

City of Peachtree City
Minutes of Regular Meeting
December 4, 2003
7:30 p.m.

The City Council of Peachtree City met Thursday, December 4, 2003, 7:40 p.m., in the City Hall Council Chambers. Council Members attending were: Mayor Steve Brown, Annie McMenamin, Steve Rapson, and Murray Weed. Dan Tennant was out of town.

Announcements, Awards, Special Recognition

Mayor Brown recognized the U14 and U19 Tide American Cup Championship soccer teams. Janice Mitchell, Georgia Mitigation Specialist from the Federal Emergency Management Agency, and Collis Brown, Georgia Floodplain Coordinator for the Georgia Department of Natural Resources, presented a plaque in recognition of the City's efforts to improve the Insurance Services Office/Community Rating System (ISO/CRS) rating to 7. Elena Baker and Emma Hale from Regions Bank presented a check to the Police Department for its scholarship fund. The graduates from the Citizens Police Academy were recognized. Police Chief James Murray presented the Mayor and Council with a plaque bearing the certificate of accreditation from the Commission for Accreditation for Law Enforcement Agencies (CALEA).

Minutes

McMenamin moved to approve the November 6, 2003, regular meeting minutes as corrected. Weed seconded. The motion carried unanimously.

Monthly Reports

Brown noted there were some updated reports on the dais. Brown announced that City offices would be closed on December 25-26 and January 1. The first meeting in January was rescheduled to Monday, January 5, at 7 p.m. City offices would close again on Monday, January 19, for the Martin Luther King holiday. Brown said he liked the Administrative Services report format. Twenty-four new businesses registered in the past month. Brown noted the top five accident locations.

Consent Agenda

- 1. Alcohol License – Consider Change in License Representative – Eckerd #2026**
- 2. Consider Adoption Trust to Trust Transfer Ordinance for Defined Benefit Pension Plan**
- 3. Consider Purchase of Asphalt Milling Machine and Budget Amendment**
- 4. Consider Budget Amendments for FY 2003**
- 5. Consider Budget Amendments for FY 2004**
- 6. Certify Election Results**

Weed moved to approve the Consent Agenda. McMenamin seconded. The motion carried unanimously.

New Agenda Items

11-03-07 Consider Alcohol License – NEW – Smokey Bones Barbeque & Grill
Tom Nursey, applicant for Licensee and License Representative, addressed Council. McMenamin told Nursey she was always impressed when a business came in and took an empty building off the streets. She said she was very pleased that they were refurbishing an existing building. Nursey said the restaurant in the City would be the 55th in the nation, and only five were new construction. McMenamin moved to approve Thomas Nursey as the Licensee and License Representative. Weed seconded. The motion carried unanimously.

11-03-10 Consider Intergovernmental Agreement for Airport Authority
Brown noted for the record that there were new documents on the dais – an interoffice memo dated December 4 entitled Peachtree City Airport Authority Loan for Capital Improvement, an e-mail from the City Manager to City Attorney and Council with the subject Airport Authority Loan for Capital Improvements, an intergovernmental contract, and an authorizing resolution.

Brown noted that the last draft of the intergovernmental agreement he had was from 10:45 that morning and asked if there was another draft after that one. McMullen said nothing had changed since then.

McMullen discussed the most recent memo sent to Council, which he said was a modification of the original memo. He continued that an issue had come up with the hotel/motel tax. He said staff requested approval of the intergovernmental agreement contingent upon additional language being added such that the Airport Authority would fund the loan as the number one CIP priority before any other CIP project was funded.

Brown clarified that staff recommended Council approve the package, as it was contingent upon the Airport Authority making the loan its number one CIP priority. McMullen said that, in essence, the way the agreement read was that the Airport Authority could not exhaust their revenues until paying this loan each month. The loan would have to be paid first.

Rapson asked if Council should also put in the agreement the caveat that the Airport Authority had to approve the agreement. City Attorney Ted Meeker said the intergovernmental agreement had to be accepted and ratified by the Airport Authority and suggested McMullen restate that information so it could be incorporated into the motion.

McMenamin asked Airport Authority Chairman Cathy Nemes if she was comfortable with the agreement and the proposed changes. Nemes said she was.

Rapson noted the loan was for the Aviation Center roof repair and for Stallings Road, and allowed both projects to move forward immediately. He continued that the Airport Authority had always had a sound 10-year projection, and these items were not part of the

operating projections. He said he was comfortable with the agreement since the first dollars spent each month by the Airport Authority were to repay the loan.

Rapson moved to authorize the Mayor to sign the intergovernmental agreement with the Peachtree City Airport Authority to support the Authority's efforts to develop and market the airport in regards to the two items discussed by Council, as well as adding the contractual language to the intergovernmental agreement that McMullen mentioned. Brown asked McMullen to go over his recommendation regarding the agreement again. McMullen said staff recommended Council approve the intergovernmental agreement with the Airport Authority contingent on changes in the contract that would require the Airport Authority to fund the payments of the loan before any other capital expenditures in their annual budget. Weed seconded. The motion carried unanimously.

