



Apex Town Council Joint Conversational Meeting with the Cary Town Council

Thursday, February 13, 2020

Jacques K. Gilbert, Mayor
Nicole L. Dozier, Mayor Pro Tempore
Brett D. Gantt, Audra M. Killingsworth, Cheryl F. Stallings,
and Terry Mahaffey, Council Members
Drew Havens, Town Manager
Shawn Purvis, Assistant Town Manager
Marty Stone, Assistant Town Manager
Donna B. Hosch, MMC, NCCMC, Town Clerk
Laurie L. Hohe, Town Attorney

The Joint Conversational Meeting between the Apex Town Council and Cary Town Council scheduled for Thursday, February 13, 2020, at 6:00 p.m. was held in at the Halle Cultural Arts Center, 237 N. Salem Street, Apex

In attendance from the Town of Apex were Mayor Jacques K. Gilbert, Mayor Pro Tem Nicole L. Dozier, and Council Members Audra M. Killingsworth, Brett D. Gantt, Cheryl F. Stallings, and Terry Mahaffey. Also in attendance were Town Manager Drew Havens, Assistant Town Manager Shawn Purvis, Assistant Town Manager Marty Stone, Town Clerk Donna B. Hosch, and Town Attorney Laurie L. Hohe

In attendance from the Town of Cary were District C Representative Jack Smith, At-Large Representative Ed Yerha, District D Representative Ya Liu, Mayor Harold Weinbrecht, District A Representative Jennifer Robinson, Mayor Pro Tem and District B Representative Don Frantz, At-Large Representative Lori Bush, Town Manager Sean Stegall, Deputy Town Manager Russ Overton, Town Attorney Chris Simpson, APR Chief Strategic Communications Officer Susan Moran, and Town Clerk Ginny Johnson

COMMENCEMENT

Mayor Gilbert welcomed everyone to this casual meeting. All in attendance introduced themselves, stated their day job, and named their super hero.

In this casual environment, the following subjects were touched upon:

- managed growth
- affordable housing
- trusting experience and knowledge of staff
- Cary being successful because of mayor

- communication being key in development projects
- consequences of development
- how to keep business going and maintain friendships
- how valuable it is to develop the town
- how empowering council members are and can be
- legislative agendas and authorities
- all council showing up for important events
- water shed fee
- benefits of joint board and committee meetings
- cleaning up street names
- trail around the CSX line

It was agreed upon that both municipalities would benefit from continued collaboration in various areas of municipal operations and efforts. The meeting was felt to be successful, appreciated, and enjoyed.

ADJOURNMENT

With there being no further business and without objection from Council, Mayor Gilbert adjourned the meeting.

Donna B. Hosch, MMC, NCCMC
Town Clerk

ATTEST:

Jacques K. Gilbert, Mayor



Apex Town Council Budget Retreat

Friday, February 14, 2020

Jacques K. Gilbert, Mayor
Nicole L. Dozier, Mayor Pro Tempore
Brett D. Gantt, Audra M. Killingsworth, Cheryl F. Stallings,
and Terry Mahaffey, Council Members
Drew Havens, Town Manager
Shawn Purvis, Assistant Town Manager
Marty Stone, Assistant Town Manager
Donna B. Hosch, MMC, NCCMC, Town Clerk
Laurie L. Hohe, Town Attorney

The Budget Retreat of the Apex Town Council scheduled for Friday, February 14, 2020, beginning at 8:30 a.m. was held at the Public Works Administration Building, 105-B Upchurch Street, Apex

In attendance were Mayor Jacques K. Gilbert, Mayor Pro Tem Nicole L. Dozier, and Council Members Audra M. Killingsworth, Brett D. Gantt, Cheryl F. Stallings, and Terry Mahaffey. Also in attendance were Town Manager Drew Havens, Assistant Town Manager Shawn Purvis, Assistant Town Manager Marty Stone, Town Clerk Donna B. Hosch, Town Attorney Laurie L. Hohe, and all Department Directors with the addition of the Current Planning Manager and the Transportation Manager

COMMENCEMENT

Mayor Gilbert welcomed the group, stating the purpose of the Retreat.

