



**Town of Valdese
2018 Council and Department Head
Annual Budget Retreat
Old Rock School, Waldensian Room
400 Main Street W, Valdese
Monday, March 18, 2019
1:00 P.M.**

- 1. Call Meeting to Order**
- 2. Welcome Remarks – Mayor Black**
- 3. Finance Department – Finance Director Bo Weichel**
Taxes, current budget revenues, anticipated changes in revenue
- 4. Administration & Planning Department – Planning Director Larry Johnson & WPCOG**
Community & Regional Planning Director Alison Adams
Departmental requests, IT needs, WPCOG Code Enforcement
- 5. Utility Departments – Water Resources Director Greg Padgett & McGill Associates**
Utility CIP update for Water and Wastewater Departments

BREAK

- 6. Public Works – Public Works Director Bryan Duckworth**
Departmental requests, streets, utility performance update
- 7. Parks & Recreation Department – Parks & Recreation Director Doug Knight**
Departmental requests, CIP, Valdese Lakeside Park Master Plan
- 8. Fire Department – Fire Chief Charlie Watts**
Departmental requests, CIP
- 9. Police Department – Police Chief Jack Moss**
Departmental requests, CIP

DINNER – Myra's Catering

- 10. Human Resources – HR Director Courtney Kennedy**
Department overview, personnel policy
- 11. Community Affairs – Community Affairs Director Morrissa Angi**
Departmental requests, fee schedule, events
- 12. General Discussion – Town Manager Seth Eckard, Mayor, Council**
Budget strategy, questions, comments
- 13. Adjournment**

TOWN OF VALDESE
Major Revenue Sources (General Fund)

	Current Budget	Actuals (67% of Year)	% Collected	Estimated Year End	FY 19-20 Projection
Current Ad Valorem Tax	1,854,627	1,788,692	96.4%	1,817,534	1,980,102
Prior Year Ad Valorem Tax	40,000	32,107	80.3%	38,000	41,768
Motor Vehicle Tax	125,000	97,758	78.2%	137,000	140,000
Utility Franchise Tax	457,000	230,875	50.5%	461,751	457,000
Powell Bill	144,535	144,452	99.9%	144,452	144,685
Sales & Use Tax	1,119,742	758,674	67.8%	1,119,742	1,119,742
Solid Waste Fees	3,100	2,278	73.5%	3,410	3,000
Occupancy Tax	60,000	51,047	85.1%	60,000	65,000
Refuse Collection Fee	202,000	134,305	66.5%	202,000	202,000
Recycle Fee	25,000	16,613	66.5%	25,000	25,000

TOWN OF VALDESE
Debt Service (General Fund)

	FY19-20 Debt Service	Remaining Balance
Fire Engine (USDA)	26,908	134,540
Fire Ladder Truck (USDA)	52,761	1,002,459
Street Paving (BB&T)	121,856	121,856
Trucks & Equip-Street (BB&T)	53,743	107,486
Town Hall (USDA)	88,878	2,844,096
Splash Park (USDA)	19,483	759,837
Patrol Vehicles (3)-2019	36,000	144,390
Total	399,629	5,114,664

TOWN OF VALDESE
Debt Service (Utility Fund)

	FY19-20 Debt Service	Remaining Balance
Triple Community Water (TD Bank)	36,855	331,692
Inflow & Infiltration (SRF)	15,471	231,606
Church Street (SRF)	19,443	19,443
Waste Water Plant Upgrades (NCDENR)	157,947	312,063
Settings - Water & Sewer (USDA)	66,793	1,927,200
Water Meter AMI (SRF)	84,852	1,699,039
St Germaine Water Line (SRF)	11,966	239,328
TOTAL	393,327	4,760,370

Planning

[Department Summary]

[2019-2020]

Overview

- Code Enforcement
- Permits
- Administration
- Planning Board Agenda
- Housing Developments
- Technology

Code Enforcement

2018 Enforcement Abatelements: 105

Weeds and Vegetation	60
Junk Vehicle	12
Property Maintenance (Vehicles)	18
Demolition	2
Zoning Violations	10
Vacant/Substandard	3

Year Comparison

Weeds and Vegetation

2017 - 41

2018 - 60

Junk Vehicles

2017 - 12

2018 - 12

Property Maintenance

2017 - 17

2018 - 18

Demolition

2017 - 0

2018 - 2

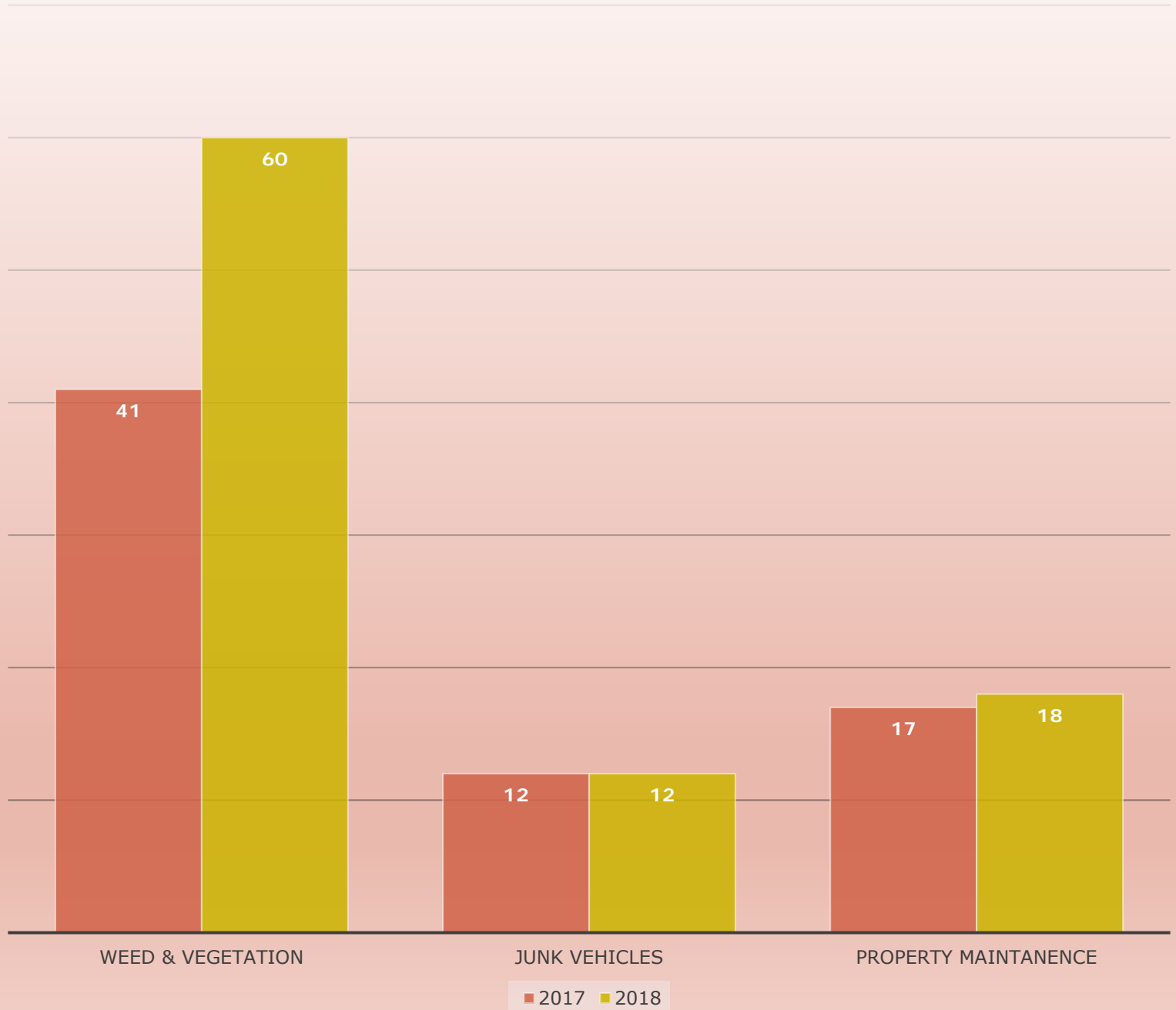
Vacant/Substandard

2018 - 3

Zoning Violation

2018 - 10

ENFORCEMENT/NUISANCE ABATEMENTS



Enforcement Strategies

Currently, the Planning Department works to abate nuisances through a less assertive/combatative approach, that is somewhat complaint driven and supported by budgeted funds to achieve abatement results.

Condemnation, displacement, court filings only after all other options exhausted.

A second strategy involves a more assertive/aggressive approach, that could include displacement, condemnation as strong possibilities; supported by contracted services for code enforcement and budgeted funds to achieve the desired abatement results

Code Committee

- Valdese ordinances are consistent with other municipalities throughout the region
- Other ordinances can be adopted to regulate specific concerns e.g. vacant housing
- The current approach allows flexibility in identifying violations and methods of abatement
- More funding is required for abatement
- Additional staffing is required to achieve more results

Questions?

Permits

Zoning Permits issued 2018

48

Permit Value

\$4,028,274.00

❑ New Construction Residential Site Built
(10) \$2,944,000.00

❑ Residential Additions/Renovations
(12) \$188,700.00

❑ Accessory Structures
(6) \$39,260.00

❑ Home Occupation (beauty shop)
(1) \$0.00

❑ Boat Dock
(5) \$122,400.00

☐ Commercial New Construction

(1) \$49,000.00 (gazebo)

☐ Commercial Additions/Renovations

(5) \$660,700.00

☐ Well/Septic Tank

(4) \$7,800.00

☐ Signage

(4) \$16,414.00

Year Comparison

2017

2018

42

Permits

48

\$2,588,375.00 **Value**

\$4,028,274.00

10 **New Construction Residential** 10

Ward Breakdown

- Ward 1 17 Permits \$2,428,600.00
(Thompson)
- Ward 2 10 Permits \$1,226,800.00
(Stevenson)
- Ward 3 5 Permits \$ 30,300.00
(Sweezy)
- Ward 4 11 Permits \$ 92,574.00
(Hildebran)
- Ward 5 5 Permits \$ 250,000.00
(Ogle)

Questions?

Housing Development Updates



Waterside

10 homes Occupied

5 homes under construction



Lake Vistas Phase I & II

5 Homes Occupied

1 home under construction



Island Pointe Shores at Lake Vistas

Phase III

49 Lots in all phases

All lots sold

1 Home occupied



The Settings

1 home occupied

1 home vacant

March Lot Sale



McGalliard Pointe

5 lots

2 lots sold

Water has been installed

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vacant

BENJAMIN & PATRICIA GARROU
REID: 11995
52.13 ACRE
R-1 BURKE COUNTY

VALDESE HOUSING AUTHORITY
REID: 38609
23.43 ACRE

**R-1 BURKE COUNTY
R8 VALDESE**

VALDESE HOUSING AUTHORITY
REID: 38609
23.43 ACRE

**R-1 BURKE COUNTY
R8 VALDESE**

HELEN C. WILLIAMS
REID: 14709
4.59 ACRE

R-12

ANN J. HARRIS
REID: 12292
6.03 ACRE

R-12

DREW W. POWELL
REID: 14085
6.0 ACRE

R-12

EDWARD & MARY WASHBURN
REID: 13338
1.0 ACRE

R-12

BETTY H. SHERRIL
REID: 17759
0.57 ACRE

**R-1 BURKE COUNTY
R8 VALDESE**

VICONG PAO LEE
REID: 46299
8.9 ACRE

R-12

EXISTING ACCESS ROAD TO BE WIDENED.
REFER TO ROAD CROSS SECTION B/C2

FUTURE WALKING TRAIL

COMMUNITY GARDEN

EXIST. BLDG

HARRIS AVENUE NW

Lot #10
17,066 SF (39 acre)

Lot #11
15,341 SF (35 acre)

Lot #12
22,728 SF (52 acre)

Lot #14
20,194 SF (46 acre)

Lot #15
19,195 (44 acre)

Lot #6
23,536 SF (54 acre)

Lot #5
18,125 SF (42 acre)

Lot #4
19,640 SF (43 acre)

Lot #3
19,433 SF (45 acre)

Lot #2
17,554 SF (40 acre)

Lot #1
14,358 SF (33 acre)

Common Area 2
Contains 29 acre

Common Area 1
Contains 26 acre

Edelweiss

15 Lot Subdivision

Preliminary Plat Approval – April 2019

Final Plat Approval – June 2019

Housing Projects?

