

MINUTES
BERRYVILLE TOWN COUNCIL
Berryville-Clarke County Government Center
Work Session
November 5, 2018
3:00 p.m.

Town Council: Present-Patricia Dickinson, Mayor; Harry Lee Arnold, Jr., Recorder; Diane Harrison; Erecka Gibson; Kara C. Rodriguez. Absent – Donna Marie McDonald.

Staff: Keith Dalton, Town Manager; Desi Moreland, Treasurer; Christy Dunkle, Planner; Neal White, Chief of Police; Lisa Larrick, Town Clerk

1. Call to Order
Mayor Dickinson called the meeting to order at 3:00 p.m.

2. Approval of Agenda

On motion of Council member Rodriguez, seconded by Council member Harrison the agenda was approved as presented.

Dickinson: Aye

Rodriguez: Aye

Arnold: Aye

Gibson: Aye

Nay: None

Absent: McDonald

3. Discussion – Goals for Fiscal Year 2020

1. Project Statement for Traffic Impact Analysis – SE Collector

Mayor Dickinson stated that strategic planning is driven by what the Town needs and not what the Town has. She provided the following objectives that the Council should take into account as it reviews its budget goals:

1. Economy
2. Neighborhood livability
3. Health and Safety
4. Transportation
5. Culture and entertainment
6. Efficient and high performing government

Council discussed the objectives that Mayor Dickinson outlined.

The Council and staff discussed the importance of adding pedestrian facilities to the scope. Council asked about Jack Enders Boulevard and Mr. Dalton stated that getting pedestrian

connection from the intersection of Jack Enders Boulevard and to Springsbury Road to Josephine Street should also be considered.

Mayor Dickson stated that staff may have underestimated the costs associated with meetings between Town Council and Board of Supervisors. She asked that the costs be amended to reflect these additional costs.

2. Project Statement for Compensation and Classification Study

Council member Arnold stated that the project statement was thorough and he had nothing to add. Council member Harrison asked if this study included determining if the Town had sufficient staffing. Mr. Dalton said that was a different study and not included in the proposed scope.

Mayor Dickinson questioned the adequacy of the current job descriptions. Mr. Dalton stated he believes that the biggest exposure in this regard is making sure the descriptions are ADA compliant. Council member Rodriguez asked if we have ever done this type of study before. Mr. Dalton advised that no formal study had been done and that in the past this was addressed by surveys of other jurisdictions. Recorder Arnold said that Clarke County was currently doing such a study. Mr. Dalton said he would ask Mr. Ash if the Town could do it cooperatively with them.

3. Project Statement for Police Department Accreditation

Council member Harrison stated that this effort is low cost to the Town and that it seems high because of the hours Chief White would be putting in on this accreditation. She said it is important because (i) our image to other departments; (ii) pride within the department; and (iii) to assure all shifts are doing things the same way. She also stated that it could entice officers to work here and to retain officers.

Recorder Arnold stated it would be helpful for the Town's insurance coverage. He also noted that having an accredited department would be helpful if the Town was named in a lawsuit in a police matter. Recorder Arnold believes accreditation is very important.

Mayor Dickinson said she is not sold on the project. She said she looked at the Virginia Law Enforcement Professional Standards Commission website and found that Middleburg, Front Royal, Strasburg and most of the smaller police departments are not accredited because of the expense. She stated that in her experience it is only valuable when you have a large population and work force. She said she is not opposed to the effort but said it is not a high priority and should be done as time permits. She said that a comprehensive neighborhood livability study for the Battletown townhouses is a high priority and believes that the police department can help in that effort.

Council member Harrison advised that the Committee had previously talked about those issues and work was being done in November. She said she doesn't think the accreditation should be derailed.

Recorder Arnold stated that the police department was not shutting down to do this accreditation.

Council member Rodriguez asked if the patrol officers' time would be significant for this accreditation. Chief White explained the bulk of the time invested would be his.

Council member Rodriguez asked how often re-accreditation was done. Chief White said that re-accreditation is very 4 years. Mr. Dalton said it would cost approximately \$2,000.00 each time.

Mayor Dickinson stated that the return on investment is not there for this project.

Council member Gibson said that the police accreditation was number one on her list.

4. Project Statement for Fixed Asset Inventory

Council member Gibson stated it is her understanding that we have not done this before and in her experience, this is a best practice. She pointed out that the cost is staff time across all departments. She said the benefits of such a project include improving the planning and budgeting; a deterrent for theft; keeping sight of the condition of assets; and good accounting practice.

Council member Rodriguez requested that a schedule for repair or replacement of assets be made a part of this effort.