Alicia Arnold, Director of the Equitable Housing & Community Development Division at Wake County, presented on Housing Affordability in Wake County. The following subjects were covered:

- Housing affordability components
- Types of housing – naturally occurring affordable housing and legally-blind subsidized housing
- Eligibility requirements for subsidized housing
- Who in the community is served and why housing affordability is important
- Rental cost impact
- Understanding the housing affordability need
- Areas where preservation of subsidized units should focus
- Housing cost burden
- Creating municipal strategies

There was discussion based on the above and how it relates to supporting individuals who acquire affordable housing that would make their lives more whole and that would integrate them more into the community. Asked was how many citizens in Apex take advantage of the offered programs.

Natalie Britt, Vice President of Real Estate Development for DHIC, gave a brief overview of DHIC and what it's about. She spoke on subsidizing affordable housing and the various aspects involved in LIHTC. A flow of how the money works was presented. She showed pictures of redevelopment as well as development projects. She outlined the story behind each of the projects. Questions from Council were answered.

Dianne Khin, Planning and Community Development Director, presented on a DHIC project in Apex – Broadstone Apartments. A tax credit was applied for but denied. However, with assistance and advice from staff, the developer will attempt to acquire the tax credit again this year. Council questions were answered related to how the projects were chosen, the projects being affordable for a great many years,

Mayor Gilbert thanked staff for taking affordable housing seriously, as this is where he grew up. Standing ovation was given to Greg Warren, DHIC, who was present, was given a standing ovation for this 34 years of service. He is set to retire shortly.

Vance Holloman, Finance Director, presented a financial update. Last year the General Fund Balance increased by \$5 million, and it was explained why. Further questions as to why from Council were answered. Utility Fund Results were presented, staff stating that the figures were affected by a lawsuit against the Town. He reassured that the Town had money in capital reserve funds, and we were able to pay the suit without going into debt. A detailed explanation of outstanding debt as of December 2019 was presented.

Amanda Grogan, Budget and Management Analyst, presented the purpose and major objectives of the CIP, stating that the CIP had seven elements. Council conversation ensued as to what projects should be assigned to the four quartiles which indicate order of importance.

Council began stating those items they wished to see addressed under the headings of High Performing Government, Healthy and Engaged Community, Environmental Leadership and Responsible Development, Economic Vitality, and Safe Community and Reliable Infrastructure.

Shannon Cox, Long Term Transportation Manager, stated that further staff study as requested by Council had been completed. It was determined that a bus route in Apex could, in fact, be fare free. This could be an amenity and benefit to the community.

A paratransit update was presented. Staff presented the particulars and estimated operating costs for a fare-based route which would cost the Town approximately \$330,000. The Wake Transit FY21 Draft Work Plan was presented.

Shawn Purvis, Assistant Town Manager, presented the effects of a re-evaluation and the tax rate. There was Council discussion as to the tax rate.

Mike Deaton, Utility Engineering and Stormwater Manager, presented the current stormwater program. Most complaints received were nuisance flooding related. Our riparian buffers program is one of the best things that we do. Staff outlined what should be considered as far as future programs, i.e., private drainage assistance program, proactive floodplain tree/debris/beaver control program, tree canopy program, SCM retrofits/stream restoration, and grant opportunities.

The pros and cons of a proposed stormwater utility fee were presented. There was quite a bit of discussion between Council and staff on the fee, how it could be fairly calculated, and what it would be used for. Consensus was to not have a study done by consultants, to enhance the current stormwater level of service, to fund the additional cost associated with this through the General Fund, and to increase funding of the enhancements to the current level of service.

ADJOURNMENT

With there being no further business and without objection from Council, Mayor Gilbert adjourned the meeting.

