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AGENDA  
WORK SESSION  
OF THE PERRY CITY COUNCIL  
May 15, 2017  
5:00 P.M.

1. Call to Order: Mayor James E. Faircloth, Jr.
2. Roll:
3. Items of Review/Discussion: Mayor James E. Faircloth, Jr.
  - 3a. FY 2018 Operating Budget
    1. Department of Leisure Services – Mr. K. Dye.
    2. Perry Main Street Advisory Board – Ms. C. Edgemon.
    3. Perry Downtown Development Authority – Ms. C. Edgemon.
    4. Perry Area Convention and Visitors Bureau Authority – Ms. A. Hamsley.
    5. Perry Housing Team – Mr. R. Smith.
    6. Middle Georgia Clean Air Coalition
    7. 21<sup>st</sup> Century Partnership
    8. Perry – Houston County Airport Authority
    9. Perry Public Facilities Authority – Ms. B. King.
    10. Perry Public Arts Commission – Mr. K. Dye.
  - 3b. Department of Leisure Services
    1. Review of cost estimate relative to resurfacing the dog park – Mr. K. Dye.
  - 3c. Public Works Department
    1. Presentation of Carl Vinson Institute management project – Ms. S. Miles.
4. Council Member Items:

5. Department Head Items:

6. Adjourn.



Where Georgia comes together.  
**Leisure Services Department**

The Leisure Services Department is very thankful for the continued support of Mayor/Council and the City Manager. The proposed budget supports our program initiatives and current level of services. Many exciting changes are expected to take place during the next fiscal year and the department is looking forward to our opportunity to continue serving Perry and be part of the exciting future ahead.

## 2016/17 Highlights

### Big Indian Creek Trails Projects

**Recreation Trails Program Grant** – The City was awarded a Recreation Trails Program (RTP) grant for \$100,000 from the Georgia Department of Natural Resources. This funding will go towards extending the Big Indian Creek trail system an additional mile connecting to Larry Walker Parkway and the Georgia National Fair Grounds property.

**White Tail Trail Paving Project** – The paving of the remaining gravel section of the trail from the boardwalk to the base of the hill at Creekwood Park was unanimously approved by Council. This will result in a paved trail system of approximately 4 miles. This distance is calculated based on the new section of Weleetka Trail expansion funded by the RTP grant, and including previously paved sections of the trail already in place.



## Approval of New Parks Construction

### *Heritage Park Phase 1*



### *Creekwood Park Splash Pad Phase 1*



### *Jaycees Park Phase 1*

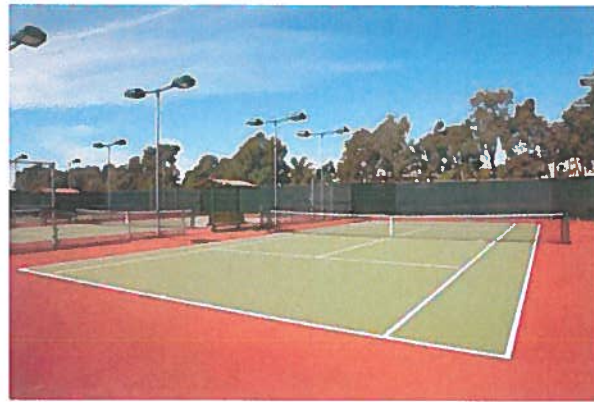




*Third Street Park Phase 1*



*Calhoun Tennis Courts*



**New Constructions**

*Creekwood Pavilion*



## **Hafley Park Restroom/Storage Facility**



## **Special Events**

***Movies in the Park*** -Leisure Services showed 4 feature films free to the public this fiscal year.



***Kids Fishing Rodeo*** – Leisure Services in Partnership with Georgia Department of Wildlife and Fisheries held a fishing rodeo involving parents and children. The day was focused on family fishing/fun and finished with prizes including a “hands on” educational program presented by staff from the GO Fish Center.



**Community Water Battle** - Perry Fire Department and Leisure Services teamed up to put on the first Community Water Battle. Families, visitors, and friends showed up for a great event in the heat of summer. The idea originated from Council Member Riley Hunt after witnessing a similar event while traveling. It was a great success and another event is being planned for 2017 involving more Fire Departments from surrounding communities.



## Leisure Services Program Statistics

### Sports Wrap Up

<u>Sports</u>	<u>Participants</u>	<u>Games</u>
T-ball/Baseball/Softball	400	173
Basketball	322	225
Soccer	255	135
Football	159	52
Cheerleading	33	30
Volunteers	210	
<b>Total:</b>	<b>1,379</b>	<b>615</b>

	<u>Income</u>
Baseball	\$12,970
Basketball	\$18,239
Soccer	\$15,845
Football	\$19,128
Cheerleading	\$1012
<b>Total:</b>	<b>\$67,194</b>

**Fun Fact!!**  
 National average of 5 – 12 year olds participating in youth sports is approximately **36%**. Perry's population of 5-12 year olds is approximately **1600**. In FY2016 720 area children (**45%**) participated in Perry's Sports programs





## ***Playground Program***



### ***Summer Playground Program***

*50 Children Participated*

*Field Trips - 11*

*Income - \$17,145*



## **Perry Public Arts Commission**

Perry began its public arts initiative in 2015 by creating the Perry Public Arts Commission (PPAC). On February 3 the City Council adopted an ordinance tasking the Commission with expansion, development, and nurturing of cultural arts within the community. The PPAC has taken part in a renovation/remodeling plan for the Perry Arts Center, sponsorship of the Perry Music Festival and Buzzard Drop, and creation of its website launched in August 2016. The Commission is currently writing a Public Arts Master Plan which will lay the foundation for how the arts will grow and evolve into the future.





## *Planning for the Future of Perry Leisure Services*



- Continue to aggressively pursue grant funding and conservative financial practices.



- Plan for expanding departments work force as new facilities and activities grow.



- Embrace “out of the box” ideas for new vision and planning opportunities.



- Continued focus on “family atmosphere” in all our Leisure Services endeavors.

