

PUBLIC WORKS COMMISSION
MEETING OF WEDNESDAY, SEPTEMBER 24, 2014
8:30 A.M.

Present: Michael G. Lallier, Chairman
Lynne B. Greene, Secretary
Darsweil L. Rogers, Treasurer

Others Present: Steve Blanchard, CEO/General Manager
Karen McDonald, City Attorney
Brian Meyer, Assistant City Attorney
Kristoff Bauer, Deputy City Manager
PWC Staff

Absent: Wick Smith, Vice Chairman
James Arp, Council Liaison
Billy King, County Liaison
Mike Bailey, Hope Mills Liaison
John Ellis, Hope Mills Liaison

Chairman Lallier called the meeting of September 24, 2014 to order.

Chairman Lallier noted Commissioner Smith is out of town and is excused from the September 24, 2014 meeting. For the record, Chairman Lallier expressed appreciation to Commissioner Smith for his service to the Public Works Commission and for his work with the American Public Power Association (APPA), as well as all the work he did as a Commissioner to give back and lead this organization.

Approval of Agenda.

Upon motion by Commissioner Rogers, seconded by Commissioner Greene, the agenda was unanimously approved.

Consent Items

Prior to approving the Consent Items, staff responded to questions from Commissioner Rogers regarding Items II-B (Bid Recommendation) and II-D (Kelly Hills/Slocum Road Sanitary Sewer Agreement).

Following discussion, upon motion by Commissioner Greene, seconded by Commissioner Rogers, the following Consent Items were unanimously approved:

- A. Minutes of meeting of September 10, 2014.
- B. Bid recommendation to award contract for the replacement of PWC's existing Meter Test and Inventory System (Lab Track System) to include hardware, software, custom code, database environment and integration services to TESCO-The Eastern Specialty Company, Bristol, PA, the lowest, responsive, responsible bidder in the total amount of \$148,000.00 and forward to City Council for approval. Funds are being transferred from CPR1000007 (Electric Meters and Metering Equipment) and CPR1000008 (Water Meters) to cover this purchase. Bids were received July 30, 2014 as follows:

<u>Bidders</u>	<u>Total Cost</u>
TESCO-The Eastern Specialty Company, Bristol, PA	\$148,000

- C. North Carolina General Statute 160A-270 permits the sale of personal property with an estimated value of \$30,000 or more by public auction upon authorization by the governing board.

Commission adopted PWC Resolution No. PWC2014.07 to declare personal property described as one (1) 2006 Ford F550 Truck with Crane, VIN#1FDADF56P46EB71488; one (1) 2007 Takeuchi TB175 Excavator, VIN #17515715; and one (1) 2000 Freightliner FL80 Bucket Truck, VIN #1FVXJJBB5YHG70194, as surplus and authorize its sale by public auction.

- D. Kelly Hills/Slocum Road Sanitary Sewer Agreement between the City of Fayetteville acting by and through its Public Works Commission of the City of Fayetteville and the County of Cumberland, a NC body politic acting by and through its Kelly Hills/Slocumb Road Water & Sewer District in order to change the service from multiple individual retail accounts to a single wholesale account.

Review of Alternative Logos/Branding for Fayetteville PWC (This is in response to the Fayetteville City Council's request in the City Council Resolution No. R2013-052)

Prior to Steve Blanchard and Carolyn Justice-Hinson reporting on this item, Chairman Lallier read language from the Council Resolution No. 2013-052 regarding the logo/branding which states: “*BE IT FURTHER RESOLVED that the City Council desires a consistent and coordinated overall messaging and branding effort in the community.....Accordingly, Fayetteville PWC is directed to develop a logo and utility name transition consistent with the overall City of Fayetteville branding and communicate any new or alternative branding or logos to the City Council for review and approval prior to adoption and implementation.*”

Mr. Blanchard stated Public Works Commission goes by several names already. He stated basically in the community most people associate us with PWC, which is the PWC logo we have had for years. Mr. Blanchard stated we don't stop here; we operate statewide as well as on a national level in that we have to file different reports with various agencies. He stated outside of the Fayetteville area, we identify ourselves as Fayetteville Public Works Commission. Mr. Blanchard noted when crews are traveling out of Fayetteville; we have portable signage for our vehicles which identify them as Fayetteville Public Works Commission. He stated officially our name as listed in the Charter is ‘Public Works Commission of the City of Fayetteville.’ Mr. Blanchard stated since the official name is long we have chosen in the past to tag ‘Fayetteville’ on the front end of the name and identify us as ‘Fayetteville Public Works Commission.’ He stated Commissioner Smith served on the sub-committee working with Ms. Hinson to gather options for the Commission to consider versus keeping the current logo.

Carolyn Justice-Hinson, Communications/Community Relations Officer reviewed proposed logo options for Commission consideration. Handouts with the current and proposed logos were provided to the Commission for their review. Ms. Hinson stated this information was also emailed to the Commission in advance for reference. She stated during the process they conducted an extensive inventory of all the items that have a logo on it, which ranges anywhere from our vehicles, signs, website, billing, uniforms, badges, etc. Ms. Hinson stated there is an extensive amount of items that have the PWC logo on them. She stated they also looked at what they call ‘customer facing items’ which include vehicles, signage,

envelopes and uniforms. She stated the logo on these items has been used for at least 50 years. Ms. Hinson stated about eight years ago on some of the community and customer items, PWC started incorporating the tag line 'PWC, Your Hometown Utility' and then transitioned to 'PWC, *Fayetteville's* Hometown Utility' using the script '*Fayetteville's*' which is part of the City of Fayetteville's official logo to start showing the unity and association with the City of Fayetteville. She stated at that time we did not do any of the transition to the signs, uniforms, etc., since it was very cost prohibitive to make these changes.

