



# Town of Carrboro

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

## Meeting Agenda Board of Aldermen



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Tuesday, September 2, 2014

7:30 PM

Board Chambers - Room 110

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### A. REQUESTS FROM VISITORS AND SPEAKERS FROM THE FLOOR

7:30-7:40

### B. RESOLUTIONS, PROCLAMATIONS, AND ACKNOWLEDGEMENTS

1. [14-0256](#) Charge Issued - Rob Crook, Greenways Commission

7:40-7:50

### C. CONSENT AGENDA

1. [13-0412](#) Approval of Previous Meeting Minutes
2. [14-0231](#) A Resolution Canceling the September 23, 2014 Public Hearing

PURPOSE: The purpose of this item is to cancel the Board's regularly scheduled September 23, 2014 public hearing.

Attachments: [ATTACHMENT A - A RESOLUTION CANCELING THE SEPTEMBER 23 BOARD OF ALDERMEN MEETING](#)

3. [14-0238](#) A Request to Set a Public Hearing on the Temporary Street Closing Permit Application for the Saint Paul AME Church 5K

PURPOSE: The purpose of this item is to set a public hearing for September 16th, 2014 on a Street Closing Permit Application submitted by Saint Paul AME Church for the temporary closing and usage of streets from 9:00 AM to 10:00 AM on Saturday, March 7th, 2015 to accommodate the Saint Paul AME Church 5K

Attachments: [Set Public Hearing Resolution](#)  
[St Paul AME Road Race Application](#)  
[St Paul AME Road Race Map](#)

4. [14-0253](#) Request to Approve a Budget Amendment - Revenues from CDTA

PURPOSE: The purpose of this item is to recognize and appropriate for use \$20,000 of funding from the Carrboro Tourism Development Authority (CTDA) to support Community Events undertaken by the

Town's Recreation and Parks Department.

**Attachments:** [Budget Ordinance Amendment - Rec and Parks CTDA Funds](#)

5. [14-0254](#) Clean Fuel Advanced Technology Grant Project Ordinance Amendment

PURPOSE: The purpose of this item is to request the Board of Alderman (BOA) modify the current Clean Fuel Advanced Technology Grant Project Ordinance by allocating additional funding for the purchase of a hybrid solid waste truck.

**Attachments:** [CFAT GRANT PROJECT AMENDMENT](#)

## D. OTHER MATTERS

### 7:50-8:20

1. [14-0252](#) Carrboro Business Alliance report on Think Local First Campaign

PURPOSE: The purpose of this agenda item is to update the Board of the progress of the Think Local First Committee meetings held during the summer break.

**Attachments:** [A Plan to Implement a Think Local First Carrboro Campaign](#)  
[Status Report of Local Living Economy](#)  
[Topic Summary Report](#)

### 8:20-8:40

2. [14-0248](#) Cultural Arts and Creativity District Planning Process Update

PURPOSE: The purpose of this agenda item is to provide a status update concerning the Cultural Arts and Creativity District planning process.

**Attachments:** [Out Town 2014 Application Comments](#)  
[Community Meetings](#)

### 8:40-8:55

3. [14-0250](#) A Resolution Establishing a Town Historian

PURPOSE: The purpose of this item is to have the Board of Aldermen consider adopting a resolution to establish a Town historian.

**Attachments:** [Attachment A: Resolution](#)

### 8:55-9:10

4. [14-0259](#) Changes to Towing Ordinance

PURPOSE: Have current Towing Regulation Ordinance comply with state law.

**Attachments:** [Attachment A - Ordinance Amending the Town Code as it Relates to Towing](#)

- E. MATTERS BY TOWN CLERK**
- F. MATTERS BY TOWN MANAGER**
- G. MATTERS BY TOWN ATTORNEY**
- H. MATTERS BY BOARD MEMBERS**





# Town of Carrboro

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

## Agenda Item Abstract

**File Number:** 14-0231

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**Agenda Date:** 9/2/2014

**File Type:** Abstract

**In Control:** Board of Aldermen

**Version:** 1

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### **TITLE:**

A Resolution Canceling the September 23, 2014 Public Hearing

**PURPOSE:** The purpose of this item is to cancel the Board's regularly scheduled September 23, 2014 public hearing.

**DEPARTMENT:** Town Clerk

**CONTACT INFORMATION:** Cathy Wilson, 919-7309

**INFORMATION:** Several members of the Board of Aldermen will be attending the Inter-City Visit to Athens, GA and will not be available on September 23, 2014. There are no public hearings scheduled for that night. A resolution has been provided to cancel the meeting.

**FISCAL & STAFF IMPACT:** None

**RECOMMENDATION:** Staff recommends that the Board adopt the attached resolution.

A RESOLUTION CANCELLING THE SEPTEMBER 23, 2014 BOARD OF ALDERMEN MEETING

NOW, THEREFORE BE IT RESOLVED BY THE CARRBORO BOARD OF ALDERMEN THAT:

Section 1. The September 23, 2014 Board of Aldermen meeting is cancelled.



# Town of Carrboro

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## Agenda Item Abstract

**File Number:** 14-0238

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**Agenda Date:** 9/2/2014

**File Type:** Abstract

**In Control:** Board of Aldermen

**Version:** 1

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### **TITLE:**

A Request to Set a Public Hearing on the Temporary Street Closing Permit Application for the Saint Paul AME Church 5K

**PURPOSE:** The purpose of this item is to set a public hearing for September 16th, 2014 on a Street Closing Permit Application submitted by Saint Paul AME Church for the temporary closing and usage of streets from 9:00 AM to 10:00 AM on Saturday, March 7th, 2015 to accommodate the Saint Paul AME Church 5K

**DEPARTMENT:** Public Works

**CONTACT INFORMATION:** George Seiz, 918-7427

**INFORMATION:** This is the third year for this event. Proceeds will go to the Saint Paul AME Church located at 101 Merritt Mill Road in Chapel Hill, and two non-profit organizations based in Orange County. The event coincides with a church festival that includes children's activities geared towards fitness and healthy lifestyles. The festival is open to the public. The event coordinator, Anissa McLendon, has submitted a Street Closing Permit Application for the temporary closing and usage of the following streets on Saturday, March 7th 2015 from 8:30 AM to 9:30 AM:

1. Old Fayetteville Road from McDougle School entrance to Hillsborough Rd
2. Hillsborough Road to from Old Fayetteville Rd to Lorraine St
3. Lorraine St from Hillsborough Rd to Carol St.
4. Carol St from Lorraine St to Old Fayetteville Rd
5. Old Fayetteville Rd from Carol St. to McDougle School entrance.

Streets will remain open to traffic. Drivers may experience intermittent interruptions due to runners crossing streets and traffic control by police, public works, and race organizers. Attached is a map of the event.

In accordance with Section 7-19 of the Town Code, a Public Hearing to receive public input prior to issuing a Street Closing Permit is required for this particular event.

Section 7-23 of the Town Code states that permits for road races may be issued only if such event will benefit a non-profit organization based in or providing services in Orange County. This event meets this requirement as proceeds for the event are benefiting organizations based in Orange County. The applicant has provided Public

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Works the required insurance for the event.

**FISCAL & STAFF IMPACT:** Applicant will be responsible for all costs incurred by Police and Public Works to facilitate this event. Applicant will be sent an itemized bill for the final costs incurred by Police and Public Works. The applicant has paid for the application fee.

**RECOMMENDATION:** Staff recommends that the Board approve the attached resolution for the temporary closing and usage of the following streets in order to accommodate the Saint Paul AME Church 5K under the following stipulations:

1. Applicant shall distribute flyers of notification, to persons occupying property abutting the streets where the event is to take place, of the contents of any resolution passed.
2. Applicant will be responsible for all costs incurred by Police and Public Works to facilitate this event. Applicant will be sent an itemized bill for the final costs incurred by Police and Public Works.



