

WORK SESSION AND EXECUTIVE SESSION – November 9, 2010

Mayor R. E. Bruchey, II called this Work Session and Executive Session of the Mayor and City Council to order at 7:00 p.m., Tuesday, November 9, 2010, in the Council Chamber at City Hall. Present with the Mayor were Councilmembers W. M. Breichner, M. E. Brubaker, F. W. Easton, A. C. Haywood, L. C. Metzner; City Administrator Bruce Zimmerman, City Attorney Mark Boyer and City Clerk D. K. Spickler.

WORK SESSION – November 9, 2010

Proclamation – Municipal Government Works Month

Mayor Bruchey read a proclamation naming November, 2010 as Municipal Government Works Month. Resolutions were presented to each of the four union groups and to the non-union employee group. Mike Hanlon, Officer Carroll Braun, Charles Peck, Todd Grimes and Angie Ludeman accepted the proclamations.

Choose Civility

Dale Bannon, Director of System Development – Washington County Public Schools, Dr. Elizabeth Morgan, Superintendent of Schools, and Mary Baykan, Director of Washington County Free Library, were present to discuss a new initiative in Washington County titled Choose Civility.

Dr. Morgan reported the community based cross-functional team updated the Washington County Public School's "anti-bullying" policy and realized there was a broader community need to promote civil behavior. Bullying is based on a students role models. This program has been patterned after the Howard County initiative. Dr. Forni's book, Choosing Civility – The Twenty-Five Rules of Considerate Conduct, is the foundation of the initiative.

Ms. Baykan stated a colleague of hers at the Howard County Library started Howard County Chooses Civility. Dr. Forni tells that society is choosing to become less civil to each other. We live in an unforgiving and impolite world. It is hoped Choose Civility will change the uncivilness in Washington County.

Mr. Bannon emphasized civility is important to businesses. One of the stresses people have at work is other people. Reducing stress reduces absenteeism, accidents and turnover. A community with increased civility is happier and healthier. Civility is a constant awareness that no human encounter is without consequence. Civility assists in making choices that increase the quality of life.

The group has compiled a list of 25 rules of considerate conduct. Ms. Baykan stated citizens can do a lot to promote civility. She handed out window decals and asked that the Mayor and Council consider placing one in every City vehicle. The group asked that

the Mayor and Council and employees be torch bearers for civility in the community. They would like to have a City representative on the board.

Hagerstown Advance Update

Deborah Everhart, Economic Development Director, Karen Giffin, Director of Public Relations and Marketing, and John Lestitian, Department of Community and Economic Development Director, were present to discuss Hagerstown Advance and the impact on economic development in Hagerstown. They also discussed the Business Development Team program, an initiative of Hagerstown Advance, and the opportunities that the City has been able to realize with this group of community business leaders.

The mission of Hagerstown Advance is a specialized City economic development initiative to nurture, promote and connect knowledge-based and creative enterprise with incentives and properties that lead to higher wages and jobs for Hagerstown's citizens and revitalization of its neighborhoods. The initiative had to be completed with limited staff, limited resources, tracking methods in place, knowledge that it will need to be constantly updated and the knowledge that other tools would be needed for success.

The main tools created were folders and packaging materials, a DVD, branded areas of the city for economic development purposes, a website and newsletters. There have been 6,824 visits to the website.

Next steps for the initiative include a business development team, creation of new incentives, advertising campaign for Hagerstown, social marketing, mobile marketing and development of marketing for specific buildings and branding areas.

The business development team has been created to assist the City in retaining existing businesses and employment and attracting new businesses and development of the City. There are three active sub-committees at this point. Two of the teams in the first list of sub-committees have been set up through other agencies.

Councilmember Haywood asked how many newsletters have been distributed. Ms. Everhart indicated just under 2,000 have been sent. Councilmember Haywood asked how often the sub-committees meet. The groups meet on average twice per month. Ms. Everhart is in contact with the teams at least bi-monthly. Councilmember Haywood suggested having scheduled times for contact and updates from the committees.

Councilmember Brubaker suggested creating a list of local providers for the people who ask for referrals to the private sector.

Councilmember Haywood asked why the numbers of visits to the website seem low. She wondered if the structure of the site might be the cause. Ms. Giffin stated it would be helpful to advertise the site directly. A number of visits are made as a referral from another site.

