



# Town of Carrboro

Town Hall  
301 W. Main St.  
Carrboro, NC 27510

## Meeting Minutes Board of Aldermen

**Tuesday, March 10, 2015**

**7:30 PM**

**Board Chambers - Room 110**

**Present:** Mayor Lydia Lavelle, Alderman Damon Seils, Alderman Michelle Johnson, Alderman Randee Haven-O'Donnell, Alderman Bethany Chaney and Alderman Sammy Slade, Alderman Jacquelyn Gist

**Also Present:** David Andrews, Town Manager, Catherine Wilson, Town Clerk, Nick Herman, Town Attorney

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### **MARTIN LUTHER KING JR. PARK MASTER PLAN NEXT STEPS**

MOTION WAS MADE BY ALDERMAN GIST, SECONDED BY ALDERMAN SEILS TO AMEND THE AGENDA BY TABLING THE MARTIN LUTHER KING, JR. PARK MASTER PLAN NEXT STEPS UNTIL A MEETING IN APRIL TO ALLOW THE RECREATION AND PARKS COMMISSION TIME TO REVIEW THE INFORMATION. VOTE: AFFIRMATIVE ALL

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### **APPROVAL OF PREVIOUS MEETING MINUTES**

MOTION WAS MADE BY ALDERMAN CHANEY, SECONDED BY ALDERMAN JOHNSON TO APPROVE THE MINUTES OF FEBRUARY 19, 2015, AS AMENDED. VOTE: AFFIRMATIVE ALL

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### **OCCUPANCY TAX COLLECTIONS BY EXPEDIA FOR TRAVELOCITY**

The purpose of this agenda item was to acknowledge that Expedia has assumed responsibility for occupancy tax collections for Travelocity effective August 2013.

Alderman Gist asked if the Town has foregone any revenue losses related to this agreement. Arche McAdoo, the Town's Finance Director, stated that based on the timing of the opening of the Hampton Inn, the Town has not foregone any revenues and is currently collecting the taxes.

Mayor Lavelle asked for future reports to depict collection data, including amounts.

**MOTION WAS MADE BY ALDERMAN GIST, SECONDED BY ALDERMAN SLADE, THAT THE AGREEMENT BE APPROVED AND THAT THE TOWN MANAGER IS AUTHORIZED TO EXECUTE IT. VOTE: AFFIRMATIVE ALL**

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**REQUEST TO MAKE AN APPOINTMENT TO THE HUMAN SERVICES COMMISSION**

The purpose of this agenda item was for the Mayor and Board to make an appointment to the Human Services Commission.

**A motion was made by Alderman Chaney, seconded by Alderman Johnson, that this resolution be approved.**

**RESOLUTION MAKING APPOINTMENT(S) TO THE HUMAN SERVICES COMMISSION**

THE BOARD OF ALDERMEN HEREBY APPOINTS THE FOLLOWING APPLICANT(S) TO THE ARTS COMMITTEE:

<b>Seat Designation</b>	<b>Appointee</b>	<b>Term Expiration</b>
Member	Robin Siska	2/2018

Section 2. This resolution shall become effective upon adoption.

This the 10th day of March 2015.

**The motion carried by the following vote:**

**Ayes:** Mayor Lavelle, Alderman Chaney, Alderman Gist, Alderman Haven-O'Donnell, Alderman Johnson, Alderman Seils and Alderman Slade

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**ANNUAL REPORT FROM THE CARRBORO TOURISM AUTHORITY**

The purpose of this agenda item was for the CTDA to update the Board on activities of the CTDA and to hear comments from on the Board on budgetary priorities.

Phaedra Kelly, the chair of the Carrboro Tourism Development Authority (CTDA), made the presentation to the Board. She explained that they are looking into ways to refine the application process and ask for reports from events that receive funding.

Alderman Haven-O'Donnell requested that the CTDA fund the mural development and possible documentary. She stated that she will provide them with a historic walking map information that was created by Leadership Triangle.

Alderman Gist requested funding for bike tourism.

Alderman Haven-O'Donnell suggested that there could be a bike rental process to visit arts locations around town.

Alderman Slade asked for the next tourism brochure to identify locally owned businesses.

Alderman Chaney congratulated the CTDA for their public relations plan. She stated that as much revenue as possible from the CTDA should be increased for established Carrboro events so that general funds could be reduced. She also suggested investments for signs, way-finding, farmer's market upkeep, and information kiosks. She asked for the CTDA to contribute funds to revive the efforts of Hidden Voices that documented the histories of Carrboro's historically black communities.

Alderman Lavelle suggested funding for a walking tour that could be informed by the history of the Town.

Alderman Slade encouraged the CTDA to handling banking with a locally owned bank or credit union. Mr. McAdoo stated that staff will look into options.

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## **ZIP CODE BOUNDARY REVIEW UPDATE**

The purpose of the item was to preview an electronic pre-survey to the Board of Alderman and receive feedback.

Julie Eckenrode, the Town's Assistant to the Town Manager, made the staff presentation.

Mayor Lavelle noted that language on the first page stating that the survey is for Carrboro residents might need to be re-worked, because people often don't know they are Carrboro residents. She also asked to add text that says to only fill out one survey per household.

Alderman Haven-O'Donnell asked that the Lake Hogan Farm be amended to Lake Hogan Farm/Ballentine.

Alderman Chaney suggested an end page that explains that this is preliminary and they may be asked again via USPS mail. Alderman Chaney asked for staff to prepare a public outreach plan, develop a Twitter message, and to involve the advisory boards.

Alderman Seils stated that he wants the Board to accept that the response rate may not bring in enough data to go forward with this change.

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## **BRIEF UPDATE FROM BOARD MEMBERS**

The Mayor and Board provided various updates.

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**ADJOURNMENT**

MOTION WAS MADE BY ALDERMAN JOHNSON, SECONDED BY ALDERMAN SEILS TO  
ADJOURN THE MEETING. VOTE: AFFIRMATIVE ALL