

City Council of Peachtree City
Meeting Minutes
Thursday, September 15, 2022
6:30 p.m.

The Mayor and Council of Peachtree City met in regular session on Thursday, September 15, 2022. Mayor Kim Learnard called the meeting to order at 6:30 p.m. Council members attending: Frank Destadio, Mike King, and Phil Prebor.

Announcements, Awards, Special Recognition

Learnard recognized the recent death of Larri McKinney Milligan, a citizen who for years faithfully attended almost every City Council and Planning Commission meeting, always sitting in the same chair in the audience, which had been marked with a plaque in her memory.

Presentations

1. Clayton State University New Peachtree City Location

The Mayor introduced Dr. Jill Lane, Interim Provost and Vice President of Academic Affairs at Clayton State University (CSU), to talk about the CSU campus at the new learning center in the former Booth Middle School. Lane explained the main goals were to expand academic opportunities for students and community members, as well as to coordinate with local businesses to help with workforce needs.

A floor plan showed how the 33,000 square foot school was being converted to meet the college's needs. Right now, some classrooms already were being used by dual enrollment students from the Fayette County School System, but others were still under development as they figured out how to best serve the needs of the community. There would be 11 classrooms, three dedicated biology rooms, a dedicated chemistry lab, and a fully equipped nursing facility. The Bachelor of Science in Nursing program would start fully at the site in the fall of 2023, and there would be eight hospital beds to give students realistic training, along with a dedicated space for practice examinations. Lane said CSU would be partnering with Southern Crescent Technical College through an articulation agreement with their nursing program and also with Piedmont Fayette Hospital. She said the chemistry class, the foundation for starting in the nursing program, would be offered in the spring.

Nine dual enrollment classes were going on now and would be expanding to include other degree programs, including an associate's degree in integrative arts, a bachelor's degree in integrative management, and a bachelor's in integrative studies. The integrative studies programs were for people who had some college credits but had not completed their degree. They also would be tailoring some workshops to find out the needs of the local business community.

The new facilities afforded them space to offer advising, tutoring, campus life activities, and auxiliary services, much like traditional college campuses, even though it was called an instructional site, Lane noted.

They were looking to increase partnerships with the Fayette County business community to strengthen the workforce. Christy Burton had been named the Coordinator of Fayette Academic Partnerships. Any business that was interested in developing a partnership to help their workforce should reach out to her.

Learnard asked if they would be having an open house? Lane said it would be in November or December, once all the renovations were complete. What was the website? Learnard asked. It was www.clayton.edu, Lane replied.

Destadio again asked about the grand opening, and Lane said they hoped to have one ribbon cutting for the entire facility, rather than three separate ones.

Public Comment

Susan Schultz said she wished there was an update at every Council meeting about plans to improve the SR 54/74 intersection. She noted there was an item on that night's agenda, but said it was a favorite topic of conversation, and they seldom saw any information. Schultz added there had been some not so good things going on in the community, and she thought it would be good if they could look to positive changes in the future.

Suzanne Brown asked Council why did they not choose currency-grade paper ballots for the special election? Municipalities were not mandated to use the State's electronic voting equipment, she noted, adding she asked Council about this in September 2021, and Destadio brought up the paper ballot option before they signed the intergovernmental agreement (IGA) with the County for \$48,000 and another \$40,000 for a runoff. A municipality had the right to choose the currency-grade paper ballots at 13 cents each, Brown continued, and she said they could be hand-counted at a minimal cost. Because of the method they chose, Peachtree City residents would have to vote on two separate ballot marking devices and print two separate ballots for two separate scanners. Fayette County would have to get more equipment. Anyone who voted absentee must request the second ballot on the second form, she went on; why did they not try to save money with the paper ballots? If the \$50 million surplus was burning a hole in their pockets, she remarked, they could cut the property tax bills.

She concluded by saying that if they had been truthful with Peachtree City residents about who was responsible for the path issues, there would be no need for the special election at all.

