

MINUTES  
STRATEGIC PLANNING REPORT OUT  
OF THE PERRY CITY COUNCIL

May 21, 2014  
5:00 P.M.

1. Call to Order: Mayor James E. Faircloth, Jr., Presiding Officer, called to order the strategic planning report out meeting of the Perry City Council held May 21, 2014 at 5:00p.m.

2. Roll.

Elected Officials Present: Mayor James E. Faircloth, Jr. Mayor Pro Tempore Joe Posey. Council Members Riley Hunt, Randall Walker, Phyllis Bynum-Grace, Willie King and William Jackson.

Elected Official Absent: None.

Staff: City Manager Lee Gilmour and Annie Warren, Recording Clerk.

City Departmental Staffing: Chief Joel Gray – Perry Fire and Emergency Services, Chief Steve Lynn – Perry Police Department, Michael Beecham – Director of Community Development and Brenda King – Director of Administration, Mary Beth Bass – Economic Development Director, Cyndi Houser – Administration, Janet Duffin – Perry Police Department, Christine Sewell – Community/Economic Development, Nancy Graham – Recreation Department and Trisha McMillian – Perry Fire and Emergency Services.

Guests: Members of Committees

Press/Media: Mike Stucka – Macon Telegraph

3. Invocation: Council Member Willie King gave the invocation.

4. Reports from the Subcommittees:

❖ **Recreation and Leisure**

Ms. Terre Walker presented on the behalf of the Recreation and Leisure Committee.

Strengths/opportunities presented were: Facilities, Perry Arts Center Board, Rotary Park, Georgia National Fairgrounds and Agricenter, Perry RC Flyers, haunted house and green space. Some weakness/threats outlined were: do not have a director of recreation, lack of funding, lack of cultural events, do not have a movie theater, lack of private entertainment venues, limited leisure activities for senior citizens, competition for volunteers coming from outside sources, and attitudes.

Short term goals are: Professional leadership, organization, stakeholder engagement, research best practices and organization, Perry Arts Center use, promote programs of department, cost analysis, secure Smithsonian Museum on Main Street, therapeutic recreation activities, cultural programs and Rotary Centennial Park.

Long term goals included: Establishing a permanent art gallery, improvements at the Perry Art Center and developing trails and greenways.

#### ❖ **Diverse Revenue Sources**

Mr. Gilmour presented on the behalf of the Diverse Revenue Sources Committee.

Priority Areas/Issues include: Revenue sources in General Fund are not keeping pace with current and projected expenditures needs, approximately 76.02% of the total General Fund revenue is outside Council control relative to establishing values, exemptions, authorization, and distribution, property tax income comprises 74.01% of the General Fund's total revenue stream, the State constitution and local legislation prohibits the City access to income and sales tax income bases, expenditures, even for existing services are projected to increase at a higher rate than revenues, and the demand for new or expanded service levels will continue.

Short term goals consist of: Determining the beneficiaries of each service and determine which revenue source best matches services, link revenue type with service levels, assess each revenue source to determine if meeting City's expectations, evaluate benefits of every authorized revenue source not currently used by the City and plan accordingly, develop and implement strategies for all appropriate revenue sources, adjust, where possible, revenues on an annual basis and determine which services can be provided through a special tax district.

Long term goals involve: Coordinating with the Georgia Municipal Association to protect and possibly expand revenue options, provide revenue impact statements for all proposed new and/or expanded services, and seek legislative approval for new revenue sources.

#### ❖ **Planning, Engagement, and Partnership**

Mr. Ross Yasin presented on the behalf of the Planning, Engagement, and Partnership Committee.

Strengths/opportunities include: Mayor and City Council meetings are transparent, accessibility to Mayor and Council, Perry is committed to planning, establishing a stronger relationship with our neighbors to the north, improving the perception of P&Z, reviewing current ordinances, ensuring all public engagements for long term strategic planning and engaging with the business community.

Weaknesses/threats are: Relationship with Georgia National Fairgrounds and Agricenter, not recognized as a full partner by Robins Air Force Base, failure of recognition of a racial divide, lack of trust among players and organization, managing of zoning ordinances on a case by case and failure of the community to embrace the long range plan.

Short term goals involve: Engaging with Robins Air Force Base to have someone serve as an honorary commander in their program, starting the process to review and rewrite the Perry Land Development Ordinances, facilitating renewal of the commitment to attending regular economic development partnership meetings with a planning agenda, develop a week long Houston County celebration during the 4<sup>th</sup> of July week celebrating our military heritage, aggressively use GICH program to break down racial barriers within Perry and build trust throughout the community, work to bring church communities together and use the strength of theory leadership to build trust and cooperation in the overall community and develop a strong working relationship with the Georgia National Fairgrounds and Agricenter.

