



Where Georgia comes together.

www.perry-ga.gov

May 3, 2021

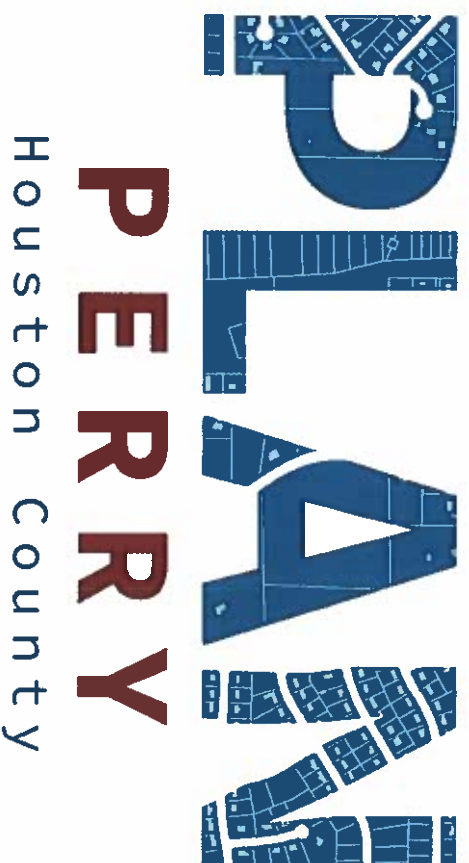
WORK SESSION AGENDA
PERRY EVENTS CENTER
1121 MACON ROAD, PERRY, GA 31069

5:00 PM

To join the meeting by Facebook: Use this URL - facebook.com/cityofperryga
This will allow you to view and hear the meeting.

1. Call to Order: Mayor Randall Walker, Presiding Officer.
2. Roll:
3. Items of Review/Discussion: Mayor Randall Walker
 - 3a. Department of Community Development
 1. Presentation of the Comprehensive Plan update – Ms. H. Wharton.
 - 3b. Office of the City Manager
 1. Presentation of GMA’s “Starts With Me!” campaign – Mr. M. White.
 2. Discuss parklets survey – Mr. L. Gilmour.
 3. Discuss marketplace short-term rentals process – Mr. L. Gilmour.
4. Council Member Items:
5. Department Head/Staff Items:
6. Adjourn.

In accordance with the Americans with Disabilities Act, accommodations are available for those who are hearing impaired and/or in need of a wheelchair. The Perry City Council Agenda and supporting material for each item is available on-line through the City’s website at www.perry-ga.gov.



2021 Joint Comprehensive Plan

Houston County

City of Centerville

City of Perry

City of Warner Robins

Background

- Previous Joint Comprehensive Plan adopted in February 2017.
- Updated plan due February 28, 2022.
- Why?
 - Allows for governments to be Qualified Local Governments enabling them to apply for CDBGs, GEFA water and sewer loans, OneGeorgia funding, LWCF programs, and a variety of other programs.
 - Funding decisions at the state level are increasingly being made in accordance with planning documents
 - Helps shape future growth and development by identifying a long-term vision and goals to help the community attain that vision.
 - Informs zoning and re-zoning decisions

Planning Approach

- Blended approach of individual and joint community needs
 - Centerville, Perry, Warner Robins, and Houston have unique needs, challenges, and assets
 - Each community will engage in a mini-comprehensive planning process
 - Outcomes will be synthesized to create a joint plan and joint goals (where appropriate)
 - Appropriate stakeholders from all communities may come together where relevant
 - E.g., transportation, land use, broadband connectivity

Comprehensive Plan Components

There are several required components

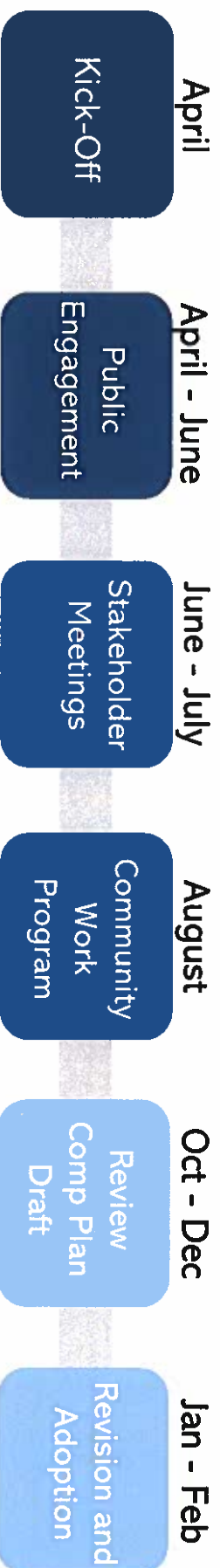
- **Community Goals**
- **Needs and Opportunities**
- **Community Work Program**

that will cover a range of topics:

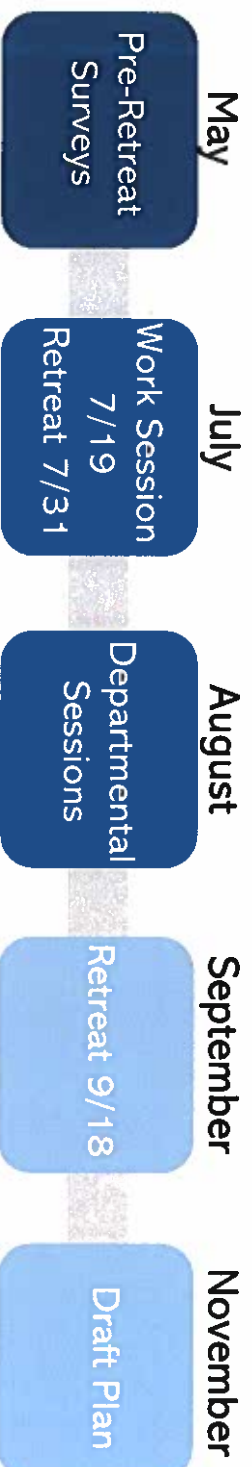
- **Land Use** – Desired types and styles of development (commercial, residential, agricultural, industrial) and the ideal locations for those types of development.
- **Transportation** – Road safety, alternative transportation (sidewalks, bicycling, golf carts, etc.) and public transit
- **Housing** – Housing availability, affordability, diversity of types, and condition
- **Broadband** – Planning for investment in or enhancement of broadband infrastructure and availability in your community
- **Economic Development** – Strengths and strategies for enhancing economic development and workforce.
- **Civic Life** – Concerns and goals for parks and recreation, community events and activities, cultural and historic resources and activities
- **Infrastructure** – Infrastructure needs (sewer, water, stormwater) and areas for improvement
- **Public Safety and Community Services** – Fire and law enforcement, as well as services offered by or supported by the government, including the health department, library, animal control, or other community services

Comprehensive Plan and Strategic Plan Milestones for Perry

Comprehensive Plan



Strategic Plan



Perry Next Steps

- Hold public hearing (May 11, 2021 at 5:30pm) at Houston County Annex
- Deploy online and paper survey
- Identify and attend community events for public engagement
- Recruit for stakeholder committee(s) and schedule meetings

What we need help with...

- **Distributing the survey for community feedback**
- **Attending stakeholder sessions**



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GMA's Starts With Me!
Workforce Development Campaign

The Challenge:

Cities across Georgia are struggling to address growing talent acquisition and retention challenges in a highly competitive job market.

Talent is hard to find and hold onto, and not enough folks are applying for local government positions.



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The Solution:

The Georgia Municipal Association (GMA) has introduced a workforce development campaign - “*Starts With Me!*” - for Georgia cities to use to better market the unique benefits of a career in local government.



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Marketing the Benefits of City Employment

The strengths of city government careers are showcased through *Starts With Me!* to enhance recruitment and retention efforts. These strengths include:

-  **Work-Life Balance/Sense of Family**
-  **Work Satisfaction/ Making an Impact**
-  **Opportunities for Career Advancement/ Pride In Career**
-  **Job Stability**
-  **Competitive Salary**
-  **Competitive Benefits**



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Marketing the Benefits of City Employment

Other advantages to a city career include:

- **A need for all skill and educational levels.**
- **The community connection afforded by a city career.**
- **The diversity of the workforce and its reflection of the city's demographics.**



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Marketing the Benefits of City Employment

Starts With Me! is about packaging the unique advantages of a City career into a heartwarming campaign about the intrinsic value of service and making a difference in your community.

So, what's the campaign look like? What follows are examples from Cedartown (pop. 9,750).




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Apply to become a Cedartown Police Officer today.
You live here. Your kids play here. You've built a home and a family in our city. What an honor it would be to help keep those you love protected.