Cary Cook told Council he would like to see a lighted sign at the SR 54/74 intersection with information about upcoming community events and government meetings. He also wanted to state his beliefs about quality of life, saying he did not want Peachtree City to turn into another Alpharetta, Sandy Springs, or Buckhead. He noted that the culvert on the small lake off the golf cart path was filling up with silt and would eventually flood the cart path. He said Snake Island was being destroyed by people off-roading in golf carts, and there were drug deals there. Cook also mentioned that he thought decals on the carts should be on the front or back, not on the sides. He said he would appreciate responses from City Council when he emailed them. Cook finished by saying he appreciated signs on the path that told people to use audible signals when approaching walkers and would like to see more of those signs.

Agenda Changes

None

Minutes

August 18, 2022, Special Called Meeting Minutes

August 18, 2022, Regular Meeting Minutes

August 18, 2022, Executive Session Minutes
August 19, 2022, Special Called Meeting Minutes
August 29, 2022, Special Called Meeting Minutes
August 30, 2022, Special Called Meeting Minutes
August 30, 2022, Special Called Workshop Minutes

King moved to approve the August 18, 2022, Special Called Meeting Minutes, the August 18, 2022, Regular Meeting Minutes, and the August 18, 2022, Executive Session Minutes. Destadio seconded. Motion carried 3-0-1, with Prebor abstaining due to his absence from those meetings.

King moved to approve the August 19, 2022, Special Called Meeting Minutes, the August 29, 2022, Special Called Meeting Minutes, the August 30, 2022, Special Called Meeting Minutes, and the August 30, 2022, Special Called Workshop Minutes. Prebor seconded. Motion carried unanimously.

Consent Agenda

- 1. Brand Name CPL for Architectural and Construction Management Services**
- 2. FY22 Budget Amendment for Fund 208 and purchase of Crime Scene Mapping System**
- 3. Rescind City Tree Trimming and Removal Service Agreement from Superior Tree Service and award it to Ricardo's Tree Service.**
- 4. Official Intent Resolution (Reimbursement Resolution)**
- 5. Approve Skid Steer Loader Purchase**
- 6. 309 Corrigan Trace Cart Path Culvert Replacement**
- 7. 119 Shirewood Park Cart Path Culvert Replacement**

Destadio moved to accept Consent Agenda items 1-7. King seconded. Motion carried unanimously.

Old Agenda items

None

New Agenda items

- 09-22-01 Re-Appointment of Kenneth Hamner and Scott Ritenour to the Planning Commission, Appointment of Felicia Reeves to fulfill the remainder of Paul Gresham's term and Appointment of Andrew Kriz as the alternate on the Planning Commission**

The Mayor explained that committees interviewed volunteers to serve on the Planning Commission, and these were their selections. Destadio, saying he served on the selection committee, moved to approve. Prebor seconded. Motion carried unanimously.

- 09-22-02 Appointment of Jill Mitchell to the CVB Board**

King moved to approve New Agenda item 09-22-02, Appointment of Jill Mitchell to the CVB Board. Destadio seconded.

- 09-22-03 Appointment of William Beckwith to the Airport Authority and Miranda Shockley as the Alternate for the Airport Authority.**

King moved to approve New Agenda item 09-22-03, Appointment of William Beckwith to the Airport Authority and Miranda Shockley as the Alternate for the Airport Authority. Prebor seconded. Motion carried unanimously.

- 09-22-04 Master Lease Purchase- Lease Schedule #1**

Assistant Financial Services Director Kelly Bush showed a timeline of how this process worked. In August, 2021, Council approved the budget with a capital improvement plan (CIP) and a list of equipment they planned to purchase. When that fiscal year (FY) began, Council signed an intent to finance on October 7, 2021, which stated the intent to purchase capital equipment with cash and reimburse themselves at the end of the fiscal year with financing. They purchased the equipment over the course of the year and were now to the point where they were ready to close on Schedule #1 with the Master Lease and draw down the money for the equipment that had been purchased during the year.

The total amount for equipment purchased was \$1,277,614.19. Bush explained that part of that was closing costs from the Master Lease, but there were also PCs, GIS workstations, storage, software, and server upgrades, along with zero-turn mowers for the Grounds Department, laptops and vehicles for the Police Department, a brush truck for the Fire Department, zero-turn mowers and a Kubota for Public Works, and vehicles for Code Enforcement. They were not able to get 11 items on the list due to supply chain issues, and there were still three items from 2021 that they still had not be able to obtain, Bush reported, adding those were all on the intent to finance for FY 2023. She said Council needed to approve and the Mayor sign the documents so they could close on Monday, September 19.