# ***THANK YOU!!!!***



# 2017 Annual Standards for Accreditation

# Introduction

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The purpose of the Georgia Main Street Program's annual year-end assessment is to recognize program accomplishments made in 2017, to address and discuss additional downtown revitalization issues, and to eliminate barriers to achieving work plan goals and activities. This assessment is not meant to be a qualitative ranking to compare your community's 2017 downtown revitalization and management activities with other programs, but should be used as a way to evaluate the successfulness of your local program and the greater role that it plays in your community's development. Main Street communities vary considerably in the scope and type of downtown revitalization activities the Main Street program decides to undertake; therefore, comparison between communities is impossible. Instead, this evaluation examines the effectiveness of the local Main Street program within its own context and circumstances, and recommends a level of activity the organization and community is prepared to undertake in the coming year that is appropriate to accomplish your overall goals and objectives. During this year-end assessment, information might be collected from several sources, including input from municipal partners, on-site interviews with the board, committee members and staff. This information will be integrated into recommendations organized within the context of the criteria needed to meet the 10 National Standards for Accreditation. The National Main Street Center's Accreditation Process evaluates local Main Street programs according to 10 performance standards and provides national recognition to those that meet these standards. The standards, developed by the National Main Street Center (NMSC), in cooperation with the Georgia Main Street coordinating program, provide benchmarks and guidelines on how a Main Street revitalization program should optimally function, and serves as an incentive for programs to operate more effectively. Your compliance with the Memorandum of Understanding between the local program and the Georgia Department of Community Affairs is closely monitored during the evaluation process.





# 2017 Annual Assessment Affidavit

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The documents listed below must be uploaded to each program's shared DCA Dropbox folder by no later than January 15th of the current year.

- Board roster, contact information, and terms
- Current annual work plan for the program
- Completed 2017 ODD Work Plan Review document
- Mission statement and vision statement
- 2017 budget showing revenue/expenses
- Monthly Board Minutes and Financial Statement
- Completed Training log
- Copy of Design Guidelines and Sign Ordinance for Commercial Historic District
- Current program Organizational Chart
- Main Street District Boundaries
- Main Street Program Bylaws
- Completed 2017 Annual Assessment

By signing this affidavit I here-by certify that all of the above documentation has been uploaded to my community's shared DCA Dropbox folder and is, to the best of my knowledge, an accurate portrayal of our local Main Street program.

Community: \_\_\_\_\_

Manager Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

# National Main Street Program Accreditation Criteria

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1. Broad-based community support
2. Vision and mission statements
3. Comprehensive work plan
4. Historic preservation ethic
5. Active board and committees
6. Adequate operating budget
7. Paid professional staff
8. Program of ongoing training
9. Reporting of key statistics
10. Main Street Network membership

Recommendations for discussion during next year's evaluation:

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In order for a local program to be designated as an Accredited Georgia Main Street Program, the organization must meet eligibility requirements and receive a score of at least 7 points on 9 of the 10 standards, and a minimum of 10 points in Standard 4.

**Total number of accreditation criteria receiving 7 or more points: \_\_\_\_\_**

# 1. Broad-based Community Support

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At its best, a local Main Street Program represents and involves a coalition of organizations, agencies, businesses, and individuals from throughout the community. This does not only include property or businesses in the commercial district or those who have a direct economic tie to it, but all members of the community who are interested in the community's overall economic, cultural and historical health. Involvement by both the public and private sectors is critical as well; neither sector can revitalize the commercial district without the skills and vantage points of the other. Ideally, both sectors will participate in the revitalization process by providing funding, leadership, and ideas, and by encouraging collaboration between existing programs to assist in the revitalization process. By actively involving a broad range of interests and perspectives in the development of your historic district, the Main Street program leverages the community's collective skills and resources to its maximum advantage. The overall goal is for a broad range of constituencies from both sectors to understand and be philosophically committed to the revitalization process, and the maximum resources possible to achieve the goal of revitalizing the commercial district.

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## Indicators-

- Organization actively recruited new volunteers during 2017. (1 point)
- Staff spends time building relationships with downtown business owners and district stake-holders. (1 point)
- Organizations that have a membership program or Business Improvement District actively worked to recruit new members and retain existing members. (1 point)
- Board representation came from at least 4 of the following entities: chamber, CVB, city, county, preservation organization, district property owner, business owner, resident, large employer, other community institution/organization. (1 point)
- Community involvement was comprised of financial, in-kind, and volunteer support for the success of the program, please describe. (1 point)
- Organization partnered with at least 3 other organizations in 2017, please describe. (1 point)
- The Board and/or Manager presented at a City Council Meeting regarding the benefits and accomplishments of the Main Street Program. (1 point)
- Program shared goals and objectives with County Commissioner and/or State Legislator. (1 point)
- Organization demonstrated a strong relationship with top city officials. (Mayor, City Manager or City Clerk) (1 point)
- Organization maintained an active public relations campaign that includes tools such as a newsletter, updated website, social media, press releases, annual meeting, annual report. (1 point)

4

**TOTAL**

0



## 2. Vision and Mission Statement

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A mission statement communicates the organization's sense of purpose and overall direction. A vision statement communicates and describes the look and feel of the district when the mission has been accomplished. The mission statement should additionally identify the method to achieve the community's vision for their downtown.

Be mindful that neither is simply a slogan. Both statements should be developed with the participation of the board, committees, program volunteers, and the community.

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### Indicators-

- Current and clear mission statement. (2 points)
- Current and clear vision statement. (2 points)
- All board members are familiar with the mission statement. (2 points)
- Organization has reviewed the mission and/or vision in 2017. (2 points)
- Organization actively promoted the mission and/or vision to the public using tools such as its website, business cards, press releases, banners, printed materials, etc. (2 points)

TOTAL 0

# 3. Comprehensive Work Plan

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A comprehensive annual work plan provides a detailed blueprint for the organization's activities; reinforces the program's accountability both within the organization and in the broader community; and provides measurable objectives by which the program will track its progress. Tasks, with names of people assigned to complete them, budgets and timelines are important components that add to the strength of this document.

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## Indicators-

- Has a current annual work plan on file with DCA and this document was regularly reviewed during board meetings. (2 points)
- Has an annual work plan accessible and visible on website. (1 point)
- Has completed ODD 2017 Work Plan Review form. (1 point)
- Hosted at least one annual meeting of the Board to develop the annual work plan. (1 point)
- Solicited input from the community, through a survey, public meeting or on-line inquiries regarding the development of the work plan. (1 point)
- Board members assisted in the execution of the work plan. (1 point)
- Committees, task forces or volunteers met to detail and execute items identified in the work plan. (1 point)
- Work plan contained measurable objectives including a time-line, budget and job assignments. (1 point)
- A copy of the approved work plan was provided to the City Manager/Clerk and Mayor. (1 point)

TOTAL 0

# 4. Historic Preservation Ethic

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Historic preservation is central to a Main Street program's purpose. The historic buildings and public spaces of a traditional commercial district enrich civic life and add value on many levels to the community. Developing a historic preservation ethic is an ongoing process of education and discovery for a community and for a local Main Street program. Main Street programs that have embraced a strong historic preservation ethic are successful in saving, rehabilitating, and finding new uses for traditional commercial buildings. A strong focus should be on intensifying the uses of the district's buildings, through both specific building improvement projects and through policy and regulatory changes, which make it easier to develop property within the commercial district.

