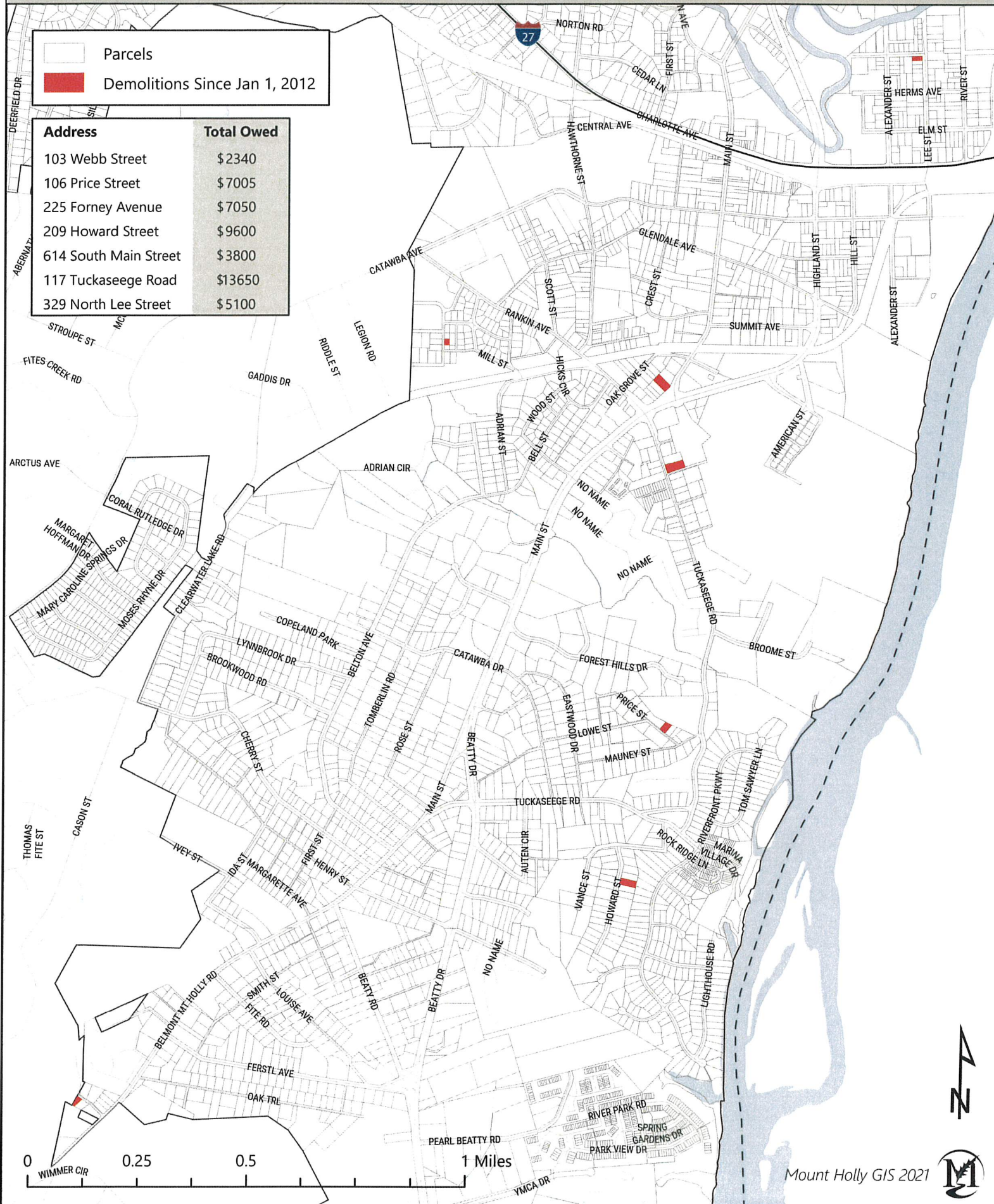
To: City Council From: Brian DuPont	Date: 8-16-21 Meeting Date: 8-23-21
Agenda Item to be considered: Lien Foreclosure Process	
Will this require a public hearing? ☐ YES ☒ NO	
Background/Purpose of Request : The process for Code Enforcement has always been to abate nuisances for grass, debris removal, minimum housing, and others. Then staff would bring the cost of those abatement procedures for recording a lien if the property owner fails to pay the City. Staff with input from our City Attorney have developed a process to collect outstanding debts owed to the City depending upon prioritization on the properties in question. This could be based on number of liens (chronic violator), amount of lien, age of lien or other contributing factors such as unpaid taxes that staff believes will benefit the City. Staff's goal in implementing a foreclosure process is not to simply take property. It doesn't benefit the City to own a property as it removes the property from a taxable status, but instead to acknowledge that sometimes a property is owned by a delinquent property owner and to benefit the general welfare of the community. The property needs to be owned by someone that will maintain that property. The process at this time is very simple: 1. Staff will bring properties before City Council at least twice a year to direct the City Attorney through approval of a Resolution. 2. The minimum two times a year will be in April and September annually. This does not prevent staff to bring properties forward more frequently. Currently, there are 214 liens on 98 properties for nuisance abatement throughout the City. This goes back almost 10 years, which is as far back as we can collect.	
Fiscal Impact:	
Will Item affect current budget	☐ YES ☐ NO ☒ N/A
Reviewed by Finance Director	☐ YES ☐ NO ☒ N/A
Preaudit Certification required	☐ YES ☐ NO ☒ N/A
Capital Project Ordinance required	☐ YES ☐ NO ☒ N/A
Budget Transfer required	☐ YES ☐ NO ☒ N/A
Total City Dollars:	\$
Budget Code	
Reviewed by City Attorney	☒ YES ☐ NO ☐ N/A
Manager/Staff Recommendation:	
Result of City Council Decision:	
Attachments:	
1. Process	

