

**DRAFT MINUTES**

**TOWN OF APEX  
TOWN COUNCIL WORK SESSION  
TUESDAY, APRIL 21, 2026  
3:30 P.M.**

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6           The Apex Town Council met for a work session on Tuesday, April 21, 2026 at  
7 3:30 p.m. at the Apex Town Hall located at 73 Hunter Street in Apex North  
8 Carolina.

9  
10 This meeting was open to the public. Members of the public were able to attend this  
11 meeting in-person or watch online via the livestream on the Town’s YouTube  
12 Channel:

13 **HERE:** <https://www.youtube.com/watch?v=CM2GNNdPd-A>

14  
15  
16 **[ATTENDANCE]**

17 Elected Body

18 Mayor Jacques K. Gilbert (presiding)  
19 Mayor Pro-Tempore Terry Mahaffey  
20 Councilmember Ed Gray  
21 Councilmember Arno Zegerman  
22 Councilmember Shane Reese  
23 Councilmember Sue Mu

24  
25 Town Staff

26 Town Manager Randy Vosburg  
27 Deputy Town Manager Shawn Purvis  
28 Assistant Town Manager Demetria John  
29 Assistant Town Manager Marty Stone  
30 Town Attorney Laurie Hohe  
31 Town Clerk Allen Coleman

32  
33 All other staff members will be identified appropriately below.

34  
35 **[CALL TO ORDER I PLEDGE OF ATTENDANCE]**

36  
37           **Mayor Gilbert** called the meeting to order at 3:35 p.m., welcomed everyone,  
38 and led everyone in the pledge of allegiance.

## DRAFT MINUTES

### 1 [TOWN COUNCIL PROCEDURES AND POLICIES UPDATE]

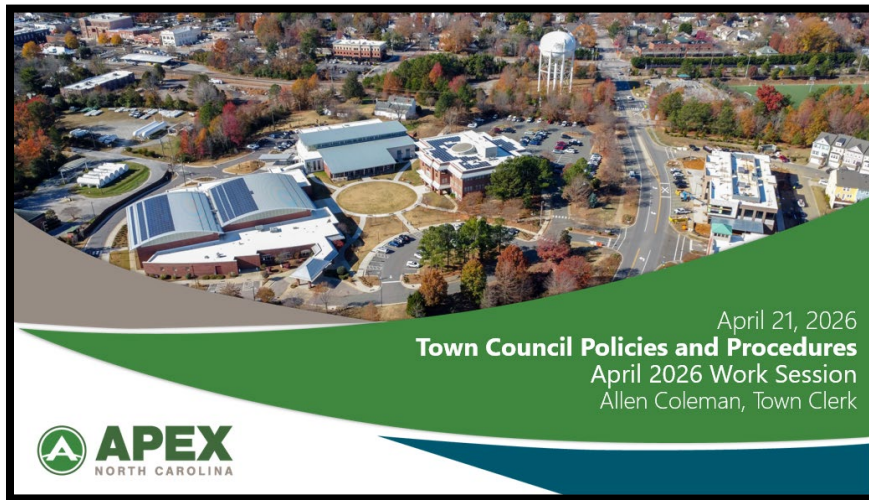
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3 **Town Clerk, Allen Coleman** stated that the purpose of the item was to review  
4 follow-up items previously requested by Council, with a focus on Council Committees,  
5 Resident Advisory Boards, and related policy updates. He noted that the presentation  
6 was intended to provide an overview of each topic area and requested guidance and  
7 direction from Council following the presentation of information in each section

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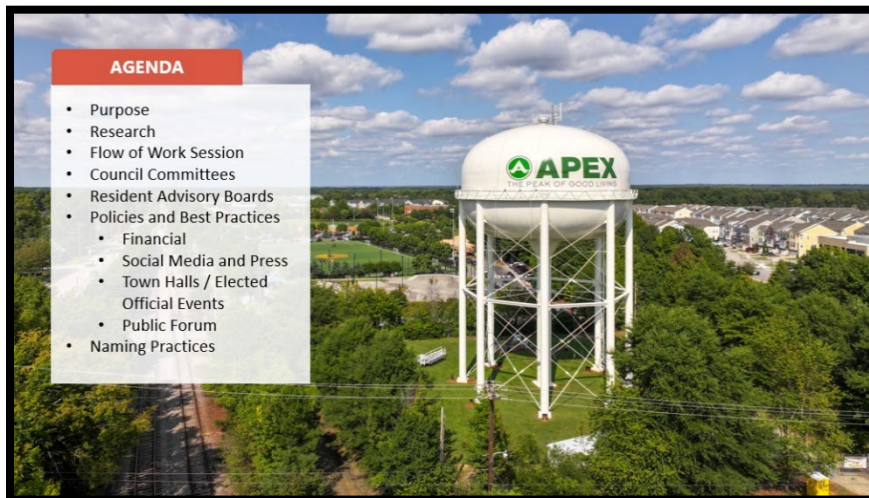
9 He proceeded with the presentation:

### 10 [SLIDE 1]



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### 12 [SLIDE 2]



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1 [SLIDE 3]

Purpose



Policies and procedures evolve with Apex's growth



Data-driven look at other municipalities




Identify areas for Council direction

2  
3 [SLIDE 4]

Framework for Discussion

- Community Focused
- Respectful and Collaborative
- Policy Oriented
- Clear and Concise
- Thoughtful and Sensitive



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5 [SLIDE 5]

Flow of Work Session

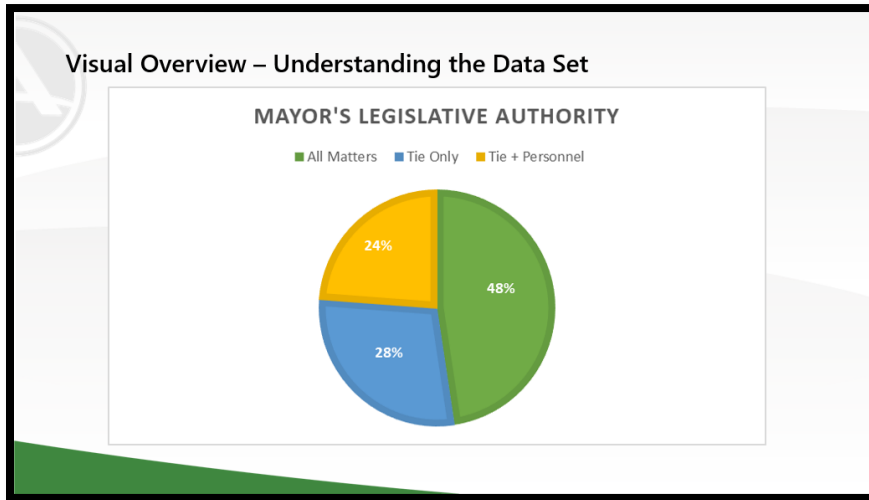


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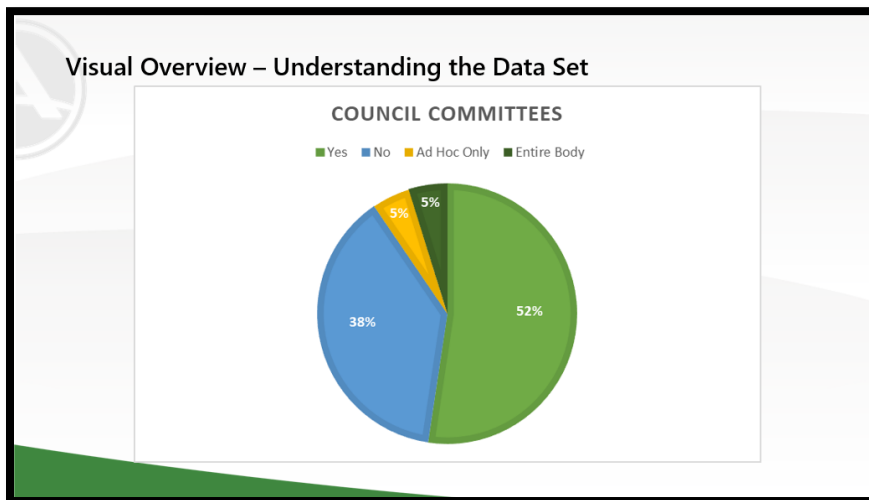
1 [SLIDE 6]