- Laurel House/Houston Hosiery Building– 50 1-2 BR Apartments
- Valdese Bluff – Mixed Use)
(Multifamily, Single Family, Commercial, Office, Institutional),
located on 100+ acre tract adjacent
to Draughn High School
- Crowhill Park Property

Planning Board 2019 Agenda

- Central Business District Zoning Expansion
- Rewrite of permitted uses and standards in the commercial zoning districts
- Rewrite of Zoning and Subdivision Regulations

Questions?

Town Hall Maintenance and Repairs

- Repair Ceiling cracks and separation throughout town hall
- Painting of patched/repaired areas
- Mold removal in Kitchen
- Exterior Pressure Washing
- Roof Repairs
- Estimated cost: \$20,000

Technology

- Town has implemented a program to replace all PCs after 4-5 years
- Installation of upgraded phone system to all remote sites – Complete
- Town Hall Computer Servers in service for 6 years budgeted for replacement 2019-2020 budget year.

Planning Administration Budget Request Summary

Planning

?

Administration

- Server Replacements

\$10,000.00



Code Enforcement Service

March 2019

Valdese, North Carolina

Impacts on Housing, Neighborhoods & Communities

- Health and safety concerns
- Lowers property values of neighboring homes
- Lowers tax value of neighborhoods
- Increase in crime is documented with blighted neighborhoods and communities
- Increase in fire & medical response is documented in blighted neighborhoods and communities



Challenges for Local Governments

- Expectations from concerned neighbors
- Sometimes complex administrative and legal steps required that take time
- Staff must be trained
- Difficult to streamline enforcement process with one-person code enforcement offices
- Not all municipal/county planners are well-suited for this type of work
- Property rights must be respected
- Un-bias approach

Code Enforcement Services

Code enforcement services include:

- Minimum housing standards
- Minimum non-residential standards
- Nuisance
- Abandoned, junk and nuisance motor vehicles
- Abandoned manufactured homes



Minimum housing standards

- **Space Use** (minimum square footage, measurements, and uses)
- **Lighting and ventilation** (operable windows, doors, screens, etc...)
- **Exits** (two means on ingress/egress, porches, stairs and handrail to code)
- **Plumbing** (septic or sewer, indoor water supply, hot water heater, insulated pipes, etc...)
- **Heating** (required to maintain 68 degrees 3 feet off the floor during winter conditions, no unvented combustible space heaters can be used)
- **Electricity** (required to be wired and no broken fixtures, outlets, switches and over-loaded circuits, etc...)
- **Structural requirements** (all maintained in sound working order) –
foundation, floors, walls, ceilings, roofs,
stairs and steps, porches and appurtenances,
accessory structures, supplied facilities and
property maintenance.



Minimum non-residential standards

An abandoned and/or unsafe structure is defined as

- a nonresidential building or structure which has not been occupied by authorized persons for at least six (6) months and;
- persistently or repeatedly becomes unprotected or unsecured, or;
- has been occupied by unauthorized persons, or;
- presents a danger of structural collapse, fire, disease, or;
- a threat to children



Nuisance

- Unfit habitat
- Unsanitary, stagnant or inhibited water
- Junk
- Plant overgrowth
- Trash and waste
- Public street maintenance
- Odor
- Location harboring rats, snakes, carcass and feral animals
- Construction materials (construction site where work has been discontinued for a period of 60 days)
- Graffiti
- Animal sanitation



Abandoned, junk and nuisance motor vehicles

Abandoned motor vehicle is a vehicle that is left on public street or highway in violation of a law or ordinance prohibiting parking, or left on a public street or highway for longer than seven (7) days, or left on property owned or operated by the city for longer than twenty-four (24) hours, or left on private property without the consent of the owner, occupant or lessee thereof, for longer than two (2) hours.



Junked motor vehicle is a vehicle that does not display a current license plate lawfully upon that vehicle **and** is partially dismantled or wrecked; or, cannot be self-propelled or moved in the manner in which it originally was intended to move; or is more than five (5) years old and appears to be worth less than \$100.00.

Abandoned, junk and nuisance motor vehicles

Nuisance motor vehicle is a vehicle that meets one or more of the following:

- Breeding ground for rats, pest, etc.
- High weeds/grass under and around vehicle
- Point of collection for pools of water
- Point of concentration of gas, oil, etc.
- Vehicle in danger of falling or turning over
- Point of collection for garbage, debris, etc.
- Source of entrapment, exposed metal, glass, etc.
- Offensive to the sight as to damage the community, neighborhood or area appearance
- Used by children for play

Abandoned manufactured homes

A manufactured home shall be deemed to be an abandoned, nuisance or junked if not occupied for at least 120 days and meets any of the following criteria

- provides a location for loitering, vagrancy, unauthorized entry or other criminal activity; or
- boarded up for at least 30 days; or taxes in arrears for a period of time exceeding 365 days; or
- all utilities disconnected or not in use.



What sets our service apart?

- **Consistency** (compassionate approach with results applied consistently)
- **Efficiency** (GIS Application)
- **Cost-effectiveness** (sharing the cost with other municipalities, limited cost for postage, vehicle/gas cost covered in flat rate,
- **Knowledge** (experienced personnel)
- **Reduced Liability**
- **Tailored approach** (proactive vs. complaint)
- **Process** - Ordinance amendments
- **Educational Outreach**



GIS Application in the Field

Violation Status

- New Violation
- Owner Notified
- Cited
- Resolved



Application has 24/7 access from the web.

Reports will be compiled and distributed to the Manager and Elected Officials.

Violation Categories

- Abandoned Manufacturing Home
- AJN Motor Vehicle
- Minimum Housing
- Multiple Violations
- Nuisance
- Other



24 hour window to respond to code complaint

Estimated Costs

Item	Year 1 Estimated Cost
Personnel (Salary, Fringe Benefits, Indirect)	
Program Management (Salary, Fringe Benefits, Indirect)	
Vehicle Purchase, Maintenance, Fuel	
Training	
Computer, mobile phone, supplies, initial software purchase/creation, etc.	
Year 1 Total Costs	

*contracts are written for two years with 180 days cancellation notice if discontinued prior to the end of the contract.

Estimated Costs

Year	Estimated Cost
FY2019-20	
FY2020-21	

Proactive approach = average of square miles and population of the municipality.

Compliant approach = 25% of the proactive rate.

Next Steps

- Contract Signed
- Ordinance evaluation and amendments, if needed (goal to have those adopted prior July 1, 2019)
- GIS application created
- Meet and Greet with Code Enforcement Officers
- Off and running!

Questions?



Nuisance Violations

Preliminary Investigation

Upon investigation and discovery of any of the conditions deemed a nuisance, the Code Enforcement Officer shall make a written report of their findings and may order that appropriate corrective action be taken, including the removal or abatement of such conditions by the person creating the nuisance or by the owner.

Notice

The Code Enforcement Officer shall give notice to the owner, lessee or other person in possession of the premises in writing setting forth his findings and describing the appropriate corrective action. May establish a deadline, not to exceed sixty (60) days, for the abatement of the nuisance.

Code Enforcement Officer Issues Order

Code Enforcement Officer states his findings and remedial actions in writing.

Owner Appeal

Owner appeals order to the BOA during the time period stated in notice to abate.

If denied, time period is resumed and follow Abatement of Nuisance Steps.

Abatement of the nuisance will be postpone until the final determination for the appeal is made by the BOA.

Abatement of Nuisance

Chronic Violator

Municipality shall, take action to remedy the violation.

Expense of the action shall become a lien upon the property. Collected as unpaid taxes.

Owner abates Nuisance in proposed time

Owner fails to abate nuisance in proposed time

Removal by city

Employees of the city or contracted work go upon such premises and remove or otherwise abate such nuisance under the supervision of a town official.

Violation subject to Penalties

Cost of Abatement

Cost incurred in removing or otherwise remedying a public nuisance shall be charged to the owner, with instructions that such charges are due and payable within 30 days from the receipt thereof.

Cost of Penalty

Civil penalty in the amount of fifty dollars (\$50.00) is issued. Must be paid within seventy-two (72) hours of receipt.

Cost Declared Lien

If not paid within 30 days charges shall become a lien upon the land or premises where the public nuisance existed and shall be collected as unpaid taxes.

Owner pays charges within proposed time

Owner Fails to Pay

Each day's continuing violation shall be considered a separate and distinct offense.

ABANDONED, NUISANCE AND JUNKED MOTOR VEHICLES Violations

Preliminary Investigation

Upon investigation, the Code Enforcement Officer may determine and declare that a vehicle is abandoned; a health or safety hazard and a nuisance vehicle as defined in Sec 2.02; or deemed as a Junk Motor Vehicle in Sec 2.05, order the vehicle removed.

Notice Nuisance Vehicle or a Junked Motor Vehicle

Notice shall be given by first class mail (or any other method authorized for service by North Carolina Rules of Civil Procedure). The person who mails the notice(s) shall retain a written record to show the name(s) and address (es) to whom the notice is mailed, and the date mailed.

Notice Abandoned Motor Vehicle

Notice shall be given by affixing on the windshield or some other conspicuous place on the vehicle a notice indicating that the vehicle will be removed by the city on a specified date (no sooner than seven (7) days after the notice is affixed).

Code Enforcement Officer Issues Notice

Removal of ABANDONED, NUISANCE AND JUNKED MOTOR VEHICLES

Owner Appeal

Owner appeals order to the BOA during the time period stated in notice to abate.

Abatement of the nuisance will be postpone until the final determination for the appeal is made by the BOA.

Removal from Private Property

Must give at least 5 days' written notice from the city of the vehicle removal. The owner may request in writing that the Code Enforcement Officer review and determine that the vehicle to be removed is in violation of the ordinance. No such vehicle shall be removed from privately owned premises without the written request, unless the vehicle has had the status of an abandoned vehicle on such privately owned premises for as long as 30 days and has, therefore, become a health and safety hazard in accordance with the declaration of the council as set out in section 2.06.

Removal by city

Employees of the city or contracted work go upon such premises and remove or otherwise abate such nuisance under the supervision of a town official.

If denied, time period is resumed and follow Removal Steps.

Removal of vehicles; post-towing requirements

Vehicle to be removed to a storage garage or area by the tow truck operator or towing business contracting to perform such services for the city. Whenever such a vehicle is removed, the authorizing city official shall immediately notify the last known registered owner of the vehicle. Notice should include the five requirements set forth in Sec 2.10

Post-Towing Notice

If registered in NC, notice shall be given within 24 hours. If not registered in the state, notice shall be given to the registered owner within 72 hours from the removal of the vehicle.

General Penalty

Except as set forth in subsection, violation of any provision of this Code or any other city ordinance shall be a misdemeanor as provided by G.S. § 14-4(a).

Sale and disposition of unclaimed vehicle.

Any vehicle which is not claimed by the owner will be disposed of by the towing business having custody of the vehicle. Disposition of such a vehicle shall be carried out in coordination with the city as said in Sec 2.13.

Vehicle is Removed at Property Owners Expense

When a vehicle is removed from privately owned property at the request of a person, the person at whose request such vehicle is moved shall indemnify the city against loss or expense incurred by reason of removal, storage or sale thereof.

Cost of Penalty

Civil penalty in the amount of fifty dollars (\$50.00) is issued. Must be paid within seventy-two (72) hours of receipt.

Right to probable cause hearing before sale or final disposition of vehicle

Owner or any other person entitled to possession is entitled to a hearing for the purpose of determining if probable cause existed for removing the vehicle. A request for hearing must be filed in writing with the county magistrate designated the magistrate will set the hearing within 72 hours of receipt of the request.

Redemption of vehicle during proceedings.

At any stage in the proceedings, including before the probable cause hearing, the owner may obtain possession of the removed vehicle by paying any fees or charges associated with the removed vehicle.

