

MINUTES OF MIDWAY TOWN COUNCIL VISION SESSION HELD ON SEPTEMBER 23, 2019 AT 6:00 P.M. IN THE CONFERENCE ROOM AT MIDWAY TOWN HALL, 426 GUMTREE ROAD, MIDWAY, NORTH CAROLINA

CALL TO ORDER

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

Councilors present were: John Byrum, Jackie Edwards, Keith Leonard, Mike McAlpine, Robin Moon, and Todd Nifong (arrived 6:39). Absent: None. Town Manager Tammy Michael, Town Clerk Linda Hunt and Deputy Clerk Tammy Robertson were present.

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

No members of press were in attendance.

ADOPT AGENDA

On motion by Mayor Pro Tem Mike McAlpine, seconded by Councilor Jackie Edwards, Council voted unanimously to approve the agenda as presented.

VISION SESSION

PRESENTATION - WEBSITE DESIGN – DRU HELDMAN OF PINWILZ COMPANY, LLC

Dru Heldman, President of PinWilz Company, LLC located at 6520 Airport Center Drive, Suite 100 in Greensboro, North Carolina presented to Council a proposal to create a modern, dynamic and user-friendly website for citizens to gain information about the Town of Midway while maintaining a professional image and showcasing a high-quality image for the Town's brand.

Mr. Heldman has been building websites since 1995 and has owned and operated PinWilz Company, LLC since 2006 and Pinwilz Unifiweb Division in the Triad since 2012. Pinwilz Media Division was launched in 2017. Currently, Pinwilz has offices in Winston Salem and Greensboro North Carolina.

Features of the proposed custom build website include:

- Design and layout – Next Generation Home page with gorgeous visual product image slider or video background with call to action buttons: (Call)(Contact).
- Mobile friendly, Search Engine Optimization (SEO) and Future Proof structure.
- Built in the latest version of WordPress, websites stay on the cutting edge with constant software updates, superior antivirus protection and proactive threat detection and webmaster action. This website will never go out of spec as it evolves with the pace of technology. When website browsers, cellular phone companies and search engines make updates, this website follows along with continuous updates usually bimonthly.
- The website will be accessible to staff to make content updates and changes as needed and within the staff's own time frame. Included in the proposal, is a six-hour retainer that can be used for any purpose including on-site training, content updates, image work or general maintenance. Once the six hours are used, they can be renewed for another six-hour term.
- A full drop-down menu display will always be visible.

The Proposed Website Includes:

- WordPress Set-up License and custom layout configuration (includes Premium plugins)
- Website design in WordPress HTML5/CSS3 Premium style for 33 pages
- Collaboration site: N/C (no charge)
- Additional pages if added during collaboration will be added to final total
- Email management is not quoted and will be a separate project if needed

Optional 12-Month Term, Annual, Recurring Billed Monthly Items:

- SSL HTTPS Security Certificate (Annual)
- Hosting Government site Independent Unifiweb managed cPanel on GoDaddy (Annual)
- SEO Program software (Annual)
- Antivirus Protection software (Annual)
- Webmaster optional retainer 6 hours (Renews as needed)

Total website build price of \$8,658.00 which includes annual recurring costs of \$1,608.00.

Time frame 90 days ARO

Terms and Conditions to begin:

33% down payment, 33% at 45-days, final payment due when complete and prior to transfer to permanent domain.

\$7,050.00 One-time website build
\$1,608.00 Recurring services
\$8,658.00 Total

\$2,886.00 1/3rd down payment
\$2,886.00 1/3rd mid-point payment @ 45 days
\$2,886.00 1/3rd final payment when complete, estimated in 90 days.

For information only.

TOWN PARK UPDATES AND TIMELINES

Mayor Pro Tem and Park Committee Chairman Mike McAlpine updated Council on the status of the park shelter. Marty Marion with Metropolis Architecture has completed the architectural designs for the shelter and will be ready to present a formal presentation to Council once a consensus is reached from Council on the overall design concept. The architectural designs will then be sent to structural engineers. Metropolis Architecture will assemble bid packets and oversee the bidding process for the park structures.

It was the consensus of Council to proceed with the architectural designs for the park shelter.

• **WALKING TRAILS**

Mr. McAlpine informed Council that The NC Department of Environmental Quality (NCDENR) has inspected and approved the trails for use. The silt fence is in the process of being removed. The park lawn will be sprayed for weeds and then it will be reseeded.

