

WORK SESSION AND EXECUTIVE SESSION – January 8, 2019

EXECUTIVE SESSION – January 8, 2019

On a motion duly made by Councilmember A. Heffernan and seconded by Councilmember S. McIntire, the Mayor and City Council unanimously agreed by voice vote of all members present to meet in closed session to consider a matter that concerns the proposal for a business or industrial organization to locate, expand, or remain in the State; #4 (Section 3-305(b)), to discuss the appointment, employment, assignment, promotion, discipline, demotion, compensation, removal, resignation or performance evaluation of appointees, employees, or officials over whom it has jurisdiction, #1 (Section 3-305(b)), and to consult with counsel to obtain legal advice; #7 (Section 3-305(b)), on Tuesday, January 8, 2019 at 3:02 p.m. in Room 407, 4th floor, City Hall, Hagerstown, Maryland. Councilmember E. Keller was not present at the time of the vote.

The following people were in attendance: Mayor R. E. Bruchey, II, Councilmember K. B. Aleshire, Councilmember A. Heffernan, Councilmember E. Keller, Councilmember S. McIntire, Councilmember L. C. Metzner, City Administrator Valerie Means, City Attorney Jennifer Keefer, Michelle Hepburn, Director of Finance, Kathleen Maher, Director of Planning and Code Administration, Jill Thompson, Director of Community and Economic Development, Rodney Tissue, City Engineer, Jonathan Kerns, Community Development Manager, Paul Fulk, Neighborhood Services Manager, Kevin DeHaven, Safety and Loss Control Coordinator, and Donna K. Spickler, City Clerk.

The meeting was held to discuss a business proposal for a downtown property, membership of the CDBG Public Service Review Committee, membership of the Historic District Commission, and to consult with legal counsel regarding an agreement negotiation and pending litigation. No formal action was taken at the meeting. On a motion duly made, seconded, and passed, the meeting was adjourned at 3:57 p.m.

WORK SESSION – January 8, 2019

Mayor R. E. Bruchey, II called this Work Session of the Mayor and City Council to order at 4:06 p.m., Tuesday, January 8, 2019 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.

Winter Recreation Program 2019

Amy Riley, Recreation Coordinator, was present to discuss the Winter Recreation programs. As part of the Mayor and Council's recently adopted Goals and Priorities 2018-2020, Recreation staff encourages everyone to start the new year by taking part in

the expanding program offerings that support active and healthy living for Hagerstown's citizens.

Registration is open for the 6th annual Hub City 100 Miler Challenge! This 100 day program begins January 18, 2019 and encourages participants to get active by setting a goal of one mile a day for 100 days. Daily mile(s) can be achieved by walking, running or biking, or, by simply moving each day for 20 minutes with activities like shoveling a neighbor's driveway or taking a yoga class or going ice skating.

In its first year in 2015, 650 participants registered for the Challenge and in 2018, 1,600 people registered. The goal in 2019 is to continue to increase that number and get more folks moving in the New Year.

The program encourages registrants to make simple, easy changes to benefit overall health and wellness. The program is flexible, adaptable, and is for any fitness level. Weekly prizes are awarded and a grand prize is awarded to one lucky participant at the end of the Challenge.

Registered "100 Milers" receive weekly e-newsletters offering motivation, opportunities to get connected and stay active. On Friday, January 18, 2019, 100 Milers are invited to the kick-off event to achieve their first official mile as a team at Fairgrounds Park from 4:00 p.m. to 6:00 p.m.

This year, participants can challenge themselves to 100 Miles More! 100 Milers will be challenged to double their one mile a day goal and log two miles a day for 100 days to earn a medal.

Ms. Riley distributed 100 Miler T-shirts to Mayor and City Council members.

Indoor programs in the Fit Room include Antigravity Fitness, Belly Dance for Beginners, Hip Hop Soul, Yoga for Weight Loss, Zumba and more. Activities are offered every day of the week.

A video clip advertising these activities is included in the pre-movie videos at Leitersburg Cinemas.

USA Cycling 2019 Update

This agenda item was postponed.

Recommended Name for New Signature Event

Kitty Clark, Community Events Coordinator, was present to provide recommendations for the name of the new signature event programming that will debut in June, 2019.

