

Cleveland County Board of Commissioners
October 2, 2018

The Cleveland County Board of Commissioners met in a regular session on this date, at the hour of 6:00 p.m. in the Commission Chamber of the Cleveland County Administrative Offices.

PRESENT: Eddie Holbrook, Chairman
Susan Allen, Vice-Chair
Johnny Hutchins, Commissioner
Ronnie Whetstine, Commissioner
Doug Bridges, Commissioner
Brian Epley, County Manager
Tim Moore, County Attorney
Phyllis Nowlen, Clerk to the Board
Kerri Melton, Assistant County Manager
Elliot Engstrom, Senior Staff Attorney
Allison Mauney, Human Resources Director
Chris Green, Tax Administrator
Shane Fox, Chief Financial Officer
Karen Pritchard, Social Services Director
Perry Davis, Emergency Management Director/Fire Marshal
Betsy Harnage, Register of Deeds

CALL TO ORDER

Chairman Holbrook called the meeting to order and Commissioner Whetstine provided the invocation and led the audience in the Pledge of Allegiance.

AGENDA ADOPTION

ACTION: Commissioner Hutchins made the motion, seconded by Commissioner Whetstine and unanimously approved by the Board to, ***approve the agenda.***

SPECIAL PRESENTATION

Minority Enterprise Development Week 2018: Chairman Holbrook recognized Mr. Richard Hooker, Minority Enterprise Development (MED) Week President. Mr. Hooker thanked the Commissioners for their continued support of the Minority Business Sector and of MED Week. Started in 1983 by the administration of President Reagan, Minority Enterprise Development Week is designed to recognize accomplishments and achievements of minority businesses across the Nation. This year's celebration is an important milestone for Minority Enterprise Development Week as it celebrates 35 years of recognizing some of the country's most innovative and resilient minority business enterprises and commemorates their contributions to the free enterprise system. Mr. Hooker gave an overview of the recent achievements, goals and upcoming events for MED Week. He introduced several of the MED Week Board Members who were present to help receive the following proclamation:



Proclamation

07-2018

MINORITY ENTERPRISE DEVELOPMENT WEEK OCTOBER 14-20, 2018

WHEREAS, Minority Enterprise Development Week, is an annual observance that has been proclaimed and celebrated for the past 35 years to honor and recognize some of the country's most innovative and resilient minority business enterprises and commemorate their contributions to our free enterprise system; and

WHEREAS, this year's theme, "**Empowering Minority Enterprises for Economic and Community Progress**" further recognizes the promise and aspiration that makes our nation strong and economically viable through a tradition of noteworthy contributions, continuous improvements, innovation and transformative leadership; and

WHEREAS, the State of North Carolina will also highlight Minority Enterprise Development Week by Proclamation by the Governor in support of programs across the state to encourage participation and inclusion of historically underutilized businesses and highlight the opportunities, and risks of business ownership in North Carolina, and

WHEREAS, the Cleveland County Business Development Center has led the way to partner with Cleveland Community College Small Business Center, Shelby Star, Cleveland County Schools and other community partners to promote women empowerment, youth participation, and a robust leadership academy of informed and dedicated business and civic leaders with unlimited promise and possibilities; and

WHEREAS, the year's celebration will bring together small business owners, local business officials, and other community stakeholders to honor and commemorate the achievements and accomplishments of local entrepreneurs, citizens and community organizations who give their time, resources, and humanitarian efforts to make a difference in our community and beyond;

NOW THEREFORE, the Cleveland County Board of Commissioners, do hereby proclaim October 14-20, 2018 as "**Minority Enterprise Development Week**" in recognition of the cooperative efforts of the above sponsoring organizations and individuals to enhance, promote and support the success and sustainability of minority owned businesses and other community partners in Cleveland County.

Adopted on this, the 2nd day of October 2018.