A RESOLUTION SETTING A PUBLIC HEARING ON A TEMPORARY STREET CLOSING REQUEST

BE IT RESOLVED by the Board of Aldermen of the Town of Carrboro that September 24<sup>th</sup> 2013 at 7:30 PM is hereby set as the date for a public hearing on a request by Saint Paul AME Church to temporarily close and use the following streets on Saturday, March 7, 2015 from 9:00 AM to 10:00 AM for the Saint Paul AME Church 5K event:

1. Old Fayetteville Road from McDougle School entrance to Hillsborough Rd
2. Hillsborough Road to from Old Fayetteville Rd to Lorraine St
3. Lorraine St from Hillsborough Rd to Carol St.
4. Carol St from Lorraine St to Old Fayetteville Rd
5. Old Fayetteville Rd from Carol St. to McDougle School entrance.

STREET CLOSING PERMIT APPLICATION

CONCERNING THE USE OF STREETS AND PUBLIC RIGHT-OF-WAY FOR  
STREET FAIRS, FESTIVALS, CARNIVALS, AND OTHER PUBLIC EVENTS

EVENT: St. Paul AME Church 5K walk/run

EVENT SPONSOR: St. Paul AME Church

IS THE SPONSOR A: ☒ NON-PROFIT ☐ FOR PROFIT ☐ OTHER: \_\_\_\_\_

ANY OTHER INFORMATION ABOUT SPONSOR OR EVENT: This event will combine a 5K walk/run with field games at the M<sup>c</sup>Doug track. The 5K event will start at the school's driveway (off of the street) and will end on M<sup>c</sup>Doug track.

EVENT COORDINATOR INFO:

NAME: Anissa M<sup>c</sup>Lendon  
ADDRESS: 110 Alabama Avenue, Carrboro  
TELEPHONE NUMBER: 919-932-5321

PROPOSED DATE AND TIME PERIOD PROPOSED FOR CLOSING:

DATE: March 7, 2015 Time Period: From: 9 am  
RAIN DATE: \_\_\_\_\_ To: 10 am

APPROXIMATE NUMBER OF PERSONS EXPECTED TO ATTEND THE EVENT: 400-500  
including volunteers and participants

ARE ANY SPECIFIC SERVICES REQUESTED OF THE TOWN? YES ☒ NO ☐  
(traffic control may be required, and event organizers may be required to reimburse the Town for any related expenses):

If YES, specify

Police and Public Works to control traffic at intersections as needed.

ATTACH A SKETCH SHOWING:

- Area where event is to take place
- Any streets to be closed or obstructed
- Any barriers or traffic control devices to be erected
- Location of any concession stand, booth or other temporary structures
- Location of proposed fences stands, platforms, stages, benches or bleachers

OTHER INFORMATION: \_\_\_\_\_

INSURANCE INFORMATION: Church Mutual Insurance Company, 300 Schuster Lane, Merrill WI 54452; phone #(800) 554-2642; Policy # 0042636-09-415760

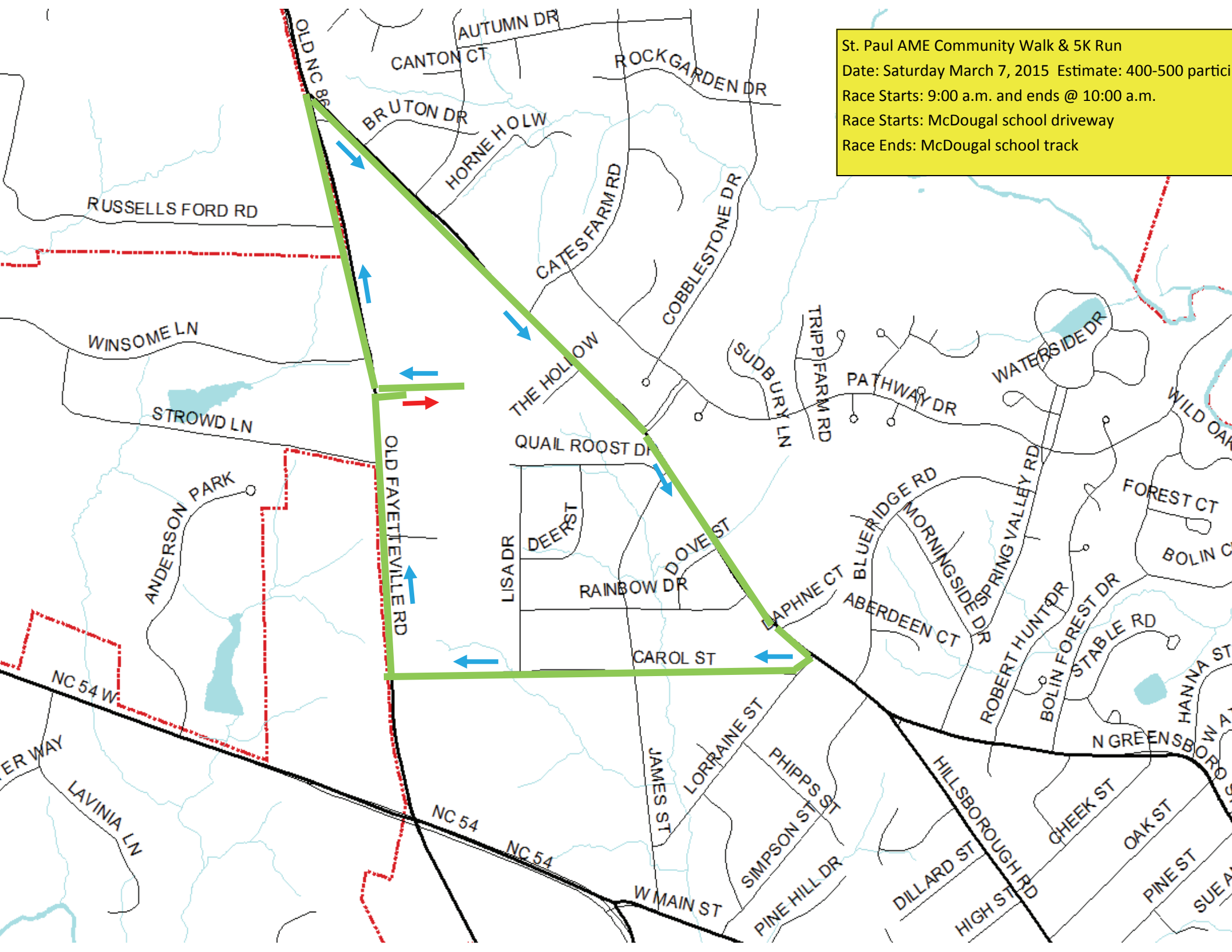
St. Paul AME Community Walk & 5K Run

Date: Saturday March 7, 2015 Estimate: 400-500 participants

Race Starts: 9:00 a.m. and ends @ 10:00 a.m.

Race Starts: McDougal school driveway

Race Ends: McDougal school track







# Town of Carrboro

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## Agenda Item Abstract

**File Number:** 14-0253

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**Agenda Date:** 9/2/2014

**File Type:** Abstract

**In Control:** Board of Aldermen

**Version:** 1

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### **TITLE:**

Request to Approve a Budget Amendment - Revenues from CDTA

**PURPOSE:** The purpose of this item is to recognize and appropriate for use \$20,000 of funding from the Carrboro Tourism Development Authority (CTDA) to support Community Events undertaken by the Town's Recreation and Parks Department.