Staff are looking for general direction from the Mayor and City Council on the name for the new event, giving staff ability to finalize the name and logo based on that direction. A name for the event is required to begin the marketing of this new initiative.

During the October 23, 2018 Work Session, the Mayor and City Council directed staff to implement a new signature event programming to take place over four weekends in June, 2019. Friday nights (June 7, 14, 21, and 28) will feature bands in University Plaza – free and open to the public. Saturday afternoons (June 8, 15, 22, and 29) will offer a variety of art and music happenings along the Cultural Trail – also free and open to the public. On the evening of June 15, special programming will be offered at the Maryland Theatre – modest ticketed event.

Since October, staff have been working out details of this new event. An open call for musicians occurred from Thanksgiving to December 20, 2018. A group of people has been convened to advise on the selection of musicians. Over the next several weeks, the group will be reviewing over 100 submissions received to select musical artists to anchor the programming.

For optimal success, staff needs to begin marketing this event. A name is required that encompasses what is trying to be achieved with this programming, and that a graphic designer can work with to create a cohesive look for marketing materials.

Initial brainstorming meetings with stakeholders in August and subsequent meetings with leaders from various sectors in Hagerstown have repeatedly brought up the following words and ideas: new, progressive, diversity, inclusive, celebrate what is great in Hagerstown, give a respectful nod to the past, offer more than one genre of music and more than one genre of art, and collaborate.

Based on the input from the meetings, the following Options were presented:

1. Option A: New Hub City Arts and Culture Festival – This name embraces and combines the ideas mentioned. Hagerstown has long been The Hub City but many other cities have that same name. There are no New Hub Cities. Hagerstown is in a state of transition. The transformation could be celebrated through a variety of art and culture events. Use of the word Arts assumes music, in addition to other genres. Use of the word culture opens the door to include literature, food, talks, history, and more. Both words invoke a variety of artistic and cultural manifestations from other groups.
2. Option B: New Hub City Music and Arts Festival – This also encapsulates the ideas of new and nods to the past. The specific inclusion of the word music could help make it clear that music will be a major component of the programming. Removing the word culture does not mean other programming cannot be offered.
3. Option C: Celebrate Hagerstown or Imagine Hagerstown – This has a call to action, which is always good. Imagine also suggests that both the artists and the spectators are participating in the imaging. It gets away from the overused word - festival.

Staff recommends using a name that directly refers to Hagerstown (as opposed to Western Maryland) – such as either Hagerstown or Hub City. Staff also recommends a name that is broad and can accommodate a lot of diverse offerings that might shift from year to year.

Mayor Bruchey suggested the name Imagine Hagerstown at the Hub City Arts and Cultural Festival. It was mentioned the word Festival implies a multiple day event.

Councilmember Keller likes Imagine Hagerstown but not for the name of an event.

Councilmember Aleshire stated Imagine Hagerstown Arts Fest may convey the message to come back downtown.

Councilmember McIntire likes Imagine and thought it could be tied with the future vision.

Councilmember Metzner stated calling it Imagine Hagerstown – A Month of Culture and Music would let people know it is more than a one weekend event.

It was noted the Maryland Theatre Wind Down Friday events are not being held now. Councilmember Aleshire suggested bringing the Wind Down feel into the City event.

No final decision was reached for the name of the event during the meeting.

FY19 CDBG Action Plan Amendments for New Projects: Medal of Honor Triangle Upgrades and ADA Park Improvements

Jonathan Kerns, Community Development Manager, and Rodney Tissue, City Engineer, were present to discuss amendments to the FY19 CDBG Action Plan.

Throughout the fiscal year, staff perform periodic reviews of the CDBG budget to determine if any CDBG funding should be reallocated. This often occurs when CDBG activities have been completed under budget or when unbudgeted program income is received. Unbudgeted program income is typically received from unexpected CDBG loan payoffs or sale of CDBG funded, City-owned property.

If it is determined that CDBG funding should be reallocated, this action typically requires an amendment to the CDBG Action Plan to fund new activities. Due to CDBG regulations related to timely spending of grant funding, it is also critical to reallocate available funding to projects that can quickly break ground.

