

BUDGET WORK SESSION

June 4, 2019

In Attendance:

Members Present: Mayor Janet Winker, Commissioners: Larry Chapman, Jonathan Greer, Barry Mitchell, Rick Shew, and Bill Warren

Members Absent: Commissioner Ann Smith

Others Present: Town Manager, Rebecca Bentley, Town Clerk, Tammy Swanson, and HUB Manager, Janice Woodie

Call to Order:

Mayor Janet Winkler called the Budget Work Session to order.

Marketing Presentation:

Dillon Warren addressed the Board to discuss his proposal for marketing the Town and HUB Station. He stated that he feels Hudson can do a better job with connecting with the public through social media. He added that he plans to show Hudson's beauty through art and pictures. He stated that he has already set up an Instagram page and he plans to do twitter as well. Dillon commented that Hudson can use its new logo as a symbol, much the same the Lenoir uses its big dirt wheel.

Janet asked Dillon what he planned to charge for his services to upgrade and maintain the Town's social media.

Dillon requested that he be paid \$250 per month for his services.

Rebecca stated that she has been serving as the Town's photographer for the events held in Town. She stated that she currently sends the photos and information to Tammy to be displayed on Facebook and the Town's website, and she asked if this information would all be sent to Dillon.

Janet stated that all this type of information would be sent to Dillon.

Rebecca stated that a resident became disgruntled, and wrote negative things on Facebook. She stated that in her opinion, our social media should stay positive. She added that she was told the Facebook comments could be monitored, with the negative commented being removed.

Janet mentioned that if you are going to be on social media you have to take the good and the bad.

Rebecca asked if he is also proposing to produce printed materials for the Town.

Dillon stated that he would be doing the graphics, and it would be up to us to have the materials printed. He suggested that the Town purchase a new color printer so that the printing could be done in house. He commented that this is typically more economical than using a printing shop. He did comment, however, that some print shops will offer special deals if you use them regularly.

Bill stated that for example, for the Mountain Ruckus concert, Stallings Printing helped out, and probably no more than \$250 was used on marketing for that event.

Larry commented that we have to remember, there is a budget.

Janet commented that Dillon can give us leadership about budgeting for advertising our events, whether or not there is something more that we need to be doing with our logo, etc., but we have to know what we want.

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Bill stated that the main thing is that we get active in social media.

Rebecca suggested that we do a billboard advertising in the downtown area.

Bill stated that a billboard can cost anywhere from \$250 to \$500 and up depending on location. Also, when you change the billboard, there are costs involved.

Janet stated that she feels after we hire Dillon, we can set a budget.

Rebecca stated that we have \$9,900 in this year's budget for marketing.

Barry asked how soon Dillon can start?

Dillon stated that it can be immediately.

Motion: (Larry Chapman/Barry Mitchell) to approve a one year and one-month contact with Dillon Warren for \$250 per month to start a marketing campaign with one month being in FY 2018-2019, and 12 months being in FY 2019-2020. Unanimously approved.

Jonathan asked how soon he would be back to share ideas and thoughts for advertising.

Dillon stated that he would be back at the beginning of the next fiscal year.

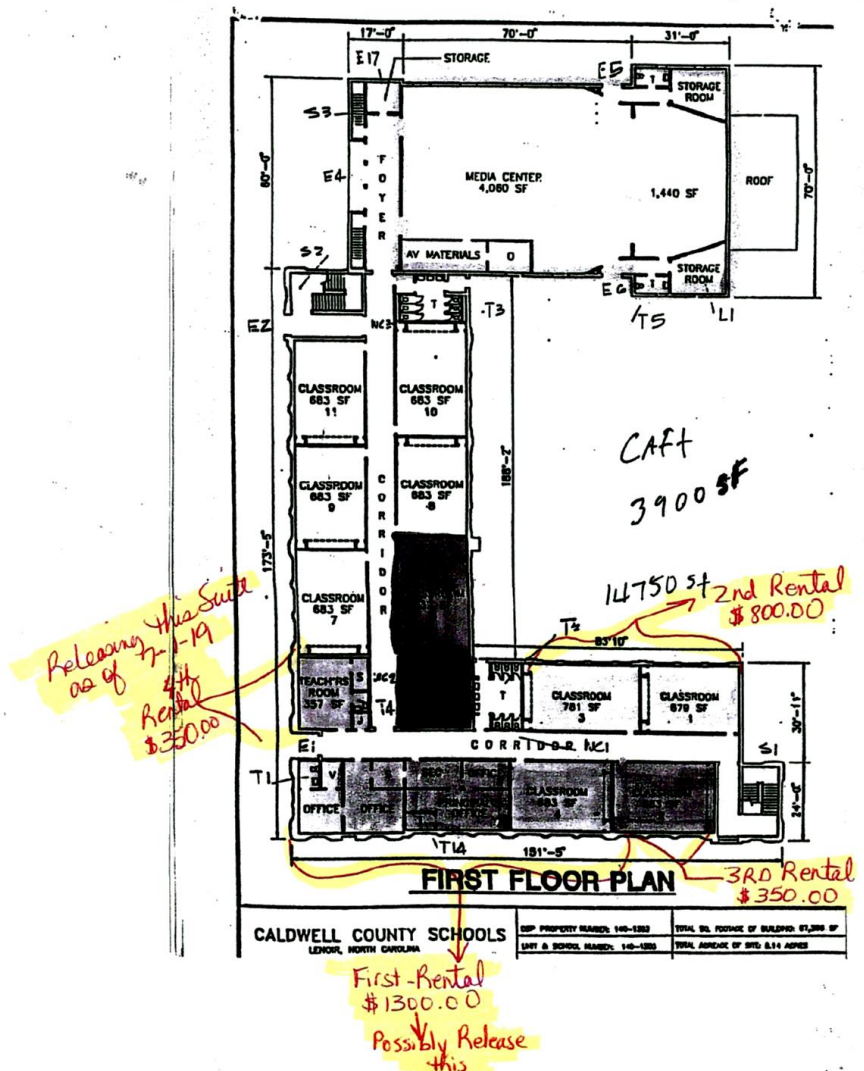
Janet asked that we also be made aware of how we can get on the different accounts.

