

SALISBURY CITY COUNCIL
BUDGET WORK SESSION
APRIL 29, 2015

Public Officials Present

Council Vice President Laura Mitchell
Councilman John "Jack" R. Heath

Councilwoman Eugenie P. Shields (arrived 10:00 am)
Councilman Timothy K. Spies

Public Officials Not Present

Mayor James Ireton, Jr.
Council President Jacob R. Day

In Attendance

City Clerk Kim Nichols, City Administrator Tom Stevenson, and Internal Services Director Keith Cordrey

The City Council convened in a Budget Work Session at 9:40 a.m. in Conference Room 306 of the Government Office Building.

Council began the review with discussion on Community Promotions. The following is a synopsis of Council's review:

- Art Institute and Gallery (AIG) – Council reached unanimous consensus to the requested amount (\$2,500). Mrs. Mitchell asked Mr. Cordrey if the \$3,200.00 that the City pays in taxes for the AIG could be listed as an in-kind donation. The current recording method does not reflect the payment was made on their behalf.
- Chipman Cultural Center – Council reached unanimous consensus to the requested amount (\$2,500). Mr. Stevenson reported the building needed no major repairs. Mrs. Shields reported the grounds maintenance cost is \$30 per grass cut. Janitorial Services is \$25 twice per month and more often as needed, depending on events booked. She discussed the regular maintenance and repairs, and restoration on the historic building, which was grant funded. The \$2,500 donation from the City assist with operations.
- Salisbury Neighborhood Housing Service (SNHS) – Mrs. Mitchell reported much of SNHS's funding last year went to Foreclosure prevention rather than home buying, but SNHS receives other grants. Their request increased this year from \$30,000 to \$40,000. (This was scheduled for future review with Director Cheryl Meadows)
- Salisbury Wicomico Art Council – Council reached unanimous consensus to the requested amount (\$15,000).
- New Year's Eve – Council reached unanimous consensus to the amount of \$5,000.
- PAC14 – 30% of collections (set by ordinance and contract)

- Shore Transit – Council was interested in current downtown trolley ridership and partnership plans and would meet with Robby Sheehan from Salisbury University, Brad Bellacicco from Shore Transit and Council President Jake Day at a later date.
- Wicomico Creekwatchers – Council reached unanimous consensus to the requested amount (\$3,443)
- Friends of Poplar Hill Mansion – Council reached unanimous consensus to the requested amount (\$25,000).

Council recessed at 10:30 a.m. and reconvened at 10:35 a.m.

- Stop the Violence – Council discussed the past location on Calloway Street was unfit for using for the after school organization, and the owner of the property was not interested in rehabilitating the building. The program was not funded at the Mayor's level. Council reached unanimous consensus to consider funding the project during the year should the organization find a suitable location.
- Americorps – Council reached unanimous consensus to the requested amount of \$6,100.
- Red, White & Boom – Mr. Spies requested to see the balance information for the endowment fund at the Community Foundation, the distribution of funds, and asked when the program would be self-sufficient enough to be removed from the City's donations list. Council reached unanimous consensus to fund the requested amount of \$8,000, with 1,000 of the amount to go into the Community Foundation endowment fund.

SWED Presentation

SWED Executive Director Dave Ryan joined Council to present the budget request for SWED and discussed the following:

- Innovation will help the community move forward
- Will continue enhancing connectivity with the entrepreneurial programs at SU
- Goals to enhance connectivity to the Shark Tank registrants
- Promoting new product formations from the industrial and manufacturing sector
- Targeting more on organic growth
- Other communities across the country have a very similar idea

SWED has moved to a paperless office, with much of the administrative work eliminated. Mobile devices have enabled him to be more on the go and out in the public. A full time administrative assistant will enable him to get out more even more.

Economic development today is much different than it was five or ten years ago, and as it changes, SWED will enhance how it markets itself within or outside of the U.S. A goal is to market the downtown as a place to live and work. Although it is a small organization, SWED's wingspan is rather broad, and plan to continue reaching out to as many partners as possible.

