CITY OF FLOWERY BRANCH
Council Meeting
Work Session Minutes
Thursday September 19, 2013 6:00 PM

OPEN MEETING:

CALL TO ORDER: Mayor Miller called the meeting to order at 6:00 p.m.

IN ATTENDANCE: Mayor Mike Miller, Mayor Pro tem Joe Anglin, Council Members: Damon Gibbs, Mary Jones and Fred Richards. Also in attendance were City Manager Bill Andrew, City Attorney Ron Bennett, City Director of Planning and Community Development John McHenry, City Finance Director Jeremy Perry and Chief of Police David Spillers.

ABSENT: Council Member Tara Richards

PLEDGE OF ALLEGIANCE: The pledge of allegiance was led by Councilmember Joe Anglin

UNFINISHED BUSINESS: None

NEW BUSINESS:
As the public hearing for the Redevelopment Plan was inadvertently left off of the agenda, the public will have the opportunity to make comments about the Redevelopment Plan prior to regular public comment in the voting session. The public hearing was advertised in the Gainesville Times.

Discussion – Resolution 13-013 – Adoption of Urban Redevelopment Plan

- City Director Planning and Community Development John McHenry introduced Mr. Jonathan Gelber from Bleakly Advisory Group. Mr. Gelber gave a presentation of the Urban Redevelopment Plan and the application for the Opportunity Zone.
- The presentation given by Mr. Gelber is attached to the minutes as Exhibit A.
- The number of parcels (103) included in the Redevelopment Plan is larger than the number of parcels (69) being applied for as an Opportunity Zone. If the City desired to include more properties in the Opportunity Zone later, it could be done with just a letter to the Department of Community Affairs if the property was previously included in the Urban Redevelopment Plan.
- The Department of Community Affairs has 90 days to approve the Opportunity Zone application, so for it to be considered for 2013, it must be submitted by September 30, 2013.

Discussion – Draft Council meeting minutes from September 5, 2013

- City Clerk Burney indicated that she had sent out the minutes and received one correction, which has been incorporated to the final draft.

Discussion – Approval of changes to City Health Insurance

- City Finance Director Jeremy Perry stated that the City's current health insurance provider, Consumers Life, will no longer be providing insurance in the State of Georgia. The City has been offered insurance by United Health Care and there are 2 plans to choose from – an HSA plan and a plan called Heritage Plus. A comparison of the two plans was presented by City Finance Director Perry and is attached to the minutes as Exhibit B.
- City Finance Director Perry has checked with City Department Heads and they would all like to see the Heritage Plus plan offered to the employees as it is a better plan. The recommendation would also be for the City to supplement the difference between the old plan and the new plan for coverage other than individual coverage to help offset the additional employee cost, which was unexpected. The amount needed to pay for the supplemental amount was already budgeted for the previous insurance plan, so no additional funds would need to be budgeted.

Discussion – Appointment of City Director Planning and Community Development John McHenry to Lake Lanier Convention and Visitors' Bureau Board of Directors and Executive Board

- City Manager Bill Andrew stated that the City began to collect Hotel Motel Tax in September of 2008. The amount collected is 5%, with 2% going to the Lake Lanier Convention and Visitors Bureau and 3% going to the City General Fund. A breakdown of the income and expenses of the CVB is attached to the minutes as Exhibit C.
- Flowery Branch pays more to the CVB than other cities because Oakwood has fewer hotel rooms and Buford only pays for locations inside of Hall County. The City of Gainesville has its own fund and does not contribute to the CVB.
- This year the City will give $34,000 to the CVB and $51,000 will go into the General Fund.
- City Manager Andrew stated that there are 2 meetings a month that he is attending. The recommendation is for the City Director of Planning and Community Development attend instead.

DEPARTMENT REPORTS:

City Manager Report: None

City Finance Director Report

- Presented an update of the status of City revenues and/or expenses for LOST, Court Fines, Building Permits, SPLOST VI and TAD. The presentation is attached to the minutes as Exhibit D. The building permits issued have been considerable this year. There have been more permits issued so far this year than were issued in the previous year.

City Director Planning and Community Development Report

- There are draft plans of the Redevelopment Plan available online. There was a core team meeting this past Wednesday. The Redevelopment Plan will give a framework of what is needed in the City with a Marketing Plan to "back up" the recommendations made. There will be another core meeting on October 15 and a draft plan will be presented to the Council on October 17. There will be a public meeting on October 22 so that the final plan can be adopted by the Council in November.
- 5111 Spring Street, the location of the Assisted Living facility, has been permitted.

City Clerk Report: None

City Attorney Report: None

Council Report

- Council Member Joe Anglin stated that the car show this past weekend was well attended and was a very good event for the City.
- Council Member Fred Richards agreed that the car show was a very good event for the City.
- Council Member Mary Jones stated that she has heard from some residents about how nice the new City street signs look and was very happy with the design created by City Manager Andrew.
- Council Member Damon Gibbs stated that there were several events upcoming and he was hoping for large turnouts for those events.
- Mayor Mike Miller stated that the concert in downtown will be held on the 27th behind Liberty Candy Company. The Taste of Flowery Branch and the Zombie Run are both this upcoming Saturday and are fundraisers for the Flowery Branch High School band. The opening of Don Carter State Park had the steel drum band from the high school play. There was a turnout of about 2500 people for the car show this past weekend.

ADJOURNMENT WORK SESSION: Adjourned at 6:52 p.m.

CITY OF FLOWERY BRANCH
Council Meeting
Voting Session Meeting Agenda
Immediately following Work Session
Thursday September 19, 2013

OPEN VOTING SESSION: Mayor Miller called the meeting to order at 6:52 p.m.

PUBLIC HEARING FOR RESOLUTION 13-013 – URBAN REDEVELOPMENT PLAN:
No comments

PUBLIC COMMENTS: None

CONSENT AGENDA:
Draft Council meeting minutes from September 5, 2013
Motion to approve Consent Agenda: Joe Anglin
Second: Mary Jones
Unanimous

UNFINISHED BUSINESS: None

NEW BUSINESS:
Resolution 13-013 – Adoption of Urban Redevelopment Plan

A RESOLUTION OF THE CITY OF FLOWERY BRANCH CITY COUNCIL ADOPTING THE FLOWERY BRANCH URBAN REDEVELOPMENT PLAN

Motion to approve Resolution 13-013 – Adoption of Urban Redevelopment Plan: Damon Gibbs
Second: Fred Richards
Unanimous

Approval of changes to City Health Insurance
Motion to approve United Healthcare Heritage Plus Plan with the City to supplement the monthly cost to employees not to exceed 30 percent: Damon Gibbs
Second: Mary Jones
Unanimous

Appointment of City Director Planning and Community Development John McHenry to Lake Lanier Convention Visitors' Bureau Board of Directors and Executive Board
Motion to approve the appointment of City Director Planning and Community Development John McHenry to the Lake Lanier Convention Visitors' Bureau Board of Directors and Executive Board: Fred Richards
Second: Joe Anglin
Unanimous

EXECUTIVE SESSION:
Executive Session for Land Acquisition/Disposition and Personnel Matters
Motion to enter Executive Session at 6:55 p.m. for the purposes of Land Acquisition/Disposition and Personnel Matters: Joe Anglin
Second: Damon Gibbs
Unanimous

Motion to exit Executive Session at 7:34 p.m.: Damon Gibbs
Second: Fred Richards
Unanimous

Due to being shorthanded in the Public Works Department, the City Public Works Director, Johnny Thomas, is interested in reorganizing his department. The reorganization would entail hiring another guard that would be responsible for 3 inmates and would help with the chipping, maintenance of the Right of Way and water meter installation. Guards and prisoners have full availability as to when they are able to work. The Public Works Department would then consist of Mr. Thomas, 3 employees, 2 guards and 8 inmates.

As there will be a savings in employee salaries, Mr. Thomas has requested that some of the savings be used to give his employees a raise. There was a salary study done in 2008 and a recommendation that the public works employees should be making more per hour, which was not implemented. Mr. Thomas and City Manager Andrew would both like to see those employees have their salaries raised to the initial amount of $11.60 an hour and include any raises/steps that would have occurred since then. The Council requested that City Manager Andrew return at the next meeting with updated information regarding the salary change request.

