

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

**October 30, 2024
6:30 PM**

1. Roll Call

Present: 8 – Mayor Derek Norton, Councilmember Glenn Pickens, Councilmember Latonia P. Hines, Councilmember Travis Lindley, Councilmember Charles Welch, Councilmember Susan Wilkinson, Mayor Pro Tem / Councilmember Tim Gould, Councilmember Rickey N. Oglesby, Jr.

Also Present: 1 – Scott Cochran

Staff: 9 – Jennifer Bennett, Joe Bennett, Richard Garland, Kendra Harruff, Jill Head, Eric Randall, Kristin Robinson, Enoch Serna, Andrea Worthy

Call to Order

Mayor Derek Norton called to order the October 30, 2024 Committee of the Whole meeting held at A. Max Bacon City Hall in the HR Training Room at 6:32 PM.

2. Staff M&C Agenda Items to Review

CNV2024-003: Eric Randall, Public Works Director, stated there is an alleyway behind several properties that is owned by the city. It was used by sanitation for garbage pickup many years ago, but not used any longer. The property owner has approached the city inquiring if the alleyway can be deeded to them. Discussion took place regarding the timing of dedicating or conveying the other half of the property to the other property owners. Mr. Randall did not want to complicate this request by this owner.

ATH2024-183: Mr. Randall explained that this request is based off the findings of unsuitable materials discovered during the demolition process. We had GeoHydro Engineers visit the site to make recommendations on removing and replacing the unsuitable materials to create a proper subsurface to construct the new surfacing parking lot. The recommendation was to remove two (2) feet of unsuitable material across the entire site and restore with geogrid fabric and 34 stone to create a structural bridge to construct the new parking lot. Joe Bennett, City Administrator, suggested this be postponed for two weeks so additional investigations can be conducted. The

budget before this addition was \$320,990.00. This item will be removed from this agenda and moved to the November 18, 2024 agenda.

3. Formal Business and Presentations

A. COW2024-068 City of Smyrna Branding – Update – Andrea Worthy & Jennifer Bennett

Steve Chandler of ChandlerThinks presented the following:

Project Objective

The primary goals/objectives to be achieved by this initiative include, but are not limited to:

- Capitalize on the community's assets and unique attributes to positively impact the Smyrna brand experience for all those who live, work and visit Smyrna.
- Conduct research to determine brand attitudes, experiences, perceptions, opportunities, and challenges to enhance and unify the City's image and brand personality.
- Identify the brand essence of Smyrna.

What did the research say?

Brand Truths

1. Location, location, location!
 - The appeal of Smyrna is the location and proximity to Atlanta.
 - Proximity to Atlanta and Battery Park are Smyrna's most notable assets.
 - The most distinguishable assets of Smyrna are its proximity to Atlanta, access to I-285 and I-75 as well as downtown.
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.
 - Smyrna is most proud of The Battery and Downtown.
 - Battery Park is the visual most associated with the City of Smyrna.
3. Market Village is Smyrna's focal point yet needs to become more vibrant. The Battery will never be Smyrna's heart and soul.
What's the most iconic image of Smyrna or the Visual You Must see?
 - Market Village/Downtown, Covered Bridge, Silver Comet Trail, River, Christmas downtown, nothing
4. The jonquil is associated with Smyrna more so by residents than outsiders. There are mixed feelings regarding the jonquil.

Smyrna Brand Statement

Smyrna is the most convenient, innovative metro Atlanta suburb offering a highly desirable, comfortable lifestyle filled with smalltown charm, diversity and opportunities to thrive.

Brand Story

How do you define a place that is at once historic and new, casual and sophisticated, laidback and full of energy? A place that's minutes away from Atlanta and all its amenities, yet miles away in its own smalltown charm and personality. With its forward-thinking vision, innovative planning and initiatives, Smyrna redefines what suburban living can be.

