

Mayor R. E. Bruchey, II called this Work Session of the Mayor and City Council to order at 4:00 p.m., Tuesday, October 16, 2018 in the Council Chamber at City Hall. Present with the Mayor were Councilmembers A. Heffernan, K. B. Aleshire, E. Keller, S. McIntire, and L. C. Metzner, City Administrator Valerie Means and City Clerk D. K. Spickler.

Proclamation: Economic Development Week

Mayor Bruchey read a proclamation recognizing October 21-27, 2018 as Economic Development Week in Hagerstown. Danelle Hayer, Business Development Specialist, accepted the proclamation. There are numerous incentives available to help attract business and to assist existing businesses in Hagerstown. The annual State of Maryland Economic Development Fall Conference will be held at Rocky Gap next week.

Community Coalition Partnership

Paul Frey, CEO/President of the Washington County Chamber of Commerce, and Jim Kercheval, Greater Hagerstown Committee, were present to discuss the Community Coalition and the City of Hagerstown's participation in the Coalition.

The Coalition is again inviting the City of Hagerstown, one of the founding members, to participate in the lobbying efforts in Annapolis. Since 2005, a number of dedicated community stakeholders have joined together to advance Washington County's interests at the state level, including the CVB, the Washington County Free Library, Washington County Government, the City of Hagerstown, the Greater Hagerstown Committee, Washington County Public Schools, CHIEF, and the Chamber of Commerce.

As the community continues to change and grow, the Coalition partners see the need to supplement the work of the Delegation and help promote Washington County in Annapolis. Over the last 14 years, they've seen the value of a concerted effort to speak with one voice and be heard alongside larger, more urban areas. As a result, the Coalition's efforts have elevated the stature and helped build State support for the issues the stakeholders bring to the table.

As in the past, the Coalition will hire a lobbyist to push its state-level agenda during the 2019 General Assembly session. In addition, they will be organizing the "Day in Annapolis" on Wednesday, January 30, 2019, where members flock to Annapolis to meet with the State decision makers to talk about the community and issues of concern. The day will conclude with a Washington County: "We Mean Business" reception, highlighting the strengths of the region and the value brought to Maryland. The program will also keep partners posted on issues of concern throughout the year, serving as an "early warning system" for anything in Annapolis that may affect Hagerstown or Washington County.

The lobbying process starts in the summer when the Coalition partners decide on the list of community priorities. Partners are being asked to participate financially and the Chamber will manage the program. The coalition is asking the City of Hagerstown to contribute \$ 5,000, as it did last year.

Working together, the group leverages their collective voices and strengthens their cases with decision makers.

Accomplishments last year include the I-81 widening project, I-70/MD 65 interchange upgrades, and Capital Budget requests for the Urban Improvement Projects, the Thomas Kennedy Memorial Park, and the Boonsboro Road Museum. The Williamsport National Park Service project is moving forward. The Coalition is advocating for mental health funding for a 24/7 Crisis Center and Mobile Crisis Teams.

Possible items for the 2019 session include Phase II of the I-81 widening project, improvements to I-70/Rt. 65 interchange, continue advocating for protection of the \$ 7.5 million, 5-year pledge by the governor and any additional funding available for the project.

General aviation repair and maintenance is one of the many industries at the local airport that provides quality jobs for residents and supports the local community. For years, local aviation businesses enjoyed steady growth in sales and employment until 2013, when neighboring states in the North Atlantic region began exempting sales tax on aircraft parts and Maryland did not. Maryland is the only remaining state in the northeast market that levies a sales tax on aircraft parts and equipment. Councilmember Heffernan noted aviation businesses are leaving the County because of this. It only takes 15 minutes to fly somewhere to purchase large aviation equipment, without sales tax. A bill changing this has been considered by the Ways and Means committee for many years.

Mr. Kercheval noted the CVB is promoting the idea that the historic Kennedy Farm on Chestnut Grove Road near Antietam Battlefield (also known as the John Brown farm), can be Maryland's next Historic State Park. More details need to be worked out by the family prior to adding this to the Coalition agenda. It may not be ready until the 2020 session.

The Tourism Attractions Corridor Sign Program (TAC) was developed as a cooperative effort among public agencies and the private tourism entities that are committed to attracting and hosting visitors in Maryland. Washington County's plan for updated signage was adopted in September 2016, but fabrication and construction have not been funded (currently not expected to be installed until 2021).