Prebor moved to approve New Agenda item 09-22-04, Master Lease Purchase- Lease Schedule #1. Kind seconded. Motion carried unanimously.

09-22-05 Ordinance #1200- Departments Amendment & Organizational Chart Update

Interim City Manager Justin Strickland explained this was a cleaning up of departmental organization. A full listing of the changes were in Council's packet, but he said he would go over the main changes. When the Director of Library Services position was created, it brought Jill Prouty up to the level of a Director, with the benefits of a Director. With that change, Strickland remarked, common sense dictated that Library Services should be its own division, rather than remaining under the Administrative Services Division.

The amendments also cleaned up language in the Public Services and Recreation and Special Events divisions. Right now, those departments were not called those things; they were called Public Works and Parks and Recreation. This was just a change in language to match how they referred to those divisions in budgets and organization charts, along with the titles of those division directors.

The changes in the organization charge showed they Library Services would be lifted out of Administrative Services. The big changes, he stated, were moving right-of-way mowing and landscaping out of Recreation and Special Events to Public Works in the Public Services division. Again, Strickland said this was a change to fix something that did not make sense: Recreation should not be managing work on public roadways. It would be more efficient to move it to Public Works. They would be moving 18 employees to Public Works. He showed what the revamped Public Services organization chart would look like, as well as the new Library Services division.

There was a Grounds Department budgeted separately from Public Works and Recreation, Strickland continued, and it covered right-of-way mowing, field mowing, and recreation buildings. He proposed they move \$1,060,790.00 from Grounds to Recreation. This would move the costs of the two crews in Grounds that currently did the fields and buildings to the Recreation Department. The remaining crews in Grounds would be under Public Works, and this was just moving salaries and benefits for those crews and would not increase the City's budget, he commented.

This would all be effective October 1 of the new fiscal year, Strickland said.

Destadio said he did not think this was a big deal, and he supported the changes, but added that he was surprised to see so many text amendments. He thought that when there were this many changes, Council should have had a chance to see the ordinance in advance and to comment. He had read through it, though, and had no objections. Were they calling this a text amendment? Destadio asked, and City Clerk Yasmin Julio said it was amendments to an existing ordinance. Destadio asked that in the future, Council have a chance to see proposed text amendments in advance of the open meeting.

Destadio moved to accept New Agenda item 09-22-05, Ordinance #1200- Departments Amendment & Organizational Chart Update. Prebor seconded. Motion carried unanimously.

09-22-06 First Reading- Ordinance #1201- Alcohol Amendment- Mixed Drink to go/ Corkage

Julio reminded Council they had previously heard about proposed changes to the alcohol ordinance in order to conform to those of the State. This ordinance covered mixed drinks to go and also included requirements for art shops and brown bagging.

The ordinance would bring the "to go" definition up to State standards by stipulating what were approved containers. They could have no straw holes and must have a tamper-resistant seal; the restaurant logo must be affixed. The ordinance also defined curbside pickup and set a maximum of three ounces of distilled spirits in the mixed drink. The City already had some standards, but these changes mirrored the upgraded State standards, Julio remarked.

No more than two drinks could be ordered for removal from the premises and must be accompanied by a food order. The State allowed the food to be purchased directly, over the phone, or through a delivery platform with which the restaurant was contracted. An additional change regarded the taxation requirements, also guided by the State.

Brown bagging was when customers brought their own wine to a restaurant and was not allowed under the current ordinance, Julio explained, but had been requested by both residents and existing restaurants with licenses for alcohol sales and consumption on premises. Maybe someone wanted to bring a finer type of wine to go with their meal, she commented. This would be an exception in the ordinance, she went on, and a restaurant would not have to participate. The restaurant would set the rules, and there would be a minimum corkage fee of \$10.

A current trend in entertainment was paint and sip art shops, and Julio said they did not have a strong enough definition of those in their ordinance. Another update was in the definition of outdoor dining. The current ordinance only talked about the location, and they needed to define what outdoor dining entailed.

Julio explained they developed this ordinance with input from the Police Department, Code Enforcement, and the Administration department, which issued alcohol permits; the City Attorney had reviewed it. They would be notifying residents and educating restaurants about the requirements for the "to go" sales as well as the brown bagging.