ADJOURNMENT:
Motion to adjourn the voting session at 7:43 p.m.: Damon Gibbs
Second: Fred Richards
Unanimous

James "Mike" Miller - Mayor

October 3, 2013
Dated

Marja Burney – City Clerk

Summary of the Proposed

Flowery Branch Opportunity Zone and Urban Redevelopment Plan

EXHIBIT A

Flowery Branch

Bleakly Advisory Group

August 2013

Georgia's Opportunity Zone Program

- **Companies that create jobs (relocate or expand) in an OZ area receive a $3,500 tax credit per new job.**
  - Part of the Georgia Job Tax Credit Program
  - All businesses are eligible
  - Business must create at 2+ net new jobs (full-time)
  - Average wage must be above lowest avg. county wage in GA (currently $435 per week or $22,620 per year)
  - OZ lasts 10 years, job credits good for 5 years per job
  - Retroactive to January 1 of calendar year of approval.
- **There are currently over 100 Opportunity Zones in Georgia.**

Georgia's Opportunity Zone Program

Example

- 1 New Company in Opportunity Zone
- 20 Employees
- $3,500 in Tax Credits per job
- <u>x 5 years =</u>
- **Worth $350,000 to Company**

The URP & OZ Process

Decisions

- Define Goals & Boundaries

Busy Work

- Data Collection
- Analysis
- Craft Argument
- Refine Boundaries
- Prepare Documentation
  - **URP**
  - **OZ App.**

Approvals & Documentation

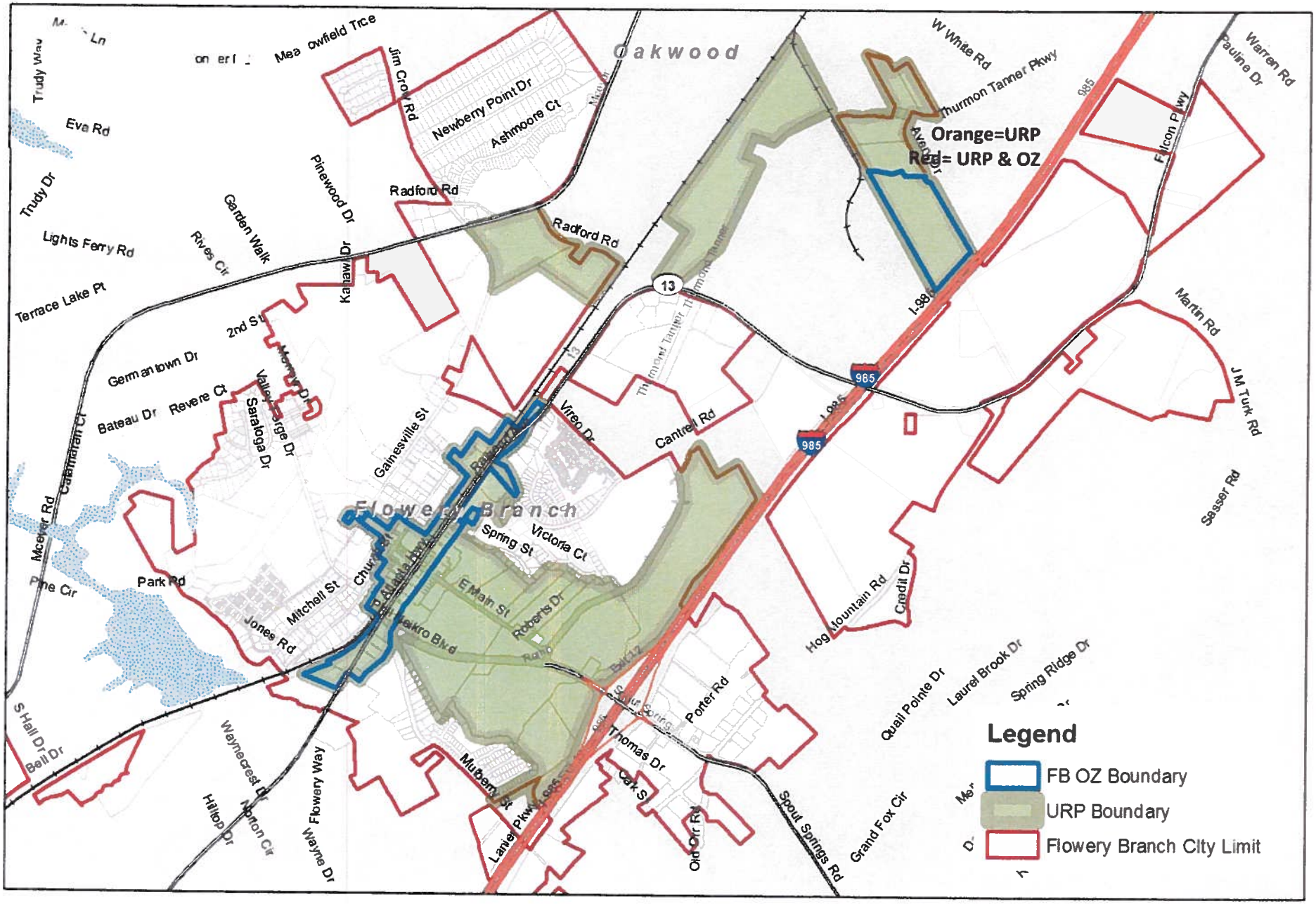
- **Public Hearing**
- **Approve URP** Tonight
- Supporting Documents
- Submit Application to DCA By 9/30

Application Review

- Site Visit
- 90 Day Decision*

URP vs OZ Application

	URP	OZ Application
Purpose	Demonstrate Due Diligence Make Eligible for OZ +	Document Conditions, Document URP, Apply for Credits
Approval	City Council	DCA & GDEcD
Criteria	"Negative conditions"	Pervasive Poverty (15%+), Underdevelopment, General Distress and Blight
Documentation	Moderate	Detailed
Amendments (minor)	Resolution by Council	With URP: Letter to DCA W/O URP: Complicated