Many Main Street programs support preservation values, but do not fully understand that preservation is a shared responsibility and ethic, not just an activity or group of activities. Historic preservation involves not only the process of preserving, rehabilitating, restoring, or renovating older commercial buildings, but also the process of adopting long term preservation sensitive planning and positive land use policies, and removing barriers to downtown investment.

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## Indicators-

- Downtown property or district is listed in the National Register of Historic Places. (2 points)
- Organization used news media to educate community regarding the history and cultural significance of your downtown. (1 point)
- The downtown district has a facade grant program available for local businesses. (1 point)
- Community is a Certified Local Government. (1 point)
- Municipality has a code enforcement strategy in place. (1 point)
- Organization or local business utilized the Downtown Design Studio in the current calendar year. (2 points)
- No historically significant buildings were demolished in the calendar year. If a building was demolished, the documentation process was thoughtfully executed and the community was made aware of demolition mitigation measures. (2 points)

\*List continued on next page\*



# 4. Historic Preservation Ethic Cont.

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- Community received and executed a Historic Preservation Fund Grant from the National Park Service. (2 points)
- Local community hosted a national historic preservation activity in May or another preservation project during the calendar year. (2 points)
- Local program *hosted or attended* a statewide Historic Preservation Commission training during the calendar year. (2 pts attended, 3 pts hosting)  <sup>2 pts</sup>  <sup>3pts</sup>
- Community has an active database of the downtown business district including photos and property descriptions and a copy of the database is uploaded to Dropbox (1 point)
- Historic District has designated a local design ordinance with design review process in place. (2 points)
- The city is a designated "Plan First" community as certified by the Georgia Department of Community Affairs. (1 point)
- Preservation sensitive building rehabilitation and/or restoration was completed in 2017. (1 point)
- Projects using either Federal Rehabilitation Investment Tax Credits (RITC) or the State Income Tax Credit for Rehabilitated Historic Property incentives were completed downtown. (2 points)
- State financial incentives were utilized for downtown projects in 2017. (1 pt)
- Community has a sign ordinance in place that is specific to the historic commercial district, and a copy is uploaded to Dropbox. (1 point)
- Program or City developed or updated design guidelines for the commercial historic district, and a copy of the guidelines are uploaded to Dropbox. (2 pts)

Total: 0

*For this standard you must achieve a total of 10 out of the possible 27 points in order to be recommended for accreditation.*

# 5. Active Board & Committees

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Main Street revitalization is an ongoing process of changing a community's attitudes about its traditional commercial district(s). The direct involvement of an active board of directors and active volunteers is vital to this process. The Main Street director is responsible for facilitating the work of volunteers, not for single-handedly revitalizing the commercial district. In some cases, local Main Street programs were originated by or have merged with other organizations, which have a broader agenda (such as a chamber of commerce or a convention and visitors bureau). A local Main Street program with this structure has a better chance of long-term success if it maintains focus on its particular purpose and if its mission statement, work plan, budget, and governing body remain distinct from that of the larger organization in which it is contained. A full board that meets regularly, as stated in its by-laws, is extremely important in supporting this success.

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## Indicators-

- Board of directors is not a figurehead board but is a working board. (1 point)
- Board met a minimum of 6 times during the calendar year and had a quorum at all meetings. (1 point) (2 points if you met 12 times during the calendar year)  1 pts  2pts
- Board members participated in the activities of the organization, other than monthly board meetings. (1 point)
- A copy of all board minutes are on file with DCA via Dropbox. (1 point)
- Board meetings are well-managed, with an agenda prepared and distributed in advance, along with a copy of the past meeting's minutes. (1 point)
- Organization has a signed annual MOU on file with the DCA regarding the processes and official execution of the local Main Street program. (1 point)
- Organization has by-laws, board member commitment letter, board member job descriptions, and supports a formal board member orientation. (1 point)
- All new Board Members attended Main Street 101 within their first year of their first term on the board. (1 point)
- Organization holds Directors and Officers insurance. (1 point)
- Board members participated in training in 2017, such as DCA/NMSC webinars, Main Street 101, Main Street 201, the Georgia Academy for Economic Development, Statewide Historic Preservation Commission Training, the Governor's Tourism Conference, The National Main Streets Conference, the Georgia Downtown Conference, National Alliance of Preservation Commissions or any other preservation based training. (1 point)

TOTAL: 0

# 6. Adequate Operating Budget

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In order to be successful, a local Main Street program must have the financial resources necessary to carry out the annual program of work. The size of a program's budget will change as the program matures (in its early years, it may need less money than in high growth years). In addition, program budgets are likely to vary according to regional economic differences and community size.

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## Indicators-

- Program has a budget adequate to the execution of the annual work plan in conjunction with the MOU. (1 point)
- Funding is derived from at least 3 of the following sources: membership, earned income, sponsorship, municipal support, county support, facility leases, special event revenue, special tax districts, charitable contributions or grants. (1 point)
- At least 20% of the budget comes from non-tax generated revenue. (1 point)
- Budget includes education and travel expenses to attend training offered by the Office of Downtown Development as outlined in the MOU with DCA, or other downtown development related training opportunities . (1 point)
- Organization has at least 3 months of operating reserves in savings, at the time of completing the annual assessment. (1 point)
- A copy of the budget is submitted to the City Manager and Mayor. (1 point)
- A copy of the organizations budget is publicly accessible. (2 points)
- Program has an annual audit or review of finances. (1 point)
- Board is provided an up-to-date financial report at each meeting and copy of financial report is included in the program's monthly minutes in Dropbox. (1 point)

TOTAL: 0

# 7. Staff Management & Development

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Coordinating a successful Main Street program requires a trained, professional staff person whose sole focus is the success of their downtown. Main Street Managers come from a broad range of academic and professional backgrounds. The most successful Main Street Managers are those who are good communicators, support and motivate volunteers, have good project management skills and keeping revitalization activities moving forward on schedule and on budget.

Date of Hire for Main Street/Organization Director: \_\_\_\_\_

Date of 2017 employee evaluation: \_\_\_\_\_

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## Indicators-

- Full-time staff meets the Georgia Main Street Program salary average of \$46,500. (1 point)
- Staff received appropriate benefits. (1 point)
- Executive staff was in place for at least 10 months during 2017. (1 point)
- Executive staff received a formal written evaluation during 2017, during which performance expectations & compensation package of staff were discussed, reviewed and revised. (1 point)
- Organization provided manager with professional development opportunities in 2017. (1 point)
- Executive staff is active and engaged in the community, this is clearly demonstrated through both social and printed media. (1 point)
- 75% of the staff's time was spent on Downtown Development related activities, programs or initiatives. (1 point)
- Executive staff made regular monthly reports to the board. (1 point)
- Manager is a Nationally Certified Main Street Manager or holds (or is working towards) a license, or certificate, in the field of planning, economic development, finance, historic preservation and/or architecture. (2 points, supporting documentation must be included.)

