



ALPHARETTA CITY COUNCIL 2020 PLANNING RETREAT MEETING MINUTES JANUARY 26-27, 2020

ALPHARETTA CONFERENCE CENTER
DODD CONFERENCE ROOM
9000 AVALON BOULEVARD
ALPHARETTA, GA 30009

SUNDAY, JANUARY 26

- *Mayor Gilvin called the meeting to order at 6:21 p.m.*

Attendance

- Council Members
 - o Mayor Jim Gilvin
 - o Mayor Pro Tem Donald F. Mitchell
 - o Jason Binder
 - o Ben Burnett
 - o John Hipes
 - o Dan Merkel
 - o Karen Richard
- Staff
 - o Bob Regus, City Administrator
 - o Sam Thomas, City Attorney
 - o James Drinkard, Asst. City Administrator
 - o Erin Cobb, City Clerk
 - o Peter Sewczwicz, Director of Public Works
 - o Morgan Rodgers, Director of Recreation, Parks & Cultural Services
 - o Tom Harris, Director of Finance
 - o John Robison, Director of Public Safety
 - o Kathi Cook, Director of Community Development
 - o Cris Randall, Director of Human Resources
 - o Matthew Thomas, Economic Development Manager



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SUNDAY, JANUARY 26

- I. Mid-year Budget Review
 - o 2020 Forecast of Revenue and Expenditures
 - o 2020 Capital Projects Discussion
 - Director of Finance, Tom Harris, provided a financial overview of fiscal year 2019, a financial status update for fiscal year 2020, and the financial outlook for fiscal year 2021.
- ❖ With no further business to discuss or items to be heard, Mayor Gilvin adjourned the meeting at 9:40 p.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Erin Cobb".

Erin Cobb, City Clerk



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MONDAY, JANUARY 27

- *Mayor Gilvin called the meeting to order at 8:38 a.m.*

Attendance

- Council Members
 - o Mayor Jim Gilvin
 - o Mayor Pro Tem Donald F. Mitchell
 - o Jason Binder
 - o Ben Burnett
 - o John Hipes
 - o Dan Merkel
 - o Karen Richard
- Staff
 - o Bob Regus, City Administrator
 - o Sam Thomas, City Attorney
 - o James Drinkard, Asst. City Administrator
 - o Erin Cobb, City Clerk
 - o Peter Sewczwicz, Director of Public Works
 - o Morgan Rodgers, Director of Recreation, Parks & Cultural Services
 - o Tom Harris, Director of Finance
 - o John Robison, Director of Public Safety
 - o Kathi Cook, Director of Community Development
 - o Cris Randall, Director of Human Resources
 - o Matthew Thomas, Economic Development Manager
 - o Randy Bundy, Director of Information Technology



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MONDAY, JANUARY 27

- I. Mayor Gilvin – Goals for 2020
 - o Public Safety
 - Explore new ways to leverage technology
 - Review compensation study
 - Implement organizational changes
 - Increase speed limit compliance
 - o Public Works
 - Move forward with major projects (Kimball Bridge Rd. & Big Creek Greenway)
 - Prepare comprehensive plan for all roadway projects
 - Build a strong project management culture
 - Focus on collecting real time traffic data
 - o Recreation, Parks & Cultural Services
 - Acquiring parkland
 - Continue to build passing parks
 - Prepare a comprehensive plan for park building
 - Continue with the Wills Park Equestrian Center Master Plan
 - Assess future maintenance needs
 - Prepare an inventory of parks assets
 - o Capital Improvement Plan
 - Marietta Street Pedestrian Improvement Plan including Hawk signal installation - \$200,000
 - Hopewell/Vaughn roundabout - \$1.5 million
 - New restroom at Haynes Bridge Park Trailhead - \$100,000
 - New restroom at Marconi Park Trailhead - \$100,000
 - Replace restroom at Wacky World - \$400,000
 - Replace restroom at North Park Softball Quad - \$400,000
 - Purchase new parkland - \$5 million



