

**MINUTES OF MIDWAY TOWN COUNCIL REGULAR MEETING HELD ON SEPTEMBER 8, 2015 AT 7:00 P.M. IN THE MEETING ROOM AT THE MIDWAY FIRE AND RESCUE BUILDING, 228 MIDWAY SCHOOL ROAD, MIDWAY, NORTH CAROLINA**

**CALL TO ORDER**

Mayor Pro Tem Mike McAlpine called the meeting to order and welcomed everyone present.

Councilor Robin Moon gave the invocation and led in the Pledge of Allegiance prior to the opening gavel.

Councilors present were: Mike McAlpine, John Byrum, Keith Leonard, Robin Moon, and Todd Nifong  
Absent: Mayor Norman L. Wilkes. Town Manager Ryan Ross, 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 John Byrum, seconded by Councilor Robin Moon, Council voted unanimously to approve the minutes of the July 20, 2015 Town Council Regular Meeting as presented.

On motion by Councilor Todd Nifong, seconded by Councilor John Byrum, Council voted unanimously to approve the minutes of the August 3, 2015 Town Council Regular Meeting as presented.

**PUBLIC ADDRESS**

There were none.

**ADOPT AGENDA**

On motion by Councilor Todd Nifong, seconded by Councilor John Byrum, Council voted unanimously to adopt the agenda as presented.

**OPENING REMARKS BY MAYOR**

There were none.

**REGULAR BUSINESS**

**PRESENTATION - DAVIDSON COUNTY MULTI-JURISDICTIONAL HAZARD MITIGATION PLAN – MAJOR ALTON HANES B.S., NREMT-P, EMERGENCY MANAGEMENT COORDINATOR, DAVIDSON COUNTY EMERGENCY SERVICES -**

**ADOPTION OF RESOLUTION ADOPTING THE DAVIDSON COUNTY MULTI-JURISDICTIONAL HAZARD MITIGATION PLAN AS REQUIRED BY STATE SENATE BILL 300 AND IN ORDER TO REMAIN ELIGIBLE FOR STATE AND FEDERAL DISASTER RELIEF FUNDING – RESOLUTION NO. 03-16**

In a letter dated August 5, 2015, the Federal Emergency Management Agency (FEMA) confirmed it has completed a federal review of the Davidson County Multi-jurisdictional Hazard Mitigation Plan Update for compliance with the federal hazard mitigation planning requirements as contained in 44 CFR 201.6(b)-(d) and that the update is compliant with the federal requirements, subject to formal community adoption. Upon submittal of a copy of documentation of the adoption resolutions, FEMA will issue formal approval of the Davidson County Multi-jurisdictional Hazard Mitigation Plan Update.

A summary of the Davidson County Multi-Jurisdictional Hazard Mitigation Plan follows:

**Participants:**

Davidson County  
Denton  
Lexington  
Midway  
Thomasville  
Wallburg

**Why Do We Need This Plan?**

Ensures that the participating jurisdictions remain eligible for the following FEMA funds:

- Hazard Mitigation Grant Program (HMGP)
- Pre Disaster Mitigation Program (PDM)
- Flood Mitigation Assistance Program (FMA)

Also ensures eligibility for funding made available through the State Disaster Declaration Process.

**What Is Included In The Plan?**

The plan insures a hazard risk assessment and capability assessment for each participating jurisdiction. The Plan Goals are found below.

	Goal
Goal #1	To enhance local government capability to lessen the impacts of all natural hazards
Goal #2	To identify and protect critical facilities, services, and infrastructure from the impacts of natural disasters.
Goal #3	To develop an effective public awareness/education/outreach program for natural hazards impacts.
Goal #4	To protect persons and property from damage due to natural hazards.
Goal #5	To ensure disaster resistant future development.

There is also a section of the plan called the Mitigation Strategy that includes a list of actions that the jurisdictions will consider to help reduce the impact of future hazardous events.

**What Do We Need To Do?**

Adopt the plan by resolution.

On motion by Councilor John Byrum, seconded by Councilor Robin Moon, Council voted unanimously to adopt Resolution No. 03-16 Adopting the Davidson County Multi-Jurisdictional Hazard Mitigation Plan as Required by State Senate Bill 300 and in Order to Remain Eligible for State and Federal Disaster Relief Funding.