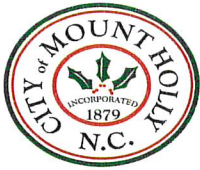
Lien Foreclosure Process

1. At least 2 times a year staff will bring properties to Council for direction.
2. If a Resolution directing the City Attorney to Foreclose is Passed, then:
 - A. Attorney Files Complaint
 - B. Serve Complaint to existing Owner
 - C. Set Date of Hearing
 - D. Notice of Hearing
 - E. Hearing Held
 - i. Owner could pay debts (no foreclosure)
 - ii. No Response proceed to next step
 - F. Sale Date published at Courthouse for bids on property
 - G. Property is closed on by new owner (liens paid to City to have clear title)
 - i. City gives opening bid, but others could bid to take ownership.

Lien Foreclosure Process

Mount Holly City Council
Work Session - August 23, 2021





City of Mount Holly Action Agenda Item

To: City Council From: Michael Godwin	Date: 8-16-21 Meeting Date: 8-23-21																																				
Agenda Item to be considered: GIS Long Range Plan Updates and Presentation																																					
Will this require a public hearing? ☐ YES ☒ NO																																					
Background/Purpose of Request: The City's Geographic Information Systems (GIS) staff have been working to keep the technological infrastructure as up to date as possible. The field of GIS is constantly changing with new applications and tools becoming available every year. As a result of this constant change, GIS staff are able to provide resources and solutions to departments in a faster, more engaging environment than before. In March of 2021, GIS staff participated in a Roadmap Workshop hosted by Environmental Systems Research Institute (Esri), the manufacturer of the City's GIS software. Through this workshop, Esri was able to assess the departmental needs through a GIS lens. After completing the workshop and evaluating the information Esri received, they could recommend how the City of Mount Holly can best utilize our investment in GIS, align our technology and supporting resources, and meet both our business priorities and broader agency needs. The ArcGIS Roadmap document is not intended to provide a detailed scope of work, but is rather to be a report that lays out a vision and a roadmap for the City's GIS, including recommendations and proposed activities. This ArcGIS Roadmap has been assimilated into the Appendix D - GIS Long Range Plan and can be found on the City's website under Planning Department > GIS Mapping. In the past, GIS has been primarily used to create PDF/paper maps for departments. The need for PDF/paper maps will not go away, but technological advances within the GIS field promote the use of ArcGIS Online – an online destination for all things spatial. ArcGIS Online is a browser-based software that enables members of our organization to view and create GIS content from anywhere with an internet connection. ArcGIS Online also comes stocked with ready-to-deploy templates and solutions that incorporate GIS data and maps into websites, surveys, Story Maps, and field data collection apps. These templates and solutions can be manipulated to accomplish our specific goals and objectives, examples of which will be included in the presentation.																																					