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3 [SLIDE 7]

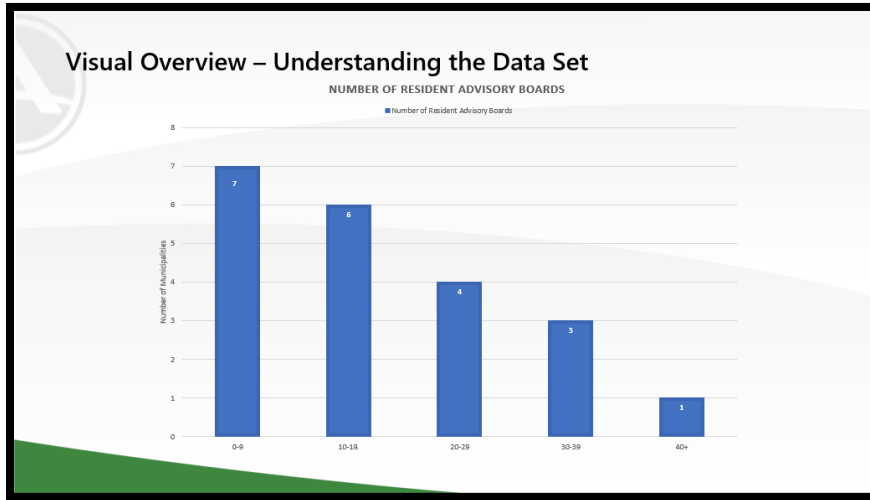


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5 [SLIDE 8]

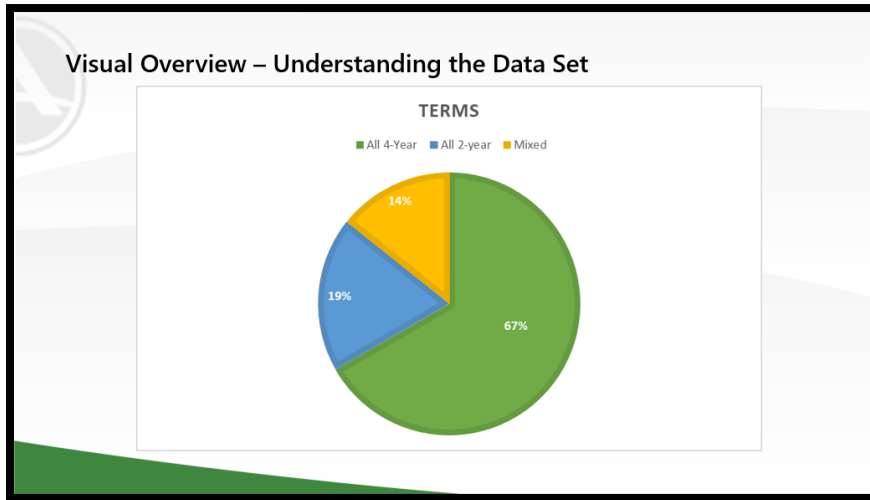


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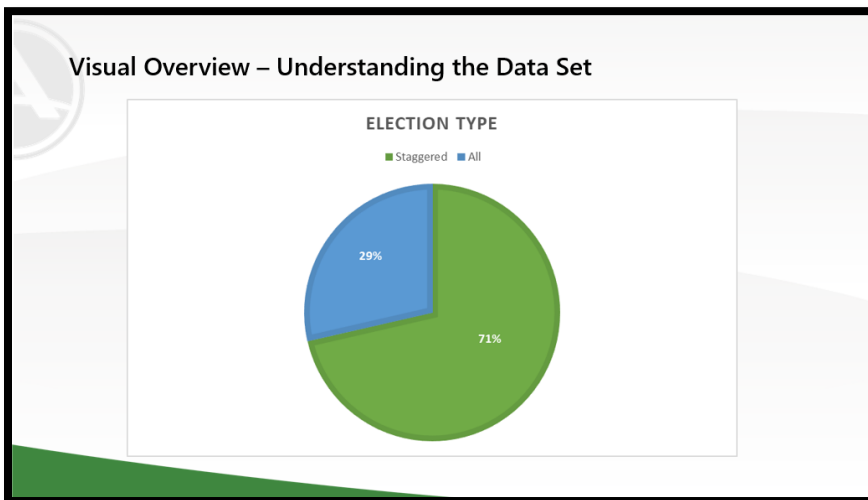
1 [SLIDE 9]



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3 [SLIDE 10]



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5 [SLIDE 11]



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1 [SLIDE 12]



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3 [SLIDE 13]



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5 [SLIDE 14]



6

1 [SLIDE 15]

**Council Committee – Membership Appointment Authority**

**Mayor** (common model)

- o Charlotte
- o Raleigh
- o Winston
- o Fayetteville
- o High Point
- o Gastonia


**Full Council** (less common)

- o Asheville
- o Greenville



2  
3 [SLIDE 16]

**Council Committee – Mayoral Participation and Size**



- Varies Across Municipalities
  - o Active (e.g. Raleigh, Fayetteville)
  - o Inactive (e.g. Charlotte, Asheville, Winston Salem)
- No standard model
- Typically small and focused
  - o Most represent 3-4 members

4  
5 [SLIDE 17]

**Council Committee – Transparency**



**Livestream Only**



**Livestream and Record**



**No Streaming or Recording**

6

1 [SLIDE 18]

Council Committee – Meeting Preference



Monthly      Bimonthly      Unspecified

2  
3 [SLIDE 19]

Council Committee – Town of Apex

- **Current Committees**
  - Environmental Leadership
  - Governance, Fiscal Stewardship, and Internal Support
  - Public Safety
  - Responsible Development
  - Vibrant Community and Economic Vitality
- **Current Structure**
  - 2 members
  - Not Recorded or Livestreamed
  - Mayor Appointment
  - Quarterly meetings

4  
5 [SLIDE 20]

Council Committee – Decisions

- Continue with Standing Council Committees?
- If yes,
  - Who makes appointments?
  - Membership size?
  - Mayor participation?
  - Livestreamed/Recorded?
  - Meeting Cadence



6

## DRAFT MINUTES

1           **Town Clerk Coleman** asked Council if they would like to discuss Council  
2 Committees at this time.

3           **Mayor Gilbert** thanked Town Clerk Coleman for the research and stated that  
4 the committee assignments made in December were based on feedback and  
5 intended to maintain engagement. He acknowledged concerns regarding the  
6 process and emphasized the importance of Mayoral participation. After gathering  
7 additional feedback and reviewing practices in similar municipalities, he indicated  
8 that adjustments to committee assignments would be proposed. Mayor Gilbert  
9 distributed a draft of the proposed committee structure to Council and provided an  
10 overview of the current committees, including their structure and Council liaisons. He  
11 highlighted the experience and knowledge each liaison brings and stated that the  
12 Mayor should have the ability to participate in committees if desired. He then opened  
13 the floor for Council discussion.

