

TOWN OF HUDSON REGULAR MEETING

August 21, 2018

In Attendance:

Members Present: Mayor Janet Winkler, Commissioners: Larry Chapman, Jonathan Greer, Barry Mitchell, Rick Shew, Ann Smith and Bill Warren

Others Present: Chief of Police, Richard Blevins, Town Planner, Teresa Kinney, Town Clerk, Tammy Swanson, Town Attorney, Carroll Tuttle and Patrol Officers, Kelsey Bumgarner and Ian Ruark

Call to Order:

Mayor Janet Winkler called the August meeting to order, and Commissioner Bill Warren led the audience in the Pledge of Allegiance and opening prayer. Janet welcomed the audience, and she asked that everyone remember our Town Manager, Rebecca Bentley, and her dear friends Sherry Long of the WPCOG and Sherry's Mother, Cozette Bean during Cozette's illness.

Discuss/Adjust Agenda:

Janet presented the August agenda and requested that following change:

Add: Item 9(a) – Update on Bids Received for Addition to Town Hall (Police Department)

Motion: (Bill Warren/Larry Chapman) to approve the agenda as amended. Unanimously approved.

Approval of Minutes:

Motion: (Bill Warren/Jonathan Greer) to approve the minutes, as presented, for the July 17, 2018 Regular Meeting and the August 15, 2018 Presentation & Work Session at The HUB. Unanimously approved.

Approve Special Events Permit for Hudson Rotary Club/HCDA Arts Festival:

Jim Engelman addressed the Board representing the Hudson Rotary Club to request a Special Permit for the upcoming Festival of Arts scheduled for September 15th. Jim stated that there will be two vendors serving alcohol at the Festival, Twisted Vine Winery and Just Roll With It Bistro. The permit would cover the section of Central Street between Town Hall and Legion Road. Jim presented a copy of the liability policy for the U.S. Rotary Clubs which would cover the Town during the event.

Motion: (Barry Mitchell/Jonathan Greer) to approve the Special Events Permit as requested by the Hudson Rotary Club for the Festival of Arts. Unanimously approved.

Approve 2 -Year Contract with WPCOG for Code Enforcement:

Janet stated that the Board has been requested to approve a 2-year contract with the WPCOG for Code Enforcement Services. Janet explained that the Town would be sharing a Code Enforcement Officer with other municipalities that would also be sharing in the cost. Janet commented that our portion of the cost was included in this year's budget, and the amount budgeted will not change. The WPCOG has just requested that

the Town approve the contract on a 2-year basis so that they can count on the funding next year, which would help in hiring someone for the position.

Motion: (Larry Chapman/Ann Smith) to approve the 2-year contract as requested. Unanimously approved.

Report from HUB Committee:

Bill Warren, Chairman of the HUB Committee, commented that it is a very exciting time in Hudson. Bill stated that to summarize, it seems the towns that are popular in our state and neighboring states are the towns that accentuate the arts, and he sees Hudson going in that same direction.

Bill stated that a steering committee has been formed to steer the Town in the right direction. Bill presented the names of the members of the Steering Committee: Ron Beane, Tim Boone, Suzette Bradshaw, Kathy Carroll, CH., Brenda Deitz, Jim Engelman, Jimmy Hemphill, Mary Lindsay, Jeff Link, Carmela Tomlinson, Dillon Warren, and Tammy Williamson. These members all have talents, and we are fortunate to have them helping us and guiding us. Kathy Carroll who is a very, very strong leader has agreed to be Chairman of the Committee.

Bill stated that he has been asked about this project being laid on the backs of the taxpayers to support financially; however, the intention of the Steering Committee and the Town is to do the project in phases and to pay for the phases as we go. First of all, we are waiting to see if we are awarded the ARC Grant for updating the kitchen. Bill commented that it is the intention of the Steering Committee to raise the funds needed to match the grant.

Bill stated that since the HUB is going in a new direction with the arts, the Committee has suggested that the facility be renamed HUB Station. This name was selected because our hope is to connect arts and business. The look of the HUB could also change at virtually no cost because of the artists involved with the project and their willingness to help and create.

