

AGENDA
WORK SESSION
OF THE PERRY CITY COUNCIL
May 16, 2016
5:00 P.M.

1. Call to Order: Mayor James E. Faircloth, Jr.
2. Roll:
3. Items of Review/Discussion: Mayor James E. Faircloth.
 - 3a. Discussion of bond refunding and improvement financing.
 - 3b. Follow up on extension of gas services for phases 2 & 3 in Stonebridge Subdivision.
 - 3c. Review of the proposed job description for Digital Communications Manager.
 - 3d. Departments FY 17 Budget Presentations.
 1. Perry Fire and Emergency Services Department
 2. Department of Public Works
 3. Department of Community Development
4. Council Member Items:
5. Department Head Items:
6. Adjourn.



Where Georgia comes together.

MEMORANDUM

TO: Mayor/Council

FROM: Lee Gilmour, City Manager *LG*

DATE: May 6, 2016

REFERENCE: Extension of City Natural Gas Service

Following up on your May 2, 2016 discussion, the City extended the natural gas service lines to Stonebridge subdivision phase 1 at no cost to the developer several years ago. At the time, this was City policy.

The Administration recommends Council adopt a procedure for the extension of natural gas service for residential subdivisions be handled the same as water/sewer extensions. That procedure is:

1. It is the developer's responsibility to install the infrastructure and obtain the necessary rights-of-way or easements.
2. The City may enter into a repayment agreement for costs outside the development based on potential new customers outside the subdivision.

cc: Mr. D. Aaron
Mr. H. Deal
Mr. C. McMurrian

City of Perry Digital Communications Manager

Summary

The Digital Communications Manager will implement the City of Perry's Social Media Strategy and develop and administer related social media accounts. Administration includes social media content strategy, community engagement, development of brand awareness, analysis of trends, and generally serving as the digital liaison between the City of Perry, City Departments, and the Perry Community. The Digital Communications Manager is a highly motivated individual with experience and a passion for designing and implementing social media content strategy, digital communications, creating relevant content, community participation and engagement, and leadership.

Essential Duties

Implementing, and building upon, the City of Perry Social Media Strategy the Digital Communications Manager will:

- Set up, develop, and optimize official City of Perry social media accounts and networks.
- Generate, edit, publish and share daily content (original text, images, video, HTML, etc.) that builds meaningful connections with Perry residents and visitors and encourages community members to take action.
- Monitor, moderate, listen and respond to users in a "Social" way while cultivating community engagement and support.
- Conduct online advocacy and cultivate cross-promotions.
- Monitor social media sites to track public conversations on topics of interest to the City. Monitor trends, issues, and community sentiment throughout social media networks, tools, applications, channels, design and strategy and ensure the City is aware and/or responds as appropriate.
- Respond to comments and inquiries as appropriate and in accordance with the established protocols.
- Ensure coordination and consistency between City social media and the City of Perry website.
- Consult regularly with designated representatives of City departments to collect content and package appropriately for the City's social media sites
- Record any content that is inappropriate and remove said content from City sites.
- Ensure social media activity coincides with established City of Perry policies, ordinances, communication networks, etc.
- Monitor effective benchmarks (best practices) for measuring the impact of social media strategies. Analyze, review, and report on effectiveness of activities in an effort to maximize results.
- Generate reports and updates for Mayor and Council and City Staff.

- Coordinate community outreach programs as requested.
- Other duties as assigned.

Knowledge Required for Position

Demonstrates proficiency and creativity in social media use and administration.

Proficient in content marketing theory and application.

Displays in-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, YouTube, Instagram, Snapchat, etc.) and how each platform can be deployed in different scenarios to benefit the City of Perry.

General knowledge of local government operations, particularly at the municipal level.

Supervisory Controls

Reports to Director of Economic Development and interacts with Mayor and Council and other Department Heads.

Physical Demand

Class E criteria job demand.

Work Environment

Standard office environment. Some night and/or weekend work may be required.