Eddie Holbrook, Chairman

Susan Allen, Vice-Chairman

Johnny Hutchins, Commissioner

J. Ronnie Whetstine, Commissioner

Douglas Bridges, Commissioner



LGFCU Excellence in Innovation Award: Commissioner Allen called Alison Clark, Foster Care Program Manager at the Department of Social Services to the podium to receive the LCFCU Excellence in Innovation Award. Ms. Clark was able to educate the county's citizens about the need to foster and adopt Cleveland County children. Eleven children achieved their permanent homes through adoption by this project and seventeen new foster parents were licensed as a result of this initiative. Moreover, by these children being adopted by their forever parents, the County saved over \$200,000 in foster care payments for one year. There was no cost applied to the county's budget by implementing this project and resources were used from prior adoption marketing initiatives allowed by the state. The initiative took most of the year to establish and maintain and required time for meetings, calls, information sharing, and delegation of tasks by Ms. Clark. Ms. Clark and the volunteers spent time delivering items to promote "Healthy Adults Become Foster Parents." This initiative could be duplicated in any county without using county dollars and promotes a healthier lifestyle while providing nurturing and committed parents to foster children. This project was a huge success and county residents became excited and spread the word to achieve positive outcomes for our children. Matt Gunnett, Member Services Coordinator for the North Carolina Association of County Commissioners and representatives from the Local Government Federal Credit Union were in attendance to present Ms. Clark the Innovation Award.

CITIZEN RECOGNITION

No citizen registered to speak.

CONSENT AGENDA

APPROVAL OF MINUTES

The Clerk to the Board included the Minutes of the *September 18, 2018 regular meeting*, in Board Members packets.

ACTION: Commissioner Hutchins made a motion, seconded by Commissioner Bridges, and passed unanimously by the Board to, *approve the minutes as written.*

SHERIFFS OFFICE: BUDGET AMENDMENT (BNA #012)

ACTION: Commissioner Hutchins made a motion, seconded by Commissioner Bridges, and unanimously adopted by the Board to, *approve the following budget amendment:*

<u>Account Number</u>	<u>Project Code</u>	<u>Department/Account Name</u>	<u>Increase</u>	<u>Decrease</u>
010.438.4.310.00	16738-P438	Law Enf Grants/Fed Govt Grants	\$2,825.00	
010.438.5.210.00	16738-P438	Law Enf Grants/Departmental Supply	\$2,825.00	

Explanation of Revisions: Request to budget \$2,825 for the 2017 Edward Byrne Memorial Justice Assistance Grant for the purchase of ammunition.

LIBRARY: BUDGET AMENDMENT (BNA #013)

ACTION: Commissioner Hutchins made a motion, seconded by Commissioner Bridges, and unanimously adopted by the Board to, *approve the following budget amendment:*

<u>Account Number</u>	<u>Project Code</u>	<u>Department/Account Name</u>	<u>Increase</u>	<u>Decrease</u>
010.611.4.810.07		Library/Donations-Special Blanton	\$4,514.00	
010.611.5.790.07		Library/Donations-Special Blanton	\$4,514.00	
010.611.4.991.00		Library/Donations-Special Blanton	\$4,814.00	
010.611.5.790.07		Library/Donations-Special Blanton	\$4,814.00	

Explanation of Revisions: The donations from the Blanton Endowment exceeded anticipated funds. Original budget was \$9,000.00 but \$13,514 was received. To budget donations from prior years received in excess of amounts spent.

RESOLUTION IN SUPPORT OF THE AMERICAN LEGION WORLD SERIES 2019 BID

ACTION: Commissioner Hutchins made a motion, seconded by Commissioner Bridges, and unanimously adopted by the Board to, *approve the resolution in support of the American Legion World Series 2019 bid.*



Resolution

NUMBER 12-2018

RESOLUTION IN SUPPORT OF THE 2019 AMERICAN LEGION WORLD SERIES BID

WHEREAS, in the summer of 2008, Cleveland County hosted a very successful American Legion World Series and won location bid in 2010.

WHEREAS, after the first two years the National Office of the American Legion, extended the original four-year contract to 2019; and

WHEREAS, the host committee continues to recognize the important relationship of the military to the American Legion World Series by holding special events and tributes to the military giving Cleveland County the highest ranking of "Superior" for military ceremonies, which include recognitions and appreciation to the men and women who serve(d) in our Nation's military; and

WHEREAS, in hopes for the past eight years to make Cleveland County a permanent home for the American Legion World Series, Cleveland County and its municipalities, local businesses and many citizens come together and offer support of the American Legion World Series; and

WHEREAS, big-city sophistication, small-town charm and southern hospitality are just a few of the qualities that help define the wonderful Cleveland County community. As evidenced by an American Legion World Series volunteer base of over five hundred, Cleveland County citizens are excited about the opportunity to share their community with thousands of visitors each summer; and

WHEREAS, Cleveland County is enthusiastic about the American Legion World Series bringing together players, managers, coaches, officials, parents and countless others from all over the world in an atmosphere of wholesome community activity;

NOW, THEREFORE, BE IT RESOLVED, that we, the Cleveland County Board of Commissioners on behalf of the citizens of Cleveland County, hereby support our community bid for the American Legion World Series.