14           **Councilmember Gray** stated that he did not have concerns with the mayor  
15 serving on committees or as chair, noting that committees exist to support Town  
16 business. He referenced the two-member committee structure developed with the  
17 Rules Committee the previous year as effective, emphasizing that committees are  
18 intended to streamline issues rather than exclude them or drive decisions  
19 independently. He noted that committees do not have the authority to create policy  
20 or eliminate ideas, as final decisions rest with the full Council.

21           **Councilmember Zegerman** referenced the previously adopted Rules  
22 Committee proposal, stating that Council's intent was to function more as a governing  
23 body by referring items to committees for research, staff interaction, and policy  
24 development. He noted that the role of the committee chair remains unclear,  
25 particularly if responsibilities include advancing proposals, which could conflict with  
26 the mayor's non-legislative role. He expressed concern that serving as chair or vice  
27 chair could present challenges for the mayor and suggested that the mayor's role be  
28 clarified, potentially as a non-voting member.

29           **Mayor Pro-Tempore Mahaffey** stated that the intent of the Rules Committee  
30 was to establish a clear process for advancing ideas and improving efficiency. He  
31 proposed including the mayor on all committees in a non-voting capacity to address  
32 concerns regarding legislative authority, which he thought they had decided as a  
33 compromise. He noted that committees report outcomes to Council and that both  
34 committee members contribute to shaping agendas, with no final decisions made at  
35 the committee level.

36           **Mayor Gilbert** asked about whether formal votes occur within two-member  
37 committees and how disagreements between members are handled.

## DRAFT MINUTES

1           **Town Clerk Coleman** said historically this doesn't happen often but if there is  
2 a split vote it will always come back to Council for a vote. He said when setting  
3 agendas, all the committee members pertaining to the item are communicated with  
4 about the item.

5           **Town Manager Vosburg** said that in case of a split committee vote, no  
6 recommendation is made and staff will forward the item to the full Council without a  
7 committee recommendation.

8           **Councilmember Gray** said that split votes are uncommon, but when they  
9 occur, the matter is brought back to the full Council for consideration. He added that  
10 when setting committee agendas, all relevant committee members are consulted  
11 regarding the item.

12           **Mayor Gilbert** asked if the Office of the Mayor had an idea or proposal they  
13 wanted to place on the agenda for full Council deliberation, could that be done.

14           **Town Clerk Coleman** said yes. He stated that, in accordance with the Rules of  
15 Procedure, the Clerk facilitates placement of items on the agenda if directed to do so  
16 by a member of the Governing Body.

17           **Mayor Pro-Tempore Mahaffey** said that while items may be placed on the  
18 agenda, adoption requires compliance with established procedural requirements  
19 prior to Council approval, which may include referral to a committee.

20           **Councilmember Gray** said there needs to be a good staffing process to  
21 ensure all necessary steps are completed and that items are adequately vetted before  
22 returning to Council for decision-making.

23           **Mayor Gilbert** asked to go back to the slide of municipalities relating to  
24 mayor's role with committees.

25           **Town Clerk Coleman** clarified that the referenced slide focused on  
26 appointment authority to vote on committees rather than mayoral participation, and  
27 another slide focused on authority for mayoral appointments. He explained that  
28 practices vary by municipality, noting examples where mayors appoint members but  
29 do not serve on committees, and others where mayors both appoint and serve. He  
30 stated that while approaches differ, a common element is mayoral involvement in  
31 appointments, and that the structure ultimately depends on Council preference.

32           **Mayor Gilbert** asked if there was a proposal, that it would have to go through  
33 committee before a Council vote.

34           **Town Clerk Coleman** said that was correct and it would be the same for any  
35 Council member as well.

36           **Councilmember Gray** stated that items should be referred to the appropriate  
37 committee for further vetting, with committees responsible for evaluating proposals  
38 and providing recommendations to Council.

## DRAFT MINUTES

1           **Councilmember Zegerman** asked for clarification on the defined role and  
2 authority of a committee chair, expressing concern that assigning voting authority to  
3 the mayor could place the role within the legislative process in a way that may be  
4 inappropriate.

5           **Mayor Pro-Tempore Mahaffey** stated that while the described process is  
6 relatively new, it aligns with past practices in Apex where committees provide general  
7 direction rather than taking formal legislative action. He added that committee chairs  
8 at the state level play a role in shaping agendas, and not all items may advance for  
9 consideration.

10           **Councilmember Gray** said that Apex's committees are intended to refine and  
11 move ideas forward unlike the General Assembly Committee system that filters out  
12 most proposals, the idea is to improve each idea and bring it to Council to vote on it.

13           **Mayor Gilbert** asked whether any municipalities reviewed follow a state  
14 government-style committee model.

15           **Town Clerk Coleman** said that such a model was not identified in the research,  
16 though it may exist in larger municipalities such as Charlotte or Raleigh depending on  
17 meeting cadence. He stated that the primary considerations are not the volume of  
18 items, but rather the role of committee membership and the authority of the chair. He  
19 summarized that Council appears interested in retaining standing committees with  
20 two members, determining appointment authority, and providing direction on the  
21 proposed committee list.

22           **Councilmember Zegerman** stated that decisions should be made regarding  
23 the proposed list and prioritize as needed. He added that committees are intended to  
24 advance ideas and suggested a process similar to Advisory Board appointments,  
25 where recommendations are made and then considered by Council for confirmation.

26           **Mayor Gilbert** stated that he did not have concerns with that general structure  
27 but remained focused on clarifying the mayor's role, including whether it carries any  
28 authority and how disagreements among Council would be addressed.

29           **Mayor Pro-Tempore Mahaffey** said that there are currently four committee  
30 vacancies and proposed for Economic Development, himself as chair along with  
31 Councilmember Reese, and for Vibrant Community, Councilmember Zegerman as  
32 Chair along with Councilmember Mu.

33           **Town Clerk Coleman** confirmed the Council Committee structure, including  
34 the Environmental Leadership Committee, Governance, Fiscal Stewardship and  
35 Internal Support Committee and Public Safety Committee as presented. He further  
36 confirmed the Responsible Development Committee with Mayor Pro-Tempore  
37 Mahaffey serving as Chair and Councilmember Reese as member, and the Vibrant

## DRAFT MINUTES

1 Community and Economic Vitality Committee with Councilmember Zegerman serving  
2 as Chair and Councilmember Mu as member.