Learnard wanted to know more about the change in the definition of art shops. Would they be allowed corkage or to sell alcohol? Currently, Julio explained, there was no definition of art shops at all in the ordinance. This defined what an art shop was and prohibited any adult entertainment component. The art shops would have to apply for a license to sell alcohol, and Julio added there were multiple ways they could do that.

What were some examples of outdoor dining? Prebor inquired. Curious Pig was one example, Julio replied. It did not have an enclosed gate, but they did have an outdoor dining space that did not meet the requirements of the current ordinance, which said an area must be enclosed if alcohol was sold. The need for updated regulations became especially apparent during COVID, and these changes stated alcohol service was permitted as long as the area was on the restaurant's property, up to the sidewalk.

Prebor recalled that, a few years ago, Council had denied a request from a shopping center that wanted people to be able to walk around with drinks. Did they need to be concerned about that now?

City Attorney Ted Meeker said he could see them getting that request, but the way the ordinance was written, with the requirement of sealed containers, it would not be permitted.

Destadio said he understood the purpose of sealed containers, but was confused with the example of Curious Pig. People could call ahead and get food and drink to go, then go outside and sit at a picnic table and open it up?

Julio said that was not the case. Curious Pig offered in-house dining. You would not be leaving the premises. When you physically left the establishment, it was no longer consumption on premises; it was mixed drink to go. Outdoor dining was already a component of the ordinance; they were just strengthening the definition, Julio continued. For example, say Curious Pig wanted to buy the vacant business next to them and establish outdoor dining. If a diner walked over there to eat, it would still be on-premises consumption because they had not left the restaurant's property. If they wanted to leave and go down to Three Guys, that would be considered mixed drink to go. They would have to terminate that first drink, she explained, and order a to-go mixed drink, which would be in a sealed container. It was two definitions, Julio told him, which was why the definitions were separate.

Meeker told Prebor he could see a request like he mentioned being the next logical step, but what they were considering did not go that far.

That was correct, Julio added, noting that, currently, the restaurants had to get an alcohol license, not the entire plaza. Prebor was talking about an entertainment district. Ordering something from a restaurant in a plaza would not authorize you to leave and go to another restaurant. Not every restaurant would qualify for outdoor dining, she added, because not every restaurant had a sidewalk that met their property.

Destadio pointed out this was like the previous agenda item; there was an ordinance that was substantially amended. When they looked at the noise ordinance or the short-term rental ordinance, he noted, there was time for Council to request changes. When did they include Council beforehand, and when did they just see it on the agenda?

It was on the agenda as a first reading, Julio pointed out, and Council did not have to make a decision that night. A second reading was not required, so they could choose to vote on it, or they could have a second reading at the next meeting and make their input and comments.

King asked if Destadio needed to wait? Destadio said he had not even read it, and asked King if he had read all five pages? Prebor suggested they postpone a decision, and the Mayor and other Council members agreed.

09-22-07 First Reading- Ordinance #1202 – Massage Establishments Ordinance

At the last meeting, Council requested they proceed with developing a massage ordinance, Police Chief Janet Moon stated, and now she was presenting them with an 11-page draft that they could approve or refer back with feedback for a vote at the October 6 meeting.

The ordinance would create a regulatory fee certificate in addition to the occupational tax certificate that businesses now applied for. Applicants must submit information on themselves and all massage therapists in their employ. Copies of government-issued identification would be required, as well as copies of the State license to practice massage. It would authorize regular inspections of the establishments.

The ordinance did not apply to nurses, physicians, surgeons, chiropractors, and physical therapists who were licensed to practice in the State. It also did not apply to barbers, beauticians, and nail technicians who solely massaged the neck, scalp, feet, and hands.

The applicant for the regulatory fee certificate must be at least 18 years of age and either the owner or the lease holder of the premises. Occupational tax certificates were issued for one year and expired on December 31, but they usually had a few months after that to come under compliance, Moon stated.

Applicants and each massage therapist must be of good moral character and a United States citizen or an alien lawfully admitted with residences of at least one year prior to application. Moon recalled they had discussed that the women they had arrested were not legal residents, and none had massage licenses. This ordinance would require them to be licensed by the State or be the holder of a valid provisional permit from the State that must be displayed in a prominent location.