The City Center brand is the most widely used name.

Councilmember Breichner asked if calls were being made, in addition to sending out the information. Mr. Lestitian stated a call program is being implemented. Recruitment and retention of businesses is one of the priority activities being planned.

Councilmember Haywood asked if any contact is made to people who request the mailers. Ms. Everhart stated some who receive the information contact her for further information. A few of the requests come from businesses that are looking for property. Ms. Everhart indicated she spends a large amount of time being reactive for existing businesses. Even though new businesses are courted, the existing businesses are most important.

Councilmember Breichner asked how many potential businesses indicate code and historical regulations are a deterrent to locating in Hagerstown. Ms. Everhart stated a few indicate this but most are concerned about the mandates from the State of Maryland.

Councilmember Haywood is concerned that the mailers are not effective if there is no follow up. Mr. Lestitian stated this is why the City has and continues to reposition itself concerning economic development. The recent restructuring was completed so staff could concentrate on economic development. All the Code Enforcement, Community Development and Economic Development staff are now together and can join forces to work with businesses and developers.

Mayor Bruchey indicated the retention committee is finding out what the businesses need to stay open and be successful. The City is reaching out and placing ads to help increase business. He stated there should be someone to follow up on the mailers, but Ms. Everhart does not have the time to do this.

The New Business and Industry Leads committee will make calls for now. The Marketing and Development of City Center committee will help determine how to increase visits to the website. Councilmember Brubaker indicated he felt sure elected officials would be willing to make follow up calls as well.

Councilmember Haywood suggested looking at other ways to maximize the City's limited resources as well.

Desktop Purchasing Overview

Michelle Burkner, Acting Director of Finance, was present to discuss a desktop purchasing program. The City currently operates its own stockroom with inventory items consisting of office supplies and other items for distribution to City departments. The City would benefit by removing office supplies from its stockroom operations and transitioning that to a system of desktop purchasing. Among the benefits are the following: makes the City less dependent on stockroom items being in stock or stockroom personnel being available to issue items; gives the City the flexibility to make

decisions regarding budget constraints; makes better use of staff time for other duties; and frees up space and equipment at City facilities for other uses. Two options for desktop purchasing are currently available:

1. Piggybacking on Washington County's contract entitled "Desktop delivery of Office Supplies to County Departments/Agencies"
2. Solicitation of bids issued to prospective office supply bidders

Staff requests the Mayor and Council's authorization to implement desktop purchasing of office supplies throughout the City. To ensure that the City receives the lowest possible price for office supply items, staff also requests Mayor and Council's authorization to solicit bids from prospective office suppliers.

Councilmember Breichner stated this has been considered for some time and it should be done. It was the general consensus to move forward with implementing desktop purchasing.

2011 Sewer Capacity Allocation Program (SCAP)

Kathleen Maher, Planning Director, Michael Spiker, Director of Utilities, and Donnie Barton, Waste Water Operations Manager, were present to discuss proposed changes from the 2010 SCAP.

The following changes are recommended:

1. Page 2, Sec. II, A – Change definition of "development" to all separate sections under different ownership to be considered "separate developments" for the SCAP Master List process. Now that growth has slowed tremendously, this control is no longer necessary and the change would allow the separate ownerships at Collegiate Acres to seek allocation separately rather than jointly.
2. Page 3 and 6 = Replace "preliminary plat" with "development plan." This change will reflect terminology change in the Subdivision Ordinance.
3. Page 3, Sec. IV, A, 2 – Change Master List process for new City residential development from twice a year to four times a year and create a new set aside in the Master List formula for minor subdivisions of five or fewer lots. Staff has found that small re-subdivisions of old lots in the City are being delayed an unreasonable amount of time, because they have to wait for a twice a year process to gain sewer allocation. The administrative burden is not that great and staff can handle the increased number of Master List processes. A 10% set aside would ensure that these small lot projects do not get shut out of their needed allocation by requests from larger subdivisions.
4. Page 4, Sec. IV, A, 3 – Delete "example of Master List process" box. The illustration is no longer necessary in the sixth year of SCAP.
5. Throughout – Update 2010 to 2011 and change "Planning Department" to "Planning Office" to reflect June 2010 reorganization.