Donna B. Hosch, MMC, NCCMC
Town Clerk

ATTEST:

Jacques K. Gilbert, Mayor

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Apex Town Council Meeting

Tuesday, February 18, 2020

Jacques K. Gilbert, Mayor
Nicole L. Dozier, Mayor Pro Tempore
Brett D. Gantt, Audra M. Killingsworth, Cheryl F. Stallings,
and Terry Mahaffey, Council Members
Drew Havens, Town Manager
Shawn Purvis, Assistant Town Manager
Marty Stone, Assistant Town Manager
Donna B. Hosch, MMC, NCCMC, Town Clerk
Laurie L. Hohe, Town Attorney

The Regular Meeting of the Apex Town Council
scheduled for Tuesday, February 18, 2020, at
6:00 PM was held in the Council Chamber of
Apex Town Hall, 73 Hunter Street

In attendance were Mayor Jacques K. Gilbert, Mayor Pro Tem Nicole L. Dozier, and Council Members Audra M. Killingsworth, Brett D. Gantt, Cheryl F. Stallings, and Terry Mahaffey. Also in attendance were Town Manager Drew Havens, Assistant Town Manager Marty Stone, Assistant Town Manager Shawn Purvis, Town Clerk Donna B. Hosch, and Town Attorney Laurie L. Hohe.

COMMENCEMENT

Mayor Gilbert called the meeting to order and read a statement recognizing diversity in religion, J.C. Knowles, Apex Ambassador, gave the Invocation and led the Pledge of Allegiance.

PRESENTATIONS

PR1 Mayor Gilbert

Presentation of Women's History Month Proclamation

Mayor Gilbert and all Council Members shared in the reading of the Proclamation.

CONSENT AGENDA

CN1 Donna Hosch, Town Clerk

Minutes of the January 7, 2020 Regular Town Council Meeting and the January 21, 2020 Regular Council Meeting

CN2 Dianne Khin, Director of Planning and Community Development

Resolution Directing the Town Clerk to Investigate Petition Received, Certificate of Sufficiency by the Town Clerk, and Resolution Setting Date of Public Hearing on the Question of Annexation – Apex Town Council’s intent to annex Ronald and Linda Padget (single-family) property containing 2.70 acres located at 7101 Beaver Trail, Annexation #684 into the Town’s corporate limits

CN3 Shawn Purvis, Assistant Town Manager

Cosponsored Special Event Permit request for 2020 St. Patrick’s Day NC State Pipes and Drums at Salem Street Pub on March 17, 2020

CN4 Vance Holloman, Finance Director

Contract for audit services for the fiscal year ending June 30, 2020

Mayor Gilbert called for a motion to adopt the Consent Agenda. Council Member Gantt made the motion; Council Member Stallings seconded the motion.

The motion carried by a 5-0 vote.

REGULAR MEETING AGENDA

Mayor Gilbert called for a motion to adopt the Regular Meeting Agenda. Council Member Killingsworth made the motion; Council Member Mahaffey seconded the motion.

The motion carried by a 5-0 vote.

PUBLIC FORUM

No one wished to speak during Public Forum.

PUBLIC HEARINGS

PH1 Dianne Khin, Planning and Community Development Director

Ordinance on the Question of Annexation – Apex Town Council’s intent to Doug Behan & Sohini Sengupta property containing 2.208 acres located at 7617 Reams Court, Annexation #671 into the Town’s corporate limits

Staff oriented Council to the site and stated the applicant’s reasons for the request.

Mayor Gilbert declared the Public Hearing open; with no one wishing to speak, Mayor Gilbert declared the Public Hearing closed.

Mayor Gilbert called for a motion. Council Member Dozier made the motion to adopt the Ordinance; Council Member Stallings seconded the motion.

The motion carried by a 5-0 vote.

PH2 Shelly Mayo, Planner II

Public Hearing and possible motion to adopt an Ordinance on the Question of Annexation – Apex Town Council’s intent to annex Henry Steven Kastelberg, Carol B. Heelan Irrevocable Trust c/o George Heelan, Edward and Deborah Peart and Jerfi and Lisa Cicin (Heelan PUD) property containing 141.732 acres located at 0, 8824 and 8829 Humie Olive Road and 3108 and 3120 Olive Farm Road, Annexation #676 into the Town’s corporate limits.