TOTAL: 0

## FOR NEW MANAGERS ONLY

Completion Date for Main Street 101: \_\_\_\_\_



# 8. Program of Ongoing Training

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In order to meet new challenges and ensure a strong organization, Main Street program participants need ongoing training. Participants, both staff and volunteers, need different skills in different phases of the revitalization process. For that reason, the skills a program's participants learn in the program's catalyst phase are rarely adequate for the growth or management phases. As staff and volunteer turnover occurs, new staff members and new volunteers will need basic Main Street training. Moreover, all program participants should stay current on issues that affect traditional commercial districts and recent revitalization techniques and models. Regular attendance at trainings and networking events is required for Main Street executive staff.

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## Indicators-

- The Main Street Director attended 1 Regional Main Street Managers Meeting in 2017. (1 point)
- Organization representative (staff and/or board member) attended the National Main Streets Conference, Main Street 201 or the Historic Tax Credit training offered by DCA in 2017. (1 point)
- An elected official from your program's city/county or Manager's direct supervisor attended Main Street 101 and/or 201 training in 2017. (1 point)
- Manager or at least two board members attended a statewide or national economic development focused training in 2017. (1 point)
- Main Street Manager received at least 30 hours of downtown development related training, and must demonstrate this through the completed training log and uploaded to Dropbox. (4 points)
- Main Street Manager participated in a minimum of 4 live webinar presentations hosted by the Office of Downtown Development. (2 points)
- Program Manager participates as either mentor or mentee in the Georgia Downtown Association mentorship program. (1 point)

TOTAL:     0

# 9. Reporting of Key Statistics

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Tracking statistics—reinvestment, job and business creation, etc. —provides a tangible measurement of the local Main Street program’s impact and is crucial to securing financial and programmatic support for the revitalization effort. **Statistics must be collected on a regular, ongoing basis, and shared as needed.**

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## Indicators-

- Organization submitted 2017 monthly reports no later than 30 days after the end of each calendar month. (6 points)
- Organization created/distributed an annual report promoting work plan accomplishments and reinvestment statistics, a copy of this report is uploaded to Dropbox. (2 points)
- Staff regularly communicated as necessary with the Office of Downtown Development outside of trainings and networking meetings. (1 point)
- Staff used the Georgia Main Street Managers Facebook Group and/or National Main Street list serve as a tool to improve your district. (1 point)

TOTAL 0

# 10. Main Street Network Membership

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Participation in the National Main Street Network membership program connects local programs to their counterparts throughout the nation, providing them with valuable information and resources.

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## Indicators-

- Organization is a current National Main Street Network member (10 points)

TOTAL: 0

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Standard 1 Totals: 0

Standard 2 Totals: 0

Standard 3 Totals: 0

Standard 4 Totals: 0

Standard 5 Totals: 0

Standard 6 Totals: 0

Standard 7 Totals: 0

Standard 8 Totals: 0

Standard 9 Totals: 0

Standard 10 Totals: 0

Total number of the above accreditation standards receiving 7 or more points: \_\_\_\_\_

**Organizations scoring at least 7 points on standards 1,2,3,5,6,7,8,9,10 and at least 10 points on standard 4 criteria will be recommended for national accreditation.**

**City of Perry Main Street Advisory Board  
Preliminary Proposed Operating Budget - FY18**

*March 3, 2017*

	REQUEST	RECOMMENDED
	FY 18 Income	FY 18 Income
<b>REVENUES</b>		
Intergovernmental/City of Perry		
Hotel/Motel Tax Special Revenue Fund	\$ 17,000.00	\$ 6,000.00
<b>Hotel/Motel Tax Subtotal</b>	\$ 17,000.00	\$ 6,000.00
Memorial Bench Program (Restricted Account)	\$ 3,000.00	\$ 3,000.00
<b>Memorial Bench Program Subtotal</b>	\$ 3,000.00	\$ 3,000.00
Promotions (Restricted Account)		
Gift Card for Open on First Friday	\$ -	\$ -
Prize Money	\$ 500.00	\$ 500.00
<b>Promotion Subtotal</b>	\$ 500.00	\$ 500.00
<b>Revenue Total</b>	\$ 20,500.00	\$ 9,500.00



	FY18 Expenses	FY18 Expenses
<b>EXPENDITURES</b>		
<b>Organization</b>		
Board Training/Travel	\$ 1,500.00	\$ 1,000.00
Supplies	\$ 400.00	\$ -
<b>Organization Subtotal</b>	<b>\$ 1,900.00</b>	<b>\$ 1,000.00</b>
<b>Design</b>		
Hist Pres/Educational Programming	\$ 100.00	\$ -
Façade Grants	\$ 7,500.00	\$ 4,000.00
Design Studio Assistance	\$ 1,000.00	\$ -
<b>Design Subtotal</b>	<b>\$ 8,600.00</b>	<b>\$ 4,000.00</b>
<b>Promotion</b>		
Advertising	\$ 6,500.00	\$ 1,000.00
Matching Media Grants	\$ 2,000.00	\$ 1,500.00
Memorial Bench Program	\$ -	\$ -
Halloween, Event Prize Money	\$ 500.00	\$ 500.00
Gift Card for Open on First Friday	\$ -	\$ -
<b>Promotion Subtotal</b>	<b>\$ 9,000.00</b>	<b>\$ 3,000.00</b>
<b>Economic Vitality (DDA)</b>		
Budget to be presented separately		
<b>Expenditure Total</b>	<b>\$ 19,500.00</b>	<b>\$ 8,000.00</b>

**MS Restricted Account**

**Fund Balance - Beginning**

Fund Balance - Restricted	\$ 7,700.00	\$ 7,700.00
City Allocation	\$ 17,000.00	\$ 6,000.00
Income	\$ -	\$ -
<b>Total Fund Balance - Beginning</b>	<b>\$ 24,700.00</b>	<b>\$ 13,700.00</b>

**Fund Balance - Ending**

Fund Balance - Restricted	\$ 5,200.00	\$ 5,200.00	(\$1,500
City Allocation	\$ -	\$ -	media
<b>Total Fund Balance - Ending</b>	<b>\$ 5,200.00</b>	<b>\$ 5,200.00</b>	grants)