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="4">Fiscal Impact:</td> </tr> <tr> <td style="width: 45%;">Will Item affect current budget</td> <td style="width: 15%;">☐ YES</td> <td style="width: 15%;">☐ NO</td> <td style="width: 25%;">☒ N/A</td> </tr> <tr> <td>Reviewed by Finance Director</td> <td>☐ YES</td> <td>☐ NO</td> <td>☒ N/A</td> </tr> <tr> <td>Preaudit Certification required</td> <td>☐ YES</td> <td>☐ NO</td> <td>☒ N/A</td> </tr> <tr> <td>Capital Project Ordinance required</td> <td>☐ YES</td> <td>☐ NO</td> <td>☒ N/A</td> </tr> <tr> <td>Budget Transfer required</td> <td>☐ YES</td> <td>☐ NO</td> <td>☒ N/A</td> </tr> <tr> <td>Total City Dollars:</td> <td colspan="3">\$</td> </tr> <tr> <td>Budget Code</td> <td colspan="3"></td> </tr> <tr> <td>Reviewed by City Attorney</td> <td>☐ YES</td> <td>☐ NO</td> <td>☒ N/A</td> </tr> </table>		Fiscal Impact:				Will Item affect current budget	☐ YES	☐ NO	☒ N/A	Reviewed by Finance Director	☐ YES	☐ NO	☒ N/A	Preaudit Certification required	☐ YES	☐ NO	☒ N/A	Capital Project Ordinance required	☐ YES	☐ NO	☒ N/A	Budget Transfer required	☐ YES	☐ NO	☒ N/A	Total City Dollars:	\$			Budget Code				Reviewed by City Attorney	☐ YES	☐ NO	☒ N/A
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Manager/Staff Recommendation:																																					
Result of City Council Decision:																																					



City of Mount Holly Action Agenda Item

To: City Council
Greg Beal, Economic Development
From: Coordinator, Planning Director

Date: August 18, 2021

Meeting Date: August 23, 2021

Agenda Item to be considered: Art Program Priority Update

Will this require a public hearing? ☐ YES ☒ NO

Background/Purpose of Request:

The basis for establishing an Arts Advisory Committee is grounded in Chapter 6, Placemaking, Arts and a Healthy Community, of the 2019 Strategic Vision Plan. Goal 6.1.5 Create a Public Art Commission is one of the 112 specific goals found in the latest Vision Plan. This project is listed as a short term goal led by the City of Mount Holly. Council chose to establish this committee, officially named the Public Art Advisory Commission (PAAC) in March.

Commission members Stephanie McLaughlin, *Arts on the Greenway*, Dottie Scher, *Arts of the Greenway*, Julia Benfield, *Arts Mount Holly*, Teresa Rench, *Arts Mount Holly*, Leigh Brinkley, *Arts Mount Holly*, Janice McRorie, *MHCDF*, and Bae Hart, *Local Artist and Advocate* have met several times and corresponded on a plan to fund priority projects for the 2021-22 FY, based on the \$50,000 in approved funding. These projects, which are listed below, have been vetted by staff as well, including City Manager Miles Braswell, Assistant Planning Director Brian DuPont and Greg Beal, Planning & Development Director. The priority project list is as follows:

	<u>Goal</u>	<u>Timeframe to be Completed</u>	<u>Completion Date</u>	<u>Budget</u>
<u>1.</u>	<u>Artistic Bike Racks</u> <u>Located throughout Town</u>	<u>4-6 months</u>	<u>By February 28, 2022</u>	<u>\$10,000</u>
<u>2.</u>	<u>Utility Box Wraps</u> <u>Located at Key</u> <u>Intersections</u>	<u>4 months</u>	<u>By December 31, 2021.</u>	<u>\$5,000</u>
<u>3.</u>	<u>River Hawk Greenway</u> <u>Logo Design</u>	<u>4 months</u>	<u>By December 31, 2021</u>	<u>\$5,000</u>
<u>4.</u>	<u>Mural on City-owned</u> <u>Building</u> <u>Location TBD</u>	<u>3 months</u> <u>Notice to</u> <u>Proceed on</u> <u>March 15, 2022</u>	<u>By June 30, 2022</u>	<u>\$10,000</u>
<u>5.</u>	<u>Sculpture Art</u> <u>Located on City Property</u> <u>TBD</u>	<u>10 months</u>	<u>By June 30, 2022</u>	<u>\$20,000</u>