Ms. Maher stated the phrase “for the units included within the final plat or site plan.” has been added to Section IV, A., 2. of the guidelines.

The revisions have been submitted to MDE for their review. Mr. Barton reported that the City is looking to close the Consent Judgment with MDE after the first of the year. All the conditions have been met. The allocation management program portion of the judgment will need to continue.

Mr. Spiker indicated the revised SCAP positions the City well for when growth occurs again.

Mr. Zimmerman indicated formal adoption of the revised SCAP will be scheduled after the MDE review, possibly on December 21, 2010.

ZM-2010-03, Local Conversion District Overlay, 991 Maryland Avenue (former Corsi's)

Alex Rohrbaugh, Planner, reported no additional written comments were received by Planning Staff following the Public Hearing on October 26, 2010.
Kathy too

The applicant testified at the Public Hearing that he is generally in agreement with the site plan conditions recommended by the Planning Commission. The applicant stated that he has begun taking down the chain link fence and the signs, but added he had concerns about realigning the driveway off of Maryland Avenue. The current driveway apron is not centered on the parking lot and enters/exits through a portion of an existing parking space. It was felt by the Planning Commission that the current driveway setup could pose significant vehicular access issues. Staff supports the Planning Commission's recommendation of the realignment of the driveway.

The Council expressed concern about condition #5, which requires the owner to make the entrance straight rather than angled. The parking area has existed at an angle for many years. It was the general consensus to require the change when the sidewalk is required to be replaced.

Councilmember Haywood stated she thinks outdoor dining should be permitted to increase the capacity. Ms. Maher indicated that restriction is ordinance language and not specific to this request. Councilmember Haywood asked if placing a dumpster on the property would eliminate a parking space. Ms. Maher indicated the location for the dumpster is unusable as a parking space currently.

Introduction of the ordinance approving the Local Conversion District Overlay will be scheduled for November 23, 2010.

Human Resources Review

Donna Frazier, Director of Human Resources, provided an overview of the Human Resources Department. Susan Delauter, Human Resources Administrator, Nita McCormick, Human Resources Administration Specialist, and Kevin DeHaven, Safety and Loss Control Coordinator, were also present. Per the Department's Mission Statement, Human Resource staff members strive to meet the needs of the City's valued employees throughout their career while providing a safe and pleasant work environment. Staff pledges to value the contributions of every employee to the overall well-being and efficient operations of the City of Hagerstown.

Over the past 11 years, the Human Resources Department has remained constant with 4 full-time employees. The department serves 485 full-time positions and 250 retirees. They also manage the employment of an additional 41 contractual and part-time employees. The Department's budget is under \$ 500,000. This is used primarily for training, recruitment and benefit administration.

Some of the duties completed by the HR department are job descriptions, pay scales, policy development and administration, union contract negotiations and interpretation, unemployment reporting, federal and state laws, FMLA/Leave administration, performance evaluations and numerous other activities.

Positions are advertised following a structured and fair process. The advertisements comply with specific requirements of each of the four union contracts. Advertisements are placed on websites, vacancy hotlines and targeted agency mailings.

The HR department coaches internal applications to customize their resume to focus their experience that is relevant to the duties of the position. A ranking form is used for external application to review applications for those meeting job requirements.

A structured process is used by an interview team. Questions are related to job duties. In most cases, a job related test will be used as another measurement tool. The selection process includes a structured interview form with questions and rankings for each answer, reference checks, background checks, conditional offers and employment physicals, drug screening and finger printing when required. From this process, the strongest applicant available is hired to serve the City of Hagerstown.

An applicant's first day of employment includes time with the HR staff in order to complete many forms. Tax forms, medical and dental plan forms, life insurance forms and legal notifications are among the list of information provided to a new employee.

The Health Care Committee meets regularly to review the City's health care plans and optional benefits. Changes recommended by the committee since 2006 have created significant savings in premiums.

The HR department monitors the following benefits: paid time off, Educational Assistance (frozen at this time), State Pension Plan, Police and Fire Retirement Plan and Deferred Compensation.

Personnel policies have been created and made available to all employees. Policies and procedures not covered under employee bargaining agreements fall under the scope and authority contained in the City Personnel Manual.