The applicant must complete the forms required by the City under oath, and the City would inspect the premises within 30 days. There would be an investigation into the applicant's character and qualifications. They would require records be kept for each massage therapist, and the City Clerk must be notified within 10 days of any changes in personnel. The businesses would have to maintain records on who received treatment and the type of treatment for up to three years. The ordinance would authorize inspections from Code Enforcement or the Police to determine if they were in compliance with the ordinance.

Staff recommended adoption. Council could adopt it that night, or, Moon stated, they could voice any changes they desired, and she would bring it back to the October 6 meeting. She would like the ordinance to become effective with the renewal of the occupational tax certificates for 2023 with the massage establishments also completing the application for the regulatory fee certificate. Moon

mentioned again that this was a collaborative effort that included Police, Planning, and Finance; they even talked to the Health Department.

Prebor said he believed something should be done, but he was concerned for the legitimate massage therapy businesses; was it making a lot of extra work for them? The Chief said they had this same sort of ordinance in Suwannee, where she previously worked, and the legitimate establishments welcomed it because the ones that did things inappropriately gave them all a bad name. The ordinance required records that a legitimate business would keep, Moon remarked. There were fewer than 30 massage business in the city, and the auxiliary officers would be going out to educate them on the new ordinance.

Destadio questioned her on the number of businesses, and Moon said a search provided 23 results, but she was sure a few were missed. Destadio confirmed this was a new ordinance and said that bothered him less than amendments to an existing ordinance. He recalled the situations Moon described at the previous meeting, saying it bothered him a great deal, as he was sure it did the citizens. He asked if Council agreed they did not need a second read?

Julio asked that he change the ordinance number in his motion from 1202 to 1201 so they could stay consecutive.

Destadio moved to approve New Agenda item 09-22-07, Ordinance #1201 – Massage Establishments Ordinance. King seconded. Motion carried unanimously.

09-22-08 Consider MRR Grant Application for Modernization (MOD) of Elevator at library

City Engineer Dave Borkowski stood in for the Director of Library Services Jill Prouty, asking Council to approve a grant application for a major repair and renovation on the elevator at the library. He said they had used this grant several times before, including for the coating on the outside of the library. The amount was for \$187,000, with the City's share of 50% coming out to \$93,500.

Borkowski commented that the Library Director and the Building Superintendent had done a good job being proactive with this elevator, but it had reached the end of its lifespan. It was installed in 1995, and parts were getting hard to find, meaning that if something broke, it would be almost impossible to repair.

Prouty had applied for the grant to replace basically everything, including buttons and lights. The elevator would have to be brought up to code as well, Borkowski remarked, with a fire alarm system and electrical wiring.

The money would not be ready until the Governor signed the fiscal year (FY) 2024 budget, but the application had to be submitted before September 30. If the grant was approved, work could begin around July 2023, when the State's fiscal year began, Borkowski stated.

Julio said a budget amendment was attached.

Council had no concerns.

King moved to approve New Agenda item 09-22-08, MRR Grant Application for Modernization (MOD) of Elevator at library and the attached budget amendment for \$93,500. Destadio seconded. Motion carried unanimously.

09-22-09 SPLOST 2023 Official Project List

Strickland said he was happy to present this final project list for Council's approval. He showed a slide with the final adjusted list, and said the information also was in the meeting packet that was available to the public. He enlarged an area to highlight the only portion that had changed from what the Special Purpose Local Option Sales Tax (SPLOST) Advisory Group presented to Council.

Two projects, the Battery Way restroom and lake edge recreational area/swim access, had been removed. Pickleball courts with lights and restrooms were moving from Tier 2 to Tier 1 with a budget of \$770,000, which was the amount of the two projects that were removed. The site they were looking at was adjacent to, but not in, the Tennis Center. They had met with the Pickleball Club to go over potential locations, and this was not a fixed location, but was what they were thinking right now.

Strickland also moved \$380,000 from Tier 2. Most of that would go to the intersection improvements at Robinson Road/Peachtree Parkway in Tier 1. Whatever they ended up doing there, Strickland explained, would be years into this SPLOST cycle, and he felt it would be more costly than they had anticipated. Also, the Drake Field restrooms would get \$100,000, bringing the total to \$500,000, because Strickland said he believed that is what would be needed to match the architecture of the existing pavilion.