Legislation is being prepared to review the Maryland TAC program. These revisions will greatly improve the sign program for Washington County businesses based on the expanded scope and the new categories that the signage is allowed to contain.

WorkKeys Career Certification Legislation is being discussed. The State will be asked to create a Pilot Program and funding package for Washington County to increase the opportunity for high school students or underemployed adults to earn credits towards college courses and/or industry certifications through Hagerstown Community College's (HCC) Adult Education Program. Participants would receive some basic industry training and credentialing towards multiple certifications to provide them better employment opportunities. The amount of State funding needed to start the program is currently estimated to be \$ 250,000/year and HCC would provide approximately \$ 750,000 of matching, in-kind support over three years.

Items included in the 2019 Watch List are:

1. Gaming revenue protection
2. Shifting of liabilities from state to localities
3. USMH operational funding
4. HCC operational funding and capital funding for the Center for Business and Entrepreneurial Studies
5. Highway User Revenue restoration
6. State funding of K-12 education

It was the general consensus to participate in the Coalition again this session. Formal approval of the funding will be scheduled for October 23, 2018.

Preliminary Agenda Review

Consent Agenda

A. Public Works:

1. Bulk Road Salt – Morton Salt, Inc. (Chicago, IL) \$ 61.95/ton
2. Christmas Garland, Lights, & Shipping - Creative Displays (Stillwell, KS)
\$ 16,712.50

B. Utilities:

1. Wastewater – UV Bulbs & Quartz Sleeves – SUEZ Treatment Solutions (Leonia, NJ) \$ 42,048.10

This completed the review. All items are scheduled for approval during the October 23, 2018 Regular Session, unless otherwise noted.

2018 Hagerstown Ice and Sports Complex Annual Report

Rodney Tissue, City Engineer, welcomed Paul Sweeney, Board Chair of the Hagerstown Ice Amateur Athletic Association (HIAAA), who was present to provide the annual report for the HIAAA.

Mr. Tissue reminded the Mayor and City Council that the City pays the utility bills at the rink. Beginning July 1, 2019, that amount is capped at \$ 85,000 per year. The

HIAAA pays rent in the amount of \$ 36,000 per year. The City pays 75% for certain capital improvements at the rink as stipulated in the Agreement. The agreement with the HIAAA expires June 30, 2024.

The HIAAA is a non-profit, 501(c)(3) organization that is a consortium of all major user groups. The group was created in 2014 and formally took over operation of the rink on April 1, 2014. Last year's public skating revenue was the highest amount since HIAAA began managing the ice rink.

There are almost 1,000 hockey players who participate in the adult, youth and amateur teams at the Ice Rink. The figure skating program has more than 100 participants.

HIAAA has identified the following opportunities for success:

1. Detailed analysis of separate rink function continues to be examined by HIAAA board members
2. Recommendations made at monthly board meetings
3. HIAAA Board members chair each subcommittee to ensure a fair workload and input from each user group and volunteers
4. A new ticketing system has been implemented to alert management of items in disrepair
5. Physical state of ice and boards in very good condition (Ice was taken out and replaced within 2 weeks this summer, which allowed for maintenance and rink repairs).

All bills are current. A new network hardware was set up to enhance security and safely offer Wi-Fi for guests. A new Zamboni was financed this summer. It significantly improves the quality of the ice surface. Plans include hiring a new General Manager this fall as the current General Manager is moving away from the area.

Future maintenance and reinvestments include enhance the current alarm system and cooling system conversion.

HIAAA is partnering with local businesses to offer discounts for visitors during travel youth and adult tournaments. They are placing flyers at schools and are included in the Parks and Rec Department program listings.

To take the facility to the next level, they are looking at adding another sheet of ice. Additional ice time allows for more teams and individuals to participate in ice sports at reasonable hours. A planning subcommittee has met over the past two years to assess costs and produce recommendations for moving forward.

An indoor soccer facility will be a great opportunity for the area. The project would be much more cost effective if the design was incorporated as another sheet of ice was added.

Councilmember Heffernan asked if donors are secured for a second sheet of ice. Mr. Sweeney indicated there are and a fundraiser will also be held.