RESIDENTIAL MINIMUM HOUSING

Preliminary Findings

Whenever a petition is filed with the Code Enforcement Officer by a public authority or by at least (5) residents of the city charging that any dwelling or dwelling unit is unfit for human habitation, or whenever it appears to the Code Enforcement Officer that any dwelling or dwelling unit is unfit for human habitation, he shall, if his preliminary investigation discloses a basis for such charges, issue and cause to be served upon the owner of and parties in interest in such dwelling or dwelling unit a complaint stating the charges and containing a notice that a hearing will be held before the Code Enforcement Officer.

Code Enforcement Officer Issues Notice of Violation

Complaint will state the charges and contain a notice that a hearing will be held before the Code Enforcement Officer not less than 10 days and no more than 30 days from mailing the complaint.

Hearing

The Code Enforcement Officer shall give notice to the owner, lessee or other person in possession of the premises in writing setting forth his findings and describing the appropriate corrective action. May establish a deadline, not to exceed sixty (60) days, for the abatement of the nuisance.

Code Enforcement Officer Issues Order

Code Enforcement Officer states his findings and remedial actions in writing

Owner Appeal

Owner appeals order to the BOA during the time period stated in notice to abate.

Temporary Injunction

Owner Files injunction with the Superior Court within 30 days.

If denied, time period is resumed and follow Removal Steps.

If the Building Repairs cost less than 50% of Building value

Code Enforcement Officer orders **Repairs** or building **Vacated**

Building Repaired by Owner

Building Owner does not Comply with Order within Reasonable time

City Council Adopts an Ordinance to order the Code Enforcement Officer to cause the building **Repaired** or **Vacated**

No Repair Progress made for Two years or Vacated for Two Years

City Council Adopts an Ordinance that States the Building will be Repaired or Demolished within 90 Days

Building Owner Does not Repair or Demo Building in the 90 days

Building is Demolished and a Lien is Placed Against the Real Property

If the building Repairs cost more than 50% of building Value

Code Enforcement Officer orders **Repairs** or building **Demolished**

Building Owner does not Comply with Order within Reasonable time

Building Demolished by Owner

City Council Adopts an Ordinance to Order Code Enforcement Officer to cause the Building be **Demolished**

Building is Demolished and a Lien is Placed Against the Real Property

NON-RESIDENTIAL MINIMUM STANDARDS

Notice

The Code Enforcement Officer shall give notice to the owner, lessee or other person in possession of the premises in writing setting forth his findings. A hearing will be held before the official at a designated place therein fixed, not less than ten (10) nor more than thirty (30) days after serving of said notice.

Hearing

The owner or any party in interest shall have the right to file an answer to the complaint and to appear and give testimony at the place and time fixed in the complaint. Any person desiring to do so may attend the hearing and give evidence relevant to the matter being heard. The rules of evidence prevailing in courts of law or equity shall not be controlling in hearings before the official.

Code Enforcement Officer Issues Order Code

If structure still is deemed a safety hazard, the Code Enforcement Officer shall issue and cause to be served upon the owner thereof an order directing and requiring the owner to repair, close, vacate or demolish the structure as necessary to correct the health or safety hazard within a specified period of time.

Code Enforcement Officer orders *Repairs, or Secure and Close or Vacated, or Demolished*

Owner Appeal

Owner appeals order to the BOA during the time period stated in notice to abate.

The BOA shall hear and render a decision in an appeal within a reasonable time. The council may affirm, modify and affirm, or revoke the order.

If denied, time period is resumed and follow the BLUE steps.

Owner
Complies
with
Order

Building Owner does not Comply with Order within Reasonable time

City Council Adopts an Ordinance to order the Code Enforcement Officer to cause the building *Repaired, or Secured and Closed or Vacated, or Demolished.*

If the owner of a building or structure fails to comply with an order issued pursuant to G.S. §160A-429 from which no appeal has been taken, or fails to comply with an order of the City Council following an appeal, he shall be guilty of a Class 1 misdemeanor.

Building is Repaired or Demolished by Municipality and a Lien is Placed Against the Real Property

Abandoned Manufactured Homes

Findings

Code Enforcement Officer will investigate and determine if a manufactured home shall be deemed to be an abandoned manufactured home. For the purposes of Article 5 in the following circumstances: any manufactured home that is either vacant or in need of extensive repair; and an unreasonable danger to public health, safety, welfare or the environment.



Notice

The Town shall notify the responsible party and the land owner for each identified abandoned manufactured home in writing and shall be sent to the person in the form of certified mail or hand delivered in person.

Hearing

The owner or any party in interest shall have the right to file an answer to the complaint and to appear and give testimony at the place and time fixed in the complaint. Any person desiring to do so may attend the hearing and give evidence relevant to the matter being heard. The rules of evidence prevailing in courts of law or equity shall not be controlling in hearings before the official.



Code Enforcement Officer Issues Order Code

The owner or responsible party shall be given 60 days from receipt of the written notice to dispose of the abandoned manufactured home in a legal manner.



Owner Appeal

Owner appeals within 10 days following the issuance of the order.



Abatement of the nuisance will be postpone until the final determination for the appeal is made by the BOA.



If denied, time period is resumed and follow Removal Steps.



Removal by city

If the owner or responsible party fails to comply with this order, the town shall take any action it deems reasonably necessary to dispose of the abandoned manufactured home, including entering the property where the abandoned manufactured home is located and arranging to have the home deconstructed and disposed of in a manner consistent with the Town's garbage collection and disposal provisions.



Cost of Abatement

Cost incurred in removing or otherwise remedying a public nuisance shall be charged to the owner, with instructions that such charges are due and payable within 30 days from the receipt thereof.



Cost Declared Lien


If not paid within 30 days charges shall become a lien upon the land or premises where the public nuisance existed and shall be collected as unpaid taxes.

Owner pays charges within proposed time



Capital Improvements Plan Water & Sewer Rate Study





Prepared by:

RJ Mozeley, PE

Project Manager

Dale R. Schepers

Senior Consultant

March 18, 2019



Accomplishments

Water Line Replacements

Sewer Infiltration & Inflow Study

Sewer Rehabilitation

Biosolids Study

ArcFlash Study

Water Tank Reconditioning

Electrical System Upgrades

Backup Generator Addition at WTP

Grit System Replacement at WWTP



Clarifier Rehabilitation at WWTP

Cline Street PS Backup Generator

Improved SCADA Systems

Funding Agency Awards

Rate Structure Simplification

Projects in Progress

Advanced Metering Infrastructure
Main Street Water Line Replacement
WTP Disinfection Conversion
St. Germain Water Line Replacement
Motor Fleet Replacement
Maintenance Equipment Replacement



1.5 MW Backup Generator at Water Treatment Plant



Raw Water Pump Station at Water Treatment Plant

Projects in Progress



Asphalt Patch for Water Line Repair
in Main Street



Chlorine Dock at Water Treatment
Plant

Funding Award Summary

No.	Project Name	Grant / Principal			
		Total Project Cost (\$)	Forgiveness Amount (\$)	Loan Amount (\$)	Loan Rate (%)
1	Generator Addition at WTP	\$ 1,000,000	\$ 1,000,000	\$ -	-
2	24" Transmission Main Valve Replacement	\$ 61,000	\$ 61,000	\$ -	-
3	Grit System Replacement at WWTP	\$ 1,082,300	\$ 725,141	\$ 357,159	-
4	AMI Meter Replacement	\$ 2,265,386	\$ 566,347	\$ 1,699,039	0.00%
5	St. Germain Water Line Replacement	\$ 313,656	\$ 156,828	\$ 156,828	0.00%
6	MCC Replacements at WTP	\$ 842,770	\$ 210,692	\$ 632,078	0.00%
7	Water System Line Replacements	\$ 1,181,700	\$ 500,000	\$ 681,700	0.00%
8	Centrifuge Drives & Controls at WWTP	\$ 317,265	\$ -	\$ 317,265	1.91%
9	Bleach Conversion Project at WTP	\$ 658,300	\$ 164,575	\$ 493,725	0.00%
10	Main Street Water Line Replacement	\$ 2,782,950	\$ 1,000,000	\$ 1,782,950	0.00%
<u>Totals</u>		<u>\$ 10,505,327</u>	<u>\$ 4,384,583</u>	<u>\$ 6,120,744</u>	<u>-</u>




Capital Improvements Plan

2019 – 2020 Proposed CIP Table





Financial Analysis



2019 – 2020 Proposed Financial Analysis Summary Table

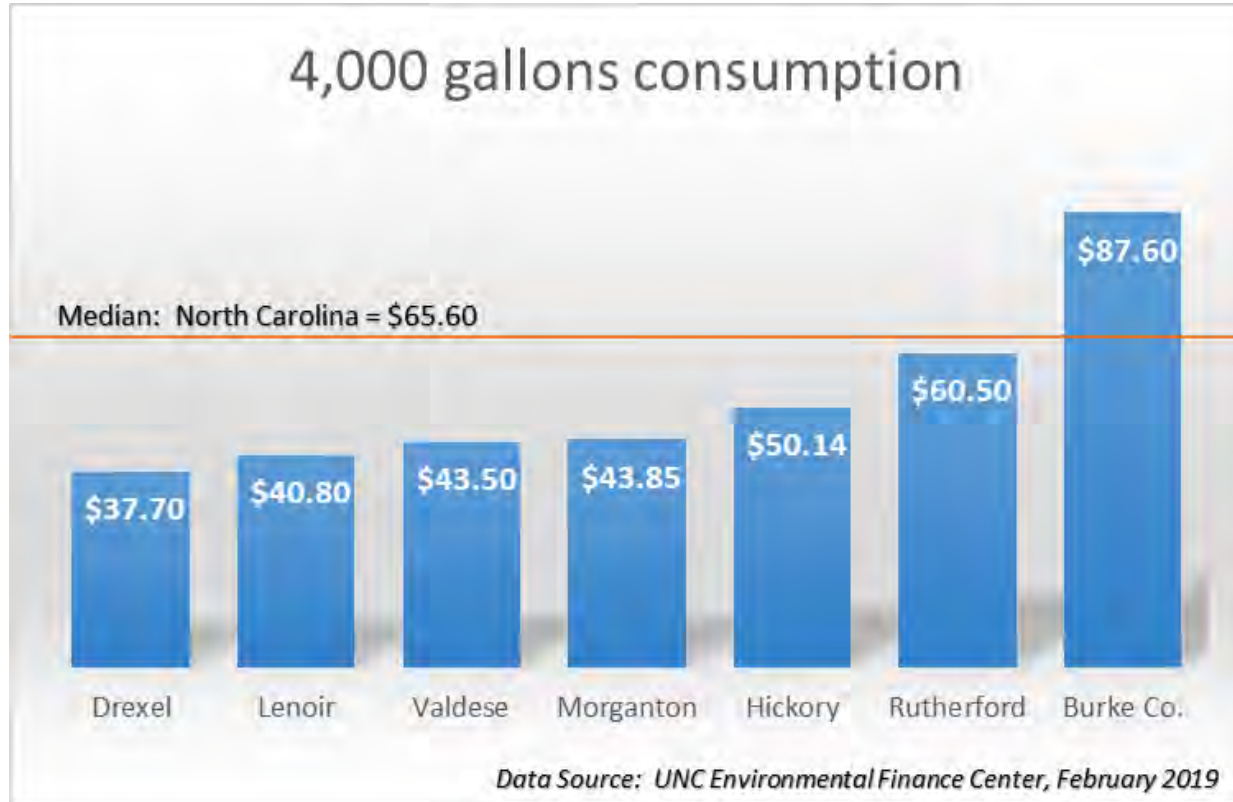


Proposed Rates




2019 – 2020 Proposed Rate Summary Tables

Residential Monthly Bill Comparison – Water & Sewer





Recap / Conclusions

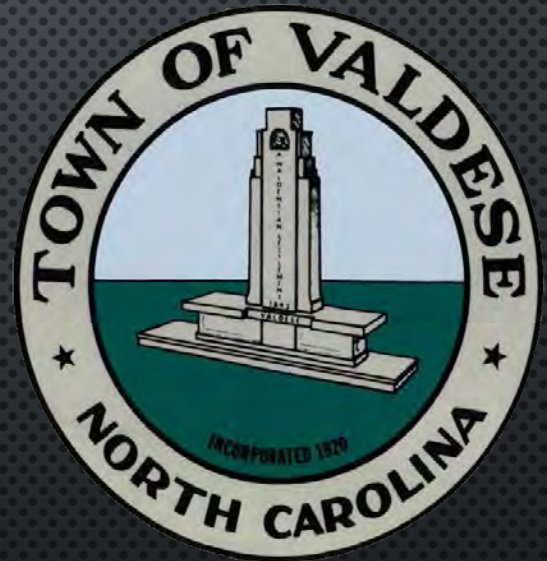
- 
- 4th Year of CIP & Financial Model Planning Process
 - Backlog of Needs was Substantial – Enterprise fund Improving
 - CIP Guides Decision Making, Budgeting & Operations
 - Balance Cash vs Debt vs Rate Increases
 - Future Capital Needs / Healthy Enterprise Fund