After a recent review of the CDBG budget, CDBG funded intersection improvement projects (Mulberry Street/Antietam Street and Salem Avenue/Linganore Avenue) will finish under budget by approximately \$ 40,000. The impending sale of the Roslyn Building will also result in unbudgeted program income of approximately \$ 100,000. A total of \$ 140,000 in CDBG funding will need to be reallocated to new activities via a CDBG Action Plan amendment.

Each year, DCED staff and Parks & Engineering staff work together to carry out various CDBG eligible projects in Hagerstown. For the current fiscal year, Parks and Engineering has requested CDBG funding for two additional projects: Medal of Honor Triangle reconstruction and ADA bleacher improvements at City Parks.

Medal of Honor Triangle Reconstruction

At the request of the Neighborhoods 1st representatives, Parks and Engineering staff developed possible upgrades and enhancements for the Medal of Honor Triangle. Upgrades are suggested as the signs are aging and not visible due to the tree growth, and the Triangle does not make a very attractive “statement” when viewed by approaching traffic.

Staff suggests the following upgrades and improvements at the Medal of Honor Triangle: relocate and upgrade plaques and signs, provide seating bench feature, provide small plaza area, and update and improve the landscaping and add seasonal color. The total CDBG costs for these upgrades is \$ 70,000.00.

ADA Bleacher Improvements

The Parks and Engineering Department carries out projects every year to ensure compliance with the Americans with Disability Act. In an effort to enhance accessibility at City Park facilities, ADA bleacher seating is proposed for multiple City Parks including, Colt League (Hellane Park), West End Little League (Hellane Park), Pony League (Funkhouser Park), National Little League (Staley Park), American Little League (Hager Park), and at City Park softball fields. The total CDBG costs for these improvements is \$ 70,000.00.

Amending the CDBG Action Plan involves routine processes typically handled by staff. The amendment for the proposed projects in question will also require Mayor and City Council approval since the amount of reallocated funding for each new activity is greater than \$ 25,000.00.

Councilmember Metzner stated the Medal of Honor Triangle would be ideal for year round lighting.

Councilmember Aleshire thinks grass would be a better option than plants at the Medal of Honor Triangle.

It was the general consensus to include approval of the amendments on the January 29, 2019 Regular Session agenda.

Discussion of Parking Rate Structure

At the December 18, 2018 Regular Session, the resolution presented by the Mayor regarding the parking rate structure was tabled.

Although staff recommendation remains with the current rates established June 26, 2018, or the November 13, 2018 proposal, they are seeking direction from the body of the Council on their desire to establish parking rate changes for students at the University District Parking Deck and the bulk discount rate for the University District Parking Deck, the Rochester Lot, Market Lot and Central Lot.

Councilmember Aleshire wondered if providing a discount to one class of students has a detrimental impact on the parking fund. He asked if the City can responsibly provide a discounted lot rate to students, which would protect the decks, defend a legal challenge over special treatment, and provide greater flexibility for the user base. He has suggested a student rate of \$ 25.00 per month for the Rochester Lot, Market Lot, and Central Lot.

Eric Deike, Director of Public Works, noted initially the discount only applied to USMH students. During discussions, staff felt it was not fair for just one set of students to receive the discount. He confirmed there could be discounted rates for the lots. Students will have the responsibility of proving they are current students in order to receive a discount.

Councilmember Aleshire asked if it is possible to have the gate at University Deck open from 5:00 p.m. to the next morning. Mr. Deike pointed out that anyone could park free in this circumstance, not just students. With the updated parking system software, there are many security checks in place and it is complicated, if not impossible, to establish individualized rates. The vendor, Hub Parking, has to make all the changes.

Councilmember McIntire asked if the class start time could be the beginning of free parking. Mr. Deike stated because each student could have a different class schedule, it would not be possible to issue an individual pass based on class time.

Councilmember Metzner asked what parking costs at the decks after 5:00 p.m. Mr. Deike stated it is \$ 2.00 all night. Councilmember Metzner pointed out students could park for free on a lot if they didn't want to pay the \$ 2.00 fee for the deck.

Councilmember McIntire stated she supports a student rate of \$ 25.00 per month for the parking lots.

Councilmember Aleshire pointed out when the USMH student discount was implemented (10 years ago) there was not competition for parking spaces.