ADOPTED THIS THE 2nd DAY OF OCTOBER 2018.

Eddie Holbrook, Chairman

Susan Allen, Vice-Chairman

Johnny Hutchins, Commissioner

J. Ronnie Whetstine, Commissioner

Douglas Bridges, Commissioner



REGULAR AGENDA

KEY PERFORMANCE INDICATORS

Chairman Holbrook recognized Shane Fox, Chief Financial Officer to present Key Performance Indicators.

There are five areas known as key performance indicators that give insight to the success and progress the County has made financially.

Performance Indicators

Performance Indicators – a quantifiable measure that is used to assess and track the status of key performance areas.

For presentation purposes these areas include:

External Economic Indicators

- A.) Sales Tax
- B.) Building Inspections / Permitting
- C.) Occupancy Tax

Internal Management Performance Indicators

- A.) Central Collections / EMS Billings
- B.) Investment Income

Cleveland County Key Performance Indicators

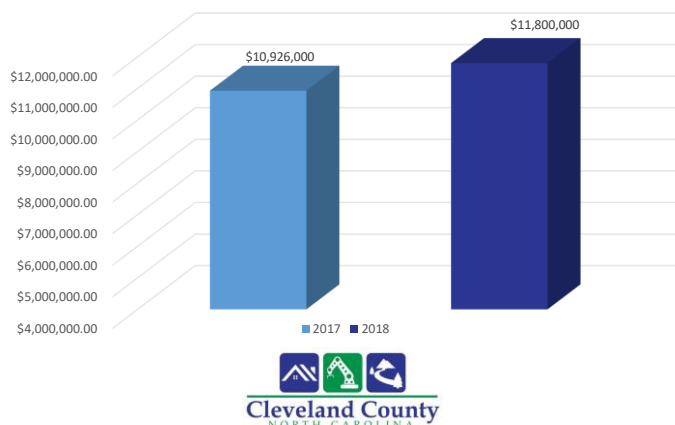


Shane Fox, CFO



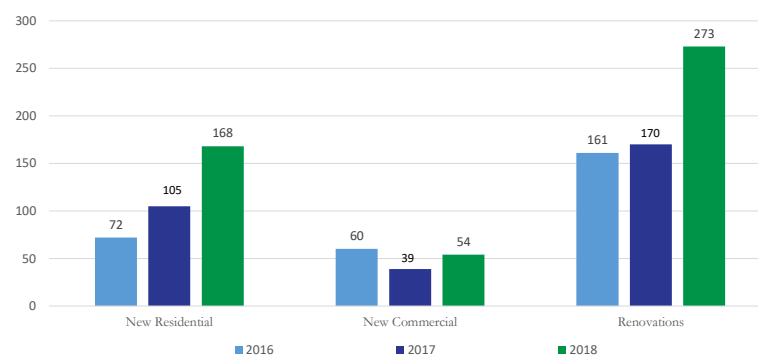
Sales Tax Revenue - GF

External Economic Indicators

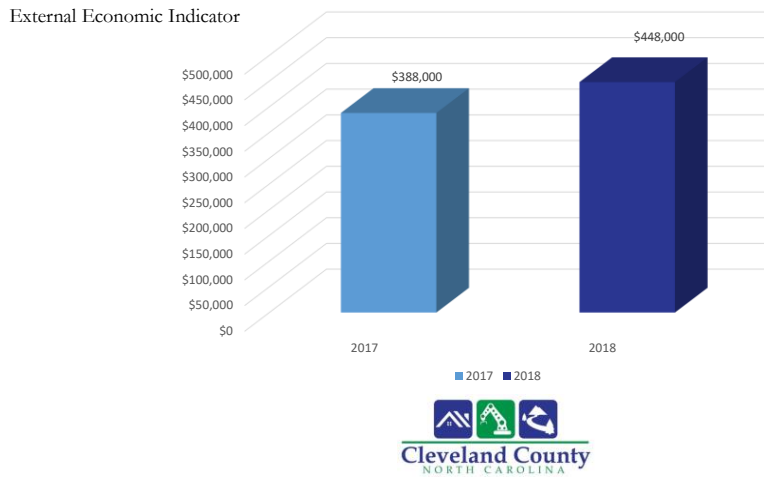


Building Inspections and Permitting

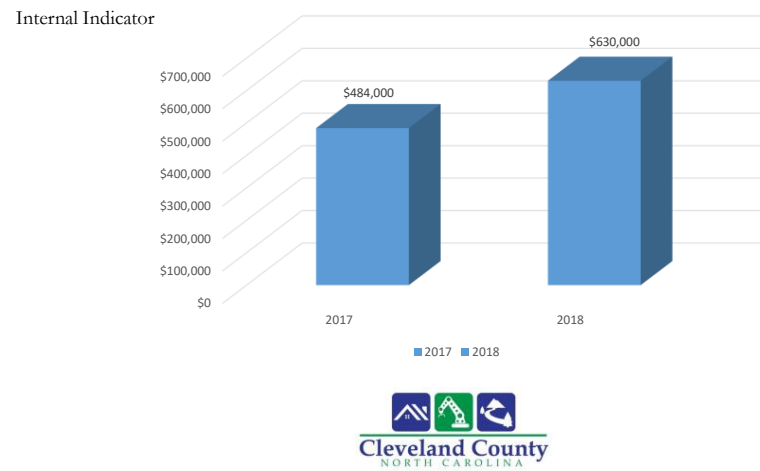
External Economic Indicators



