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September 7, 2021

**PRE COUNCIL AGENDA**  
PERRY EVENTS CENTER  
1121 MACON ROAD, PERRY, GA 31069

5:00 PM

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**To join the meeting by Facebook:** Use this URL - [facebook.com/cityofperryga](https://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. City Hall Project – Mr. J. Mehserle.
  - 3b. Discussion of September 7, 2021 council meeting agenda.
  - 3c. Strategic Planning Session presentation.
    1. Special Events – Ms. A. Turpin.
  - 3d. Consider proposal from Perry Fire and Emergency Services Department for shift from part-time to full-time positions – Mr. L. Gilmour.
4. Council Member Items:
5. 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](http://www.perry-ga.gov).



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**OFFICE OF THE CITY MANAGER**

**MEMORANDUM**

**TO:** Mayor / Council  
**FROM:** Lee Gilmour, City Manager  
**DATE:** August 26, 2021  
**REFERENCE:** New City Hall

You will be presented at your September 7, 2021 pre-council meeting the layout for users at the new City Hall. The Administration recommends council approve seeking construction management services proposals for the phase 1 improvements. Phase 1 consists of the Municipal Court courtroom/council chambers, ADA improvements, fire code improvement, restrooms upgrades and some second-floor office renovations.

The Administration also recommends council approve the design/specifications for phase 1 be awarded to JMA Architecture, Inc.

This way the architect and selected construction management consultant can work together to save costs.