## Perry Main Street Program Work Plan for FY 2017 – CY 2017

GOAL	STRATEGY/ EXPLANATION	TIME FRAME	ONGOING	RESPONSIBILITY	COST
<b>ORGANIZATION</b>					
1) Actively recruit new volunteers (STANDARD 1)	Recruit supporters, volunteers	12/31/17 1 point	X	Program manager, Main Street board and committee members	
2) Staff builds relationships with merchants, district stakeholders and is active/engaged, shown in printed and social media (STANDARDS 1 & 7)	Support redevelopment, public education and support for Main Street	2 points	X	Program manager, economic development director	
3) Recruit membership from at least 4 entities DCA recommends (STANDARD 1)	Show broad level of stakeholder involvement	1 point	X	Chamber, CVB, preservation group, civic group, city, county, district property or business owner, etc.	
4) Provide financial, in-kind and volunteer support for program (STANDARDS 1 & 6)	Show strong base of city and community support	1 point	X	City provides staff salary, benefits, office and in-kind support and annual evaluation, board recruits sponsorships	
5) Partner with at least 3 stakeholders in projects that support Main Street's mission (STANDARD 1)	Support Chamber, PAHS, PDMA, CVB, when projects tie in with MS	12/31/17		Program manager, DDA Main Street board and committees; Chamber – Lunch and Learn, PAHS – tram tour, PDMA – wine tasting	
6) Make Main Street presentation to council (STANDARD 1)	Discuss achievements, benefits of program	1 point		Program manager and Chairman	
7) Discuss program goals and objectives with state legislator and/or county commissioner (STANDARD 1)	Seek support and keep other government partners up-to-date	12/31/17		Main Street board	
8) Show strong relationships with top city officials (STANDARD 1)	Maintain relationships - mayor, city manager	1 point	X	Program manager and Main Street board	
9) Conduct public relations campaign - website, monthly newsletters (STANDARD 1)	Post business assistance and program information, maintain events calendar	1 point	X	Terre Walker maintains downtown website and <i>FYI Perry</i> ; program manager prepares Main Street newsletters and news releases	
10) Has current, clear mission and vision statements that reviewed	Keep clear and current	12/31/17		Program manager and board members	

annually (STANDARD 2)			6 points			
11) Keep board members familiar with mission statement (STANDARD 2)	Keep clear and current, post on agendas		2 points	X	Board members, program manager to include mission statement on monthly meeting agendas	
12) Promote mission and vision to public (STANDARD 2)	Educate public about 4 Points and Perry program		2 points	X	Include mission and vision on website, in news releases, business cards	\$50 (dept)
13) Keep annual work plan on file with DCA and review during board meetings (STANDARD 3)	Ensure board focuses on accomplishing annual work plan goals		2 points	X	Program manager and board members	
14) Make work plan and budget visible on website and easily accessible (STANDARD 3 and 6)	Ensures transparency of board objectives and finances		3 points	X	Program manager and staff support	
15) Solicit public input for work plan (STANDARD 3)	Get public input to help develop, shape work plan		5/30/17 1 point		Program manager and Main Street board	(\$100 dept admin)
16) Completed ODD Work Plan Review form (STANDARD 3)	Review work plan		12/31/17 1 point		Program manager and Main Street board	
17) Hold at least one annual board meeting to develop work plan (STANDARD 3)	Develop work plan		5/30/17 1 point		Program manager and Main Street board	
18) Board members serve on committees to assist in executing work plan and activities, not figurehead (STANDARDS 3 & 5)	Ensures all work not done by city staff			X	Board members and Promotion Committee, Design Committee and DDA	
19) Committees and subgroups meet to help execute annual work plan (STANDARD 3)	Ensures all work not done by city staff		3 points	X	Board members and Promotion Committee, Design Committee and DDA	
20) Work plan has measurable objectives, job assignments, timeline and budgets (STANDARD 3)	Set realistic goals, budget and task assignments		1 point		Program manager, Main Street board, committee chairmen	
21) Provide approved budget, work plan to city manager, mayor (STANDARDS 3 & 6)	Ensures city government apprised of activities		1 point	X	Program manager and board members	
22) Board meetings meets at least 6 times, has a quorum and are	Ensures transparency of board objectives and		2 points	X	Program manager and board members	

well managed with agenda and previous minutes distributed in advance (STANDARD 5)	activities	Get extra point if 12 mtgs		
23) Provide copies of all minutes in Dropbox (STANDARD 5)	Keep DCA aware of activities and progress	1 point	X	Program manager
24) Make MOU/contract with local government for processes and execution of program (STANDARD 5)	Guarantee to city what will do and how do it with support provided	1/30/17 1 point		Program manager and Main Street board members
25) Organization has by-laws, board member commitment letter, job descriptions and orientation (STANDARD 5)	Demonstrates board's qualifications and commitment to city	12/31/17 1 point		Main Street board members and program manager
26) New board members attend MS 101 in first year of first term (STANDARD 5)	Learn Main Street 4 Point Approach	1 point	X	Main Street board and program manager
27) Board members attend trainings and program funds cover costs (including ODD trainings) (STANDARDS 5, 6 & 8)	Further professional and board development	4 points	X	Webinars, Main Street 101, Georgia Downtown Conference, Governor's Tourism Conference, HPC training, etc.
28) Has adequate budget to execute work plan with MOU (STANDARD 6)	Program has sufficient financial support	6/30/18 1 point		City, Main Street board members, hotel-motel tax, sponsorships, etc.
29) Has funding from at least 3 different sources (STANDARD 6)	Program has diverse revenue sources	1 point	X	City and board – city, sponsorships, event revenue, charitable contributions, BOOST, etc.
30) Has 3 months of operating reserves in savings at time of assessment (STANDARD 6)	Program has sufficient financial support	12/31/17 1 point		City, Main Street board members, hotel-motel tax, sponsorships, BOOST, etc.
31) Has more than 20% of budget from non-tax generated revenue (STANDARD 6)	Program has diverse revenue sources	1 point	X	Main Street board – sponsorships, charitable contributions, event revenue, etc.
32) Provide board with up-to-date financial reports at each meeting (STANDARD 6)	Keep track of spending	1 point	X	Program manager
33) Annual financial audit for DDA conducted, Main Street in	Ensure finances done correctly	6/30/17		Program manager, city clerk and auditor



