



MINUTES

The Holly Springs Town Council met in regular session on Tuesday, October 4, 2022. Mayor Mayefskie presided, calling the meeting to order at 7 p.m. A quorum was established as the Mayor and three Council members were present in the Chamber as the meeting opened.

Council Members Present: Mayor Mayefskie, Mayor Pro Tem Dan Berry, Council members Timothy Forrest, and Kristi Bennett.

Council Member Present by Electronic Means: Council member Shaun McGrath.

Council Member Absent: Council member Aaron Wolff.

Staff Members Present in Chambers: Randy Harrington, *Town Manager*; Scott Chase, *Assistant Town Manager*; Daniel Weeks, *Assistant Town Manager*; John Schifano, *Town Attorney*; Linda McKinney, *Town Clerk* (recording the minutes); Mathew Mutter, *IT*; Corey Petersohn, *Budget and Sustainability*; Aaron Levitt, *Utilities and Infrastructure*; Chris Hills, *Director, Development Services*; Elizabeth Goodson, *Development Services*; Jeff Wilson, *Director IT*; Patty Dressen, *Office of Customer Care*; George Brown, *Office of Customer Care*; LeeAnn Plummer, *Director, Parks and Recreation*; LeRoy Smith, *Fire Chief*; Cassie Hack, *Director, Communications & Marketing*; Paige Scott, *Director, Public Works*; Paul Liquorie, *Police Chief*; Kathy White, *Deputy Clerk*.

2. and 3. The Pledge of Allegiance was recited followed by an invocation by Pastor Chris Atkins, of Oasis Church.

4. Agenda Adjustment: The October 4, 2022 meeting agenda was adopted with changes, if any, as listed: none.

Motion: Berry
Second: Forrest
Vote: Unanimous

Public Comment: At this time, an opportunity was provided for members of the audience who had registered to speak to address the Council, and the Clerk was asked for any written comments received prior to the meeting.

The following public comments were received in writing: one comment requesting changes to the UDO.

The following comments were received in person:

Michael Hale read verses from the Christian Bible. He said that God doesn't leave the definition of good and evil to people.

Duane Hansen was called on, but passed.

Meghan Baulch said she felt her business had been discriminated against due to the zoning of a property she wanted to lease. She asked the Council to add a medical zoning district to the UDO.

RECOGNITIONS

5. Hispanic Heritage Month Proclamation

Mayor Mayefskie said that Hispanic Heritage Month was established nationally in 1988 and runs from mid-September to mid-October. He said that approximately 7% of Holly Springs residents self-identify as Hispanic. The theme for 2022 is Unidos: Inclusivity for a Stronger Nation. He presented the proclamation to several religious and community/business leaders in the Hispanic community.

David Rengifo spoke about his work in Holly Springs as a worship leader. Juan Luis Barco spoke about Point Español, and said they offer services in Spanish on Sundays at 4:30 across the street from Town Hall. He spoke about things that they have done in town and how they are reaching out to the community to share their customs and to be a link between English speakers and Spanish speakers. He said they want to be a resource to Holly Springs residents.

6. Community Planning Month Proclamation and Unified Development Ordinance (UDO) Implementation Update

Chris Hills, Director of Development Services, said that October is National Community Planning Month, and the purpose of this item was to request that the Mayor proclaim it, and for Council to receive an update on the Unified Development Ordinance. He said that Community Planning Month celebrates the benefits of planning in our communities and increases awareness about the importance of and need for planners and community planning. He explained the need for community planning and gave an outline of recent activities in town that showcase the importance of planning. He talked about the partners in planning including staff in all departments, residents, developers and other professionals. He thanked the volunteers who serve on the Planning Board and the Board of Adjustment and said staff also works with regional partners such as CAMPO, and Triangle J COG.

Mr. Hills said that good community planning promotes quality, sustainable, and equitable growth, encourages a variety of housing opportunities and promotes balancing of the tax base. He said it helps to maintain community character and appearance, to preserve and enhance open spaces, and to improve the quality of life.

Mr. Hills then listed key planning achievements in 2022, including new committees formed when the new UDO was adopted, and the progress of the Northeast Gateway Master Plan and the Housing Affordability Study.

Speaking about the new UDO, Mr. Hills gave Council an update of the successes of the new ordinance including improved transparency, a streamlined process, character-driven performance-based standards, more consistency, and good visual aids. He said some challenges have been street cross section combinations, the learning curve for staff and development community, and questions about electric vehicle charging stations. He said the new UDO allows for flexibility that is helping to achieve design goals. He said that while projects that have come before Council so far have been initiated under the old UDO and have chosen to stay with that. But that there are 15 projects in review under the new UDO that will come before Council at a later date. He said the Board of Adjustment has heard one Special Use Permit case and 2 variance cases, and the Development Review Committee has approved two cases under the new UDO. The next amendments will focus on streets, utilities, and signs.

Council member Forrest said the town continues to grow, and he is glad to see planning for the future. He looks forward to the one-year update and asked to hear about “the good, the bad, and the ugly.” He said he was looking forward to the recommendations that come out of these studies.

Mayor Mayefskie proclaimed October as Community Planning Month in Holly Springs.

Consent Agenda

The Council passed a motion to approve all items on the Consent Agenda. The motion carried following a motion by Mayor Pro Tem Berry, a second by Council member Forrest and a unanimous vote. The following actions were affected:

7. Minutes – Council approved the minutes of the September 13, 2022 workshop meeting and the September 20, 2022 business meeting.

