



# Town of Carrboro

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

## Meeting Minutes Board of Aldermen

Tuesday, February 27, 2018

7:30 PM

Board Chambers - Room 110

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

**Also Present:** Anita Jones McNair, Acting Town Manager; Rebecca Buzzard, Deputy Town Clerk; Nick Herman, Town Attorney

### **POETRY READING, RESOLUTIONS, PROCLAMATIONS, AND ACKNOWLEDGEMENTS**

Gary Philips, the Town's poet laureate, read a poem entitled "Silk Hope."

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### **CONSIDERATION OF A RESOLUTION IN SUPPORT OF LOCAL YOUTH-LED EFFORTS CALLING FOR STATE AND NATIONAL ACTION TO PREVENT GUN VIOLENCE**

The purpose of this item was for the Board to consider approving a request for support of local youth-led efforts calling for state and national action to prevent gun violence.

Alderman Gist announced that Carrboro students have independently joined with other students from across the country to help mobilize and organize a national walk-out to take place March 14<sup>th</sup>. Alderman Gist expressed her support of the students' actions and advised the Board of her attendance at meetings organized by the students and mentioned discussions she had with Karen Stegman which resulted in Ms. Stegman writing a resolution in support of the efforts of the students. Alderman Gist introduced the resolution and Caitlyn Grubbs and Kai White, two Carrboro High School students, read the contents aloud to the Board. Max Poteat, another high school student, thanked the Board members who attended their meetings for their support as he reiterated their goals.

There was a brief discussion between Alderman Slade and Alderman Gist related to the March 14<sup>th</sup> planned walk-out date established by the students and dates already established as national event dates.

**A motion was made by Alderman Gist, seconded by Alderman Haven-O'Donnell to approve the resolution below:**

A RESOLUTION IN SUPPORT OF LOCAL YOUTH-LED EFFORTS  
CALLING FOR STATE AND NATIONAL ACTION TO  
PREVENT GUN VIOLENCE IN SCHOOLS AND COMMUNITIES NATIONWIDE

WHEREAS, gun violence is a crisis in the United States, especially for children, and a huge number have been affected by school shootings.

WHEREAS, the US has the highest rate of gun violence among its peers, including nearly six times the gun homicide rate of Canada, more than seven times that of Sweden, and nearly 16 times that of Germany

WHEREAS, on average, two dozen children are shot every day in the United States.

WHEREAS, more than 150,000 students attending at least 170 primary or secondary schools have experienced a shooting on campus since the Columbine High School massacre in 1999.

WHEREAS, along with school shootings, countless other lives are impacted by gun violence that do not make headlines every day. Ninety-six Americans are shot and killed and hundreds more are wounded each day in this country.

WHEREAS, every child deserves to learn in a school that is safe and adults must do more to protect our students and schools from gun violence.

WHEREAS, young people in our community are taking the lead, in solidarity with Marjory Stoneman Douglas High School, in calling for action by state and national leaders and asking that adults listen and follow their lead.

WHEREAS, these grassroots and youth-led efforts build on the momentum of Black Lives Matter, the Dream Defenders, Moms Demand Action for Gun Sense in America, Everytown for Gun Safety, and other efforts to amplify the majority of voices who support sensible gun control legislation in the U.S.

WHEREAS, on March 14, these youth are calling for students, teachers, school administrators and allies to take part in a National March for Our Lives School Walkout to End School Violence for 17 minutes at 10:00 a.m. to demand that they be kept safe in their schools.

WHEREAS, the Council of the Carrboro Board of Aldermen supports these youth in their assertions that sensible gun control legislation efforts including universal background checks, waiting periods, and an assault weapon ban will prevent gun violence and reject arming teachers or other acts that would put more guns and fear in our schools.

NOW, THEREFORE, BE IT RESOLVED, that the Carrboro Board of Aldermen supports the aforementioned youth-led actions to make their voices heard and calls on the community, the Chapel Hill-Carrboro City Schools, and State and federal elected leaders to act on sensible gun control legislative measures to prevent further gun violence in our schools and in our communities.

BE IT FURTHER RESOLVED that a copy of this resolution be forwarded to Senators Richard Burr and Thom Tillis, Congressman David Price, Governor Roy Cooper, Senator Valerie Foushee, Reps. Verla Insko, and Graig Meyer, on behalf of the Town Council.

