



WORK RETREAT
OF MAYOR AND COUNCIL
CITY OF SNELLVILLE, GEORGIA
SATURDAY, FEBRUARY 20, 2021

Present for Morning Session: Mayor Barbara Bender, Mayor Pro Tem Dave Emanuel, Council Members Solange Destang, Cristy Lenski, Gretchen Schulz, and Tod Warner. Also present City Manager Butch Sanders, Assistant City Attorney Chuck Ross and Jay Crowley with Powell and Edwards Attorneys at Law, Planning and Development Director Jason Thompson, Chief Roy Whitehead, Assistant Chief Greg Perry, Public Works Director Gaye Johnson, Parks and Recreation Director Lisa Platt, UGA Facilitator Chrissy Marlowe, and City Clerk Melisa Arnold.

Call to Order

Mayor Bender called the meeting to order at 8:30 a.m.

Planning Retreat Discussion – Goals and Objectives

City Manager Butch Sanders did a review of 2020 accomplishments.

The following directors each gave a department presentation:

Planning and Development Director Jason Thompson, Public Works Director Gaye Johnson, and Parks and Recreation Director Lisa Platt.

Recessed for lunch at Noon.

During lunch Chief Roy Whitehead and Assistant Chief Greg Perry gave a presentation.

The meeting reconvened at 1 p.m. and Mayor Bender led a discussion on the budget impact that the Towne Center will have. City Manager Sanders advised he is working on the budget and advised it would be a separate departmental budget.

Council issues were reviewed and discussed. (See attached work retreat report by Facilitator Chrissy Marlowe.)

Mayor Bender read the closed meeting notice into the record as follows:

- Upon the appointment, employment, compensation, hiring, disciplinary action or dismissal, or periodic evaluation or rating of a public officer or employee, which is excluded pursuant to O.C.G.A. Section 50-14-3(b)(2).

Upon a motion by Council Member Lenski, 2nd by Council Member Warner, the meeting was closed, with all Council Members and the Mayor present and voting in favor.

The meeting recessed at 3:42.

The meeting reconvened at 4:03 p.m.

City Manager Sanders reviewed the Economic Development presentation.

City of Snellville Administration Department

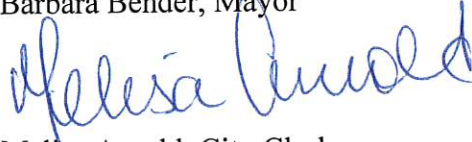
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Adjournment

The meeting adjourned at 4:30 p.m.



Barbara Bender, Mayor



Melisa Arnold, City Clerk

City of Snellville

2021 Work Retreat Report

1. Towne Center:

- a. **Write** text amendment to Towne Center overlay district to create a tiered approach, outside of Towne Center core, in order to alleviate economically-demanding requirements.
Jason/ Chuck
- b. **Review** boundaries annually.
- c. The expanded overlay boundaries currently have a constricting six-month non-conforming threshold.
- d. Don't want to put business owners in difficult spot because of pandemic and requirement to conform to new overlay guidelines which, for some, might require a complete rebuild.
- e. Don't need the message/policy too stringent once TC begins to be a catalyst for development.
- f. Proper uses and called for improvements are most important within the expanded area.
- g. Southside—make sure changes don't create perception that city doesn't care; work with older structures and their owners.

2. Towne Center Operations:

- a. Plan for future Grove area needs: Extra police officers, public works staff and janitorial.
- b. Towne Center budget needs will be shown in separate Department to cover all DDA reimbursements for Grove services. Bond proceeds and debt service, SPLOST proceeds and expenditure and other sources and uses will also be transparent.
- c. Millage rate increase will be necessary to cover debt service on \$20 million in bonds.
- d. Potential new property tax revenue from Phase 1 (\$85 million private investment) would be \$156,000; surrounding property values will increase, but slowly.

3. Towne Center Publicity and Promotion:

- a. **Drive** the work of Intrepid

4. Planning commission:

- a. **Encourage** Board applicants, likely to have other vacancies soon.
- b. **Arrange** for a Saturday training class on parliamentary procedures; Dennis Conway as instructor.
- c. **Draft** text amendment to require training for new commissioners.

5. Amendment to UDO:

- a. **Draft** UDO amendment for potential package sales and cannabis retail uses, with suggestions for zoning classifications and other restrictions, and a map where these uses may be allowed. Needs to be 60 days ahead of referendum call, so need to have by July 1.
- b. **Hold** joint work session w/ Planning Commission and Board of Appeals about said amendment.
- c. **Put** amendment on referendum for citizen support in the fall if legislation passes.

6. Curb and Gutter and Sidewalks:

- a. **Research** cost and company to update 2008 Sidewalk Master Plan to include costs and priorities for sidewalks and curbs/gutter.
- b. **Research** areas appropriate for an assessment program for curb and gutter work.
- c. **Consider** SPLOST money for sidewalk construction.

7. Roundabout landscaping:

- a. **Discuss** with county.
- b. **Discuss** with garden clubs about adoption and maintenance.

8. Senior Center:

- a. **Expand** Senior Advisory Board and include a council member.
- b. Hold quarterly meetings and distribute minutes of board meetings.
- c. **Address** programming issues, communication, and marketing.
- d. **Create** marketing plan to include all modes of communication, how to increase participation; constant contact with reminders.

9. Murals on Highway 78:

- a. Address existing mural and beautification of all concrete retaining walls on Hwy. 78.

10. Fireworks:

- a. **Discuss** fireworks ordinance with police department and counsel to shorten allowed times.

11. Street lights:

- a. **Ask** community on Facebook and website to report to City where street lights are out.
- b. Need more ways to keep up with them. Police and Public Works help administration keep running list. Walton EMC is working on it, but not their top priority.

12. Invocation and Pledge: Set-up schedule where M&C is responsible for covering two months/each year.

13. Citizens Advisory Council:

- a. **Continue** conversation about creating an advisory council started after the Resolution on racism was adopted: What type of issues would they address and how? What would the community expectations be?
- b. **Approach** racial issues in community through education and communication.
- c. Need more town halls to be proactive and keep communication lines open.
- d. **Use** facts and numbers to openly answer community concerns about racial make-up of Municipal Court attendance.
- e. **Better publicize** Police department policies on de-escalation and numerous other progressive efforts to address the community concerns Council is hearing.

14. City Government in Neighborhoods:

- a. Need a forum for a dialogue with community; to get to know people
- b. **Hold** neighborhood block parties to have Council activities outside of city hall.

15. City Website:

- a. **Email** Eric & Brian about ideas on how to address navigation issues for upcoming revamp of website. Simplify searches for information our citizens look for.
- b. **Post** council meetings on Facebook and improve outreach to constituents.

16. Recognize City Staff:

- a. **Hold** employee appreciation events in each department.

17. Arts Commission:

- a. **Appoint** five people to form an arts commission to showcase cultural diversity of city.
- b. **Solicit** and review proposals to create an arts master plan.

18. City Hall Culture: Establish better guidelines for City personnel when it comes to wellness program activities and inter-office communications during work hours.

19. Digital Badge program:

- a. **Designate** an employee to champion.

20. Assistant City Manager:

- a. Put in the budget for start date on July 1 or earlier.
- b. Will include reorganization of City Org Chart.

21. Annexation:

- a. **Develop** list of areas to consider for annexation within next year: Mt. View/Williams Place, Summit Chase, neighborhoods next to Sam's Club, and Three Bars area.
- b. **Present** previous annexation plan to council.
- c. **Start** conversations with residents in those areas and determine zoning.