Total**\$50,000**

Based on the PAAC meeting on Tuesday, August 17th, members stated that the preferred placement of the mural would be on the brick side of the AOG/Massey Building, which the City owns. A Lantern Parade mural was suggested as something colorful and vibrant that would draw attention to the area as one enters Mount Holly's Downtown Gateway on NC Hwy 27. The group came to a unanimous consensus that the Pollinator Garden be the site for the sculpture project because it was site ready. A sculpture or art project at the former Ransom Hunter property at the corner of Glendale and Hawthorne, was mentioned as a Year 2 project, if funding was approved, due to its current state of overgrowth. The Commission felt that time would be needed to prep the site for a project.

It is important to note that the PAAC stated that this money should go to public art projects on City-owned, public property and buildings, and while there is interest from the private sector on funding opportunities for things such as murals, that is perhaps something that could be considered in future years.

If Council chooses to approve the list, the Commission will draft requests for proposals or calls for artist where appropriate. Each call should be open for 30 days.

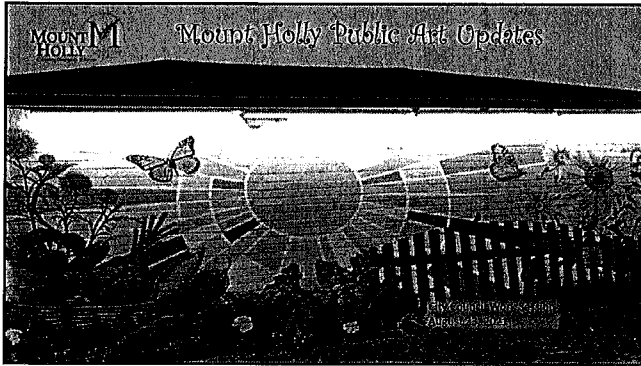
Fiscal Impact:

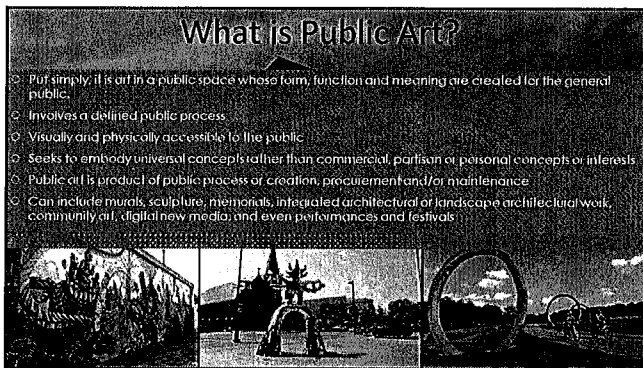
Will Item affect current budget	☐ YES	☐ NO	☒ N/A
Reviewed by Finance Director	☐ YES	☐ NO	☒ N/A
Preaudit Certification required	☐ YES	☐ NO	☒ N/A
Capital Project Ordinance required	☐ YES	☐ NO	☒ N/A
Budget Transfer required	☐ YES	☐ NO	☒ N/A
Total City Dollars:	\$		
Budget Code			
Reviewed by City Attorney	☐ YES	☐ NO	☒ N/A

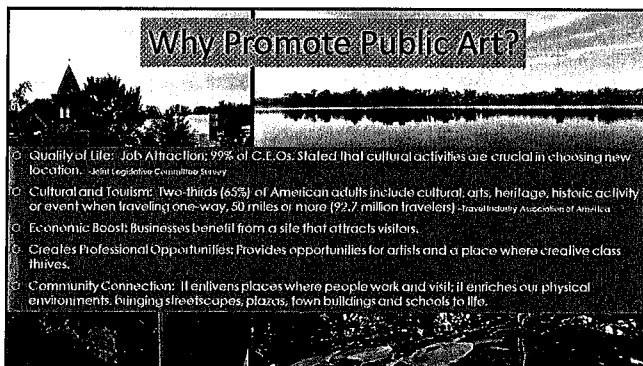
Manager/Staff Recommendation: The Public Arts Advisory Commission made a unanimous recommendation that Council approve Year 1's Priority Project List as outlined in the table above.