The City of Cedartown is looking for a qualified candidate who is motivated beyond passion and about keeping our city safe.

PROTECTION  Ready to protect your community?

cedartowngeorgia.gov/jobs/



CEDARTOWN
GEORGIA

PROVIDING ESSENTIAL
SERVICES



Working for our residents,
serving our community.

Now hiring for a full time medium equipment operator with the City of Cedartown.

Join a hard-working team committed to providing our residents with essential services every day. We work for our residents and we serve our community.

cedartowngeorgia.gov/jobs/



CEDARTOWN
GEORGIA

SERVICE



Discover how a career with
your City provides valuable
service to our community.

**Now hiring for a position in the
City of Cedartown Cemetery Department.**

Join a hard-working team committed to providing
valuable services to our city daily. Make a
difference in your community and find satisfaction
in a career with the City. Apply today!

cedartowngeorgia.gov/jobs/



CEDARTOWN
GEORGIA

**MAKING A
DIFFERENCE**



Make an impact
in your community.

**Now hiring for a full time
position in the City of Cedartown
Recreation Department.**

Join a hard-working team committed to
strengthening each other and our city daily.
Make a difference in your community.

cedartowngeorgia.gov/jobs/

Additional Campaign Information

- **GMA, in collaboration with a private marketing firm, has built a substantial library of resources that are free for GMA member cities to use.**
- **These resources include creative content (posters, traditional ads, and compelling social media content), as well as advice on how an individual city can implement the elements of the campaign for maximum effect.**



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Additional Campaign Information

- The resources provided by GMA are plug-and-play style content, meaning that, with relatively minimal time and effort, we can create tailored advertisements that promote the benefits of a specific career in Perry.



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1

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DEVELOPMENT

STARTS WITH ME!

Commit to making your city a better place with a career in city government.

1

2

3

GROWTH

STARTS WITH ME!

Discover what a career with the city provides for our community.

RELIABILITY

STARTS WITH ME!

Make a lasting impact in your hometown.

CITY UPKEEP

STARTS WITH ME!

Take pride in your career and city at the same time.

DEVELOPMENT

STARTS WITH ME!

Commit to making your city a better place with a career in city government.

CITY MANAGEMENT

STARTS WITH ME!

Strike careers in city government that never been so rewarding.

How Perry Can Integrate Starts With Me!

- **The City of Perry faces similar challenges related to recruiting and retaining qualified candidates as other cities across the state.**
- **It is our intention to leverage the library of resources provided by this campaign to be more effective within our traditional recruiting environment (the City website, social media, & print media).**



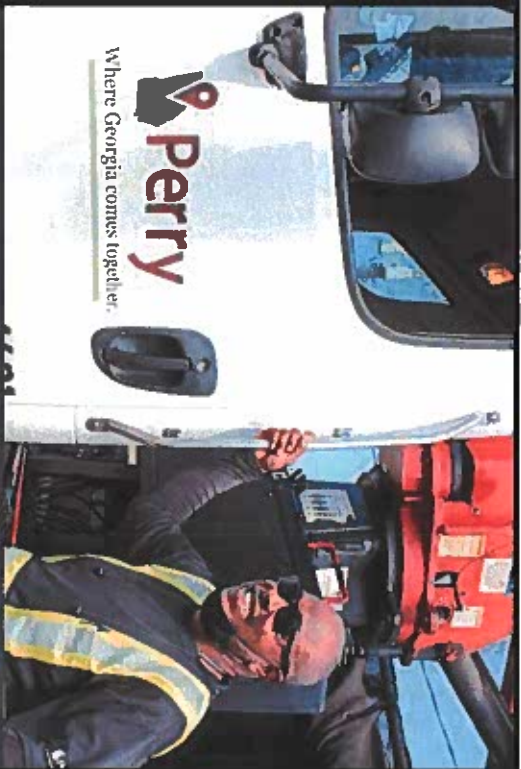
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How Perry Can Integrate Starts With Me!

- **Most exciting, however, is the potential to reach a previously untouched demographic within local educational institutions, training centers, professional organizations, and community forums (businesses, churches, etc.).**



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ESSENTIAL SERVICE



Commit to your city with a rewarding career.