**cc: Mr. R. Smith**







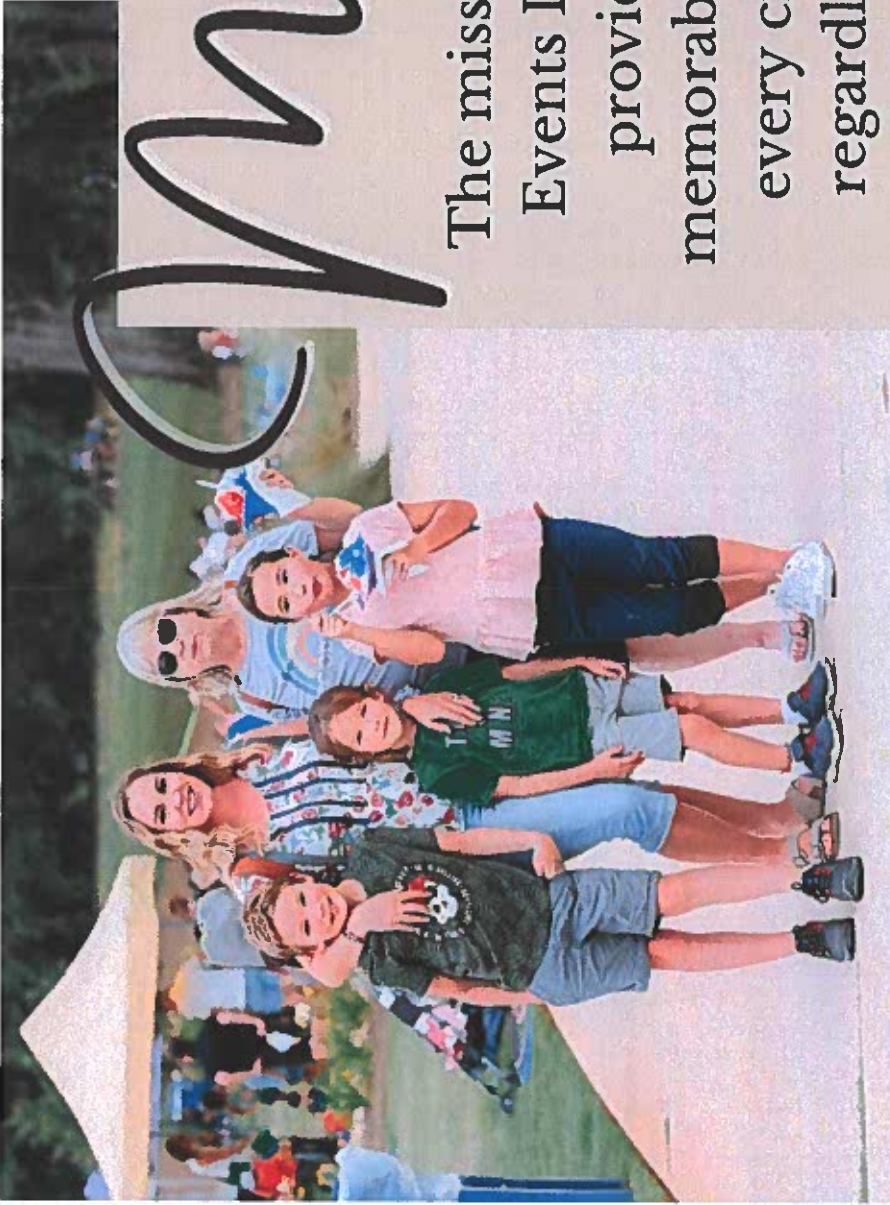




# We Make Memories

Special Events  
Strategic Plan  
2022 through 2026

## SPECIAL EVENTS DEPARTMENT



# Mission

The mission of the Special Events Department is to provide unique and memorable experiences for every citizen and guest regardless of their age, ability, interests, or socioeconomic status.



# CONSIDERATIONS

## For Calculated Growth



Quality  
vs.  
Quantity

Diversity  
&  
Inclusion

Timelines  
vs.  
Deadlines



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# Special Events Timeline & Planning Deadlines

FALL

WINTER

SPRING

SUMMER

## Present Proposal

Special Events Department presents proposal to Council for approval of upcoming special events calendar (January through December) - proposal to include suggested dates and new or altered events.

## Planning & Booking

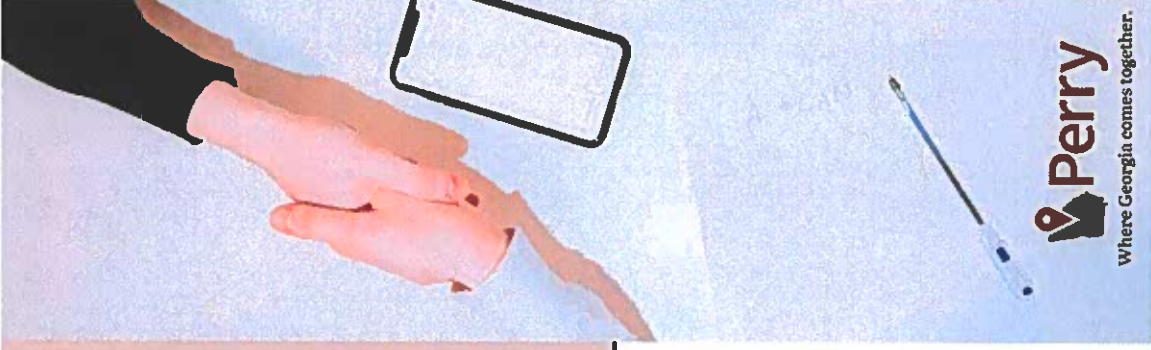
The Special Events Department uses the winter months, when less events are being hosted, to plan for the approved upcoming special events season and confirm bookings with entertainers and vendors.

## Season Begins

The City of Perry's Special Events season traditionally begins in March and runs through December. The details for many of our events are planned out six or more months in advance.

## Budget Requests

The Special Events Department prepares and submits their budgetary requests to City Leadership for consideration for the upcoming fiscal year. Operating on a calendar year can present challenges for this task.

