Perry

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June 14, 2021	**WORK SESSION AGENDA**	5:00 PM
	PERRY CITY HALL - COUNCIL CHAMBERS	
	1211 WASHINGTON STREET, PERRY, GA 31069	

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

1. <u>Call to Order</u>: Mayor Randall Walker, Presiding Officer.

2. <u>Roll</u>:

3. <u>Items of Review/Discussion</u>: Mayor Randall Walker

    3a. <u>Department of Community Development</u>

        1. Connectivity presentation – Ms. H. Wharton.

    3b. <u>Appearance</u>

        1. Presentation relative to Windstream Expansion – Mr. Michael Floor, President-Georgia Operations.

    3c. <u>Department of Public Works</u>

        1. Crossroads Park – Ms. A. Fitzner.

        2. Legacy Park – Umbrellas – Ms. A. Fitzner

    3d. <u>Office of the City Manager</u>

        1. Communications Plan Review – Ms. T. Clark.

        2. Update from Georgia Economic Development Environment – Ms. A. Hardin.

        3. Follow up for Tre Bella Salon – Mr. L. Gilmour.

        4. Sewerage system constraints – Mr. L. Gilmour.

    3e. <u>Perry Police Department</u>

        1. Neighborhood Watch SafeCam Program – Chief S. Lynn.

4.   <u>Council Member Items</u>.

5.   <u>Department Head/Staff Items:</u>

6.   <u>Adjourn</u>.

Connectivity Working Group Recommendations

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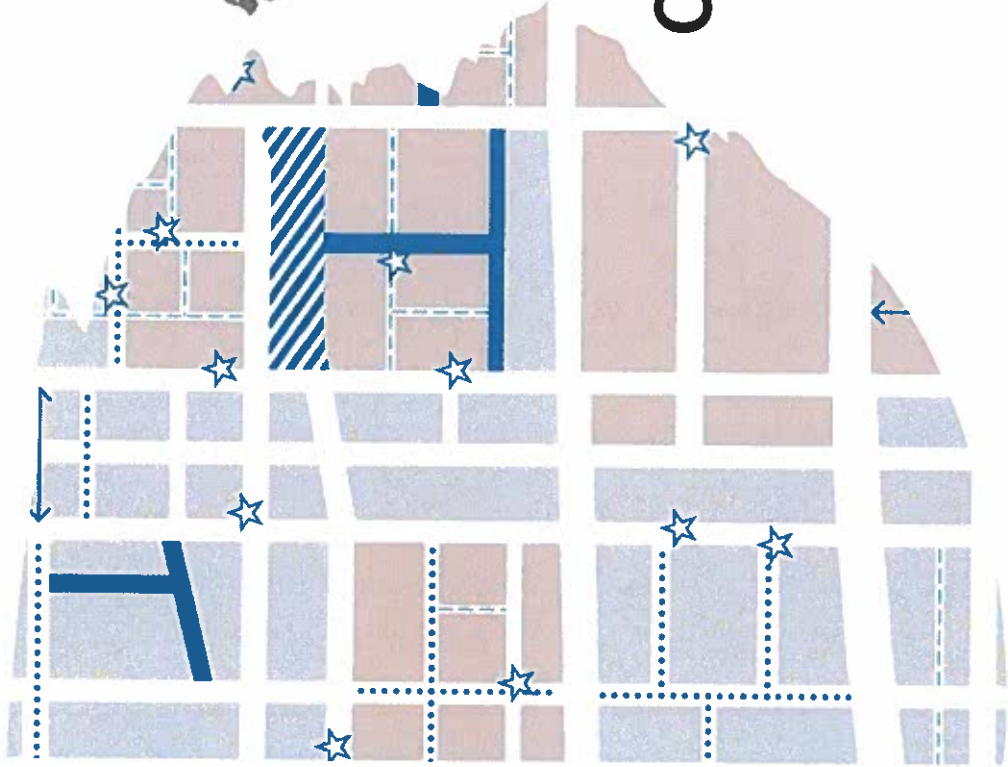
Connectivity Working Group Objectives

Review and revise the Trails (Connectivity) Plan

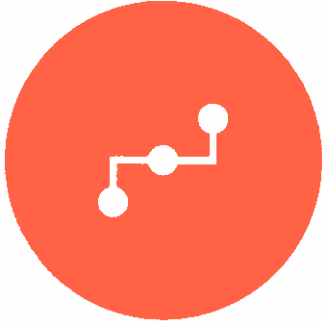Research and explore connectivity-friendly additions to development code

Research and apply for grants and other funding sources
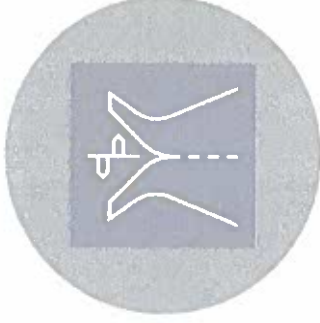
Make recommendations to Mayor and Council and City Management

Primary Focus:
City-Wide Connectivity

EXPANDING AND CONSTRUCTING NEW TRAILS

EXTENDING SIDEWALK INFRASTRUCTURE

CONNECTING AND LINKING EXISTING SIDEWALKS

Process Components

1 — Identify high-profile introductory projects to generate momentum

2 — Develop a name and branding for network

3 — Incorporate goals within strategic planning process

Recommendations

Main St. – Eastgate to Third Street

- 700 ft. of concrete sidewalk
- High visibility – gateway to Downtown
- Connects to existing network, population centers, and significant assets

Highway 341 – Popeye's to Houston Springs

- Approximately 5,000 ft. of paved sidewalk
- Connections to existing network, population center, and destination park
- Provides significant support for events
- High visibility – major corridor into Perry
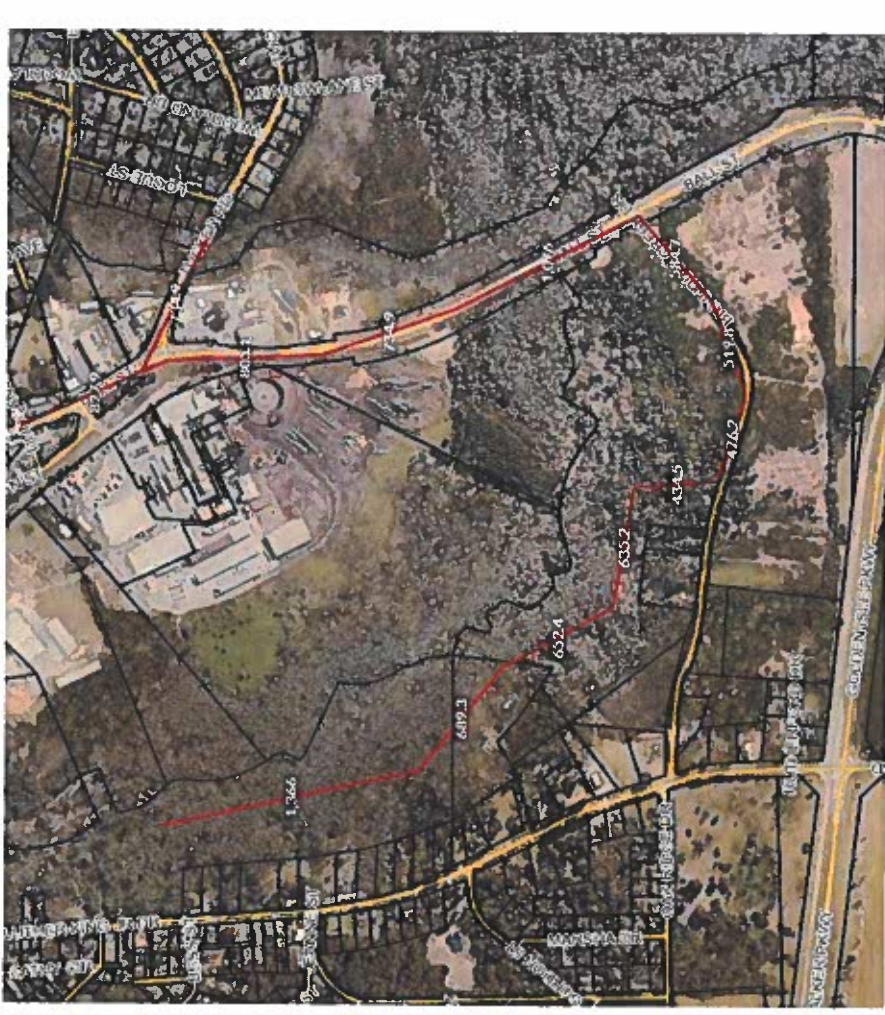
Waleetka Trail Extension

- Extend through forested area to Big Indian Creek Dr., cut over to Ball St., then connect to existing network

- Key extension of natural trail; may include paved path and boardwalk

- Connects significant population centers

- Eligible for Georgia Department of Natural Resources grant funding

Questions

Perry, Georgia

kinetic
by windstream

Meet the Kinetic Team

- Michael Foor – President of Georgia Field Operations

- Billy Bob Breeden – Field Operations Director

- Randy Wilson – Local Field Operations Manager

- Whitney Seely – Senior Retail Manager

- Kelly Chatman – Assistant Retail Manager

- David Emig – Director Business Field Sales

- Kevin Long – Business Consultant

- Nicole Payne – Regional Marketing Consultant

Kinetic by Windstream Overview

- 1,200 + Employees
  - 32 Employed in Houston County
  - 3 Open Positions in Perry

- Invested over $500M in Georgia over the last few years.