3

4 A **motion** was made by **Mayor Pro-Tempore Mahaffey** and seconded by  
5 **Councilmember Zegerman** confirming the Council Committee structure as noted  
6 below:

7

### 8 **Environmental Leadership Committee:**

- 9 • Mayor Pro-Tempore Terry Mahaffey, Chair
- 10 • Councilmember Sue Mu, Committee Member

### 11 **Governance, Fiscal Stewardship, and Internal Support:**

- 12 • Councilmember Ed Gray, Chair
- 13 • Councilmember Arno Zegerman, Committee Member

### 14 **Public Safety:**

- 15 • Mayor Jacques K. Gilbert, Chair
- 16 • Councilmember Gray, Committee Member

### 17 **Responsible Development:**

- 18 • Mayor Pro-Tempore Terry Mahaffey, Chair
- 19 • Councilmember Shane Reese, Committee Member

### 20 **Vibrant Community and Economic Vitality:**

- 21 • Councilmember Arno Zegerman, Chair
- 22 • Councilmember Sue Mu, Committee Member

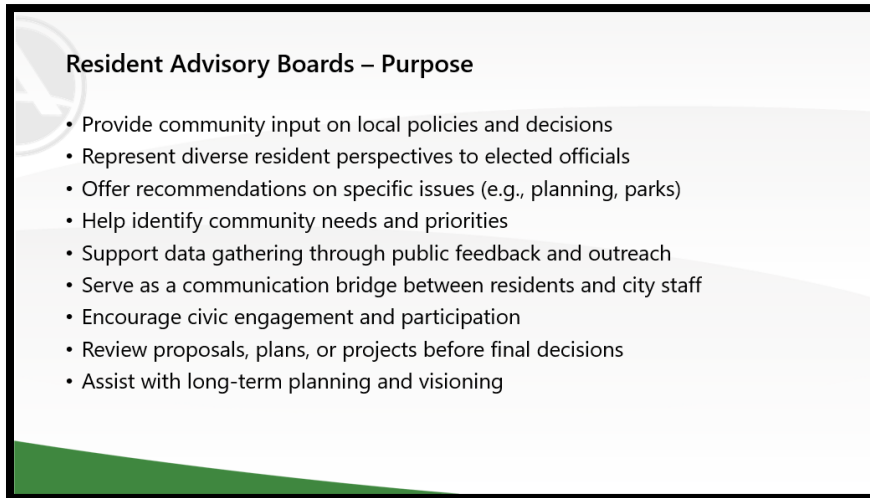
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24 **VOTE: UNANIMOUS (5-0)**

1 [SLIDE 21]



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3 [SLIDE 22]

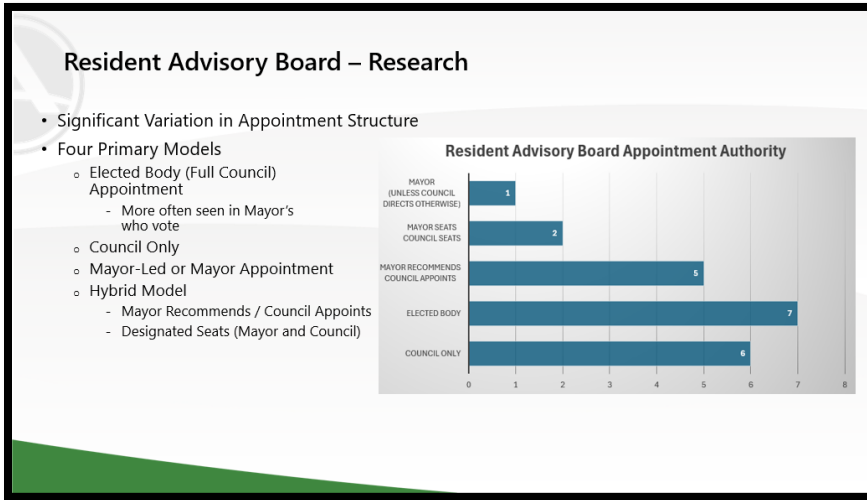


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5 [SLIDE 23]



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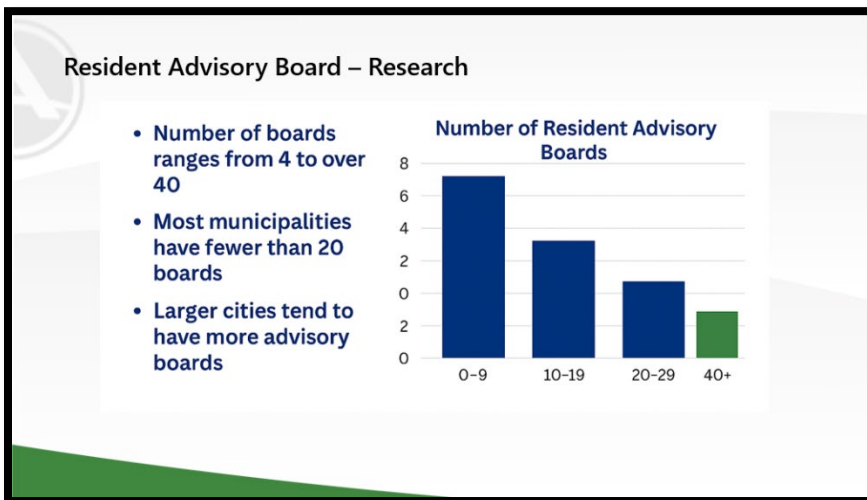
1 [SLIDE 24]



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3 [SLIDE 25]



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5 [SLIDE 26]



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1 [SLIDE 27]



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**Town Clerk Coleman** stated that Council could provide direction on several aspects of the advisory board appointment process, including whether to continue with mayoral recommendations, maintain the current nomination process, implement formal interviews, and determine if interviews should apply to specific boards. He also asked whether Council wished to evaluate the current advisory board structure, noting that a restructuring had occurred approximately one year prior, but could be revisited if desired.

10 **Mayor Gilbert** stated that he was generally satisfied with the current process  
11 but expressed concern about making changes midstream.

12 **Town Clerk Coleman** said that Council had previously discussed conducting  
13 interviews for certain appointments and asked whether Council wished to proceed  
14 with interviews for Planning Board nominees. He noted that prior direction indicated  
15 interviews between the top two candidates, and if Council did not wish to proceed,  
16 the item would return to a future agenda for further direction.

17 **Mayor Gilbert** asked why it was only those two candidates when there were  
18 other candidates.

19 **Town Clerk Coleman** said that was the instruction from Council.

20 **Councilmember Mu** said the mayor making recommendations was supported  
21 but if in the situation that the recommendation is very different from the majority of  
22 Council's recommendations or there is a tie between two candidates then possibly  
23 there should be an interview process.

24 **Mayor Gilbert** said that interviews would require additional time.

25 **Councilmember Zegerman** stated that the current process has been effective,  
26 but suggested that the process could benefit from additional clarity and  
27 standardization. He said interviews may be useful for a statutorily required board.

## DRAFT MINUTES

1           **Mayor Gilbert** asked about the mayor's role in engagement during the  
2 appointment process.

3           **Town Clerk Coleman** said the research shows that when interviews were  
4 conducted the Council would establish an ad-hoc interview committee, which would  
5 be at the discretion of this Council. He said that if there is a desire for the Planning  
6 Board to conduct interviews this can be done but the common practice is an ad-hoc  
7 committee to interview the candidates and make recommendations back to the full  
8 Council.

9           **Councilmember Gray** stated that when the mayor makes recommendations, it  
10 reflects prior vetting of candidates, whereas providing names to the mayor places the  
11 responsibility of vetting on Council. He indicated that a formal interview process may  
12 not be necessary if candidates are sufficiently vetted beforehand.

13           **Mayor Gilbert** stated that recommendations made in September 2025 had  
14 established a precedent and expressed concern regarding where gaps or missing  
15 elements in the process may exist.

16           **Town Manager Vosburg** said that from what his understanding of  
17 Councilmember Mu said, if it came down to deciding between two candidates  
18 instead of having a formal interview process, that Council members could meet with  
19 those two candidates being considered individually, and come back to Council with  
20 their opinions.

21           **Councilmember Mu** said that there should be an ad-hoc committee to  
22 conduct the interview or the Council do the interview because these are important  
23 roles to fill.

