
Minutes
Cumberland County Board of Commissioners
July 12, 1999
Special Meeting
Joint Meeting With Fayetteville City Council

PRESENT: Chairman Tom Bacote

Vice Chairman Ed Melvin (arrived 7:55PM)
Commissioner Billy R. King
Commissioner Talmage Baggett
Commissioner Breeden Blackwell
Commissioner H. Mac Tyson II
Commissioner J. Lee Warren, Jr.
Cliff Strassenburg, County Manager
James Martin, Deputy County Manager
Grainger Barrett, County Attorney
Marsha Fogle, Clerk to the Board
Mayor J. L. Dawkins
City Council Members except Haire and Cheek
Bob Cogswell, City Attorney
Janet Jones, City Clerk
Roger Stancil, City Manager

INVOCATION: Council Member Curtis Worthy

The Chairman of the Board of Commissioners and the Mayor called the two Boards to order.

A motion was made and adopted to excuse Council Members Cheek and Haire from the meeting.

MOTION: Commissioner King moved to adopt the agenda.

SECOND: Commissioner Blackwell

VOTE: UNANIMOUS

A motion was made and adopted by the City Council to adopt the agenda.

It was noted that Commissioner Ed Melvin was attending an ABC Board

meeting and would be late for this meeting.

MOTION: Commissioner Warren moved that the reports given tonight would be received as information.

SECOND: Commissioner King

VOTE: UNANIMOUS

MOTION: City Councilman Don Talbot moved that the reports given tonight would be received as information.

SECOND: Councilman Kizer

VOTE: UNANIMOUS

1. Presentation by Economic Development Partners (FACVB, FAEDC and Fayetteville Partnership) concerning their missions, working relationships and future plans.

Doug Traub, CEO, FACVB, Harry Whelan, President, FAEDC, and John Jones, Board Member, Fayetteville Partnership, reviewed their mission statements, the economic impact of their organization on the local economy, their cooperative endeavors, the funding and their goals for the future.

The common goal of the three economic partners is to build wealth, create jobs and strengthen the tax base within Fayetteville and Cumberland County, thereby improving the quality of life for all residents. They will meet these goals through collaboration without duplication. Their goals are similar but they use different tactics for accomplishment.

FUTURE GOALS OF EACH ORGANIZATION:

FACVB: Expand the sales department, underwrite golf advertising campaign, launch aggressive publicity campaign, create tourism development plan, initiate community marketing program, establish Sports Commission, build I-95 Visitor Center(s), solicit convention hotel construction, host downtown historic tours, establish film office, and bolster festival sponsorship and promotion. The best means to finance would be an increase in the county-levied local hotel/motel occupancy tax rate from 3% to 6%, supplemented by appropriate federal, state and local grant awards.

FAEDC: Serve as the front door to the community, develop the economy of Cumberland County, generate prospect traffic, motivate community

leadership for a positive pro-business climate, build consensus to support the economic development process and support existing industry expansion. The best means to finance would be by full participation of all area municipalities with equitable levels of support. In addition, private support should be expanded. The County needs to recognize the need to operate ahead of the curve.

FAYETTEVILLE PARTNERSHIP: Craft a dynamic marketing campaign using a new video – “The Changing Faces of Fayetteville” and other tools, strengthen public education efforts, become more aggressive in stimulating private sector investment and business recruitment efforts from outside of Fayetteville/Cumberland County, begin implementing housing plan for both existing buildings and new construction, increase funds in downtown loan program, establish façade grant program, focus on professional development of Partnership staff, make a concerted effort to coordinate with the City of Fayetteville to provide exceptionally clean and safe environments downtown, and strengthen relationship with partner organizations. The best means to finance is to continue the financial support from the City of Fayetteville and Cumberland County while increasing private sector support and expand the boundaries of downtown Municipal Service District to include a larger number of property owners for additional tax revenues.

2. GIS Demonstration (Joint City/County/PWC Community Project)

Mr. Joe Boyd, Information Systems Director for the City of Fayetteville, noted the importance of cooperation and sharing of information to make the GIS accessible to everyone. He provided a demonstration of the GIS system’s capabilities. In order to realize a fully operational system, the next steps must be realized:

- develop organization and management plan;
- develop infrastructure;
- database maintenance and update;
- funding;
- confidence and reliability in the system;
- accessibility to customers.