Flowery Branch Opportunity Zone 2013

Urban Redevelopment Plan and OZ Context

BAG

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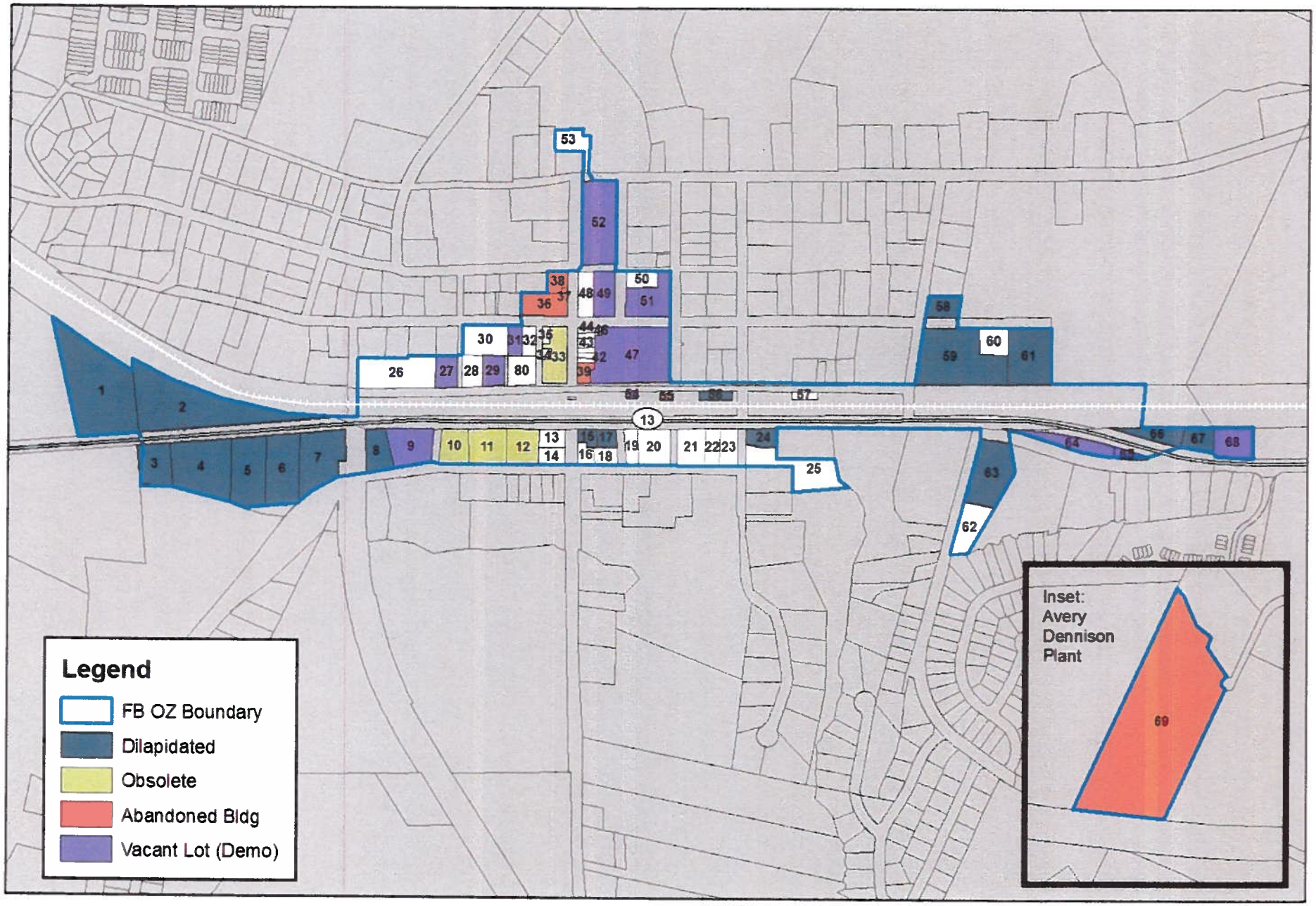


Flowery Branch Opportunity Zone 2013

Dilapidated, Obsolete & Abandoned Buildings

BAG

Basis of OZ Application

- Pervasive poverty
- Vacant parcels & dilapidated/vacant/obsolete buildings
- Concentrations of crime & code enforcement
- Infrastructure: stormwater, water supply, flood damage
- Strong record of action and initiatives by city & community leadership

URP & OZ Process

- Next Steps
  - Set Boundary
  - Data, Analysis, Mapping & Write-up of OZ & URP
  - Public hearing for URP amendment
  - Approval of URP amendment by City Council
  - **Submit OZ application to DCA**
  - **Review and Approval of OZ by DCA**
  - **Follow Up:**
    - Conditions Change? Amend parcels to OZ with letter to DCA

Summary of the Proposed

Flowery Branch Opportunity Zone and Urban Redevelopment Plan

Flowery Branch

Bleakly Advisory Group

August 2013

Opportunity Zone Strategy

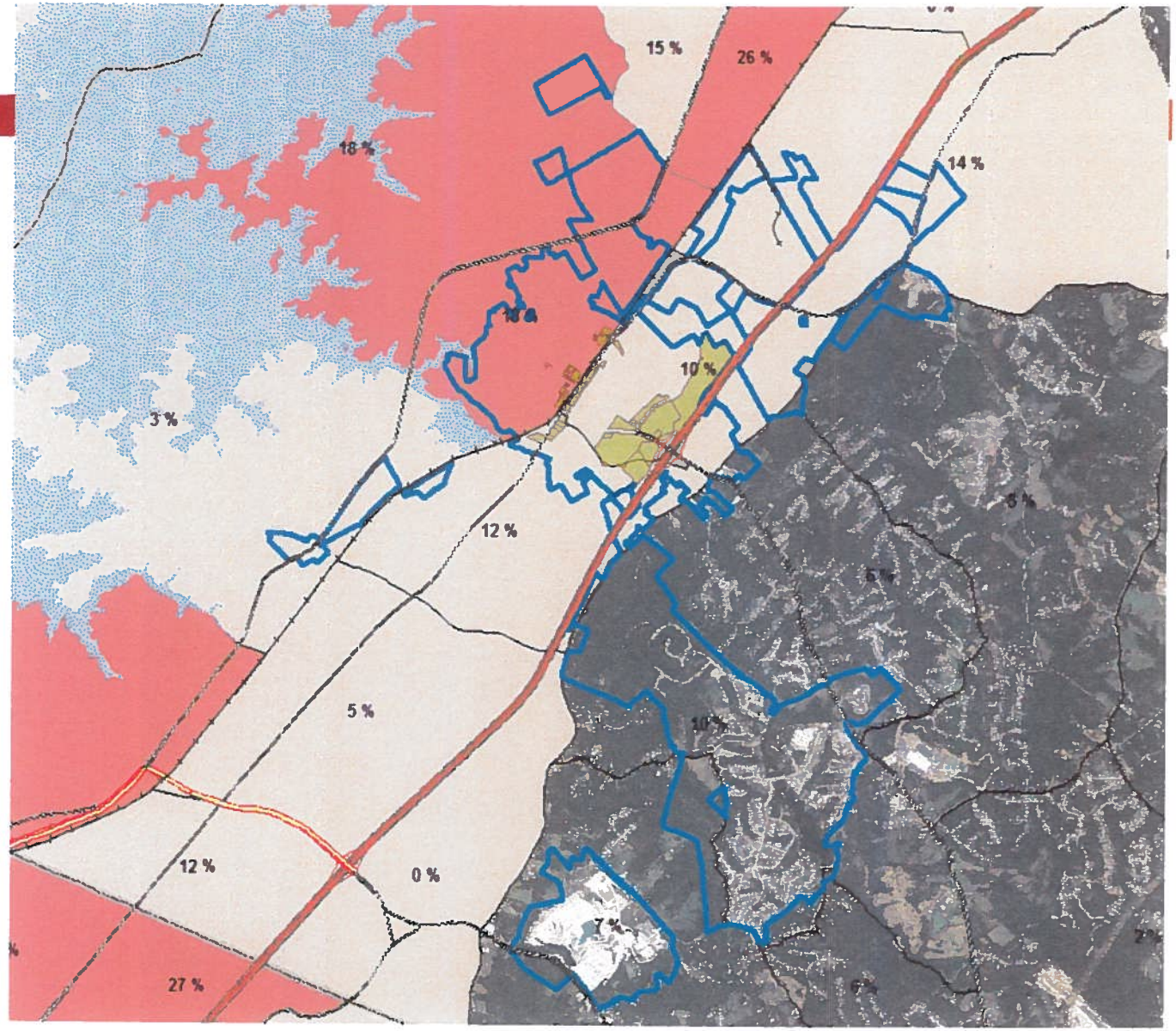
- An Opportunity Zone is just one tool.
- It the best tool for some jobs, but not all jobs.
- Use it wisely and sparingly, as part of a plan.
- Use together with all your other tools.

Opportunity Zone Strategy

What makes a winning OZ application?

- Application must tell a compelling story
  - This area is blighted and suffering: *"Visual Blight"*
  - We have a strong vision for this area
  - This area is a high priority for redevelopment
  - This area is tight & focused (+/- 100 Parcels Avg.)
  - The OZ is part of a coordinated effort
  - We have a track record of implementation
  - We will be good stewards of the benefits
  - We will make the program proud.

OZ must be in or adjacent to census block groups with 15%+ poverty.