Supervisory and Management Responsibilities

No supervisory responsibilities. Works with City Departments and Employees in collaborative efforts.

Minimum Qualifications

Associate's Degree in communication, journalism, marketing or related field is required.

Excellent consulting, writing, editing (photo/video/text), presentation and communication skills.

Positive attitude, attention to detail, and being customer oriented with good multitasking and organizational abilities are a must.

Candidates with experience managing the communications or social media of an organization, particularly a public organization, are preferred.

DEPARTMENT OF PUBLIC WORKS

FY2016 - 2017 BUDGET

BUDGET OBJECTIVE

“PROVIDE INNOVATIVE IDEAS AND RESPONSIBLE RESULTS”

FY2016-2017 DEPARTMENT OF PUBLIC WORKS GOALS

GOAL 1

Implement a “Smart Technology Platform” that allows customers to manage their utility bill anytime and anywhere. This enhanced bill pay portal will offer customers an “Auto Pay” feature to automatically schedule payments on designated dates and a text and pay option which enables customers to pay bills with a smart phone, tablet or other mobile device. It will allow customers to download past bills at the click of a button and provide a more specific overview of payment history. It will also provide customers with a means to manage several accounts at once, as well as store different payment methods from which to choose from month to month. The City’s e-bill service will continue to be a feature of this platform.

GOAL 2

Implement an “Estimated Bill-to-Date” platform that enables customers to login anytime during the billing cycle and obtain an estimate of their final bill. Customers can also input a usage threshold by setting an amount of money or usage (water and gas) they don’t want to surpass each month and receive notification when they are approaching and/or exceed their desired usage. This platform can also analyze water and gas consumption data to detect leaks, tampering, watering restriction violations and more.

GOAL 3

Complete an analysis of our work programs and training needs to determine an acceptable performance level. Review the services that are currently provided and determine if the applied resources (labor, equipment, funding) provide a desired benefit to the community.



STREETS

Department's Request

Equipment Operator I (2)

City Manager's Recommendations

Equipment Operator I (1)

The Department requested two (2) additional Equipment Operator I positions to help with increased workloads and comply with MS-4 storm water permit requirements.

CEMETERIES

Department's Request

City Manager's Recommendations

Survey Cemeteries

\$10,500

Survey Cemeteries

\$0

Benefits of a survey:

It will allow the City to determine the cemeteries boundaries accurately, including unmarked graves; mapping within the cemetery boundaries the layout of graves and plots.

Grave marker inscriptions can be keyed to a map of the cemetery's layout.

Photographs of all grave markers, monuments and other features of the cemetery can be taken and their locations noted on the cemetery map.

The condition of grave markers, monuments, fencing and other features can be recorded on the cemetery map.

Information can be placed into a Geographic Information System (GIS) database and made accessible to citizens via the City's website.

CAPITAL ITEMS

Department's Requests

111 HP Tractors (2)

\$102,000

Bush Hog Mowers (2)

\$38,000

Front Deck Mower

\$16,000

Zero Turn Mower

\$15,000

City Manager's Recommendations

111 HP Tractor (1)

\$51,000

Bush Hog Mowers (0)

\$0

Front Deck Mower

\$0

Zero Turn Mower

\$0

The Street Maintenance Unit currently has four (4) tractors that are used for mowing and two (2) are thirty-three (33) years old and in order to insure uninterrupted service, they should be replaced immediately.

The bush hog mower is the cutting attachment for the tractors.

The front deck mower will be used to maintain downtown sidewalks, State routes and right-of-ways.

The zero turn mower will be used to maintain mowing projects that are assigned to Buildings and Grounds Maintenance.

SUMMARY

Employees stay when they are:



Paid well



Mentored



Challenged



Promoted



Involved



Appreciated



Valued



On a mission



Empowered



Trusted



ACKNOWLEDGEMENT

The Department of Public Works is appreciative to Mayor, Council and City Manager for their willingness to fund the Department at a level that insures our citizens receive services that meet and exceed their expectations.