city audit (STANDARD 6)			1 point		X	City and economic development director	
34) Staff earns at least average salary, has appropriate benefits and has annual job performance review (STANDARD 7)	Have qualified staff in place		3 points		X		
35) Staff holds GDDP certificate, (STANDARD 7)	Have qualified staff in place		1 point		X	Program manager and city	
36) Staff in place for 10 months of 2017 (STANDARD 7)	Have qualified staff in place		1 point		X	Program manager and city	
37) 75% of staff time spent on downtown development activities (STANDARD 7)	Sufficient focus on downtown projects				X	Program manager, Main Street board and city	
38) Staff makes monthly reports to board, DDA (STANDARD 7)	Updates board, DDA on program achievements		12/31/17 1 point			Program manager	
39) Staff attended 1 regional manager meeting (STANDARD 8)	Networks with other Main Street professionals		12/31/17 1 point		X	Program manager and Main Street board	
40) Manager viewed 4 live ODD webinars (STANDARD 8)	Further professional and board development		12/31/17 2 points				
41) Manager received 30 hours of downtown development training, professional growth opportunities (STANDARDS 7 & 8)	Further professional development		12/31/17 5 points			City and program manager	
42) Staff or board member attended NMS conference, MS 201 or historic tax credit training (STANDARD 8)	Further professional and board development		12/31/17 1 point			Program manager, city and Main Street board	
43) Manager or 2 board members attend state or national economic development focused training (STANDARD 8)	Further professional and board development		12/31/17 1 point			Program manager and city	
44) Manager participates in GDA mentor program (STANDARD 8)	Further professional development		12/31/17 1 point			Program manager	
45) Submit monthly reports on time (STANDARD 9)	Tracks key statistics		6 points		X	Program manager	

46) Communicate regularly with DCA ODD outside of meetings and talks with other managers on Facebook group (STANDARD 9)	Networks with other downtown development professionals	2 points	X	Program manager	
47) Prepare annual reinvestment, work plan report (STANDARD 9)	Tracks key statistics and shares with public, city	2 points	X	Program manager and Economic Development Department staff	
48) Join NMSC (STANDARD 10)	Receive program info	10 points	X	Program manager renews membership in April	\$500
49) Cultivate a good rapport and working relationship between Main Street and GNFA	Work when possible on cross-promotion, support for each other's programs		X	Main Street board and committees – working together currently on community branding initiative	
<b>PROMOTION</b>					
1) Administer matching media grant program	Promote program, assist businesses in advertising		X	Promotion Committee, administration by program manager	\$3,000 restricted
2) Partner with 3 organizations (STANDARD 1)	Promote, support other organizations' events	1 point	X	Promotion Committee, organizer volunteers, program manager, PDMA, media, vendors	
3) Seek sponsors, etc., to diversify revenue, 20% non-tax revenue (STANDARD 6)	Fundraising, explore opportunities for sponsorships	12/31/17		Promotion Committee, volunteers, program manager, Merchants Association, media, vendors, sponsors	\$2,000 Income restricted
4) Promote parades, Sweets and Treats, Dogwood Festival, state fair and downtown events hosted by others that benefit downtown	Promote events through media, advertising, social media, newsletters and offer prizes at events	2 points	X	Promotion Committee, Merchants Association, media, FYI newsletter, city and downtown websites, program manager	\$300 prize money restricted
5) Partner with PDMA on Small Business Saturday(STANDARD 1)	Promote downtown for holiday shopping	11/30/17		Promotion Committee, Merchants Association, media	\$1,000
6) Purchase billboard, print ads	Promote Perry in region		X	Promotion Committee, program manager, city	\$4,000
7) Collaborate on tourism projects and branding with CVB, PDMA, Chamber, etc. (STANDARD 1)	Promote events, Georgia Grown 41 Trail, etc., online and print media		X	Promotion Committee, Chamber staff, CVB staff, program manager	
8) Promote local revolving loan fund, BOOST and business guide	Promote incentives that create excitement		X	Program manager, Promotions Committee and DDA	
9) Promote collaboration with GNFA for cross-promotion with two Welcome to Perry events	Market with GNFA on events, trails, etc.		X	Main Street board, Promotion Committee, program manager, GNFA	\$20,000
10) Produce video on downtown	Market on social media	12/31/17		Promotion Committee, program manager, PDMA	\$1,000

<b>DESIGN</b>							
1) Downtown property or district listed on National Register - New Perry Hotel (STANDARD 4)	Consider nominating Ms. Peggie's, Gale House, Swift House, etc.	2 points	X	Design Committee, DNR Historic Preservation Division			
2) Use media to educate public on downtown history and cultural significance (STANDARD 4)	Heighten public awareness of downtown, historic resources	1 point	X	Program manager, Design Committee, FYI newsletter, Downtown Perry website, Perry Area Historical Society books			
3) Administer façade grant program/design-project received local funds (STANDARD 4)	Provide financial assistance for building, sign improvements	1 point	X	Design Committee, administration by program manager, city funded			\$10,000
4) Have codes enforcement strategy in place (STANDARD 4)	Ensure adherence to codes, building upkeep	1 point	X	Community Development, Planning Commission and Design Committee			
5) Receive Downtown Design Studio help, offer grants to to use the studio (STANDARD 4)	Receive restoration or rehab guidance	12/31/17		DCA Design Studio, Design Committee, City			\$1,000
6) No historically significant buildings demolished or archived and documented (STANDARD 4)	Preserve historic buildings or records of demoed historic buildings	2 points	X	Community Development, Design Committee and program manager			
7) Conduct Historic Preservation Month tram tour, programs (STANDARD 4)	Heighten public awareness of downtown, historic resources	5/31/17		Design Committee, program manager, media publicity, Perry Area Historical Society, open to community			\$100
8) DCA designates city as Plan First community (STANDARD 4)	Demonstrate planned development ethic	12/31/17		Economic Development director, city, DCA			
9) Maintain downtown business district database with historic photos, property descriptions, business inventory (STANDARD 4)	Maintain records for restoration and educational reference	1 point	X	Design Committee and Perry Area Historical Society			
10) Complete sensitive building rehab/restoration (STANDARD 4)	Preserve historic buildings in downtown	12/31/17		Private property owners, Design Committee provide guidance, possible façade grant funds			
11) Has active design review ordinance and process that includes downtown business district (STANDARD 4)	Follow Sec of Interior and FRESH standards in review, adopted codes	1 point	X	Community Development, Planning Commission, Design Committee - design review, regulation following principles of FRESH approach and Sec of Interior Standards			
12) Implement wayfinding and gateway signage (connect GNFA and downtown – master plan)	Follow consistent design from branding	2 points		Design Committee and city, complete branding initiative first			
		12/31/17					