Councilmember Keller clarified that a fundraiser has not happened yet. She stated some people at the ice rink said the City was hurting the fundraising efforts because of the indoor sports facility study.

Councilmember Aleshire asked if the HIAAA board expects to have a proposal ready for review prior to the results of the Victus study. He wondered when permission to hold a fundraiser for an improvement at the rink would be requested.

Mr. Tissue noted the HIAAA will be submitting a proposal through the RFQ that has been released. If their proposal is not selected, he expects they will approach the Mayor and City Council for permission to start a fundraising campaign.

Councilmember Keller pointed out Victus indicated multi uses with ice and soccer doesn't usually work well but she thinks more research may provide a different opinion.

Dan Lavalier, Maintenance Manager, pointed out technology has changed dramatically just in the last 5 years so combined uses may work well now.

Mr. Tissue noted that due to Mr. Lavalier's talent and diligence of maintaining the ice, the rink is in great shape.

Proposed Stadium Improvements for the 2019 Season

Rodney Tissue, City Engineer, and Travis Painter, Hagerstown Suns General Manager, were present to discuss improvements at Municipal Stadium for the 2019 Season.

Per the Fifth Amendment to the Lease Agreement (dated April 2018), the City will invest up to \$ 35,000 in upgrades to the stadium. The City Council has the absolute discretion to determine what upgrades to perform. In addition, the amendment says the City is responsible for general maintenance, repair and upkeep of the grandstand, seating areas, clubhouse, field lighting, and outfield wall.

The Suns staff submitted a request for improvements for the 2019 season, which starts April 11, 2019. The following is their list of requested improvements (by priority):

1. Replace vertical net behind home plate - \$ 1,500
2. Replace carpet in Clubhouse due to wear and bubbles - \$ 12,000
3. Replace field fence due to bows, breaks, and gates not operable - \$ 6,500
4. Upgrade electric in laundry room to 220V for new industrial clothes dryers – \$ 1,000
5. Purchase three cantilever umbrellas for suites (Suns will install) - \$ 2,500
6. Replace up to ten picnic tables that are cupped or bent - \$ 5,000

City staff also have the following list of items that need to be completed at the stadium in the near future. This list is also by priority:

1. Replace HVAC in Team Store - \$ 9,000
2. Replace roof on 3rd base bathrooms - \$ 6,000
3. Replace roof on concession stand - \$ 6,000
4. Replace roof on clubhouse - \$ 12,000
5. Replace HVAC in locker rooms and coach's office - \$ 25,000
6. Gutters and repair top of outfield wall masonry - \$ 2,000

Total request is \$ 60,200

While the Suns would like the entire list completed, staff recommends that they attempt to address the top items from each list, for a total cost of approximately \$ 35,000. Mr. Tissue noted that the parking lot was seal coated and re-stripped last summer through the pavement preservation program at a cost of about \$ 45,000. The City also has a ServPro bill in the amount of \$ 14,248 that was an emergency purchase required to clean up the clubhouse after the August 21, 2018 flood event at the stadium. Staff plans to pay for this out of operating funds, with Council approval.

The Suns' Player Development Contract with the Washington Nationals is through 2020 and the Lease is in place through the 2021 season.

Mr. Painter noted the wet summer affected the season with 14 rainouts and 28 games affected by rain or snow. The average attendance at games was 2,106, even with the rainouts. The Suns have donated nearly \$ 50,000 in monetary and in-kind services. Staff and players donated 150 hours to the community. Several special events were hosted by the Suns.

Mayor Bruchey suggested replacing the warped boards on the picnic tables rather than replacing the entire table.

Councilmember Heffernan stated flooring that is more impervious to water should be used to prevent the bubbling. He wondered if the roof replacement should occur before the flooring is replaced. Mr. Tissue stated the Council can decide which roof to replace with the stated \$ 6,000.

Mr. Painter pointed out the Nationals mandate carpet be used in the Clubhouse. Part of the problem with the floor is that the rubber sub floor is bubbling.

It was the general consensus to include approval of the improvements as noted by Mr. Tissue on the October 23, 2018 agenda.

FY20 Preliminary Budget for General Fund Agency Contributions

Michelle Hepburn, Director of Finance, and Jennifer Peterson, Accounting and Budget Manager, were present to review the General Fund Agency Contributions with the Mayor and City Council as stipulated in the policy.