Nelmes thanked McMullen, Financial Services Director Paul Salvatore, and Meeker for their work. Brown thanked Nelmes for the Airport Authority's cooperation.

11-03-11 Consider Appointment of Investment Management Firm for Pension Plan

Salvatore said this was one of the final steps to complete the transfer to the new defined benefit pension plan. Council had adopted the policy in October. Salvatore explained that the ordinance approved under the consent agenda earlier in the meeting allowed the City to terminate the Georgia Municipal Employees Benefit System (GMEBS) plan and transfer the assets to the new plan. Salvatore said there had been a competitive selection process, and Pacific Investment Management Company (PIMCO) had been chosen to manage investments of the pension fund. Salvatore said he had a letter from Clark Weeks of Actech, the City's pension consultant, in support of PIMCO.

Weeks told Council that PIMCO might not be the best choice, but it was not a bad choice. He continued that he felt comfortable that PIMCO would do well for the City.

Salvatore added that past performance was not an indication of future performance and that PIMCO managed billions of dollars in assets.

Weed moved to accept the proposal submitted by the Pacific Investment Management Company (PIMCO) to provide investment management services for the City of Peachtree City employees defined pension benefit plan. Rapson seconded. The motion carried unanimously.

11-03-12 Consider Adoption of Investment Policy for Pension Plan

Salvatore explained that the investment policy gave specific guidance to the investment manager on how to invest the pension funds. He said the policy referenced state laws, which placed strict controls on investment, and gave specific guidance on how to invest the funds, as well as authorizing specific duties and responsibilities of various parties. Rapson asked Salvatore if he felt he was hindering the company's performance any with the asset allocation guidelines and neutral benchmarks. Salvatore answered that state law

allowed 55% on the equities and the City only put in 50%, so there was a 5% margin for error.

Rapson moved to adopt the attached investment policy needed to give guidance to the defined benefit pension plan investment manager. Weed seconded. The motion carried unanimously.

Rapson pointed out that the plan that was adopted was \$10,000 less than the next manager and their evaluation was number one.

11-03-13 George Anderson – Request to Address Council Regarding Council Member Weed and City Policy Regarding Payment of Dues

Mayor Brown asked if Mr. Anderson was present. Mr. Anderson was not present at the meeting. No action was taken.

12-03-01 Consider City Logo and Slogan

Brown noted there was an additional document on the dais – a memo from the City Manager to Mayor and Council dated December 3 and entitled City Slogan and Logo, December 4, 2003 City Council Agenda.

McMullen reminded Council that staff had been directed at Retreat to look at the slogan. The employees submitted ideas. This summer, Council asked citizens for their input and a slogan committee was formed. Council Member Weed chaired the committee, which also included McMullen, Recreation Commissioner Johnny Inman, Public Information Officer Betsy Tyler, and citizen volunteer Debbie Britt.

McMullen updated Council on the marketing strategies committee. McMullen said the committee had also been looking at updating the logo. They decided to deal with the items concurrently. McMullen said there would be no additional cost to implement both at the same time. The marketing strategies committee was working to provide better tools for organizations such as the Airport and Development Authorities and better represent the City's marketing strategies.

Brown pointed out that Britt had spent countless volunteer hours working on the committees and thanked her for contributing her time and professional expertise.

Britt said the slogan development committee had been fun and enlightening. She said the citizen input had been creative and thoughtful. The committee, in conjunction with the citizens, had created something of value for the City. She continued that a logo was more than a pretty picture and nice words, it had substance behind it. The slogan and logo were part of an identity developed for the City. She said the slogan was derived from the collective ideas of citizens. The slogan "Plan to Stay" was simply an invitation to partake in all the City had to offer. She said the City had many attributes and meant many things to many different people. The word "Plan" meant whatever anyone wanted it to be and

could be a variation on the planned community theme. The overall message was that the City was wonderful and people should plan to stay.

Britt continued that the committee felt the slogan would have more impact if it had a visual enhancement. The logo added a touch of class to the message the City was trying to send. Britt added that, like Peachtree City, the design could mean different things to different people. Some people saw a peach tree; others saw foliage representing the preservation of greenspace. Some saw the peach top as the path system. Britt said the committee felt it was important that the logo transitioned from the present logo and respected the existing design.

Britt explained that a logo did not have to have literal symbolism. Logos also had to be versatile and transfer well into other media. She showed various examples. Britt also pointed out that the various departments could develop their own identity under the corporate logo and slogan. The City was also developing a marketing plan that would be integrated into the City's master business plan. The slogan and logo were part of the marketing plan. The City was transitioning from the marketing done by the City's major developer, which was ending its marketing for the City. The new identity created value by helping attract and retain businesses and residents. Marketing efforts needed to be managed for growth to maintain a competitive presence. The City needed to take ownership of its marketing to develop its own identity to be competitive in the market place.