• **LIGHTING**

The light poles and other lighting materials purchased for the park have been ordered and

delivered to Duke Energy. Duke Energy is conducting the preliminary work for the installation of the light poles. Mr. McAlpine anticipates the lights to be installed by early December depending upon Duke Energy's work schedule.

- **SECURITY CAMERAS**

Staff is in the process of obtaining quotes for security cameras for the park. Mr. McAlpine stated that the security cameras should be fiber optic of high quality and resolution. He asked that if Council knew of Commercial Security contractors that would like to assess and quote the needs for the park, to forward their information to Town Manager Tammy Michael.

- **PLAYGROUND**

Staff is in the process of meeting with Commercial Playground Equipment vendors to obtain quotes for playground equipment for the park. Marty Marion has provided a color pallet for the playground equipment that will flow with the color scheme of Town Hall.

Staff is also in the process of purchasing park benches along with trash and recycle receptacles for the park.

- **TOWN PARK RULES AND REGULATIONS – RECOMMENDATION BY TOWN PARK COMMITTEE**

Council was presented with the proposed rules and regulations for the park that the Park Committee has recommended to Council for adoption.

Council discussed the proposed rules and regulations and their changes are highlighted in red.

The park rules and regulations will go to the Town Attorney for review before being adopted by Council.

TOWN OF MIDWAY, NC

TOWN PARK RULES AND REGULATIONS

Park Hours

April through October – 6:00 a.m. – 9:00 p.m.

November through March – 7:00 a.m. – 7:00 p.m.

Rules of Conduct applicable to all Town Parks and Recreational Facilities

Rules are applicable to conduct of any person within any park, recreational facility, or other premises under the jurisdiction of the Town of Midway, NC and are considered supplemental to, and not in exclusion of, any other rules, provisions of the Code, or other ordinances of the Town applicable to such matters.

1. Weapons are prohibited except concealed handguns, with proper permit, as allowed by the N. C. General Statutes. ~~Warning regarding school sponsored curricular and extracurricular activities~~

- ~~that occur at Town Parks~~. It is a felony to knowingly possess or carry any firearm (whether openly or concealed) to any activity sponsored by a school. (Town Attorney to review).
2. Alcoholic beverages and/or the use of alcoholic beverages is prohibited.
 3. Selling, or in possession of, or under the influence of any intoxicating beverages or controlled substances is not allowed.
 4. Tobacco products, vaping apparatus and/or the use of tobacco and tobacco related products is prohibited.
 5. The discharge of guns, spring guns, fireworks, bows and arrows, slings, slingshots, paintball guns, rocks, or other weapons not designated is not allowed.
 6. **No animals leashed, unleashed or unaccompanied are allowed on the premises, nor are animals allowed to enter playground areas, be on designated walking trails, or enter fenced-in areas. Only certified and officially documented service animals are allowed and owners of those in possession of authorized animals shall be expected to clean up any debris (natural and otherwise). (Town Attorney to review).** Mayor Byrum stated he was not in favor of prohibiting leashed animals.
 7. **No exotic animals allowed.**
 8. Cutting, marking, breaking, climbing upon, or in any way injuring or defacing trees, shrubs, plants, buildings, fences, bridges, or other structures or property on the premises is not allowed. No person shall remove from the premises sod, trees, or plants or other movable property, or to pick flowers, vegetables, or fruits of any kind on any such premises.
 9. Driving, racing, riding and/or parking bicycles, automobiles, minibikes, motorcycles, all-terrain vehicles or other motorized and/or non-motorized vehicles, or horses or other animals; on any such premises is not allowed, except in areas specifically designated, if any, by the Town Council or designee for such use.
 10. Sleeping or lying on tables or benches on the premises is not allowed.
 11. Distributing circulars or advertisements, or posting notices, bills or other paper upon any structures or trees on any such premises, or advertising by any other means is not allowed.
 12. Taking any bird eggs or bird nests is not allowed, except at such times as designated by the Town Council or designee; killing or disturbing any birds or wildlife is not allowed.
 13. Lighting any fires on the property, other than in established fireplaces for cooking purposes, is not allowed. Only charcoal is permissible in designated grilling areas. No open fire allowed.
 14. Calling or holding meetings or gatherings on park or recreational property without written consent by permit from the Town Council or designee or refusal to vacate a property to allow use by a permit bearing group or interrupting an allowed activity in progress is not allowed.
 15. Bringing into or upon park and recreational properties refuse of any kind, including undesirable plant life or discarded appliances is not allowed.
 16. Entering any area or portion of any area designated as restricted by signs or notices without the consent of the Town Council or designee is not allowed.
 17. **Displaying language or conduct deemed disorderly is not allowed. (Town Attorney to review).**
 18. Selling or offering to sell food or refreshments or being a vendor of any saleable products or service without the approval by written permit or contractual agreement with Town officials is not allowed.
 19. **Soliciting for membership into, affiliation with, or support of, any subject, activity or organization for any other cause is not allowed without the written consent from the Town Council or designee, in which case, permission will only be granted to recognized, local non-profit organizations. (Town Attorney to review).**
 20. **Fundraising or otherwise collecting money for any purpose is not allowed without written consent from the Town Council or designee, in which case, permission will only be granted to recognized, local non-profit organizations by Town Council or designee. (Town Attorney to review).**