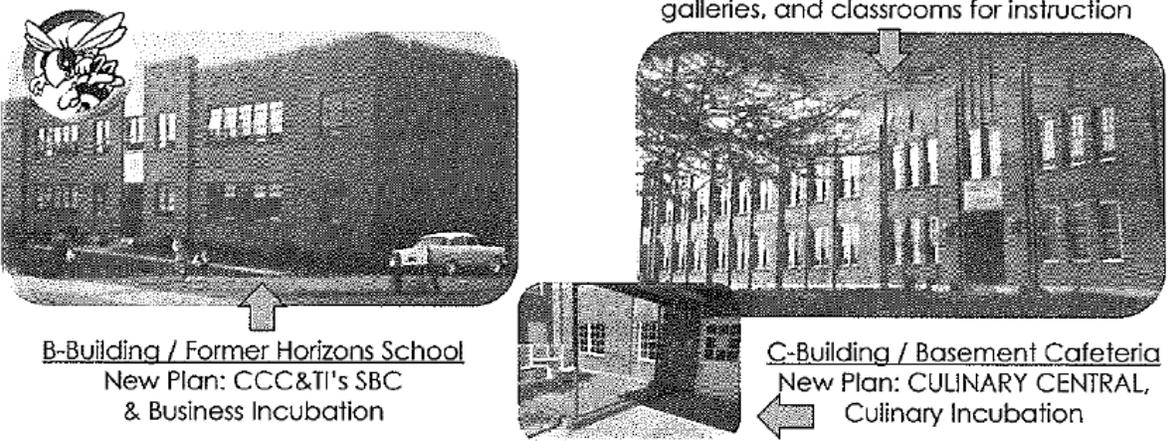
Kathy Carroll presented the Committee's vision and goals for the project.

**THE FUTURE: "VISION" AND "MISSION"
"WORKING" DRAFTS**

VISION	MISSION
<ul style="list-style-type: none">• The HUB will be a model for enhancing Community through Arts & Business.	<ul style="list-style-type: none">• "To inspire an even more vibrant Community through business and the arts."

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"BABY WE'VE COME A LONG WAY!"



A-Building: Auditorium
New Plan: Add ARTS work spaces, galleries, and classrooms for instruction

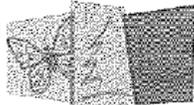
B-Building / Former Horizons School
New Plan: CCC&TI's SBC & Business Incubation

C-Building / Basement Cafeteria
New Plan: CULINARY CENTRAL, Culinary Incubation

GOAL #1: FUND-RAISING DIMENSIONS

Seek funding through various avenues to match potential grants and fully fund some elements, as needed, for expansion.

- Grants, such as ARC, may require matching funds. Seek other grants for arts, business incubation, and community development.
- Prepare list of most likely donors, remembering individuals, business & industry, corporations, and foundations.
- Establish initial fund-raising schedule and secure materials to market the promise of the project.
- Steering Committee will 'go after' donations as the Fund-Raising Committee guides. \$65K: We need it STAT.
- Develop a grant-seeking dimension with experienced writers.

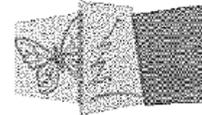


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GOAL #2: SPACE PREPARATION

Acquire necessary equipment and complete any minor renovations to certify, open, and begin new expansion services.

- KITCHEN: Plan is to have kitchen operating by January 2019 for culinary incubation.
- Successfully relocate CCC&TI's Small Business Center in Building B (formerly Horizons) and begin offering advisory and development services onsite. The goal is to have the SBC operating by mid-October 2018.
- Ready A-Building 2nd Floor sufficiently to attract & lease space to suitable artists for individual studio space ASAP.
- Dedicate and prepare two A-Bldg. 1st floor spaces for potential gallery & shared classroom space.
- Recruit & lease to at least ONE ANCHOR arts group by fall 2018.



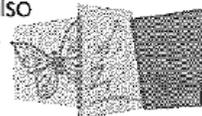
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GOAL #3: MARKETING THE MODEL

Develop a comprehensive marketing plan to include primary messaging, slogans, campaign plan, etc., to support plan rollout.

- Agree upon and get Town Board approval of the VISION and MISSION.
- Have Marketing Committee to develop materials, packet(s), online presence, social media launch, etc., to bring to StCm for approval, and then on to the Town Board.
- Get BIG ART "out there" quickly to alert the public and excite the community about the changes afoot. MAKE IT VISIBLE QUICKLY. Some by FALL 2018.
- Marketing packets probably need some common factors, but also materials directly affecting the market group: B&I, individuals . . .
- Find an ANCHOR local art group to take up residence quickly.



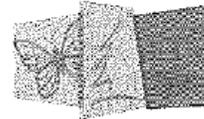
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GOAL #4: FINANCIAL PLANNING

Develop budgets that ensure proper space lease fees for incubators & artists and for fund-raising through new events dedicated to HUB business.

- Analyze past operations cost and determine "space" fees that, when combined, pay proportionate utilities and other operating costs for The HUB spaces.
- Develop lease agreements, in conjunction with artist & SBC input, that attract new lessees that will anchor the new direction for The HUB.
- Determine what we need during the first year to make the vision VISUAL so that the FR Committee knows what additional money we may need early on.
- Develop short-term budgets / costs for other equipment, facilities, and programs.
- Recruit & lease space to at least ONE ANCHOR arts group.



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GOAL #5: BEGIN NEW PROGRAMMING

Create and deliver NEW, UNIQUE arts & community events.