Brand Direction

Proximity & Smalltown Values = Connectivity

Smyrna's proximity to Atlanta means residents are closely connected to big city amenities, entertainment and conveniences, yet still have the hometown charm and benefits of a smaller community. That sense of connectivity is also strengthened by a walkable town center which serves as a community gathering place, as well as by the city's warm welcoming spirit and neighborhoods that daily connect residents to one another.

Logo Development

What a logo can do:

- Be a graphic tool
- Be a visual identifier for your community
- Allow stakeholders to use your graphic brand consistently

What a logo can't do:

- Tell your community's story
- Be your community's brand
- Make everyone happy

Graphic Standards

These were developed as a method for protecting the graphic brand of Smyrna, Georgia. It is important to follow the guidelines for maintaining the integrity of the graphic brand of Smyrna. This includes the following:

- Logo usage
- Color Palette
- Dos and Don'ts when using the logo
- Alternate and Department logos

What city touchpoints are affected by a city's brand..... All of them!

What about the jonquil?

The jonquil is nice for artwork but it is challenging as a logo mark. It also lacks connection and relatability to the changing face of Smyrna.

However, it can still be used in the Smyrna seal as a symbol for growth and change and continue to serve as your nickname!

4. Review of Current M&C Agenda

A. COW2024-078 Review of the November 4, 2024 Mayor and Council Meeting Notice and Agenda

Items ATH2024-171 and ATH2024-177 will be removed from this agenda to further investigate their origins and approvals. ATH2024-183 will be moved to the November 18, 2024 Mayor and Council agenda to gather more information.

ATH2024-181: Kristin Robinson, Deputy City Administrator/Finance Director, explained that this is an approval for a title change as well as a new position to be added to the pay grades. There was no discussion.

5. Other Business / Staff Comment

Councilmember Oglesby said that the Public Art Committee met and are moving forward with another crosswalk, maybe two crosswalks.

Councilmember Pickens stated he met with the Braves with the Emerson Center team. It is a \$750M project.

Councilmember Lindley mentioned there is an issue with street racing on Saturday and Sunday nights on S Cobb and Concord and other areas. 911 received a lot of calls, and it was noticeable between 10:00 PM – 1:00 AM. He would like Chief Zgonc to come to the next meeting with updates. He was also asked about the golf cart ordinance. City Attorney Scott Cochran said that it is preempted by the state. He also said he would like an update of the Fanny Williams project. Mayor Norton suggested an update be presented at Pre-Council on Monday.

Councilmember Hines said they had a good meeting for Black History Month for the February 28, 2025 program. Rose Garden is having its Fall Festival on Saturday. She asked that members of council speak at next year's Smyrna Optimist Club.

Councilmember Welch said that the November 14, 2024 COW meeting will not have a quorum. Councilmembers Welch, Wilkinson, and Oglesby will be at a conference in Tampa, FL, and Councilmember Hines will be at a separate conference out of the country. Mayor Norton said to plan on meeting at 5:30 PM Pre-Council meeting on November 18, 2024. He would like to keep the agenda light.

Mayor Pro Tem / Councilmember Gould will not be present at the Mayor and Council meeting on November 18, 2024. He said the Crafts & Drafts Festival was really great, and he expressed his appreciation to Deputy Chief for extra patrols for Halloween.

Councilmember Wilkinson said she had a good and well-attended Ward 5 meeting this past Saturday, and she thanked staff for their participation.

Joe Bennett, City Administrator, updated Mayor and Council on the following:

- Met with a group today about a rezoning project
- Meeting with the Braves with the Mayor and Councilmember Pickens

Kristin Robinson, Deputy City Administrator, said that she, Joe Bennett, Russell Martin, Scott Cochran, and Andrea Worthy had a meeting with S&P. The City should get its rating next week, and then they can move forward with bonds. There will be a DDA meeting on November 19 at 5:00 PM.

Scott Cochran, City Attorney, commended Kristin Robinson for a great job with the S&P meeting.

6. Executive Session (As Needed)

7. Adjournment

Mayor Derek Norton adjourned the October 30, 2024 Committee of the Whole meeting at 8:05 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