**This 27th day of February 2018.**

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

**Aye:** Mayor Lydia Lavelle, Alderman Sammy Slade, Alderman Bethany Chaney, Alderman Barbara Foushee, Alderman Jacquelyn Gist, Alderman Randee Haven-O'Donnell, Alderman Damon Seils

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**CONSIDERATION OF A RESOLUTION IN SUPPORT OF A BOARD DONATION FOR SPONSORSHIP OF TEE SHIRTS FOR LOCAL YOUTH-LED EFFORTS FOR STATE AND NATIONAL ACTION TO PREVENT GUN VIOLENCE**

Alderman Randee Haven-O'Donnell reintroduced Max Poteat who then spoke about an opportunity to provide the Chapel Hill-Carrboro area students and teachers with orange t-shirts with the message “#Enough” alongside “Chapel Hill-Carrboro Students Against Gun Violence” to be printed on the front and the names of community sponsors to be printed on the back of the shirts to show community involvement.

Mayor Lavelle asked Max Poteat if fundraising efforts would extend to the Chapel Hill community. Following confirmation that efforts would indeed extend to the Chapel Hill area and following suggestions from Board members as to other possible sponsors, Alderman Haven-O'Donnell asked the Board to consider being a sponsor. The request was met with a positive response and the Board agreed to put forth funds in the amount of \$200, the standard amount requested, in support of the t-shirts.

**A MOTION WAS MADE BY ALDERMAN HAVEN-O'DONNELL, SECONDED BY ALDERMAN GIST THAT THE BOARD AGREE TO BE A COMMUNITY SPONSOR AND MAKE A DONATION TO THE STUDENT GROUP FOR THE TEE SHIRT CAMPAIGN IN THE AMOUNT OF \$200.00. VOTE: AFFIRMATIVE ALL**

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**ANNOUNCEMENT OF UPCOMING MEETINGS**

Rebecca Buzzard, the Deputy Town Clerk, announced the upcoming public meetings.

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**APPRECIATION OF SERVICE**

Mayor Lavelle and Board members expressed their appreciation to Rebecca Buzzard for her excellent efforts at filling in for Town Clerk, Cathy Dorando, who will be returning from leave next week.

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**NOTICE OF PUBLIC MEETING FROM OWASA - ROGERS ROAD AREA SEWER PROJECT**

Mayor Lavelle announced a public meeting, organized by OWASA, for the Rogers Road Sewer Project. OWASA is hosting a meeting to explain the Rogers Road Sewer Plan and address the public’s concerns. The meeting will be held Thursday, March 1<sup>st</sup> at 6:00 p.m. at Faith Tabernacle. Mayor Lavelle informed the Board of the progress of the sewer line extension and mentioned that there would be some low intensity underground blasting due to the need to remove some large rocks.

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**BOARD OF ALDERMEN RETREAT DATE**

Mayor Lavelle asked staff to expand the date range in an attempt to finalize a date for the Board retreat. Alderman Chaney suggested that perhaps staff could work towards instituting an annual retreat date placeholder. Mayor Lavelle made a request that the Town Clerk create an annual “retreat” placeholder for February or March of each year.

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

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

**A motion was made by Alderman Haven-O’Donnell, seconded by Alderman Seils, that this resolution be approved.**

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

Section 1: THE BOARD OF ALDERMEN OF THE TOWN OF CARRBORO HEREBY APPOINTS THE FOLLOWING APPLICANT(S) TO THE HUMAN SERVICES ADVISORY COMMISSION:

<b>Seat Designation</b>	<b>Appointee</b>	<b>Term Expiration</b>
In-Town	Janet Archer	2/2021
In-Town	Tracy Gosselin	2/2021

Section 2: This resolution shall become effective upon adoption.

**This the 27<sup>th</sup> day of February 2018**

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

**Aye:** Mayor Lydia Lavelle, Alderman Bethany Chaney, Alderman Foushee, Alderman Jacquelyn Gist, Alderman Sammy Slade, Alderman Randee Haven-O'Donnell, Alderman Damon Seils

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**REQUEST TO MAKE AN APPOINTMENT TO THE ENVIRONMENTAL ADVISORY BOARD**

The purpose of this item was for the Mayor and Board to make an appointment to the Environmental Advisory Board.

