

**MINUTES OF MIDWAY TOWN COUNCIL REGULAR MEETING HELD ON MARCH 7, 2016
AT 7:00 P.M. AT THE MIDWAY FIRE AND RESCUE DEPARTMENT, 228 MIDWAY SCHOOL
ROAD IN MIDWAY, NORTH CAROLINA**

CALL TO ORDER

Mayor John Byrum called the meeting to order and welcomed everyone present.

Pastor Barry Lemons of Midway United Methodist Church gave the invocation and Councilor Robin Moon led in the Pledge of Allegiance prior to the opening gavel.

Councilors present were: John Byrum, Mike McAlpine, Keith Leonard, Robin Moon and Todd Nifong. Absent: None. Town Attorney Jim Lanik, and Town Clerk Linda Hunt were present.

Each Councilor had been furnished an agenda prior to the meeting.

No members of press were in attendance.

APPROVAL OF MINUTES

On motion by Councilor Robin Moon, seconded by Councilor Todd Nifong, Council voted unanimously to approve the minutes of the February 1, 2016 Town Council regular meeting as presented.

PUBLIC ADDRESS

There were none.

ADOPT AGENDA

Mayor Pro Tem Mike McAlpine requested Item 8. Department of Transportation – Planting Project be added to the agenda under VII. REGULAR BUSINESS.

Mayor John Byrum requested Item 9. Set Date for Special Meeting be added to the agenda under VII. REGULAR BUSINESS.

On motion by Mayor Pro Tem Mike McAlpine, seconded by Councilor Todd Nifong, Council voted unanimously to adopt the agenda as amended.

OPENING REMARKS BY MAYOR

There were none.

SWEARING -IN CEREMONY

OATH OF OFFICE - JACQUELINE EDWARDS - TOWN COUNCIL

At their regular meeting on February 1, 2016, Town Council voted unanimously to appoint Jacqueline Edwards to fill the vacant seat on Town Council.

Mayor John Byrum administered the oath of office to Jacqueline Edwards as Town Councilor for unexpired term expiring December 2017.

Ms. Edwards took her seat on Council.

REGULAR BUSINESS

KEENAN SUBDIVISION PLAT

Town Planner Kassie Watts reported that applicants John P. Keenen and Sherry Hines Keenen have requested the subdivision of 5.068 acres into three tracts for the property located at 580 David Smith Road, identified by Davidson County Parcel 6830-02-58-1257.

Staff has reviewed the plat and the newly created lots meet all the minimum requirements of the Town of Midway Zoning and Subdivision Ordinances. Staff recommends *Approval with Conditions* of SUB 2016-01. Condition: A Road Maintenance Agreement for the 30 ft. Access and Utility Easement to lot A, B and C shall be recorded along with the Final Plat.

At their regular meeting on February 23, 2016, the Planning Board unanimously recommended *Approval with Conditions* of SUB 2016-01.

On motion by Mayor Pro Tem Mike McAlpine, seconded by Councilor Keith Leonard, Council voted unanimously to *Approve with Conditions* SUB 2016-01.

PROPOSAL FROM COECO OFFICE SYSTEMS FOR PRINTER/COPIER

The Town has received a proposal from Mr. Francis McCarthy of COECO Office Systems, 4260 Piedmont Parkway, Greensboro, NC, for the lease of a Kyocera TA 3551ci printer/copier through COECO Financial Services. The term of the lease agreement would be for 60 months at \$192.16 per month, which includes 6000 black and white copies and 500 color copies per month. Overages would be billed quarterly at \$0.0191 per black and white copy and \$0.069 per color copy.

Town Attorney Jim Lanik has reviewed the proposed Copy Management Plan Agreement and his comments and recommended changes were forwarded to Mr. McCarthy.

Under discussion, Councilor Nifong questioned if the number of copies included in the agreement would be sufficient. Staff is of the opinion that the number meets the Town's needs.

On motion by Councilor Todd Nifong, seconded by Councilor Robin Moon, Council voted unanimously to approve the Copy Management Plan Agreement with COECO Financial Services, subject to final approval by the Town Attorney.

PROPOSAL FROM RICK ZEBRA DESIGNS FOR TOWN WEBSITE

At the February 18, 2016 Town Council Vision/Planning Workshop, Mr. Rick Cisneros of Rick Zebra Design presented an overview of his proposal to Town Council for the Town of Midway Web System. The proposal is for services to support the Town of Midway in achieving its goals for improving its website technology by creating a user friendly, mobile optimized website. The proposed system will increase web traffic, allow for a more fluid interaction between the Town's citizens and government officials and serve as a solid platform to base communal services. The website will use up to date technology to deliver a faster and smoother online experience for both desktop and mobile devices.