Heelan PUD Conditional Zoning #19CZ21 associated with this annexation was tabled at the February 10, 2020 Planning Board meeting. Therefore, neither the rezoning nor the annexation can be heard at the February 18, 2020 Town Council meeting. The public hearing for the annexation at Town Council will need to be re-advertised if and when the project moves forward in the future.

Mayor Gilbert stated there was a request to remove Public Hearings 2 and 3 from this Agenda, to be heard at a later date.

PH3 Shelly Mayo, Planner II

Public Hearing and possible motion on Rezoning Application #19CZ21 Heelan PUD. The applicant, Jason Barron for Morningstar Law Group, seeks to rezone approximately 141.73 acres from Wake Co. R-40W to Planned Unit Development-Conditional Zoning (PUD-CZ). The proposed rezoning is located at 8824 & 8829 New Hope Farm Road, 3108 & 3120 Olive Farm Road, and 0 Humie Olive Road.

The Heelan PUD Conditional Zoning #19CZ21 was tabled at the February 10, 2020 Planning Board meeting. Therefore, this rezoning cannot be heard at the February 18, 2020 Town Council meeting. Public hearings for both Planning Board and Town Council will need to be re-advertised if and when the project moves forward in the future.

PH4 Shelly Mayo, Planner II

Rezoning Application #19CZ25 Jenks and Wimberly Mixed Use PUD. The applicant, Taylor Morrison of the Carolinas, Inc., sought to rezone approximately 14.68 acres from Rural Residential (RR) to Planned Unit Development-Conditional Zoning (PUD-CZ). The proposed rezoning is located at 1533 Wimberly Road and 7912, 8000, and 8016 Jenks Road.

Staff oriented Council to the site and stated the applicant's proposal for rezoning.

Council expressed concern that commercial may not happen in this area. Staff stated the commercial applications in surrounding areas. Staff answered Council questions related to the gas easement and affordable housing.

Jason Barron, Morningstar Law Group, representing the applicant, answered Council questions related to affordable housing, stating their housing would start about at \$250,000. He gave the names of those who were in attendance accompanying him. The Plan is consistent with all Town Plans and policies. Mr. Barron stated the builder wished to install a pollinator garden. All of the neighborhood meetings went very well. Mr. Barron talked about commercial use in the area and its compatibility with the homes which would be built. Mr. Barron answered Council questions related to energy star certification, marketing commercial products, and affordability related to solar.

Mayor Gilbert declared the Public Hearing open.

Teri Costner spoke about their attempts to sell land and how previously approved development is hampering that.

Ken Lewis stated how his property is difficult to rent with everything that's going on around him. The developer has done an excellent job in presenting to the Town. He asked Council to approve the project.

James Costner stated they are trying to sell their home. They cannot even rent it. He hoped the project would go through.

Alison Cleary stated the building has come up with the best plan for the use at this time. She asked for approval of the project.

Mayor Gilbert declared the Public Hearing closed.

Mr. Barron stated he would need to come back to Council with a definitive answer to solar and affordability questions. Council stated his dissatisfaction with RCA and commercial use calculations. He did not see anything about the project which stood out. Council stated he was unhappy with the commercial use and how the property seemed very suitable for mixed use.

Mayor Gilbert called for a motion. Council Member Gantt made the motion to deny the rezoning; Council Member Mahaffey seconded the motion.

The motion carried by a 5-0 vote to deny.

PH5 Vance Holloman, Finance Director

Resolution approving in principle, solely for purposes of meeting the requirements of the Internal Revenue Code and for the Bonds to be Issued by the Public Finance Authority to Thales Academy, the issuance of up to \$40,000,000 in Educational Facilities Revenue Bonds (the "Bonds") by the Authority which in no way obligates the Town for repayment of said bonds or creates any liability to the Town.

Staff briefly explained the project and debt and reiterated that this would not require funding from the Town.

Mayor Gilbert declared the Public Hearing open.

Mary Nash Rusher explained more in depth the bonds and their refinancing. She answered Council questions related to frequency of refinancing, why Apex's name was used in this request, the source of bonds between public and private schools, and who would hold the bonds.