Rentals for HUB Station- Building A & Gym:

Focus

Janice Woodie gave the Board an update on rentals at HUB Station. Focus Behavioral Group is purchasing a building in Lenoir, and will be releasing some of their rental space. The first space being released is Suite #2 - as of July 1st - rent on this space is \$350.00 per month. They are interested in keeping the 4 classrooms and releasing the offices and principals section as shown on the diagram. They are planning to move all of their offices to their new building right now, and eventually they would like to have a place in one of the schools for the day treatment. They are just not totally sure what is going to happen at this point.

Janice commented that Focus has indicated that it would not be a problem if some of the spaces they release are rented to other tenants.



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Janet stated that in her opinion we would need to be mindful of who the offices are rented to since there will be children in the classrooms.

Janice stated that the revised rent for Focus would be \$2,450, which includes the entire right side and 4 classrooms.

The Board discussed the rental rates for the spaces.

Rebecca commented that the rental rates were arrived at due to Focus renting so much space. Rebecca added that we cannot give the space at HUB Station away. She added that we don't want to make a fortune on renting the building, but we do have to pay the bills.

Janice stated that we have a 60-day notice requirement with Focus.

Janet stated that in her opinion, whether Focus uses the office space or not, their rent will be \$2,450 per month.

Motion: (Bill Warren/Larry Chapman) to do a new 12-month contract with Focus for \$2,450 per month, with or without the offices. Unanimously approved.

Request for Gym Rental:

Janice stated that Hudson Middle School uses the HUB Station gym to teach archery classes. She commented that she was recently approached by Bill Knight, the archery teacher, about using the gym to also teach summer archery classes for CCC & TI. Janice stated that it was her understanding that our agreement for use of the gym was with the school system.

Rick stated that the college archery class is a community event, with the college making no money. Although there is a charged for the class, it is basically a "break even" charge, and the classes use the school system's archery equipment. He explained that these classes have been held in this gym in the past, and if there is a rental charge, the college will probably cancel the classes. Rick stated that the classes run for 3 weeks from 8:00 am until 1:00 p.m.

Bill asked if this class causes conflict with other renter in the building.

Janice stated that there is no one else using the building.

Rebecca stated that the problem is that they will be using utilities, and utilities cost money.

Janet stated that we all know going forward that we are going to have to do a better job with renting and using the space available at HUB Station. She commented that we knew we would have maintenance and utility expenses for the buildings, and there is probably not going to be anyone renting these spaces that will pay for utilities. She added that when these buildings are either rented or used, we know in the back of our minds that we have to take care of our citizens and keep their best interests at heart.

Rick stated that he was aware that the school system can use the gym; however, it has been full of "stuff," with not a lot of space open for activities.

Janice stated that a lot of the "stuff" has been removed, and the building is now more open.

Janice asked if she should start to look for potential renters for the gym.

Rebecca commented that our contract states that the school system gets first choice for use of the gym.

Janice commented that we would also need to make sure the school system's equipment is secure in the building.

Janet stated that we should make the school system aware of how we might be using the gym.

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Rebecca presented a report of the expenditures/revenues for HUB Station. She commented that it would probably be a good idea in the future to convert Building B to a gas pack and get away from the boiler. Boilers are notoriously inefficient and expensive to operate. Rebecca stated that she just wants the Board to be aware of the costs involved with operating these buildings.

Rebecca stated that in her opinion, this gym is convenient for the College and the school system due to their equipment being at the building.

Rick mentioned that it would be hard to change at this point. Events/classes have already been planned using the gym.

Rebecca commented that we have to remember whatever we do sets precedent for future requests.

Bill suggested that we could say we are not going to charge the college since the classes have already been set for this summer without knowledge of a fee.

Motion: (Larry Chapman/Jonathan Greer) to allow the college to hold the archery classes through the summer as requested and renegotiate with the new year. Unanimously approved.