BRYAN DUCKWORTH

**PUBLIC WORKS
TOWN OF VALDESE
828-879-2128**

**ANIMAL CONTROL
FLEET MAINTENANCE
BUILDING AND GROUNDS
SANITATION
STREET**

WATER AND SEWER MAINTENANCE

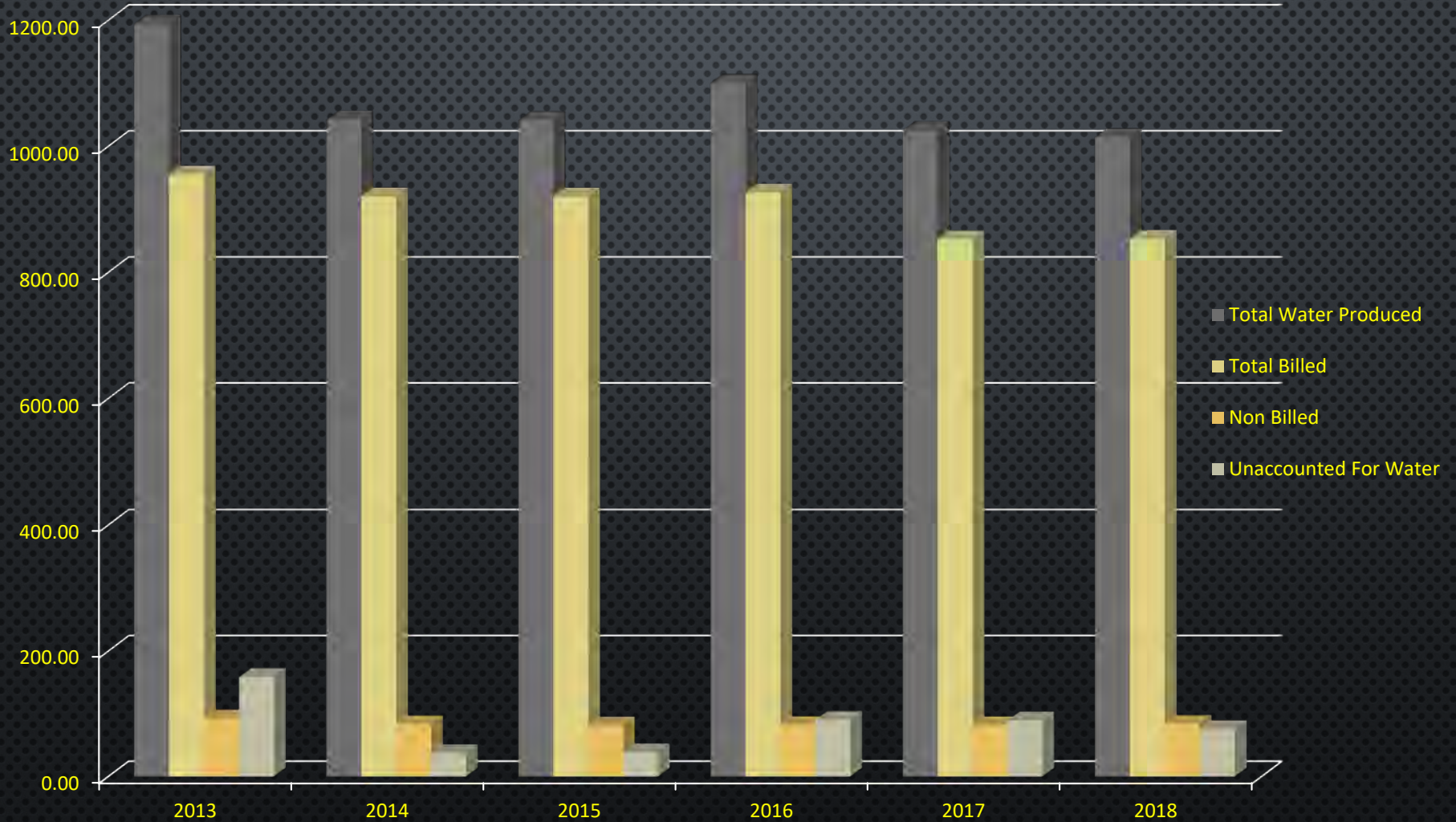


YEAR REVIEW

UTILITY

- WATER LINE REPLACEMENTS
 - SAINT GERMAIN AVE (CURRENTLY)
 - METER REPLACEMENT PROJECT
 - REPLACED (2) 24" TRANSMISSION LINE VALVES

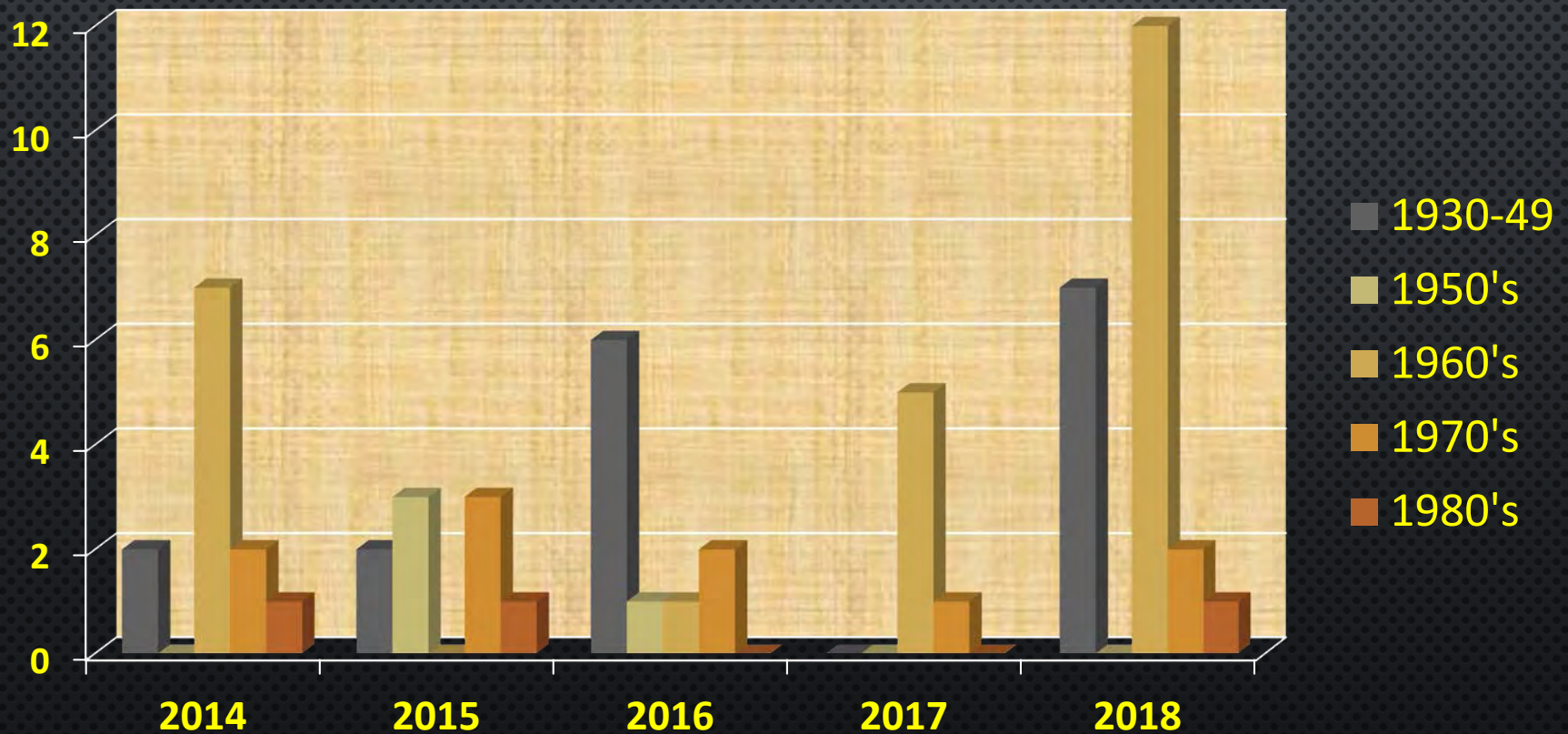
UTILITY SYSTEM PERFORMANCE REPORT



UTILITY SYSTEM PERFORMANCE REPORT

- LINE BREAKAGE REPORT

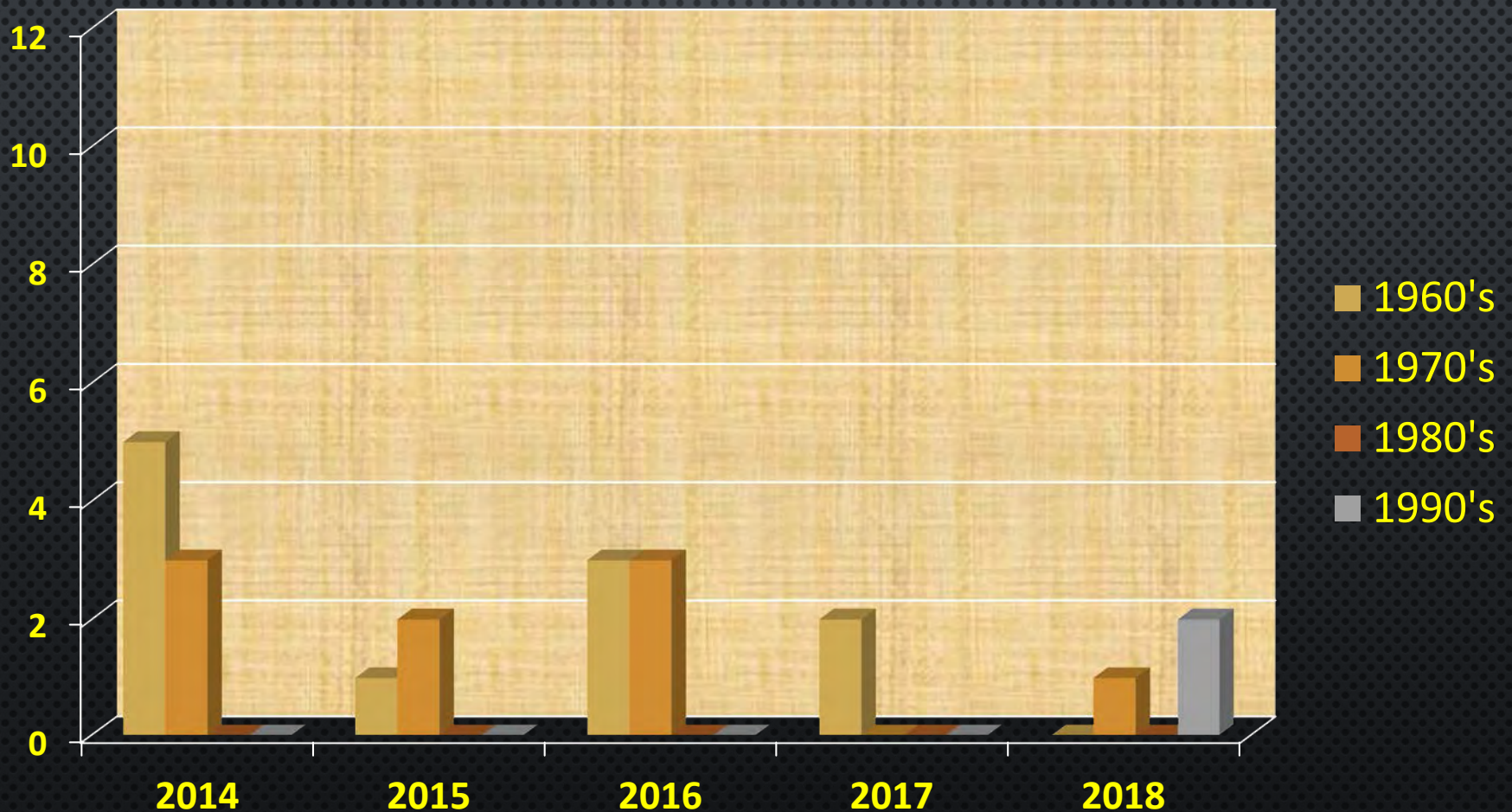
Main Line Breakage By Install Date - Town System