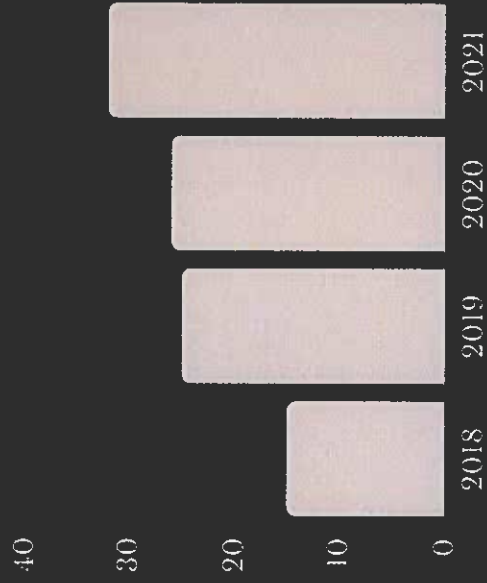


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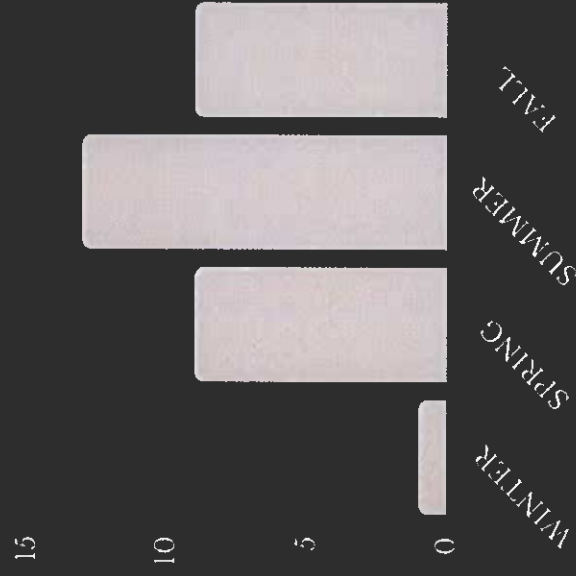
# Quality VS. Quantity



Special Events Department  
Growth (In # Of Events)  
By Year Since Origin



2021 City of Perry  
Special Events Calendar  
by Season



*\*Graphs do not reflect the numerous events hosted by partners such as Main Street, Chamber of Commerce, Georgia National Fairgrounds, HOCO BOE, Parades, etc. for which City of Perry staff support and resources are often requested.*

# Everyone Is Invited



## SPECIAL EVENTS DEPARTMENT

**Diversity Is A Diverse Word!** *There are a variety of ways to be inclusive when planning and promoting events:*

Plan the event so that attendees of all socioeconomic levels are able to enjoy the experience.

A majority of our events offer one or more of the following:

- Free admission and parking
- Free live music
- Free family oriented activities
- Affordable food and beverage options or the ability to bring your own refreshments

Make bookings thoughtfully to ensure that every citizen can have an opportunity to hear the live music genre that they enjoy.

Throughout the Special Events Season, we book a variety of performers, including:

- Jazz
- Southern Rock
- Decade Covers
- Country
- DJ
- Multicultural Musicians
- Folk / Americana

Plan the event calendar to be an educational experience for citizens beyond just entertainment.

For example, during our Special Events Season, one can expect to:

- Connect with health professionals in their community and learn how to improve their own health
- Learn about local services, small businesses and support local artisans/makers
- Become familiar with Perry's parks and public spaces

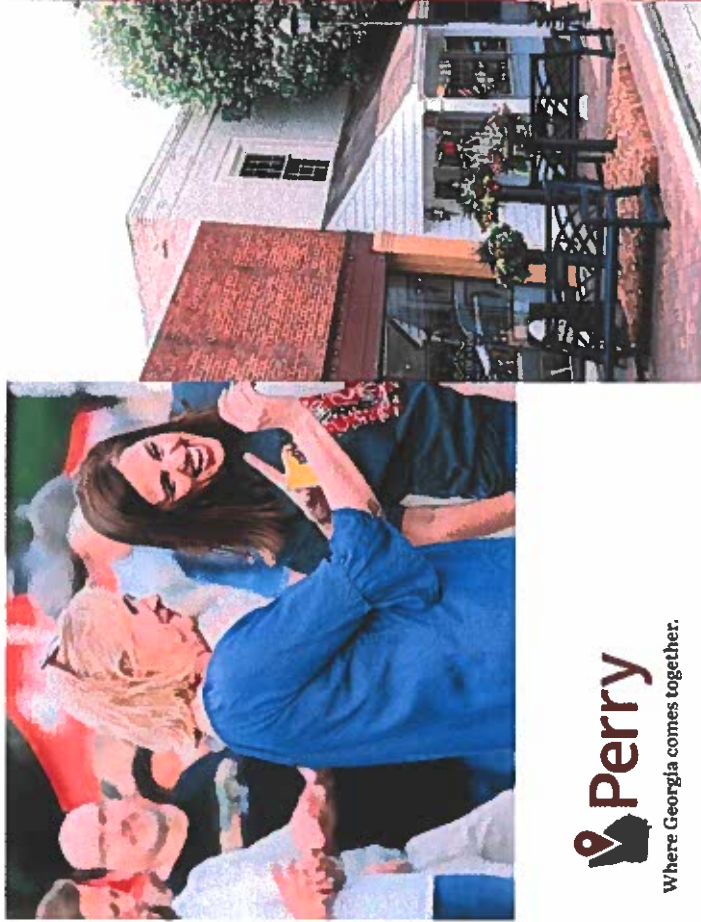
Develop events that encourage diversity and inclusion.