FOR
SALE

THRIFT
STORE
PEPICO TIRE SHOP
TIRE SHOP
NEW & USED
TIRES

5K

OPTIONS:

	United Healthcare (HSA)	United Healthcare (Heritage Plus)
Yearly Deductible	$3,500 ($500 Emp)	$1,500
Co-Insurance	-	-
Out of Pocket Max	$5,900	$1,500
Physician Office Visit	$35 after deductible	$40
Urgent Care	$50 after deductible	$60
Emergency Room	$250 after deductible	$300
Prescription Drugs	$15/$45/$85/ $125 after deductible	$10/$35/$60/ $100
Employee	$316.86	$456.38
Employee + Spouse	$633.72	$912.76
Employee + Children	$602.04	$867.13
Family	$950.59	$1,369.15

The United Healthcare (HSA) is comparable to the Consumers Life (HRA P5000) plan the City currently has. The United Healthcare (Heritage Plus) is comparable to the Consumers Life (P30-80-1000) plan the City had from 04/01/12 to 03/31/13.

United Healthcare (HSA):

Positives:

- $500 deductibles for City employees.
- Lower costs for employee's visits to physicians, urgent care and emergency room.
- Lower monthly cost to the City.

Negatives:

- City staff will have to reimburse employees for expenses up to their deductibles ($5,900). Staff will have to comply with HIPPA regulations.
- Employees have to pay medical and prescriptions costs upfront.

United Healthcare (Heritage Plus):

Positives:

- Copay for medical visits and prescriptions.
- Eliminates to risk of the City paying deductibles up to $5,900 for each emp.

Negatives:

- Higher rates to add family members.

RECOMMENDED SAMPLE MOTION:

DEPARTMENT: Administration

Prepared by: Jeremy Perry

EXHIBIT B

TIME LINE

Policy Beginning	Policy Ending	Insurance Company	Medical Plan
04/01/12	03/31/13	Consumers Life	P30-80-1000
04/01/13	09/30/13	Consumers Life	HRA P5000
10/01/13	11/30/14	United Healthcare	HSA or Heritage Plus

Medical Mutual of Ohio (Consumers Life) has decided to exit the fully insured medical insurance markets in the states of Georgia, Indiana and South Carolina. Medical Mutual has entered into an agreement with United Healthcare to provide the City with medical insurance coverage.

Medical Plans				
	Consumers Life (P30-80-1000)	Consumers Life (HRA P5000)	United Healthcare (HSA)	United Healthcare (Heritage Plus)
Yearly Deductible	$1,000	$5,000 ($500 Emp)	$3,500 ($500 Emp)	$1,500
Co-Insurance	80%	-	-	-
Out of Pocket Max	$3,000	$5,000	$5,900	$1,500
Physician Office Visit	$30	$0	$35 after deductible	$40
Urgent Care	$30	$0	$50 after deductible	$60
Emergency Room	$150	$0	$250 after deductible	$300
Prescription Drugs	$15/$30/$50	No cost after deductible	$15/$45/$85/ $125 after deductible	$10/$35/$60/ $100
		Monthly Cost		
Employee	$470.29	$349.08	$316.86	$456.38
Employee + Spouse	$941.55	$688.83	$633.72	$912.76
Employee + Children	$907.98	$664.61	$602.04	$867.13
Family	$1,369.72	$1,004.36	$950.59	$1,369.15

Medical Plans				
	Consumers Life (P30-80-1000)	Consumers Life (HRA P5000)	United Healthcare (HSA)	United Healthcare (Heritage Plus)
Yearly Deductible	$1,000	$5,000 ($500 Emp)	$3,500 ($500 Emp)	$1,500
Co-Insurance	80%	-	-	-
Out of Pocket Max	$3,000	$5,000	$5,900	$1,500
Physician Office Visit	$30	$0	$35 after deductible	$40
Urgent Care	$30	$0	$50 after deductible	$60
Emergency Room	$150	$0	$250 after deductible	$300
Prescription Drugs	$15/$30/$50	No cost after deductible	$15/$45/$85/ $125 after deductible	$10/$35/$60/ $100
Annual Costs & Budget				
Annual Cost for 36 employees	$213,958	$158,666	$144,488	$208,109
Max amount for deductibles	N/A	$162,000 (36 employees)	$194,400 (36 employees)	N/A
Budgeted amount for deductibles	N/A	$98,687 (22 employees)	$112,865 (21 employees)	N/A
Amount of insurance and deductibles paid	N/A	Ins. $39,667 Deductible $20,094	N/A	N/A

	Employee + Spouse	Employee + Children	Family	Total
Current Monthly Amount (Employee's Share)	$339.75	$315.53	$655.28	
United Healthcare HSA Amount	$316.86	$285.18	$633.73	
United Healthcare Heritage Plus Amount	$456.38	$410.75	$912.77	
Number of Employees that participate	4	3	2	9

If the City assisted with a percentage of spouse, children or family insurance for the current employees opting additional coverage, the cost to the City is listed below:

	Employee + Spouse	Employee + Children	Family	Total
20 Percent	$4,381.25	$2,957.40	$4,381.30	$11,719.94
40 Percent	$8,762.50	$5,914.80	$8,762.59	$23,439.89
60 Percent	$13,143.74	$8,872.20	$13,143.89	$35,159.83
80 Percent	$17,524.99	$11,829.60	$17,525.18	$46,879.78

	Current Monthly Amount	United Healthcare HSA Amount	Difference	20 Percent	40 Percent	60 Percent
Employee + Spouse	$339.75	$316.86	($22.89)	N/A	N/A	N/A
Employee + Children	$315.53	$285.18	($30.35)	N/A	N/A	N/A
Family	$655.28	$633.73	($21.55)	N/A	N/A	N/A

	Current Monthly Amount	United Healthcare Heritage Plus Amount	Difference	20 Percent	40 Percent	60 Percent
Employee + Spouse	$339.75	$456.38	$116.63	$91.28	$182.55	$273.83
Employee + Children	$315.53	$410.75	$95.22	$82.15	$164.30	$246.45
Family	$655.28	$912.77	$257.49	$182.55	$365.11	$547.66