- Over 150,000 Gig qualified locations

- Over 500,000 25Mbps or greater qualified locations

- Currently hiring across the state

- Partnerships to bring faster Internet to rural communities
  - Colquitt EMC
  - Chattooga County
  - Big Canoe
  - Allentown

- Active at the State and Federal level requesting support to expedite service to our rural footprint
  - Broadband Advisory Committee
    - Broadband Ready Community
      - Broadband.georgia.gov

WINDSTREAM

Exchanges   Business Sales Offices
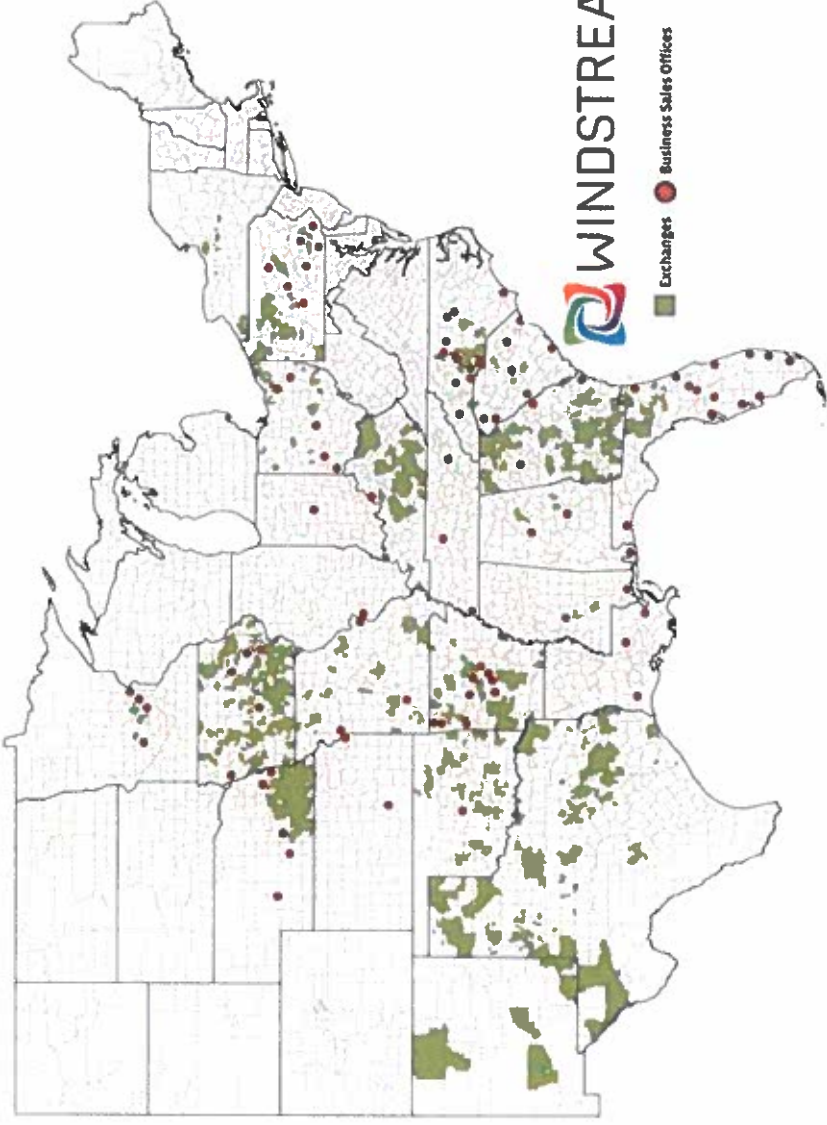
Kinetic in Perry

- Kinetic passes more than 25,000 households and businesses in Perry

- Currently approx. 12% have access to Gig speeds via fiber

- Currently approx. 40% have access to speeds in the range of 100 Mbps or greater and approx. 71% have access to speeds in the range of 25 Mbps or greater

- 2021 planning to build fiber to additional 14,000 locations (64% GIG Qualified)

Planned Fiber 2021

Legend:
- Windstream Service Territory Boundaries
- Existing Gig Areas
- 2021 Gig Expansion Areas
- Warner Robbins, GA City Limits
- Perry, GA City Limits
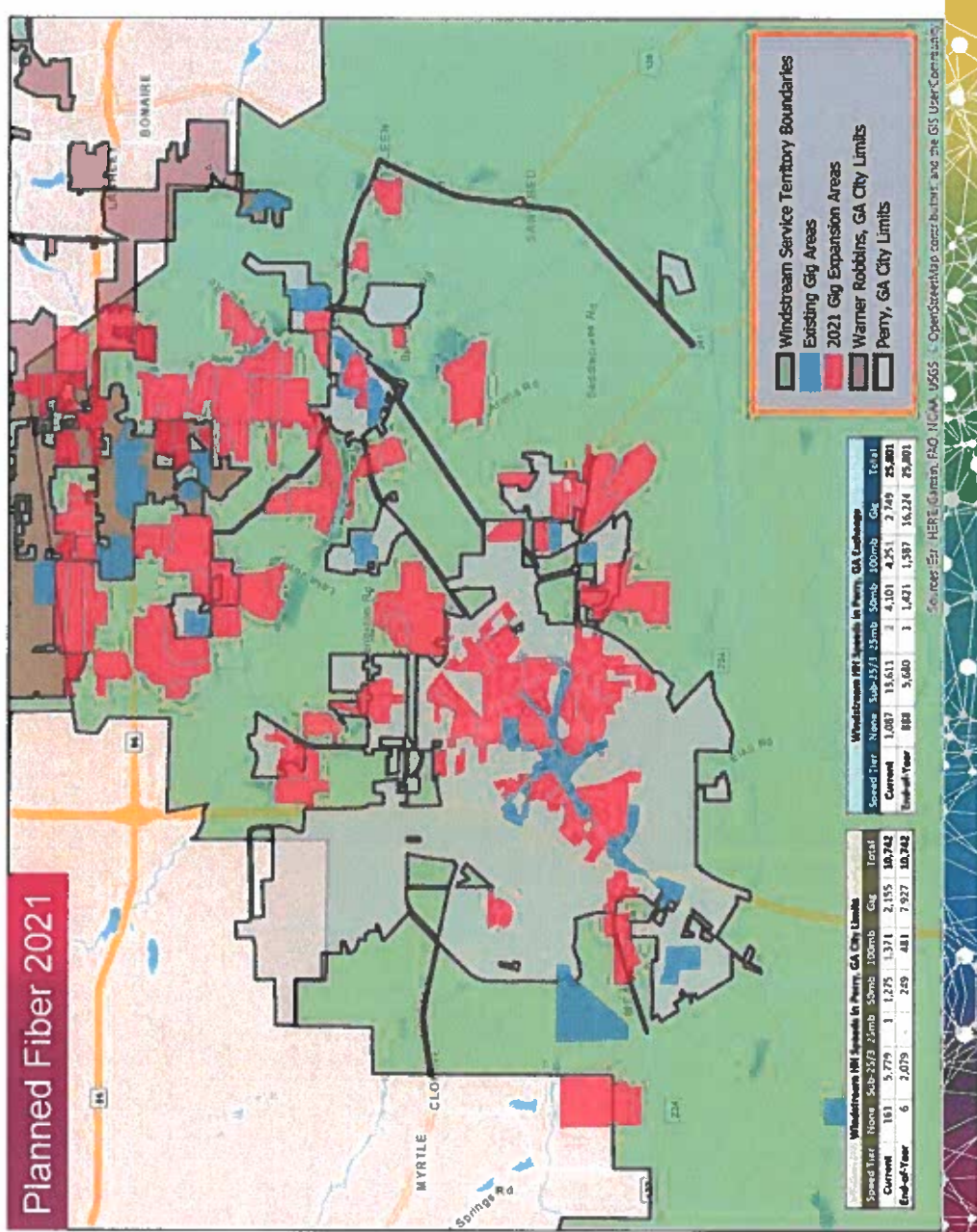
Kinetic Retail Store

- Open Monday – Friday – 8:30AM – 5:30PM
- Business Office Phone: 478-956-1444
- Located:
- 103 Highway 49 North Byron, GA 31008

Residential Products and Services

ENTERTAINMENT

YouTubeTV

Live streaming TV service
Hundreds of channel options
Including local programming
Cloud DVR

DIRECTV

Satellite Service
Hundreds of channel options
DVR

SECURITY

Internet Security

Internet Security on the Go

Identity Theft

Premium Technical Support 24/7/365

Protection Plus

VOICE

- Unlimited local and long-distance calling options
- Digital VoIP
- Enhanced Calling Features

INTERNET

- Speeds up to 1 gigabit
- Wireless gateway modem
  - Superior Wireless performance
  - Simultaneous dual-band
  - Wifi Managerment via MyWIN app & Desktop portal
  - Compatible with Kinetic WiFi extender

HOME OFFICE

- Whether operating a business or working from home, the Kinetic Pro Pack combines enhanced voice solution with our best-in-class internet security pack

kinetic
by windstream

Small to Medium Business Products and Services

kinetic by windstream

ENTERTAINMENT

DIRECTV

AT&T

Satellite Service
Hundreds of channel options
DVR

SECURITY & NETWORK

- Managed Network Security
  - Multi-layered security that detects and mitigates real-time network attackers before they reach you
- Internet Security
  - Safeguard your data, websites, devices, and bank account
- MPLS
  (Multiprotocol Label Switching)
  - Reduces network congestion and user frustration
- SD-WAN
  (Software-Defined Wide-Area Network)
  - Provides visiblity into bandwidth utilization at application level
  - Dynamically routes traffic, in accordance to business policy, to clearest path
- LAN & Wi-Fi Management
  - Cloud-based network management
- Managed Router

VOICE

- Unified Communications
  - Cloud based system
  - Video, audio, & web conferencing
  - Self-managed features and preferences
- SIP Trunking
  - One connection that delivers internet and voice (or VoIP)
- Business Lines
  - Unlimited local and long distance calling
  - Numerous calling features

INTERNET

- Speeds up to 1 gigabit
- Wireless gateway modem
  - Superior Wireless performance
  - Simultaneous dual-band
  - Wifi Managerment via MyWIN app & Desktop portal
  - Compatible with Kinetic WiFi extender

CLOUD APPLICATIONS

- Cloud Applications
  - Strengthen and streamline IT portfolio with affordable technical support, internet security, and communications applications
- Raydiant Digital Signage
  - Digital signage
  - Bring news, menus, promotions, social media, and more to any TV

Referral Program

- Refer a Friend, Get $100 Visa Gift Card
  - Refer a friend and you will earn $100 Visa Gift Card for each successful referral
  - Your successful referral will also earn a $50 bill credit.