**DEPARTMENT:** Finance

**CONTACT INFORMATION:** Arche McAdoo, 918-7439

**INFORMATION:** The CTDA included in its FY 2014-15 adopted budget \$20,000 to support Community Events to be carried out by the Town's Recreation and Parks Department. Funds were appropriated by the CTDA as follows:

Music Festival	\$12,000
Film Festival	\$ 7,000, and
Poetry Alive Festival	\$ 1,000.

The attached amendment to the annual budget ordinance adopted by the Town on June 17, 2014 increases the revenues and expenditures by the above amount.

**FISCAL & STAFF IMPACT:** Funding for Community Events will increase by \$20,000.

**RECOMMENDATION:** Staff recommends that the Board approve the attached budget amendment (Attachment A).

## AMENDMENT TO ANNUAL BUDGET ORDINANCE FY 2014-15

WHEREAS, the Town Board of the Town of Carrboro on June 17, 2014 adopted annual budget ordinance number 32/2013-14 for the fiscal year beginning July 1, 2014 and ending June 30, 2015; and

WHEREAS, it is appropriate to amend certain budget accounts in the general fund to provide for increased revenues and expenses for the reasons stated.

NOW, THEREFORE, BE IT ORDAINED, that in accordance with authority contained in G.S. 159-15, the following revenue and expense accounts are amended as shown and that the total amount for the funds are herewith appropriated for the purposes shown:

ACCOUNT CODE			ACCOUNT NAME	CURRENT BUDGET	INCREASE (DECREASE)	REVISED BUDGET
ORG	OBJECT	PROJ				
6604	436202	54200	DONATIONS - MUSIC FESTIVAL	\$ 7,634.00	\$ 12,000.00	\$ 19,634.00
6604	436202	54600	DONATIONS - FILM FESTIVAL	\$ 2,000.00	\$ 7,000.00	\$ 9,000.00
6604	436202	54300	DONATIONS - POETRY ALIVE	\$ 61.00	\$ 1,000.00	\$ 1,061.00
623	504703	54200	MUSIC FESTIVAL	\$ 35,500.00	\$ 12,000.00	\$ 47,500.00
623	504703	54600	FILM FESTIVAL	\$ 11,750.00	\$ 7,000.00	\$ 18,750.00
623	504703	54300	POETRY ALIVE	\$ 3,750.00	\$ 1,000.00	\$ 4,750.00

**REASON:** To recognize \$20,000 of revenue from the Carrboro Tourism Development Authority for support of Recreation and Parks Community Events; and appropriate for expenditure \$12,000 for the Music Festival; \$7,000 for the Film Festival; and \$1,000 for the Poetry Alive Festival.



# Town of Carrboro

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## Agenda Item Abstract

**File Number:** 14-0254

**Agenda Date:** 9/2/2014

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### TITLE:

Clean Fuel Advanced Technology Grant Project Ordinance Amendment

**PURPOSE:** The purpose of this item is to request the Board of Alderman (BOA) modify the Clean Fuel Advanced Technology Grant Project Ordinance No. 28/13-14 to allocate additional Town funds to purchase a hybrid solid waste truck.

**DEPARTMENT:** Public Works and Finance

**CONTACT INFORMATION:** George Seiz, Director of Public Works - 918-7427, Arche McAdoo, Finance Director - 918-7439

**INFORMATION:** In October of 2013 the BOA authorized Town Staff to submit a grant proposal to the Clean Fuels Advanced Technology Project (CFAT) for the purchase of an advanced technology solid waste truck. A grant proposal was submitted in March of 2014 for an AutoCar E3 Refuse Truck with Parker Hannifin Hybrid Drive technology. The grant proposal was approved in May of 2014 and stipulated the grant would pay for 75% of the up-fit costs from a conventional truck to this type of hybrid (basically 75% of the cost difference between the two trucks). The calculation for the grant amount was as follows:

Hybrid Truck	\$395,000	(Based on earlier quote from vendor in March, 2014)
Conventional truck	<u>\$265,270</u>	
Up-fit cost	\$129,730	(75% of \$129,730 = \$97,297 Grant amount)

Grant from North Carolina Solar Center - \$97,297.00

On June 3, 2014 the BOA accepted the \$97,297 and approved the Clean Fuel Advanced Technology Grant Project Ordinance (Ordinance No. 28/113-14) for a total of \$295,000, including Town general funds in the amount of \$297,703.

When the Town submitted the grant request in March staff anticipated the grant being approved and the truck ordered before the end of June which is when truck prices typically increase. The grant was awarded in May and accepted by the Town in June. After acceptance of the grant it took about six weeks for the sub-award grant documents to be sent to the Town for execution. The sub-award grant agreement was executed on or about August 4<sup>th</sup>. In order to follow Federal Purchasing Guidelines the Town needed to get multiple quotes for the truck. Two quotes were received, one through HGAC Buy (a cooperative purchasing program for

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governments and the other from the original vendor. The original vendor (Advanced Truck) was the low quote, however, with the amount of time past since the original quote the price of the truck has increased to \$401, 898. This is \$6,898 or about 1.7% above the original quote. The quote from HGAC Buy was about \$4,000 more than Advantage Truck. With the amount of the grant being fixed at \$97,297, the Town needs to provide the additional funds of \$6,898.

Town staff has put considerable time/effort into pursuing this grant with the hopes of purchasing this truck which will aid in the implementation of a Town Energy and Climate Protection plan. The additional cost to the town to provide this hybrid truck based on the new pricing is about \$39,331. Even with the new pricing the cost savings over the life of the truck is estimated to be greater than the added up-fit cost to the town. It is anticipated this truck will save about \$5,500 in fuel annually which translates to about \$44,000 savings over the 8 year life of the truck. A reduction of about 14 metric tons of Carbon dioxide equivalents (MUTCDE) per is also anticipated.

**FISCAL & STAFF IMPACT:** The proposed change would increase the Towns share from \$297,703 to \$304,601. There would be no staff impact with this change.

**RECOMMENDATION:** It is recommended the BOA approve the attached Project Ordinance Amendment.



**AMENDMENT TO CLEAN FUEL ADVANCED TECHNOLOGY GRANT PROJECT  
ORDINANCE  
ORDINANCE NO. 28/13-14**

WHEREAS, the Town of Carrboro Board of Aldermen on June 3, 2014 adopted a Clean Fuel Advanced Technology Grant Project Ordinance, Ordinance No. 28/13-14; and,

WHEREAS, it is necessary and appropriate to amend Ordinance No. 28/13-14 to provide additional Town funds to purchase an Autocar E3 Refuse Truck with Parker Hannifin Hybrid Drive technology; and,

NOW, THEREFORE PURSUANT TO N.C.G.S 159-13.2, BE IT ORDAINED BY THE BOARD OF ALDERMEN OF THE TOWN OF CARRBORO THAT THE CLEAN FUEL ADVANCED TECHNOLOGY GRANT PROJECT ORDINANCE NO. 28-13-14 IS HEREBY AMENDED AS FOLLOWS:

1. Revenue from the Town General Fund is increased from \$297,703.00 to \$304,601;
2. Total revenues for the project are increased from \$395,000 to \$401,898 and anticipated as follows:

North Carolina Solar Center	\$ 97,297.00
Town General Fund	<u>\$304,601.00</u>
Total	<u>\$401,898.00</u>

3. The total amount appropriated for this project is increased from \$395,000 to \$401,898.00 to purchase an AutoCar E3 Refuse Truck with Parker Hannifin Hybrid Drive Technology.
4. Within five (5) days after this ordinance is adopted, the Town Clerk shall file a copy of this ordinance with the Finance Director.