Mr. Deike noted the ratio of night time to day time students changes with each semester. Since the implementation of the parking rates approved on June 26, 2018, permit sales have decreased slightly but credit card sales have significantly increased.

It was noted that USMH receives a bulk discount for parking because they have more than 25 people in the program, in addition to the student rate.

Michelle Hepburn, Director of Finance, pointed out the bulk rate discounted is currently scheduled to be phased out over four years, beginning July 1, 2019. The Mayor and City Council have also discussed amending this discount.

Councilmember Metzner thinks the best solution is to offer students a \$ 25.00 per month rate that can be used at one of three parking lots.

Councilmember Aleshire stated this will provide a variety of options for students.

Mr. Deike pointed out that, under this proposal, the rates established in the June 26, 2018 Resolution for the parking decks will remain the same.

Councilmember Metzner stated the Mayor and City Council has talked about having the stakeholders participate in the next discussion about the bulk discount. Ms. Means pointed out several stakeholders spoke during the November 13, 2018 Work Session. It was suggested to phase out the program over 5 years, rather than 4 years.

Councilmember Metzner would like to know if the stakeholders are supportive of that proposal. He doesn't want it to seem like the City doesn't care about their opinion.

Mr. Deike will present a new resolution for consideration with the Student Rate of \$ 25.00 per month for certain parking lots. Ms. Spickler noted the resolution that was tabled on December 18, 2018 will need to be removed from the table for any further action.

CITY ADMINISTRATOR'S COMMENTS

Valerie Means, City Administrator, had no additional comments.

MAYOR AND COUNCIL COMMENTS

Councilmember S. McIntire was approached by Mike Keefer last year. He would like the Mayor and City Council to consider visiting Hagerstown, Indiana during their community event from July 22-25, 2019. She suggested considering a live remote from Hagerstown, Indiana for the Mayor and City Council's meeting that week.

Councilmember L. C. Metzner had no additional comments.

Councilmember A. Heffernan wants to discuss the sign regulation issue at the next work session. The issue has come up again for businesses and they are receiving notices. He understands the Planning Commission is currently reviewing the regulations. Ms. Means pointed out the current law is what is being enforced at this time. Mayor Bruchey thought it was said nothing would be done until the new regulations were reviewed by the Planning Commission. Councilmember Aleshire stated if someone complains, the City is obligated to enforce the current regulations. Councilmember Metzner also would like to have a work session discussion about this issue. He asked that staff provide photos during the discussion from businesses that will be required to take down their signs.

Councilmember K. B. Aleshire stated the Mayor and City Council have received complaints from Antietam Cable customers regarding the recent loss of a specific channel. Even though the City has a franchise agreement with Antietam Cable, the City is not one of the two parties

involved in the negotiation between these two private businesses. The details of the negotiations may not have been shared as fully with the public as they would like on why these two entities did not come to terms. The City does not have a dictatorial role in the franchise agreement to make them come to terms.

Councilmember Aleshire and his family attended the DoNut drop on December 31, 2018. It was very enjoyable even though it rained.

Councilmember Heffernan informed the group that television station WDVM is still accessible with an antenna, which is available from Antietam Cable.

Councilmember E. Keller attended the swearing in of Congressman David Trone earlier today in Annapolis. She has met with providers about the homeless and addiction issues and people living under bridges. People have indicated a resource list would be helpful. She asked if the City could host and provide this list on Channel 25 and the City's website. It would be a list of resources available, with information on how to contact the provider. She asked that a Work Session discussion be scheduled.

Councilmember Heffernan suggested expanding the list to include other areas people could receive assistance.

Councilmember Keller stated a marketing plan for the City of Hagerstown needs to be discussed. The State of the City needs to highlight the good things that have happened in Hagerstown during the last year.

Mayor R. E. Bruchey, II offered condolences to the family of former Councilmember Ira Kauffman who passed away recently. He thanked the Department of Public Works for cleaning up the Pangborn Boulevard underpass early this morning. He agreed the DoNut drop was a great event and people enjoyed it.

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 5:23 p.m.

Respectfully submitted,

Original signed by D. K. Spickler

Donna K. Spickler
City Clerk

Approved: February 26, 2019