In his proposal, Mr. Cisneros noted that the Town currently has a website that looks modern and is capable of being viewed on mobile devices; however, faced with changes in web technologies and the Town's evolving state, limitations are presented. In order to better serve the Town's current needs, he recommends construction of a web system rather than a website.

The proposal offered two different price packages for Council's consideration. The difference between Package 1 and Package 2 is that Package 2 includes pricing for three optional services (Emergency Alert System, Password Protected Official Section, and Parade Participant Registration Page).

Package 1

Services	Price
Client Dashboard Demo Site Creation	Complimentary
Email Setup	\$672.00
Core System Install	\$336.00
Site Technical Planning	\$1,680.00
Website Design	\$1,680.00
Construction of Framework	\$672.00
Transfer of Content	\$1,680.00
Usability/Functionality Testing	\$1,008.00
Midway Authorized Personnel Training	\$84.00
Website Launch	\$126.00
Website Maintenance 1 Year	\$750.00
Hosting	\$150.00
Total	\$8,505.00

Mr. Cisneros estimated the completion of the project would be April 20, 2016, based on a start date of March 7, 2016.

Mr. Rick Cisneros was present to address any concerns or to answer any questions Council may have regarding the proposal.

Discussion followed.

On motion by Councilor Keith Leonard, seconded by Councilor Robin Moon, Council voted unanimously to approve Package 1 of the 2016 Town of Midway Web System Proposal at a cost of \$8,505.00, subject to execution of an Independent Contractor’s Agreement as approved by the Town Attorney.

PROPOSAL FROM RICK ZEBRA DESIGNS FOR SOCIAL MEDIA MANAGEMENT

At the February 18, 2016 Town Council Vision/Planning Workshop, Ms. Brooke Cisneros of Rick Zebra Design presented an overview of her proposal to Town Council for the administration of social media. The proposal is for services to support the Town of Midway in achieving its goals for increasing web presence and community awareness by social marketing management.

In her proposal, Ms. Cisneros noted the Town has an existing social media following and positive search engine ranking. In order to maintain and surpass competition, proper maintenance and marketing it needed. Rick Zebra Designs has developed social media solutions to help its clients stay ahead of satisfaction trends and propose that the Town implement a professional based resolution focused on increasing social engagement. The proposed solution would allow Midway to concentrate on day to day tasks rather than spending hours on line.

Following is a complete list of all project deliverables included in the proposals:

Deliverable	Description
Analytic Reporting	Monthly reports outlining website traffic and growth.
Increased Online Popularity	Posting current and relevant information & Replies to Comments to entice online Growth and community awareness.
Blog Management	Posting content to keep the community informed and potentially attracting new Business to Midway.
Creating & Adapting	Creating content for each specific network.
Customer Service	Customer Service on Social Media allows you to respond to follower’s comments/

	Issues in the way they want to communicate with you.
Build Following	Helping the community to connect with each other and share to increase leads.
Community Facilitator	Asking questions to see discussion, avoiding spammers, enforcing community Guidelines, removing members or deleting posts when appropriate.

Benefits include:

- Increased exposure
- Develop loyal engaging followers
- Provide community insight
- Establish leadership

Technical benefits include:

- Build brand awareness and engagement
- Increase traffic and leads
- Specific customer targeting
- Convenience
- Improve community relations and attractive new business.

Ms. Brooke Cisneros was present to address any concerns or to answer any questions Council may have regarding the proposal.

Discussion followed. It was the consensus of Council to exclude all other social media from the proposal except for Facebook and Twitter.

On motion by Mayor Pro Tem Mike McAlpine, seconded by Councilor Todd Nifong, Council voted unanimously to approve the Social Media Administration Proposal at a rate of \$300.00 per month, subject to execution of an Independent Contractor's Agreement as approved by the Town Attorney.

SPRING LITTER SWEEP – MARCH 19, 2016

Planning Board Chairman Charles Waddell is heading of the Spring Litter Sweep campaign for 2016 that will be conducted on March 19, 2016. Mr. Waddell announced the New Heritage Girls group has volunteered to assist in the campaign and they will be cleaning up the lot next to the flower shop on Old Highway 52. Mr. Waddell said he was still looking for volunteers to help with the roadside cleanup and invited Council to participate. Participants need to meet at 9:00 a.m. at Midway United Methodist Church.

APPOINTMENTS TO PLANNING BOARD

The terms of Planning Board member Carl Tuttle and former Planning Board member Jackie Edwards expire March 2016. Terms on the Planning Board are for four-years.