As outlined in the policy, any changes to total funding levels or any changes to the agencies guaranteed to receive funding from the City will be considered by the Mayor and Council by the end of October. The following 8 agencies will receive funding per the current policy and the total funding amounts:

1. Community Rescue Services (CRS)
2. Hagerstown Municipal Band
3. Hagerstown Neighborhood Development Partnership (HNDP)
4. Maryland Symphony Orchestra
5. The Maryland Theatre
6. Washington County Historical Society
7. Washington County Museum of Fine Arts
8. Washington County Free Library

The total amount allocated for General Fund Agency Contributions is \$ 205,000.00, \$ 195,000.00 for eight identified agencies and \$ 10,000.00 designated as Mayor and Council contingency.

Staff is requesting direction for any changes to the agencies identified that will receive General Fund contributions in FY2019/20 (Maryland Theatre Expansion, Discovery Station pledge) and if there are any changes in the funding levels established in the policy for FY2019/20.

Councilmember Heffernan wondered if organizations that reportedly have a large surplus of reserve funds should be included on the list, such as CRS. Councilmember Keller stated CRS needs the funding from the City to help cover the number of calls they respond to. Ms. Hepburn stated a copy of the financial report submitted to the City of Hagerstown in January will be provided to the Mayor and City Council for their information about CRS' financial status.

Councilmember Heffernan asked if HNDP/Homestore is an appropriate funding agency if there is a different dynamic regarding homeownership in Hagerstown. Councilmember Keller stated the Homestore provides credit counseling and down payment assistance. Ms. Hepburn noted HNDP also receives funding from the Community Development Block Grant program, which is separate from this funding.

Councilmember McIntire asked where the approved funding for the Discovery Station falls within this list. Ms. Hepburn indicated this funding is from the contingency, spread over the next three years.

Councilmember Heffernan believes the Council should assess the need for these organizations. Councilmember McIntire thinks each administration should be able to make their own decisions of which organizations to provide funding to. Councilmember Keller, Councilmember McIntire, and Councilmember Heffernan asked that each organization discuss their need for the funds with the Mayor and City Council.

It was the general consensus of the Mayor and City Council to keep the total agency contributions funding at \$ 205,000.00 and provide funding to the eight identified agencies.

Beautification of Railroad Overpasses – continued discussion

Rodney Tissue, City Engineer, was present to follow-up the discussion of October 2, 2018 regarding the beautification of railroad overpasses. He provided additional sketches for the Mayor and City Council's consideration for the treatments to the Antietam Street bridges that included additional sketches of rock treatments and an art treatment utilizing concrete shapes as voluntarily submitted by Lesley Whalley, a local artist who is involved with the Memorial Boulevard Mural.

One of the rock treatments is showing rocks at an angle with perennial grasses to soften the look of the rock wall. The other rock option is to use timbers to make a frame to fill with rocks and stones.

The art treatment is more decorative using geometric shapes made of concrete. Councilmember McIntire and Councilmember Keller like the art idea with spheres at this location. They noted there are many artists who may be willing to partner with the City to have art at this location.

Mayor Bruchey prefers the slanted rock concept.

Councilmember Aleshire is concerned about potential liability for having interactive art so close to the street. He believes it will be difficult for parents with strollers to navigate the space.

Councilmember Metzner thinks there are other options for incorporating art and color into this space, while making the space unusable for people to camp and stay there.

Councilmember Aleshire wondered if a rail theme could be used on the ground and a train mural painted on the bridge. Mr. Tissue pointed out the bridge is not owned by the City.

Councilmember Heffernan suggested using art panels that can be changed as other art pieces are created.

Mr. Tissue was asked to obtain prices for the geometric shapes and timber structure.

Valerie Means, City Administrator, presented a draft document, Mayor and Council's Goals and Priorities 2018-2020, to the Mayor and City Council for their review. The document was developed based on the decisions and directions that were made at the September 13, 2018 goal setting meeting. This document was created based upon staff notes from the goal setting meeting. The document is laid out in the form of stating the vision, the mission and core values first. Then the ideas, action items and decisions from the retreat discussions were placed into broader categories as goals and priorities and listed according to where they fit. Also added were any current topics that staff is working on where they have been given direction to move forward at recent Mayor and Council work sessions. The Goals and Priorities are not listed in any particular order except as to where staff believe the public has expressed levels of importance historically.