MyWIN

BILLING
- View invoice and payment history
- Sending billing questions
- Enroll in auto pay and/or paperless billing

ORDERS
- Order status

SUPPORT
- View open requests
- Access quick help & FAQs
- Perform speed test
- Chat & submit tickets

INTERNET
- Easily upgrade to faster service
- View internet status
- Manage WiFi networks
- Manage profiles
- Manage internet security
- Reboot gateway
- View connected devices

NOTIFICATIONS
- Get notifications on billing

SHOP

BLOG
- Stay in the know on latest articles about Kinetic events
- Tips and tricks of the technology trade

VIEW & PAY BILL

$64.28

Move Forward with Kinetic

Total amount due

$0.00

SUPPORT

SPEED TEST

Thank You!

Contact Information

- **President of Operations**
  - **Michael Foor**
    - Michael.Foor@windstream.com

- **Field Operations Director**
  - **Billy Bob Breeden**
    - Billy.B.Breeden@windstream.com

- **Local Field Operations Manager**
  - **Randy Wilson**
    - Randy.L.Wilson@windstream.com

- **Director Business Field Sales**
  - **David Emig**
    - David.Emig@windstream.com

- **Senior Retail Manager**
  - **Whitney Seely**
    - Whitney.Seely@windstream.com

- **Assistant Retail Manager**
  - **Kelly Chatman**
    - Kelly.Chatman@windstream.com

- **Business Sales Consultant**
  - **Kevin Long**
    - Kevin.K.Long@windstream.com

- **Regional Marketing Consultant**
  - **Nicole Payne**
    - Nicole.Payne@windstream.com

kinetic
by windstream

CROSSROADS PARK

DESIGN PACKAGE

JUNE 2021

Perry

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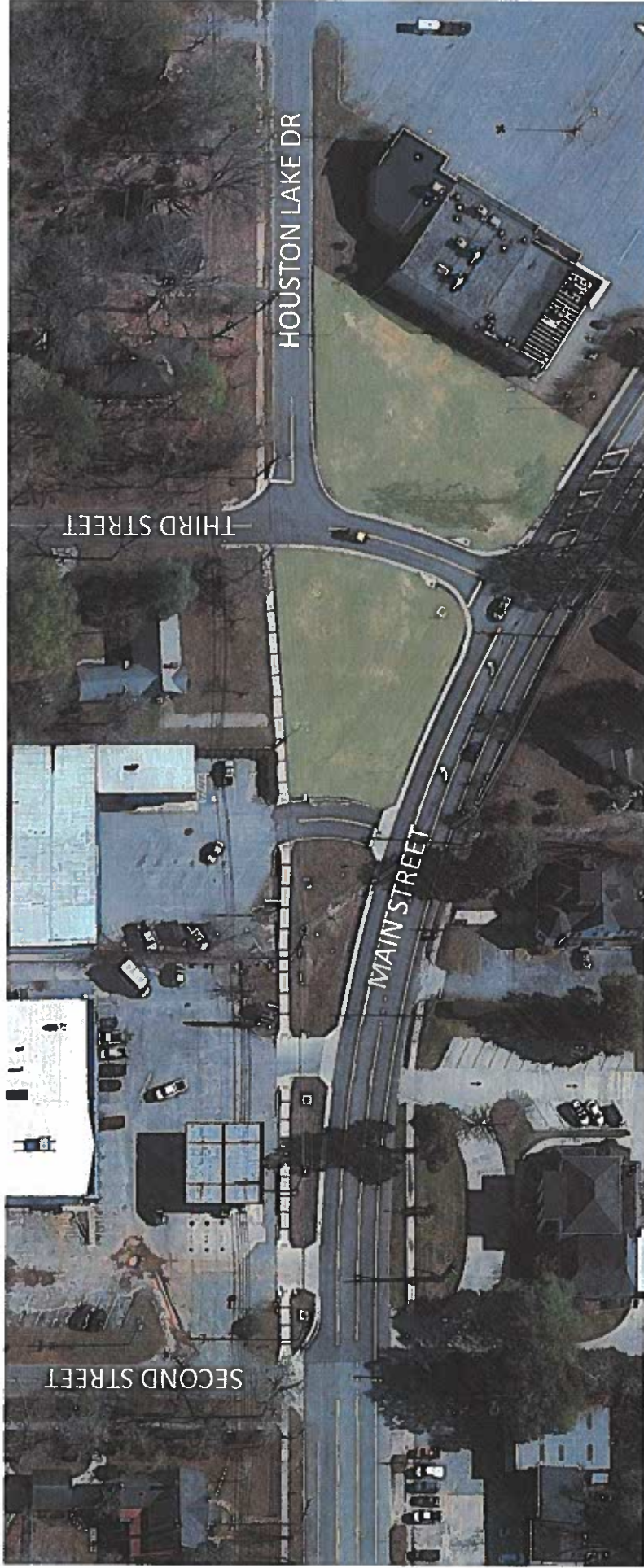
Phase 2 – Limits of Construction

LANDSCAPE PLAN

HOUSTON LAKE ROAD

MAIN STREET

3RD STREET

MAIN STREET

PERENNIAL BED DETAIL
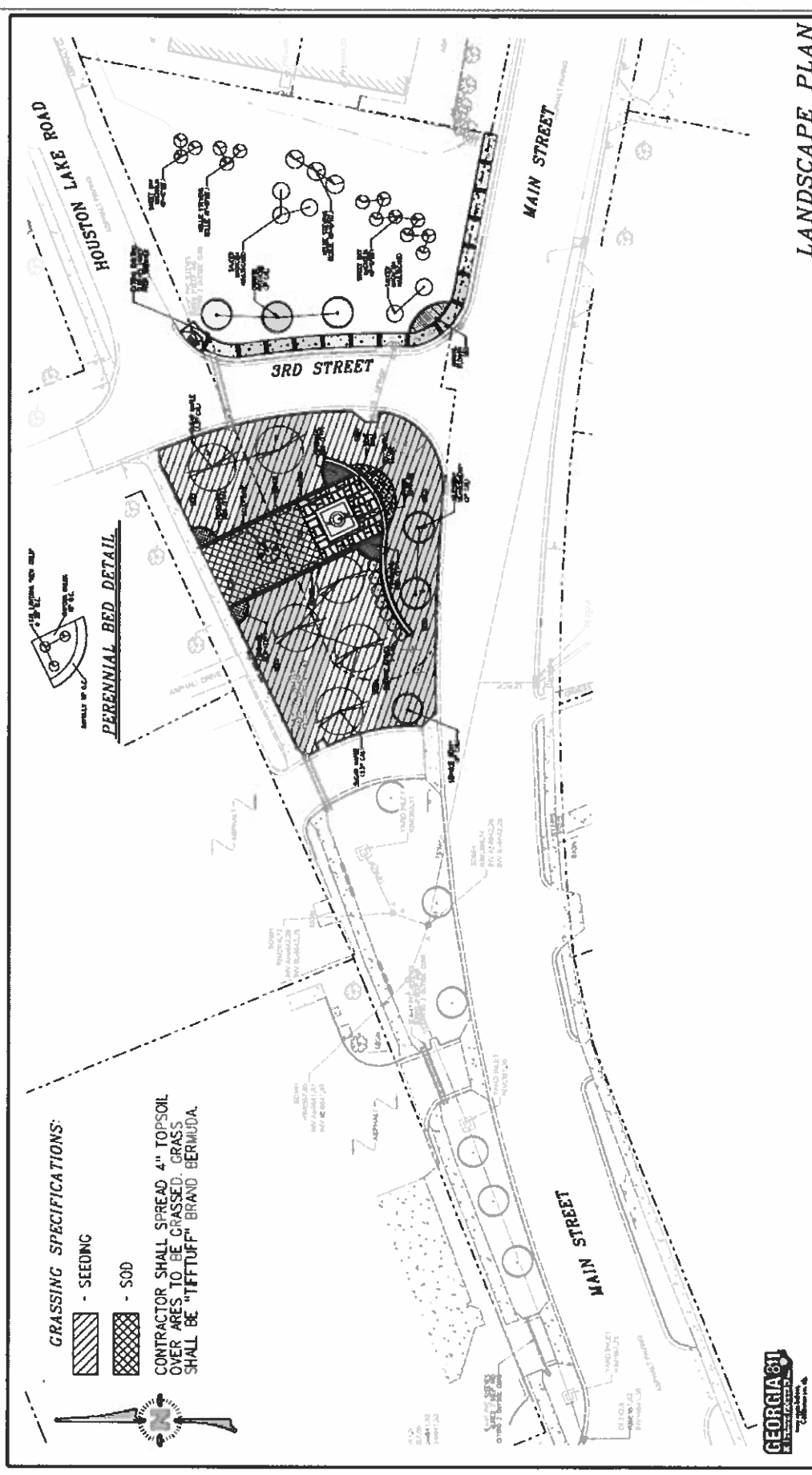
GRASSING SPECIFICATIONS:

▨ - SEEDING

▩ - SOD

CONTRACTOR SHALL SPREAD 4" TOPSOIL
OVER ARES TO BE GRASSED. GRASS
SHALL BE "TIFTUFF" BRAND BERMUDA.

SCALE

Graphic Scale In Feet

N

CROSSROADS PARK IMPROVEMENTS

CITY OF PERRY, GEORGIA

CITY OF PERRY
1211 WASHINGTON STREET
PERRY, GA 31069
SAUNDERS ENGINEERING CONSULTANTS, INC.

DATE	REVISIONS	DATE	REVISIONS

Saunders
Engineering
Consultants, Inc.

104-C Gunn Road, Cartersville, GA 31028
(478) 953-2348 Fax

GEORGIA 811

HOUSTON

ASPHALT PAVING

FFE=345

FFE=344.33

ASP

S

SWEET BAY MAGNOLIA (8'-0" HT.)

NELLIE STEVENS HOLLIE (6'-0" HT.)

NELLIE STEVENS HOLLIE (6'-0" HT.)

SWEET BAY MAGNOLIA (8'-0" HT.)

SAUCER MAGNOLIA (MULTI CANE)

CHINESE PISTACHE (3" CAL.)