# Town of Carrboro

Town Hall  
301 W. Main St.  
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## Agenda Item Abstract

**File Number:** 14-0252

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**Agenda Date:** 9/2/2014

**File Type:** Abstract

**In Control:** Board of Aldermen

**Version:** 1

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### **TITLE:**

Carrboro Business Alliance report on Think Local First Campaign

**PURPOSE:** The purpose of this agenda item is to update the Board of the progress of the Think Local First Committee meetings held during the summer break.

**DEPARTMENT:** Economic and Community Development

**CONTACT INFORMATION:** Annette Stone, AICP ECD Director

**INFORMATION:** The Think Local First committee appointed by the Board in June (dubbed the Think Tank!) has been meeting every Tuesday this summer since July 15<sup>th</sup>. The committee has developed a short document, 'A Plan for Implementing a Think Local First Campaign,' (Attachment A). A major component of the plan is to organize a Carrboro Business Alliance. Organizing businesses to work together, synergizing events and business opportunities is a primary focus of the Alliance. In addition, the committee used Engage Carrboro to do a short survey of people's attitudes about buying local (Attachment C). Clay Schossow of New Media Campaigns (located on East Main Street) has taken a leadership role and will be presenting the report.

**FISCAL & STAFF IMPACT:** Funds for implementation of this project have been budgeted for within the Economic and Community Development budget

**RECOMMENDATION:** The recommendation is for the Board of accept the report.

## A Plan to Implement a Think Local First Carrboro Campaign

August 28, 2014

The Town of Carrboro and its citizens, by its nature, are supportive of its local business community. The purpose of this plan is to further strengthen the local economic, environmental, and social benefits of having a robust Local Living Economy. The Board of Aldermen first adopted the Local Living Economy Task Force recommendations in 2008. Many of the recommendations in that report have been implemented (see attachment 1) and the Economic Sustainability Commission has been tasked with updating the report. After the adoption of the report in 2008, A Carrboro BALLE Chapter was formed under the name of Localmotive. While this effort made great strides in promoting local values and was recognized across the state, the organization was not sustainable and eventually faded out. This revived effort will provide a new platform for local businesses to organize and promote buying locally.

The Board of Aldermen appointed a Think Local First Carrboro Think Tank (TLFCTT) to develop a “brand” and new marketing strategy for FY 14-15. This group of local business owners met between July 15, 2014 through August 19, 2014. The group used the BALLE Think Local First Handbook as a guide for developing the campaign.

After several meetings, the group realized the foundation for any successful local movement relied on local businesses banding together in a coordinated effort. As such, the group has been working to expand its ranks with other local businesses and launch a comprehensive campaign to educate, engage, and excite others about Carrboro’s business environment. The following report details the group’s progress and recommendations to continue enhancing Carrboro’s local business community.

### GOALS

- Create a sustainable Business Networking Group (Carrboro Business Alliance)
- Plan a several events that are sponsored by CBA in a manner sustainable to the future
- Strengthen bonds between local businesses in Carrboro
- Increase local consumer awareness of the need to act locally and about the CBA
- Stimulate Business Activity
- Increase Opportunities for Creative Entrepreneurship
- Build Social Capital

These goals are focused around the group’s efforts to build a long-term sustainable network of businesses in Carrboro. This network can help spur local business by working together to promote one another and specific events in the town.

To help gauge the success of the group, we have come up with a series of metrics by which to measure our efforts.

### METRICS

- Number of businesses who attend initial sequence of CBA events
- Number of people that show up at the town’s kick-off event

- Survey measuring consumer awareness before and after the campaign
- Measure retail sales before and after the campaign
- Sample survey of the business experience before and after
- Average attendance at monthly CBA meetings
- Carrboro Events email newsletter subscriber count

## REACHING THE TARGET AUDIENCE

Broadly, the campaign has two targets: Carrboro businesses and consumers.

The initial target audience, local businesses, will be the backbone of the effort. The group realizes it's essential to recruit and retain a diverse set of businesses in Carrboro to show the breadth of support for the organization and its efforts. To reach local businesses, the group is leveraging its own contacts and making personal contacts with others who are perceived to be likely interested in the campaign and its efforts. The compelling arguments to these businesses will be that it helps their own business and also boosts the standard of living which directly aids in recruiting efforts. The hope is to obtain a network effect where businesses start to experience the real benefits associated with the network and continue telling others about it to grow the group's numbers.

In the end, it's our belief that the initial recruitment of businesses will be easier to do than the perpetual retention, which reinforces the importance of quickly and continually demonstrating the value of the network to new businesses. By demonstrating material benefits to businesses, they will be our best marketers in reaching new potential members through invitations to future meetings and events.

The second target of the campaign is consumers of Carrboro products and services. This group is only second in the sense that they can only truly be cultivated after building a sustainable cadre of businesses working to forward the goals and initiatives related to the area. The consumers targeted in this effort will have a real impact on the town by spending more time and money downtown and in Carrboro businesses. The group identified all Carrboro residents, both downtowners and non-downtowners; there was a special emphasis put on reaching out to the outlying newer neighborhoods. Additionally, the group realized the importance and value of reaching out to visitors, both regional day trippers and overnight stays at the new hotel. The group's belief is that if consumers see a cohesive business community and are reminded of the importance of shopping locally, they will be much more likely to spend money with a local vendor.

Key messages for the consumer campaign should not only be to buy locally, but emphasize the experience of being in Carrboro. The messages need to communicate Carrboro's commitment to quality goods, uniqueness of its offerings, and sense of community building that happens when people act locally. The message should make the consumer aware of spending habits and the far reaching impacts they have on creating a supportive "village" style economic eco-system. Some initial ideas stemming from the campaign include:

- Milled in Carrboro
- Experience Carrboro

- Support the Village
- Uniquely Carrboro

Each of these messages works to express the uniqueness of Carrboro and the high quality experience associated with the town and its businesses.

### A YEAR OF PROMOTION

The group believes that the goals above are attainable through a year of promotion, targeting the groups outlined. The TLFACT discussed that opportunities to introduce the campaign to targeted audiences are largely through local events, which was the genesis for the idea of forming the CBA to help make sure these events actually happen. The Town has been very active in coordinating with local businesses and organizations to better facilitate events over the past several years. Event networking and taking advantage of the large number of people who show up for weekly activities i.e. Carrboro Farmer's Market, and annual events, like the Carrboro Music Fest were identified as the best way to spread the Think Local First message.

To help build on these events and focus the campaign around the idea of Carrboro being an active place, there will be an email newsletter started to promote upcoming weekly events for the town. The newsletter will be straightforward and extremely easy to sign up for online, and it will help engage existing residents and draw in folks who wouldn't necessarily think to visit Carrboro on a weekend. Signing up to receive the weekly email will be an important Call to Action of the campaign and can be focused on different media ranging from bus wraps to online ads.

In addition to existing events, several signature promotional events would be created throughout the year to meet campaign goals. The initial event will be a Kick-off event, will be in October 15, 2014 and will feature a free to the public showing of the independently made movie "Real Value" by Jesse Borkowski, a Carrboro Movie Producer. In addition to showing Real Value, the Town has undertaken updating a video that was originally independently produced in 2005, known as "It's Carrboro." Approaching its 10<sup>th</sup> year, this video will be used as a promotional piece for the Town. The Community will be invited to come and picnic and enjoy the movie. The Think Local First Carrboro campaign will be launched at the kick-off event.

The second promotional event will be during the months of November and December and is a holiday seasonal event on Small Business Saturday, which will encourage holiday shoppers to spend money in Carrboro during the holiday season with some coordinated shopping advantage among the merchants. There will be promotional opportunities at other holiday events like the holiday parade and tree lighting. Carrboro business promotion will continue through the month of February, with what has now become an annual event, For the Love of Carrboro. During this month businesses are encouraged to run specials and promotions which are featured on a For the Love of Carrboro website and Facebook page and in radio commercials on WCHL.