Our current Special Events Calendar includes the following:

- Workout in the Park - with adaptations for all ages and abilities
- The International Festival - with representation from more than 30 countries
- Cultural celebrations such as Juneteenth and Oktoberfest



# Department REFLECTIONS



Venue  
Requests

Questions  
&  
Feedback

Community  
Connections

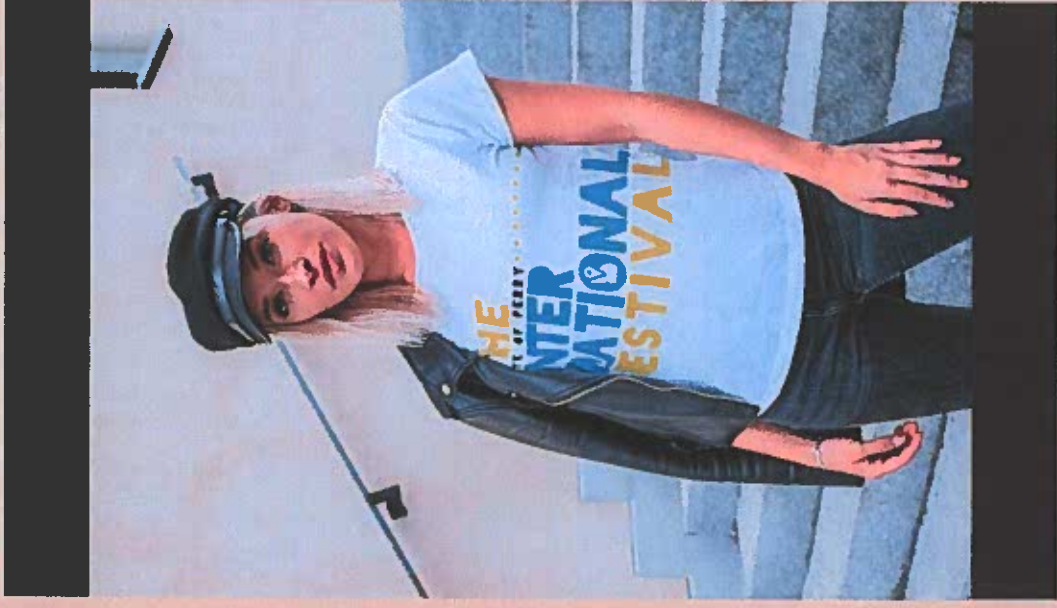


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# Creative CONNECTIONS

- Implement surveys to provide feedback from the community (before planning the upcoming event season calendar, following an event, vendor and performer feedback, etc.)
- Requests have been made to develop merchandise for each of our premier events. Attendees often ask for event "memorabilia" such as shirts, hats, mugs, or items specific to the event themselves, such as hat pins for Oktoberfest.
- Continue to offer opportunities at events for attendees to feel connected to the City of Perry brand and staff such as photo backdrop areas, information tents, etc.







Adapt events to

# Function

and flow  
within the footprint

Thoughtful future

# Planning

to reduce time, workforce  
energy and expenses





# QUESTIONS?



*Thanks* for  
your time and  
consideration.

*Anya Turpin*

Special Events Manager,  
City of Perry



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**OFFICE OF THE CITY MANAGER**

**MEMORANDUM**

**TO:** Mayor / Council  
**FROM:** Lee Gilmour, City Manager *LG*  
**DATE:** September 1, 2021  
**REFERENCE:** Change of positions

Following up on the department's strategic plan of August 31, 2021, the Perry Fire and Emergency Services Department requests the council approve hiring three (3) additional full-time firefighters and close out the eighteen (18) part time positions. An August 19, 2021, analysis by the department revealed the following issues:

1. The cost per hour for part time firefighters in the area market has increased from \$ 12.00/hr. to between \$ 15.61 and \$ 18.61/hr.
2. There is an ever-decreasing pool of candidates to fill the positions even if the city's rate of pay were increased.
3. Even with the part-time firefighters an average of 27.7 open shifts occurred each month (shift was short full complement).

The Administration supports Chief Parker's request.