**A motion was made by Alderman Haven-O'Donnell, seconded by Alderman Seils, that this resolution be approved.**

**A RESOLUTION MAKING APPOINTMENT(S) TO ENVIRONMENTAL ADVISORY BOARD**

Section 1: THE BOARD OF ALDERMEN OF THE TOWN OF CARRBORO HEREBY APPOINTS THE FOLLOWING APPLICANT(S) TO THE ENVIRONMENTAL ADVISORY BOARD:

<b>Seat Designation</b>	<b>Appointee</b>	<b>Term Expiration</b>
In-Town	Tim Turner	2/2021

Section 2: This resolution shall become effective upon adoption.

**This the 27<sup>th</sup> day of February 2018**

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

**Aye:** Mayor Lydia Lavelle, Alderman Bethany Chaney, Alderman Foushee, Alderman Jacquelyn Gist, Alderman Sammy Slade, Alderman Randee Haven-O'Donnell, Alderman Damon Seils

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**A RESOLUTION MAKING APPOINTMENT(S) TO THE NORTHERN TRANSITION AREA ADVISORY COMMITTEE AND RECOMMENDING THAT THE ORANGE COUNTY**

**BOARD OF COMMISSIONERS MAKE AN APPOINTMENT TO THE NORTHERN  
TRANSITION AREA ADVISORY COMMITTEE**

The purpose of this agenda item was for the Board of Aldermen to make appointments to the Northern Transition Area Advisory Committee and recommend an appointment to the Orange County Board of Commissioners.

**A motion was made by Alderman Haven-O'Donnell, seconded by Alderman Seils, that this resolution be approved.**

A RESOLUTION MAKING APPOINTMENT(S) TO THE  
NORTHERN TRANSITION AREA ADVISORY COMMITTEE  
AND  
RECOMMENDING THAT THE ORANGE COUNTY BOARD OF COMMISSIONERS  
MAKE AN APPOINTMENT TO THE NORTHERN TRANSITION AREA ADVISORY  
COMMITTEE

Section 1: THE BOARD OF ALDERMEN OF THE TOWN OF CARRBORO HEREBY APPOINTS THE FOLLOWING APPLICANT(S) TO THE NORTHERN TRANSITION AREA ADVISORY COMMITTEE:

<b>Seat Designation</b>	<b>Appointee</b>	<b>Term Expiration</b>
Carrboro Representative	Rachel Dirito	2/2021

Section 2: The Board of Aldermen hereby recommends to the Orange County Board of Commissioner that Ahahid Vrana be appointed as an Orange County Representative to the Northern Transition Area Advisory Committee for a term to expire in February 2021.

Section 3: This resolution shall become effective upon adoption.

**This the 27<sup>th</sup> day of February 2018**

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

**Aye:** Mayor Lydia Lavelle, Alderman Bethany Chaney, Alderman Foushee, Alderman Jacquelyn Gist, Alderman Sammy Slade, Alderman Randee Haven-O'Donnell, Alderman Damon Seils

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**PUBLIC HEARING: REVIEW OF CONDITIONAL USE PERMIT FOR MIXED USE BUILDING AT 1001 HOMESTEAD ROAD**

The purpose of this item was for the Board of Aldermen to receive public comments on a conditional use permit for a mixed use building at 1001 Homestead Road.

Rebecca Buzzard, the Deputy Town Clerk, swore in individuals who planned to give testimony during the public hearing.

Planning Department staff member, James Thomas, gave a summary presentation and explained that when this planned unit development was initially approved by the Board in 2012 certain conditions were established. Additionally, he noted that NCDOT had approved the plan without need for further improvements, detailed the parking considerations, and confirmed the methods to be used to insure the shade and tree canopy obligations will be met.

Alderman Slade, with the goals of: a) saving a tree which may be harmed or put in danger, b) adhering to the Town's ordinance, and c) reflecting both the Planning Board and Environmental Advisory Board's recommendations, questioned whether the tree ordinance clause, which allows for reduction of the parking requirements, was considered in efforts to address the garbage truck turn-around needs. Alderman Gist and Alderman Haven-O'Donnell expressed their support of Alderman Slade's efforts to save the tree and offered additional reasoning for finding another solution that will not endanger the tree in question.

Alderman Chaney asked if there were comments by the Northern Transition Area Advisory Committee meeting related to the materials. After confirmation by staff that no such comments were provided, Alderman Chaney stated that she would, at a later time, inform the Board members of the comments that she heard while in attendance.

Mayor Lavelle opened the public hearing.