RESOLUTION NO. 03-16  
RESOLUTION BY THE TOWN COUNCIL OF THE TOWN OF MIDWAY  
ADOPTING THE DAVIDSON COUNTY MULTI-JURISDICTIONAL HAZARD MITIGATION  
PLAN  
AS REQUIRED BY STATE SENATE BILL 300 AND IN ORDER TO REMAIN ELIGIBLE  
FOR STATE AND FEDERAL DISASTER RELIEF FUNDING

WHEREAS, the citizens and property within the Town of Midway, North Carolina (the “Town of Midway”) are subject to the effects of natural hazards that pose threats to lives and cause damage to property, and with the knowledge and experience that certain areas of the County are particularly vulnerable to drought, extreme heat, hailstorm, hurricane and tropical storm, lightning, thunderstorm wind/high wind, tornado, winter storm and freeze, flood hazardous material incident, wildfire; and

WHEREAS, the Town of Midway and Davidson County, North Carolina (“Davidson County”) desire to seek ways to mitigate the impact of identified hazard risks; and

WHEREAS, the Legislature of the State of North Carolina has in Part 6, Article 21 of Chapter 143; Parts 3, 5, and 8 of Article 19 of Chapter 160A; and Article 8 of Chapter 160A of the North Carolina General Statutes, delegated to local governmental units the responsibility to adopt regulations designed to promote the public health, safety, and general welfare of its citizenry; and

WHEREAS, the Legislature of the State of North Carolina has in Section 1 Part 166A of the North Carolina General Statutes (adopted in Session Law 2001-214 --- Senate Bill 300 effective July 1, 2001), states therein in Item (a) (2) “For a state of disaster proclaimed pursuant to G.S. 166A-6(a) after August 1, 2002, the eligible entity shall have a hazard mitigation plan approved pursuant to the Stafford Act”; and

WHEREAS, Section 322 of the Federal Disaster Mitigation Act of 2000 states that local governments must develop an All-Hazards Mitigation Plan in order to be eligible to receive future Hazard Mitigation Grant Program Funds and other disaster-related assistance funding and that said Plan must be updated and adopted within a five-year cycle; and

WHEREAS, the Town of Midway has performed a comprehensive review and evaluation of such section of the previously approved Hazard Mitigation Plan and has updated the said plan as required under regulations at 44 CFR Part 201 and according to guidance issued by the Federal Emergency Management Agency and the North Carolina Division of Emergency Manager; and

WHEREAS, it is the intent of the Town Council of the Town of Midway to fulfill this obligation in order that Davidson County and the Town of Midway will be eligible for federal and state assistance in the event that a state of disaster is declared for a hazard event affecting the County.

NOW, THEREFORE, BE IT RESOLVED that the Town Council of the Town of Midway hereby:

1. Adopts the Davidson County Multi-Jurisdictional Hazard Mitigation Plan and;
2. Vests Davidson County Emergency Management with the responsibility, authority, and the means to:
  - a. Inform all concerned parties of this action; and
  - b. Cooperate with Federal, State and local agencies and private firms which undertake to study, survey, map and identify floodplain areas, and cooperate with neighboring communities with

respect to management of adjoining floodplain areas in order to prevent exacerbation of existing hazard impacts.

3. Appoints the Davidson County Emergency Management to assure that the Hazard Mitigation Plan is reviewed annually and every five years as specified in the Plan to assure that the Plan is in compliance with all State and Federal regulations and that any needed revisions or amendments to the Plan are developed and presented to the Town Council of the Town of Midway for consideration; and
4. Agrees to take such other official action as may be reasonably necessary to carry out the objectives of the Hazard Mitigation Plan.

ADOPTED on this 8<sup>th</sup> day September, 2015.

**PRESENTATION - MR. GENE KLUMP, PRESIDENT/CEO, J. SMITH YOUNG YMCA –  
SURVEY RESULTS OF NEW SITE ANALYSIS (NSA) AND PRIMARY MARKET ANALYSIS  
(PMA) STUDIES**

At the June 1, 2015 regular Town Council meeting, Council approved funding for the payment for two studies, New Site Analysis (NSA) and Primary Market Analysis (PMA), to determine the initial feasibility of a satellite YMCA in northern Davidson County.