- Offer at least 3 new, different ARTS / Community events in 2019. Include SBC in planning and programming.
- Free up the calendar to every extent possible to provide "room" for new programming.
- At least one 2019 event should be marketed across the state and, possibly, across several states.
- Identify potential stakeholders & develop significant collaborative relationships with at least 4 local or regional existing art or cultural organizations to bring outside programs to the HUB.
- MAKE SOMETHING(S) happen ASAP for immediate response to the new plan.



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Kathy commented that the Committee is so excited, and Committee Members are used to hard work and are ready to run. Kathy added that they are very careful to include both Rebecca and Janice Woodie in their discussions, plus they are fortunate to have Rick Shew sometimes as well. She commented that the history of the HUB building matters very much with the development of this project.

Janet commented that the majority of the Steering Committee members are residents and taxpayers of the Town.

Bill stated that he plans to discuss and present information about the project to civic organizations throughout the county, which should help gain support for the new vision.

Motion: (HUB Committee) to approve the membership as presented for the Steering Committee, approve the vision of the Committee and to approve the renaming/rebranding of the HUB to HUB Station. Unanimously approved.

Kathy Carroll asked if the Steering Committee can now begin writing for grants.

Larry Chapman stated that we may need to wait on the results for the ARC Grant before we submit any other grants.

Kathy stated that there are grants available that do not require matching funds. She asked if the Committee could put their grant application packets together to have them ready to submit. Kathy suggested that for the grants that do not require matching funds, they could proceed with the applications with Rebecca's blessing. For the grants that do require matching funds, they could come to the Board for approval before the applications are submitted.

Adopt Capital Project Budget Ordinance:

Janet presented a Capital Project Budget Ordinance for the improvements planned for the kitchen at the HUB. The ARC Grant is for \$65,000 and requires a \$65,000 match. Janet commented that we are hoping the Steering Committee will be able to raise the matching funds; however, the Town is committed to matching the grant if necessary.

Motion: (Ann Smith/Rick Shew) to approve the Capital Project Budget Ordinance as presented. Unanimously approved.

Note: A copy of the Capital Project Budget Ordinance will be filed with the minutes.

Personnel Changes in the Police Department:

Chief Richard Blevins stated that last year, the Board approved the addition of a second investigator for the Department. Chief Blevins commented that the Police Department is very particular about who is hired or placed in positions; therefore, the new investigator position has remained vacant until now. As of September 1st, Office Kelsey Bumgarner will take over the new position. Officer Bumgarner has been with the Police Department since 2017, and Chief Blevins stated that he is very impressed with her hard work and dedication to the Department.

Chief Blevins reported that Officer Ian Ruark has received a letter of recognition for the life saving measures he exhibited in helping the EMS during an emergency situation. Chief Blevins read the letter to the Board, and he

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commented that although police officers are trained to administer life saving measures when necessary, with the quick responses of our EMS and Fire Departments, they rarely put the training to use.

Chief Blevins reported that Officer Brandon Nelson's mother had requested that she be able to purchase equipment, etc., for the Department. Chief Blevins stated that they had been looking for flashlights that could be used with their weapons, and Ms. Nelson purchased these for the officers. Chief Blevins estimated that the cost of the flashlights was approximately \$2,000, which is not only a wonderful gift, but is a very useful tool for the officers as well.

The Board Members commended both of the Officers, and expressed appreciation to Ms. Nelson for the contribution to the Department.

Update on Bids Received for Addition to Town Hall:

Janet briefly reviewed the bids received for the addition to the Town Hall – Police Department. The bids received are: \$89,000 from Brushy Mountain Contractors, and Joe Icard bid \$75,000. Both contractors said they could start in a couple weeks and both said the project should be completed in about 90 to 120 days.

Janet stated that because of the cost of the project, the bid process was informal and could be awarded by the Town Manager. Janet stated that after the bids were reviewed, it was determined that Brushy Mountain has Workers' Comp Insurance, and Joe Icard does not. Rebecca discussed this issue with Mr. Icard, and he indicated that he has no plans of getting Workers' Comp Insurance. Because this insurance was a requirement of the bid process, Rebecca determined that the bid should be awarded to Brushy Mountain even though their bid was higher than Mr. Icard's bid. Janet stated that Brushy Mountain has indicated that they would look for ways to reduce the cost of the project.

Public Comment/Informal Discussion:

- **Festival of the Arts** – Ann Smith reported that as of today, there are approximately 50 vendors signed up for the Festival. Ann commented that the band "Blackberry Jam" will be performing during the festival, and they study at the HUB. It should be a wonderful festival!

Adjournment:

Motion: (Larry Chapman/Jonathan Greer) to adjourn the meeting. Unanimously approved.

Tamra T. Swanson, Town Clerk