

Committee of the Whole Minutes - Final MAYOR AND COUNCIL



Derek Norton, Mayor
Tim Gould, Mayor Pro Tem (Ward 6)
Glenn Pickens (Ward 1)
Latonia P. Hines (Ward 2)
Travis Lindley (Ward 3)
Charles "Corkey" Welch (Ward 4)
Susan Wilkinson (Ward 5)
Rickey N. Oglesby, Jr. (Ward 7)

A. Max Bacon City Hall
Human Resources Training Room
2800 King Street SE
Smyrna, GA 30080

City Attorney Scott Cochran
City Administrator Joseph Bennett
City Clerk Heather K. Peacon-Corn

May 30, 2024
6:30 PM

1. Roll Call

Present: 7 – Mayor Derek Norton, Councilmember Glenn Pickens, Councilmember Latonia P. Hines, Councilmember Travis Lindley, Councilmember Charles Welch, Councilmember Susan Wilkinson, and Councilmember Rickey N. Oglesby, Jr. (virtual)

Absent: 1 – Mayor Pro Tem / Councilmember Tim Gould

Also Present: 1 – Jeffrey Tucker

Staff: 18 – Tyler Addison, Olivia Anderson, Kelly Bastis, Joe Bennett, Dustin Davey, Richard Garland, Tim George, Dat Luu, Brian Marcos, Russell Martin, Evan McBrayer, Eric Mohrmann, Landon O'Neal, Paul Osburn, Heather Peacon-Corn, Eric Randall, Kristin Robinson, and Andrea Worthy

Call to Order

Mayor Derek Norton called to order the May 30, 2024 Committee of the Whole Meeting held at A. Max Bacon City Hall in the HR Training Room at 6:30 PM.

2. Staff M&C Agenda Items to Review

Eric Randall, Public Works Director, mentioned item ATH2024-087 under the Consent Agenda needed to be updated, resigned, and submitted and that he was there to answer any questions. There was no discussion.

3. Formal Business and Presentations

A. COW2024-023 Presentation of the City branding research results

Greg Fuson and Steve Chandler from Chandlerthinks presented the following:

Phase 1 Explore → Phase II Evaluate → Phase III Express → Phase IV Engage

Summary of Research Elements:

1,300+ Participants

- Familiarization Tour
- 11 One-On-One Interviews with Community stakeholders.
- 5 Focus Groups (42 total people).
- 617 Community Perception Study surveys completed online.
- 419 Outsider Perception Study surveys completed online.
- Branding Smyrna Facebook Page (594 members)
- Digital audit of websites, social media, search, and reviews.

BRAND TRUTHS:

What did we learn and what matters moving forward

1. Location, location, location! (Close to Atlanta)
2. Smyrna's association with The Battery gives the city a boost of energy, excitement, and youthfulness making it more welcoming, inclusive, and family friendly.
3. Market Village is Smyrna's focal point yet needs to be become more vibrant. The Batter will never be Smyrna's heart and soul.
4. The jonquil is associated with Smyrna more so by residents than outsiders. There are mixed feelings regarding the jonquil.

Next Steps

- Development of the brand platform and brand story – June
- Development of brand identity-logo-messaging – July
- Develop creative applications for interpreting the brand story and identity – July
- Development of the branding plan – getting your story into action – mid-September

They do not recommend a roll-out or unveiling of the logo because it communicates to the citizens that the entirety of the success of the city is this logo. The new brand and logo will begin being used in mid-September, and it will be a gradual process.

B. COW2024-027 Splashpad Presentation – Winter Construction / Pond and Associates

Richard Garland, Interim Assistant City Administrator, explained that the last time they came before council they were asking for Winter to be the CMAR contractor. In December, they met with Winter and Pond to discuss pricing. It was higher than expected, so Mr. Garland asked them to go back and re-work the project to come in line with the expected cost. The original price was \$2.5M.

Mayor Norton discussed past issues with Winter Constructions and Pond Engineering making mistakes in the downtown redevelopment project and those mistakes costing the City more money and more time. He expressed that he nor the Council want that to occur again.

Discussion took place regarding the current plan that reduces the size of the some of the features and eliminates some aspects that had been part of the original plan at a higher cost. The current budget is now at \$3.2M:

- Concessions area, check in station, chemical and pump room, janitorial space and storage (IT, etc.), men's and women's restrooms, and water fountains will remain.
- Family restroom and exterior restrooms were lost in the new design and configuration.

Councilmember Welch stated he has wanted to see this project hard bid all along. Councilmember Wilkinson asked how much was budgeted in SPLOST, how much over is this, and where do the funds come from:

1. \$1.38M was originally approved as a SPLOST expenditure.
2. \$1.2M increase was added and approved – this came from General Fund Reserves.
3. This discussion would increase the project further by \$700K.
4. The total is approximately \$3.2M.

Councilmember Oglesby stated that he does not think a splash pad at this level can be without a family bathroom. He hopes for a solution that makes sense and is economical. Councilmember Lindley expressed concern that this project will just continue to increase as has occurred with other projects throughout the City. It was suggested and agreed upon that this project be hard bid. Mr. Garland asked if the family restroom should be added to the design plan. Discussion took place about the logistics and placement of a family restroom and the potential electrical load it could add.