Mr. Gene Klump, President/CEO, J. Smith Young YMCA, first thanked Town Council for donating the funds to pay for the cost of the two studies and then gave Council the following report on the survey results from these studies conducted by Daxko T2 Consulting, 600 University Place #500, Homewood, Alabama:

**New Site Analysis**

The leadership of the J. Smith Young YMCA is seeking to potentially expand the work it does for the community by considering another facility in the northern part of the county.

For the purposes of this report, the YMCA-provided random address “426 Gumtree Road, Winston-Salem, NC” was defined as the potential new location and market area.

The following analysis includes:

- A Primary Market Analysis (PMA), including current member market penetration according to industry parameters:
  - 1, 3, and 5 mile radiuses
  - 5, 10, 15, and 30 minute drive-times
- Consumer behavior related to health and fitness based on national trends
- Demographics and psychographic information based on US Census data

**PMA: Location of Current Members**

117 current J. Smith Young members reside within a 5 mile radius of the proposed location. 17,092 total households are within this market area; which equates to a baseline market penetration of 0.7%.

80% (2,264) of current members live within 17.1 miles of the proposed location.

**PMA: Market Penetration**

- A nominal number (3) of current Y members live within a 1 mile radius of the proposed location.
- A modest 1.9% (53) of current Y members live within a 3 mile radius of the proposed location.
- Notably, 4.1% (117) of current Y members live within a 5 mile radius of the proposed location.

**PMA: Drive-Times from Proposed Location**

Drive Time	Member Households	% Total Members
5 minutes	7	0.2%
10 minutes	45	1.6%
15 minutes	185	6.5%
30 minutes	1,995	70.5%

**Proximity to Existing YMCAs**

The proposed location is within a 5 mile radius of an existing YMCA to the north and slightly outside a 5 mile radius from the J. Smith Young YMCA. After reviewing the information presented in this report, YMCA leadership requested additional known YMCA locations be added.

**Health Market Potential**

Consumer behavior projections based on a 5 mile radius around the proposed location (market area) are as follows:

Consumer Behavior	# of Adults in Market Area	% of Adults in Market Area
Typically spend 6+ hours exercising per week	7,188	21.5%
Typically spend 3-5 hours exercising per week	7,036	21.1%
Typically spend 1-2 hours exercising per week	6,711	20.1%
Exercise at home 2+ times per week	9,633	28.9%
Exercise at club 2+ times per week	3,535	10.6%
Exercise at other facility (not club) 2+ times per week	2,290	6.9%

Source: Esri Health and Beauty; 2015 customized report

**Area Demographics and Psychographics**

US Census population data related to the defined area:

Population Summary	2015	2020 Projection
Average # of Households	17,092	17,937
Median Household Income	\$52,156	\$58,370
Home Ownership	82.6% (2010)	--
Households with Children	35.2% (2010)	--
Residents 18+ yrs old	76.4%	76.5%
Race/Ethnicity Diversity Index	48.9	53.1

Source: Esri Market Profile

National Tapestry Segments (5-mile market area population by defined, nationally recognized lifestyle categories referred to as segments) include:

Tapestry Segments (Top 5)	%	Description
Salt of the Earth	30.2%	Traditional, rural lifestyle; older with grown children
Middleburg	22.6%	Conservative, family-oriented consumers
Green Acres	19.5%	Blue-collar Baby Boomers, many with children aged 6 – 17 yrs old
Comfortable Empty Nesters	7.5%	Baby Boomers earning a comfortable living; more than half are 55 yrs +
Bright Young Professionals	6.4%	Young professionals in suburban areas; a minority have children

Source: Esri Tapestry Segmentation

### **Summary of Findings**

- 4.1% of the Y's current membership reside within 5 miles of the proposed location.
- 6.5% of the Y's current membership reside within a 15 minute drive-time of the proposed location.
- Consumer behavior trends indicate 62.7% of market area residents exercise each week and 28.9% do so at home.
- Census demographic data indicates a mix of middle-income young professionals, families with children, and Baby Boomers.

### **Potential Next Steps**

- Analysis of neighboring market areas and/or zip codes being considered.
- A study of neighboring YMCA service areas close to the target market area.
- Primary market research and phone surveying into a chosen expansion area to inform facility and program offerings, membership forecasts, and pricing considerations.

