
MINUTES OF THE *WORK SESSION*
BOARD OF MAYOR AND ALDERMEN
FRANKLIN, TENNESSEE
CITY HALL BOARDROOM
TUESDAY, MARCH 23, 2010 – 5:00 P.M.

Board Members

Mayor John Schroer	P	Alderman Margaret Martin	P
Alderman Clyde Barnhill	P	Alderman Ken Moore	P
Alderman Pearl Bransford	P	Alderman Ann Petersen	P
Alderman Beverly Burger	P	Alderman Michael Skinner	P
Alderman Dana McLendon	A		

Department Directors/Staff

Eric Stuckey, City Administrator	P	Eric Gardner, Engineering Director	P
Vernon Gerth, ACA Community & Economic Development	P	Shirley Harmon, HR Director	P
Russell Truell, ACA Finance & Administration	P	Mark Hilty, Water Management Director	
David Parker, City Engineer	P	Gary Luffman, BNS Director	P
Shauna Billingsley, City Attorney	P	Catherine Powers, Planning/Sustainability Director	P
Rocky Garzarek, Fire Chief	P	Joe York, Streets Director	
Jackie Moore, Police Chief	P	Brad Wilson, Facilities Project Manager	P
Fred Banner, MIT Director	P	Lanaii Benne, Assistant City Recorder	P
Becky Caldwell, Solid Waste Director		Linda Fulwider, Board Recording Secretary	P
Lisa Clayton, Parks Director	P		

1. Call to Order

Mayor John Schroer called the BOMA Work Session to order on Tuesday March 23, 2010 at 5:00 p.m. in the City Hall Boardroom.

2. Citizen Comments

- ❖ Alderman Skinner took this opportunity to apologize to Parks Director Lisa Clayton for being critical of the pea gravel roads in Harlinsdale when it was discussed previously. It was a mistake. He learned part of the reason for using pea gravel was historic.

WORK SESSION DISCUSSION ITEMS

3. Presentation from Williamson County Convention and Visitors Bureau (CVB)

Mark Shore, CVB

Mark Shore gave a power point presentation on Franklin/Williamson County and distributed “hot off the press” Visitor Guides.

Community Awareness in Williamson County

- 73% of the respondents were interested in Franklin, Tennessee when requesting information on Williamson County followed by: 4% Brentwood, 2% Leiper’s Fork, 1% Spring Hill, 1% Cool Springs Area, 1% Arrington, 23% Other.

Attraction Visited

- 81% visited Downtown Franklin
- 61% ate at a restaurant
- 50% stopped to read a Civil War or historic marker
- 42% shopped at Cool Springs Galleria
- 39% visited the Natchez Trace

- 35% visited the Civil War Battlefields
- 33% visited the Factory at Franklin
- 33% visited Carnton Plantation
- 31% visited the Carter House
- 29% visited the Williamson County Visitors Center
- Some of the other attractions visited were antique shops, walking tours and wine tastings.

Cities or Communities visited while in Williamson County

- 93% visited Franklin
- 32% visited Brentwood
- 24% visited Cool Springs
- 16% visited Spring Hill
- 14% visited Leiper's Fork
- 10% visited Fairview
- 9% visited Arrington
- 4% visited Nolensville

Vacation Interests

- 76% interested in history
- 47% interested in shopping
- 40% interested in art/cultural/music
- 17% interested in family attractions
- 17% interested in outdoor recreation
- 18% other

Did your perception change in a positive or negative way?

- 86% experienced positive change in perception (scenic beauty, more to do in area than expected, charm of the area)
- 14% experienced negative change in perception (not as quaint as expected, and traffic)

State of the lodging industry – lodging tax collections

- Brentwood 2008 - \$1,137,471 2009 - \$909,048 Down \$228,423 or -20%
- Franklin 2008 - \$1,590,655 2009 - \$1,492,190 Down \$ 98,465 or -6.2%
- Williamson 2008 - \$2,674,459 2009 - \$2,388,136 Down \$286,232 or -10.7%
- 2010 YTD Room Revenue for Williamson is up 2.8%
- 2010 YTD Room Revenue for Davidson is down 8.2%

Accomplishments

- New brand elements beginning to be implemented
- New signage at administrative offices
- Senior Olympics contract renewed for 3 more years at lower sponsorship fee
- Hospitality network meetings showcasing new businesses and introducing the tourism industry to each other
- The Visitor Center now has hotel booking partnership with 13 hotel properties
- Visitor Center experienced upgrades and landscaping to enhance the visitor experience
- Visitor Center Manager hired full time with additional visitor inquiry fulfillment duties
- Volunteer program implemented at the Visitor Center
- New profile sheet was created for the motor coach and group tour market
- Destination Planning Guide for meeting planners redesigned and printed for the first time in 5 years
- Governor Bredesen was on the Square to announce the new TN Trails and Byways program
- National Trust Historic Preservation Conference in Nashville with 8 field study trips to Franklin
- Heritage Travel – WCCVB was the first CVB in the country to sign on with Gozaic website
- Won the bid to host the 2010 Christian Meetings and Conventions Association meeting
- Signed agreement with A-Game Sportsplex to keep hotel room bookings in Williamson County

Return on Investment

- 6.49 to 1 ROI in direct bookings (\$5,304,826 to \$817,584)
- \$4,430,030 generated in earned media
- 54,068 unique visitors to VistFranklin.com (72,942 the past 365 days)
- Private resources leveraged: 18.8% of total marketing dollars = \$86,088
- Marketing to Operations expense ratio – 71% to 29%

A 2008 Tourism Economic Fact Sheet from the UT Tourism Institute was reviewed

Mr. Shore answered several questions asked by the aldermen.