Since the events are ultimately based around the idea of a cohesive business community working to lift up the group, we also felt that it would be important to help businesses identify themselves as

supporters of the movement. Stickers for business windows will be designed in line with the messaging and logo of the new effort; businesses can hang these to show their support for the area and also to reinforce to shoppers that they're doing business with someone who supports Carrboro.

In addition to the broader ideas of the business alliance, event organization, email campaign, and window advertisements, the group has also discussed a number of other tactics to get in front of more local business owners. Those ideas include a young professional happy hour, a business pub crawl, a tumblr tracking the uniqueness of Carrboro through images, an app to help guide people around the town, handouts, posters and more.

The fledging CBA is currently planning its first event. The event is planned for October 2<sup>nd</sup> from 5:30 – 7:30 p.m. and will be held and the soon to be opened B-Side Lounge in Carr Mill Mall. Businesses will be invited for a happy hour event, they will be asked to sign in and handed a "5 things you need to know about the CBA" card when they come in, there will be wall hangings of the creative for the campaign and a screen showing what the sign-up website will look like. There will not be a formal presentation.

## CONCLUSION

The recommendation of the TLFACT is to organize a Carrboro Business Alliance made up of local business owners who share information for events and promotions. This entity will be autonomous and run by the local businesses, but have a clear goal to build a stronger community and increase the economic well-being of Carrboro. Participating businesses, will be closely included in the group's decision making process, be given the window stickers identifying them as locally owned businesses, and help cross-promote other businesses in the area. A direct goal of this new organization will be to coordinate local events to help all Carrboro businesses; these events can range from large scale productions like the Carrboro Music Festival to small happenings like handing out lemonade on the block of 300 E. Main. The idea is for businesses to have a unified front that then makes them more effective at drawing in consumers from the surrounding area. This type of organization is needed to sustain Carrboro business promotions and encourage local sourcing among the business community, and it is the belief of this organization that the group will have a strong, positive effect on the town's businesses and culture.

This report was prepared by the Think Local First Think Tank. Thank you to the following members who participated in this project.

Clay Schossow  
Paul Daughtry  
Sandra Asiano  
Drew Moore  
Chip Hoppin  
Brenda Baldwin-Scott  
Emily Rose Bracey  
Betsey Elbogen  
Trent Williams

**Status Report of Local Living Economy  
Task Force Recommendations Implementation  
6-3-2014**

**RECOMMENDATION 1: Think Local First Campaign**

The best way to influence buying habits that foster a sustainable, locally-owned, locally-sourced and -run economy is to educate the community via a Think Local First campaign.

We recommend a long-term initiative with multiple components designed to help citizens understand the importance of buying local and to showcase how easy it is to do. Elements of the campaign include:

- ☐ Creating a Think Local First brand
- ☐ Identifying and promoting local businesses through advertising
- ☐ Promotions and industry campaigns (i.e., natural health, automotive, trades)
- ☐ Community events including forums, yard sales and co-branding with other organizations

Every attempt was made to create events and initiatives that are inclusive and are of value to the many local business sectors and demographic subsets of the Carrboro community. In many cases, there are opportunities for volunteer involvement in the planning and execution of items. These recommendations are based on concepts included in *Small-Mart Revolution* but were developed with an eye to leveraging Carrboro's unique character. Most items meet several objectives that have been established to improve local buying.

The success of each component and the overall campaign will be measured using a combination of owner-reported business metrics and participation data.

The members of the Local Living Economy Task Force respectfully ask the Board of Aldermen to look closely at this project and investigate items that could be led by the Town, enabling it to walk its talk on the local economy. We also ask members' help in continuing the dialog by reaching out to community and business groups to encourage them to participate in or take responsibility for a component of the campaign.

*See reference: Appendix A:*

COMMUNITY BUILDERS: Think Local First Campaign ATTACHMENT B-7

UPDATE - For the past three years, the Town has run a 'For the Love of Carrboro' campaign during the month of February which highlights Carrboro businesses. There is also an on-going 'For the Love of Carrboro' Facebook page where Carrboro businesses are featured along with postings from 'bealocalist.org' are shared to reinforce why Buy Local messages.

July 2014, the Think Local First committee appointed by the Board of Aldermen worked toward re-establishing the Town's Think Local First education/outreach program. New creative was created using the Town's new brand and a kickoff event is planned for October 15, 2014.



## **RECOMMENDATION 2: Town to Consider Local Options for Banking, Investment, and Procurement**

A vibrant and sustainable local living economy requires exploration and support of more locally-based banking options for the Town's services and investments *and* to serve our residents and businesses.

Local banking options are key to:

- ☐ Keeping capital local
- ☐ Enabling more locally focused lending

Town exploration and support of locally-based banking services and increased procurement of local goods and services aligns political will with public need. Large institutions such as the Town have a significant impact on local banks and businesses. Directing Town banking and purchasing activities to them will make them more sustainable.

We recommend that the Town investigate:

- ☐ Options for local banking investment, including the possibility of becoming an institutional member of and depositing some town money with Latino Community Credit Union, which will open a new branch at Carrboro Plaza later this year.
- ☐ Support locally focused lending by charging the Economic Sustainability Commission to develop a methodology to follow and measure local lending (for shelter, transportation, college and business) by our locally-owned banking institutions
- ☐ Expand local procurement of goods and services by identifying needs and prioritizing local sources for procurement

Local focus can be measured by volume of local lending to residents and businesses and other behavioral measures.

*See reference: Appendix A:*

**POLICYMAKERS:** Consider Local Options for Banking, Investment, and Procurement

**INVESTORS:** Promote Local Banking ATTACHMENT B-8

UPDATE – In September of 2010 the Town considered RFP's submitted by local banking institutions. Although, Harrington Bank was considered it was not selected at the time due to the fact the bank was out of compliance with certain federal banking regulatory issues that precluded the Town from being allowed to use Harrington by the Local Government Commission. BB&T was selected for banking services and is currently the Town's bank.

The Local Government Commission also does not allow local governments to participate in Credit Unions.

The Town's written purchasing policies are to purchase local whenever possible.

### **RECOMMENDATION 3: Town Maintenance and Promotion of the Revolving Loan Fund**

A sustainable, thriving local living economy requires partnership between the town, local business, and local investors. Small business (the creator of more than 50 percent of jobs in the United States) is in a credit crunch with low loan availability and high cost.

The Carrboro Revolving Loan Fund is the Town's most effective current method of stimulating the creation and development of locally-owned businesses. Continuous improvement of the loan process and an expanded scope and volume of loans are measurable means of Town support.

We recommend that the Town direct the Economic Sustainability Commission and the Economic and Community Development Office to:

- ☐ Conduct a full review of the CRLF qualification process and loan portfolio, including:
  - Measures of success
  - Identification and prioritization of new types of business compatible with local living economy that could be targeted through CRLF
  - Integration of business needs survey results
- ☐ Pursue stimulus funds for expansion of this program.
- ☐ Investigate the creation of a private investment fund for local business creation and development.
- ☐ Expand existing local business surveys to assess current needs (capital, land, space) for expansion and success.

*See reference: Appendix A:*

INVESTORS: Expand the Use of Small Business Loans

INVESTORS: Business Survey of Local Capital Needs

POLICYMAKERS: Review and Expand Carrboro Revolving Loan Fund ATTACHMENT B-9

UPDATE- In 2012-13 the Town adopted revised criteria for the Revolving Loan fund and created a second pool of money that opened up more cash for business expansion. On May 27, 2014, the Board made its first loan from the fund to Barry Keith of Surplus Sids.