SAUCER MAGNOLIA (MULTI CANE)

EXTEND EXISTING SLEEVES UNDER PROP. SIDEWALK

4" PVC SLEEVES BORED 2' DEEP AND EXTEND 2' OUTSIDE CURB

3RD STREET

18" RCP

ANNUAL FLOWER BED

DAYLILY 18" O.C.

PERENNIAL BED DETAIL

SUGAR MAPLE (3.5" CAL.)

PERENNIAL BED (TYP.)

PERENNIAL BED (TYP.)

SCULPTURE

BENCH

PATIO

SEED

SEAT WALL

DECORATIVE STONE

WATER FEATURE

SEED

SEED

ALLEGHENY SERVICEBERRY (2" CAL.)

PERENNIAL BED (TYP.)

SEED

SEED

BENCH

PERENNIAL BED (TYP.)

ENCORE AZALEA 3 GAL.

SEED

SUGAR MAPLE (3.5" CAL.)

SERVICE BERRY (2" CAL.)

ASPHALT DRIVE

YARD INLET RIM:355.51

ASPHALT

Legacy Park
Umbrella installation

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Legacy Park

Umbrella installation

Perry

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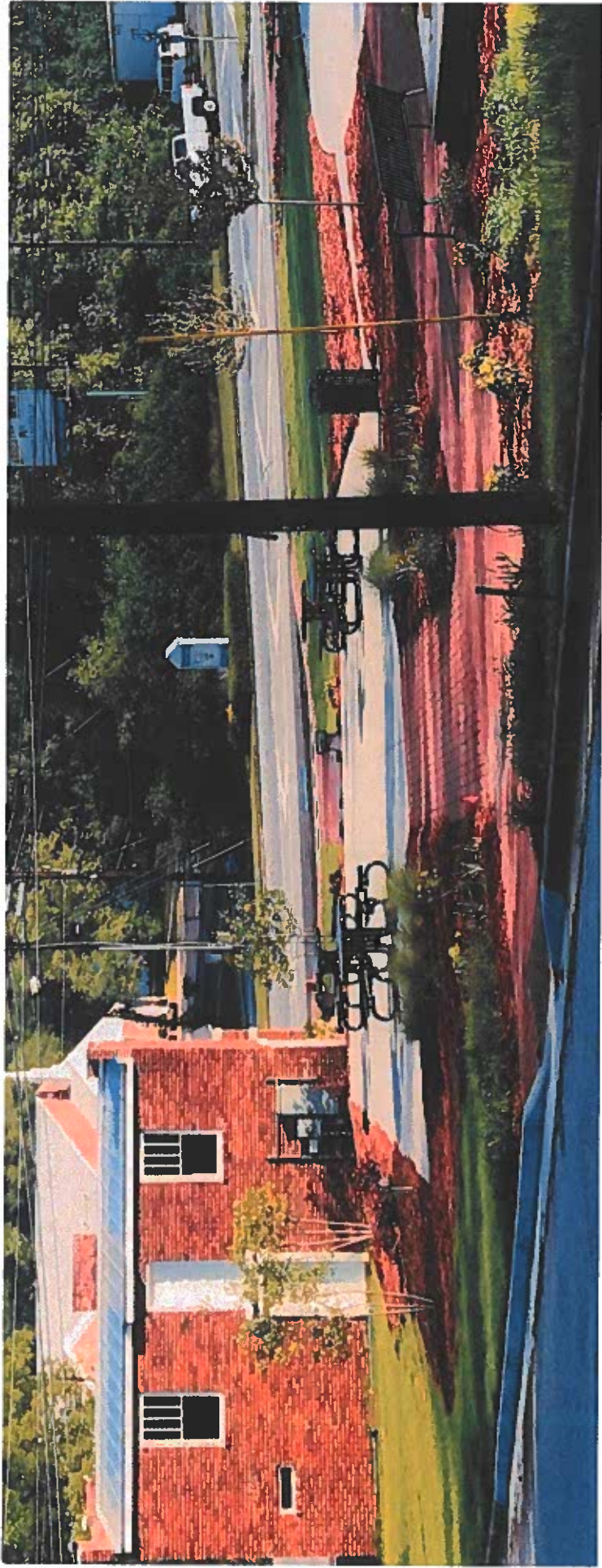
Cantilever shade

- In-ground mount with concrete footing
- 10'x10' canopy
- Sunshade fabric has UV protection

- $3,500 each   (4 qty: $14,000.00)
- Installation can be completed in-house
- Shipping is additional cost
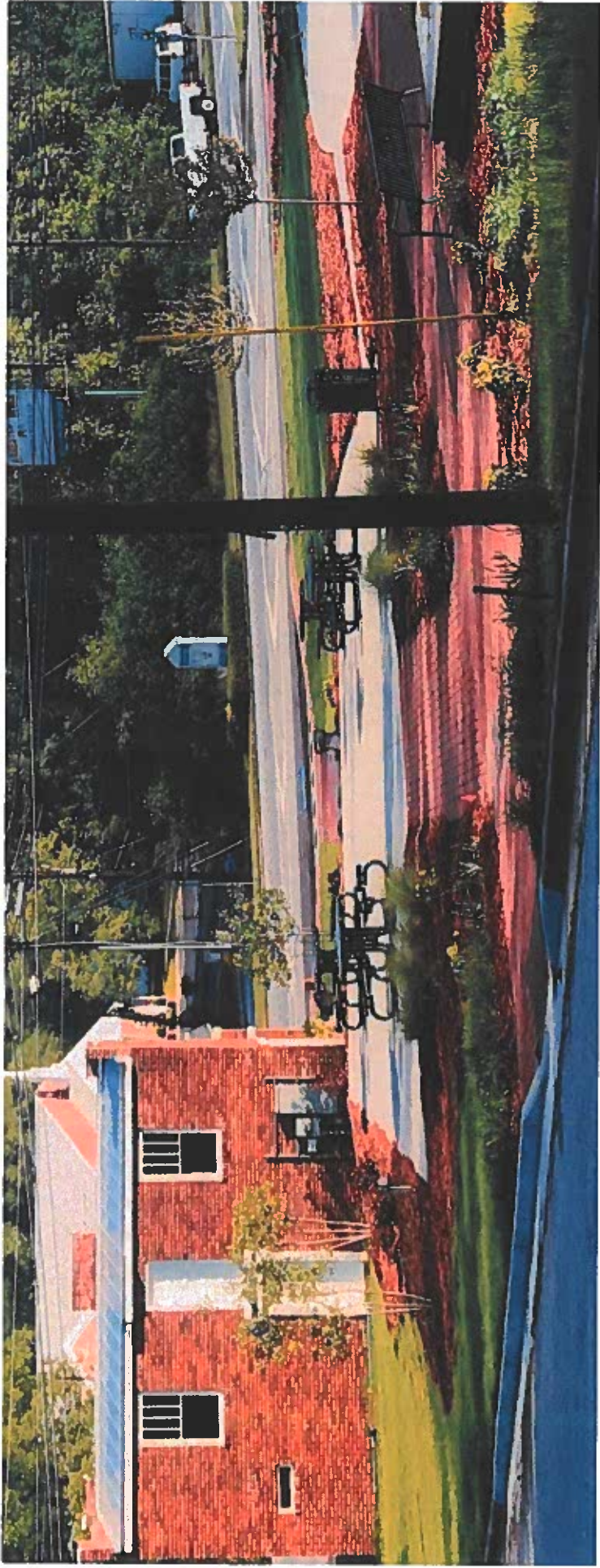
Pyramid shade

- Surface mount with a plate bolted to concrete
- 10'x10' canopy
- Sunshade fabric has UV protection

- $3,000 each
- 4 qty: $12,000.00
- Rearranging tables could reduce quantity
- Installation can be completed in-house
- Shipping is additional cost
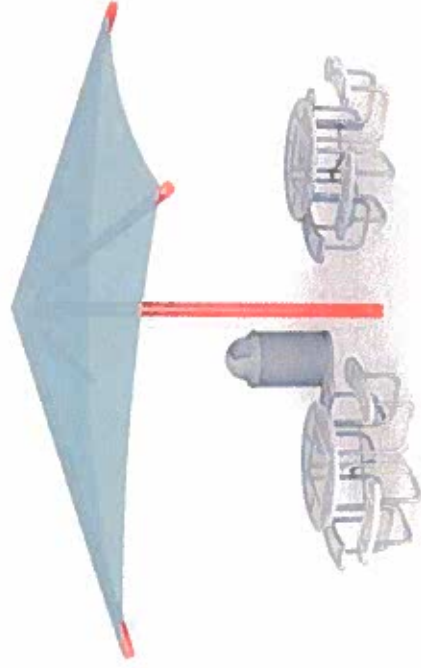
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Strategic Communications Plan

I. Introduction

The City of Perry Communications Office consists of the Communications Administrator.

The Communications Office's mission is to keep Mayor and Council, City staff, Perry's citizens, businesses, and visitors informed and educated while enhancing City visibility and transparency. The Administrator will work internally throughout City departments and externally in support of City of Perry goals, providing direct communication, and community engagement functions in coordination with City officials and staff and in support of the mission and vision of Mayor and Council.

The position is part of the Office of the City Manager and works under the supervision of the City Manager and Assistant City Manager.

II. Purpose

1. This Communications Plan explains the process of communicating information in an accurate and efficient manner to the City of Perry's target audiences to strengthen communication.

2. This plan serves as a commitment of the City to enhance two-way communication between the City and target audiences. Feedback is important for the City to continue strategic planning and effective communication.

3. This plan outlines policies and procedures to research, create, and disseminate information about City functions and activities to various audiences.

4. This plan contains information about official City of Perry branding and what is considered acceptable and unacceptable uses.

Strategic Communications Plan

5. This plan establishes how information from the City is distributed to target audiences.

6. This plan's intent is to be proactive in communications regarding disseminating City information.

III. Branding, Image, and Perception

An effective communications plan is essential to ensuring the City's image of professionalism, effectiveness, and strategic planning and implementation. Positive and negative news should be structured in a way to provide value to all City stakeholders.

It is imperative that the City respond to each question, concern, and compliment with facts, relevant background information, explain how the issue will be addressed or corrected, and to assure the public that each inquiry is taken seriously and investigated.

IV. Target Audience

Effective communication plans must identify target audiences and strategies to properly communicate to each group.