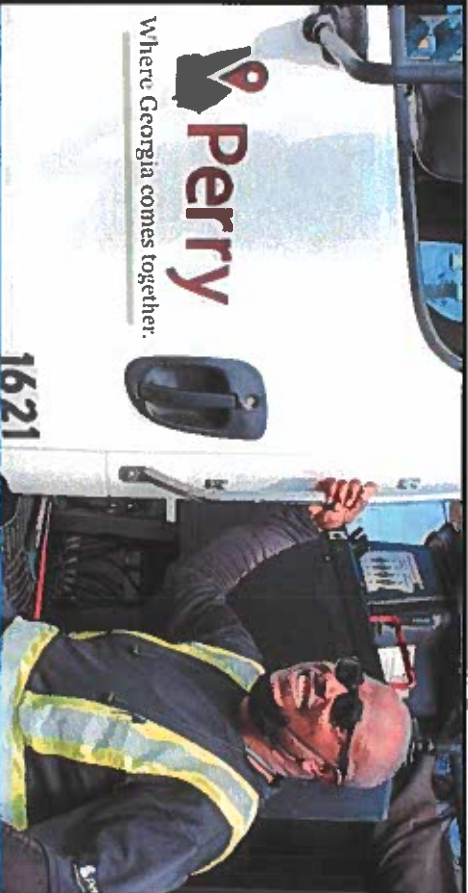
Now hiring a Solid Waste Operator

With excellent training and advancement opportunities, make this full-time position the gateway to a promising career in your hometown.



We prepare you for your next great job.

perry-ga.gov/human-resources



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Perry

**CITY
UPKEEP**



Take pride in your career
and city at the same time.

**Now hiring for a full-time Solid Waste Operator with
the City of Perry.**

Join a hard-working team committed to providing our residents with a clean community every day. With the best equipment and expert coworkers at your side, you'll be making a difference from day one.

We prepare you for your next great job.

perry-ga.gov/human-resources



Where Georgia comes together.



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Campaign Goals

- **Increase the reach and improve the impression of our job postings.**
- **Increase interest in a career with the City.**
- **Increase and diversify our applicant pool for each vacancy advertised.**
- **Reward and inspire our current employees by featuring them in campaign content.**



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Campaign Goals

- Showcase to our employees the value and impact their service has on the community – and the appreciation citizens have for their achievements.
- Showcase to our citizens the sense of purpose and pride that motivates the City's employees, putting faces to the names of those who commit each day to making Perry the place *Where Georgia Comes Together*.



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Questions?



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Lee Gilmour

From: Lee Gilmour
Sent: Monday, April 26, 2021 3:13 PM
To: Mayor and City Council
Cc: 'Robert Smith'; Jazmin Thomas
Subject: FW: Parklet Survey

All
This will be discussed at your 5.3.21 work session.



Lee Gilmour
City Manager
City of Perry
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P.O. Box 2030
Perry, GA 31069
T 478-988-2703 F 478-988-2705
<http://www.perry-ga.gov>

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From: Jazmin Thomas <jazmin.thomas@perry-ga.gov>
Sent: Monday, April 26, 2021 3:11 PM
To: Lee Gilmour <lee.gilmour@perry-ga.gov>
Subject: Parklet Survey

Mr. Gilmour,

After surveying downtown businesses on Carroll Street, I have found the following:

70% of businesses do not want parking taken up. This group likes the idea of tables and chairs being downtown, just not in a parking spot.

19% of businesses love the parklets and had no reservations. This group would like to see the parklets be more permanent.

11% of businesses had no true opinion on the matter.

If you need any additional information, please let me know. I hope this helps.



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OFFICE OF THE CITY MANAGER

MEMORANDUM

TO: Mayor/Council
FROM: Lee Gilmour, ¹⁹City Manager
DATE: April 29, 2021
REFERENCE: Short term rentals

The State of Georgia, effective July 1, 2021, will begin collecting a \$5.00/night tax on short term rentals (i.e. Airbnb type). This topic has been discussed with you before. The Administration desires from Council an idea of how it wishes to proceed.

Example of items are:

- Should the City attempt collect its accommodation excise tax from these operators.
- Shall the City develop a certain zoning use for all or some of these short-term rentals.
- Should the City require public notice.
- Should the City do nothing.
- Should the City set up some type of monitoring of sites.
- What are legal restrictions to Council's desires.

This item will be addressed at your May 3, 2021 work session.

cc: Mr. R. Smith
Mr. B. Wood
Ms. A. Hardin