UTILITY SYSTEM PERFORMANCE REPORT

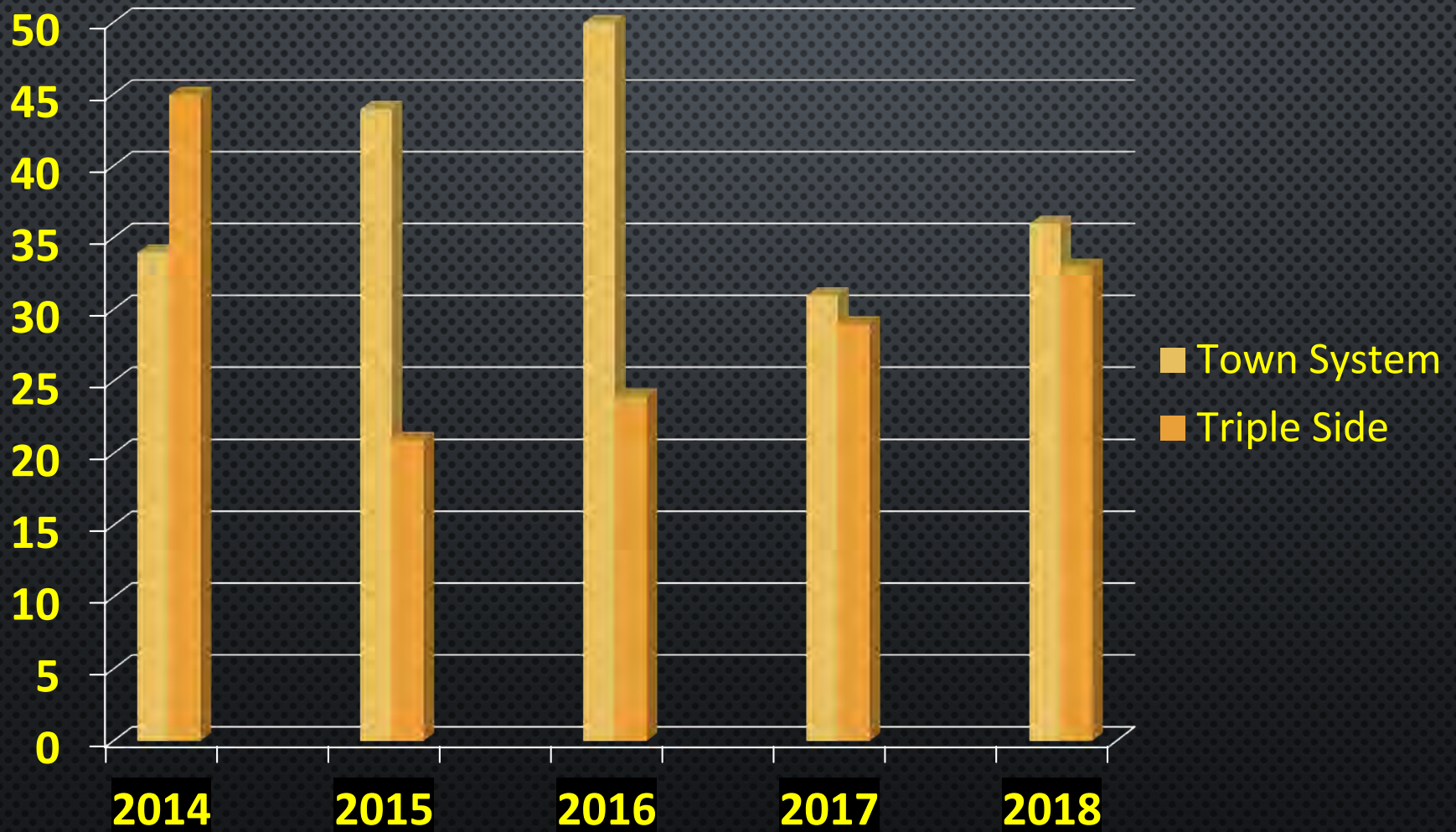
• LINE BREAKAGE REPORT

Main Line Breakage By Install Date - Triple System



UTILITY SYSTEM PERFORMANCE REPORT

• SERVICE LINE BREAKAGE REPORT



PAST YEAR REVIEW GENERAL FUND

- TAX INCREASE
- VEHICLE AND EQUIPMENT CIP PROGRAM
- YEAR 3 OF 5 YEAR LOAN CYCLE (NEXT CYCLE 2021/2022)
 - TOTAL DEBT SERVICE – \$249380.00
 - YEARLY PAYMENT – \$53742.00

2003 LEAF MACHINE – \$175000.00

1989 GMC DUMP TRUCK \$60000.00

STREET PAVING

2017 PROJECT COST

LOAN \$470615.00

YEAR 3 OF 4 LOAN CYCLE (**2020/2021 NEXT CYCLE **)

YEARLY PAYMENT \$121855.00

PAVING CYCLE

<u>Year</u>		<u>Increased</u>		<u>Total Miles</u>		<u>Est Cost</u>		<u>Per years Allocation</u>		<u>Year Cycle</u>
		<u>Revenue</u>		<u>Road Maintained</u>		<u>Per Mile</u>				
2015				33.91		\$180,254		\$40,150		152.2394
2017	Tax Increase	\$106,850		33.91		\$214,000		\$147,000		49.36558
Possible	Revenue Increase	\$25,000		33.91		\$214,000		\$172,000		42.19035
		\$50,000		33.91		\$214,000		\$197,000		36.83624
		\$90,000		33.91		\$214,000		\$237,000		30.61916
		\$120,000		33.91		\$214,000		\$267,000		27.1788
		\$150,000		33.91		\$214,000		\$297,000		24.43347

2019/2020 CIP REQUEST

IA BUILDING \$40000

PW PARKING LOT REPAIR PHASE 1 - \$20000

SHOP HEATER REPLACEMENT (3) - \$6000



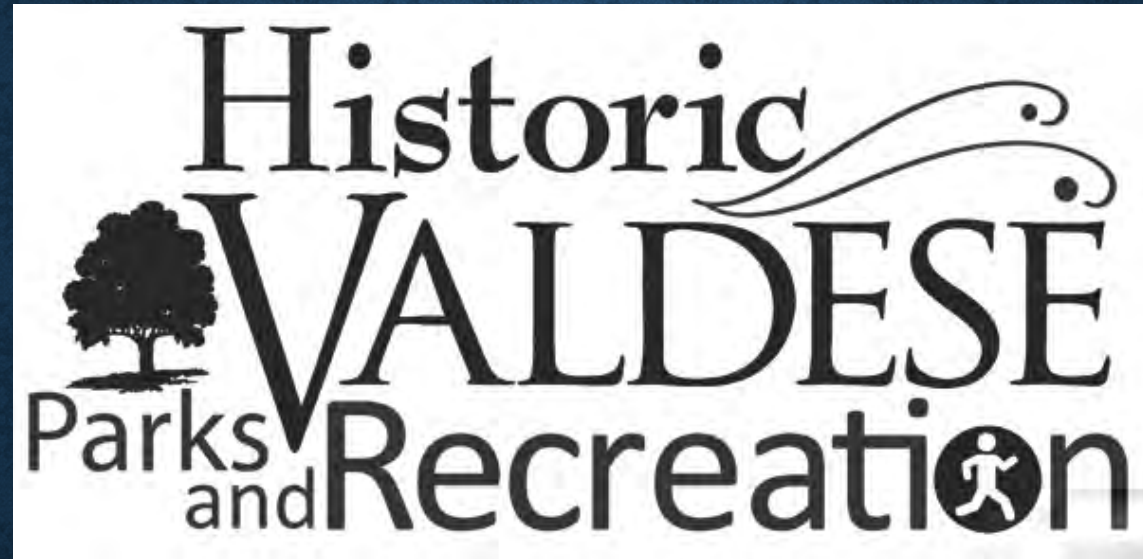
1992

CHALLENGES FACED

- *ASSET MANAGEMENT*
- *WORK LOAD WITHIN THE DEPARTMENT*
- *HOW DO WE MAINTAIN OUR IMPROVEMENTS*
- *DEAL WITH AGING INFRASTRUCTURE*
- *HOW TO WE MAINTAIN CURRENT FACILITIES*

Q AND A





2019-20 Budget Retreat

HIGHLIGHTS

TOTAL REVENUE INCREASE

2016 - 17 Total Revenues	\$289,954
2017 - 18 Total Revenues	\$305,326
Numbers are right at \$3,000 ahead of last year at this time.	

STEADY REVENUE GROWTH

Revenues through February (5 highest line items)			
Revenue line items	16-17	17-18	18-19
Youth Registrations	\$8,370	\$7,699	\$9,000
Community Ctr. Memberships	\$105,398	\$102,804	\$108,096
Community Ctr. Concessions	\$24,116	\$29,179	\$25,614
Bowling	\$26,250	\$31,847	\$32,780
Misc. (Parties & Park Rentals)	\$15,041	\$17,638	\$18,118
Totals	\$179,175	\$189,167	\$193,608

BOWLING/CONCESSION GROWTH

Budget Year	Bowling	Concessions
2015-16	\$11,951	\$26,919
2016-17	\$43,504	\$40,100
2017-18	\$49,488	\$44,651
2018-19 (proj.)	\$49,500	\$44,500
We contracted Ken McNeely's company (Lane Sharks) to manage bowling operations in 2017		
Bowling	increase	\$37,500 +
Concessions	increase	\$17,000 +
Overall	increase	\$54,500 +

		Aquatics Center			Fitness Center			Both		
		Monthly	3 mo.	Yearly	Monthly	3 mo.	Yearly	Monthly	3 mo.	Yearly
Student(w/id)/ Senior/Military	Valdese	20/25	50/62.50	160/200	20/25	50/62.50	160/200	30/37.50	75/93.75	240/300
	Morganton	15/20	35/50	n/a	12.5/16	n/a	n/a	n/a	n/a	100/125
	Hickory	No Aquatics			12.5/25	na	101/200	n/a	n/a	n/a
	Lenoir	Membership includes both			Membership includes both			20/40	n/a	150/300
	Watauga	20/30	n/a	204/306	No Fitness			n/a	n/a	n/a
	YMCA	Membership includes both			Membership includes both			25	n/a	300
Individual/Sr. Couple/ Military Couple	Valdese	30/37.50	75/93.75	240/300	30/37.50	75/93.75	240/300	45/56.25	112.50/140.75	360/450
	Morganton	25/30	45/60	n/a	25/32	n/a	n/a	n/a	n/a	175/220
	Hickory	No Aquatics			17.5/35	n/a	137/272	n/a	n/a	n/a
	Lenoir	Membership includes both			Membership includes both			30/60	n/a	200/400
	Watauga	35/52.5	n/a	294/441	No Fitness			n/a	n/a	n/a
	YMCA	Membership includes both			Membership includes both			47	n/a	564
Couple/Military Family	Valdese	35/43.75	87.50/109.50	280/350	35/43.75	87.50/109.50	280/350	52.5/65.75	131.25/164.5	420/525
	Morganton	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Hickory	No Aquatics			n/a	n/a	n/a	n/a	n/a	n/a
	Lenoir	Membership includes both			Membership includes both			n/a	n/a	n/a
	Watauga	45/67.5	n/a	378/567	No Fitness			n/a	n/a	n/a
	YMCA	Membership includes both			Membership includes both			60	n/a	720
Family	Valdese	40/50	100/125	320/400	40/50	100/125	320/400	60/75	150/187.5	480/600
	Morganton	35/45	100/125	n/a	n/a	n/a	n/a	n/a	n/a	250/315
	Hickory	No Aquatics			35/70	n/a	338/675	n/a	n/a	n/a
	Lenoir	Membership includes both			Membership includes both			38/76	n/a	280/560
	Watauga	65/97.5	n/a	546/819	No Fitness			n/a	n/a	n/a
	YMCA	Membership includes both			Membership includes both			68	n/a	816

Non-Resident Fees	Valdese	25%	proposed	15% presently
	Morganton	25%		
	Hickory	100%		
	Lenoir	100%		
	Watauga	50%		
	YMCA	None		

ACCOMPLISHMENTS

COMMUNITY CENTER PAINT JOB





TIGER GYM IMPROVEMENTS







BUDGET REQUESTS

CIP REQUESTS

Fiscal Year 2019-2020	Pool Resurfaced	\$73,200
	Justification: The pool surface is pitting and beginning to show signs of plaster aging and pieces actually coming off. Pool was inspected and contractor feels like we are fine to put the job off until the 19-20 budget year.	
	Decking Repairs around Pool	\$4,235
	Justification: Deck area has some large cracks that are threatening the integrity of the pool walls. Work will include: Remove and replace the selected back area of decking. Grind down old Diving Board Footings. Remove and re-set Diving Block Anchors.	