Omar Zinn, the developer on the project, gave testimony in support of efforts his company has put forth to fulfill the obligations originally agreed to in 2012. He acknowledged the challenges of watershed and drip zone issues associated with the parking element of the project. He expressed his agreement as to the positive value of the tree in question and emphasized his desire to do no harm to the tree but expressed his belief that the six to eight inch depth of proposed excavation in the area of the tree's root system would not harm the tree. He provided photographic examples of recent developments in the Carrboro area involving large trees that are thriving despite greater excavation and aggressive tree pruning. He predicted that the elimination of the four parking spaces would result in the residents parking on the streets, thereby creating a street parking issue with the residents of Claremont. Further to his argument against eliminating the four parking spaces he spoke to issues he foresaw with the trash truck

maneuvering its trash stop. He presented a drawing which detailed their planned efforts at rerouting the storm drain and stated that such efforts would be at a significant cost. Alderman Seils acknowledged that the developer had developed the drawing in response to an earlier request by the Board and that the content presented is considered a “new plan” for the routing of the storm drain. He requested that staff work towards developing the conditions that should be stipulated in the permit which would take such new plan into account and he provided information about the neighborhood meeting. In response to questions as to how the public felt about the project, Omar stated that the attendees of meetings he participated in did not express a lot of concern about the commercial development of the parcel and contended that the meeting went very well. Alderman Seils mentioned that he too had discussions with residents of the Claremont area which supported Omar’s claims of positive community response to the planned development.

Alderman Slade proposed another option of a possible path the trash truck could take to maneuver the stop and requested the viewpoint of an engineer if available. Chad Huffine, the engineer for the project, was present at the hearing and came forward. He expressed his belief that it was indeed possible for the trash truck to maneuver the stop with some creative and possibly aggressive driving but maintained his support of the initial determination as he stated that such initial determination was based on the optimal situation with all competing interests taken into consideration. General agreement was reached that with the three parking spaces vacant near the trash stop, the maneuver could be done easily; however, a way to make sure the spots were vacant at the time of trash pickup proved problematic. Alderman Haven-O’Donnell, Mayor Lavelle, and Alderman Chaney expressed the need for driver input.

Mayor Lavelle asked Alderman Slade to clarify his concern regarding his position as to the pavement issue. Alderman Slade explained that his position was based on information gleaned from writings by the Planning Board and things he heard at Environmental Advisory Board meetings that support the notion that pavement or anything under the drip line would be problematic because any compression could affect tree roots. Mayor Lavelle questioned whether a different type of pavement would be a solution to which Alderman Haven-O’Donnell questioned, why then did the arborist not inform them of such different paving options to address the issue. Alderman Seils directed attention to the letter from the arborist and shared his recollection of past Planning Board discussions which resulted in the determination that rerouting the storm drain was seen as the solution that had the potential of the greatest impact to the health of the tree since rerouting the drain eliminated the need for cutting into the root system of the tree. Alderman Slade reminded Alderman Seils that the Planning Board made an official recommendation and that the recommendation did not minimize their recommended condition of not encroaching in the tree dripline. Alderman Seils affirmed his continued view, a view also shared by the Planning Board and Environmental Advisory Board, of the importance of honoring the ordinances and reaffirmed his view that a parking space modification could offer a solution.

Alderman Chaney questioned whether a decision would be made at this meeting and, if not, she



proposed working with the public works staff for their input, including the possibility of changing the pickup schedule. Chad Huffine and Omar Zinn expressed opinions which conflicted with seeking public works input and mentioned that public works already had an opportunity to provide their input. Omar stated that there were a lot of constraints on the site but that there would be a permanent, during construction, double-line of tree protection fencing with signage in English and in Spanish. He stated that they have a four-year bond on the tree and he feels that they have gone to significant efforts to protect the tree.

Mayor Lavelle thanked Omar Zinn and asked about the plan for the existing house on the property. Omar stated that the garage was moved and is now a size limited house in Claremont Phase Four. The existing homestead; based on construction, age, girders, and roof height, will be offered up as a free house or deconstructed. Based on the roof height he did not see a ready market for the structure.

Alderman Gist stated that she trusted the arborist but expressed that her concern focused on the time during construction.