These changes left them with a contingency in Tier 2 of \$7 million. Strickland said those were the only changes he had made from what the group recommended. The SPLOST Group worked for about six months to create what Strickland called a "great list," with a lot of the citizens, an opinion he said was reflected in the meetings he had with Council.

Destadio wanted to emphasize that Council had not abandoned the Battery Way restroom and Battery Way Park upgrades. When they made these concessions, they were not eliminating these projects forever; if the SPLOST passed, Destadio said he hoped they would move ahead with park improvements to include a new restroom facility.

Strickland pointed out that the list earmarked \$1.2 million for playground equipment, and that could include any existing playground, including at Battery Way. He said it would be best to look at the park as a whole—bathrooms, parking, playground.

They had not forgotten about Battery Way Park, Destadio continued, but those improvements could be paid for out of the Capital Improvement Program (CIP), if SPLOST passed. He asked Learnard if that was correct, and she said it was.

The Mayor again said this was a great list, noting that Council had a workshop on August 30 where they went over the list with a fine-toothed comb. They left the room that night knowing they were in agreement on \$66 million out of the \$67 million list.

Strickland presented the verbiage that had to be used for the motion. He added this was not the end; there would be an intergovernmental agreement (IGA) coming from the County to enter Peachtree

City's project list into the referendum for a vote in March. What they were doing tonight was approving the list and authoring the City Manager to negotiate the IGA and bring it back to Council and also begin work on the project manual that would be published on the website.

King confirmed with Strickland that the referendum would be in March.

King moved to approve New Agenda item 09-22-09, the SPLOST 2023 Official Project List for the City of Peachtree City to be noted in an inter-governmental agreement with Fayette County and to authorize the City Manager to develop an inter-governmental agreement with Fayette County for a six-year SPLOST term and an anticipated total collection amount of \$67,380,600 for the City of Peachtree City. Prebor seconded. Motion carried unanimously.

Public Hearings

None

Council/Staff Topics

Public Communication Update

Using comments from a Town Hall meeting on public communications held several months ago, along with suggestions from citizens, staff had been working to update and improve different parts of the public communications process. Julio explained.

One change was to the method of delivery for the weekly newsletter. In the past it was emailed and did not always appear obvious that it was from the City. They had upgraded its appearance and content with images and articles. You no longer had to click a link to access the newsletter. Julio said they had enhanced ways in which people could sign up for the newsletter with QR codes, flyers at various locations, through social media, and the City website.

Previously there were about 8,000 subscribers, but they had not purged bounce-backs, of which there were more than 1,000. Bounce-backs were emails that had been returned more than three times for various reasons. People were asked to sign back up if they still wanted the newsletter after being purged. Now there were 7,727 subscribers. One suggestion from citizens was to include events that were not sponsored by the City, so they added a section for that and asked community organizations and businesses to submit their information.

They had picked up social media interaction, as well. There was a huge difference when comparing the number of posts January 1 to September 14, 2021, to the same period this year, Julio reported. Previously, they were doing no paid postings, which meant they were not advertising City events or even the newsletter signups. The Facebook reach showed how many active users visited Peachtree City's page. The City had greatly increased their postings this year, aiming for two a day. Last year, when they were only posting about once a week, they had dropped to the bottom of the algorithm, she explained, and it was hard to work back towards the top, but they were trying and hitting a larger target area. It was the same with Instagram. Facebook "likes" for the City went from 7,800 in 2021 to around 9,200. They now had more than 10,000 followers on Facebook and about 1,900 on Instagram.

Julio said residents had a lot of complaints about the website, saying it was difficult to find information. One change they had made was switching how they got their analytics from CivicPlus to Google Analytics because it provided a broad range of information. She showed numbers from August 15 to

September 30 for areas including organic searches, direct searches, and referrals from other sites. There were more than 35,000 visitors to the website in the past month. Google Analytics allowed them to track their audience, seeing things like age, where visitors lived, their interests. There were about 12,000 users who started on the main page, with the second-most visited page being the library, followed by the paths. Julio said this information was tracked in order to let them know what they should put at the forefront and what should be advertised. Sometimes the library and the paths flip-flopped, and sometimes recreation or events made it to the top, depending on what was going on.