VALDESE LAKESIDE PARK MASTER PLAN



Fiscal Year 20/21 – will only proceed if adequate grants and gifts are awarded

Prep Costs	Quantity	Unit	cost per unit	
Site Prep: Clearing, Grubbing, Erosion Control		LS		\$ 12,000.00
Grading, Parking, Entry Road Improvements	12000	SF	\$ 8.00	\$ 96,000.00
Parking Lot Stormwater Infrastructure		LS		\$ 15,000.00
Staking		LS		\$ 2,400.00
Utility Install	600	LF	\$ 26.00	\$ 15,600.00
Sub TOTAL				\$ 141,000.00
Park Element				
Restrooms		LS		\$ 172,500.00
Picnic Areas		LS		\$ 13,800.00
Dog Park		LS		\$ 20,700.00
Bird Watching Platform and Education Signage		LS		\$ 86,250.00
Kayak Launch		LS		\$ 40,000.00
Walking trail connection to Lookout Point	1000	LF	\$ 6.00	\$ 6,000.00
Wheel stops	30	EA	\$ 90.00	\$ 2,700.00
Sub TOTAL				\$ 341,950.00
Final Construction Documents + Permitting (8%)				\$ 38,636.00
Mobilization (3%)				\$ 14,488.50
Contingency (7%)				\$ 33,806.50
Sub Total				\$ 86,931.00
Grand Total				\$ 569,881.00

LS= Lump Sum LF= Linear Foot SY= Square Yard

CY = Cubic Yard SF = Square Foot

PARTF Budget: 3.2.2019

VALDESE **LAKESIDE PARK** MASTER PLAN



DEVELOPED IN ACCORDANCE WITH NORTH CAROLINA PARKS AND RECREATION TRUST FUND STANDARDS

VALDESE, NC » MARCH 2019

VALDESE
LAKESIDE PARK
MASTER PLAN

CREATED FOR TOWN OF VALDESE AND FRIENDS OF THE VALDESE REC

WITH ASSISTANCE FROM DESTINATION BY DESIGN / 815 W. KING ST, BOONE, NC 28607

ACKNOWLEDGEMENTS

VALDESE TOWN COUNCIL

CHIP BLACK

Mayor

SUSAN STEVENSON

Mayor Pro-Tem

KEITH OGLE

ROY SWEEZY

GARY DELP

FRANCES HILDEBRAN

VALDESE LAKESIDE PARK PLANNING STEERING COMMITTEE

SETH ECKARD

Town Manager

DOUG KNIGHT

Director Parks and Recreation

ROY SWEEZY

Councilman

GARY DELP

Councilman

BETH HEILE

Friends of Valdese Rec

FRIENDS OF THE VALDESE REC

BETH HEILE

President

ROY SWEEZY

Vice President

DON BRITTAIN

Secretary

ANDY BYERS

Treasurer

SONNI DYER, MARK ROSTAN, SPENCE BORDEN

ALTERNATES: SANDY TERRELL, ELAINE APPLGATE

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CHAPTER

BACKGROUND AND PURPOSE

1 INTRODUCTION & BACKGROUND

The Lakeside Park Master Plan serves as a guide for the creation of the new Valdese Lakeside Park located adjacent to Lake Rhodhiss in Valdese, NC. This project is the result of a partnership between the Town of Valdese, Friends of the Valdese Rec, and other community leaders working to develop a premier regional destination. This chapter examines the project background and outlines plan goals, process, and organization.

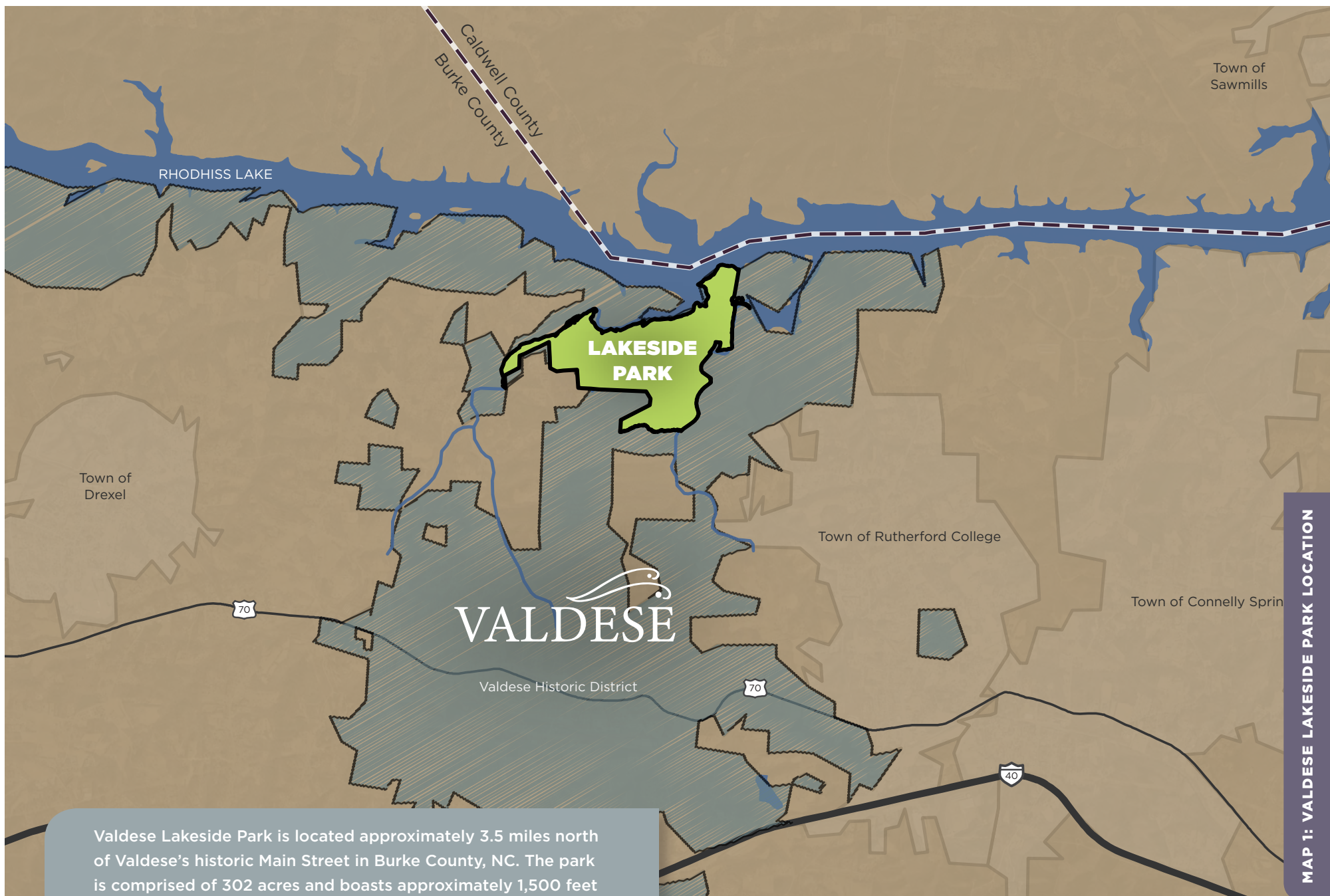
IN THIS CHAPTER

01 GENERAL PROJECT BACKGROUND

02 PROJECT GOALS

03 PLANNING PROCESS

04 PLAN ORGANIZATION



ValdeSe Lakeside Park is located approximately 3.5 miles north of ValdeSe's historic Main Street in Burke County, NC. The park is comprised of 302 acres and boasts approximately 1,500 feet of shoreline along Lake Rhodhiss.

BACKGROUND

The Town of Valdese (pop. 4,477) is located in the foothills of western North Carolina in Burke County. Like many communities throughout the region, Valdese is working diligently to diversify and reimagine its economy by improving quality of life to retain and attract young families. For this reason, town leaders have made parks, trails, and other quality of life infrastructure a major priority.

There is also extensive local support for parks and trails specifically. The Town's 2013 Comprehensive Parks and Recreation Master Plan indicated significant community interest in the development of a regional park on Lake Rhodhiss. The recreation plan highlights citizen interest in public access to Lake Rhodhiss and walking trails to connect to McGalliard Falls Park.

AN OPPORTUNITY PRESENTED In 2015, a 300-acre tract of undeveloped land along Lake Rhodhiss near McGalliard Creek was offered for sale. A group of citizens formed the Friends of the Valdese Rec (FVR), a nonprofit organization dedicated to expanding recreation opportunities in Valdese, to determine strategies for how the Town might purchase the property for a new park facility. FVR and the Town then successfully secured grant monies from the Clean Water Management Trust Fund and NC Parks and Recreation Trust Fund to purchase the property in January 2018. Subsequently, the Town and FVR

immediately began efforts to develop the community-driven Valdese Lakeside Park Master Plan.

RAISING PRIVATE FUNDS The Town and FVR have also successfully raised private funds for the purchase of the park, including \$300,000 from the Rostan Family Foundation and \$100,000 from Kellex Seating. They have also raised over \$65,000 from various private donations and secured a pledge of \$50,000 from Carolinas HealthCare System-Blue Ridge for park amenities.

“With the assistance of Friends of the Valdese Rec, Foothills Conservancy, and the Western Piedmont Council of Government, the Town was awarded a \$673,247 Clean Water Management Trust Fund (CWMTF) grant in September 2017.”

PROJECT GOALS

This plan meets requirements of the NC Parks and Recreation Trust Fund in anticipation that the Town of Valdese will obtain grant assistance to realize the vision described herein.

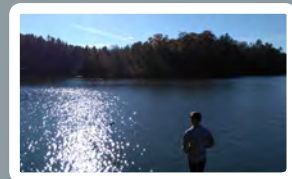
1. *Quality of Life: Improve quality of life for Valdese residents by improving recreation assets, expanding recreation programming opportunities, and by establishing a refuge along Lake Rhodhiss to be enjoyed by local residents and visitors;*
2. *Tourism Development & Economic Impact: Develop Lakeside Park into a regional destination-quality asset with lake views and access the nearby historic downtown Valdese;*
3. *Poised for Grant Funding: Adhere to planning guidelines required by the North Carolina Parks and Recreation Trust Fund (PARTF) to ensure grant competitiveness. PARTF provides grants to help create public parks throughout the state.*

**EXHIBIT 1****PLANNING PROCESS TIMELINE****PHASE 1 /// OCTOBER 2017 - JANUARY 2018****Project Launch & Direction Setting**

- » Kick-off meeting and site visit
- » Discussion with local leaders on CWMTF constraints

**PHASE 2 /// NOVEMBER 2017 - JANUARY 2018****Stakeholder Engagement & Visioning**

- » Park Steering Committee Meeting
- » FVR conducts focus group meetings

**PHASE 3 /// JANUARY - MARCH 2018****Draft Planning & Refinement**

- » Multiple Draft Plan Options
- » Steering Committee Meeting (x2)

**PHASE 3 /// APRIL - AUGUST 2018****Final Plan Development**

- » Public Workshop
- » Council Workshop
- » Final Plan





CHAPTER 2

SITE ANALYSIS AND DESIGN DETERMINANTS

2 SITE ANALYSIS AND DESIGN DETERMINANTS

This chapter examines existing conditions within and surrounding Lakeside Park that influence the park planning process and outcomes. First, the park's study area context is assessed, including its relationship to surrounding land uses, waterways, and roads. Secondly, the park's natural features, assets, and constraints are highlighted. Lastly, a description is provided of existing built features located on or near the property. Collectively, these elements establish an objective assessment of Lakeside Park and create a framework from which the planning steering committee can offer plan direction.