1. City of Perry Citizens: Citizens are primarily impacted by the actions of city officials. Keeping residents informed increases their involvement and ownership of their community.

2. Traditional Media: The City believes fostering positive relationships with media agencies is essential. The Communications Administrator is responsible for maintaining these relationships. Traditional media agencies are essential to help the City share important information to target audiences.

Strategic Communications Plan

3. City of Perry Mayor and Council: Elected officials must be informed of City information to confidently speak on what is happening in the City and to answer inquiries with factual and up to date information.

4. City of Perry Employees – The City's Personnel Office is primarily responsible for communicating with employees. The Communications Administrator is available to help with content creation and dissemination as needed. An informed employee can be a valuable, positive spokesperson for the City inside and outside of business hours.

5. Perry Community Organizations – Perry has many civic and community organizations. These groups are comprised of volunteers who desire to make their community a great place to live, work, and play. The City benefits from positive relationships with these organizations. The City will continue to communicate and provide relevant information about City functions, events, and projects.

V. Communications Office

The City of Perry Communications Office is responsible for updating and maintaining the City of Perry Communications Plan. The office is also responsible for the City's strategic communications, media and community relations, and intergovernmental relations. The office will continue to research and implement effective ways to communicate Mayor and Council's priorities and other City news. The office serves as a place to gain City information, contact the appropriate department, or assists with other information gathering. The office is available to assist other City departments with communication tasks to include content creation and strategic communication.

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Strategic Communications Plan

Future considerations and ways to improve communications:

1. The City of Perry is experiencing rapid growth. As growth continues, it is necessary to find new ways to communicate with target audiences.

2. Update and recreate the newcomer guide given out to new residents and businesses.

3. Create a "video tour" of Perry's building and amenities to be posted on the City's website and YouTube channel.

4. Launch a blog about important City projects authored by the City Manager, Communications Administrator, or other appropriate person.

5. Record City information for callers to hear while on telephone hold.

Communication Plan Goals

The City of Perry continually seeks to provide target audiences with information about the City's programs, services, and events. The following strategies help achieve the desired goals:

1. Maintain quality relationships with local and regional media to deliver City information to the community in an accurate and effective way.

2. Respond to all information inquiries in a timely manner and serve as the media's advocate to gather information that can be legally released.

3. Disseminate positive City information and stories to inform target audiences through media releases, social media, and other strategic communication channels.

4. Update and maintain the City of Perry's website to ensure accurate and timely information is available.

5. Produce a monthly newsletter to inform residents of City news and activities. Also, promote and encourage interested parties to subscribe to the newsletter.

6. Continually post information to the City's social media accounts to encourage user engagement.

7. Assists City departments with the creation and dissemination of print materials, news, or other information to the public.

8. Respond to email, mail, and telephone information requests from citizens and other stakeholders.

9. Assists Mayor, Council, and other City officials with presentation materials, writing speeches/talking points, and provide communication advice with media interviews.

10. Conduct media and interview trainings with officials and staff as requested.

11. Maintain and update the City's strategic and crisis communication plan.

Public Information Materials Policy & Guidelines

I. Objective

To provide guidelines for creating and disseminating information to the public that contain City information.

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Strategic Communications Plan

II. Purpose

1. To ensure the information presentation is consistent with City branding and quality that represent the City of Perry in a positive and professional manner.

2. To ensure the information is consistent with of the City mission and strategic plans and goals.

3. To ensure consistency in creation, appearance, and dissemination.

III. Types of Public Information Materials

Printed Materials

Text-based materials created to convey City information or activities. Examples include, but are not limited to, flyers, posters, brochures, signs, booklets, letters, etc.

Promotional Items

Items to represent the City to advertise or convey information about City events or functions. Examples include, but are not limited to, pens, tote bags, magnets, banners, etc.

Policy: Design and Dissemination of Public Information Materials

The City's Communication Office shall be involved in the design and dissemination of all printed materials created for public distribution. The Communications Office will ensure all materials distributed to the public are consistent with City branding and effectively represent the City of Perry. Items of this nature include:

- Materials placed in City buildings and facilities to advertise City programs, services, and events.
- Materials to be placed in folder inserts or used as a handout resource,

Strategic Communications Plan

- Newsletters (printed or electronic)
- Promotional items (as defined above)
- Posters, flyers, etc. to be placed throughout the community outside or inside buildings and facilities.
- Brochures, postcards, etc.

Materials must be reviewed by the Communications Officer prior to distribution.

Identified Communication Channels

Knowing the City's target audiences is essential to effectively communicating. We must determine the communication channels each audience uses to get their information. The following list includes ways the Communications Office distributes information to target audiences:

- Emails
- Civic/Community Group Presentations
- Social Media (Facebook, YouTube, Instagram, Twitter, Nextdoor, LinkedIn)
- City of Perry website
- Newspapers
- Media releases
- Letters
- Publications
- Handouts
- Booklets
- Brochures
- City employees
- Mayor and Council
- Television news
- Radio
- Videos
- Monthly newsletter

Strategic Communications Plan

- Flyers/posters
- Signs
- Word of mouth
- Mass mailings to City customers
- Promotional items
- Magazines
- Special events
- Utility bill inserts
- Information racks (City Hall, James E. Worrall Center, Perry Events Center)
- City Hall lobby TV
- YourPerry app
- City Hall outside marquee

Media Release and Public Service Announcements Policy & Guidelines

I. Objective

To detail guidelines for submitting City information to the public through traditional and social media.

II. Policy: Media Releases

A media release is a document emailed to the traditional media informing them of City news, information, and upcoming events or activities. Media releases on typed on City letterhead with the text "Communications Office" under the City logo. The footer of the document includes the Communications Administrator's name and contact information.

The text of the media release is copied and pasted into the body of the email. Also, the PDF version of the document is attached to it. In the "To:" field – the

![Perry logo]

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Strategic Communications Plan

Communications Administrator's email is inserted. In the "Bcc:" field – the email group "Media Group" and the relevant department head's email is inserted.

All City of Perry media releases will be disseminated by the Communications Administrator or designee. The only exception is the Perry Police Department's and Perry Fire & Emergency Service's media releases distributed by the department's designee. All police and fire department media releases will be emailed to the Communications Administrator to be placed on the website.

Art in the Park To Showcase Local Artists

PERRY, GA - April 26, 2021 - The inaugural Art in the Park and Chalk Walk Festival is scheduled for Saturday, May 1 at Heritage Oaks Park. This event is free to attend.

Observe live artists creating outdoor masterpieces while enjoying live music in a beautiful park setting from 10:00 a.m. to 3:00 p.m.

The event will feature arts and crafts vendors, food and beverage vendors, live music, amateur chalk art competition, immersive art experiences, and free family activities.

Featured activities include:

Bubbles Over Georgia
Bubbles Over Georgia brings bubbles that are larger than life. Deb Mosher brings smiles and delight with her giant bubbles are events in Georgia, Ohio, North Carolina, and Kentucky. This activity is free.

Percussion Petting Zoo
Hailing from Miami, Florida, Steve Gryb (better known as the Pied Piper of Percussion), is excited to bring his one-of-a-kind "Percussion Petting Zoo." This free hands-on display will feature hundreds of assorted percussion instruments, including eco-friendly and multi-cultural musical Instruments.

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III. Guidelines to Submit Information for Media Releases

City staff will inform their department head or supervisor of any information that should be sent for public dissemination. Important information will be compiled by the Communications Administrator who will then produce the media release. The finished release will be emailed to the department head for final approval. Relevant City staff and department heads are responsible to ensure all information listed in the media release is accurate and appropriate for public knowledge.

Essential information for a media release:

- Name of program, meeting, event, etc.
- Description and purpose of program, meeting, event, etc.
- Location
- Date
- Time
- Deadline dates, if applicable
- Cost, if applicable
- Sponsors or contributing organizations.
- Quality pictures, if applicable
- Contact name and information for the media to contact for further information and/or interview request (i.e., job title, phone number, email)

News Release Distribution

The Communications Office maintains and updates a list of contact from local media agencies to include televisions, newspapers, etc. Media releases are emailed to those on the list.

Media releases are also available on the City's website, under the News tab, and placed on social media accounts.

Strategic Communications Plan

Note that timing is very important when disseminating information to the public, especially when dealing with events or other time-sensitive activities. The Communications Office will distribute time-sensitive activity and event related media releases one week before it occurs. A department representative is asked to have a flexible schedule, within reason, the week before the event for any media interview requests.

Media Contacts (as of April 2021)

- 13 WMAZ – news@13wmaz.com
- 41 NBC – news@41nbc.com
- WGXA – news@wgxa-tv.com
- Houston Home Journal – cadams@hhjnews.com

Policy for Releasing City of Perry Information to the Media

I. Objective

To ensure appropriate and necessary information is made available to the City's target audiences through the media.

II. Department Spokesperson

Each department head will serve as spokesperson for their respective department. A designee may be appointed as a backup spokesperson if the department head is unavailable.

Strategic Communications Plan

III. Spokesperson Responsibilities
1. When a City department head is contacted by a media representative, the department head will contact the Communications Administrator so they can facilitate an interview with the representative and provide any additional support.

2. The department head will inform the Communications Administration of any contact with media representatives. Department heads will contact the Communications Administration if they need additional support before the interview.

3. Department heads are asked to provide any departmental information to the Communications Administrator that was provided to the media.

IV. Communications Administrator Responsibilities
1. The Communications Administrator will contact the appropriate department head when contacted by a media representative about an interview request or other information inquiry.

2. Whenever possible, the Communications Administrator will contact the department head before the reporter. This is to ensure the department head or designee is informed of the discussion topic and any relevant talking points before the interview.

3. The Communications Administrator is available to assist all department heads, City employees, and elected officials with any media inquiries.

Strategic Communications Plan

V. City Employee Responsibility

1. Any City employee contacted by a media representative about City business will direct the reporter to their department head. In turn, the department head will notify the Communications Administrator.

2. If a department would like to publicize department news or information, they will contact the Communications Administrator to discuss design and distribution strategy.