The little-used podcast and blog site were eliminated from the City website.

One of the biggest challenges was an overall website cleanup to make information easier to find, Julio remarked. The big drop-down menu had been simplified. Residents had complained that it did not work well on their phones, plus, it was just a vast amount of information. She showed how it had been simplified and consolidated. Also in response to citizen comments, they made it easier to locate old information from Council meetings, such as videos, meeting packets, and minutes, by putting them all in one location.

Another part of the cleanup involved the search bar, which was not efficient, bringing up thousands of items, often outdated, in a search. Every department was tasked with eliminating outdated information from the website, Julio reported. She said the search function was better now but asked residents to contact her office if they had any issues.

Another frequently-heard comment was that people were not getting all the updates they believed they had signed up for. She attributed this to the fact that previously there were 16 options for notifications, and there were a lot of redundancies. They had consolidated those items down to seven specific options from which residents could choose.

The analytics of social media showed areas that needed some work, Julio remarked. They did a great job targeting the ages between 25 and 64. However, ages 18 to 24 were typically not found on Facebook or Instagram, and Julio commented that even if the City jumped on TikTok, it was only good until the next trend came out. They would try to stay up to date, but that did not solve the problem of residents older than 65 who did not usually go online to get their information. They often relied on paper copies. About 24% of the population was 18 or younger, while about 19% were older than 65. She said she wanted feedback from Council about some ideas they had to increase outreach to those groups.

A digital marquee, maybe in front of City Hall, would let residents see notices of upcoming events. A Department of Transportation traffic count showed that about 27,000 vehicles passed Willowbend Road every day. She showed a photo of a digital marquee. Another option was small screens attached to charging stations for cars and/or golf carts. The messages would be managed from City Hall. Finally, they might want to think about an interactive digital kiosk that could be put in plazas and parks. It, too, could be managed from one location. Julio noted that the paths were the number one amenity, used by residents of all ages, so posting information there was a good way to reach most residents.

Looking ahead, Julio pointed to a website revamp that was already underway. The site would be redesigned for a more up-to-date look that was easily accessible to residents. Also, Council had

expressed interest in public communications, so a full-time communications specialist would be starting on Monday. They were also advertising for a part-time position. Finally, they were in the process of establishing a navigation app for the paths. She showed the sample template, saying it would provide navigation on the path and direct access to different parts of the website, such as the calendar or the library.

This was great, Destadio commented, and thanked Julio for all her work, saying it had exceeded his expectations already, with more to come.

Prebor agreed but pointed out that digital signs were not allowed in the city. He said he did not believe the charging station signs or the kiosks would reach the older citizens and suggested maybe something published every two weeks, distributed at The Gathering Place. Prebor admitted that would be costly, but suggested Julio to check into it.

King echoed what Prebor and Destadio said, also mentioning that he sat through hours of discussion the day before about a sign lawsuit against the city, so he would recommend they leave the sign alone right now. Vandalism would be a concern with the digital signs, as well as cost. Julio said they were just pushing out ideas, and King commended her for these efforts.

The upgrades were impressive, the Mayor noted, and they were clearly on the right track.

Proposed Signage and Lighting options for the DLT at SR54/74 intersection

Borkowski wanted to talk about aesthetics at the displaced left turn (DLT) to be constructed at the SR 54/74 intersection. This project would be a big deal, he noted, with a lot of new asphalt, and he described the things that would be going up as very "interstate-like." The Georgia Department of Transportation had told him work would begin in spring of next year, so there was time to make some changes for aesthetics, but they needed to move on it now, he remarked.

He had been working with the Planning Department and with GDOT on some of these things, including photometrics, which was getting the lights at this intersection where they should be, and getting plans and estimates from GDOT. Now he wanted Council's input.

Photos of the existing conditions showed the northbound approach to the intersection right before the Waffle House and southbound at Marketplace Connector. This was where GDOT would install big signage to tell people where to go at the intersection. He showed a rendering of what the intersection would look like. There would be a big structure over the highway with huge signs affixed. Borkowski presented a photo of similar truss-like structures on SR 400. If GDOT used their standard, there would be galvanized mast arms like at SR 54 at Peachtree Parkway. They might be using concrete poles in other areas.