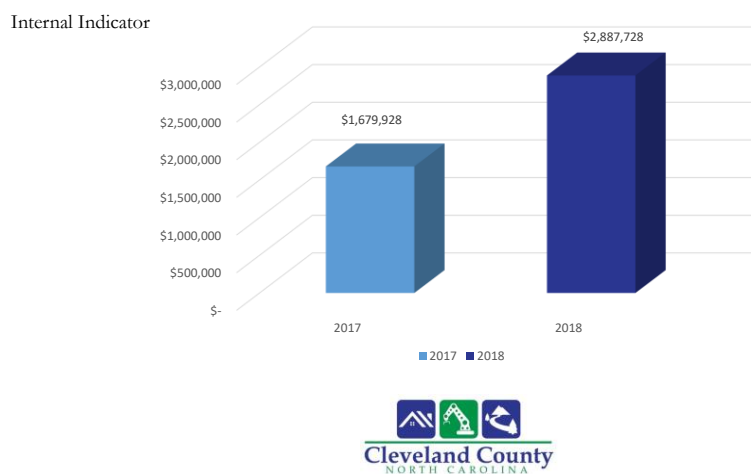
Occupancy Tax



Investment Income



EMS Billings



Value Of A Penny

	FY 2016	FY 2017	FY 2018	FY 2019
Total County Tax Base	\$8.105 Billion	\$7.948 Billion	\$8.284 Billion	\$8.759 Billion
Tax Rate	57 cents	57 cents	57 cents	57 cents
Value of Penny	\$810 k	\$795 k	\$828 k	\$860 k

External Economic Indicators

A.) Sales Tax	\$11,800,000
B.) Building Inspections / Permitting	\$336,550
C.) Occupancy Tax	\$408,000
Total	\$12,544,550 - 14.5 Cents

Internal Management Performance Indicators

A.) Central Collections / EMS Billings	\$2,888,000
B.) Investment Income	\$630,000
Total	\$3,518,000 - 4.1 Cents



Chairman Holbrook opened the floor to the Board for questions and discussion. Commissioner Allen acknowledged it was great to see cost savings for the citizens, keep the tax rate down and offer more housing for the citizens of Cleveland County. Commissioner Hutchins stated while these key factors are showing improvements there are still costs to the County. The ultimate goal is to be at 100% collection rate for EMS billing. Board members discussed the benefits of the additional revenue performance indicators such as cost savings for the residents of Cleveland County and pay raises for County employees.