This is the Mayor and City Council's document and they may change it in any way they wish. Ms. Means noted that when the Mayor and City Council formally establish and adopt their goals and priorities, the senior management team will develop ideas to help them meet their goals.

There were no changes noted to the Vision, Mission and Core Value statements.

The Goals and Priorities are separated into the following categories, with action items included where appropriate/available:

1. Neighborhood Revitalization and Sustainability. The citizens of Hagerstown experience a high quality of life in their neighborhoods. Action items include a Strategic Demolition Plan, returning blighted structures to the real property tax roll, policies and laws for neighborhood protections, and promoting neighborhood-based services and citizen engagement.

No changes were noted in the list of items.

2. Public Safety – The City of Hagerstown ensures that all who live, work, and play in the City of Hagerstown are safe. Action items include supporting, within the budget, the manpower and capital needs of the City Police, Fire, Code and Public Works Departments, focus on retention and recruitment in the police department, focus for City fire system and the all hazards mission, work with State delegation and community stakeholders to develop legislation and programs to address gangs, violence, drug activity and juvenile crimes, and continue focus on Opioid epidemic.

Councilmember Heffernan thinks the biggest goal for this item should be returning the police department to the established number of sworn officers. Mayor Bruchey suggested letting Chief Kifer and Ms. Mean develop a plan to do this for the Mayor and City Council's review.

Councilmember Heffernan suggested including enhancing the police department's use of technology for crime prevention.

3. Public Facilities and Infrastructure - The City of Hagerstown establishes and maintains quality services and infrastructure that support residents and businesses in a cost-effective manner. Action items include planning for construction of a third parking deck in the Urban Improvement Project area, new technologies for more customer-oriented parking experience, implementation of Stormwater Management Plan and associated possible fees, support improvement plan to water plant, reservoir and watershed properties, future pavement maintenance decisions from data in Pavement Condition Survey

There were no changes discussed for this goal.

4. Economic Development – The City of Hagerstown has a diverse, business-friendly economy that supports the community's needs. Action items include concentration of resources on the Community's City Center Plan Catalyst Projects (specifically # 1 – Class A office space, #2 expansion of Maryland Theatre programming and facilities, #3 support of USMH expanded academic program offerings, including student housing, #5 continuing construction of the Cultural Trail, #6 expand downtown arts/events programming, and #8 expanding home ownership support, explore creation of a City Economic Development Board, support of the partners of the Urban Improvement Project, include the City's focus on the Plaza portion, explore new possibilities for annexation opportunities, continued marketing of City owned properties, business retention, expansion and attraction, and continued administration of incentive programs.

Councilmember Heffernan and Councilmember Keller wondered if Class A office space is a top priority. Councilmember Metzner stated it is not a priority but if someone wants to develop this type of office space, the City has potential space (Central Parking Lot) available.

Councilmember Keller does not think stabilizing neighborhoods and encouraging homeownership is the same thing. She does not think it is realistic to anticipate increased homeownership.

Councilmember Heffernan wants to make it easy for people to live in Hagerstown by providing incentives and assistance with renovations.

Councilmember McIntire would like realtors to focus more on selling homes within the City limits.

Councilmember Aleshire stated a stable tax base is clearly a dynamic in the decision of purchasing or renting a home. Part of the goal of encouraging homeownership is reversing the owner/renter ratio which stabilizes neighborhoods.

Councilmember Metzner stated the City has low homeownership because 27% of its residents live below the poverty level. Many people who live in Hagerstown don't have the resources to own a home. There is no mention in the goals and priorities of addressing the poverty levels.

Councilmember Keller noted her suggestion for a Hagerstown EDC Board includes focusing on higher paying jobs, which would provide more disposable income for residents.

Councilmember Metzner stated education is the key to addressing the core problems in the City, including poverty. He doesn't think this issue will be resolved during this administration or in his lifetime. A group is trying to make a difference at Bester Elementary. If the core problems are not addressed, there won't be funding for any of the items on this list. The goals and priorities are wonderful but they all need to be funded. His biggest goal is to lift up the City's poorest residents. The focus of the City has to be getting the people who are viewed as problems into solutions. Difficult decisions will have to be made. An educated workforce is needed to make these changes.