13) Address lighting, sidewalk safety and parking sign for Swanson alley (MS priority)	Improve safety and visibility	12/31/17		Design Committee and city	
14) Promote downtown beautification through codes enforcement, park development, adding benches and encouraging better upkeep on properties/signs	Improve downtown appearance and signage		X	Design Committee (members individually tasked), Community Development Department, DDA	
15) Repair brick sidewalks and evaluate for ADA clearance issues	Maintain safe sidewalks and comply with ADA		X	Design Committee, Community Development and city	
16) Work with city to rehab or restore Ms. Peggie's, develop Goodroe site park, connect to Carroll Street (STANDARD 4)	Preserve oldest former gas station in Perry, find new use for property, beautify 700 block	12/31/17		Design Committee, City, Historical Society, TSW, Planning Commission, grants	City capital projects budget
17) Establish tree replacement program – buy with plaque sales	Replace overgrown, damaged, dead trees		X	Design Committee (fundraiser through dedication plaque sales), UPP	
18) Beautify 700-800 blocks Commerce, 1100 block Jernigan	Consider benches, landscaping		X	Design Committee, city	
19) Consider creating guidelines to renovate downtown buildings	Show appropriate roof, doors, windows, colors	12/31/17		Design Committee, Community Development	
20) Decorate downtown for fall	Decorate before fair	11/30/17		Public Works	\$650



City of Perry Downtown Development Authority (DDA)

Preliminary Proposed Operating Budget - FY18

May 15, 2017

	Proposed Budget
<b>REVENUES</b>	
Intergovernmental/City of Perry	\$ 5,000.00
Investment and Fundraising	\$ 600.00
Locally-Funded Downtown Revolving Loan Fund	\$ 20,000.00
<b>Revenue Total</b>	<b>\$ 25,600.00</b>
<b>EXPENDITURES</b>	
Operating	\$ 4,200.00
Environment	\$ 1,300.00
Educational Outreach and BOOST Promotion	\$ 100.00
Locally-Funded Downtown Revolving Loan Fund	\$ 20,000.00
<b>Expenditure Total</b>	<b>\$ 25,600.00</b>

	Proposed Budget
<b>REVENUES</b>	
Intergovernmental/City of Perry	
General Revenue Fund	\$ 5,000.00
<b>Hotel/Motel Tax Special Revenue Fund Subtotal</b>	<b>\$ 5,000.00</b>
Investment and Fundraising	
Bank Interest	\$ 100.00
Tram Advertising Sales	\$ 500.00
Locally-Funded Downtown Revolving Loan Fund	\$ 20,000.00
<b>Investment Subtotal</b>	<b>\$ 20,600.00</b>
<b>Revenue Total</b>	<b>\$ 25,600.00</b>
<b>EXPENDITURES</b>	
Operating	
Audit	\$ 3,300.00
DDA State-Required Training and Travel	\$ 600.00
Insurance	\$ 300.00
<b>Operating Subtotal</b>	<b>\$ 4,200.00</b>
Environment	
Alley project	\$ 1,300.00
<b>Environment Subtotal</b>	<b>\$ 1,300.00</b>
Economic Vitality	
Educational Outreach and BOOST Promotion	\$ 100.00
BOOST (Separate Funds/Grants from Donations_	\$ -
Locally-Funded Downtown Revolving Loan Fund	\$ 20,000.00
<b>Economic Vitality Subtotal</b>	<b>\$ 20,100.00</b>
<b>Expenditure Total</b>	<b>\$ 25,600.00</b>

**Fund Balance - Beginning**

Fund Balance - Restricted	\$	62,400.00
Fund Balance - Unrestricted	\$	10,000.00
Fund Balance - Earmarked revolving loan fund	\$	20,000.00
<b>Total Fund Balance - Beginning</b>	<b>\$</b>	<b>92,400.00</b>

**Fund Balance - Ending**

Fund Balance - Restricted	\$	62,400.00
Fund Balance - Unrestricted	\$	10,000.00
Fund Balance - Earmarked revolving loan fund	\$	20,000.00
<b>Total Fund Balance - Ending</b>	<b>\$</b>	<b>92,400.00</b>

**Perry DDA Program Work Plan for FY 2017 – CY 2017**

<b>GOAL</b>	<b>STRATEGY/ EXPLANATION</b>	<b>TIME FRAME</b>	<b>ONGOING</b>	<b>RESPONSIBILITY</b>	<b>COST</b>
1) Maintain and update downtown building/business inventory	Maintain and update list of buildings, businesses		X	Program manager, Community Development	
2) Promote Opportunity Zone and other development incentives	Encourage business recruitment, retention		X	DDA, economic development director, program manager	
3) Print and distribute business recruitment packet	Use information for business recruitment		X	Economic development director, program manager, DDA	
4) Implement branding initiative	Brand community		X	DDA/MS, GNFA, city, CVB, Chamber, PDMA	
5) Promote local revolving loan fund, find additional funds	Offer financing for new, expanding businesses		X	DDA	\$20,000 (reserve)
6) Promote and recruit members for BOOST program, award funds	Offer micro-grants from crowd funding		X	DDA serves as pass-through agency for grants	(\$5,000)
7) Outreach - educational programs for businesses, BOOST promotional materials	Partner with Chamber to offer workshops on customer service, etc.	5/30/17		DDA, Chamber	\$400
8) Conduct annual review of mission and vision statements, bylaws and audit	Keep clear and current, conduct annual financial review	6/30/17		DDA and program manager	\$3,200
9) Keep board members familiar with mission, vision statements	Keep clear and current, posted on agendas		X	Board members, program manager to include mission statement on monthly meeting agendas	
10) Keep annual work plan on file with DCA and review at every board meeting (STANDARD 3)	Ensure board focuses on accomplishing annual work plan goals		X	Program manager and board members	
11) Ensure new board members receive state-mandated training	Ensure board complies with state law	12/31/17		Program manager and board members	\$600
12) Obtain easements and construction estimates, purchase compactor, etc., for alley project	Eliminate redevelopment, beautification obstacles	12/31/17		Program manager, economic development director and City	\$28,500



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**Leisure Services Department**

To: Mayor/Council

CC: Lee Gilmour, City Manager

From: Kevin Dye, Leisure Services Director

Date: April 28, 2017

Re: Dog Park Surface Renovation

There is a current problem with glass and other small debris working its way up through the surface of the dog park. This is due to the fact that more traffic, mowing, and activity are occurring on the site of a former landfill. These objects will continue to work their way up to the surface as time passes on, the existence of this situation will also increase the risk of injury to park users both human and canine.

Two solutions have been researched. The first and most expensive is artificial "pet" turf, which is similar to an artificial athletics field turf. The estimated costs ranged from \$60,000 to \$100,000 depending on various suppliers. The second approach is to lightly grade the surface, put down a bio barrier cloth, then "cap" the existing surface with a six inch soil base, and cover with Zoysia sod. Zoysia is recommended due to its tolerance to shade and heat. The estimated cost for this is approximately \$25,000 to \$30,000.