Long term goals include: Developing plans and processes that will increase minority participation in various local municipal boards, commissions and panels, develop plans to actively involve citizens who live in recently annexed areas in various City of Perry activities and functions, in concert with other organizations within the City of Perry, develop detailed plans for the continuous redevelopment of the General Courtney Hodges corridor, in concert with the local chambers and the 21<sup>st</sup> Century Partnership, develop common goals that will reflect one voice in support of Robins Air Force Base and its long term viability, aggressively manage the growth of the commercial and industrial corridors connecting the Guardian Center, Perry airport and historic downtown Perry areas, develop a strong working relationship with the Georgia National Fairgrounds and Agricenter and strongly support open and ongoing communications relative to planning and zoning issues, between the City of Perry community development group, the Houston County planning organization and the Warner Robins planning organization.

## ❖ **Community Development**

Mr. Mike Speight presented on the behalf of the Community Development Committee.

Short term goals are: Improve relationship with minority groups, rewrite PLDO, directional/wayfinding signage, gateway improvements, fund and remove dilapidated housing, utilize master plan and seek community input, identify land parcels for future growth, and facilitate discussion of Carroll Street becoming walking only.

Long term goals include: Increasing transportation options, traditional expansion of downtown to include restaurants and housing, traffic circles, identify traffic problems with growth, implement master plan and carry out, code enforcement staffing, improve housing on Courtney Hodges Boulevard, implement visuals for different areas of the City, enhancements/improvements on Martin Luther King, Jr. Drive, consider park for downtown area and utilize property already owned by the City.

## ❖ **Service Provision**

Mr. Gilmour presented on the behalf of the Service Provision Committee.

Priority Areas/Issues are: Increasing requests for expansion of existing services and adding more services, service provision costs increasing two (2) to five (5) percent each year, high expectation from public concerning service delivery, lack of community knowledge of services provided and issues therewith, very few, if any, services can be shared or shifted to other entities without significant negative impact on community and economic development requires certain service level to be regionally, nationally and globally competitive.

Short term goals are: No additional services will be provided without identifying an outgoing revenue source, periodically review all services to ensure best management practices are in place and services are warranted, pursue, without negatively impacting quality level, cost sharing of services with other entities, establish public information/service marketing process to inform and educate public and prioritize services within department and category levels.

Long term goals include: Assess impact on scaling back or eliminating low priority services, ensure most effective mix of technology, skill level, and contracting for delivery of services and establishing process to involve public (customers) in assessing impact of service delivery.

## ❖ **Economic Development**

Mr. Brownlee presented on the behalf of the Economic Development Committee.

Short term goals are: Working with the Worrall Foundation, complete the planning process and start construction at the Heritage Park location, complete extension of Rotary Centennial Park walking trail over Big Indian Creek to Larry Walker Parkway, determine the long term use of Mount Gallilee Baptist Church at Rotary Centennial Park, working with the Perry Greenway Committee to develop funding plan to get the project started, recruit small businesses and/or restaurants to fill in the gaps that currently exist in the business mix in downtown Perry, promote Perry's opportunity zone to current and prospective businesses, aggressively pursue expanding the footprint for downtown which could include working with a developer for a specific project that would offer downtown housing, retail business locations and offices, Main Street Director coordinates a consolidated marketing effort for the Perry business community to assist them in creating opportunities to directly reach visitors at the Georgia National Fairgrounds and Agricenter, work with realtors and militarybyowner.com for transient housing and to provide information on Perry's activities to the realtors and on-line sites, explore the possibility of a hotel either on-the grounds or close by the fairgrounds to expand the scope of events at the Georgia National Fairgrounds and Agricenter, develop a strong working relationship with the Georgia National Fairgrounds and Agricenter, help promote economic diversification in the downtown district, explore options to

acquire old county courthouse in downtown Perry and convert it to City of Perry offices and aggressively market the City of Perry and what it has to offer to all outlying counties.

Long term goals include: General Courtney Hodges Boulevard becomes a vibrant thriving retail and commercial corridor, develop and build a high end airport facility which would support and encourage industrial and commercial growth throughout the area, expand downtown retail footprint to include in-town living, restaurants, night life and enlarge retail spaces, complete Perry Greenway project, expand senior living options, create an exceptional quality of life that will encourage population, tourism, commercial and industrial growth, and Perry becomes the cultural center of Middle Georgia through regularly planned cultural events.

5. Next Steps: Ms. Bass will take the feedback collected and incorporate it into a document to present to Council.
6. Adjourn. There being no further business to come before the strategic planning report-out meeting Mayor Faircloth adjourned the meeting at 7:45 p.m.