24           **Mayor Pro-Tempore Mahaffey** stated that interviews should be conducted in  
25 a public setting and suggested that selected candidates be sworn in immediately  
26 following appointment to promote transparency.

27           **Mayor Gilbert** asked why this was being started at this time.

28           **Mayor Pro-Tempore Mahaffey** said that Council tried to come up with a  
29 process but that they could not come up with an agreement so it was put off.

30           **Town Clerk Coleman** said in terms of the interview piece and because of the  
31 recent situation, this needs to be talked about and Council should provide staff with  
32 direction for when there is a tie. He asked would the next step be majority vote over  
33 rules or does it go to an interview process. He said this is being brought up because it  
34 recently came up as a suggestion of going to interviews and that's where it was left,  
35 that the two candidates would be interviewed. He said this is also included in the data  
36 set to see how other municipalities are handling ties and although it is not a common  
37 practice to do interviews, some municipalities do interviews.

## DRAFT MINUTES

1           **Mayor Pro-Tempore Mahaffey** noted that tie situations are infrequent, but  
2 stated that a consistent approach should be applied across boards if adopted.

3           **Councilmember Reese** stated that it was his understanding that the current  
4 process provides Council the opportunity to review and weigh in on recommended  
5 candidates, with final prioritization determined by Council. He noted that the level of  
6 community interest in serving is a positive challenge, as many individuals are willing  
7 to contribute their time in these roles. He expressed support for incorporating  
8 interviews, particularly for statutory boards, noting that interviews can provide  
9 additional insight beyond written applications and help clarify candidate  
10 qualifications. He added that candidates who may appear less competitive on paper  
11 could demonstrate strong capabilities during interviews, and vice versa. He also  
12 stated that establishing a clear process would improve future appointment cycles and  
13 emphasized the importance of ensuring qualified candidates are not overlooked,  
14 noting that individuals not selected in the current cycle may still have opportunities to  
15 serve in future terms as positions become available.

16           **Mayor Gilbert** said for the record, when Town Clerk Coleman displayed the  
17 numbers, he asked if all submissions were calculated from the December Council  
18 meeting.

19           **Town Clerk Coleman** said no because there wasn't a submission made at that  
20 time. He said that what is being proposed is to keep that the mayor makes the  
21 recommendations and Council appoints, having formal interviews for statutorily  
22 required boards and only for others if there's a tie nomination and going forward  
23 from there.

24           **Mayor Gilbert** asked if there was a standardized process and how interviews  
25 would work.

26           **Town Clerk Coleman** said that will be determined because this will be the first  
27 time for this process.

28           **Mayor Pro-Tempore Mahaffey** asked whether interviews would apply to all  
29 candidates or only in specific circumstances, such as statutorily required boards.

30           **Councilmember Zegerman** said that the process is supported but wanted to  
31 make sure that Council wasn't overcommitting with too many interviews.

32           **Mayor Pro-Tempore Mahaffey** proposed that interviews occur only when a  
33 candidate does not receive majority support or when multiple candidates receive  
34 similar levels of support.

35           **Councilmember Reese** said this would streamline the process and was in  
36 support of this approach.

## DRAFT MINUTES

1           **Councilmember Gray** also expressed support for this approach, noting that  
2 the process would be effective with a shared understanding among Council  
3 members.

4           **Mayor Pro-Tempore Mahaffey** said that there has to be a universal decision  
5 and this approach is necessary in the situation of a tie.

6           **Councilmember Gray** said that interviews may also be necessary when there  
7 are many candidates.

8           **Councilmember Zegerman** confirmed the proposed voting process, stating  
9 that Council would vote on each candidate, and in cases where no candidate receives  
10 a majority of yes votes or where there is a tie, interviews would be conducted.

11           **Councilmember Mu** said yes and that only if there is a tie or high majority  
12 between multiple candidates, then there are interviews.

13           **Councilmember Zegerman** said that Council casts as many votes as there are  
14 candidates for the position.

15           **Mayor Pro-Tempore Mahaffey** said the candidates could all be voted on at  
16 the same time.

17           **Town Attorney Hohe** said yes, but the candidate can't be anonymous.

18           **Town Clerk Coleman** stated that ballots would be distributed, collected, and  
19 read aloud.

20           **Councilmember Zegerman** asked if there needed to be a vote to approve the  
21 process.

22           **Town Clerk Coleman** said yes.

23           **Mayor Gilbert** asked for clarity if he would be involved with the interviews.

24           **Mayor Pro-Tempore Mahaffey** said that everyone that would like to  
25 participate will have a part of the interview process.

26           **Town Manager Vosburg** said that this proposed process introduces an  
27 additional step for volunteer applicants and emphasized the importance of balancing  
28 thoroughness with maintaining community interest in serving. He expressed hope  
29 that Council would work to avoid tie situations when possible, because this is a lot to  
30 ask of people.

31           **Mayor Pro-Tempore Mahaffey** said it would emphasize the importance of the  
32 position and seriously they take it.

33           **Mayor Gilbert** said that this is a concern.

34           **Councilmember Mu** said the high level of community interest was excellent,  
35 and suggested that additional board creations could be beneficial.

36           **Town Clerk Coleman** asked if there was any desire to evaluate the number of  
37 advisory boards.

## DRAFT MINUTES

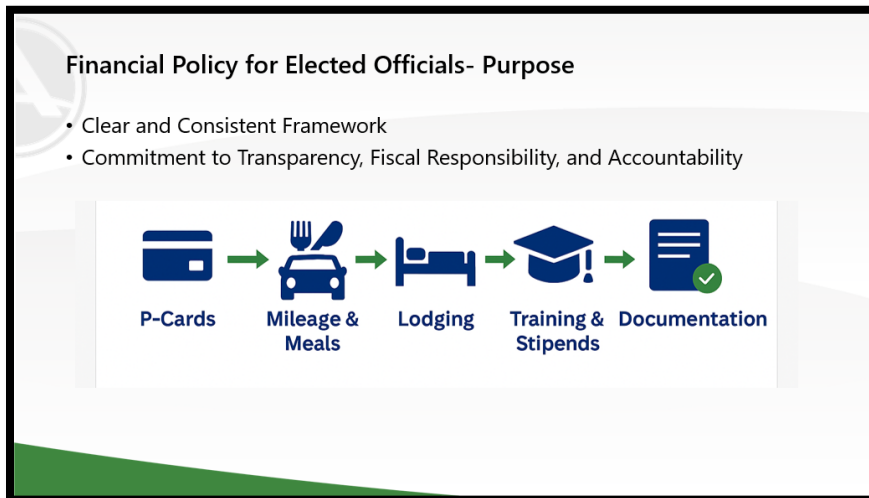
1           **Councilmember Gray** said he likes the number of boards that Apex has and  
2 being able to give the boards the ability to appoint subcommittees as necessary. He  
3 asked if Council would want to expand some boards. He said some boards are  
4 already in the process of expanding.

5           **Town Clerk Coleman** stated that individuals must be formally appointed in  
6 order to serve on a board and stated he would summarize the proposed process for  
7 Council consideration.