21. **Playing or operating any sound amplification devices including, but not limited to radios, handheld radio devices, compact disc players, MP3 players, automobile radio type devices, television sets, public address systems, or musical instruments or operating any other energy amplification device in such manner that the sound emanating therefrom can be heard at a distance of fifty (50) feet from the equipment during its use or operation is not allowed unless approved by Town Council or designee. Acoustical instruments will follow the same requirements as amplified devices.**
22. **Swinging or making use of any golf club or playing golf or hitting or putting golf balls inside parks or recreational areas is not allowed unless so designated for specific use/purpose.**
23. **No kite flying, devices controlled electronically including but not limited to, drones, cars, airplanes, etc., are allowed unless event is approved by Town Council or designee.**
24. **No sledding, snowboarding, cross-country skiing and/or winter/snow related activities allowed.**
25. **Using or offering to use any metal detector device for the purpose of locating or removing any metallic object or any other objects of value from Town Park is not allowed.**
26. **Tents/canopies are prohibited at the Town Park unless approved by Town Council or designee. No items may be anchored or staked into asphalt or grass areas – weighted anchors only.**
27. **Park grills are designed for charcoal only. It is unlawful to gather and burn wood on Town Park property. Pull-behind grills, propane grills or any other types of portable cooking devices will require permission/approval by Town Council or designee in conjunction with a facility reservation.**
28. **Disposal of cooking oil/grease is not allowed in the park. Patrons must take oil and grease and take proper precautions to prevent oil spillage or burns to park patrons. A grease pan must be placed under the grill. Disposal of ice in grass, flower beds, or mulch areas is not allowed. Dispose of ice in parking lot only near drains. All food and drinks must be properly disposed of in trash and recycling receptacles.**
29. **Dunking booths, moonwalks, and other inflatables are not allowed without permission from Town Council or designee.**
30. **The disposal or release of waterfowl, any wildlife, or other pets/animals is not allowed.**
31. **Violation of any of the park rules and regulations may result in expulsion and/or denial of future park/ rental privileges. Expulsion/denial will be determined by Town Council or designee.**

The Town of Midway reserves the right to cancel the function or substitute the facility at any time.

The Town of Midway is not responsible/liable for accidents, for items, lost or stolen or left behind on Town Park property.

- **ADOPTION BY RESOLUTION VERSUS ORDINANCE**

Council discussed whether to adopt the park rules and regulations by ordinance or resolution. Town Clerk Linda Hunt said that adoption by resolution would be easier if any changes needed to be made to the rules and the changes could be made quicker than adoption by ordinance.

Adoption by ordinance is a stronger level of enforcement, but anytime changes needed to be made to the rules and regulations, a public hearing would have to be held for citizen input, causing delays in changes to the rules and regulations.

It was the consensus of Council to adopt the rules and regulations by resolution after review by Town Attorney Jim Lanik.

LAND USE PLAN UPDATE – TEN YEAR PLAN CORE - COMMERCIAL OVERLAY DISTRICT

Town Manager Tammy Michael stated that it is time to update the Town's Land Use Plan and that the Planning Board and Davidson County Planning and Zoning will be working together to have the current plan updated for the next ten years. Staff will seeking vendors to provide quotes for updating the Plan.

For information only.

ADJOURNMENT

On motion by Councilor Jackie Edwards, seconded by Councilor Keith Leonard, Council voted unanimously to adjourn the meeting at 8:36 p.m.

John E. Byrum, Mayor

Tammy H. Robertson, Deputy Clerk