Mr. Boyd noted the County and City have applied for a grant to help fund the GIS project. He also noted we are the only joint agency in the state applying for a grant.

In response to a question about how long it will take to completely integrate all of the information, Mr. Boyd indicated relatively soon, upon direction from the governing boards. He noted there are still some technical issues to be resolved.

Commissioner Breeden Blackwell noted the Board of Education has a GIS and asked that we include them in this GIS joint effort.

3. Report by Fayetteville United and Fayetteville Human Relations Commission on Study Circles

Ms. Maria Conostas, Past Chairman of the Human Relations Commission, and Linda Allen, of Fayetteville United presented their report to the Council and Commissioners. The mission of each is as follows:

Human Relations Commission: To facilitate and advocate programs, projects and actions to ensure a better quality of life and welfare for "all" citizens of Fayetteville without regard to race, color, religion, sex, national origin, age, familial status or disability.

Fayetteville United: To improve the quality of life for all residents through dialogue and united actions that will eliminate racial discrimination in our community.

The following recommendations are made in three categories:

Individuals: Develop a consciousness, sensibility & respect toward people of other races, do an honest self-evaluation to gain personal awareness of negative racial thinking, choose to associate with people of other races, participate in groups whose purpose is to promote racial understanding and justice, and volunteer to work with youth of different backgrounds to help children develop positive attitudes about those of different races.

Groups: Continue Study Circles group discussion, join together to create a group to monitor progress on improving relations in our city and county, reach out to other organizations with different ethnic make-ups to create partnerships and programs for the purpose of increasing racial understanding, and make a commitment to help improve

understanding between and among the different racial/ethnic populations in our area.

Institutions: Provide diversity training for personnel, implement a major public relations campaign to fight racism in our area, promote an integrated history curriculum on our public schools, develop a city/county-wide theme emphasizing our diversity, sponsor and support more activities to draw citizens of different backgrounds together for the purpose of celebrating different cultures and promoting racial harmony, encourage local government leaders to make strong public statements of support for equal opportunity, and establish a Cumberland County Human Relations Board or empower the Fayetteville Human Relations Commission to address issues county-wide.

Commissioner Billy King asked the County Manager to place on our next agenda discussion regarding the establishment of a County Human Relations Board and/or the empowerment of the Fayetteville Human Relations Commission to address issues on a county-wide basis.

4. Action Committee Report on Public Transportation

Mr. Matthew Smith and Mr. Jerome Brown reviewed their Committee Report on public transportation. The mission of this committee is to establish the framework for a regional/countywide public transportation system and Transit Authority to operate the system.

The Committee recommends a "30 Minute Mixed Service" at a projected cost of \$12,987,569. Projected revenue is \$2,885,635. Net cost of the project is \$10,101,934. Potential Sources of funding could include tire tax, vehicle registration fee, retail sales tax, fuel tax, hotel tax and rental care fee. Applying ½ cent of an additional sales tax would provide about \$7,500,000 toward the cost of the service.

Commissioner Billy King stated that identifying funding is a major issue for this project and a great deal of legislative activity would have to be forthcoming to make the project work.

5. Report of the City/County Joint Committee

The committee agreed on the following recommendations:

1. The City and County should ask the Institute of Government to study our planning processes and make recommendations for comprehensive joint planning.
2. The Action Committee on Public Transportation should make a report at the Joint Meeting to be held on July 12.
3. The report of the committee meeting should be on the agenda for the July 12 meeting.
4. The one-stop center for permits is an important goal and should be pursued by the City and County Managers.
5. The Mayor should appoint two members of the City Planning Commission to serve with two members of the county Planning Board, appointed by the Chairman of the County Commissioners, to work with staff of the City, the County, PWC and the school Board to analyze the need for future water and sewer extensions, identify resources available for these extensions and discuss organization structures that would allow the resources to be obtained for the plan.

The Board of Commissioners has taken action on Items 1 & 5.

MOTION: Commissioner Blackwell moved to agenda item 4 for the Commissioners' meeting, August 2, 1999.

SECOND: Commissioner King

VOTE: UNANIMOUS

The Fayetteville City Council took action to place items 1,4,& 5 on their next meeting agenda.

6. Schedule next joint meeting.

The consensus of both Boards was to allow the joint committees in place to continue to work together and that another joint meeting not be scheduled presently.

MEETING ADJOURNED: 9:30PM

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Page last updated 4/22/00