8 **[SLIDE 28]**



9  
10 **[SLIDE 29]**



11

1 [SLIDE 30]

**Best Practices – UNC School of Government, Peer Municipalities, and other Financial control standards across N.C.**

- **P-Cards**
  - Elected Officials do not receive personal p-cards (few exceptions)
  - A departmental p-card may be checked out for a specific travel/event purpose only through the Town Clerk's Office.
  - Receipts must be provided to the Town Clerk within five (5) business days
  - Monthly limit per official - \$250 – any amount above shall receive full Council approval
- **Mileage**
  - Boundary area or determined mileage for determining what is covered under an existing stipend.
  - Mileage reimbursed at the **IRS Rate only** when outside of the stated area.
  - Town vehicles are available for use by the elected member

2  
3 [SLIDE 31]

**Best Practices – UNC School of Government, Peer Municipalities, and other Financial control standards across N.C.**

- **Meals**
  - Must be in the transaction of public business and defined as an official function
  - Inside four (4) county boundary the stipend shall cover meals except those identified as an official function
  - A meeting recap noting those in attendance and the purpose of the meeting shall be provided to the Town Clerk for distribution to the full elected body within five (5) days of the meeting.
  - Advanced per diem rates
- **Lodging**
  - No Wake County lodging except for:
    - Disability-related accommodation
    - Weather emergencies
  - Purchase of in-room entertainment prohibited
  - Room service prohibited unless medically necessary

4  
5 [SLIDE 32]

**Best Practices – UNC School of Government, Peer Municipalities, and other Financial control standards across N.C.**

- **Training**
  - Annual Per-Member Budget Amount
  - Out of State Travel Requires Council approval (consent agenda, etc.)
- **Stipends**
  - Mayor and Town Council receive monthly stipends
  - Tiered Food/Event Limits:
    - Light Refreshments: up to \$75
    - Working Lunch/Dinner: \$150
    - Community Event/Meeting: \$400
  - Reasonable expenses defined as:
    - Directly tied to Town business
    - Cost does not exceed standard business-meal norms
    - Comparable to local government benchmarks

6

## DRAFT MINUTES

### 1 [SLIDE 33]

Best Practices – UNC School of Government, Peer Municipalities, and other Financial control standards across N.C.

- **Town Halls / Office Hours / Community Meetings**
  - Covered expenses include food, water, printed materials, etc.
  - Per Town Hall/Community Meeting Limit: \$400
  - Annual Limit Per Member: \$1,500
- **Documentation and Receipts**
  - Receipt submission to Town Clerk within five (5) business days
  - Attendee names and general purpose required for official functions
  - Missing receipt require an affidavit

### 2 3 [SLIDE 34]

Financial Policy – Decisions

Elected Official Financial Policy Considerations



4  
5 **Town Clerk Coleman** asked Council members to scan a QR code and  
6 complete questions associated with the financial policy - decisions review. He noted  
7 that parking expenses were included in the memo and would be treated similarly to  
8 taxi or transportation reimbursements.

9 **Mayor Gilbert** stated for the record that when he assumed office in 2019, the  
10 Town Clerk at the time informed him that he had been issued a P-Card, which he had  
11 not requested, and he wanted that information to be known. He said he did not have  
12 a problem giving up his P-Card if that was desired.

13 **Town Clerk Coleman** asked the members to scan the QR code, and there will  
14 be several items outlined for Council to read.

15 **Councilmember Gray** asked whether reimbursement would be ineligible  
16 within a defined four-county boundary.

## DRAFT MINUTES

1 **Town Clerk Coleman** said that is correct.

2 **Mayor Gilbert** asked for clarification regarding community meetings  
3 referenced as item No. 6.

4 **Town Clerk Coleman** said that if all members of the public or the full elected  
5 body are invited to a community meeting, town funds may be used; however,  
6 reporting requirements apply, including documentation of invitations, attendance,  
7 and meeting purpose. He added that if expenses exceed a certain threshold, prior  
8 approval is required.

9 **Councilmember Reese** asked who would provide approval.

10 **Town Clerk Coleman** said that approval would come from Council.

11 **Councilmember Reese** asked whether any cost outside of the established  
12 guidelines would require Council approval.

13 **Town Clerk Coleman** said that it would and clarified that such requests would  
14 be brought to Council in advance.

15 **Councilmember Reese** asked what the logistics are for this approval process.

16 **Town Clerk Coleman** said that it would need to be submitted to Council prior  
17 to incurring expenses.

18 **Councilmember Reese** asked to see the slide with the stipend amounts.

19 **Councilmember Zegerman** asked whether the stipend being discussed was  
20 different from what Council currently receives.

21 **Town Clerk Coleman** said that was correct, explaining that the item referred to  
22 tiered food and expense limits rather than the stipend itself, and that these limits were  
23 intended to be covered within existing stipend allocations. He reviewed the proposed  
24 stipend structure and associated terms.

25

26 **Town Clerk Coleman** then summarized survey results intended to inform  
27 policy development, noting the following themes:

28

- 29 • **P-card issuance:** Majority did not support issuance; preference was for  
30 departmental use or reimbursement only.
- 31 • **Travel boundary:** Majority supported a four-county boundary.
- 32 • **Travel/training caps:** Supported.
- 33 • **Stipend levels:** Majority supported maintaining current levels, with limited  
34 support for increases.
- 35 • **Covered expenses:** Majority supported meals, local travel, and community  
36 meeting supplies.
- 37 • **Use of town funds:** Supported for office hours, task force meetings, approved  
38 community meetings (when authorized), and promotional materials.

DRAFT MINUTES

1  
2 **Councilmember Zegerman** asked what implications the survey results would  
3 have.

4 **Town Clerk Coleman** stated that the results would guide development of the  
5 policy framework for Council consideration.

6 **Councilmember Zegerman** said there are different levels of stipends,  
7 particularly for the mayor because he attends more functions than other Council  
8 members and recommended looking at the stipend levels to make sure that  
9 expenses are covered.

10 **Councilmember Gray** said he agreed on different stipend levels.

11 **Town Clerk Coleman** stated that reviewing actual expense data would be  
12 helpful in informing appropriate stipend levels and coverage.

13 **Councilmember Gray** said that input from the Mayor should be considered to  
14 better align stipend structure with actual responsibilities and noted that uniform  
15 stipend amounts for all Council members may not be appropriate.

16 **Councilmember Reese** stated that, based on his interpretation of the limits,  
17 certain community meeting allowances appeared low and suggested that some  
18 thresholds, such as a \$400 cap, may warrant reevaluation for quarterly meeting  
19 needs.

20

21 **[SLIDE 35]**



22

1 [SLIDE 36]


**Press Release / Social Media Preferred Practices - Purpose**

- The purpose of this Social Media Policy is to provide guidance to elected officials regarding the appropriate and responsible use of social media in their official capacities as well as establish a procedure for requesting an official press release from the elected body.
- Components to consider:
  - Social media use
  - Official vs. personal capacity vs. election/campaign
  - Misuse of letterhead or official insignia
  - Public perception of "official" communication
  - First Amendment protections
- **DISCLAIMER:** This policy is not intended to restrict or infringe upon the First Amendment rights of elected officials in their personal capacities. Rather, it establishes clear distinctions between official and personal use of social media and provides standards for conduct when social media platforms are used as tools of governance, public communication, or official engagement

2  
3 [SLIDE 37]

**Press Release / Social Media Preferred Practices - Research**

- Social Media Policy – Town Staff
  - Very Common
- Social Media Policy – Elected
  - Inconsistent
- Social Media Archiving – Elected
  - Common
- Press Release Standards – Elected
  - Inconsistent
- Branding – Elected
  - Inconsistent



4  
5 [SLIDE 38]

**Press Release / Social Media Preferred Practices**

 <b>Dos</b>	 <b>Don'ts</b>
 Communicate factual information	 Discuss ongoing legal matters
 Engage with the community	 Share confidential information
 Maintain separate official accounts vs. personal accounts	 Post personal opinions
 Include disclaimer language	 Forget public records obligations
 Set appropriate comment settings	 Use town branding or logo on personal accounts

6

1 [SLIDE 39]



2  
3 **Town Clerk Coleman** asked Council members to scan the QR code to review  
4 the social media policy preferred practices and provide feedback.

