

CUMBERLAND COUNTY POLICY COMMITTEE  
JUDGE E. MAURICE BRASWELL CUMBERLAND COUNTY COURTHOUSE  
117 DICK STREET, 5TH FLOOR, ROOM 564  
AUGUST 2, 2018  
MINUTES

MEMBERS PRESENT: Commissioner Charles Evans  
Commissioner Larry Lancaster, Policy Committee Chair

MEMBERS ABSENT: Commissioner Michael Boose

OTHER COMMISSIONERS  
PRESENT:

Commissioner Glenn Adams  
Commissioner Jeannette Council  
Commissioner Marshall Faircloth  
Commissioner Jimmy Keefe

OTHERS PRESENT:

Amy Cannon, County Manager  
Sally Shutt, Assistant County Manager  
Duane Holder, Assistant County Manager  
Melissa Cardinali, Assistant County Manager  
Rick Moorefield, County Attorney  
Deborah Shaw, Budget Analyst  
Heather Harris, Budget Analyst  
Vicki Evans, Finance Director  
Geneve Mankel, Communications & Outreach Coordinator  
Darsweil Rogers, PWC Commissioner  
Brenda Jackson, Department of Social Services Director  
AJ Riddle, Assistant County Engineer  
Ivonne Mendez, Accounting Supervisor  
Julean Self, Human Resources Director  
Amanda Bullard, Purchasing Manager  
Candice White, Clerk to the Board  
Press

Policy Committee Chair Lancaster called the meeting to order.

1. APPROVAL OF MINUTES – JUNE 7, 2018 REGULAR MEETING

MOTION: Commissioner Evans moved to approve the June 7, 2018 meeting minutes as presented.

SECOND: Commissioner Lancaster  
VOTE: UNANIMOUS (2-0)

2. CONSIDERATION OF ORDINANCE REGULATING MAINTENANCE OF VEGETATION IN RESIDENTIAL SUBDIVISIONS

BACKGROUND:

Commissioner Evans requested the county attorney to draft an ordinance to address the issue of overgrown lots in residential neighborhoods. The proposed ordinance would make it unlawful to allow any weeds, grass, or other vegetation on a lot in a residential subdivision to grow to a height of eight inches, other than bushes, trees, or similar plants intended to be used for landscaping. It would apply to both vacant lots and lots with dwellings located thereon which are located within a residential subdivision for which a plat has been recorded in the Register of Deeds. It would only apply to lots which are adjacent to at least one lot in the same subdivision with an occupied dwelling located thereon.

Enforcement would be the responsibility of the Minimum Housing Inspectors in the Planning and Inspections Department. The county does not have the authority to cut the vegetation except through a court action to abate a nuisance. For that reason, enforcement actions will usually take several months. In the past, complaints about overgrown lots have been directed at lots with dwellings that had been abandoned by the owner. We have encountered owners in bankruptcy court in other states, active duty soldiers who are deployed or relocated and protected by the Soldiers and Sailors Relief Act, and lots owned by unknown heirs due to estates not being administered. All of these create serious problems in pursuing legal remedies. For someone in bankruptcy court in another state, we will have to hire an attorney licensed in that state to petition the court for a release of the bankruptcy stay. That would have to be approved by the Board of Commissioners.

For those violations occurring on a lot which contains an occupied dwelling, the occupant would be responsible to maintain the lot in accordance with the ordinance. If the dwelling is vacant but the owner is a resident of the county, the owner would be the responsible party. Violation of the ordinance would be a misdemeanor with a maximum fine of \$50 or up to 30 days in jail. For those violations where there is an occupied dwelling on the lot, enforcement would be by criminal prosecution in Environmental Court. Enforcement of the ordinance would be in the same manner as other code violations taken to Environmental Court. The judge usually orders the defendant to correct the code violation.

For those lots which are unoccupied, and the owner is out of state or cannot be identified, the only option is to pursue injunctive relief in court. The county would end up with responsibility for correction of the violation, but we could attach a lien on the property for

the costs incurred. The county attorney recommends that we should issue an RFP to establish a list of contractors that would accept this work on an as-needed basis. This is how most of these cases would be handled.

RECOMMENDATION/PROPOSED ACTION:

The county attorney does not have a recommendation on adoption of this ordinance.

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Rick Moorefield, County Attorney, reviewed the background information and recommendation as recorded above. Commissioner Evans stated he has received a number of complaints from citizens without housing areas regarding overgrown lots in neighborhoods. Commissioner Evans stated he believes this proposed ordinance would be a starting point for the Board of Commissioners to begin in trying to clear up these problems throughout Cumberland County.