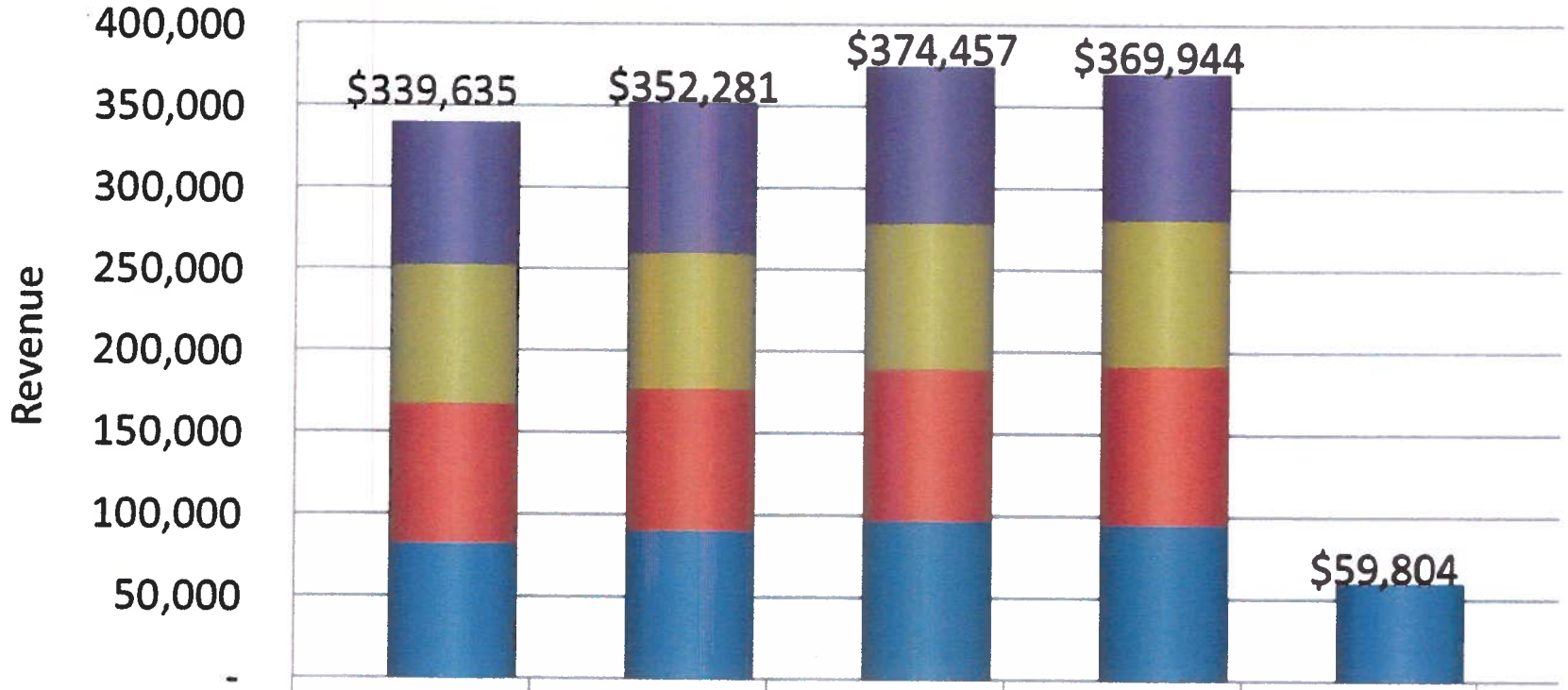
07/31/13

LAKE LANIER CONVENTION AND VISITORS BUREAU
FY2014 INCOME / EXPENSES REPORT

	ANNUAL BUDGET	MONTH TO DATE ACTUAL	YTD ACTUAL	YTD BUDGET	BUDGET VARIANCE
REVENUE					
Buford	16,000.00	0.00	0.00	0.00	0.00
Hall County	80,088.00	0.00	0.00	0.00	0.00
Lake Lanier Islands	125,000.00	10,416.67	10,416.67	10,416.67	0.00
* Flowery Branch	37,000.00	0.00	0.00	0.00	0.00
City of Oakwood	22,000.00	0.00	0.00	0.00	0.00
Misc Other Revenue	2,500.00	0.00	0.00	0.00	0.00
Co-Op Advertising	1,500.00	0.00	0.00	0.00	0.00
Slip Away Ad Sales	25,000.00	0.00	0.00	0.00	0.00
TOTAL REVENUE	309,088.00	10,416.67	10,416.67	10,416.67	0.00
EXPENSES					
PERSONNEL					
Salaries	148,150.00	11,396.16	11,396.16	12,345.83	949.67
Retirement	5,525.00	0.00	0.00	0.00	0.00
Health Insurance	8,096.00	1,000.00	1,000.00	674.67	-325.33
Payroll Taxes	16,296.50	871.81	871.81	1,358.04	486.23
Payroll Fees & Timekeeping	1,225.00	46.00	46.00	102.08	56.08
	179,292.50	13,313.97	13,313.97	14,480.62	1,166.65
MARKETING/SALES					
Dues/Subscriptions	2,953.00	0.00	0.00	246.08	246.08
Travel	15,000.00	1,493.22	1,493.22	1,250.00	-243.22
Advertising	28,447.00	7,994.00	7,994.00	2,370.58	-5,623.42
Mileage & Meals	3,000.00	168.16	168.16	250.00	81.84
Printing/Promotions	28,735.50	4,918.04	4,918.04	2,394.63	-2,523.41
Website	2,000.00	1,289.98	1,289.98	166.67	-1,123.31
Public Relations	17,600.00	2,600.00	2,600.00	1,466.67	-1,133.33
Ad Sales Commission	2,500.00	2,377.08	2,377.08	208.33	-2,168.75
Marketing Prog/Spec Events	7,500.00	0.00	0.00	625.00	625.00
	107,735.50	20,840.48	20,840.48	8,977.96	-11,862.52
OPERATIONS					
Maint Agreements	2,000.00	0.00	0.00	0.00	0.00
Office Supplies	2,000.00	7.45	7.45	166.67	159.22
Postage	1,000.00	17.40	17.40	83.33	65.93
Telephone	2,600.00	537.35	537.35	216.67	-320.68
Vehicle Expenses	4,000.00	3,360.98	3,360.98	333.33	-3,027.65
Special Events / Bd Mtg	500.00	0.00	0.00	0.00	0.00
	12,100.00	3,923.18	3,923.18	800.00	-3,123.18
OVERHEAD					
Bookkeeping Services	3,060.00	0.00	0.00	0.00	0.00
Bank Fees	150.00	10.50	10.50	12.50	2.00
Tax Prep / Audit	5,250.00	0.00	0.00	0.00	0.00
Insurance	1,500.00	1,399.00	1,399.00	1,399.00	0.00
Depreciation	0.00	0.00	0.00	0.00	0.00
	9,960.00	1,409.50	1,409.50	1,411.50	2.00
TOTAL EXPENSES	309,088.00	39,487.13	39,487.13	25,670.08	-13,817.05
OTHER INCOME					
Interest Earned	0.00	2.55	2.55	0.00	-2.55
EXCESS REVENUE & OTHER INCOME OVER EXPENSES	0.00	-29,067.91	-29,067.91	-15,253.41	-13,814.50