Council member Gibson said the inventory would be beneficial in financing the fixed assets, i.e. buying as opposed to leasing. She said the first step is to develop a policy. She said if the inventory is not done this year it should definitely be done next year.

5. Project Statement for Branding/Marketing

Council member Rodriguez said that there is a need for uniform branding, messaging, revamping the website, getting a social media presence and who the Town wants to be marketing to. She said it should be done in three phases, Phase 1 would be branding and reaching out to the community, stakeholders and residents for feedback. She suggested the second phase would be marketing and communications. She said the wayfinding signs should be the third phase. She said she thinks this is something that can make the Town money down the road and that there are towns our size and smaller doing this and making it work for them.

Mayor Dickinson said she supports this study and it is her number one pick. She said she does not want to wait three years and do the project in three phases.

Council member Harrison said we could do it all at one time but that would change the budget and we are trying to be economical.

Council member Rodriguez said they could look at one study but were looking at a rollout over three phases because of staff time. She said she thinks it is good to use the information from surveys and the like performed previously as a guide. She said she would like to get the voice of

the people as to why they moved here. She said she wants to make sure everyone's voices are heard. Council member Rodriguez added that she would like to see the social media presence set up first.

Mayor Dickinson said we shouldn't say we don't have staff to do it and suggested adding more staff if necessary.

Council member Gibson asked about the source of funding to hire more staff. She said we need to take into consideration the costs for staff and maintenance of the website and social media.

Recorder Arnold stated that partnering with the County would be good way to get us moving forward quickly and thinks it would be a less expensive way to get started. Mr. Dalton stated that such an approach would permit the Town to crawl before it runs in this regard.

Ms. Dunkle discussed the importance of including the County and that she has concerns about marketing tourism without sufficient accommodations.

Council member Harrison said she believes that new branding could be rolled into the website. She said she would like to see the website show downtown, social, recreation and business information and events.

Recorder Arnold asked what we needed to do to get started with the County. Mr. Dalton said he would discuss the matter with Cathy Kuehner and Mr. Ash to lay the ground work and then go to Council with the costs. Mr. Dalton said we should funnel our information to the County to be posted. Mr. Dalton said he doesn't believe we have enough content to keep a Town only site interesting.

There was a discussion about the social media policy.

Mayor Dickinson said she believes that utility, trash and storm water are the priorities and need to be completed prior to changing focus.

6. Project Statement for Payroll Internal Controls Audit

Mayor Dickinson said she would like to add verification of employees, time sheets, overtime, comp time and payout of accrued vacation and comp time to the project statement and scope. She said when she gets payroll she receives limited information and thinks this audit would give a level of assurance that it is desirable.

Council asked if there were guidelines for payroll. Ms. Moreland stated there is software available for payroll guidelines. Ms. Moreland said that we would have something similar for the accounts payable.

Mr. Dalton stated he wanted to discuss the action that the Council would take on the Budget Goals for 2020 and the expectations they had of him. Specifically, he discussed a motion that would be adopted by the Council that would list the goals for the year and direct the Town Manager to include them in the budget he proposes to the Council. He noted that he believes that he is obligated to submit a balanced budget. Council member Gibson interjected that it

was his job to propose a balanced budget. As such, he would be required to address new expenses by either budget cuts or revenue enhancements. He noted that he wanted to make sure that the Council was on board with his thinking.

Council member Rodriguez inquired as to whether options could be proposed. Both Ms. Moreland and Mr. Dalton cautioned against having several options floating through the process and recounted that a similar approach was tried previously and that it led to considerable confusion. Mr. Dalton suggested that staff provide the Council with a list of its revenue sources and what the increase or decrease of increments of those sources would equate to.

The Council and staff discussed the budget calendar.

Mayor Dickinson asked when the list of goals was to be finalized. Mr. Dalton advised that the list of goals should be finalized at the November 13, 2018 meeting.

Council member Gibson said it would take eight months of just staff time to complete all six goals and cutting it down to three goals it will take four months of staff time. She recommended not going beyond a certain number of goals because of the staff time involved.

The Council and staff discussed the staff hours required to complete the projects being discussed. Mayor Dickinson stated that the existing structure of the organization should not hinder moving forward and if additional personnel is needed to do what needs to be done then additional staff should be hired. She noted that the Council sets the strategy and Mr. Dalton advised the Council on how the organization can accomplish the Council's directives.

The Council briefly discussed how the goals would be chosen at the November 13, 2018 meeting.

4. Other
There was no discussion.
5. Closed Session – No closed session scheduled
6. Adjourn
There being no other business upon motion of Mayor Dickinson, seconded by Council member Rodriguez, the meeting was adjourned at 5:01 p.m.

Harry Lee Arnold, Jr., Recorder

Lisa Larrick, Town Clerk