Internal training is provided by HR staff for performance review training for supervisors, career path training, retirement and deferred compensation, safety training, and others. Outside trainers include partners with AFSCME, Employee Assistance Program, Injured Workers Insurance Fund, Hagerstown Community College, and specialized trainers.

A wellness program was piloted last year. Twenty employees enrolled in the program. Thirteen completed the six month checkup and nine of the thirteen lost weight and decreased their BMI and cholesterol levels. Wellness focus will continue to grow.

Department projects and objectives include:

1. City reorganization, blending departments
2. realignment of personnel to operate and maintain operations with a decrease in funding
3. healthcare reform
4. training programs – to meet training needs with limited resources
5. retirement incentive program
6. budget planning

Ms. Frazier stated, now more than ever, adding a touch of fun and making work an enjoyable experience pays dividends by improving employee morale. Several pictures of recent activities were shown to emphasize this fact.

Councilmember Easton asked for an update of the recent retirement incentive program. Ms. Frazier indicated eight employees applied for the incentive. The maximum target was 35. In FY 2012, these eight retirements will help the City realize more than \$ 500,000 in position savings.

Mayor Bruchey thanked Ms. Frazier and all the HR staff for the informative presentation.

CITY ADMINISTRATOR'S COMMENTS

Bruce Zimmerman, City Administrator, reminded everyone that Thursday, November 11, 2010 is Veteran's Day. City offices will be closed in observance of this day.

MAYOR AND COUNCIL COMMENTS

Councilmember M. E. Brubaker hopes the Mayor and Council can work with the newly elected County Commissioners and find solutions to issues.

Councilmember W. M. Breichner attended the Housing Authority meeting and learned their new project is progressing on schedule. The new building will be green and non-smoking.

Councilmember L. C. Metzner thanked CSX for fixing some railroad crossings before the City had to send them letters. He mentioned a local serviceman contacted him about obtaining a City flag. This gentleman will be deployed to Afghanistan after the first of the year and he would like to take along a City flag.

Councilmember Breichner mentioned there was a letter to the editor recently indicating the City has a sufficient number of Veteran's memorials.

Councilmember A. C. Haywood had no additional comments.

Councilmember F. W. Easton had no additional comments.

Mayor R. E. Bruchey, II attended the grand opening of Tututoes at 109 N. Potomac Street. He wished them success. The Hagerstown Gridiron Challenge was a good game. North Hagerstown won the game and both teams exhibited good sportsmanship. Mayor Bruchey will be laying wreaths at several locations on Veteran's Day. He urged the community to support the Choose Civility initiative. It was suggested to have Donna Frazier, Human Resources Director, serve on the Choose Civility board. Councilmember Breichner suggested making a small contribution to the committee as well.

EXECUTIVE SESSION – November 9, 2010

On a motion duly made by Councilmember L. C. Metzner and seconded by Councilmember W. B. Breichner, the Mayor and City Council unanimously agreed by voice vote to meet in closed session to discuss the appointment, employment, assignment, promoting, discipline, demotion, compensation, removal, resignation or performance evaluation of appointees, employees, or officials over whom it has jurisdiction, #1, and to consider a matter that concerns the proposal for a business or industrial organization to locate, expand, or remain in the State, #4 at 6:24 p.m. in the Council Chamber, 2nd Floor, City Hall, Hagerstown, Maryland. The following people were in attendance: Mayor R. E. Bruchey, II, Councilmember W. M. Breichner, Councilmember M. E. Brubaker, Councilmember F. W. Easton, Councilmember A. C. Haywood, Councilmember L. C. Metzner, City Administrator Bruce Zimmerman, City Attorney Mark Boyer, Donna Frazier, Human Resources Director, John Lestitian, Department of Community and Economic Development Director, Kathleen Maher, Planning Director, Michelle Burkner, Acting Finance Director, and Donna K. Spickler, City Clerk. The meeting was held to discuss a variety of personnel issues, board appointments and incentives for a new

business. No formal action was taken at the meeting. On a motion duly made, seconded and passed, the meeting was adjourned at 7:40 p.m.

Respectfully submitted,

Donna K. Spickler, City Clerk

Approved: December 21, 2010