EXHIBIT C

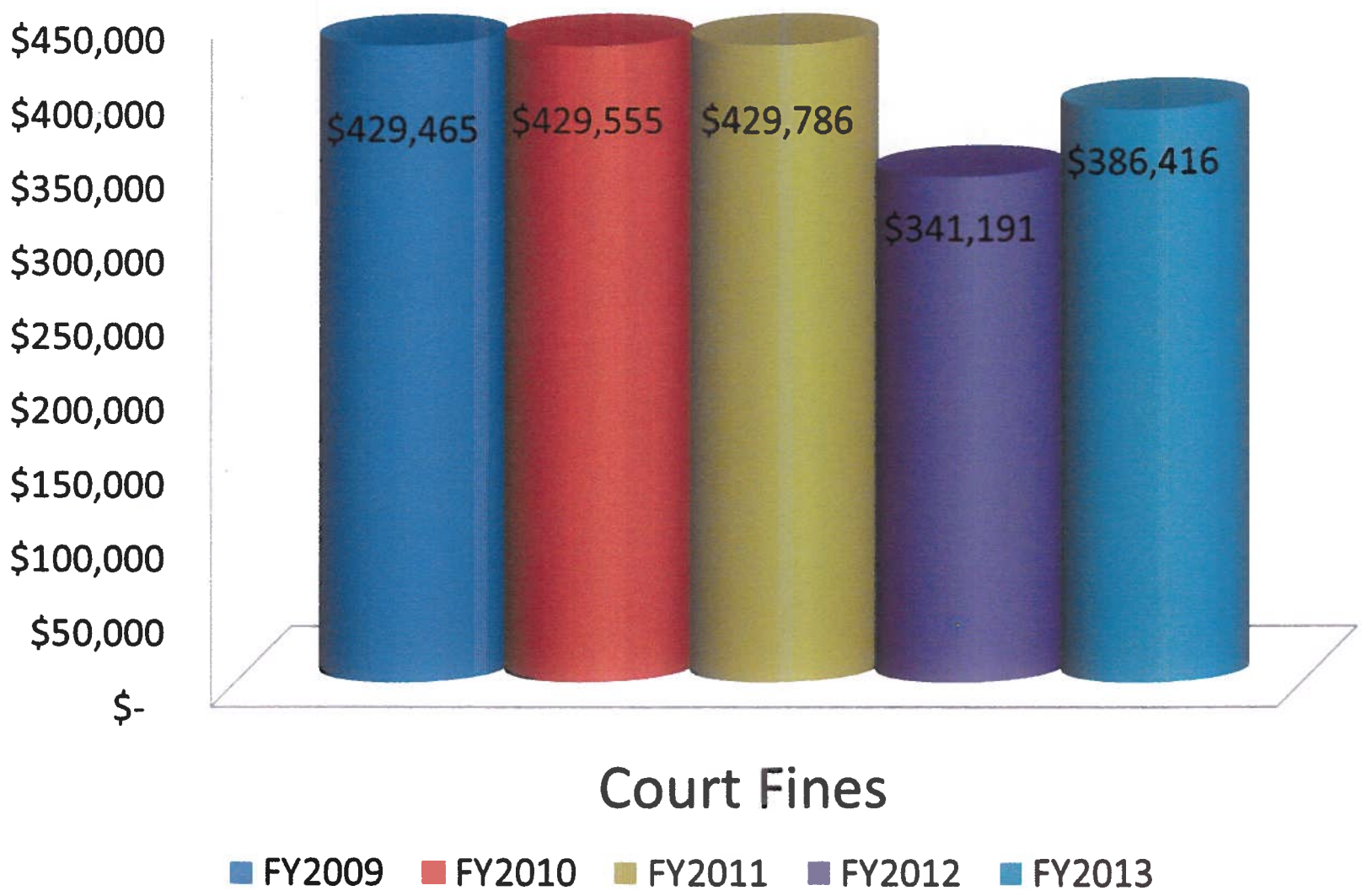
LOST



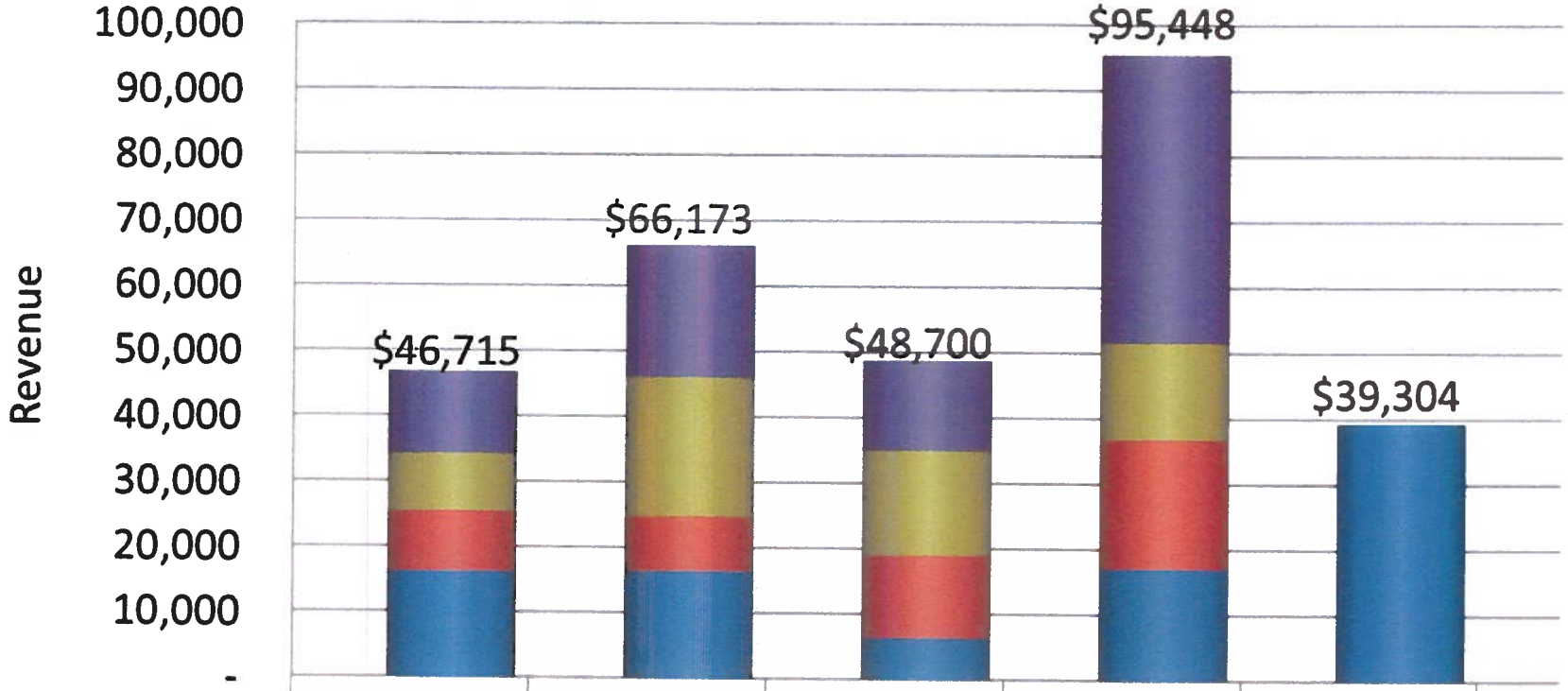
	FY2010	FY2011	FY2012	FY2013	FY2014
4th Quarter	$87,690	$92,837	$96,181	$89,491	
3rd Quarter	$85,333	$83,326	$89,447	$89,375	
2nd Quarter	$84,944	$86,132	$92,355	$96,391	
1st Quarter	$81,668	$89,986	$96,473	$94,687	$59,804

Only two months in FY2014

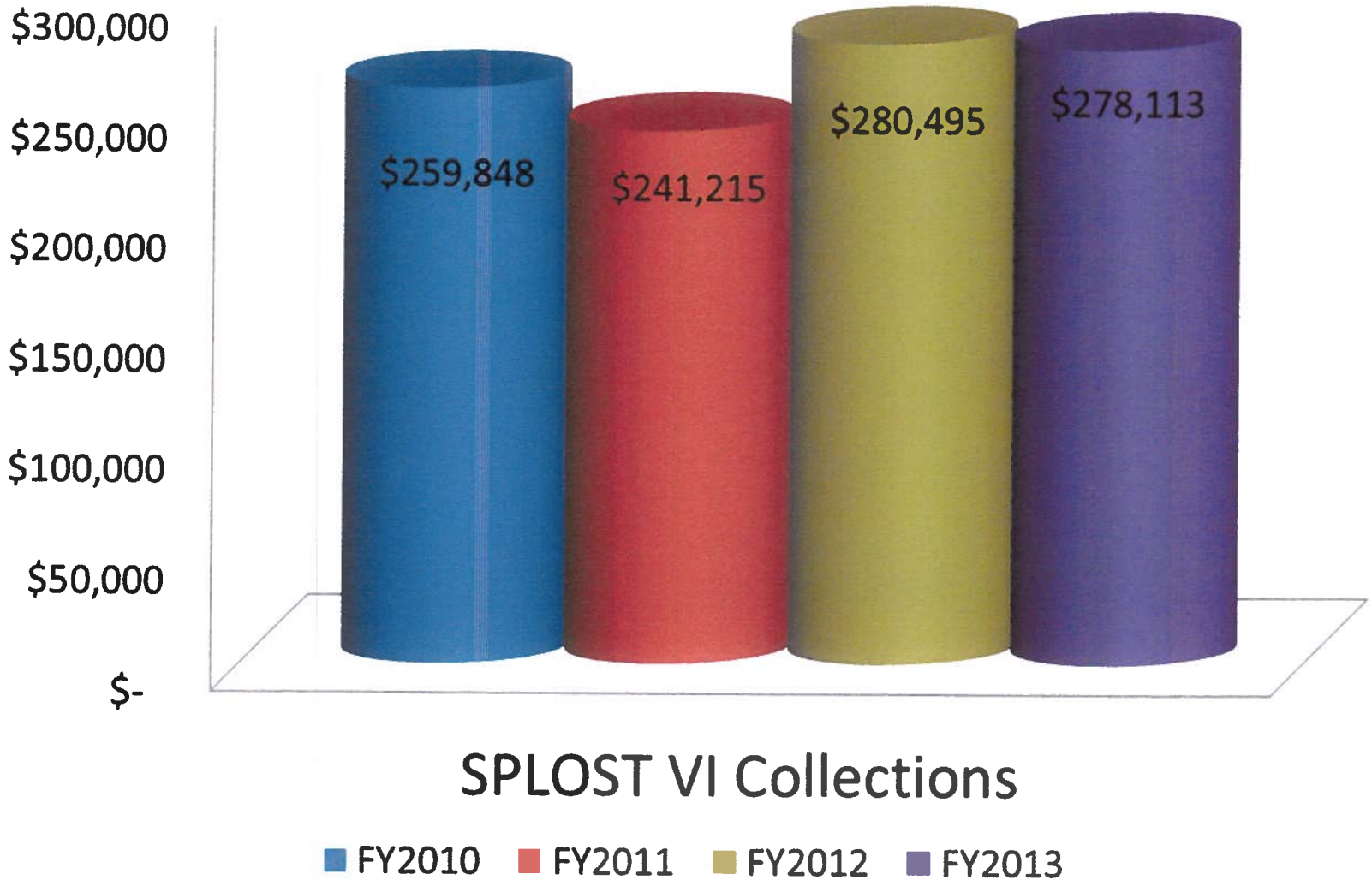
EXHIBIT D


$450,000
$400,000
$350,000
$300,000
$250,000
$200,000
$150,000
$100,000
$50,000
$-
$429,465
$429,555
$429,786
$341,191
$386,416
Court Fines
FY2009
FY2010
FY2011
FY2012
FY2013