Mayor Gilbert declared the Public Hearing closed.

Mayor Gilbert called for a motion. Council Member Gantt made the motion to approve the Resolutions; Council Member Mahaffey seconded the motion.

The motion carried by a 5-0 vote.

OLD BUSINESS

There were no Old Business items for consideration.

UNFINISHED BUSINESS

UB1 Drew Havens, Town Manager

Ordinance 2020-0218-09 to repeal Section 14-28 of the Town of Apex Code of Ordinances.

Staff stated this was at the request of Council. He stated we would now follow the State Statute, which was read by the Town Attorney. Council presented his reasons for asking for this option, stating that the State Statute gives our officers all they need to perform their duties in this instance.

Mayor Gilbert called for a motion. Council Member Mahaffey made the motion to adopt the Ordinance; Council Member Gantt seconded the motion.

The motion carried by a 5-0 vote.

NEW BUSINESS

There were no New Business items for consideration.

CLOSED SESSION

There were no Closed session items for consideration.

WORK SESSION

There were no Work Session items for consideration.

ADJOURNMENT

With there being no further business and without objection from Council, Mayor Gilbert declared the meeting adjourned.

Donna B. Hosch, MMC, NCCMC
Town Clerk

ATTEST:

Jacques K. Gilbert, Mayor

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Apex Town Council Meeting

Wednesday, March 04, 2020

Jacques K. Gilbert, Mayor
Nicole L. Dozier, Mayor Pro Tempore
Brett D. Gantt, Audra M. Killingsworth, Cheryl F. Stallings,
and Terry Mahaffey, Council Members
Drew Havens, Town Manager
Shawn Purvis, Assistant Town Manager
Marty Stone, Assistant Town Manager
Donna B. Hosch, MMC, NCCMC, Town Clerk
Laurie L. Hohe, Town Attorney

The Regular Meeting of the Apex Town Council
scheduled for Wednesday, March 4, 2020, at
6:00 p.m. was held in the Council Chamber of
Apex Town Hall, 73 Hunter Street

In attendance were Mayor Jacques K. Gilbert, Mayor Pro Tem Nicole L. Dozier, and Council Members
Audra M. Killingsworth, Brett D. Gantt, Cheryl F. Stallings, and Terry Mahaffey

Also in attendance were Town Manager Drew Havens, Assistant Town Manager Marty Stone,
Town Clerk Donna B. Hosch, and Town Attorney Laurie L. Hohe

COMMENCEMENT

Mayor Gilbert called the meeting to order and presented a statement regarding diversity and inclusion as it relates to religion and unity. Fernando Rodriguez gave the Invocation, after which Mayor Gilbert led the Pledge of Allegiance.

PRESENTATIONS

PR1 Amanda Bunce, Current Planning Manager

Special presentation on the importance of counting all Apex citizens in the 2020 Census

Staff stated that the census has been mandated by the US Constitution since 1790, and she explained how the figures are used in the community and by the government.

Staff stated Apex has grown by about 16,000 people. We lose between \$1,500 and \$2,500 per year for those not counted, and this would be our loss for another ten years. Staff explained what this affects. A

committee has been formed to get the word out about the importance of completing the forms accurately.

Staff spoke about reaching out to the historically undercounted and showed areas that had low response scores. We are reaching out to the Latino community, as they are one of the undercounted. The Mayor will be sending out a letter explaining the importance of the census, kiosks will be set up at various locations, and there will be a census mobile unit. Other efforts include banners, yard signs, a census day event, and representation at the farmer's market and PeakFest.

Staff explained the four ways to respond to the census, and presented some 'myth busters'. Council questions related to the Town's text features were answered.

PR2 Mayor Jacques Gilbert

Presentation of the Environmental Stewardship Award

Yume Iwakura, a junior at Apex Friendship High School, presented the history of award recipient Johan Tondeur having solar installed on his home. Mr. Tondeur's HOA is now encouraging others in his neighborhood to do so also.