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II. Public Works

- o Director of Public Works, Pete Sewczwicz, presented a brief update of current projects and a projected timeline for all planned projects.
- o Rucker Road
 - Director Sewczwicz presented a design for a sub four-foot retaining wall at the Rucker Road & Charlotte Drive roundabout.
 - Rucker Road improvements are on track to asphalt by the end of May.
- o Green Way
 - The Public Works Department is working on obtaining three more property easements.
- o McGinnis Ferry
 - The IGA is pending Johns Creek approval for the McGinnis Ferry Road Widening Project.
- o Haynes Bridge Road
 - The Haynes Bridge Road Widening Project design (Old Alabama to Mansell) will be presented to Council at a February City Council Meeting for award to start the engineering design work.
- o Milton Avenue
 - Bids for the Milton Avenue mid-block crosswalk are due next month. The project is anticipated to be done before May 1st (prior to the Taste of Alpharetta).
- o Waters Road
 - Mayor and Council have recommended that we move forward with bidding and construction of the Waters Road pedestrian bridge and reimbursement for expenses are to be secured from the bonding company.
- o Kimball Bridge & Webb Bridge bridges
 - Mayor and Council have requested a council workshop for public presentation and discussion of the proposed aesthetic designs.
- o Alpha Loop (Chelsey Walk to HBR Subdivision)
 - The conduit and lighting on the bridges are projected to be completed by early summer, approximately 90 days from the notice to proceed (to date, a NTP has not been issued).
- o Traffic Congestion Mitigation
 - Mayor and Council have requested that the Public Works department perform modeling to determine and illustrate



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impacts to traffic flow/operations that would result from construction of the Cummings Street Extension/Lily Garden Terrace. Paying special attention to ensuring that the road design does not create additional congestion on Canton Street due to left turn movements, etc.

- Mayor and Council have requested that the Public Works Department identify means of improving traffic flow at the Webb Bridge Road intersection with Westside Parkway and Morris Road. Consideration should be given to both operational and physical improvements, and Staff's recommended strategies and associated costs should be presented to City Council as a workshop item.
- Mayor and Council have requested that the Public Works Department use GDOT traffic analysis to identify the local roadways and corridor that will be most impacted by the introduction of Webb+ and propose infrastructure and operational strategies for mitigating negative impacts to local surface streets. Analysis and strategies must take into consideration anticipated future development patterns.

III. Recreation, Parks & Cultural Services

- o Director of Recreation, Parks, and Cultural Services, Morgan Rodgers, presented a brief update on City sponsored special events and City co-sponsored special events.
- o Windward Community Park
 - The Windward Community Park playground installation has been completed and we are planning for the grand opening to take place in April.
- o Mid Broadwell Park
 - The final inspection for the Mid Broadwell Park is scheduled to take place in June.
- o Wills Park
 - Construction of the Wills Park maintenance facility is scheduled to begin in June and is estimated to be a 6-month project.
- o Log Cabin
 - The Alpharetta & Old Milton County Historical Society are currently pricing fire suppression material needed for the Log Cabin's basement.



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- The grand opening is scheduled for April.
 - o Community Center
 - The former Whole Foods location in Roswell is donating their pavilion to the Alpharetta Community Center. Director of Recreation, Parks, & Cultural Service, Morgan Rogers, has arranged for the pavilion to be relocated by the end of February.
 - o Park Development/Redevelopment
 - Mayor and Council have requested a Council workshop to present and discuss redevelopment plans for Union Hill Park, including long-term use plans as well as interim strategies for activating the space.
 - Mayor and Council have asked Director Rodgers to secure cost estimates for development of a master plan for the Farmhouse Site (5.4 acres). The master plan engagement should include conceptual planning, surveys, engineering, and final construction design plans.

IV. Administration

- o Assistant City Administrator, James Drinkard, presented an update on the City's project management software, Wrike.
- o Communication & Citizen Engagement
 - Mayor and Council have recommended an RFP process be completed in order to select a firm to develop a new City website.
 - Mayor and Council have asked Assistant City Administrator, James Drinkard, to create and coordinate an annual event to recognize and celebrate members of our citizen boards and commissions as well as other key volunteers.
- o Financing of Capital Projects
 - Mayor and Council have asked Assistant City Administrator, James Drinkard, to coordinate the process of Council Members identifying the projects that they would support being included in a future GO bond package. These projects will be ranked based upon the number of Council Members supporting inclusion.
- o North Point District Redevelopment & Promotion
 - With the assistance of Mayor Gilvin, Community Development, and Economic Development, Assistant City Administrator,



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James Drinkard, will secure commitments from the County and School Board for inclusion of their future tax increments in the North Point TAD.