Building Permits



	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014
4th Quarter	$12,493	$20,215	$13,718	$43,939	
3rd Quarter	$8,848	$21,281	$16,019	$14,748	
2nd Quarter	$9,225	$8,358	$12,681	$19,811	
1st Quarter	$16,148	$16,319	$6,281	$16,950	$39,304

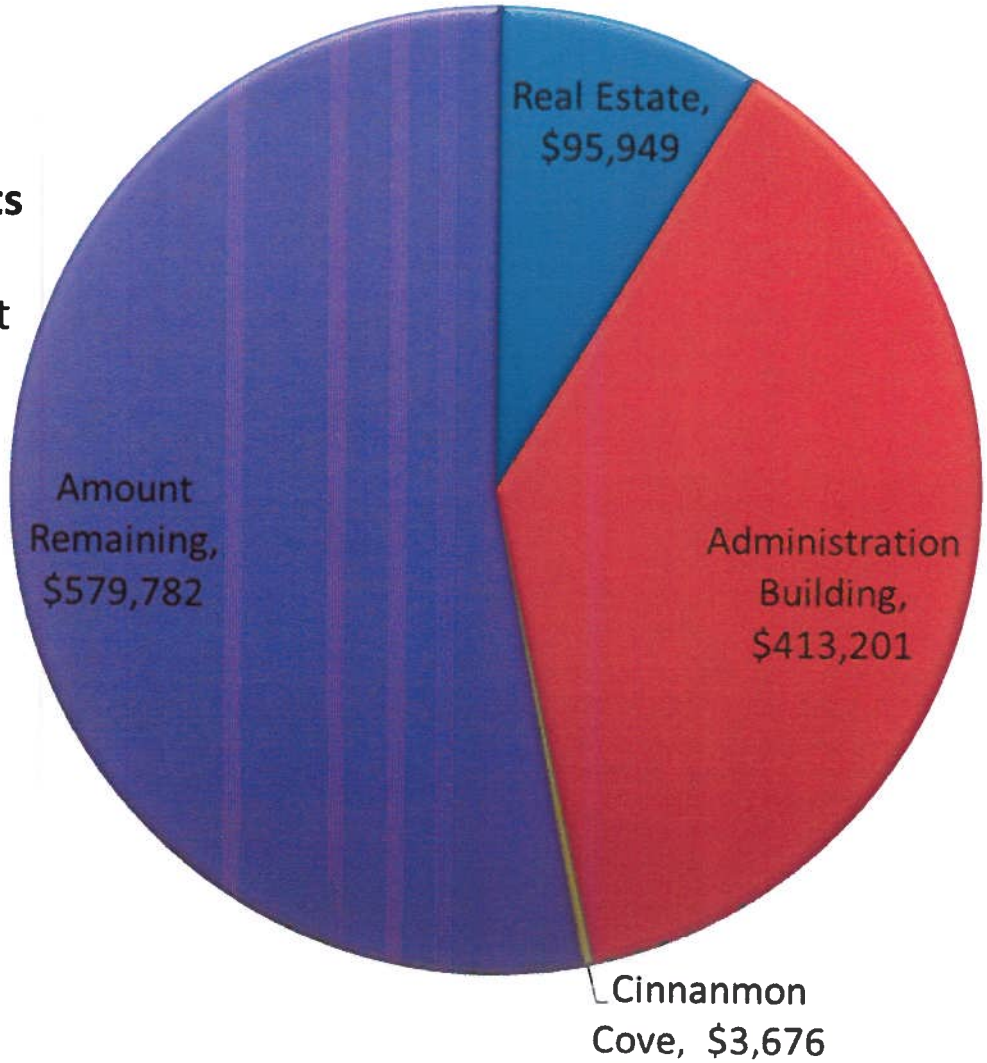

$300,000
$250,000
$200,000
$150,000
$100,000
$50,000
$-
$259,848
$241,215
$280,495
$278,113
SPLOST VI Collections
FY2010
FY2011
FY2012
FY2013

SPLOST VI

Collected $1,059,671 as of 08/31/13

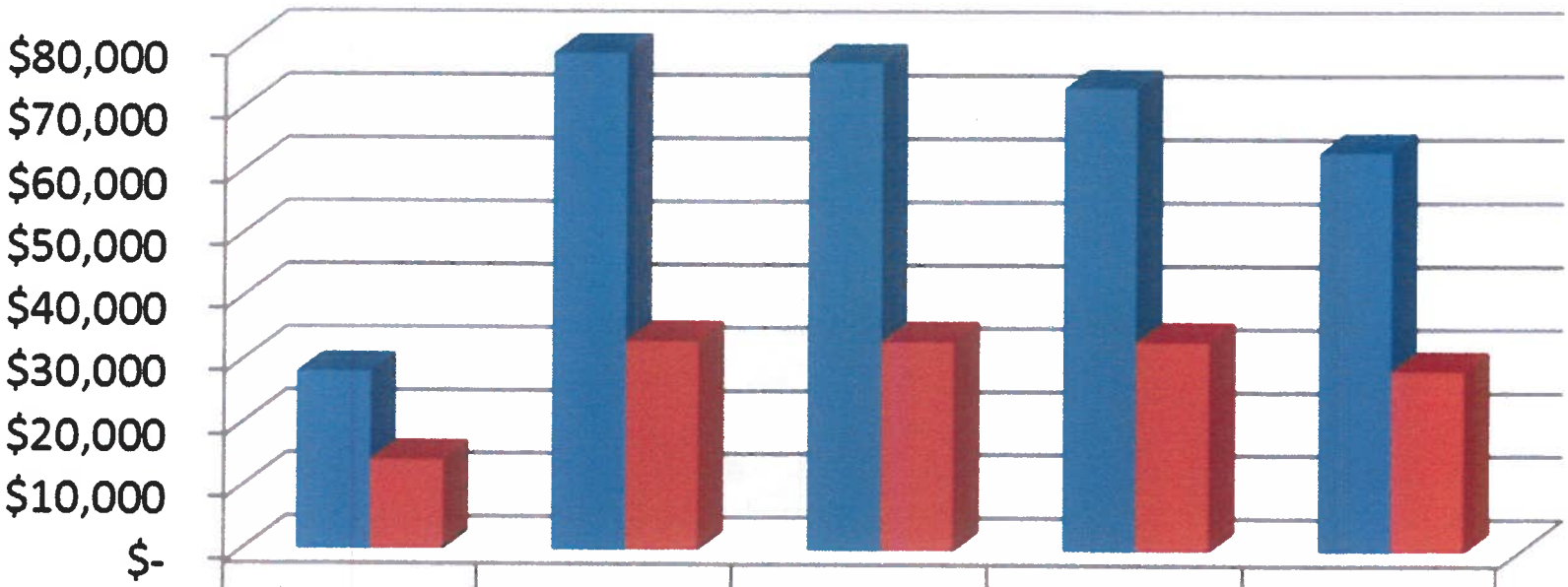
Description of Projects for SPLOST VI:

- Cinnamon Cove Lift Station & Force Main Line
- 9 Police Cars
- Road Resurfacing and Sidewalks
- City Administration Real Estate/Buildings