VI. General Policy for Media Interviews

1. To avoid conflicting messages or information, department heads should always contact the Communications Administrator before they, or their designee, speaks with a media representative. The exception is police or fire personnel working an active scene or investigation. The departments will designate their official spokesperson for such events. The Communications Administrator is available to assist whenever necessary.

2. When communicating with the media, City employees should be mindful they are acting on behalf of the City. All employees will behave professionally and courteously.

3. If the City employee or elected official is not confident of the interview discussion topic, they will inform the reporter, "I don't know the answer, but we will get back to you with that information." Follow up with the reporter accordingly.

4. Be mindful of the background during a television interview. Avoid cluttered or messy backgrounds.

5. The Communications Administrator is happy to be present during media interviews with City employees and elected officials.

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Strategic Communications Plan

VII.   Acting Communications Administrator

Due to certain circumstances, the Communications Administrator may be unavailable. The City Manager will designate a temporary point of contact until the Communications Administrator is available.

VIII.   City of Perry Website Information

In 2021, the City of Perry website was redesigned to include modern and easy navigation design. The website holds a vast amount of information therefore user-friendly navigation was essential when designing the new website.

Network Technology Solutions in Thomasville, Georgia is the City's website provider. They are responsible for providing technical support, licensing and housing, and annual domain registration.

Network Technology Solutions Contact Information (as of April 2021)

119 East Jackson Street
Thomasville, Georgia 31792
Phone: (229) 226-2110

Account Representative:
Deborah Clifton | deborah.clifton@networkts.com | (229) 226-2110

Technical Support:
Jessi Rush | Jessi.Rush@networkts.com | (229) 226-2110

Strategic Communications Plan

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I. Domain Name Integrity

The City of Perry is the owner of perry-ga.gov. Domains with .gov are registered and recognized by DotGov (home.dotgov.gov). This program is part of the U.S. General Services Administration. Using a .gov domain indicates websites are associated with an official government organization.

II. City of Perry Website Content Management

The Communications Office is responsible for the overall maintenance of the website. At least one City staff member from each department is trained to log into the website, upload documents, and keep information current on their respective webpages. They are encouraged to use the various widgets and create online forms whenever possible. There are three landing pages on the website – The City of Perry Homepage, Economic Development, and Mainstreet. The Economic Development Administrator and the Downtown Manager have full editing rights over their respective landing pages.

Website visitors are encouraged to contact the Communications Administrator through email or telephone if they see inaccurate information on the City's website or cannot find the information they are looking for.

III. Website Goals and Objectives

A. Objective

Provide a user-friendly website for residents, businesses, and visitors to find information about the City of Perry.

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Strategic Communications Plan

B. Goals

To promote and enhance the City of Perry brand.

To help website visitors easily access City information.

To bring greater awareness to City services, functions, and events.

To keep the website up to date with the most current and accurate information.

To serve as a way for website visitors to communicate with elected officials and City staff.

To encourage the use of online forms and the YourPerry app.

To: Lee Gilmour

CC: Robert Smith

From: Ashley Hardin, CEcD

Date: 5/27/2021

Re: GEDA Annual Conference

Georgia Economic Development Association Spring Conference
(May 19-21, 2021)

I recently had the opportunity of attending the GEDA Spring Conference at Lanier Islands. Appropriately titled "Family Reunion", this was the first in-person GEDA conference since Sept. 2019 and approximately 180 economic developers and representatives from associated industries were in attendance. Some highlights with the greatest takeaways for me were the following sessions: "Family Stories: Marketing your Community", "Gather Around the Family Table: Why Regionalism is an Effective Strategy", "Your Extended Family: Site Selectors" and "Potluck: What are you bringing to the Workforce?"

Workforce was the No. 1 addressed topic brought up in multiple panel discussions and the consensus was after the June 26 expiration of federal benefits, we WILL see more people re-entering the workforce throughout Georgia, and the U.S., Perry included. It was interesting to hear that the unemployment ensure benefit pushed up labor rates nationally as employers were forced to increase wages to attract and retain their workforce. It was reiterated on how economic development needs to be a champion for workforce and it starts with the schools. "Teachers are the workforce pipeline," according to one panelist.
However, in addition to the education component of workforce, a community with a strong workforce needs to attract and built affordable housing and have adequate daycare facilities for the worker's families. "Housing is also critical in economic development for workers to have a place to sleep in your community."

For me, this reiterated the recent connections made with the Houston County Career Academy and work-based learning instructors from area high schools serving Perry's students. We were able to filter recent graduates to primary industry employers in Perry that are hiring now. Establishing these relationships and assisting the pipeline of recent graduates to employers is an important BR & E initiative in Economic Development. While in high-school, students participating in the work-based learning program can further develop their skills and help local employers with their workforce needs. The panelists discussed, in addition to meeting short-term

workforce needs, the technical college systems need to think of future workforce needs and be ahead of the curve.

"Family Stories: Marketing your Community", presentation was led by Jesse Cole, owner of the Savannah Bananas. His lively presentation brought laughter and tears to the crowd, but the biggest takeaway was how creating an experience and quality of life is important as a facet of Economic Development. "The future of our business is about the fans, they come to stay," according to Cole. "We know that in marketing an emotional connection gets three times a response." He spoke of how as a new owner of the Savannah Bananas in 2015 and 2016, they changed the game and rules to make it a better experience for the fans. They went from no crowds, selling two tickets in six months in 2016 and over drafting the company bank account to less than five years later, a sold-out crowd with 8,000 ticket buyers on a waiting list. The city of Perry has in similar ways made the experience in Perry as a place to come, play and explore from special events to quality-of-life amenities and the diversity of housing options. The effects of this are apparent with the high housing growth, increase of property values, properties under contract AND more developments poised to come in the near future.

Regionalism & Site Selection panels: The Stanton Springs Industrial Park was formed with a four-county (Walton, Morgan, Jasper & Newton) joint development authority more than 20 years ago. It took 20 years, but now have landed Facebook ($ 1 billion investment), Takeda, and Georgia's Bioscience training center. Land was recently sold for $62,000/acre for a new company location "Baymare" (Project name-not yet announced). Covid19 is in the rearview mirror and more states are reopened and persons vaccinated, site visits are increasing among site selectors. As in with many economic development projects, they discussed how important the good, organized data and many project location str data driven. It's always important to remember when a community is first looked at by a site sector, they are looking to initially eliminate communities. The Savannah Economic Development Authority also spoke about a recent land acquisition from a private company wanting to locate near the port that paid $295,000/acre. Hearing these exciting project locations proves that land does not have to be free to land projects and deals. Partners working together in unison, even if they don't always agree, but have a common goal, is a necessary to land large economic development industrial projects. In addition to working together, developing relationships with realtors, site selectors and going beyond state economic development leads is instrumental to increase ED activity in one's community.

We are seeing this in Perry when utilizing data for building redevelopments from traffic counts to household incomes, populations and demographics. We are continuously a utilized resource to commercial realtor partners who rely on us to provide data. Overall, the conference was a valuable experience for me to continue my professional development to stay current in ED trends. The networking opportunities to talk to other economic developers about their workforce challenges were beneficial as well. I appreciate the support of this administration for these training opportunities to bring back additional skills and knowledge to continue improving the ED landscape for the City of Perry.

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OFFICE OF THE CITY MANAGER

MEMORANDUM

TO: Mayor / Council

FROM: Lee Gilmour, City Manager

DATE: June 4, 2021

REFERENCE: Tre Bella Salon parking

Following up on your June 1, 2021, meeting the below items are provided.

1. March 15, 2021, statement from the Bakers, owners of Tre Bella Salon.

2. SmartInspect Report for site.

3. Certificate of Occupancy.

4. Building inspection history for project. Note that ADA requirements were in the approved plan and the decision the contractor made relative to the front steps.

5. Notice from Mr. Wood concerning the paving of the parking lot.

6. Mr. Wood's explanation of the parking lot paving.

Council's options are:

1. Do nothing. The Baker's will need to pave the parking lot or face enforcement action.

2. Remove the paving requirements. This would be a violation of City code and establish a bad precedent.

3. Approve the City paying fee or contracting for the paving of the parking lot. This would be a violation of state law and also set a bad precedent.

4. Arrange for the Downtown Development Authority to provide a low interest loan to the Bakers for the parking lot improvements.

5. Authorize a time extension for the Baker's to pave the parking lot.

The Administration recommends Council approve option 4. This provides some relief from the Department of Community Development's oversight of the parking lot, would be legal and highlights the profile of the Authority.

cc: Mr. R. Smith
      Mr. B. Wood

Tre Bella Hair Salon   March 15, 2021

1137 Macon Road

Perry, GA. 31069

Property of William and Tiffany Baker

This is a historical structure that was once the home of a prominent family in Perry. It was built in the early 1920's. Upon purchase it was in a very outdate state.

We saw the potential of converting it from a residence into a very warm and welcoming business. At the outset we discussed necessary changes and improvements with the City of Perry inspectors including: Battalion Chief/Fire Marshal, Michael Paull; Battalion Chief/Fire Marshal, Darryl Kitchens and Chief Building Official, Cody Gunn.

After passing all inspections we were granted a Certificate of Occupancy. (See attached documents)

Below is a list of a few of the complete improvements:

1. Totally replaced all electrical wiring and plumbing using certified contractors.
2. Installed new HVAC that also provided individual work stations with airflow and turnover which met or exceeded COVID-19 guidelines.
3. Constructed handicap outside ramp including handrails according to ADA guidelines.
4. Constructed the interior of the building to meet ADA guidelines.
5. Demolished the front porch access steps which were unacceptable according to the City of Perry inspectors.
6. Constructed a complete front porch railing system for personnel and customer safety.

We would like to propose that the City of Perry provide a paved parking lot. This topic was never brought to our attention nor discussed by any inspector prior to our receiving the Certificate of Occupancy on January 25, 2021 and our starting to do daily business.

On March 16, 2021, Bryan Wood, Community Development Director, communicated that a paved parking lot was being required.

Your consideration in this matter would be greatly appreciated.