Result of City Council Decision:

Attachments: Priority Project Presentation/ PowerPoint will explain each project on Monday night.









2019 Strategic Vision Plan Update

The Update Plan was crafted around Six Core Values, important to the Mount Holly Community....

- Core Value #1: Preserve and Enhance Small Town Character
- Core Value #2: Continue to Connect the Downtown Core
- Core Value #3: Improve Connections Throughout the City
- Core Value #4: Increase Vibrancy Through Art and Placemaking
- Core Value #5: Enhance Gateways and First Impressions
- Core Value #6: Advance the Legacy of Visionary Leadership



Placemaking, Arts & a Healthy Community

- 4.1.2 Explore Opportunities for Creative Pop-Up Spaces and Events (MHC, MHCDD)
- 4.1.3 Continue to Partner with Local Artists on Art Installations Through Galleries (SIC, MHCDD)
- 4.1.4 Mount Holly Creative Spaces Initiative (SIC, FDC)
- 4.1.5 Create a Public Art Commission (SIC, City of Mount Holly)
- 4.1.6 Create a Public Art Match Program (SIC, City of Mount Holly)
- 4.1.7 Create a Fund for the Arts Program (MHC, City of Mount Holly)
- 4.1.8 Develop the Arts on the Greenway Program (MHC, MHCDD & AOC)



Community Cultural Assets



Arts on the Greenway

Incorporated into MCHD's
Wilmington 501(c3) status in
2013, current membership is
focused on Mount Holly-themed public art
displays at Municipal Complex.

Strategic Vision Plan calls for
investment in Arts on the Greenway
building improvements as one of our
priorities.

501(c3) status will present more
fundraising opportunities.

Arts Mount Holly

Committees of MCHD
Board Members
Current Memberships

ARIS is an art events, which attract
visitors to Mount Holly.

Strategic Vision Plan calls for
partnerships for Creative Rep-Up
spaces and events.

Planned event scheduled for Sept 2-
7th at Arts on the Greenway.

Gaston County Tourism Development

Currently working through Strategic Plan year 2.

Primary focus on creating destination points in Gaston County.

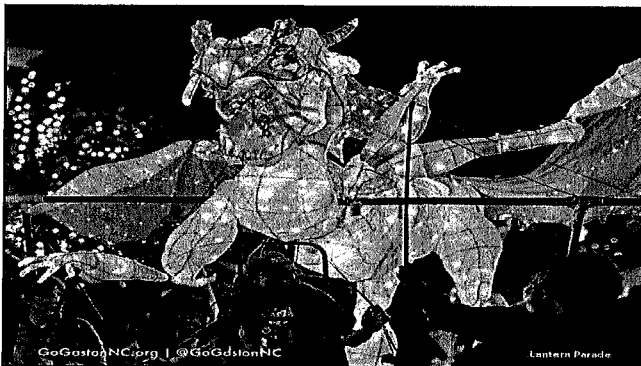
Interested in becoming a capital source for Strategic Plan Goals.

Published a print and digital brochure on the Arts recently.

Local cultural organizations with Mount Holly art and works well
with the Mount Holly TDA Update to TDA this month.

Local funding would serve as leverage for grant monies
from Gaston County Tourism Development.







Priority Project: Bike Racks



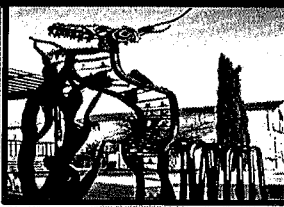
Continue visitors to install bike racks in CBD.

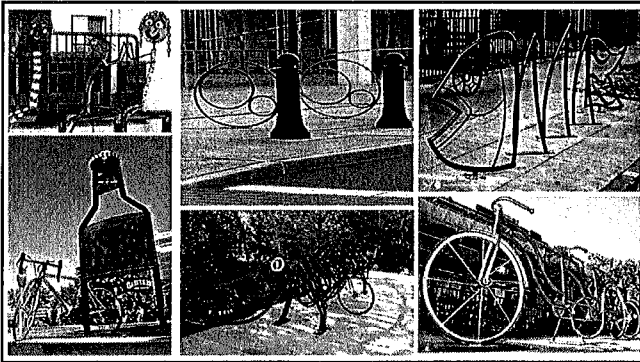
Partners include CIBA, BEISMA, WHCOP. If possible, funding opportunities.