The representative from Winter Construction stated that he was directed that Winter is not going to hard bid it, so he is going to release the subcontractors and the “site guy” to move onto other projects, and if the City were to come back to this plan, the cost would increase at least \$100K. Kristin Robinson, Deputy City Administrator, stated that the placeholder agenda item can now be changed to reject the awarded CMAR to Winter Construction.

C. COW2024-024 Presentation of the Community Risk Assessment and Standards of Cover analysis performed by Dynamix Consulting for the City of Smyrna. *Citywide*

These members of the Fire Department were present:

- Brian Marcos, Fire Chief
- Kelly Bastis, Administrative Coordinator
- Evan McBrayer, EMA Specialist
- Tim George, EMS Director
- Dustin Davey, Deputy Fire Chief
- Eric Mohrmann, Deputy Fire Chief

Chief Brian Marcos was proud to share that 87% of the department participated in a survey, and 100% of the participants answered the question “Would you recommend someone to work here?” with “highly recommend” or “recommend.” He presented the following:

Community Risk Assessment: Standards of Cover
Planning → Continuous Improvement

- CRA: SOC
- Strategic Plan
- Budget
- Master Plan

CRA: SOC Process

- December 2022: Engaged DYNAMIX CONSULTING
- March 2024: Published Document Based on:
 - Industry Standards

- Best Practice
- Recognized Standards
- CPSE Methodology
- Federal, State – local mandates

CRA: SOC Benefits

- Comprehensive service appraisal
- Gap analysis
- Establishes benchmarks
- Measures performance

CRA: SOC Agency Evaluation

- Data Collection & Analysis:
 - Organizational
 - Operational
 - Staffing
 - GIS/Mapping Data
 - Stakeholder Input

CRA: SOC Our Community

- Area Characteristics
 - History
 - Service area
 - Geographic planning zones
 - Road Miles
 - Natural characteristics

CRA: SOC The Human Element

- Socio-Economic Factors
- Population Density

CRA: SOC Growth & Transformation

- Development
- Service Infrastructure
- Transportation

Programs and Services

- Fire/EMS/Rescue/Hazmat
- Emergency Management
- Public Education
- Fire Investigation
- CRR
- Fire Prevention

CRA: SOC Deployment & Coverage

- points of Service
- Minimum Resources
- Response Areas

CRA: SOC Priorities

- Mission
- Vision

- Values
- Stakeholders

CRA: SOC Risk Assessment

- Critical Task Analysis
- Classify & Categorize Risk

CRA: SOC System Performance

- Demand
- Distribution
- Concentration
- Reliability

Station 1 Distribution

- Service Coverage Area: 4.2 sq mi | 75.3 miles of roadway
- Predicted Travel Capability: Truck 1 can cover 50.6 miles of road base within 4 minutes
- Coverage Percentage: 67.0% | 2.8 sq mi

CRA: SOC Service Delivery Evaluation

- Call Processing
- Turnout Time
- Travel Time
- Response Time
- Total Response Time

CRA: SOC Performance Maintenance & Improvement

- Continuous Improvement
- Customer Insight
- Quality Assurance
- Modernization

4. Review of Current M&C Agenda

A. COW2024-025 Review of the June 3, 2024 Mayor and Council Meeting Agenda

Mayor Derek Norton reviewed the June 3, 2024 Mayor and Council Meeting agenda. There was no discussion.

5. Other Business / Staff Comment

Councilmember Pickens – He will be out next week and will miss the Mayor and Council meeting on June 3, 2024.

Councilmember Oglesby – He has been working on the zip code issue in Ward 7 that has been ongoing for many years. Senator Ossoff's office has been assisting him, and they have been assigned an investigator. The Public Art Committee had their first meeting, and they have a few things that need to be updated on the public art policy.

Councilmember Hines – Next Saturday will be Rose Garden's Spring Festival at Rose Garden Park.

Councilmember Welch – He forwarded everyone an email about sidewalks on King Springs Rd. He explained to the resident that most of it is in Cobb County, but he would like to see if there is a solution.

Councilmember Wilkinson – There is a need for sidewalks on Old Concord Rd. She was contacted about an issue coming from Old Concord toward Windy Hill. They said the painted stripes are worn out, and it is dangerous.

Kristin Robinson, Deputy City Administrator – Special Called Meetings for millage rate need to be decided. She sent out an email and needs responses.

Richard Garland, Interim Asst. City Administrator – The pool is open. There are pool attendance limits. There is a concert this weekend at 6:00 PM.

6. Executive Session (As Needed)

7. Adjournment

Mayor Derek Norton adjourned the May 30, 2024 Committee of the Whole Meeting at 7:53 PM.

Facilities are provided throughout City Hall for the convenience of persons with disabilities.

**THIS MEETING WAS PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS IN ACCORDANCE WITH THE NOTICING STANDARDS AS OUTLINED IN O.C.G.A. 50-14-3:
The City of Smyrna website – www.smyrnaga.gov
City Hall, 2800 King Street SE, Notice Boards**