Mr. Klump advised Council the next step in determining the feasibility of a satellite YMCA in northern Davidson County would be a Market Feasibility Study which is an analysis of the market area that includes Winston-Salem, High Point and Thomasville. The estimated cost of the study is \$20,000.

Mr. Klump pointed out that the purpose of a satellite Y is to fill in gaps where there is a need, not to close any businesses.

Mayor Pro Tem Mike McAlpine expressed the Council's sincere appreciation for all the hard work and dedication on the part of Ron Sink, Randy Turner, and Gene Klump in undertaking this venture.

Mr. Klump thanked the Council for their support on the project as well.

This item was for information only.

### **PROPOSAL FOR TRASH REMOVAL ALONG ROADS – WARREN HILL**

At the last Town Council regular meeting on August 3, 2015, Town Manager Ryan Ross was directed to check into the costs for having the main roadways in Midway cleaned up on a regular basis by an outside company.

Mr. Ross reported he has obtained a proposal from Warren D. Hill, 494 Jones Drive, Winston-Salem, North Carolina 27107, for trash removal along the following roads on a monthly basis at a total cost of \$1,600 per month:

1. All of Old Highway 52 at Home Trust Bank down to stoplight at Midway School Road
2. Old Highway 52 at Midway School Road to Norman Shoaf Road
3. Old Highway 52 at Hickory Tree Road ending at North Payne Road
4. Old Highway 52 at Gumtree Road ending at Norman Shoaf Road.

Mr. Ross advised he had contacted the Davidson County Sheriff's Department as well regarding about the possibility of the inmates cleaning up along the roadways in Midway, but he has not yet heard back from the Sheriff's Department regarding his recent request. Mr. Ross pointed out that the inmates clean up roadways throughout the County and, therefore, do not get to the Midway area but about once a quarter if that often. He added that the inmates only clean along Old Highway 52 and/or Hickory Tree Road, noting they only cleaned up the Hickory Tree Road area the last time they were in Midway.

Councilor Robin Moon stated he is in favor of entering into a one year contract with Warren Hill as outlined in Mr. Hill's proposal at a rate of \$1,600 per month.

Councilor John Byrum questioned if Mr. Hill has liability insurance coverage. Councilor Moon responded that he felt sure Mr. Hill has all the necessary insurance since it is his line of work.

Town Manager Ryan Ross said Mr. Hill's company does quality work, pointing out that the Town has contracted with Mr. Hill to clean up the roadways after the Christmas parades in the past and his crews did an excellent job.

Councilor Byrum said he was in favor of having Mr. Hill's company performing the work but he would also like to see the Town pursue free clean up as well such as the inmate labor.

Mayor Pro Tem Mike McAlpine said he would like to see the community get involved in keeping the roadways clean as well – a community effort.

Councilor Moon said he thinks it will take more than just a community effort to keep the Town clean.

Councilor Todd Nifong asked if the Town had received any other proposals for this work. Town Manager Ryan Ross responded the proposal from Warren Hill is the only proposal received, stating there are not many companies that provide this type of service.

Councilor Keith Leonard said even though the price seemed high at first, he could support the proposal from Mr. Hill.

On motion by Councilor Robin Moon, seconded by Councilor Byrum, Council voted unanimously to accept the proposal submitted by Warren Hill to clean up along the following roadways once a month at a cost of \$1,600 per month, contingent upon the duly execution of a contract between Warren Hill and the Town of Midway setting forth the terms and conditions of said contract which shall be subject to final approval of the Town Attorney.

1. All of Old Highway 52 at Home Trust Bank down to stoplight at Midway School Road
2. Old Highway 52 at Midway School Road to Norman Shoaf Road
3. Old Highway 52 at Hickory Tree Road ending at North Payne Road
4. Old Highway 52 at Gumtree Road ending at Norman Shoaf Road

#### **TOWN HALL CONSTRUCTION UPDATE**

General Contractor Frank Thomas gave Council the following update on the construction work at Town Hall:

- Inside work is almost complete
- Hardware is in and ready to be put on cabinets
- Hard tile in kitchen and bathrooms
- Electrical contractor is coming next week
- Hardwood floors to be sanded next week
- Outside has already been painted primary coat
- Waiting on lighting fixtures/equipment which are expected next week
- Waiting on temporary power

Councilor Todd Nifong reported that the lettering to be put on the façade at Town Hall is in the works.