4.* Consideration of the TDOT Proposal for the Widening of Mack Hatcher Parkway from South of SR 96 (Murfreesboro Road) to West of SR 6 (US 31, Franklin Road); Federal Project No. STP-397(7); State Project No. 94092-2223-14; COF Contract No. 2010-0009

David Parker, City Engineer/CIP Executive

This was addressed in November and is back with substantial language changes. There is very little right-of-way to acquire. It states in the proposal that the City will have aspects of the work to inspect for future maintenance responsibility and aspects of the ROW and utility adjustments the City may be involved in. This is the preliminary design, not the full construction design.

Alderman Skinner mentioned the leaky truck that closed a portion of I-65 and caused traffic backups on Lewisburg and Columbia. He mentioned when construction starts on the widening of I-65 the same traffic problems would exist. He recommended TDOT be asked to proceed with the southeast quadrant of Mack Hatcher before the widening of I-65. Mayor Schroer advised TDOT does not prioritize and will not give a priority listing. Mayor Dean of Nashville is the chair of MPO this year and he is supportive of looking at priorities with local governments.

5.* Consideration of Lease of Fitness Equipment for Police Headquarters

Jackie Moore, Police Chief

Eric Stuckey advised this item would be pulled from the BOMA agenda.

Alderman Burger asked where the equipment would be purchased. Mr. Stuckey responded the purchase would be through other contracts and other governments. Alderman Burger thought the City should look into purchasing the equipment from fitness centers going out of business as it might be cheaper.

6. Consideration of ORDINANCE 2009-77, An Ordinance to Amend Chapter 4, Section 4.1.6, and Chapter 8, Section 8.3., of the City of Franklin Zoning Ordinance Relating to Home Occupations

Gary Luffman, Building/Neighborhood Services Director

Tom Marsh, Zoning Coordinator

Vernon Gerth and Tom Marsh addressed this item. Mr. Gerth noted there is always the chance a resident will deem one or two cars in a neighborhood a nuisance when it involves home occupations. As to childcare, the State requires a license for those caring for 5-7 children in the home. Many home occupations in the community are unknown to the City until a complaint is registered; usually because of a dispute between residents.

Alderman Petersen noted childcare was not listed under home occupations prior to this amendment. Tom Marsh said it was added as an example of home occupations that are allowed. Alderman Petersen commented she believes allowing 1-3 children in home childcare is fine. This would be an easy way to show it is allowed without being licensed. It was mentioned the Planning Commission had stipulated up to 4 children.

Alderman Martin voiced safety and monitoring concerns. Mr. Gerth explained if the City were to receive a complaint about homecare as the ordinance stands today, without the mention of childcare, the caregiver would be in violation of the ordinance and would be penalized. In addition, should someone come to the City and ask for permission to care for children in the home, they would be denied as it is not covered in the ordinance. Violations are complaint driven. Mayor Schroer said if the

City knows this is happening the City must have a standard, either allow or not allow. It cannot be ignored. All registered home occupations must have a business license. The consensus was to allow up to 4 children in childcare under home occupations.

Alderman Burger referred to 4.1.6(5) (a) Prohibited Uses, (vi) "Similar Personal Service with more than one (1) customer or client at a time or any business that includes retail sales.", and asked that the one customer or client at a time be changed to two (2) at a time. This would cover, for example, tutors who may have two students at one session.

7. Consideration of RESOLUTION 2010-16, A Resolution Authorizing Condemnation for the Acquisition of Property for the Construction of Boyd Mill Avenue Improvements

David Parker, City Engineer/CIP Executive

This item came before the Board previously and there was a question of funding. There are two properties left. There is an agreement with Franklin Green HOA that has not been signed. Delays by TVA have prevented settlement. Originally budgeted \$115,000, committed to date \$65,000; have spent or committed 95% of the money. The remainder is for right-of-way.

Alderman Petersen noted it says \$1.6 million total and it is not a high priority. She is reluctant. Some small projects with the intention to fund have not been funded. Do not push things ahead before they are ready. Eric Stuckey said when this came forward before it did not have a funding plan. Alderman Martin commented she did not want to lose the opportunity to do this project and wanted to get all the loose ends tied up so everything would be in order when the project is ready to start.