Thank you

William and Tiffany Baker

William and Tiffany Baker - Owners

SmartInspect Report

Basic Information

Name	Tre Bella Salon
Address	1137 Macon Rd, Perry, GA
Inspector Name	B/Chief Darryl Kitchens
Completion Date	2021-01-19
Status	Success

Summary

Passed Item	Status
Suite Building Number Posted	Pass
Compartmentation/Fire Wall Compliant	Pass
Exits Marked/Illuminated	Pass
Exits Clear	Pass
Egress Clear	Pass
Emergency Lights Operable	Pass
Combustibles Stored Properly	Pass
Fire Extinguisher Compliant	Pass
Panel Box Accessible	Pass
Building Accessible	Pass
Acceptable House Keeping	Pass
Knox Box Present with Keys	Pass

Additional Information - Inspection

Fire Final Inspection

Comments

Fire Final Inspection

Certificate of Occupancy

City of Perry, GA

This certificate shall be posted in a conspicuous place for the purpose of providing evidence that the required inspections for Fire, Life Safety, Building Codes, and City of Perry Ordinances have been performed and meet the minimum requirements on the date of issue. It is intended to provide notification and a reasonable degree of comfort for the safety to the occupants when used as intended. Any alterations change or violation to the approved use as indicated above without the approval in writing of the Building or Fire Official is prohibited.

Permit No.: BLDC 200666

Property Address: 1137 MACON RD
Perry, GA 31069

Owner: David Corson
Owner Address: 203 Noah Lane
Perry, GA 31069

Contractor: MYERS CONSTRUCTION

Issued Date: October 09, 2020

Zoning: Current DDA District - Current DDA District, C3 - C3

Additional Information:
Lot Number: 49/10
Building Occupancy: B Office, Professional
Number of Stories: 1

_____   01/25/2021
Cody Gunn, CBO | Building Official   Date

_____   01/25/2021
Michael Paull, CFO | Fire Marshal   Date

POST IN A CONSPICUOUS PLACE

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Memorandum

TO: Bryan Wood- Community Development Director

FROM: Cody Gunn- Chief Building Official

DATE: 6/02/21

RE: Tre Bella Salon

In response to Mr. Baker's issues at the June 1, 2021 City Council meeting, I have compiled the recorded actions taken during the alteration of the building at 1137 Macon Rd. This was a change in use to a Salon.

9/22/20-Permit Application submitted for review.

9/25/20-Permit requires resubmittal due to lack of mechanical plans, no notation of room uses, no notation of equipment or location of equipment. Contractor requested clarification on what needed to be on the mechanical plan, the contractor was informed it had to meet minimum requirements of the International Mechanical Code for the use of the building (salon).

10/1/20- Revised plans received including separate mechanical plan drawn by the mechanical contractor. Mechanical contractor was aware of all Salon code and trade requirements, and followed them accordingly.

10/9/20- Permit issued with plans approved as marked by the Building Official and Fire Marshal for the main plans (attached) and approved as submitted for the mechanical drawings (attached) without any markups or revisions.

The approved plans included the ADA compliant ramp. This was not pointed out as a new requirement during an inspection, as it was on the plans, but was inspected for compliance.

The HVAC system was not required to be altered during construction but was required to follow the approved plan provided by the contractor. At no point was the HVAC system required to meet COVID19 requirements as these do not exist in the building codes.

10/30/21 Mechanical inspection failed due to need to seal duct work and exhaust fans were not completed.
11/09/12 Mechanical inspection was passed.

1/14/21 Building Final revealed that existing stairs to the front were not code compliant or safe due to abnormal riser heights and difference in stair uniformity. Contractor asked if he had to fix the stairs since they built side stairs that were compliant. Building Official informed the contractor that they did not need be repaired just made unusable. Recommendation was to put a guard rail or large planter in front of the stairs at the top. The contractor chose to remove the stairs due to esthetics.

1/25/21 Certificate of occupancy was issued for the building by Building, engineering, and fire. At no point did any of these groups realize that they did not enforce the paving requirements.
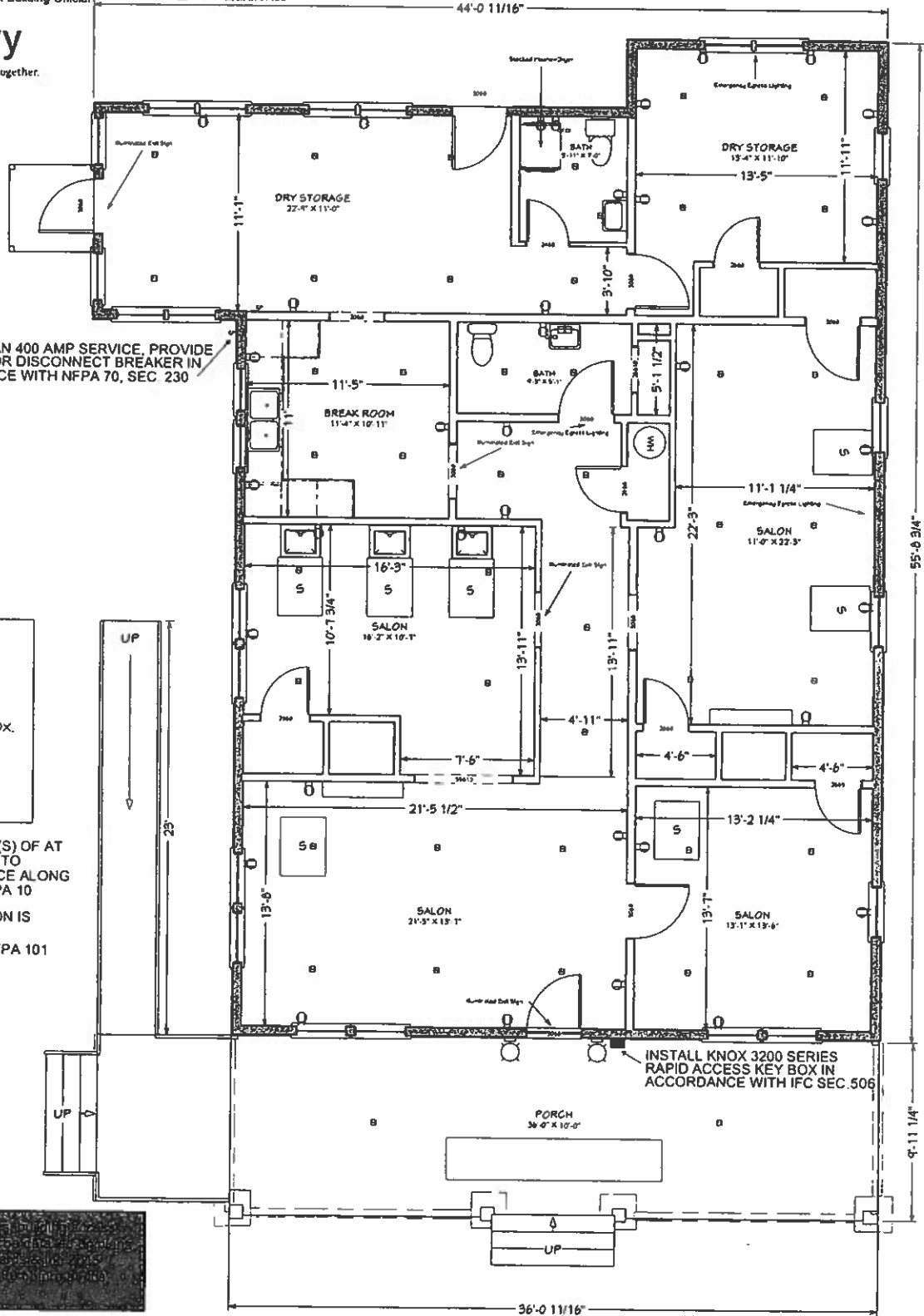
44'-0 11/16"

LEGEND:

| S | WORKSTATION |

IF LESS THAN 400 AMP SERVICE, PROVIDE
AN EXTERIOR DISCONNECT BREAKER IN
ACCORDANCE WITH NFPA 70, SEC 230

BUILDING DATA:

BUILDING TYPE - VB
OCCUPANCY - B
GROSS AREA - 2000 SF APPROX.
WAITING AREA - 15 NET
SALON AREA - 150 GROSS
OCCUPANCY LOAD - <25

PROVIDE FIRE EXTINGUISHER(S) OF AT
LEAST A 2A;10BC RATING NOT TO
EXCEED A 75' TRAVEL DISTANCE ALONG
EGRESS PATHS NFPA 101, NFPA 10

CARBON MONOXIDE DETECTION IS
REQUIRED IF ANY FUEL FIRE
APPLIANCES ARE PRESENT NFPA 101

DRY STORAGE
22'-9" X 11'-0"

DRY STORAGE
13'-4" X 11'-10"
13'-5"
11'-11"

BATH
3'-11" X 9'-0"

BATH
4'-3" X 5'-1"

BREAK ROOM
11'-4" X 10'-11"

SALON
16'-3" X 10'-1"

SALON
11'-0" X 22'-3"

SALON
21'-5" X 13'-1"

SALON
13'-1" X 13'-6"

11'-1"
11'-5"
16'-3"
10'-7 3/4"
13'-11"
13'-11"
13'-6"
21'-5 1/2"
7'-6"
4'-11"
4'-6"
4'-6"
13'-2 1/4"
13'-7"
11'-1 1/4"
22'-3"
5'-1 1/2"
3'-10"
23'
55'-8 3/4"

UP

Emergency Egress Lighting
Illuminated Exit Sign

INSTALL KNOX 3200 SERIES
RAPID ACCESS KEY BOX IN
ACCORDANCE WITH IFC SEC.506

PORCH
36'-0" X 10'-0"

4'-11 1/4"

36'-0 11/16"