5 **Councilmember Gray** suggested that it may be beneficial for elected officials  
6 to maintain official social media accounts tied to their position, with those accounts  
7 being archived at the conclusion of their term.

8 **Town Clerk Coleman** stated that, consistent with best practices for elected  
9 officials, official social media pages are typically clearly distinguished as representing  
10 the officeholder's role, include a disclaimer indicating they represent only their  
11 individual perspective and are subject to public records laws, and are transitioned or  
12 archived when a new official assumes the seat.

13 **Councilmember Reese** asked for clarification on item no. 11 regarding  
14 engagement with Town staff via social media, specifically whether it applied to both  
15 official and unofficial interactions.

16 **Town Clerk Coleman** explained that the intent was to determine whether  
17 Council members would engage with staff through social media platforms, such as  
18 tagging staff in posts or comments.

19 **Councilmember Mu** sought clarification on item no. 4 regarding whether  
20 elected officials may issue individual press statements.

21 **Town Clerk Coleman** explained that the item addressed whether Council  
22 members should issue statements from an official title or capacity and whether  
23 notification to colleagues should be required.

24 **Councilmember Gray** asked for clarification on the definition of a personal  
25 social media account.

26 **Town Clerk Coleman** responded that the intent was to distinguish between  
27 personal accounts and those perceived by the public as official accounts.

## DRAFT MINUTES

1 **Mayor Gilbert** asked about potential consequences for policy violations.

2 **Town Clerk Coleman** stated that any enforcement or consequences would be  
3 determined by Council and emphasized that the document was intended as a best  
4 practice guide rather than a formal policy, with an expectation of collegial adherence  
5 among members.

6 **Councilmember Zegerman** expressed concern regarding liability and public  
7 perception, noting that official statements made on personal accounts could be  
8 interpreted as binding Town positions. He recommended that official  
9 communications be centralized through Town-managed channels to ensure clarity  
10 between personal opinion and official Town business.

11 **Councilmember Mu** noted the confusion regarding items no. 11 and no. 12  
12 related to engaging with Town staff via social media and provided examples related  
13 to ongoing Town topics related to the data center.

14 **Town Clerk Coleman** clarified that the intent was to determine whether it is  
15 appropriate for Council members to engage with staff via social media platforms,  
16 including tagging or direct interaction.

17 **Councilmember Mu** stated that clarification or verification of information  
18 related to Town business should be handled appropriately and suggested this should  
19 be addressed within the policy framework.

20 **Town Clerk Coleman** said that such inquiries should be directed through  
21 official Town communication channels such as email.

22 **Councilmember Mu** said that it seems to be referring to comments being  
23 made on social media. She said that the question didn't seem clear.

24 **Town Clerk Coleman** said this is referring to more direct interaction on social  
25 media and not referencing staff.

26 **Mayor Gilbert** asked whether this item was intended to create a formal policy.

27 **Town Clerk Coleman** said that it was not a policy but rather best practice  
28 guidance intended to inform future policy drafting.

29 **Town Attorney Hohe** said that the purpose of the discussion was to gather  
30 Council input for development of best practice guidelines, which would then  
31 undergo legal review. She noted that Council members retain First Amendment  
32 protections and cautioned against requirements that could be interpreted as  
33 compelled speech, such as mandating disclaimers that distinguish personal versus  
34 official viewpoints in a manner that may raise constitutional concerns. She added that  
35 directing users to official Town communication channels for authoritative information  
36 is generally more appropriate.

37 **Councilmember Mu** asked whether Council members should consult staff or  
38 legal counsel prior to posting Town-related information.

## DRAFT MINUTES

1           **Town Clerk Coleman** said that to Town Attorney Hohe's point, that couldn't  
2 really be controlled. He said some enforcement mechanisms could include informal  
3 correction, private discussion, or censure depending on Council direction.

4           **Councilmember Mu** suggested that guidance include expectations that Town-  
5 related information shared by officials be accurate and verified.

6           **Councilmember Zegerman** said that First Amendment considerations limit  
7 the ability to regulate personal speech in that manner.

8  
9           **Town Clerk Coleman** summarized survey feedback on social media practices  
10 as follows:

- 11
- 12       • **Disclaimers:** Unanimous support for including disclaimers on accounts.
- 13       • **Comments on official accounts:** Majority support for allowing comments,  
14       potentially case-by-case.
- 15       • **Professional conduct standards:** Supported.
- 16       • **Press releases:** Mixed responses, ranging from unrestricted allowance to  
17       requiring disclaimers or prior notification.
- 18       • **Media responses:** Mixed, with general support for notifying the full Council.
- 19       • **Speaking authority:** Consensus that officials speak for themselves unless  
20       authorized otherwise.
- 21       • **Emergency statements:** Mixed responses, with varying conditions including  
22       disclaimers or restrictions.
- 23       • **Archiving:** Supported using automated systems consistent with municipal  
24       retention practices.
- 25       • **Engagement with staff/constituents:** Preference for use of official channels  
26       rather than social media interaction.
- 27       • **Use of town logos/seals:** Majority opposed, with limited conditional support.

28  
29           **Councilmember Gray** suggested establishing separate official Town-managed  
30 social media accounts distinct from individual Council member accounts and  
31 campaign-related accounts to ensure clarity and improve transparency and  
32 recordkeeping.

33           **Town Clerk Coleman** said that archival systems typically require platform-  
34 based account access and that Town staff would manage record retention schedules  
35 in accordance with established procedures.

1 [SLIDE 40]



2  
3 [SLIDE 41]

Events, Office Hours, and Community Meetings for/with Elected Officials - Purpose

- To establish policies and procedures for the Town Clerk's Office and Town Staff in scheduling, coordinating, and providing governing body member support for community meetings and/or office hours, that are organized or initiated by a member of the elected body with the Town of Apex.

Staff support

Town facilities

Branding and messaging

Frequency limitations

Documentation

Distinguish between town-and council-led events

4  
5 [SLIDE 42]

Elected Official Events, Office Hours, Community Meetings - Research

- Four (4) Policies (Similar) Exist
- General Policy Preferred – 90%
- Define Level of Support
- Town Resources
  - Branding
  - Messaging
  - Facilities
- Roles of Elected Official in Official capacity vs. Personal Project



6

1 [SLIDE 43]



2

3 **TownAttorney Hohe** reminded Council that, in relation to campaign and  
4 election-related activities, public funds may not be used to support or oppose any  
5 referendum, candidate, or election outcome. She noted this restriction includes the  
6 use of Town resources such as staff time, facilities, and property, and emphasized that  
7 employees may not participate in campaign activities while on duty.

8 **Councilmember Reese** asked about item no. 5 and whether the Town  
9 promotes Town Hall meetings, office hours, and related events.

10 **Mayor Pro-Tempore Mahaffey** said yes, when open to the public.

11 **Councilmember Mu** asked for clarification on item no. 7 regarding when  
12 Council approval would be required.