Council Member Dozier gave the history of the Environmental Committee, noting that former Council Member Bill Jensen was a part of this Committee. We want to see better for our community. Mr. Tondeur spoke about wind power, going back to its use by Christopher Columbus to how it is being used currently.

Mayor Gilbert thanked Council Member Killingsworth for running in the County elections even though she didn't get her desired outcome. The outcome for Apex is that we will benefit from Council Member Killingsworth remaining a part of our Council.

CONSENT AGENDA

CN1 Donna Hosch, Town Clerk

Minutes of the Council Pre-Retreat on January 9, 2020, the Council Strategic Planning Retreat on January 10, 2020, and the Regular Council Meeting on February 4, 2020

CN2 Donna Hosch, Town Clerk

Apex Tax Report dated January 2, 2020

- CN3 Amanda Bunce, Current Planning Manager
Set the Public Hearing for the March 17, 2020 Town Council meeting regarding various amendments to the Unified Development Ordinance
- CN4 Shelly Mayo, Planner II
Statement of the Town Council for Rezoning Case #19CZ25, Jeremy Medlin, Taylor Morrison of Carolinas, Inc., Jason Barron, Morningstar Law Group, petitioners, for the property located on 7912, 8000, & 8016 Jenks Road & 1533 Wimberly Road
- CN5 Marty Stone, Assistant Town Manager
Approval and authorization for the Town Manager to execute the same for an Encroachment Agreement between the Town and property owners, David Lawrence Martin and Liesl Martin regarding Wake County, NC, PIN#0710-22-6578, Lot 382 Jordan Pointe, Phase 2D as shown and recorded in Book of Maps 2019, Page 664, 2836 Horton Elms Drive, New Hill, NC 27562
- CN6 David Wood, Cultural Arts Center Manager
Close the Depot parking lot on April 1st, 2020 for Census Day Event from 8:00 a.m.-7:00 p.m.
- CN7 Vance Holloman, Finance Officer
Budget Amendment No. 12 appropriating funds to reimburse a developer for additional public right of way (ROW) along Kelly Road dedicated as part of the Peak 502 project in accordance with UDO Section 13.15
- CN8 Vance Holloman, Finance Officer
Capital Project ordinance Amendment No. 2020-11 appropriating funds for the Apex Peakway at NC 55 Project to pay project costs
- CN9 Mayor Jacques K. Gilbert
Appointments, including Chair and Vice-Chair, to the Transit Advisory Committee
- CN10 Vance Holloman, Finance Officer
Capital Project Ordinance Amendment No. 2020-12 appropriating funds for the James Street to Downtown Pedestrian Project to pay project costs
- CN11 Mary Beth Manville, Human Resources Director
Position reclassification requests, as recommended from the Personnel Committee

Mayor Gilbert called for a motion to adopt the Consent Agenda. Council Member Killingsworth made the motion; Council Member Dozier seconded the motion.

The motion carried by a 5-0 vote.

REGULAR MEETING AGENDA

Mayor Gilbert called for a motion to adopt the Regular Meeting Agenda. Council Member Gantt made the motion; Council Member Stallings seconded the motion.

The motion carried by a 5-0 vote.

PUBLIC FORUM

Ann Nylund spoke about the electric operations center. The Town is wrong – this use does not qualify as government use. Ms. Nylund presented her utility bill which showed her owing sales tax to the State of NC. So this a business. Ms. Nylund stated the Town is in violation of State law. If this goes to court and the neighbors win, what will happen when the Town can't use the facility. The Town should examine the case law.

Beartha AlChacan stated she was working with the special events office to put on an interntional food festival type of event. She explained the benefits of such an event, especially since Apex has a large, diverse community. Their goal is to bring people together for good things.

PUBLIC HEARINGS

PH1 Amanda Bunce, Current Planning Manager

Ordinance on the Question of Annexation – Apex Town Council's intent to annex Ronald and Linda Padget (single-family) property containing 2.70 acres located at 7101 Beaver Trail, Annexation #684 into the Town's corporate limits.

Staff oriented Council to the site.