Ms. Hinson stated as a result of the Council Resolution, staff, along with Commissioner Smith, started working with a local graphics artist and came up with various logos to determine the best way to incorporate 'Fayetteville' in the logo and felt the '*Fayetteville*' script was the best association to tie in with the City of Fayetteville. She stated the cost to change the logo is the biggest factor, which is estimated at approximately \$800,000. and provided a breakdown of the cost (Phase I and Phase II.) Ms. Hinson stated if a complete change to the logo is done, this needs to be done at one time and not phased in since it would be confusing to customers. She stated if the Commission selected a similar logo using the script; it is close enough to the original logo that it could be done in a more economical manner. Ms. Hinson stated she did not have the breakdown of cost if the Commission chose the logo using the '*Fayetteville*' script; however, the biggest expense is changing the name on our vehicles (rolling stock). She stated if the logo '*Fayetteville's* Hometown Utility' is selected, when vehicles come in for maintenance the logo could be changed at that time. Ms. Hinson stated it could take over a year to complete the logo change on the vehicles.

Discussion ensued. Commissioner Greene stated she did not feel we should deviate from the logo we have. She said financially, the cost is cost prohibitive and using the logo "PWC, *Fayetteville's* Hometown Utility" is the route to go since we are branded, 109 years. Regarding the logo on the uniforms, since the uniform patch does not have Fayetteville on it, Chairman Lallier asked if staff had spoken to the uniform company regarding the cost to replace the patch on the uniforms with the same size patch and putting the logo "PWC, *Fayetteville's* Hometown Utility" on the patch. Ms. Hinson stated the uniform company had been contacted regarding replacing the patch on the uniforms and the cost is approximately \$25,000. She also stated it is time to rebid the uniform contract so the change to the patch

could be included in the bid. Chairman Lallier commented the most visible things we have are the rolling stock and the second most visible is the employees and the least most visible thing is building signage. He stated in looking at this, almost \$500,000 of the \$800,000 estimated cost is building signage. Chairman Lallier asked how many signs are inventoried in the cost and Ms. Hinson stated over 2,000 signs, which include fences, facilities, etc. In order to gain consensus, Chairman Lallier asked if the logo/style “PWC, *Fayetteville’s* Hometown Utility” is acceptable as the logo and all the Commissioners present said yes. He stated if the Commission wanted to take action, his suggestion would be to consider adopting this as the recommended logo to send to Council. Mr. Blanchard stated if the Commission could give staff direction on the logo they want to use with the ‘*Fayetteville*’ script on it, then staff can put together a recommendation, including cost, for the Commission to review which would include a priority list on how to attack this change. Following discussion, it was the consensus of the Commission for staff to prepare the recommendation regarding the logo change and report back to the Commission at the next meeting (October 8th) for their review and approval. Following Commission action, a recommendation regarding the logo change will be sent to the Council for their consideration.

General Manager Report

- Sanderson Farms Update – PWC has been requested to look at a multi-year rate for water for Sanderson Farms. Currently staff has prepared a five year rate and is also looking at a 10 year rate as requested by Sanderson Farms. The only issue is whether the County will support moving forward. Sanderson Farms is not ready to back out of coming to Cumberland County. Chairman Lallier stated he doesn’t feel comfortable with a 10 year rate – it sets a precedent.

Other Comments

- Commissioner Rogers requested updates on a regular basis on the projects related to PWC and City shared initiatives (Steering Committee-Best Practices Projects). Chairman Lallier stated dashboard reports are sent out following the Steering Committee meetings and he will have all the Commissioners added to this distribution list.

Mr. Blanchard stated the original contract for Davenport Lawrence was budgeted at \$200,000 (\$100,000 each for PWC and City of Fayetteville). Mr. Blanchard stated Davenport Lawrence has spent the entire budgeted amount (\$200,000) and in order to finish the projects Davenport Lawrence indicated it will cost an additional \$66,000. Chairman Lallier suggested Mr. Blanchard and City Manager Voorhees discuss the cost overrun issue and come up with a recommendation.

Reports and Information: The Commission acknowledges receipt of the following reports and information:

- A. Personnel Report for August 2014
- B. Position Vacancies
- C. Approved N.C. Department of Transportation Encroachment Agreement(s):
 - Encr. #17964 – water main installation - US 401 By-Pass (Skibo Road)
 - Encr. #17965 – gravity sewer main installation – US 401 By-Pass (Skibo Road)
 - Encr. #17794 – sewer main installation – SR-2299 (E. Russell Street)
- D. Approved Utility Extension Agreement(s):
 - Legion Petromart, LLC – water main extension to serve Petromart
- E. Actions by City Council during meeting of September 8, 2014, related to PWC:
 - Approved to establish the Budget Office and Internal Audit and Organizational Performance Functions
 - Approved the Fiber Network Services
 - Approved the PWC Economic Development and Community Support
 - Appointed Wade Fowler to the Public Works Commission Board (1st Term)
Effective October 2014-September 2018

Closed session for legal consultation as allowed by NC General Statutes 143-318.11(a)(3)

Chairman Lallier entertained a motion to go into closed session as allowed under N.C. General Statutes 143-318.11(a)(3) for legal consultation.

Upon motion made by Commissioner Rogers and seconded by Commissioner Greene, the Commission unanimously voted to go into closed session at 9:25 a.m. as allowed under N.C. General Statutes 143-318.11(a)(3).

Following discussion, upon motion made by Commissioner Greene and seconded by Commissioner Rogers, the Commission voted to return to open session at 11:05 a.m.

There being no further business, upon motion by Commissioner Rogers, seconded by Commissioner Greene and unanimously approved, the meeting was adjourned at 11:08 a.m.