NEW BUSINESS

8. Customer Relationship Management (CRM) System

Daniel Weeks, Assistant Town Manager, recognized Patty Dressen as the Office of Customer Care Center (OCC) manager, and Jeff Wilson, Information Technology Officer. He said they have been instrumental in researching software solutions, and checking references, and building out the OCC staff team.

Patty Dressen said that the purpose of this item was to recommend two complimentary software platforms to be used in the OCC and provide an update on recent activities with rolling out the OCC. She said a Customer Care Center is a non-emergency, multi-channel communications source staffed by knowledgeable and resourceful team members that residents use to receive assistance with municipal services, report an issue, or submit a complaint or compliment. It will benefit residents by giving them simplified and expanded options for contacting the Town. They will be able to receive real-time answers to questions from knowledgeable staff in multiple ways, including through an app that allows them to receive updates on the filling of their requests.

Jeff Wilson said that Rock Solid gives residents multiple options for how to interact with the customer care team. They can call or use the app to report things such as pot holes, street light malfunction, yard waste pickup, and more. It will provide easy access to solid waste and recycling schedules, the ability to sign up for utilities, or ask questions at any hour. Residents will be able to use the chat feature, embedded on our website, at any hour of the day. During office hours residents will be able to chat live with a customer service representative.

Patty Dressen, said that staff has been strategizing with individual departments to assess needs and align goals. She said a former Finance staff member has already transitioned and a Public Works staff member will transition by the end of the year. In addition, a new hire will start in mid-October. She said that next steps include a presentation at a winter Council workshop, and implementation of CRM and Citibot to include training for staff and continued review of work flows for optimal service request software integration, and finalizing the communications and marketing brand strategy.

Council member Forrest asked if the software was multilingual. Ms. Dressen said it was and would automatically resort to the language a customer's phone is set to. Council member Forrest asked if there was a multilingual staff member in the OCC. Ms. Dressen said there were staff members in other departments who were multilingual and were on deck to assist the OCC. Council member Forrest said he applauded the effort of staff to bring this to fruition. He asked about how strongly they felt that Rock Solid was the best software, and Ms. Dressen said they were fully convinced. They investigated it thoroughly, checked out references at many other municipalities, and feel it is a solid solution.

Council member McGrath asked how would this react during a situation like a hurricane, to get information out to residents. Ms. Dressen said that IT has prioritized them and they would be part of the emergency operations and would be able to help take some of the burden off of 911. Exactly how that will look is being worked on. Mr. Wilson said that with remote service and cell service, people can be called up to work and even if their home internet is out they would have hotspot access. The Town's Wi-Fi is very redundant and the cables are underground, so he is confident.

Council member Bennett asked about yard waste pickup not being listed in the contract. Mr. Wilson said that was in the Rock Solid agreement, not Citibot. There is a module for public works. The chat bot is a front end piece into Rock Solid and CityWorks, which would connect people to that. Ms. Dressen said that on the app there are 9 applets, which are flexible, so they can make yard waste front and center during leaf season.

MPT Berry said it was good to see the progress and getting this off the ground.

Council member Bennett asked about the safety of people's personal information. Mr. Wilson said a lot of the data will reside in-house. But much of it is public record anyway. And staff felt very confident with their privacy protections. Ms. Dressen added that requests can be entered anonymously also, but then staff has no way to follow up on the status of the request, so that is a choice residents can make.

Randy Harrington thanked this Council and previous council's for charting this path. This is important growth for our community. This is something that will make it easier for residents to get access to their government, more quickly, and more streamlined. He recognized LeeAnn Plummer for her contributions to the team investigating these options.

Action: Motion to approve contracts with Rock Solid for Customer Relationship Management Software and Citibot for Chatbot services.

Motion by: Forrest

Second by: Bennett

Vote: unanimous

OTHER BUSINESS

Council member Forrest said that this Friday from 6-8 pm is a remembrance for Dick Sears at Ting Park. And he said he wanted to recognize the town staff, from Police to Fire to Public Works for their efforts in getting the town cleaned up after hurricane Ian. He appreciates their hard work. He asked if Anna Murphy in the Economic Development office could reach out to Ms. Baulch to try for a resolution to her business issues.

Council member McGrath said he echoed Council member Forrest's comments and he recognized Duke Energy and their representative who helped restore power to the Town.

Mayor Mayefskie congratulated the Chamber of Commerce for their recent social event. He said that last week he went to Holly Ridge Elementary and spoke to third graders there. There were lots of great questions from the students and it was a good time.

MANAGER'S REPORT

Randy Harrington, Town Manager, thanked Duke Energy partners for restoring power, and recognized the town staff that worked to clean things up. He said that over the next one to two weeks yard waste pickup is going to be off schedule in order to get all the debris picked up. He said that staff appreciates people putting yard waste on the curb, and separated by type.

He also reiterated the invitation to the Dick Sears memorial event at Dick Sears Field on Friday night.

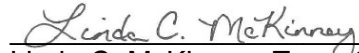
He said that tonight was National Night Out, and the Police and Fire departments were at Ting for a nationwide effort to strengthen relationships and partnerships and to have some fun. He thanked Chief Liquorie and Chief Smith for their efforts on this.

Council member Forrest took personal point of privilege and said he was excited to see Officer Brienze stopped in the middle of the road, helping a student who fell off his bike. He wanted to pass on his thanks to the officer.

CLOSED SESSION: none.

Adjournment: MPT Berry made a motion to adjourn at 8:05 pm. It was seconded by Council member Bennett and passed with a unanimous vote.

Respectfully Submitted on Tuesday, October 18, 2022.



Linda C. McKinney, Town Clerk

Addenda pages as referenced in these minutes follow and are a part of the official record.