Britt continued that the core objective of the plan was to create a marketing communication partnership between the City and its commissions, authorities, departments, and outside government agencies. Britt said they wanted to create cohesive, effective, and measurable marketing tools. While the logo and slogan would not bring people here, it was part of the overall package. Britt said the City sold itself once people got here, but people had to get here.

Britt said the committee felt it had put all the right elements together to create what the City had asked for, and had also gone a step further to give the City what it needed – long-term impact. The logo and slogan were created with citizen input and showed the pride the citizens had in their community. The logo and slogan were professional tools worth an estimated \$30,000. The City received those services free.

Brown asked Britt if the committee had considered using the color peach on the "swoop," rather than red. Britt said the color was more orange, but peach was not a strong color and did not reproduce well. Brown asked about the "bleeding" of colors on the logo as the colors got lighter. McMullen said the committee used transparencies of the logo on different colors of paper and the logo worked well on most of the colors. One of the things the City would do to improve its image would be to set standards in terms of types of paper to used. Britt said the style guide would also set guidelines so there would not be disasters in reproduction.

Several citizens attending the meeting commented about the logo and all liked the image. McMenamin said the original logo was based on the planned villages. The City would not build out to that number and she felt the logo was antiquated. She said the logo showed a flow of continuation in the City and she found it relaxing.

Brown said if the branding market were not important, then billions would not be spent by corporate America. Anything the City could do to catch people's eye and to get an edge was important.

Weed said the committee went through every slogan that was submitted and even did a mathematical analysis to determine which words were used the most. The words "planning" or "planned" and "home" were used more than any other words. Britt said the City did not have one single element or landmark that stood out, and a slogan should not alienate anyone. She said the slogan was a good summation and captured the essence of what the citizens had said. Brown said he liked that different departments could build on the slogan. Rapson said he liked the versatility of the logo on different colors and the consistency.

Weed moved to adopt what was on the screen as the official City logo and City slogan – Plan to Stay. Rapson seconded.

Rapson clarified with McMullen that staff did not need Council to include anything in the motion regarding the cost of implementing the logo and slogan, just the concept of moving forward. McMullen said staff just wanted Council to know the minimal cost of decals and other things and that the transition would be done over a few years. The uniform contract was up in November 2004 and the new logo and slogan would be added at that time and there would be no cost in terms of the set-up.

Brown said the City would trademark the logo and slogan and asked if Tami Morris would be allowed to use them on her map. McMullen said the logo and slogan could go on the maps the City would sell, but not on those for general distribution. He said they had not discussed it with Morris yet. McMullen thanked Britt for her efforts, as well as Jay Johnson of Five Minute Productions, the graphic designer. Britt said Johnson had been highly recommended by her peers and she had not met him, but Johnson had seen the challenge in the project and the need, and had donated his initial services.

The motion carried unanimously. Weed said, as chair of the slogan committee, that the committee work reminded him of why he ran for office and thanked everyone for their work.

Council/Staff Topics

McMullen announced that an addition had been made to the City's website called Hometown. He explained that the link would be on the website. Public Information Officer Betsy Tyler and Information Technology Manager Matt Robinson gave a demonstration of the program, which allowed residents to search by village for their

subdivisions and provided all kinds of information, including zoning and covenant information. Tyler announced that traffic tickets could also be paid online now. McMullen thanked the entire staff for their work on the project.

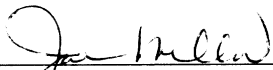
McMenamin noted that the Great Georgia Airshow had been featured this past month in *Auto Pilot* magazine. She said the magazine was distributed to all airports and individual aviators. McMenamin said approximately \$25,000 had been distributed to organizations that participated in the airshow. She gave a brief history of the airshow and thanked Airport Manager Jim Savage for his efforts, as well as Jerry Cobb of the Airport Authority.

Weed moved to reconvene in executive session for pending and threatened litigation after a short break. Rapson seconded. The motion carried unanimously.

Weed moved to reconvene in regular session. Rapson seconded. The motion carried unanimously.

Rapson moved to authorize the Mayor to sign the settlement agreement with the Wrights. Weed seconded. The motion carried unanimously.

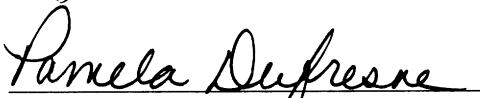
There being no further business to discuss, Rapson moved to adjourn the meeting. Weed seconded. The motion carried unanimously. The meeting adjourned at 9:55 p.m.



Jane Miller, City Clerk



Stephen D. Brown, Mayor



Pamela Dufresne, Recording Secretary