#### **RECOMMENDATION 4: Town Pursuit of Stimulus Funds**

Federal and State stimulus funds are available to municipalities to aid in the creation, development, and support of small local businesses. Those municipalities who choose to apply for these funds will be taking a proactive step in supporting their respective local living economy. Given the poor state of the U.S. economy and record level unemployment, the Federal Government instituted the \$862 billion American Recovery and Reinvestment Act of 2009 to stimulate the economy by increasing federal spending and cutting taxes. Approximately \$ 6.1 billion of this funding has been made available to North Carolina—35 percent of which is tax cuts. Funds awarded through contracts and grants are meant to shore up the North Carolina economy and provide jobs. A breakdown of the State's stimulus funds can be found here: [www.ncrecover.gov/investments/default.aspx](http://www.ncrecover.gov/investments/default.aspx).

We recommend that the Town begin by investigating the following funding opportunities:

- ☐ Community Development Block Grants (CDBG's): \$6.9M available
- ☐ Transportation/Infrastructure Improvements: \$70M available
- ☐ Energy Efficiency and Conservation: \$37M available
- ☐ Weatherization: \$131M available

In addition, the Town should make a concerted effort to publicize the services and resources offered by the following local business support organizations:

- ☐ The Small Business and Technology Development Center (SBTDC)
- ☐ Orange County JobLink Career Center
- ☐ Durham Tech's Small Business Center
- ☐ SCORE Chapel Hill Carrboro
- ☐ Council for Entrepreneurial Development (CED)
- ☐ Carrboro Revolving Loan Fund (CRLF)
- ☐ Orange County Small Business Loan Program
- ☐ Midway Business Center
- ☐ \$30 billion in federal Stimulus funds being redirected to community banks for small business loans

*See reference: Appendix A:*

POLICYMAKERS: Pursuit of Stimulus Funds ATTACHMENT B-10

UPDATE – The amount of federal dollars have substantially changed since this recommendation was made. However, the Town is in the process of administering a CDBG project for the installation of Sewer on Roberson Street.

Also, the Energy Efficiency Revolving Loan Fund has now been established and is currently regenerating for future loans.

## **RECOMMENDATION 5: Town Branding and Marketing**

Effective branding influences consumer behavior. Everything else being equal, consumers will regularly gravitate to or embrace a brand which has come to embody the traits or characteristics they value most.

The consistent use and promotion of a Town graphic and tagline provides a visual hook to uniquely identify those businesses, programs, events, products, people and the physical environment that define our community. Properly developed, this graphic and tagline could embody the unique traits and characteristics of the community (i.e. quality, successful, unique, healthy, committed, beautiful, funky, leading edge, fun, historic, active.)

Brands can convey positive or negative feelings. A successful town brand is one which reflects the best attributes of a community. When a successful brand is applied to a new and unproven business, product, or event the goal is for the positive attributes of the brand to be passed on so potential consumers choose to engage, try, or participate.

We recommend that the Board contract with a professional advertising firm to develop a Town graphic and tagline and to advise on how it might best be used.

*See reference: Appendix A:*

POLICYMAKERS: Branding and Marketing Effort ATTACHMENT B-11

UPDATE – The new brand has been adopted and implementation of the Brand is underway. With the launch of the new brand there are numerous opportunities to promote Carrboro for business recruitment (recommended in the RTS report for Creating Carrboro's Economic Future), for tourism, and buying local.

**RECOMMENDATION 6: Support of Local Economy Business Network**

Local business networks play a leading role in building and sustaining a local living economy. The Town should leverage these networks in all its initiatives as it seeks to strengthen and grow the local business economy.

It is imperative that local businesses take a leadership role in the development of a local living economy. Without their intimate involvement up front, initiatives undertaken by concerned citizens or local government often fail when not embraced by the business community.

An engaged, local economy business network is best able to take the pulse of the business community. It will likely have the most current information available, and is therefore able to accurately give voice to businesses needs while simultaneously addressing those needs in partnership with Town advocates, local government and the community at large.

The Town has a wealth of resources at its disposal to aid local business networks in their efforts to grow the local living economy.

*See reference: Appendix A:*

Support Local Economy Business Network ATTACHMENT B-12

UPDATE – This effort has taken off this summer (July 2014) with the Think Local First Campaign. An initial event of the Carrboro Business Alliance is scheduled on October 2<sup>nd</sup>.

# Topic Summary Report

A topic has closed on Engage Carrboro

Topic: Think Local First Carrboro

## Do you know who your locally owned businesses are?

The Town is undertaking a Think Local First Carrboro Education Campaign to raise awareness of shopping and living local. "Going local does not mean walling off the outside world. It means nurturing locally owned businesses that use local resources sustainably, employ local workers at decent wages and serves primarily local consumers. Control moves from the boardrooms of distant corporations and back into the community where it belongs." - Michael Shuman