The following is a synopsis of Council's discussion with Mr. Ryan:

- How is working with other counties on a regional approach going in terms of coordination? Other counties (Worcester, Somerset, and Dorchester) are friendly competitors, and share resources. Loan Funds are probably at the top of the list. Continue to work collaboratively as a region.
 - Has been working with the Business Specialist and its working nicely
 - Goal is to respond and be as helpful as possible to customers
 - SWED is more versed in some programs for the City than the business specialist
 - Initial concern when the Business Specialist was hired was that SWED would moving away from working with the City's economic development needs
 - Sources of funding include the City of Salisbury, Wicomico County, City of Fruitland, Town of Delmar, and about one hundred members of the private sector
 - What does Wicomico County contribute? Last year the contributed \$155,000.
 - What can the City do better to bring more people here? Continue making the environment where people want to live. The economy is still challenging. Would like to see new residential construction and development.
 - Are you involved with the Angel Investor Program? Do we have our own local people who are looking into some of the ideas?
 - Please provide Council with your top five (5) goals for the next fiscal year and break metrics down to the top five (5) drivers
 - Has used SU interns for projects oriented help rather than for administrative work

Council reached unanimous consensus to fund SWED the entire \$45,000 requested amount.

Internal Services - Procurement and Parking Presentation

Assistant Director of Internal Services – Procurement & Parking Jennifer L. Miller joined Council to discuss the budget requests for the departments below:

Procurement

- 546012 – Equipment and Maintenance – requesting \$1,200 to replace Laserfiche scanner
- 555501 – Advertising – requesting \$2,200 additional adverting funds
- Travel (555503) and training (555504) both decreased due to certification requirements

Critical items included:

- Energy budget – This past year the City utilized the services of their Energy Consultant quite a bit more with the RFP for the Solar or Wind project. These RFPs are very complex and as the City was looking at the Marine Road project, the consultant was utilized even more with these projects. A new solicitation will be written with the City's new energy contract this year. The Energy Consultant assists the City departments with all energy related grant applications. \$14,000 is currently budgeted each year for the Energy Consultant, and an additional \$6,000 has been requested.

- Contract Management Software – This will help Procurement manage all the City’s contracts, as they do not have a good tracking method. Request was for \$9,375 (includes training, software and the set-up fee) for the first year, and year two would drop to \$4,500. Mr. Heath questioned whether Public Works’ tracking software would be useful for Purchasing’s purposes. (This was added to revisit list)

Parking

Ms. Miller reported the significant decreases included:

- 534500 – Maintenance Contract – moved to a new Permit Management System which has minimal maintenance fees
- 546001 – Office Supplies – decreased by moving ticket printing expenses out of this account into the Equipment Supplies account (546012) to better track expenses
- 534302 – Equipment – Investigating using mobile ticket printers to utilize app based process
- Travel (555503) and training (555504) both decreased due to certification requirements

Council questions and discussion included:

- In Revenue (445110), there is a comment about Council adjustment, and it must be from another year, but it allocates 100% to Parking Fund. However, it does not because on page 4, Revenues, money is still there. Previously, they agreed all Parking Revenue should go into the Parking Fund. Mr. Cordrey will verify on the General Fund side.
- 577020 – 17 multi-space pay stations for Main Street Masterplan (Rt. 13 to Division St., Downtown Plaza, Division). Multi-space meters will replace single-hood meters.
- Council discussed the pros and cons of having parking meters and increasing time limits on meters. Ms. Miller was asked to develop a map of the meters and their time limits.

Government Office Building (GOB)

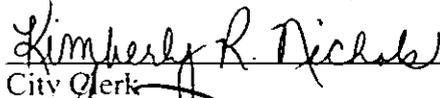
Ms. Miller provided the following report on the GOB budget:

- 534301 – Buildings - increase of \$37,000 from last year to fund updating Council Chambers’ HVAC and new flooring on the second and third floors.
- 546006 – Operating – increase of \$5,000 to cover half of the lobby security guards.

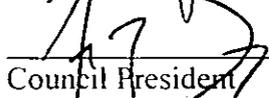
Council questions and concerns included:

- There is no conference calling system installed in Council Chambers. Ms. Miller will discuss with General Services.

With no further discussion, Mrs. Mitchell adjourned the Budget Work Session at 12:10 p.m.



 City Clerk



 Council President