8. Consideration of a Request from Paul Arnold, Representing Trillium Venture, Inc. for the City of Franklin to Share in the Cost of Re-Designing the Highlands at Ladd Park Subdivision in the Amount of \$14,612.50

Vernon Gerth, ACA Community & Economic Development

Mr. Gerth noted the City has been asked for fees associated with redesigning a portion of the Highlands of Ladd Park Subdivision that resulted from the South Carothers Parkway Project Extension Agreement and dedication of additional right-of-way. The agreement eliminated the need for the City to build a temporary "haul road" to facilitate the building of the bridge over the Harpeth River. A communication from Paul Arnold estimates the savings to the City resulting from the Extension Agreement is in excess of \$3,000,000. Staff has not confirmed the accuracy of these figures; however, the savings are substantial and far exceed the \$14,612.50 requested. This item is going to the Planning Commission later this month.

Mort Stein entered into the discussion (for partner Paul Arnold) and said at first the plans were just to go to staff then it was decided they must go to the Planning Commission. Vernon Gerth said the City would not be in this position if Trillium had not come to the City. It is of mutual benefit far beyond the cost of the plans. Mayor Schroer remarked staff felt this was a significant change and did not feel comfortable making changes internally. A waiver of the Plan Submittal Fee for \$6,950 will be brought forward.

9. Overview and Discussion of CDBG Program

Clay Matthews, Housing Development Coordinator

Vernon Gerth noted the new 5-Year Plan would be brought to the next meeting. Clay Matthews reported HUD visited Franklin and gave a favorable report. They looked at some of the projects as well as at how the \$270,000 was expended.

Program Descriptions and Funding

Emergency Demonstration Repair Program

Repair program for owner occupied homes of elderly and/or disabled citizens

- 29 homes repaired to date
- 2010 Allocation \$160,000

Community Based Development Organization

New construction program for owner occupied affordable housing

- 1 home occupied, 2 under construction, 5 more planned
- 2010 Allocation \$50,000

Actions-Analysis of Impediments to Fair Housing

Action items identified to Affirmatively further fair housing choice in Franklin

- 9 action items of 21 completed since 7/2009
- 2010 Allocation \$15,000

Homelessness & Special Needs Housing & Social Services Assessment

Evaluate need and services available

- 3 homeless counts indicate numbers are relatively low compared to neighboring Metro areas
- 2010 Allocation \$0

Grantee Administration

Manage the CDBG program within regulatory guidelines and consistent with plans approved by the Department of Housing and Urban Development

- Year 1 expenditures of \$50,000 to “The Housing Fund” supported the first CDBG application, 3 Year Consolidated Plan for Housing and Community Development, and setting up the City’s Internal Program and Procedures and HUD required reporting
- Year 2 expenditures of \$45,000 included \$25,000 to “The Housing Fund” for continued assistance with the CDBG Program and the balance of \$20,000 to offset the City’s administration expenses
- Year 3 expenditures will be \$50,000 to offset the City’s administrative costs including \$25,000 for “The Housing Fund” services to assist with the development of the City’s new 5 year Consolidated Plan for Housing and Community Development (7/2010-6/2015)
- 2010 Allocation \$50,000

10. Consideration of RESOLUTION 2010-XX, Designating \$19,131 in FY 2008-09 CDBG Administrative Fees to the Housing Reserve Fund

Clay Matthews, Housing Development Coordinator

In FY 2008-09, the City deposited \$19,131 into the General Fund for eligible administrative fees. This resolution redirects these funds from the General Fund to the Housing Reserve Fund to support the building of affordable and workforce housing.

11. Discussion/Update of the Proposed County Improvements to the Intersection of Clovercroft Road at Oxford Glen Drive

David Parker, City Engineer/CIP Executive

At the last meeting it was discovered Williamson County had decided to make signalization a part of the intersection improvement at Clovercroft and Oxford Glen even though the City had voted not to participate in funding the signalization. The County will not require additional financial participation by the City at this time.

12. Consideration of Sanitary Sewer Availability for 9502 Clovercroft Road

Eric Gardner, Engineering Director

Mayor Schroer related this item is just for discussion. The County is considering this land for a new elementary school with a package sewer plant. This property sits just outside the UGB. If sewer is available, they might consider hooking on.

Lengthy discussion ensued on various aspects to consider, capacity, sewer availability, etc.

Williamson County School District Facilities and Construction Director Kevin Fortney clarified the District has not finalized the site. They presented a study to the Williamson County Planning Committee. The school would need 14,600 gallons per day (same as the school at Westhaven). Their offer was a package plan. They are on a strict timeframe and road improvements, among other things, are needed. If they could find a site in the City, they could get sewer availability but upgrades would be needed. David Parker said they are close to doing sewer in that area.

There were no objections to looking at this as an option.

**13. Presentation and Discussion on the Major Thoroughfare Plan 2010 Update Proposed Projects Lists
David Parker, City Engineer/CIP Executive**

There was not sufficient time to discuss this item. Alderman Petersen asked that the item be first on the next Work Session agenda.

14. Other Business

None

ADJOURN

Work Session adjourned @ 6:50 p.m.

Mayor John C. Schroer

Minutes prepared by: Linda Fulwider, Board Recording Secretary, City Administrator's Office – 4/23/2010 1:12 PM