Alderman Seils asked about the construction management plan. James Thomas came forward and confirmed that the project would go through an internal staff review. He stated that the double fencing proposal could also be reviewed. Marty Roupe, Development Review Administrator, added to James' comments by reminding the Board that the call must be made during the construction plan review as to whether there will be a public meeting and whether there would be a formal construction management plan. He speculated that due to the size of the project and reason for current review, it would not. Alderman Seils requested confirmation from Omar Zinn that he intended to retain not remove the tree. Omar confirmed the intent was to retain the tree.

Alderman Slade read the portion of the ordinance that pertained to retained trees and then requested the advice of Town Attorney, Nick Herman, as to the meaning of the "unreasonable burden" term. Attorney Herman stated that the Board must make the determination as to what constituted an unreasonable burden. Alderman Slade then asked if the unreasonable burden notion applied to retained trees or only to trees that are going to be removed. Attorney Herman agreed that the unreasonable burden applied only to trees that are going to be removed but suggested that there was flexibility in the interpretation.

Alderman Slade suggested that there was a need to change the language to reduce the flexibility of interpretation as expressed by Attorney Nick Herman.

Mayor Lavelle asked Marty Roupe about a proposed condition that might incorporate some language in the future. Marty read the draft two-part conditions statements.

Alderman Chaney expressed her appreciation Omar Zinn's efforts, gave an example of extreme efforts

that failed to preserve trees in the past, and suggested the need for compromise. Mayor Lavelle expressed her agreement with Alderman Chaney and reminded the Board that Omar Zinn took on this mixed use project in large part at the urging of the Board. Town Attorney Herman suggested the unreasonable burden clause may hold the key to a solution and gave explanation as to his point of view.

In summary, Alderman Slade suggested the option of temporarily blocking the parking spaces during the period needed and asked for clarification as to the nature of the hardship posed to the developer that justified not adhering to the ordinance. The request generated lengthy discussion and resulted in claims by developer of extensive protective measures already put in place to protect the tree including the costly move of the drain, the need for staff input suggested by Board members, and input from the Town Attorney as to the definition of “undue burden to the developer.”

Mayor Lavelle asked for audience comment. There was none.

Mayor Lavelle closed the public hearing.

**MOTION WAS MADE BY ALDERMAN CHANEY, SECONDED BY ALDERMAN GIST TO MOVE THE COMPLETENESS OF THE APPLICATION. VOTE: AFFIRMATIVE ALL**

**MOTION WAS MADE BY ALDERMAN CHANEY, SECONDED BY ALDERMAN GIST THAT THE APPLICATION COMPLIES WITH ALL THE REQUIREMENTS OF THE LAND USE ORDINANCE. VOTE: AFFIRMATIVE FIVE, NEGATIVE TWO (SLADE, HAVEN-O'DONNELL)**

**MOTION WAS MADE BY ALDERMAN CHANEY, SECONDED BY ALDERMAN SEILS TO INCLUDE THE FOLLOWING CONDITIONS:**

1. The applicant shall complete the development strictly in accordance with the plans submitted to and approved by this Board, a copy of which is filed in the Carrboro Town Hall. Any deviations from or changes in these plans must be submitted to the Development Review Administrator in writing and specific written approval obtained as provided in Section 15-64 of the Land Use Ordinance.
2. If any of the conditions affixed hereto or any part thereof be held invalid or void, then this permit shall be void and of no effect.
3. That the applicant must obtain a driveway permit from NCDOT prior to construction plan approval.
4. That the applicant shall provide to the Zoning Division, prior to the recordation of the final plat for the project or before the release of a bond if some features are not yet in place at the time of the recording of the final plat, Mylar and digital as-built for the stormwater features of the project. Digital as-builts shall be in DXF format and shall include a base map of the whole project and all separate plan sheets. As-built DXF

files shall include all layers or tables containing storm drainage features. Storm drainage features will be clearly delineated in a data table. The data will be tied to horizontal controls.

5. That the construction plans must be revised to incorporate the adjusted location of the storm drain system to further minimize impacts to the root zone to the 52 inch Oak Tree, as specifically shown on the site plan exhibit presented during the February 27, 2018 meeting.

6. That during construction plan review, the Town of Carrboro and Orange County Staff shall further review any feasible locations for waste and recycling services to occur in the least intrusive manner related to the Oak Tree. If an alternative location is identified, then it shall be approvable without further review by the Board of Aldermen.

