

**NOTICE OF A SPECIAL MEETING OF THE  
ASHEBORO CITY COUNCIL**

**Tuesday, January 25, 2011**

**5:30 p.m.**

Notice of a special meeting of the Asheboro City Council is hereby given. This meeting will be held on Tuesday, the 25<sup>th</sup> day of January, 2011, at 5:30 p.m. in the Council Chamber of the Asheboro Municipal Building, 146 North Church Street, Asheboro, North Carolina 27203.

This special meeting has been called for the purpose of allowing Mayor Smith and members of the Asheboro City Council to consider the following agenda items:

1. A presentation by Cy Stober, who is a storm water management expert with the Piedmont Triad Council of Governments, on the topic of grant funding that may be available to address storm water issues along Penwood Branch and Hasketts Creek.
2. Presentations by personnel in the Community Development Division:
  - a. Updating of the city's fire prevention ordinance
  - b. Review of the "All-American City" award program
  - c. Presentation of branding report
3. Discussion of potentially changing the date of the regular council meeting in July.

This notice is issued on the 19<sup>th</sup> day of January, 2011, in accordance with the laws and ordinances of the State of North Carolina and the City of Asheboro.

s/ David H. Smith  
David H. Smith, Mayor  
City of Asheboro, North Carolina

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**SPECIAL MEETING  
ASHEBORO CITY COUNCIL  
COUNCIL CHAMBER, MUNICIPAL BUILDING  
TUESDAY, JANUARY 25, 2011  
5:30 p.m.**

This being the time and place for a special meeting of the City Council, a meeting was held with the following officials and members present:

- David H. Smith ) – Mayor Presiding
- Talmadge S. Baker )
- Clark R. Bell )
- Edward J. Burks ) – Council Members Present
- Stuart B. Fountain )
- Michael W. Hunter )
- Walker B. Moffitt )
- Linda H. Carter ) – Council Member Absent

- John N. Ogburn, III, City Manager
- Dumont Bunker, P.E., City Engineer
- John L. Evans, Senior Planner
- Casandra M. Fletcher, Marketing Specialist
- Tamela D. Garner, Permits Technician/Deputy City Clerk
- Michael E. Jones, Chief Fire Inspector
- Justin T. Luck, Planner
- R. Reynolds Neely, Jr., Community Development Director

Deborah P. Reaves, Finance Director  
Michael D. Rhoney, Director of Water Resources  
Jeffrey C. Sugg, City Attorney

**1. Call to order.**

A quorum thus being present, Mayor Smith called the meeting to order for the transaction of business, and business was transacted as follows.

**2. Presentation by Cy Stober.**

Mr. Cy Stober is a stormwater management expert with the Piedmont Triad Council of Governments. He appeared before the Council in order to discuss water quality issues in the Deep River Watershed that could pose a problem for the city if these issues are not recognized and addressed in a proactive manner.

From a regulatory stand point, discharges into the Deep River Watershed from within Asheboro's jurisdiction are subject to closer scrutiny in the aftermath of the completion of the Randleman Dam. Asheboro is immediately downstream from the dam, and consequently is subject to scrutiny as a headwaters community on the Deep River.

When problems are encountered by communities further downstream, the question will arise as to the impact of discharges allowed into the river by the headwaters community. Penwood Branch and Hasketts Creek, which are part of the Deep River Watershed, are already viewed as impaired.

In order to address this situation in a proactive manner that improves water quality and allows the city to find workable solutions, Mr. Stober advocated undertaking an assessment of watershed conditions and then developing a restoration plan.

Mr. Stober identified federal and state grant funding, such as the Clean Water Trust Fund, that can be used to pay for his time and third party vendors to perform analysis work. He did not ask for an appropriation of funds, but Mr. Stober did ask for a commitment from the city to authorize city personnel, such as Water Resources Division personnel, collecting water samples to help with the project.

Upon motion by Dr. Fountain and seconded by Mr. Burks, the City Council voted unanimously to proceed with conducting an assessment of watershed conditions and developing a restoration plan under the leadership of Mr. Stober with grant funding and staffing assistance from existing city personnel.

**3. Presentations by personnel in the Community Development Division:**

**(a) Updating of the city's fire prevention ordinance.**

The city staff is in the process of updating Chapter 95 (Fire Prevention) of the Code of Asheboro. Prior to submitting an ordinance for adoption, the staff sought clarification of certain policy issues.

City staff specifically sought guidance as to whether Appendix D in the North Carolina Fire Code should be adopted as mandatory within the territorial jurisdiction of the City of Asheboro. Appendix D pertains to specifications for access roads that are to be utilized by fire suppression apparatus.

The specifications in this appendix for items such as the diameter of cul-de-sacs exceed the standards found in other guidelines adopted by the city for subdivisions. The general consensus of the council was that staff should remove this appendix from the fire prevention ordinance that will be submitted for adoption at the regular February meeting and to study the matter in an effort to establish a comprehensive standard for the subdivision ordinance, Public Works Division, and fire prevention ordinance that is narrowly tailored to meet the city's needs.

Another policy change for which mayoral and council guidance was sought pertained to the initiation of a civil penalty system when a violation is not corrected after the issuance of a notice of violation and a final notice of violation. The general consensus of the council was to proceed with the framework proposed by staff for the civil penalties.

The final draft of the City of Asheboro Fire Prevention Ordinance will be submitted to the mayor and city council for final action on February 10, 2011.

[A copy of the preliminary version of this ordinance is on file in the City Clerk's office.]

**(b) Review of the “All-American City” award program.**

Ms. Fletcher gave a power point presentation on this program. There are ten of the awards given out each year. We are eligible to apply for this national recognition since we have joined the National Civic League. Some of the reasons to apply include national recognition, enhancing community pride, and NCL reports that it can help attract visitors, residents, and businesses. The application requires that you describe the community’s challenges and three community driven projects that must involve youth and children. Ms. Fletcher proposes that we have someone attend the presentation this year in order to gain insight on what communities present, and then assemble a committee to work on an application with the goal of submitting it in 2012.

A copy of this presentation is on file in the City Clerk’s Office.

**(c) Presentation of the branding report.**

Ms. Fletcher gave a power point presentation of the branding report. Branding is a starting point for communication efforts. New thoughts in from the branding group included Connections being the theme, the A3 theme or hiring a consultant. The staff branding proposal was Asheboro: Creating Connections. Ms. Fletcher explained why this proposal made sense and how it fit with the Strategic Plan and the next steps that would happen including creating a visual identity guide, finalizing the marketing plan, developing a community guide for supporting the brand, beginning internal communications, and expanding the brand image. A logo will be selected by a panel consisting of Mayor Smith, Mayor Pro Tem Baker, Councilmember Burks, City Manager, Community Development Director and Marketing Specialist. After some discussion there was a general consensus to move forward with the Creating Connections proposal.

A copy of the power point presentation is on file in the City Clerk’s office.

**4. Discussion of potentially changing the date of the regular council meeting in July.**

It was decided to place an ordinance setting July 14<sup>th</sup> as the date for the regular July meeting on the consent agenda that will be considered on February 10, 2011.

There being no further business the meeting was adjourned at 7:12 p.m.

s/ Tamela D. Garner  
Tamela D. Garner, Deputy City Clerk

s/ David H. Smith  
David H. Smith, Mayor