Mayor Byrum opened the floor for nominations.

Councilor Robin Moon nominated Carl Tuttle (address) for reappointment to the Board.

Mayor Pro Tem Mike McAlpine nominated James Wayne Smith for appointment as a regular member of the Board. Mr. Smith has been serving as Alternate member.

On motion by Councilor Robin Moon, seconded by Councilor Keith Leonard, Council voted unanimously to reappoint Carl Tuttle to the Planning Board.

On motion by Mayor Pro Tem Mike McAlpine, seconded by Councilor Todd Nifong, Council voted unanimously to appointment James Wayne Smith to the Planning Board.

It was the consensus of Council to delay the appointment of the Alternate member.

SET DATE FOR NEXT VISION/BUDGET WORKSHOP

Mayor John Byrum stated he would like for Council to move forward with setting a date for another Vision/Budget Workshop for sometime either the end of March or early April.

Following discussion, Councilor Jackie Edwards made a motion to set Thursday, March 31, 2016 at 6:30 p.m. for a Vision/Budget Workshop with the location to be determined at a later date. Councilor Todd Nifong seconded the motion and the vote was unanimous.

**NORTH CAROLINA DEPARTMENT OF TRANSPORTATION REPLANTING AGREEMENT-
HICKORY TREE ROAD PROJECT**

The Town entered into an Intergovernmental Agreement for Maintenance Along Road to beautify and protect the area involving approximately 1,100 feet along Hickory Tree Road and Fred Sink Road within the corporate limits of the Town of Midway and lying within the right-of-way of the State of North Carolina. In that agreement, the North Carolina Department of Transportation (NCDOT) agreed to clean up and remove all existing plant material in the affected area and to clean up and remove all existing fencing in the affected area. Upon removal of the plant material and fencing by NCDOT, the Town agreed to install the replacement fence and to provide NCDOT with 150 additional trees from the Town's tree farm lot to be used by NCDOT on other projects

Mayor Pro Tem Mike McAlpine stated he has received a quote from Heritage Oak Farms, 470 Gumtree Road in Midway, NC to replace the trees that were cleared by NCDOT on Hickory Tree Road. The cost of the 63 trees total \$15,190 which includes installation of the trees and mulch and staking, if needed.

On motion by Mayor Pro Tem Mike McAlpine, seconded by Councilor Todd Nifong, Council voted unanimously to accept the quote from Heritage Oak Farms and approve the purchase of the plants as set out in the quote in the amount of \$15,190.00.

SET DATE FOR SPECIAL MEETING

Mayor Byrum stated he would like for Council to set a date for a meeting to interview a potential candidate for interim town manager.

On motion by Councilor Jackie Edwards, seconded by Mayor Pro Tem Mike McAlpine, Council voted unanimously to set Monday, March 14, 2016, at 6:00 p.m. at Town Hall, 125 Gumtree Road in Midway, to interview a potential candidate for interim town manager in accordance with N.C.G.S. 143-318.11(a)(6) pertaining to matters of personnel.

Mr. Raymond Leak, 261 Spry Road in Midway, arrived at the meeting just as the Mayor was calling for a five-minute recess before going into Closed Session, and was permitted to address Council voice his concerns about the trash and dilapidated condition of the buildings on properties that adjoins his. Mr. Leak showed Council pictures to illustrate the problems. In addition, Mr. Leak commented that there are no lights along Spry Road and there is also a problem with speeders on the road.

Mayor Byrum thanked Mr. Leak for making Council aware of the situation.

(Mayor Byrum called for a five-minute recess.)

RECESS TO CLOSED SESSION

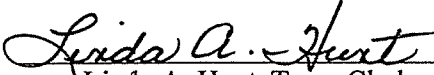
On motion by Mayor Pro Tem Mike McAlpine, seconded by Councilor Todd Nifong, Council voted unanimously to recess to Closed Session in accordance with NCGS 143-318.11(a)(3)(6) for matters pertaining to attorney-client privilege and personnel.

RECONVENE TO OPEN SESSION

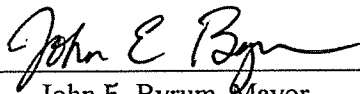
On motion by Councilor Todd Nifong, seconded by Councilor Robin Moon, Council voted unanimously to reconvene to Open Session.

ADJOURNMENT

On motion by Mayor Pro Tem Mike McAlpine, seconded by Councilor Keith Leonard, Council voted unanimously to adjourn the meeting.



Linda A. Hunt, Town Clerk



John E. Byrum, Mayor