Surveys Submitted

50

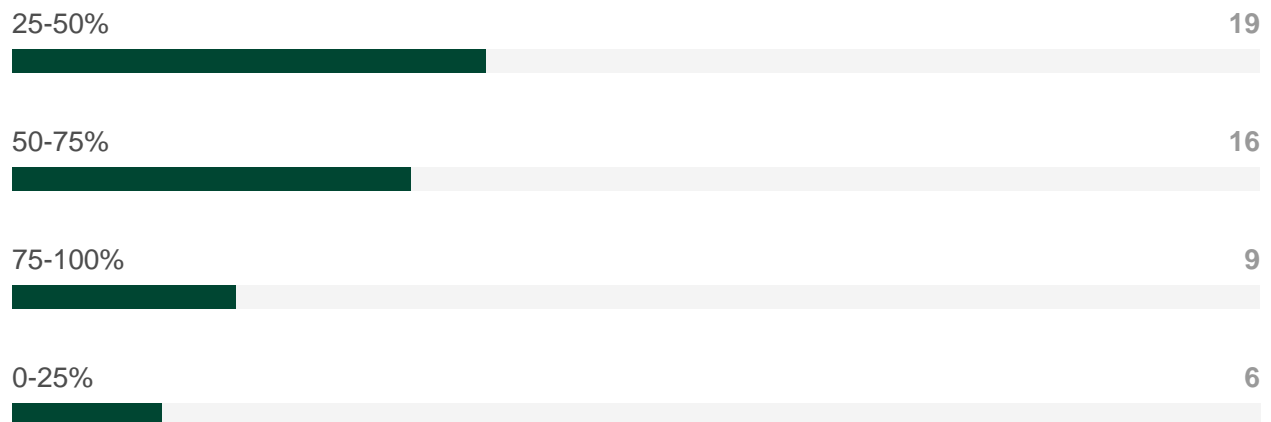
Comments

4

## Survey Results

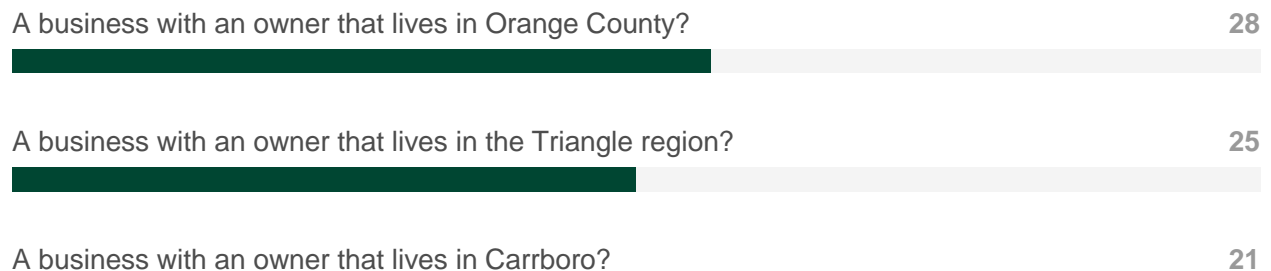
### QUESTION 1

**What percentage of time do you shop with locally owned businesses and stores?**



### QUESTION 2

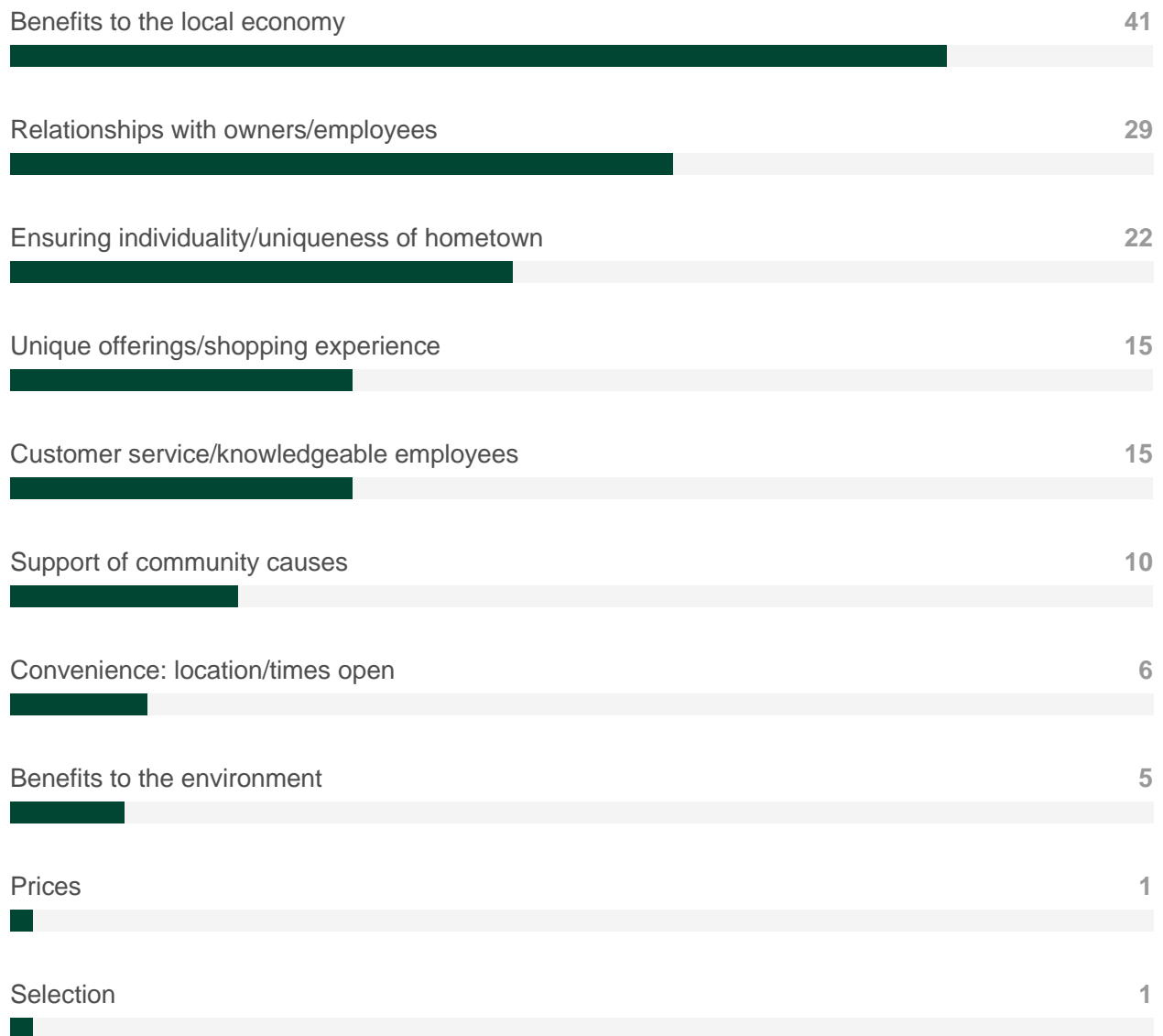
**When you think of a locally owned business are you thinking of:**

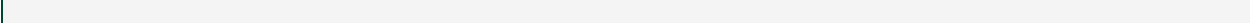




QUESTION 3

**What do you consider to be the three leading benefits of purchasing from locally owned stores?**



Other	0
	

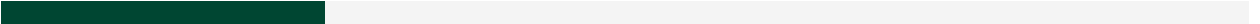
QUESTION 4

**When you do, what are the top three reasons you shop with nonlocally owned stores?**

Convenience: location/times open	38
	

Prices	36
	

Unique offerings/shopping experience	15
	

Selection	13
	

Other	6
	

Customer service/knowledgeable employees	6
	

Ensuring individuality/uniqueness of hometown	3
	

Benefits to the local economy	3
	

Relationships with owners/employees	3
	

Benefits to the environment	1
	

Support of community causes	1
	





# Town of Carrboro

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

## Agenda Item Abstract

**File Number:** 14-0248

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**Agenda Date:** 9/2/2014

**File Type:** Abstract

**In Control:** Board of Aldermen

**Version:** 1

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### **TITLE:**

Cultural Arts and Creativity District Planning Process Update

**PURPOSE:** The purpose of this agenda item is to provide a status update concerning the Cultural Arts and Creativity District planning process.

**DEPARTMENT:** Recreation & Parks, Planning and Community & Economic Development

**CONTACT INFORMATION:** Anita Jones-McNair - 918-7381, Patricia McGuire - 918-7327 and Annette Stone - 918-7319

**INFORMATION:** The committee has been involved in gathering and sharing community feedback. Since the last update on 11/19/ 13, five community meetings have taken place, an artist survey, question/answer exchange on Engage Carrboro, a site visit to Reading, Pennsylvania, and the development of a project logo, website, Facebook page and creative business listing.

In June the committee received notification that the district project will not receive National Endowment for the Arts grant funding. Art Menius had an opportunity to speak to a NEA representative concerning the application. The comments are attached.

Also, Art Menius, the Executive Director of the ArtsCenter plans to retire the end of August. He served on the planning committee and because the ArtsCenter was designated the lead agency for this project, managed specific planning activities. During the transition, town staff and other steering committee members will assume the various roles.

The planning committee will continue moving forward with this project. Upcoming activities include community and professional design charrettes in October/November and working with a UNC Capstone Student Project Team to research various questions regarding a Carrboro Arts and Creativity District. The Board of

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**Agenda Date:** 9/2/2014

**File Type:**Abstract

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**Version:** 1

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**Aldermen can expect a final committee report in 2015.**

**FISCAL & STAFF IMPACT:** In kind services currently include the ArtsCenter and Town support of \$10,624 Total cash available for project - \$51,300. Expenditures to date \$2,671.

**RECOMMENDATION:** Staff recommends accepting status update.

## Out Town 2014 Application Comments

Art Menius spoke to Courtney Simmons from NEA at 3:40 PM on July 16, 2014

She expressed that they were surprised by how competitive the 2014 process proved with only 1 in 5 applications funded.

The Carrboro application did well in all major aspects and only needs a few tweaks.

Four different panelists, which she said was unusually high, complimented us a clean, concise, well written proposal with good work sample images. “The panel was very receptive to this application.”

Three panelists noted that Szostak Design was very impressive and that we were lucky to have Phil on our team.

“Modest but achievable budget”

The panel was impressed by our intention to use established performance standards and to take evaluation seriously.