STRATEGIC PLAN UPDATE

Chairman Holbrook called Kerri Melton, Assistant County Manager to the podium to present the Strategic Plan Update. One of the top priorities to the Board is the Dover Mill property. The demolition and abatement are 30% complete, all hazardous materials have been removed and the Phase I Highest and Best Use Study is also finished. The end of November is the anticipated time for the demolition project to be complete. Another priority to the Board is improving community health rankings. A portion of the initiative involved the launching of the school telemedicine program at Graham Elementary School. The program was so successful, telemedicine reduced the number of ER visits from the Graham Community by 55%, this year the program was expanded to Shelby Intermediate, James Love Elementary and Township Three Elementary Schools. Dental screenings for students at Graham Elementary School will begin this school year. The screenings will be provided on site at the school beginning in October. A letter will be sent home to each student's parent/guardian to notify them of any issues discovered that need to be addressed. The parent/guardian will have the opportunity to authorize the school's social worker to transport students to the health department's dental clinic during school hours to have needed

dental work performed. Staff is working hard to come up with innovative ways to educate the community about STDs and prevention. There have been significant increases in our STD rates over the course of the last several years.

The County's new Pay Plan was implemented January 1, 2018. At the September 18, 2018 Commissioners Meeting, the Board approved a part of Phase II of the Pay Plan which included ordinance modifications to line up with the new pay plan. Highlights of the ordinance modification include:

- How to request a new position or how to reallocate/reclass an existing one
- How to make changes to the compensation plan
- Policies on promotion and demotion
- How to determine initial pay for a new employee
- Career path progression for Sheriff's Office. This trend is in Sheriff's Offices across the state.

As the county continues to see a need for workforce development, the County has partnered with Cleveland County Schools and Cleveland Community College for creation of an Advanced Manufacturing Dual Track Program. Eight students will graduate this June and another eight begin next year. The Retail Task Force held a litterbug billboard contest in June and the winning posters were displayed on billboards starting in August and will stay up until the end of January. The Shop Local Initiative commercial contest is underway. Commercial submissions are due in November and will be aired on the county website, social media and Channel 19. The contest is open to all county middle and high school students including Pinnacle Classical Academy.

The Regional Grain Project, supported by a \$150,000 grant from the North Carolina Agricultural Development and Farmland Protection Program, provides grain farmers from Cleveland County and the surrounding area with a viable, local marketplace for their corn, wheat, soybeans, and specialty grains. The project is creating new revenue streams for ASR Grain, protecting existing agricultural jobs, and creating new demand for farm-related employment. Farmers using the new facility are harvesting their crops at peak quality, minimizing weather losses, receiving higher per-bushel prices, reducing their input costs, and exploring opportunities to grow high-value specialty grains like malting barley. The Value-Added Mulch Bale Project, supported by a \$228,750 grant from the US Department of Agriculture, positions Wilson Farms to introduce a new and improved blended mulch bale to the regional marketplace. Containing a custom blend of wheat straw, rye straw and mechanically processed switchgrass, these bales will be marketed to major home improvement chains, independent hardware and farm supply stores, landscapers, and road construction projects throughout Piedmont and Western North Carolina. The project, which includes major investments by the farm operators, is expected to double their straw production and increase sales revenues to \$1.8 million annually. Plans have been approved and permitted on Shell Building III. WHN will be the project manager for construction. Construction is scheduled to be complete on the Shell Building III and available for occupancy in August, 2019.

With the hiring of Janet Hart, Public Information Officer, the activity on Cleveland County's social media sights, like Facebook, has been significant. The number of people who like our page has doubled. There has been

an increase of people who have acted on our page from 70 in July to 20,000 currently. Our total reach is 112,000 up from 600 in July (total number of people who have seen content whether they liked it or saw it from someone who shared it). Impressions, which are the number of times that people have seen the content, is up from 1,300 to nearly 350,000. Major posts have included Cleveland County Fair, Hurricane Preparedness, Tim Sims and Faith Webber.

The Cleveland County Commissioners support several community programs some of which include the Boys and Girls Club, Communities in Schools, Life Enrichment Center and Cleveland Vocational Industries. The Commissioners continue to focus on Volunteer Fire Departments. The Board's continued support has allowed each Volunteer Fire Department (VFD) to staff stations during daytime hours where getting volunteers was difficult. All VFD now have performance contracts which ensure that taxpayer dollars are well spent. Additional funding has allowed many VFD's to modernize stations to meet the changes in size of vehicles.

Broadband is critical to the success of companies. The internet is the number one communication tool used today. Through the 1:1 initiative, all students at Cleveland County Schools are provided a laptop but some do not have access to the internet. Staff continues to look for grant opportunities to expand Broadband services to the community. The Board thanked Staff and their teams for the hard work and dedication that continues to be put in to make these initiatives and programs a success.