Line Item #	Line Item Description	Quantity	Unit	Unit Price	Total Line Item Price
Base Bid	Grading Complete	1	LS	\$ 11,200.00	\$ 11,200.00
Option #1	Turf Reinforcing Mat	1900	SY	\$ 5.80	\$ 11,020.00
Option #2	Zoysia Sod	1900	SY	\$ 1.70	\$ 3,230.00
Total					\$ 25,450.00

Grading Complete	Rem/Reinst Fence	50	LF	\$ 10.00	\$ 500.00
	Rough Grading	1900	SY	\$ 2.00	\$ 3,800.00
	Trench Excavation	100	CY	\$ 10.00	\$ 1,000.00
	Import Soil	400	CY	\$ 10.00	\$ 4,000.00
	Fine Grading	1900	SY	\$ 1.00	\$ 1,900.00
				Lump Sum	\$ 11,200.00
TRM	Material Cost	1900	SY	\$ 2.80	\$ 5,320.00
	Mark Up	1900	SY	\$ 1.00	\$ 1,900.00
	Installation	1900	SY	\$ 2.00	\$ 3,800.00
			Price Per SY	\$ 5.80	\$ 11,020.00
Sod	Material Cost	1900	SY	\$ 0.50	\$ 950.00
	Mark Up	1900	SY	\$ 0.20	\$ 380.00
	Installation	1900	SY	\$ 1.00	\$ 1,900.00
			Price Per SY	\$ 1.70	\$ 3,230.00

## 17-0102C Dog Park Statement of Work

The work shall include the materials, equipment, labor, and supervision to regrade the existing dog park and provide at a minimum of 6" of topsoil on the 75' x 225' fenced in area. The work shall consist of:

### Base Bid

- Remove sections of chain link fence to provide access with dump trucks and heavy equipment
- Regrade entire fenced in area to a gentle walking surface
- Excavate along the fence line, trees, swings, trash receptacles, and water fountains a minimum of 6" to provide a smooth tie in with the existing conditions
- Import at least 6" of topsoil free of sticks, rocks, and debris over the entire fenced in site.
- Grade and dress the site to be smooth with minimal depressions and/or rises

### Option #1

- Install turf reinforcing mat comparable to LandLock TRM 450 under the 6" of imported topsoil as a barrier to reduce risk of migrating debris to the surface

### Option #2

- Install Zoysia sod as required



# Customer Information Handbook

Prepared by: Susan Miles

Title: Customer Service Manager  
Management Development Program March 30, 2017



Where Georgia comes together.

# Effective Service

- Provide resident(s) with utility account programs and services offered at setup
- Provide contact information of all City related services
- Explain what zone your service location is in which determines your due date and statement expectancy date each month
- Explain to new resident(s) what to expect on the first utility statement(s):  
base (set charges) + usage = amount due



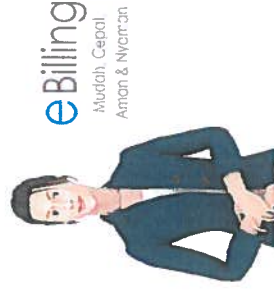
# Mission Statement

Customer Service is committed to providing courteous and efficient service to all utility customers and ensuring that utility billings are rendered correctly and collections made in a timely manner. Our goal is to provide knowledgeable interactions with our customers when it comes to quality and timeliness of our service while treating them in a pleasant and courteous manner.



# Services Offered

- Water/Sewer
- Gas
- E-billing (go-green)
- ACH debit (automatic bank draft)
- Online bill pay
- Solid Waste (bulk waste/yard debris)
- Recycling
- Bagging Incentive Program



eBilling  
Madiah Cephal  
Aman & Nyoman

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# Programs Offered

- Budget Billing
- Senior Exemption
- Work Service
- Extension bill pay



# Policy and Forms

- Extension policy
- Discontinue utility service
- Termination of budget billing
- Termination of bank drafts



# Conclusion

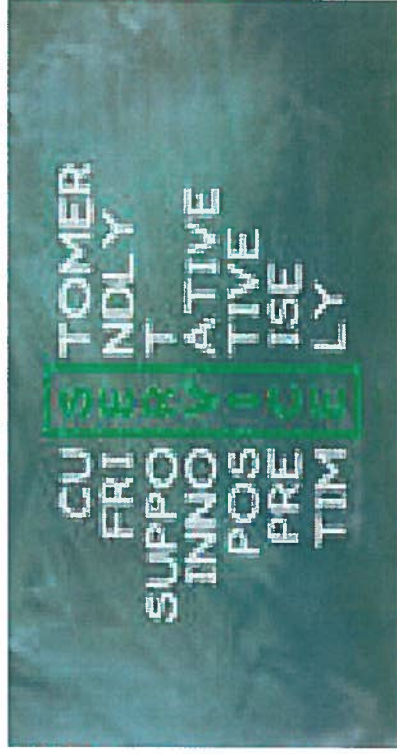
- Providing residents with upfront information when establishing service can prevent miscommunication of “hear-say” as to what is allowed by the City regarding services relative to assistance with payment, extensions or solid waste service(s)
- Ensuring residents are aware if statement is not paid by the due date, service is subject to disconnection and fee will be assessed
- Establishing great customer relations by providing information of how to disconnect service to avoid collection activity for non-payment

# Reward

- Well informed residents who have been provided “Customer Service”

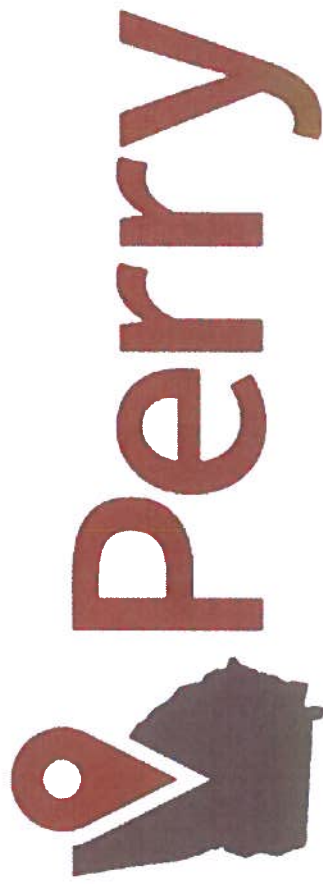
Please rate your experience

- Outstanding*
- Excellent
- Very good
- Good
- Average
- Poor



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THANK YOU



**Where Georgia comes together.**