IN THIS CHAPTER

01 STUDY AREA CONTEXT

02 NATURAL ENVIRONMENT

03 BUILT ENVIRONMENT

Early in the planning process, the consultant team, staff, and steering committee discuss opportunities and constraints that influence the plan development.



STUDY AREA CONTEXT

Lakeside Park is located on Lake Rhodhiss Road, approximately 3.5 miles from downtown Valdese and approximately 4 miles from exit 112 on I-40.

A variety of land uses surround the 302-acre park. Adjacent to Lakeside Park on the property's southwest corner is McGalliard Falls Park, home to the historic waterwheel and grist mill. This park also provides public access to a 42' waterfall along McGalliard Creek and has two baseball fields. According to citizen comments, a greenway connection between McGalliard Falls Park and Lakeside Park is a high priority.

Low-density residential uses are located to the west and north (across the McGalliard Creek cove). To the south of the park, along Laurel Street, are several residences and North Laurel Baptist Church. Also to the south is Saft Industries, a major battery manufacturer. It is critical that any recommended recreation facilities are appropriately buffered

from Saft Industries, ensuring that the public does not encroach near this manufacturer.

It is critical that any recommended recreation facilities are appropriately buffered from Saft Industries, ensuring that the public does not encroach near this manufacturer.

To the east of Lakeside Park, but across from Lake Rhodhiss Road, is Draughn High School. School administrators and teachers have expressed a desire for outdoor classrooms or opportunities for cross country training and events. Finally, to the northeast is the Town of Valdese wastewater treatment plant. A large fence surrounds this facility, and the park shall be designed to discourage users from going near the plant.

UPPER CATAWBA RIVER PADDLE TRAIL

As part of the North Carolina Trail System, the Upper Catawba River Trail extends over 82

miles from Black Bear Access on Lake James to Lookout Access on Lake Lookout Shoals. With 23 access points and four portages around dams, this paddle trail covers 18 free-flowing miles and 64 reservoir miles. The Upper Catawba River Trail map is currently being updated and should include Lakeside Park, even with an informal shore access.

Lakeside Park in Valdese is situated between access #12 (Hoffman Bridge) and #13 (Castle Bridge).

There are approximately 6.4 miles between these two locations, which is the third longest distance between the River Trail's 26 access points. Both the Town of Valdese and the NC Upper Catawba River Trail would be well served by a new access at Lakeside Park.

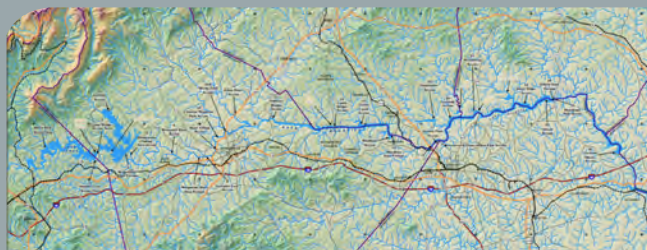
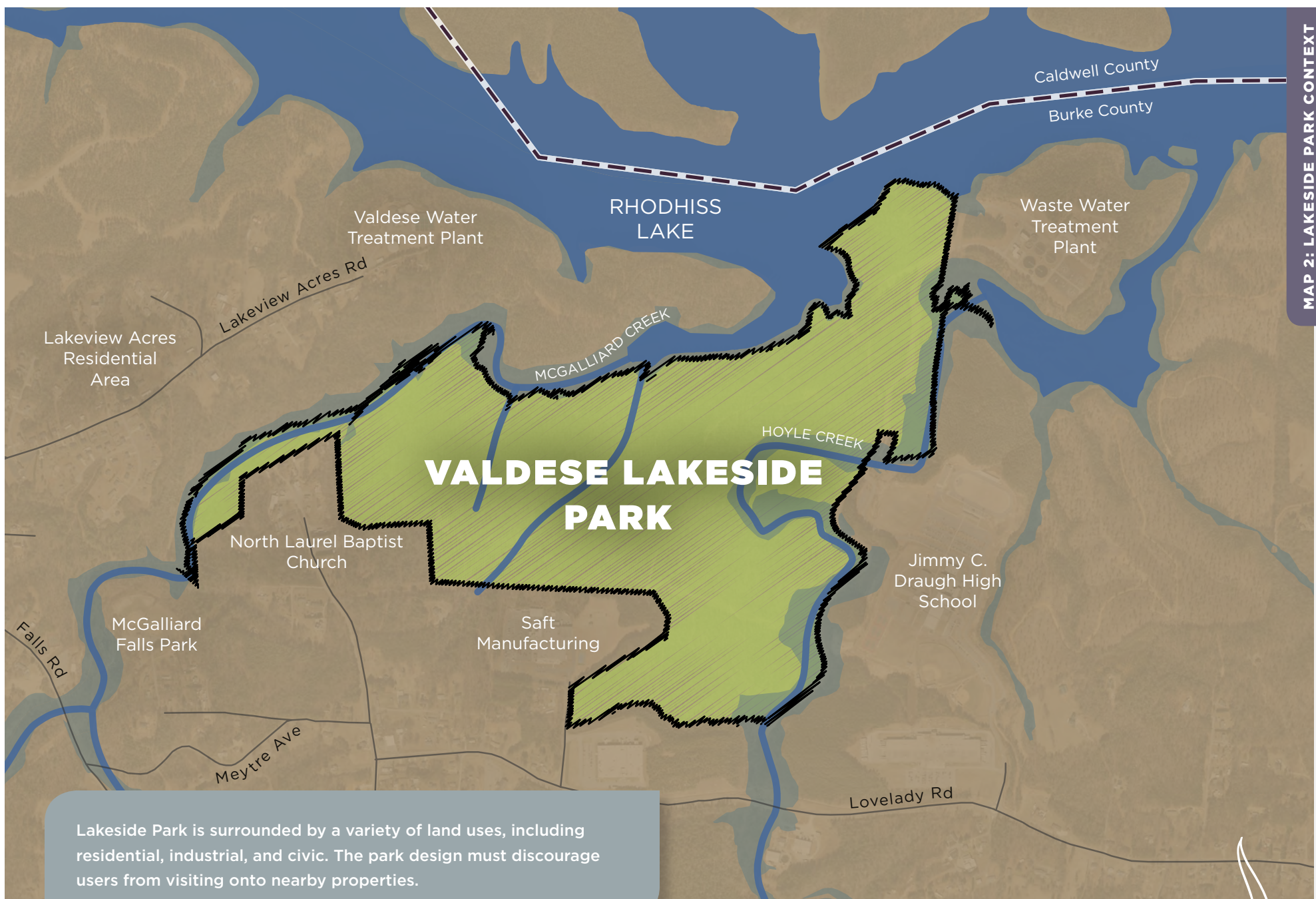


EXHIBIT 2 NC UPPER CATAWBA RIVER TRAIL

The Upper Catawba River Trail is part of the NC Trail System. The river trail map (shown here) was being updated at the time of this writing. Valdese should consider having Lakeside Park included as an “informal access,” providing a temporary shore area, rather than dock, for trail users.



Lakeside Park is surrounded by a variety of land uses, including residential, industrial, and civic. The park design must discourage users from visiting onto nearby properties.

NATURAL ENVIRONMENT

TOPOGRAPHY

The property is characterized by varied topography, with steep, hilly, and rolling areas. The highest elevation is approximately 1,140 feet. The property slopes toward McGalliard Creek and the Lake Rhodhiss shoreline. Steep banks are located near the western portion of the sewer line and on the property's eastern shore near the town's sewer plant. The sewer line offers a wide flat area where there is current use among walkers and runners. An accessible, flat, and particularly developable area exists between Lake Rhodhiss Road and the lakeshore, which is near the property's "lake view building envelop" as shown on Map 3: Lakeside Park Environmental Analysis.



Valdese's sewer line is located between the Lake Rhodhiss shoreline and a steep embankment.

SOILS, VEGETATION, & SIGNIFICANT NATURAL COMMUNITIES

According to the U.S. Department of Agriculture Natural Resources Conservation Service, the soil types found within the park property are typical of those surrounding Lake Rhodhiss and are suitable for trail and park features, and include: Meadowfield-Rhodhiss complex (MoE), 25-60 percent slopes, very stony; Woolwine-Fairview complex, 8 to 15 percent slopes (WoC2), moderately eroded; and Woolwine-Fairview complex, 15 to 25 percent slopes (WoD2), moderately eroded.

The majority of the park property's vegetation consists of deciduous and evergreen trees. Grasses are mainly located along Hoyle Creek, while some shrubs can be found in the eastern half of the property. Rare plant populations, including the threatened dwarf-flowered heartleaf, have been identified in some of the streamside areas on the property. Forested buffers around these surface waters, provided in the conservation easement area, will help to protect these plants.

The majority of rare animal occurrences (Carolina Crayfish) are found along McGalliard Creek; two other occurrences exist at the park's southernmost point. Generally, the property offers wildlife habitat for deer, wild turkey, beaver, fox, and a variety of bird species.



The threatened dwarf-flowered heartleaf has been found at Lakeside Park. This low-growing evergreen perennial plant is found in acidic soils along bluffs and adjacent slopes, in boggy areas next to streams and creek heads, and along the slopes of nearby hillsides and ravines.