Cecil Combs, Assistant Planning & Inspections Director, stated this would only work in neighborhoods but legal service on owners can become an issue because certified mail usually ends up being returned. Mr. Combs stated if you can't contact the individual by mail you have to advertise in the newspaper and that costs money that has not been budgeted. Mr. Combs further stated manpower could possibly be an obstacle that needs to be considered. Commissioner Adams stated the Spring Lake Mayor has contacted him several times about properties in the County that make municipalities look bad. Commissioner Council stated this is a budgetary item as to whether or not we can address this issue. Commissioner Council stated she believes this ordinance would be difficult to enforce. Commissioner Council further stated this can be added to a list to look into another budget year.

Commissioner Evans stated he believes a plan needs to be developed because this is a grave concern with residents within Cumberland County and the board needs to start looking and preparing for these items. Commissioner Council stated she believes the County should gather more information, see how much it would cost and how other counties deal with this issue.

Policy Committee Chair Lancaster stated Commissioner Evans could either make a motion to go to the full board or defer to a later time with more information to see if the issue can be brought forward. Commissioner Adams stated Commissioner Faircloth is on the NCACC Board of Directors and he suggests he talks to other counties to see how other counties handle this issue and bring the information back and put on the strategic planning list. Ms. Shutt stated the association will be working on bi-annual goals in September and this could possibly be discussed if all the information can be gathered in time.

Ms. Cannon stated County staff can reach out to other counties to see how other counties are addressing. The consensus of the committee was for staff to look into other counties procedures and bring it back to the Policy Committee.

3. CONSIDERATION OF AMENDMENT TO THE PURCHASING POLICY TO REFLECT UPDATES IN THE FEDERAL UNIFORM PROCUREMENT STANDARDS

BACKGROUND:

The last update to the County Purchasing Policy occurred on June 18, 2018. That update incorporated the Federal Uniform Guidance Procurement Standards within an addendum to the Policy. On June 20, 2018, the Office of Management and Budget (OMB) released a statement that the micro-purchase threshold has increased from \$3,500 to \$10,000. The statement also revealed that the simplified acquisition threshold was increased from \$150,000 to \$250,000.

The policy addendum has been updated to reflect the recent dollar threshold changes. All changes are shown via track changes, beginning on page five of the attached document.

RECOMMENDATION/PROPOSED ACTION:

Management recommends the Policy Committee approve and forward to the Board of Commissioners the revised Purchasing Policy.

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Vicki Evans, Finance Director, reviewed the background information and recommendation as recorded above.

MOTION: Policy Committee Chair Lancaster moved to recommend to the full board approval of the amendment to the Purchasing Policy to reflect update in the Federal Uniform Procurement Standards and forward this item to the full board at the August 6, 2018 meeting.

SECOND: Commissioner Evans

VOTE: UNANIMOUS (2-0)

4. UPDATE FROM PUBLIC INFORMATION AND GOVERNMENTAL AFFAIRS: COLLABORATIVE COMMUNITY BRANDING PROJECT

BACKGROUND:

A working group was formed in 2017 to discuss collaborative marketing among several organizations in the county. By early 2018, the group expanded and became the Fayetteville & Cumberland Collaborative Branding Committee (FCCBC). Participants include the City of Fayetteville, Cumberland County, the Tourism Development Authority, Crown Complex, Greater Fayetteville Chamber of Commerce, Fayetteville Cumberland County Arts Council, Fayetteville Area Convention & Visitors Bureau, Vision 2026, Cool Spring Downtown District and Fayetteville Cumberland County Economic Development Corporation (FCEDC).

The group is pursuing the development of a community-wide branding strategy in order to:

- Establish a clear and common brand, that encapsulates and leverages the community's strengths, assets, diversity, vision, and potential;
- Develop a common branding platform that all partners may incorporate and expand upon in their individual promotion, messaging, and marketing strategies.

The creation of this centralized messaging and brand identity is intended to:

- Aggressively promote Fayetteville and Cumberland County as a superior destination in which to live, work, visit, explore, create, or grow a business;
- Differentiate our community from others, separating ourselves from others with similar names and demographics;
- Demonstrate the unity and collaboration that exists between our public, private and non-profit partners to the local community and external audiences.

#### Request for Proposals

The committee developed a Request for Proposals for brand development services and sought solicitations this summer from highly-qualified agencies, with relevant experience, to develop a community-wide branding strategy for the City of Fayetteville, Cumberland County, and community branding partners. This collaborative branding platform will establish a clear and common brand that highlights and leverages the community's strengths, assets, diversity, vision, and potential.

The RFP generated nine proposals from agencies across the nation. The FCCBC is in the process of selecting an agency based on 10 criteria. The firm selected will advise FCCBC during all stages of the project and at a minimum will:

- Review /analyze all data and research that has been previously compiled
- Conduct research among community stakeholders and external audiences to identify existing assets, advantages, perceptions, opportunities, and challenges regarding our area's image
- Create a common brand guide and resource/promotional content library

- Facilitate brand implementation, promotion, and stakeholder engagement
- Recommend long-term implementation and evaluation methods

The committee is looking for innovative, creative proposals for a brand that all partners may incorporate and expand upon in their individual branding, promotion, messaging, and marketing strategies.