Cleveland County FY 18-19 Strategic Goals Update



TOP PRIORITIES




Dover Mill Property






- **Where we are now:**
 - Demolition and abatement 30% complete
 - Hazardous materials removed
 - Phase I Highest and Best Use Study complete
- **Where we are going:**
 - Anticipate completion end of November
 - Initiate phase II of the Highest and Best Use Study

LOWERING COMMUNITY HEALTH RANKINGS



- Pediatric Dental Program at Graham Elementary School
- Expansion of School Telemedicine Program - Shelby Intermediate, James Love and Township 3
- Provision of STD and Family Planning Education classes



Pay and Classification Study Phase II



- Position Classification Plan Highlights
- Compensation and Salary Administration
- Sheriff's Office Pay Plan

**APPROVED
SEPTEMBER 18, 2018**



DUAL TRACK PROGRAM



- Second year of program
- 16 enrolled and 8 will graduate in June 2018
- Students will graduated with work experience and job-ready
- Cleveland Community College and Cleveland County Schools are working to enhance the program.



ECONOMIC DEVELOPMENT



Retail Task Force

- Litter billboard contest completed in June
- Shop Local initiative including county-wide commercial contest currently underway



Agriculture as Economic Development



Regional Grain Project



Wilson Farms

Value-Added Mulch Bale Project



Site Due Diligence and Shell Building III



COMMUNITY EDUCATION AND CUSTOMER SERVICE OUTREACH



Work with Municipalities on Issues and Events

- Handicapped Playground designs have been approved in Polkville and City of Shelby. Waiting on drawings from the Town of Boiling Springs
- Belwood EMS Base Station complete October 8th
- Polkville Modular being delivered on Monday, October 8th
- Municipal Grants
 - Belwood Community Center kitchen and park renovations
 - Casar Park renovations including bathroom additions, handicapped accessibility, renovation of steps



Citizen Engagement and Communication



Janet Hart, Public Information Officer



Community and Youth Programs



PUBLIC SAFETY



Continued Support of Volunteer Fire Departments

- All units paying stipends
- Latimore awaiting paid staff until building complete
- Performance contracts in place with all VFD's



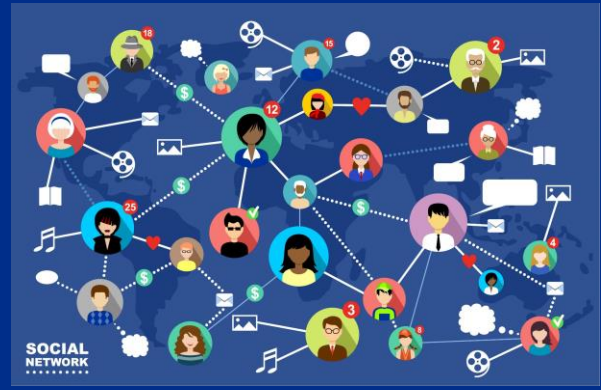
Dilapidated Properties

Margrace Road Clean up

- One house burned
- Three houses currently waiting on hearing
- Several letters sent from Environmental Services. Awaiting on time to expire



Broadband Service



COMMUNITY WELLNESS



Trails and Rails to Trails Funding

- Grant through Carolina Thread Trail for Expansion of Kings Mountain Gateway Trail (Phase 5)
- Awaiting Norfolk Southern abandonment of Railroad to begin



Partnering for Community Prosperity

- Logan Street stop nearly doubled ridership
- Mentorship Program at Graham Elementary School
- Health Day at GWU for Graham 3rd grade students



FISCAL SUSTAINABILITY



Software System Upgrade

HR and Payroll ✓ Tax- Product Review
Planning/BI- scheduled for Oct



Countywide Records Retention Plan



- Following state retention schedule, disposed of 6.5 tons of records with no further use or value
- Partnership with CVI for Records Storage
- Adopted Records Retention Policy in September, 2018

QUESTIONS?



ADJOURN

There being no further business to come before the Board at this time, Commissioner Hutchins made the motion, seconded by Commissioner Whetstine, and unanimously adopted by the Board, *to adjourn the meeting.*

The next meeting of the Commission is scheduled for *Tuesday, October 16, 2018 at 6:00 p.m. in the Commissioners Chamber.*

*Eddie Holbrook, Chairman
Cleveland County Board of Commissioners*

*Phyllis Nowlen, Clerk to the Board
Cleveland County Board of Commissioners*