Town Manager Ryan Ross reported that Strategic Connections is ready to begin work next week.

Councilor Nifong said he would once again like to thank Frank Thomas for his diligent work on the renovations and he would also like to thank Jackie Edwards and James Wayne Smith who serve on the Renovations Committee with him for all their hard work.

For information only.

**BIDS – CONSTRUCTION OF PARKING LOT – NEW TOWN HALL – 426 GUMTREE ROAD**

Town Manager Ryan Ross reported the bids for construction of the parking lot at the new Midway Town Hall located at 426 Gumtree Road were received at 5:30 p.m. today.

Following discussion, Mayor Pro Tem Mike McAlpine made a motion to hold a special meeting for the purpose of discussing and possibly taking action on the bids on Monday, September 14, 2015 at 6:00 p.m. at Town Hall. Councilor John Byrum seconded the motion and Council voted unanimously to hold a special meeting on Monday, September 14, 2015 at 6:00 p.m. at Town Hall.

**LANDSCAPING**

Mayor Pro Tem Mike McAlpine gave an update on the status of the fencing and landscaping for the new Town Hall.

For information only.

**TOWN PARK**

Mayor Pro Tem Mike McAlpine stated that with all the work going on with Town Hall, he feels like the citizens will be expecting to see some movement toward building the park on the property and he would like to see the Town to start moving in that direction in the next six to eight months as well. He said the first thing to be decided would be how big of an area the Town would want to start with and he suggested the Council consider forming a Park Committee to get things rolling.

Councilor John Byrum asked if Council should wait until the Town sees what is going to happen with the Y.

Mayor Pro Tem Mike McAlpine added that all the work going on at the new Town Hall is attracting a lot of public interest and people have started coming onto property which creates a liability issue for the Town. No Trespassing signs are to be put up on the property to limit the Town's liability.

Discussion only.

**TOWN MANAGER'S REPORTS**

**WINSTON-SALEM URBAN AREA METROPOLITAN PLANNING AREA AND NORTH CAROLINA DEPARTMENT OF TRANSPORTATION - STRATEGIC TRANSPORTATION PLAN FOR HICKORY TREE ROAD**

Town Manager Ryan Ross advised Council that transportation projects are to be submitted to the North Carolina Department of Transportation (NCDOT) and the Winston-Salem Urban Area Metropolitan Planning Organization in November. Mr. Ross told Council he has talked with Pat Ivey at NCDOT, Gregg Errett at Winston-Salem Department of Transportation (WSDOT) and Margaret Bessette of the City-County Planning Board about including the roundabouts for Hickory Tree Road on the Winston-Salem Urban Area Long Range Transportation Plan. The roundabouts are included in the Town of Midway's Community Transportation Plan (Access Management Plan) prepared by Kimley-Horn and adopted by Town Council. Mr. Ross advised that the ranking of requests will begin the first of next year. Kimley-Horn is currently tweaking the plans for the roundabouts.

For information only.

**LAND DEVELOPMENT ORDINANCE**

Town Manager Ryan Ross stated the Land Development Ordinance was discussed at the Joint Meeting of the Planning and Zoning Board and Town Council held on August 29, 2015. Mr. Ross told Council if they had any questions/comments/concerns, to contact Town Planner Erin Burris or the Planning and Zoning Board.

Councilor John Byrum said he would get his list to Ms. Burris.

Councilor Moon said he would like to meet with the Planning Board again to discuss the ordinance further.

For information only.

**REMINDER – ELECTED OFFICIALS DINNER – HOSTED BY THE TOWN OF MIDWAY - THURSDAY, SEPTEMBER 17, 2015, AT 6:00 P.M. AT SOUTHERN SISTERS RESTAURANT, 11 EAST MAIN STREET, IN THOMASVILLE**

Town Manager Ryan Ross reminded Council that Midway is hosting the Elected Officials Dinner on Thursday, September 17, 2015, at 6:00 p.m. at Southern Sisters Restaurant located at 11 East Main Street in Thomasville, North Carolina.

Reminder only.

**ADJOURNMENT**

On motion by Councilor Robin, seconded by Councilor Keith Leonard, Council voted unanimously to adjourn the meeting.

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Mike McAlpine, Mayor Pro Tem

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Linda A. Hunt, Town Clerk