1137 MACON RD
PERRY, GA 31069
TRE BELLA SALON
PROPOSED

A_z = ZONE FLOOR AREA

P_z = ZONE POPULATION

R_P = OUTDOOR RATE 20

R_A = .12 Outdoor Air Rate Area

V_{B_z} = Outdoor Airflow Rate

$V_{B_z} = R_P P_z + R_A A_z$

$V_{B_z} = 20(5) + .R(25z)$ / $20(4) + .12(178)$ / $20(10) + .12(246)$

$V_{B_z} = 100 + 30$ / $80 + 22$ / $200 + 30.32$

$V_{B_z} = 130\ cfm$ $V_{B_z}\ 102\ cfm$ $V_{B_z} = 234$

APPROVED AS SUBMITTED

Perry
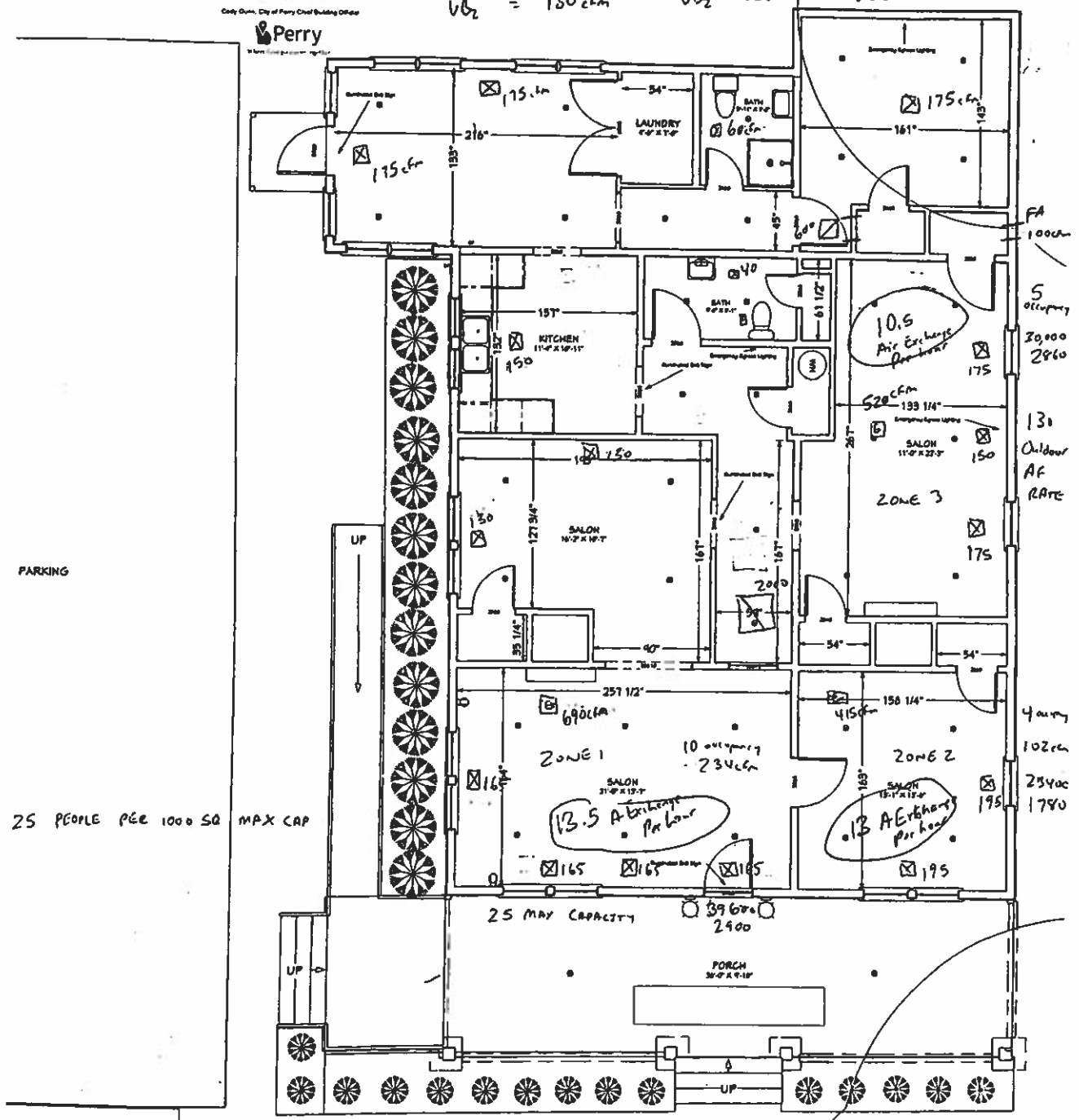
PARKING

25 PEOPLE PER 1000 SQ MAX CAP

LAUNDRY

175 cfm

175 cfm

54"

210"

195"

KITCHEN
150
157

BATH

SALON

ZONE 3

10.5 Air Exchange Per hour

520 CFM

150

175

175

FA 100cfm

5 occupancy

30,000

2860

130 Outdoor AF Rate

UP

150

150

SALON

ZONE 1

13.5 Air Exchange Per hour

165   165   165

690cfm

257 1/2"

10 occupancy
234 cfm

25 MAX CAPACITY

396cfm
2900

SALON

ZONE 2

13 A Exhaust per hour

415cfm

195   195

156 1/4"

4 occupancy
102cfm

234ac
1780

PORCH

UP   UP

FRESH AIR TOTAL
600cfm
130+102+234
468

SALON VENTILATION REQUIREMENTS

EXHAUST VENTILATION REQUIRED IN SALON

PREP AREA SPACES. ALL SUPPLY AIR

SHOULD BE EXHAUSTED PLUS ANY EXCESS

AIR REQUIRED

BEAUTY SALON

Occupant Density #/1000 Degft/2	CFM/person Breathing Zone	AREA OO AF RATE IN BREATHING ZONE	EXHAUST AF RATE CFM/FT2
25	20 cfm IN BREATHER ZONE	.12	.6

March 16, 2021

Divinesalts LLC
126 Cardinal Ridge Road
Kathleen, Ga 31047

Re: Parking Lot at 1137 Macon Road, Perry, GA 31069
        Tax Map Number 0P0020 025000

Dear Ms. Baker:

The renovation of the building at the property referenced above created a change in the use of the property from retail to personal service. A change of use requires nonconforming situations to be brought into compliance with current standards. The gravel parking lot on the property is nonconforming and should have been paved with concrete or asphalt prior to issuance of a Certificate of Occupancy for the new use.

I sincerely apologize that this requirement was not caught during the permit process. However, the gravel parking lot now constitutes a violation of Section 9-2.1 of the City's Land Management Ordinance (provided below).

Please contact me within 15 days to discuss a reasonable time within which to correct the violation.

Sincerely,

Bryan Wood, AICP
Director of Community Development
(478) 988-2714
bryan.wood@perry-ga.gov

Sec. 9-2. - Change of use where nonconforming situation exists.

9-2.1.   *Change to permitted use.* A nonconforming use may be changed to a principal use permitted in the district in which the property is located provided all other requirements of this chapter applicable to that change of use can be met. Permission to accomplish the change must be obtained in the same manner as permission to make the initial use of a vacant lot in the district. Once conformity with this chapter is achieved, the property may not be changed to a nonconforming use.

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Memorandum

To: Lee Gilmour, City Manager
Cc: Robert Smith, Assistant City Manager
From: Bryan Wood, Community Development Director
Date: June 3, 2021
Re: Tre Bella Salon, 1137 Macon Road

Following up on Mr. Baker's comments at last night's Council meeting, see attached memo from Cody Gunn regarding the permitting and inspection process.

The building permit application was submitted as a "Commercial Building Alteration". This permit type was set up in the permit tracking software for review by the Chief Building Official and the Fire Marshal. Since a building alteration does not include new construction or an addition, the workflow in the permit tracking software was originally set up for no zoning review. This has since been changed to include zoning review on all building permit types.

Because there was no zoning review, no comments were made about the parking lot. Following my meeting with you and Mayor Walker regarding the larger issue of gravel parking lots in the City, I met with Mr. and Mrs. Baker on March 16, 2021 to discuss the need to pave their parking lot. We discussed options of requesting a variance or an appeal. Therefore, I provided a written notice of violation letter (attached). He also asked if I could provide a list of paving contractors and any funding sources. Via email, I also provided Mr. Baker with a list of paving contractors and talked to Ashley Hardin about any funding sources that might be available. Ms. Hardin informed me that the Bakers were already working with her to apply for a loan through the regional commission.

I did not hear back from the Bakers and contacted Mr. Baker in early May. He indicated that he had no intention of paving the parking lot and that his attorney had advised that the Certificate of Occupancy indicated they had met all City requirements. I turned the violation notice over to Code Compliance. Mr. Gunn talked to Mr. Baker on a couple occasions and explained that the paving is required but the we would work with him to come up with an acceptable plan and time frame for completion.

Ms. Hardin met with Mr. Baker last Friday, May 27th to discuss grant or funding options. It is my understanding that following that meeting Mr. Baker indicated he would be coming to Council to ask for 19 months and to comment on the City's gravel parking lot at 741 Main Street.

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OFFICE OF THE CITY MANAGER

MEMORANDUM

TO: Mayor/Council

FROM: Lee Gilmour, City Manager

DATE: June 9, 2021

REFERENCE: Sewerage system constraints

Currently the City has the below projects ongoing:

- Construction of sewer line improvements in Bear Branch Road area

- Modifications to the Perry Parkway lift station to increase capacity

- Obtaining land and property design/permitting documents for new wastewater treatment facility to serve area east of Perry Parkway

- Preparing design and route for new sewer outfall to connect new treatment facility with SR 127 area

- Preparing bids for upgrade to sewer outfall on Perry Branch line to handle additional flow

- Thompson Road water/sewer extension project under construction.

While the City has planned well for expansion needs there is an issue with developers demand possibly exceeding certain portions of the City's systems.

Therefore, the Administration recommends council adopted the below sewerage system policy.

It is the intention of the City to provide sewerage service to each parcel in its incorporated limits subject to:

1. It is economically feasible to provide sewerage service based on projected use.

2. The city can afford the necessary improvements with minimum impact on current customers.

3. Improvements made will be part of the overall service plan.

4. Service for new customers will be restricted to current system's ability to handle additional load.

5. No annexation petition will be accepted if the sewer system cannot handle the projected load based on development schedule.

6. Undeveloped parcels in City shall not be rezoned/permitted unless current sewerage system can handle projected additional load.

7. Where possible developers may pay for sewerage improvements. The City will repay these improvements outside the development over a ten (10) year period if the improvements are part of the future system plan.

8. Priority will be given to new development within the incorporated limits.

cc: Mr. R. Smith
     Mr. B. Wood