Windmill Park Rental Proposal:

Rebecca stated that we have been approached year after year about rental of Windmill Park. She commented that one of the drawbacks with renting the park is the lack of bathroom facilities; however, a porta jon toilet will be available in the park all summer for the Hometown Concert Series. With this in mind, it is possible that we may want to consider renting the park.

Rebecca commented that Chuck Raby already has a system in place for shelter rentals at Redwood, and he has no problem in adding Windmill Park to his system.

Rebecca presented a list of rules that could be applied to Windmill Park, and she stated that although Chuck does not ever allow alcohol at Redwood, we could be more lenient at Windmill Park only. She mentioned the Police Dept. reported that there were 3 complaints filed about how loud the Hometown Concert Series was this past weekend. Chief Blevins was a little worried that more complaints could be generated if the Windmill Park is rented on a regular basis. Rebecca commented that the only Ordinance we have about this type of thing is that we cannot disturb people's repose.

Chuck rents his parks/shelters from April 1st to October 1st, and he suggested a fee of \$75 per hr. for 4 hours. Rental times for weekdays would be 6pm-10pm and

Windmill Park Rules

- Park available for private reservations
April 1—Nov. 1
Contact: 828 726-6304 Chuck Raby
- Portable restroom facilities only in the park
- No fires allowed within park
- No alcohol beverages allowed without proper NC & Town permit
- Adult supervision required
- No littering—park must be cleaned and debris removed at end of event
- No motorized vehicles in park
- Museum/Caboose entry by appointment
- Parking prohibited in staff/police spaces

weekends 1pm-5pm or 6pm-10pm; however, it would only be rented once per day. For use of the lights, Chuck suggested this be an additional \$50 fee.

Rick asked if there are guidelines for how many people would be allowed at an event in the park based on the number of bathrooms available.

Rebecca stated that she is not sure, but we have a limited number of bathrooms at Redwood and the same rules would probably apply.

Motion: (Larry Chapman/Bill Warren) to approve rental of Windmill Park with Chuck Raby, Recreation Dept., managing the rentals, and to approve the rules, as presented, for the Park. Unanimously approved.

Rebecca stated that during the last concert in Windmill Park, it was discovered that the deck awning at the Depot leaks and needs to be replaced. She stated that Annas Awning gave us the following quote: \$1,500 with us providing fabric or \$2,200 with them providing the fabric. Rebecca stated that she plans to contact Sattler to see if they would be willing to donate the fabric. She stated that HCDA paid for the awning, and they may be willing to pay for a new one.

Amphitheater Repairs: Rebecca stated that the amphitheater reconstruction project at Redwood Park requires a retaining wall and Chuck has received an estimated of \$4,500. Rebecca explained that the bid for the concrete tiers was \$19,000 and came from Steve Williams. Steve has estimated that he could build the retaining wall for an additional \$4,500 to finish the amphitheater. Rebecca presented a budget amendment for the estimated cost of the wall.

Town of Hudson Budget Amendment	
Date:	May 28, 2019
Department:	Recreation
Dept Head Signature	
Purpose:	Amphitheatre reconstruction requires a retaining wall estimated to cost \$4,500
Revenue:	

Rebecca stated that it could be used for outdoor classroom or even outdoor plays. Keith Smith hopes to do his outdoor drama about Emily Pruden at the amphitheater.

Motion: (Bill Warren/Larry Chapman) to approve the budget amendment for building the amphitheater wall as presented. Unanimously approved.

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Dogwood St. Extension:

Rebecca stated that money needs to be moved into the engineering budget to cover costs of the engineering contract for the Dogwood Street Extension. Rebecca commented that this project will cover two budget periods due to the time involved with designing the extension. She stated that there will probably need to be additional monies added during the next budget year as well. Rebecca stated that these funds will come from Powell Bill, and she presented a budget amendment for the Board to consider.

Motion: (Rick Shew/Barry Mitchell) to grant permission to negotiate the engineering contract and move funds as requested with the budget amendment. Unanimously approved.

Town of Hudson				
Budget Amendment				
Date:		May 30, 2019		
Department:		Powell Bill		
Dept Head Signature				
Purpose:		Move money into engineering to cover cost of engineering contract for Dogwood Street Extension		
Revenue:				
Account Number	Account Title	Current Budget	Change to Budget	Amended Budget
				\$ -
				\$ -
	Total		\$ -	
Expense:				
Account Number	Account Title	Current Budget	Change to Budget	Amended Budget
10-570-2460	Engineering	\$ 2,000	\$ 10,000	\$ 12,000
10-570-2175	Mtce/Rep - Sidewalks	\$ 10,000	\$ (10,000)	\$ -
				\$ -
	Total		\$ -	

Plans to Recognize South Caldwell's Softball Team:

Janet requested that the Board adopt a resolution at the June Board Meeting to recognize the South Caldwell Lady Spartans Softball Team. She asked that the Softball Coach be invited to the meeting to accept the resolution.

Adjournment:

Motion: (Larry Chapman/Bill Warren) to adjourn the meeting. Unanimously approved.

Tamra T. Swanson, Town Clerk