Cashmere budgeted \$3,000 for 10 racks that use a simple, geometric design with no trees.

Other local businesses can provide more stunning designs, with various themes.

Meets several goals outside of public art, as it is functional in design, can increase visitor traffic, supports local economy and is Bike Plan supported.





Priority Project: Utility Box Wraps

Unsanitary utility and traffic control devices located throughout town.

Call for artists to design vinyl wraps of PAAC to select wraps as recommendation to council.

Cost is \$400-\$1,000 to \$15 per square foot and design. Materials are \$100 - \$1,200 per foot. Size dependent.

Downtown focus. They would need NCDOT permission number of city owned boxes.

Could this be expanded to larger, visible structures like bus stops in future years?

Priority Project: Greenway Logo

River Hawk Greenway presents great opportunity on creating a strong brand image.

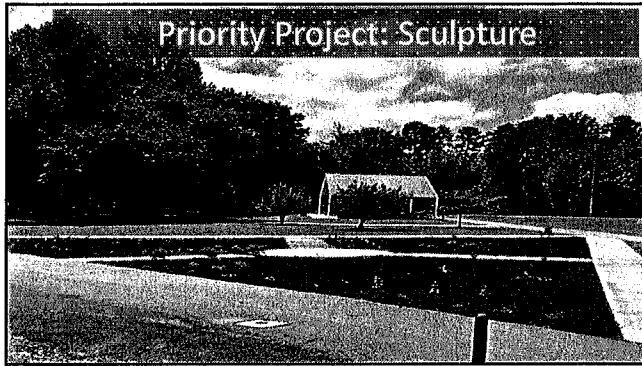
Call for artists to design logo, which should be easily duplicated and not overly complex.

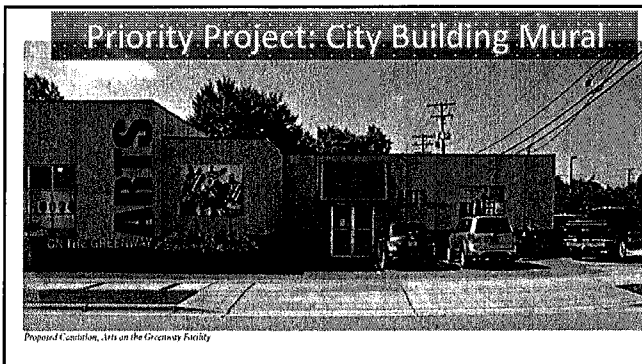
This project is a priority because of pending partnerships for signage with Carolina Thread Trail and other opportunities with Tourism Development and LOA.

Timing coincides with erection of bands from city and potential of grants by local municipalities.

"WALK THE HAWK"

MOUNT HOLLY RIVER
HAWK GREENWAY





Year 1 Priority Project Summary				
1	Artistic Bike Racks Located throughout Town	4-6 months	By February 28, 2022	\$10,000
2	Utility Box Wraps Located at Key Intersections	4 months	By December 31, 2021	\$5,000
3	River Hawk Greenway Logo Design	4 months	By December 31, 2021	\$5,000
4	Mural on City-owned Building Location TBD	3 months Notice to Proceed on March 15, 2022	By June 30, 2022	\$10,000
5	Sculpture Art Located on City Property TBD	10 months	By June 30, 2022	\$20,000
Total:				\$50,000

Additional Project: Greenway Entrance

- Separate Project for 21-22 FY
- After paving and painting of bridge, Crosswalk Creations project through AOG can take place
- Community Impact Grant funded
- Design has been completed and chosen
- Meets several goals including functional safety addition of pedestrian crossing and visual enhancement
- Clairmont Corporation has expressed partnership interest



Year 2 Priority Project: Leased Art

Mount Holly turns through leasing of art pieces for 18-24 month period.

Art lease agreement is \$1,500 to \$2,500 for time frame.

Additional one-time cost for concrete pad and display piece.

Could continue these lease spaces in downtown, as well as program on public property.

Example lease agreement often forms and conditions to artist as well as insurance from damage, which is important aspect.



Year 2 Opportunities for Art in Mount Holly