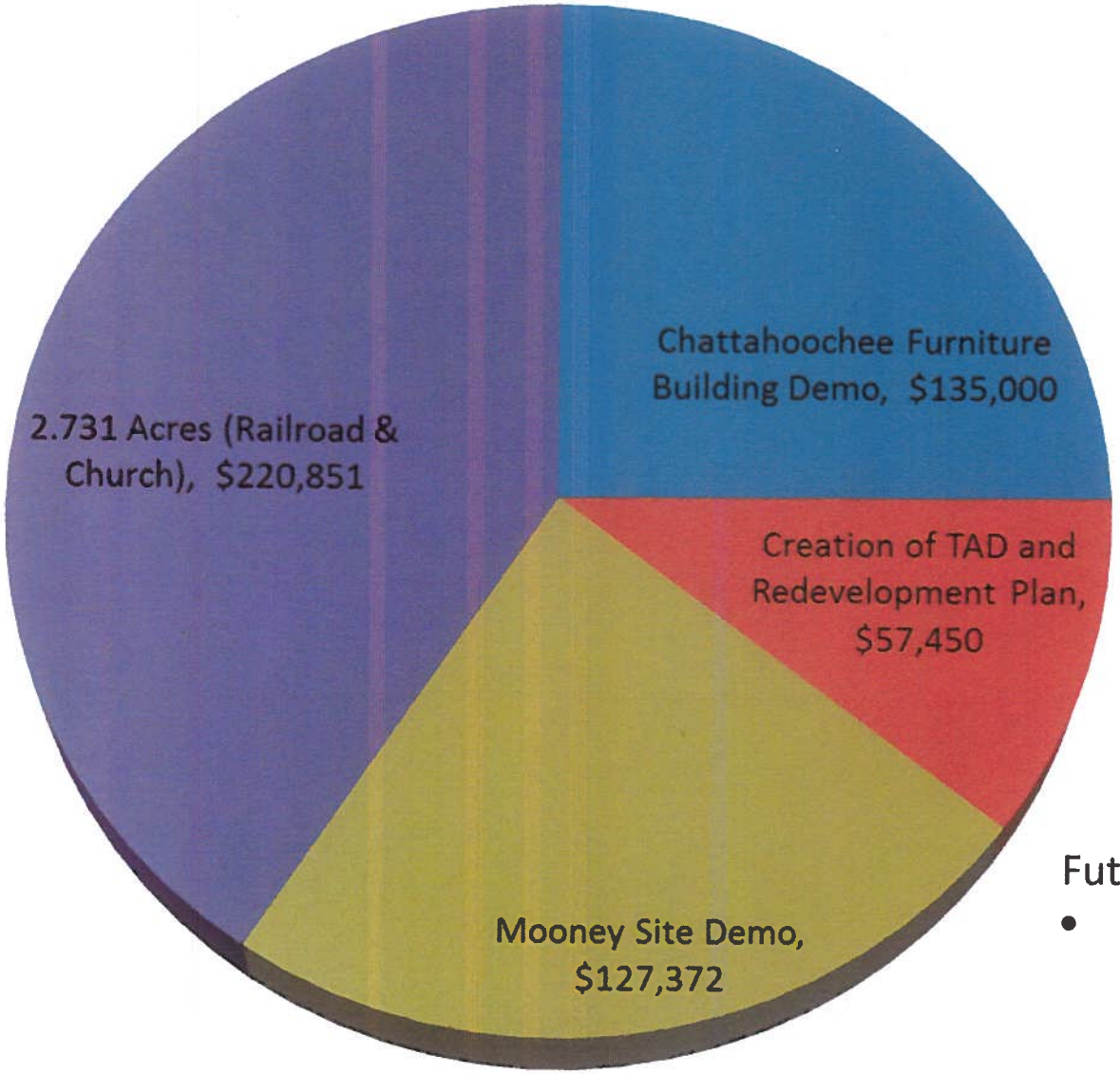
The chart totals $1,092,608 which includes a transfer from the General Fund in the amount of $32,937 plus collections of $1,059,671.

TAD Collection History



	TY2008	TY2009	TY2010	TY2011	TY2012
County	28,190	78,655	77,140	73,204	63,150
City	14,247	33,203	33,203	33,228	28,665

TAD Expenditures



Total Collected: $462,886

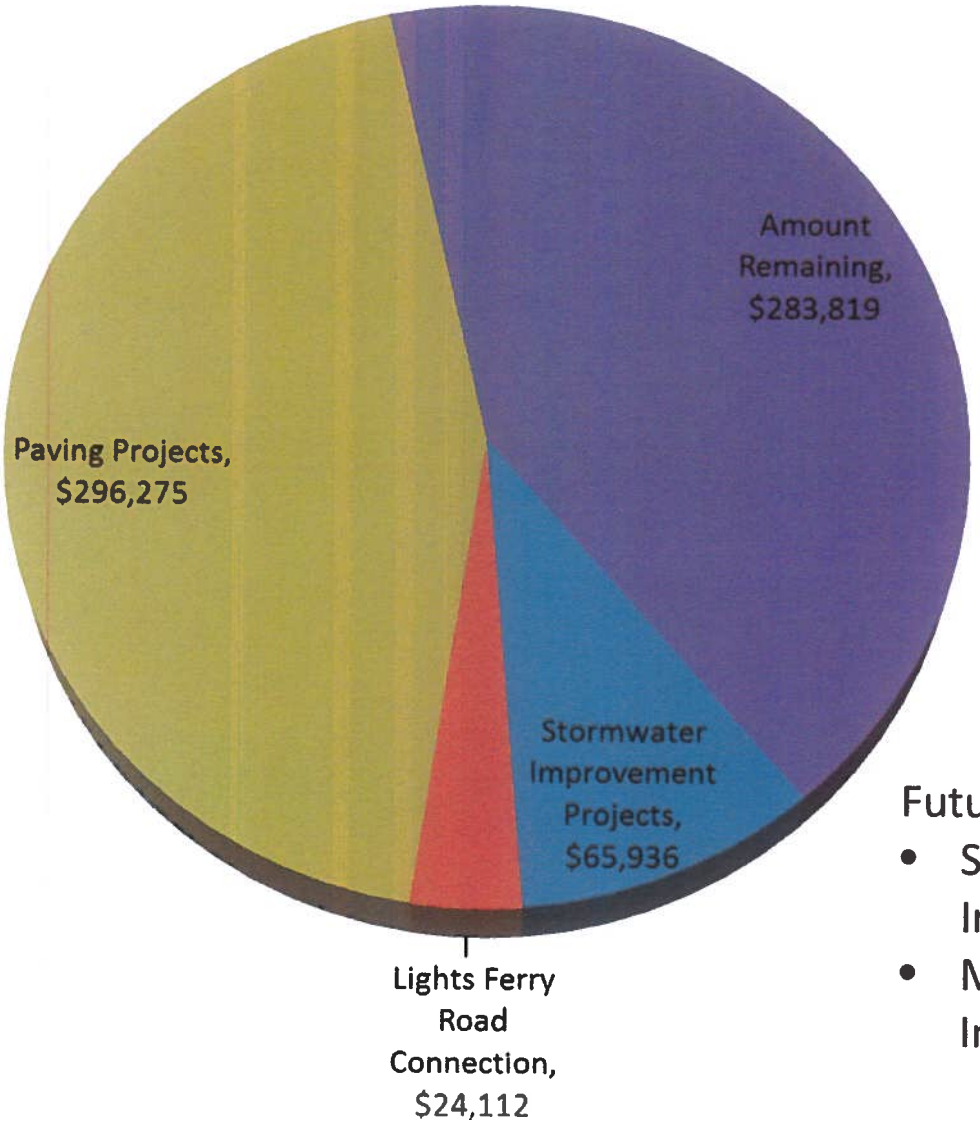
Total Expenditures: $540,673

Amount Due to the General Fund: $77,787

Future expenditures:

- Downtown Redevelopment Plan $95,000

Local Resources Fund



Future expenditures:

- Stormwater Improvements
- McEver Road Intersection $122,300