- Assistant City Administrator, James Drinkard will work with a branding/marketing agency to create brand development, a marketing program, and develop strategies for the North Point LCI District to promote the vision for redevelopment of the areas, attract private investment and development activity, and build awareness and excitement within the community.
- o Assistant City Administrator, James Drinkard, presented the following new strategies to engage the community:
 - Make improvements to the City website to make content easier to find and to better integrate third party applications currently in use.
 - Create pop-up events in high traffic areas and appropriate public events to better engage with citizens.
 - Launch "Alpharetta U" citizens university.
 - Increase production of original video content
 - Host at least one online "town hall"
 - Create and launch a monthly podcast

V. Administration – Economic Development

- o Economic Development Manager, Matthew Thomas, presented statistics regarding the Alpharetta office market vacancy rates and market rates.
- o Commercial Real Estate Snapshot
 - 24.8 million square feet of office space
 - 13.3% vacancy rate
 - \$519 k under construction
 - \$25.16 market rent/square foot
 - \$3.3 million approved unbuilt office space
- o Maintaining Office Market Position
 - Economic Development Manager, Matthew Thomas, with assistance from Mayor Gilvin and Community Development Director, Kathi Cook, will schedule a meeting with the owners of the Royal 400 Office Park to discuss their strategies for positioning the property in a changing market and explore what, if any, assistance the City may be able to provide.



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- Mayor and Council requested a semi-annual Alpharetta market report that will provide insight into local office and retail market. The report should include information in vacancy rates, lease rates, new facility product development, key new locations/relocations/losses and annual trend information.
- o Grow Alpharetta Website
 - Mayor Gilvin and Mayor Pro Tem Mitchell requested that the Grow Alpharetta website be updated with current information (e.g. best in show class awards are from 2015).
- o Business Improvement District
 - The Finance Department, in conjunction with Economic Development and legal, will research the feasibility of creating a Business Improvement District for the downtown businesses. A BID can provide particular services for the downtown businesses that the City cannot offer. With the amount of growth that has taken place downtown, the demands from the restaurants/retail shops are exceeding what the City can offer & maintain.

VI. Community Development

- o Director of Community Development, Kathi Cook, presented an update on the Northpoint Corridor and will be assisting Administration and Economic Development with the branding and marketing of that district.
- o Alpha Loop Foundation
 - The Alpha Loop Foundation is currently building their website as well as establishing their nonprofit (501(c)(3)) status.
- o Community Development and the City Clerk's Office will be working with legal to amend the City's alcohol ordinance to permit complimentary drinks offered by spas and certain retail stores.

VII. Public Safety

- o Director of Public Safety, John Robison, presented an overview of the 2019 public safety statistics.
 - 9,300 traffic stops
 - 7,800 citations
 - 821 traffic complaints
 - 950 accident reports



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- o Mayor and Council requested that Public Safety compile data on the times of day and locations/areas where most speeding offenses are occurring and develop a response plan to ensure that traffic enforcement is targeting the correct times and locations to have the most impact.
- o Mayor and Council requested that Public Safety compile data on costs for responding to alpha and bravo calls to senior/assisted living facilities. Data should reflect average cost per call, annualized total costs, and trends over the past three years.
- o Public Safety and Public Works will conduct a feasibility analysis for development/construction of a new court facility on City-owned property adjacent to the Public Safety Headquarters.
- o Mayor Gilvin requested that Director Robison analyze current use of personnel on joint task forces and report back to Mayor and Council regarding if personnel are being used in a manner that is the most effective based upon our local needs.

VIII. Legal Updates

- o City Attorney, Sam Thomas, presented a brief update on the Waters Road Bridge, 5G installations/applications, and the Historic Preservation Ordinance.

IX. Potential Bond Issue Discussion

- o Council Member Binder proposed a meeting to identify the projects that Mayor and Council would support being included in a future GO bond package. These projects will be ranked based upon the number of Council Members supporting inclusion.

❖ With no further business to discuss or items to be heard, Mayor Gilvin adjourned the meeting at 5:22 p.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Erin Cobb".

Erin Cobb, City Clerk