They had been talking with GDOT and getting prices on black mast arms, like at Planterra. These were more decorative and, keeping with the theme on SR 54 West, have decorative lighting on top. Where it was possible and would still meet photometrics, they would install smaller decorative light posts with the same heads, not necessarily cobra heads, although cobra heads would be needed in some areas for photometrics.

He showed a photo of something one of the engineers had worked on in Texas to support a big sign. It was concrete with some decorative enhancements. Another photo showed decorative supports done by GDOT in Snellville.

Looks came with a price, Borkowski observed, and the total cost would be about \$1.3 million. The biggest part of that was for the supports for the large truss-like structures. How many would they need? Learnard asked, and Borkowski said two, one for north and one for south. If they moved forward, they would need to contract with GDOT's engineer to do a design, for which GDOT had put a placeholder of about \$800,000. Design would come first, then the cost estimate could be revised.

Borkowski had a copy of the agreement if Council was interested in pursuing this. He would bring it back to Council if they wanted to engage a design firm.

Forget it, Prebor said. King recalled that several years ago, the State gave them one-third of their \$30 million annual budget for the DLT. Sure enough, now they were getting a bill for \$1.4 million.

Borkowski then said he forgot to mention the funding portion of this. There was a 2017 SPLOST project for enhancements on state routes, with about \$900,000 earmarked for that. Strickland added it was \$928,000.

That did ease the pain, King remarked, adding they had known for years they had to do something at SR 54/74. The DLT was not a full-on, 100% remedy for all the problems, but it would relieve some of the pressure.

There would still be signs, even if they did not pay the \$1.4 million for the upgraded ones, Prebor commented.

Destadio noted that the DLT would not solve the problem of people moving east and west through the intersection. It would also wipe out the bushes and trees on the corner. It could eliminate some congestion, but most people were going straight through. The State was spending a lot of money for a nude intersection, signs, and a lot of irritated people.

The question was not whether they wanted this project or not, Learnard stated. It was a GDOT project, and it was coming. There was a certain design that was going to happen. The question before them was do you want crappy signs or good-looking signs? There was \$928,000 in the 2017 SPLOST, and she said they owed the citizens the best-looking intersection they could come up with. This was permanent; they would have to look at these signs every day. Learnard said she did not want to see signs like on SR 400. They had the money, and this was not the time to cheap out. Did they want to spend the extra money on good looking signs or let GDOT do what they do on the cheap?

Prebor said he did not think the enhanced signs looked that good, but Destadio said he would agree with them, if they did have that \$900,000. They did have it, Learnard said. King said he agreed with the Mayor. If they were going to do something, do it right. Learnard added that they should try to get the best they could out of the situation.

King said to move forward. Destadio said to go ahead, but added that the DLT was not going to work, calling it a "pretty pig."

Before the meeting concluded, Learnard mentioned that the Professional Pickleball Association was holding the Peachtree Classic at the Tennis Center, with more than 600 players here. There were food trucks, and a lot of fun. Tennis Center members could get in free, and others could go online and buy a pass.

Strickland noted that All Children's Playground was now open, with a grand opening held that afternoon. It was a great design, Learnard said, thanking Recreation Director Quinn Bledsoe and her staff for their work.

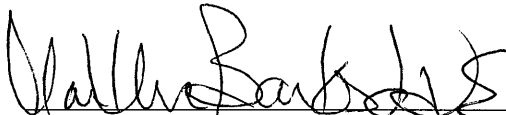
An audience member reminded them of the Shakerag Festival that weekend.

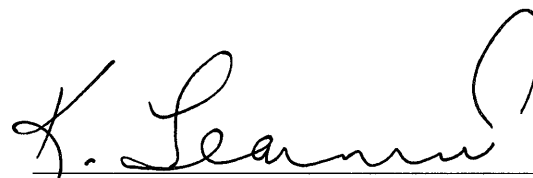
King moved to adjourn to executive session at 8:09 p.m. to discuss pending or threatened litigation and real estate and personnel. Prebor seconded. Motion carried unanimously.

Prebor moved to reconvene in regular session at 8:24 p.m. King seconded. Motion carried unanimously.

There being no further business, King moved to adjourn the meeting. Prebor seconded. Motion carried unanimously.

The meeting adjourned at 8:24 p.m.


Martha Barksdale, Recording Secretary


Kim Learnard, Mayor