13 **Town Clerk Coleman** said that Council approval would be required for certain  
14 official engagements, including formal office hours and Commission-related activities,  
15 and clarified the distinction between routine coordination and formally sanctioned  
16 events. He then summarized survey results related to the topic as follows:

- 17 • **Staff support:** Responses were split between logistical-only support and active  
18 coordination, with a majority indicating staff involvement should be optional or  
19 dependent on the topic.
- 20 • **Facility access:** Majority supported priority access for elected officials acting in  
21 their official capacity.
- 22 • **Town halls/events:** No clear consensus on limits; however, majority supported  
23 Town promotion of events, particularly those open to the public.
- 24 • **Advertising:** Supported through Town website, social media, and print  
25 channels.
- 26 • **Council approval:** Majority supported requiring Council approval for certain  
27 event-related activities.

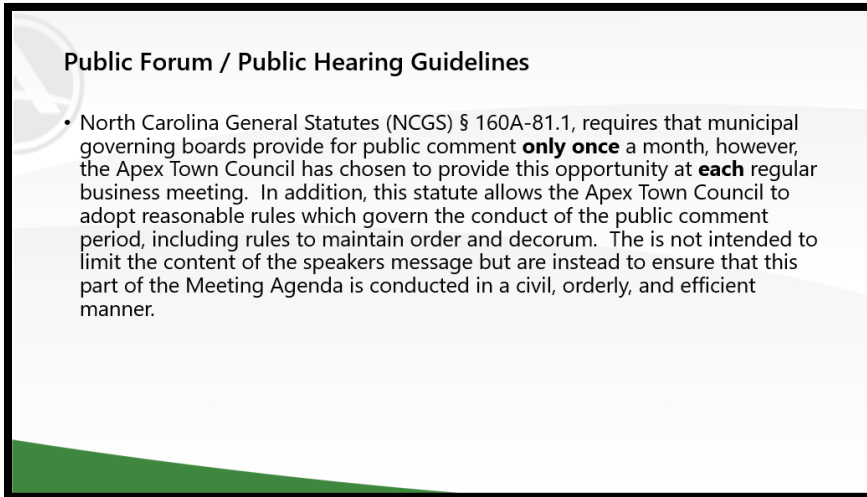
## DRAFT MINUTES

- 1       • **Financial support:** Majority supported limited funding, generally restricted to  
2       existing stipends or minimal event-related costs with prior approval.  
3

4       **[SLIDE 44]**



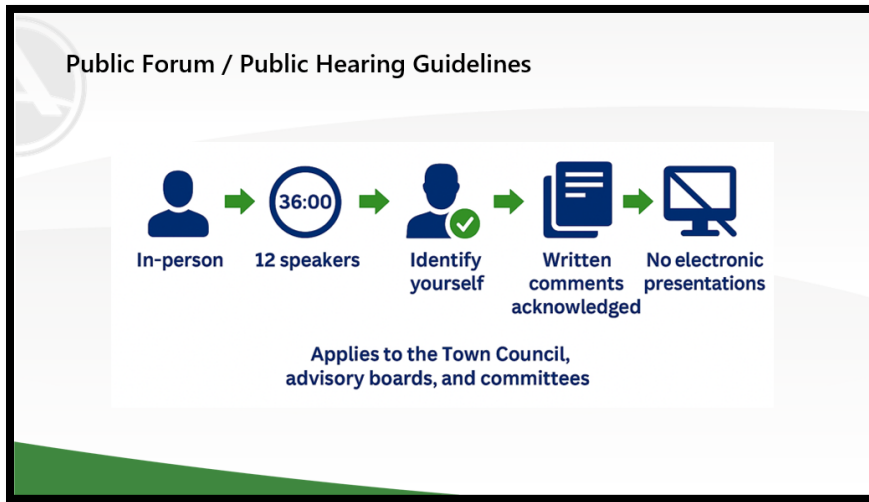
5  
6       **[SLIDE 45]**



7

## DRAFT MINUTES

### 1 [SLIDE 46]



### 2 3 [SLIDE 47]



4  
5 **Town Clerk Coleman** reviewed the survey results related to public forum  
6 procedures, noting the following:

- 7
- 8 • **Public forum participation:** Majority supported requiring in-person  
9 attendance.
  - 10 • **Public forum frequency:** Supported holding a public forum at each regular  
11 Council meeting (twice monthly).
  - 12 • **Public forum limits:** Supported maintaining limits of 12 speakers or 36  
13 minutes, whichever occurs first.
  - 14 • **Public forum time adjustments:** Mixed responses, with some supporting  
15 adjustments by majority vote and others preferring to maintain existing time  
16 limits.

## DRAFT MINUTES

1           **Mayor Pro-Tempore Mahaffey** said that other governing bodies would split  
2 the public comment sessions and continue additional speakers at the end of the  
3 meeting to accommodate those not heard.

4           **Councilmember Zegerman** suggested adjusting speaking time prior to public  
5 hearings to ensure equity, including a potential reduction from three minutes to two  
6 minutes when needed.

7           **Town Clerk Coleman** stated that there has not been consistent application of  
8 this approach and noted that adjustments to speaking time are typically made at the  
9 beginning of meetings when needed.

10          **Councilmember Zegerman** said that sign-up sheets are available prior to  
11 meetings and suggested that if the number of speakers exceeds the 36-minute limit,  
12 adjustments should be made before the public forum begins to ensure fairness to all  
13 participants.

14          **Town Clerk Coleman** asked Council if there was consensus on the proposed  
15 approach. He added that the goal was to finalize directional feedback for legal review  
16 by early May, with a draft policy anticipated for Council consideration in June, and  
17 noted that an additional work session could be scheduled if needed to revisit  
18 outstanding items.

19          **Mayor Gilbert** asked about the interviews for Planning Board.

20          **Town Clerk Coleman** said he'll proceed with interviews and said the policies  
21 are what is specific.

22  
23 **[SLIDE 48]**



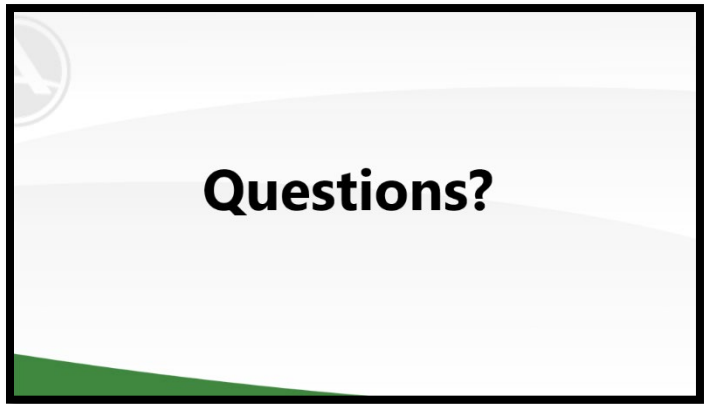
24

DRAFT MINUTES

1 [SLIDE 49]



2  
3 [SLIDE 50]



4  
5 **Town Clerk Coleman** said that there is one remaining item which is the name  
6 rights and asked if Council wanted to move that to next week’s work session that will  
7 be held on Thursday.

8 **Councilmember Gray** asked for the current policy to be sent out.

9 **Town Clerk Coleman** said he would do that.

10 [ADJOURNMENT]

11 **Mayor Gilbert** adjourned the meeting at **5:32 p.m.**

Jacques K. Gilbert  
Apex, Mayor

12  
13  
14 Allen Coleman, CMC  
15 Town Clerk to the Apex Town Council  
16 Submitted for approval by Apex Town Clerk Allen Coleman

17  
18 Minutes approved on \_\_\_\_\_ of \_\_\_\_\_, 2026.

19