Robert Van Geons, FCEDC President and CEO, and Jimmy Abbatiello, Marketing and Communications Manager, have facilitated the meetings and the RFP process.

We will bring updated information once the committee completes its review and recommends next steps for this collaborative initiative.

#### Funding

The proposed budget of the project is \$150,000-\$200,000. Funding for the collaborative community branding project has not been finalized. It is anticipated that the branding partners would participate in the cost-sharing of the project.

#### RECOMMENDATION/PROPOSED ACTION:

For information purposes only.

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Sally Shutt, Assistant County Manager, reviewed the background information and recommendation as recorded above.

Robert Van Geons, President of the Fayetteville-Cumberland Economic Development Corporation, presented the following information:

- The Fayetteville Cumberland Collaborative Branding Committee (FCCBC) is made up of the following entities: Cumberland County, City of Fayetteville, Greater Fayetteville Chamber, FACVB, TDA, FCEDC, Cool Spring Downtown District, Vision 2026, Crown Complex, Arts Council
- Background
  - In late 2017, as an out growth of collaboration efforts, the FCCBC completed an inventory of existing materials, marketing messages, research, and implementation plans
  - Upon review, the members found that we largely promote the same positive aspects of our community and often share similar audiences

- The partners recognized that while each organization’s promotions are positive, branding and messages are largely disconnected and regularly overlap
- Community Research
  - SWOT Analysis Conducted by FSU for Impact Greater Fayetteville (2017)
    - Participants: Community Members from Cumberland, Hoke and Harnett Counties and Fayetteville
    - Strengths Identified: Cost of Living, Small Town Attitude
    - Weaknesses Identified: Identity/Vision, Perception of Community, Lack of Connectivity, Better Connected Partnerships
    - Opportunities Identified: Create an Identity, Marketing, becoming a Destination, Better Organized Communities to Attract Youth, Leverage Talent, Regional Strategy
    - Threats Identified: Lack of Connectivity, Coordination
- Consensus of Need
  - Focus Group Research (2017)
  - Participants: Local Business, Industry, Arts, Education, City and County Leadership
    - Participants were asked “Do you believe that one, combined brand identity should be used for all public organizations in Fayetteville and Cumberland County?”
      - 61% of Participants said YES
      - 39% of Participants said NO
- Vision
  - After taking these factors into consideration and with the urging of elected officials from the County and City, all partners agreed to pursue an overarching brand identity and strategy
  - The creation of this centralized messaging platform and brand identity is intended to:
    - Aggressively promote the community locally, statewide, nationally and internationally as a superior destination in which to live, work, visit, explore, create, and/or grow a business
    - Promote a healthy economy to attract private investment, new residents, and young professionals while ensuring retention of key businesses and talent

- Differentiate our community from others with similar names and demographics
  - Deliver an adaptable platform, meeting the needs of various organizations, government departments, and other business partners in their specific marketing initiatives, while maintaining consistency within the overall brand
  - Demonstrate the unity and collaboration that exists between our public, private and non-profit partners to the local community and external audiences
  - Create a community-wide identity that our partnering organizations, elected officials, business community and citizens can embrace and proudly share
- Progress
    - The FCCBC submitted a Request for Proposals (RFP) for brand development services to highly-qualified agencies, with demonstrated subject matter competency, from across the country
    - These firms were selected based on their experience in developing community marketing platforms that incorporate governments, NGOs, private businesses, and other partners
    - The RFP generated 9 proposals which the FCCBC are currently reviewing based on 10 criteria (including relevant experience/qualifications, local engagement model, demonstrated brand integration across partners with multiple verticals, originality, quality of creative work, and value for the price)
    - Once we identify 3-4 finalists, we will survey references provided in the proposals and reach out to past clients, to gauge client satisfaction and results.
  - Next Steps & Budget
    - The contracted firm will, at a minimum:
      - Review/analyze all data and research that has been previously compiled
      - Conduct research among community stakeholders and external audience to identify existing assets, advantages, perceptions, opportunities, and challenges regarding our area's image
      - Create a common brand guide and resource/promotional content library
      - Facilitate brand implementation, promotion, and stakeholder engagement

- Recommend long-term implementation and evaluation methods
- The proposed budget of the project is \$150-200K. This would be provided by the members of the FCCBC. A tentative breakdown is:
  - FCEDC - \$25,000
  - Vision 2026 - \$25,000
  - Cumberland County – Anticipated Request – TBD
  - City of Fayetteville – Anticipated Request – TBD
  - Other funding sources – TBD

This item was for information only. No action taken.

## 5. OTHER ITEMS OF BUSINESS

No other items of business.

MEETING ADJOURNED AT 10:16 AM