**VOTE: AFFIRMATIVE ALL**

**MOTION WAS MADE BY ALDERMAN CHANEY, SECONDED BY ALDERMAN SEILS THAT THE APPLICATION BE GRANTED SUBJECT TO THE AGREED UPON CONDITIONS. VOTE: AFFIRMATIVE ALL**

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**NORTHERN TRANSITION AREA ADVISORY COMMITTEE**

Alderman Chaney requested that Marty Roupe follow up and verify the membership composition of the Northern Transition Area Advisory Committee. She then raised the issue of the gap in the sidewalk along a portion of Homestead Road near Burgundy Lane. She stated that completion of the sidewalk was a big concern among residents and explained that there was a need to identify and close the loophole in the ordinance that allowed the developer to forego placing a sidewalk in that area.

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**UPDATING ARTICLE III OF CHAPTER SEVEN OF THE TOWN CODE RELATING TO STREETS AND PUBLIC EVENTS**

The purpose of this item was to update the current Town Code relating to regulation of street or other public events.

Police Chief Horton explained how the proposed update would address traffic issues surrounding any event that impacts the normal flow of traffic and events with attendance of 400 or greater. He stated that both types of events would require applications and event permits.

Alderman Gist, concerned with the need for application and permit, questioned the ability of citizens to quickly assemble in the event of extraordinary events that may give rise to shared enthusiasm and rapid assembly. Attorney Herman advised that such unusual happenings would be covered under the First Amendment. Various spontaneous gathering scenarios were discussed and it was acknowledged that there will be unplanned events that will need to be handled as the need arises explaining; however, these

suggested updates are intended to manage the situations that could be managed. Alderman Gist requested and Mayor Lavelle acknowledged the request made by Alderman Gist that the ACLU review the suggested modifications to the ordinance.

Alderman Slade, after stating that the ordinance already covered demonstrations that happened in the streets, asked Chief Horton to clarify the need to have the ordinance also cover public spaces such as town commons or parks. Chief Horton explained the benefit and Alderman Slade expressed his agreement as to the merits. Secondly, Alderman Slade pointed out how the update would change the administrative process for the permitting process by changing the permitting authority to the Town Manager rather than the Board.

Mayor Lavelle and Town Attorney Herman discussed the legal boundaries that must be taken into consideration with any request.

Alderman Seils asked about grandfathered events versus new events which are not on the exempt list and whether such events would be approved at the staff level. Affirmed by Town Attorney Herman.

Alderman Haven-O'Donnell spoke about a march that occurred some time ago and wondered if it would qualify under the changes. Chief Horton stated that the incident would not fit as a scenario covered under the requested changes and would be handled spontaneously.

Alderman Chaney, on the issue of the ultimate authority for permit issues, asked if there would be certain situations mandated to the Board of Aldermen for decision rather than the Town Manager. Attorney Herman expressed his views as to the benefits of allowing the Town Manager the authority to make the decisions. Alderman Chaney thanked Attorney Herman for his input and confirmed her continued desire for input from the ACLU.

This item was tabled for further input from the ACLU.

\*Alderman Chaney left the meeting.\*

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## **UPDATE ON COMMUNICATIONS AND MARKETING PLAN FOR SOUTH GREENSBORO AT SOUTH GREEN**

The purpose of this item was to brief the Board on communications and marketing strategies that are being developed to mitigate impacts on business and the community during the road closure at South Greensboro at the entrance of South Green.

Communications Manager, Rachel Heggen, gave a staff update as to current efforts for positive messaging using various social media avenues during which she highlighted current branding efforts and signage. She spoke to the issues identified after meeting with the Carrboro Business Alliances and informed the Board of efforts to work with media outlets. She asked for questions or comments.

Alderman Gist spoke to the challenges faced by businesses during the summer months and suggested that special attention was needed to communication needs during the summer. She also expressed that there should be some attention focused towards individuals who are not active on social media.

Alderman Gist requested information regarding the content of the meeting with the alliance. Annette Lafferty came forward and detailed efforts to improve signage.

The Board discussed their support of improved signage for directional and informative purposes; the use of banners to promote the Town of Carrboro; and further support for the notion of non-social media options of communication so all citizens have communication avenues.

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## **ADJOURNMENT**

**A MOTION WAS MADE BY ALDERMAN HAVEN-O'DONNELL, SECONDED BY ALDERMAN SEILS TO ADJOURN THE MEETING. VOTE: AFFIRMATIVE ALL**