Mayor Gilbert declared the Public Hearing open. With no one wishing to speak, Mayor Gilbert declared the Public Hearing closed.

Mayor Gilbert called for a motion. Council Member Killingsworth made the motion to adopt the Ordinance; Council Member Dozier seconded the motion.

The motion carried by a 5-0 vote.

OLD BUSINESS

There were no Old Business items for consideration.

UNFINISHED BUSINESS

There were no Unfinished Business items for consideration.

CLOSED SESSION

Laurie Hohe, Town Attorney

Pursuant to N.C.G.S. 143-318.11(a)(3) to preserve attorney-client privilege, and pursuant to N.C.G.S. 143-318.11(a)(1) to prevent the disclosure of information that is privileged or confidential pursuant to state law

Mayor Gilbert called for a motion to go into Closed Session. Council Member Dozier made the motion; Council Member Killingsworth seconded the motion.

The motion carried by a 5-0 vote.

Mayor Gilbert called for a motion to return to Open Session with no objections from Council.

Mayor Gilbert called for a motion to adopt Resolution No. 20-0304-03 Resolution Authorizing Eminent Domain Proceedings to Acquire Sewer and Greenway Easements. Council Member Killingsworth made the motion; Council Member Stallings seconded the motion.

The motion carried by a 5-0 vote.

NEW BUSINESS

There were no New Business items for consideration.

Mayor Gilbert called for a 15 minute recess, after which the Work Session moved to the third floor Training Room.

WORK SESSION

WS1 Colleen Merays, Downtown & Small Business Development Coordinator & David Wood, Halle Cultural Arts Center Manager

Special Event Permit requests and Town Co-Sponsorship requests for 2020 and 2021.

Representatives requesting Town approval of their events were in attendance.

Staff explained the benefit of the events to our lives. Several have been going on for years, several are new. Explained was what Town services would be required, the closing of streets, and use of the Halle and the Depot.

Staff went through the list of 16 events and answered Council questions, in particular about the Farmer's Market. Council asked about the Town's funding of the Market. As expenses grow, it seems inappropriate that there is another Board governing the Market. The Town should have more say so in spending, operation of the board, etc. Council stated she brought up last year the Town possibly taking over this function.

Discussion ensued on the Bone Suckin Sauce Peak City Pig Fest. Council questions were answered by staff and event representatives. Council stated his preference was to pay for the dumpsters and not for police, which would be comparable to other festivals. Net proceeds and where they go in the community were stated by Pig Fest representative.

Council asked the Farmer's Market representative about their accepting SNAP. The representative stated their vendors are small and cannot accept SNAP at this time. However, they are working on this.

Information was presented on the international festival, and the representative answered questions posed by Council. Shown was a synopsis of the events of this festival which is held in Raleigh. Council requested that Apex people are included. Council was concerned about the possible impact of a for-profit organization from outside of Apex coming into Apex and how this would affect Apex organizers. There was further conversation from Council as to the impact of such a festival to the other businesses and its cost to the town. There was also some discussion about a cap on events downtown. Council will further consider approving this event request.

Mayor Gilbert called for a motion. Council Member Killingsworth made the motion to approve as was presented, with the discussed change for Sunrise Rotary and the removal of the international festival; Council Member Dozier seconded the motion.

The motion carried by a 5-0 vote.

Staff will come back with answers to Council questions about the international festival at the next Council meeting. There was discussion regarding a cap on events so as to have a ratio of non-profit to profit events.

WS2 Steve Chandler, Chandlerthinks; Stacie Galloway, Communications Manager

Discussion of community branding study results and recommendations with consultant.

Mr. Chandler explained the purpose of branding and how challenging the process can be. He presented the proposed logo and its possible uses. Council expressed comments related to colors/color combinations, the logo being liked, but wanting to think about it more. Staff provided a history of the current logo. The new logo would look clean and work well with our signage.

ADJOURNMENT

With there being no further business and without objection from Council, Mayor Gilbert declared the meeting adjourned.

Donna B. Hosch, MMC, NCCMC
Town Clerk

ATTEST:

Jacques K. Gilbert, Mayor

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