Mayor Bruchey agreed with much of what Councilmember Metzner said but providing the opportunity for a better-educated workforce doesn't mean it will happen.

Councilmember Metzner pointed out the process has to start somewhere. He suggested joining with San Mar and participate in the Bester of Hope program.

Councilmember Keller noted they started by marketing a common positive message. The Mayor and City Council have to rally the community and have a common goal in order to make a difference.

Councilmember Aleshire stated the topic of the housing summit was neighborhood stability. The decline of neighborhoods was a big topic. All the entities need to come together to make a difference and a positive change. There has been an increase in the amount of social services entities. He feels as though the service delivery entities are looking in the opposite direction from the City.

Councilmember Keller agrees that all the entities need to be on the same page but communication is lacking. These services are located downtown because that's where the people live who need the services most.

Mayor Bruchey suggested moving on the next item on the list. Councilmember Keller stated this conversation is about providing direction to staff, which hasn't been provided for two years.

Councilmember McIntire pointed out the City does not have a positive image. The facebook pages like What's Happening Hagerstown give people a negative image of Hagerstown. The City needs positivity.

Councilmember Heffernan wondered if the goals should be fresher. He feels as though the catalyst projects are stale and may be more appropriately administered by another group such as Greater Hagerstown. Sometimes too many services can be provided and it traps people and doesn't provide an incentive for them to improve their lives.

Councilmember Keller noted the City Center Plan is an ongoing process.

Ms. Means pointed out the City Center Plan was discussed and supported during the Goal Setting session. The Mayor and City Council could review the plan again.

Councilmember McIntire stated it is important to keep the Catalyst Projects in place.

5. Budget Stabilization – The City of Hagerstown will strive for continuous improvement of fiscally responsible decision making on both sides of the budget equation. Action items include the possibility of City-wide Payment in Lieu of Taxes (PILOTS) agreements for real property exempt parcels, growth of the assessable base, promote improvements to the State tax assessment and appeals process, continue to strive for efficient management of department resources, evaluate the future structure and delivery of city services, continued review of fiscal policies, continue work on new Utility Rate structures for Water, Wastewater, and Electric.

Ms. Means noted the PILOTS would include schools, churches and other tax-exempt properties. The conversation regarding this will be difficult.

Mayor Bruchey would support a PILOT program if the revenue would be used for a work force improvement plan.

Councilmember Heffernan suggested the revenue could be used to create a job service or to enhance public safety.

The remaining five categories will be reviewed at a future work session.

Councilmember Aleshire then left the meeting.

CITY ADMINISTRATOR'S COMMENTS

Valerie Means, City Administrator, had no additional comments.

Councilmember S. McIntire had no additional comments.

Councilmember L. C. Metzner had no additional comments.

Councilmember A. Heffernan had no additional comments.

Councilmember E. Keller thinks it would be a nice idea to have a contest for a City mission statement. City residents could submit entries, which would be reviewed by a committee. Main Street Hagerstown could use the winning mission statement and include it in their programs. This would engage the community and provide some good ideas.

Councilmember Heffernan stated the negative comments have to be countered. Ms. Means pointed out part of the imaging and branding in the Goals and Priorities list could be countering the top negative comments.

Councilmember Keller suggested using Jimmy Kimmel's way of responding to mean tweets to change the narrative. The responses could be witty and smart and would be a funny way to turn the negative, nasty comments around. Councilmember McIntire likes this idea and thinks it would be fun.

Councilmember Keller met with the staff at the CVB to discuss what they can do to address issues. Because of some incidents, they will be closing on Sundays. She thinks a downtown employee/public safety forum type meeting would be helpful. The Chief of Police could provide the facts of how little crime there really is downtown. Ms. Means thinks DCED staff are working on something similar.

Mayor R. E. Bruchey, II had no additional comments.

There being no further business to come before the Mayor and City Council, on a motion duly made, seconded and passed, the meeting was adjourned at 6:36 p.m.

Respectfully submitted,

Original signed by D. K. Spickler

Donna K. Spickler
City Clerk

Approved: November 27, 2018