We are strongly encouraged to reapply. Guidelines will be promulgated in September along with a new “storybook” on the web that will offer details of the 70 active OT projects.

### Negative comments

Most telling was lack of any comments at all about our letters of support. She says this suggested they were “ok, but did not engage the panelists.” She stressed using the letters of support as a way to get around the word limits in the narrative, that the letters should be an extension of the narrative. This suggests how involved the letter writers are. The letters of support, according to Courtney, would be the best place to explain how we have a great creative community that is threatened by gentrification and that the district planning is the best means to address this.

One panelist asked for more details and specifics about the kinds of marketing materials and tools we would employ and how we would “leverage those assets.”

We needed – as suggested above – more directly addressing gentrification and how the District would enhance equity and access to the arts for all. (Which connects to the recent Carrboro Plaza discussion.)

More about the unique nature of Carrboro’s situation as a creative community.

More about the interests and accomplishments of The ArtsCenter Board besides Phil and how they have the capacity to lead this project.

## Community Meetings

### January 16, 2014 – Public Information and Kick-Off Meeting

This meeting was the beginning of the community engagement and feedback process. The meeting included general public introductions, project interest and purpose of the project. Ideas for a project logo, district name, and website domain name were explored.

### March 10, 2014 - What Makes a Great Art District?

Committee members provided brief presentations highlighting features of outstanding arts and cultural districts in various US locations. Districts included Winston Salem NC, Parker CO, Shreveport LA, Peculiar MO, Paducah KY and Frederick MD. The community was invited to share ideas and questions about the proposed district currently under consideration.

### June 26, 2014 – Help Design Carrboro Arts & Creativity District Meetings (3)

Carrboro residents and other interested stakeholders were invited to offer their ideas to help guide ongoing development of plans for the town's proposed Arts & Creativity District including interest, desired features, tools and public concerns. Three meetings were held at different times and locations.



# Town of Carrboro

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

## Agenda Item Abstract

**File Number:** 14-0250

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**Agenda Date:** 9/2/2014

**File Type:** Abstract

**In Control:** Board of Aldermen

**Version:** 1

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### **TITLE:**

A Resolution Establishing a Town Historian

**PURPOSE:** The purpose of this item is to have the Board of Aldermen consider adopting a resolution to establish a Town historian.

**DEPARTMENT:** Town Manager

**CONTACT INFORMATION:** Julie Eckenrode 918-7308

**INFORMATION:** Staff has researched information concerning the possible creation of a Town historian. The Town Attorney has drafted a resolution that would establish a town historian for the Town of Carrboro. The Town historian would be appointed by the Board of Aldermen and would as attached serve a term of 4 years. Duties of the Town historian may include, but not be limited to;

- Represents the town as its spokesperson on Carrboro's history and an interpreter of its past
- Collects and organize local history materials and cooperates with other public officials in the preservation of historically valuable Town records
- Researches, writes, and makes public presentations on aspects of Town history, serving as a resource to the community
- Advocates for the preservation of the Town's historic sites and works with others to maintain records that document the built environment of the community, Advises the Board of Aldermen on historical issues and subjects
- Serves as a liaison with any town historical groups as well as similar groups outside the town to encourage cooperation and resource sharing
- Works with the Board to establish a safe and protected repository for historical town documents and documents donated to the town

If the resolution to establish a Town historian is adopted the Town Clerk would issue a call for applicants.

**FISCAL & STAFF IMPACT:** Depending upon the Board's direction for the Town Historian, supporting funds may be necessary and will need to be identified. Funds have not been approved for a Town Historian in the FY 14-15 budget.

**RECOMMENDATION:** It is requested that the Board review the resolution and list of duties and provide feedback to staff on the appropriate action.

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A RESOLUTION PROVIDING FOR THE APPOINTMENT BY THE BOARD OF ALDERMEN OF A  
TOWN HISTORIAN

WHEREAS, the Town of Carrboro has a rich history; and

WHEREAS, an understanding of the Town's history facilitates more informed discussions and better decisions regarding current policies and future directions for the Town; and

WHEREAS, the Board of Aldermen recognizes the value of designating a Town Historian in order to acknowledge the importance of and increase the awareness of the Town's history;

NOW THEREFORE, the Carrboro Board of Aldermen resolves:

Section 1. The Board shall appoint an individual to serve at its pleasure as the Town Historian.

Section 2. The Town Historian shall:

- Collect and organize local history materials and cooperate with the Town Clerk in the preservation of historically valuable Town records;
- Research, write, and makes public presentations on aspects of Town history, serving as a resource to the community;
- Advise the Board of Aldermen on historical issues and subjects;
- Serve as a liaison with any Town historical groups as well as similar groups outside the Town to encourage cooperation and resource sharing;

Section 3. The Town Historian shall receive no compensation from the Town but the Town may appropriate funds to pay for costs incurred by the Town Historian in performing his or her official duties, so long as such costs are approved in advance by the Town Manager.

Section 4. This resolution shall become effective upon adoption.



# Town of Carrboro

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

## Agenda Item Abstract

**File Number:** 14-0259

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**Agenda Date:** 9/2/2014

**File Type:** Abstract

**In Control:** Board of Aldermen

**Version:** 1

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### **TITLE:**

Changes to Towing Ordinance

**PURPOSE:** Have current Towing Regulation Ordinance comply with state law.

**DEPARTMENT:** Police

**CONTACT INFORMATION:** Mike Brough, 919-929-3905; Chief Walter Horton 919-918-7397

**INFORMATION:** The Town's Towing Ordinance needs to be changed to comply with state law after a recent court ruling. Attached is a draft of the proposed changes.

**FISCAL & STAFF IMPACT:** There should no fiscal or staff impact.

**RECOMMENDATION:** Staff recommends the Board adopt the proposed Ordinance Change.

AN ORDINANCE AMENDING THE CARRBORO TOWN CODE PROVISIONS  
REGULATING FEES CHARGED BY TOWING OPERATORS

THE CARRBORO BOARD OF ALDERMEN ORDAINS:

Section 1. Section 8-78.1 of the Carrboro Town Code ("Limitation on Fees for Towing from Private Property") is rewritten as follows:

Section 8-78.1 Acceptance of credit cards required.

~~No person who tows or removes a motor vehicle from private property may charge the owner or operator of the vehicle removed an amount in excess of one hundred dollars (\$100.00) for the towing or removal. No person who stores a motor vehicle so removed may charge the owner or operator of the vehicle a storage fee in excess of twenty dollars (\$20.00) per day. No storage fees shall be charged for the first twenty four (24) hour time period from the time the vehicle is initially removed from the private property. The fees referred to herein shall be all inclusive; no additional fees may be charged for the use of particular equipment or services. The towing or storage firm must accept payment by major credit and debit cards in addition to cash for all fees charged for services regulated by covered under this article (including fees charged under Section 8-78.3). A refusal by a towing operator to accept payment by a major credit or debit card shall constitute a waiver by such operator of any entitlement to receive payment of such fee. The towing or storage firm must provide a receipt for each payment at the time the payment is made.~~

Section 2. Section 8-78.1 of the Carrboro Town Code ("Release Prior to Tow") is amended as follows:

Section 8-78.3 Release Prior to Tow

If, prior to the tow truck and vehicle having left the private property at which the vehicle was parked, the owner or operator or other person able to move the vehicle returns to the property, the tow truck operator shall release the vehicle to that person. No fee may be charged unless the vehicle has been attached to the tow truck prior to the arrival of the person. ~~in which case a fee not in excess of fifty dollars (\$50) may be charged.~~

Section 3. All provisions of any town ordinance in conflict with this ordinance are repealed.

Section 4. This ordinance shall become effective upon adoption.