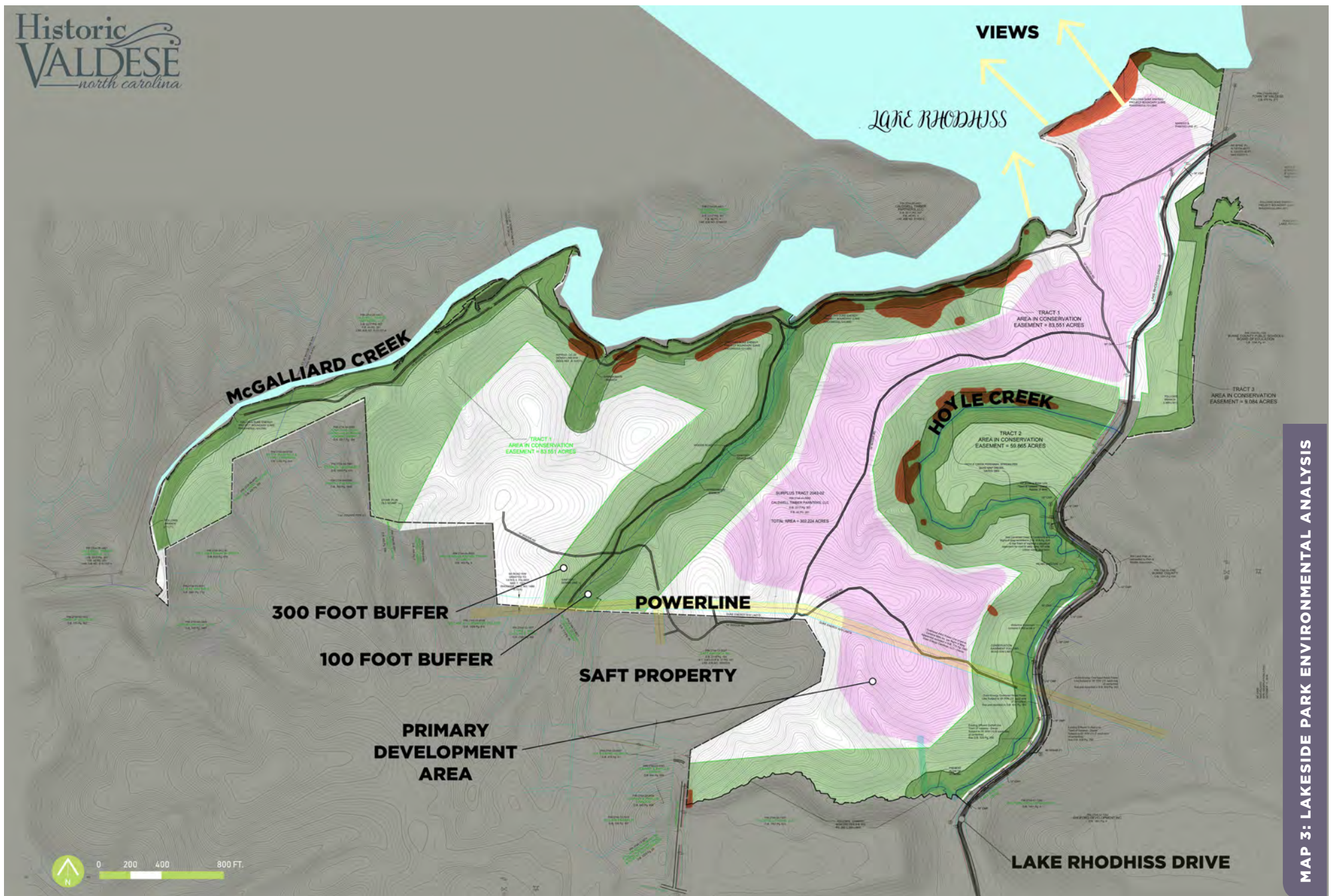
HYDROLOGY & WETLANDS

Since the Town of Valdese used Clean Water Management Trust (CWMTF) grant funding to secure the Lakeside Park property, it is critical that all water resources are protected in accordance with CWMTF deed restrictions. These limitations include a 100' stream bank buffer that restricts all recreation uses except for trail crossings. Within the 100'-300' buffer, all recreation uses are permitted, but recreation structures and support facilities, such as parking areas and restrooms, are not allowed. There is, however, an area along the Lake Rhodhiss shore that is unrestricted by CWMTF that allows for lakeside development.

Three major water features are located on the property, including McGalliard Creek to the west, Hoyle Creek to the east, and Lake Rhodhiss to the north. Two unnamed creeks are centrally located and flow from south to north, directly into Lake Rhodhiss. Wetlands are found along the shore area and along an eastern section of McGalliard Creek.



Because of support of the NC Clean Water Management Trust Fund, the water resources at Lakeside Park, such as Hoyle Creek shown here, will be forever protected.



BUILT ENVIRONMENT

Lakeside Park has limited development, primarily including public old roads, trails, and utilities. This section describes the existing built environment and public access areas.

EXISTING STRUCTURES

Shelter

A single shelter currently exists along Lake Rhodhiss Road on the east edge of the property. A small hunting shack was located in the central flat area near the lake view building envelop, but this was removed by the town during the planning process.

Power Lines

A power line extends across the southeast section of the property and extends along the Saft Industries property border. This area is maintained by Duke Energy and is clear of large trees. No built structures can be located within the power line right of way.

Sewer Lines

A major sewer line extends west to east along the northern edge of the property near Lake Rhodhiss. Another sewer line extends south to north along the central unnamed tributary. Both of these sewer line easements are maintained and have vehicular road access.

Fencing

A 6' high fence is located on the eastern property line shared with the Town's wastewater treatment plant. Any future park facilities should be planned to deter users from going near this fence.

Public Access and Parking

Lake Rhodhiss Road, which extends along the east edge of the property, provides access for the two existing property entrances. The town recently installed a new gate at the southern entrance where there is also an improved road that once provided access to a hunting shelter (now removed). The northern entrance is gated to deter vehicular traffic.



Sewer Line



Existing Southern Entrance



Existing Northern Entrance



CHAPTER 3

PUBLIC ENGAGEMENT AND DRAFT PLAN

3 PUBLIC ENGAGEMENT AND DRAFT PLAN

This chapter outlines citizen input obtained throughout the planning process. The final park master plan was guided by a Council-appointed steering committee that conducted a series of stakeholder focus groups and a public planning workshop. This chapter provides a concise overview of the Town's recreation needs survey, steering committee meetings, focus group meetings, and the public workshop. This chapter includes two early plan concepts and the draft plan presented at the public workshop.

IN THIS CHAPTER

01 RECREATION NEEDS SURVEY

02 PUBLIC MEETINGS

03 DRAFT PLAN

RECREATION NEEDS SURVEY AND RELATION TO EXISTING FACILITIES

The Western Piedmont Council of Governments, on behalf of the Town of Valdese, developed a parks and recreation master plan in April 2013. An extensive recreation needs survey was developed as part of this plan and remains relevant as the Town considers its needs for Lakeside Park. The survey examined community recreation needs and wants for the entire town. Eighty-nine surveys were

completed, and the Lakeside Park Steering Committee used this information to guide decision-making. The survey's second highest activity of interest as identified by Valdese citizens aligns with a key priority of Lakeside Park: establish a town greenway and extensive series of walking trails.

9. In Priority, which four facilities or improvements would you be most willing to fund with tax dollars. 4 points for 1st, 3 points for 2nd, 2 points for 3rd and 1 point for 4th

1) Pool Valdese Recreation Center	<u>62</u>
→ 2) Walking Trail/Greenway McGalliard Park	<u>46</u>
3) Expand Recreation Center for fitness/Racquet Ball	<u>41</u>
4) New Parkland near Downtown	<u>21</u>
5) Install Air-Conditioning in Gym Valdese Recreation Center	<u>18</u>
5) Renovate Locker Rooms Valdese Recreation Center	<u>14</u>
7) Create an Area for Mountain Biking	<u>14</u>
8) Playground Equipment McGalliard Falls Park	<u>11</u>
8) Create New Parkland Near Lake Rhodhiss	<u>11</u>
8) Resurface Walking Track Football Field	<u>11</u>
11) Install Lights for Football Field	<u>9</u>
12) Resurface Gym Floor Valdese Recreation Center	<u>8</u>

EXHIBIT 3 VALDESE PARK MEETS CITIZEN DEMANDS

The Recreation Needs Survey and steering committee meetings unveiled a clear vision for Lakeside Park: create an exceptional, destination-quality, lakeside passive park with open space, trails, water activities, mountain biking, and disc golf.

Lakeside Park will diversify Valdese's recreation offerings and compliment the Town's four (4) other major parks and recreation facilities: Valdese Family Splash Park; Children's Park; McGalliard Falls Park; and Valdese Recreation Center. Most of the Town's recreation facilities are oriented toward active recreation. Lakeside Park, however, would be by far the Town's largest passive park facility, offering 300 acres of trails, disc golf, lakeside activities, and would connect to McGalliard Falls Park via greenway. Lakeside Park is both a recreation AND economic development project (see Appendix A-1 for Economic Impact Study).



EXHIBIT 4

LAKESIDE PARK TO COMPLIMENT EXISTING PARK FACILITIES

Lakeside Park provides for the second highest activity of interest among Valdese citizens: walking trails and greenways.

PUBLIC MEETINGS AND DRAFT PLAN

This section provides an overview of four major public engagement meetings and activities. The first meeting was conducted with the town-appointed Project Oversight Committee (POC) and an advisory committee comprised of town officials, NC Wildlife Resources, and Foothills Conservancy. This general direction-setting meeting (November 2017) allowed for the consultant team to glean an understanding of park opportunities and constraints. Secondly, the Friends of Valdese Rec (FVR) conducted a series of focus groups (January 2018) to determine key stakeholder priorities. For the third meeting (March 2018), the consultant team presented to the POC a preliminary draft park concept; the POC then provided clear direction for the final master plan. A public workshop was then conducted in April 2018, for which the Town and FVR advertised extensively. During this meeting the consultant team presented an overview of the stakeholder focus group meetings, the draft plan, and an economic impact assessment. A visual preference station provided an opportunity for the community share their thoughts on park character and architecture. A comment station allowed for general comments for improving the plan. This section provides overview of each of these meetings and the public workshop.

“This section provides an overview of four major public engagement meetings and activities.”

MEETING #1: DIRECTION SETTING WITH POC AND ADVISORY COMMITTEE (NOVEMBER 17, 2017)

The consultant team hosted a direction-setting meeting with the POC and advisory committee on November 17, 2017. The purpose of this meeting was to glean an understanding of key opportunities and constraints associated with Lakeside Park. The meeting was facilitated by the consultant team and included three primary question categories: park history; existing facilities; and future programming.



Officials from the Town, NC Wildlife Resources, and Foothills Conservancy discuss opportunities and constraints for park development.

PARK HISTORY	EXISTING CONDITIONS/ FACILITIES	FUTURE PROGRAMMING AND FACILITY OPPORTUNITIES
<ul style="list-style-type: none"> » Recently purchased using CWMTF and PARTF dollars » Tremendous support for individual and corporate donors » Town sewer easements traverse near lake » Former hunting area with old hut 	<ul style="list-style-type: none"> » 300+ Acres » Adjacent to McGalliard Falls Park » Some old, existing trails » Beautiful views » Must stay away from Saft Industries » High school next door » Several small streams » CWMTF restrictions 	<ul style="list-style-type: none"> » Picnicking » Kayaking » Disc Golf » Natural playground » Bathrooms » Large shelter (could provide for live music too) » Greenway » Mountain Biking » Consider a dog park » Cross country trails » Economic development » Tourism

EXHIBIT 5

PROJECT OVERSIGHT COMMITTEE DIRECTION-SETTING MEETING SUMMARY

In November 2017, the consultant team facilitated a focused discussion among the Lakeside Park Project Oversight Committee (POC). The POC discussed the park's history and its existing facilities. Lastly, they brainstormed future programming opportunities, providing the consultant team with a clear plan direction.

MEETING #2: FOCUS GROUP STAKEHOLDER MEETINGS (JANUARY 10, 2018)

The Friends of Valdese Rec (FVR) conducted a series of stakeholder focus groups between November 2017 and January 2018. This section briefly summarizes these meetings, but extensive notes from each meeting are provided within the Appendix.

Disc Golf Focus Group Meeting



Nov. 14, 2017. Attendees included members of Burke Area Disc Golfers and U.F.O. of Hickory. The advisory team determined goals and desired features for the disc golf course. Major discussion topics included funding opportunities and high-quality course development in order to attract Professional Disc Golf Association events.

Mountain Bike Focus Group Meeting



Nov. 30, 2017. Attendees included members of the Northwest NC Mountain Bike Alliance, Caldwell County High School Mountain Bike Team, and local bike shop owners and riders. The advisory team discussed aspects of the trails and related facilities and developed recommendations for moving the project forward. The team determined that the trails should provide a natural, back-country experience while catering to a variety of skill levels.

General Public Input Meeting



Dec. 5, 2017. The general public was invited to a round table discussion concerning park marketing materials, images, and amenity prioritization. The group concluded that the first priority should be to connect a greenway trail between McGalliard Falls and Lakeside Park.

Running Focus Group Meeting



January 8, 2018. Attendees included local cross-country and trail running groups. Discussion centered on the race course requirements for various running events.



Friends of Valdese Rec engaged runners, cyclists, and disc golf stakeholders throughout the planning process.”

MEETING #3: PRELIMINARY PLAN PRESENTATION WITH PROJECT OVERSIGHT COMMITTEE (MARCH 13, 2018)

Based on information gleaned from an extensive site analysis, initial meetings, and stakeholder focus groups, the consultant team presented a preliminary draft plan to the POC. The consultant's objective was to generate ideation among the POC by showing a range of plan options and ultimately obtain consensus on overall park direction among the diverse stakeholder group.

After nearly two hours, the POC reached consensus. Points of agreement included the following: a central open green that provides for lake views; an experiential playground; dog park; a single large shelter; 4-5 small shelters; a paved walking path and greenway; a mountain biking trail system; disc golf course; bicycle pump track; and an entrance plaza.

The greatest challenge discussed pertained to cost estimate associated with the design. The preliminary concept called for two separate parking and visitor orientation areas, with the upper area serving disc golf and mountain biking, while the lower area serves greenway and passive park users. Although the large property can allow for this type of use separation, consensus was to remove the upper parking area and remove the need for the required road infrastructure and additional bathrooms.

The consultant team agreed to redesign the park providing for all facilities around a central green and parking area near the park entrance.

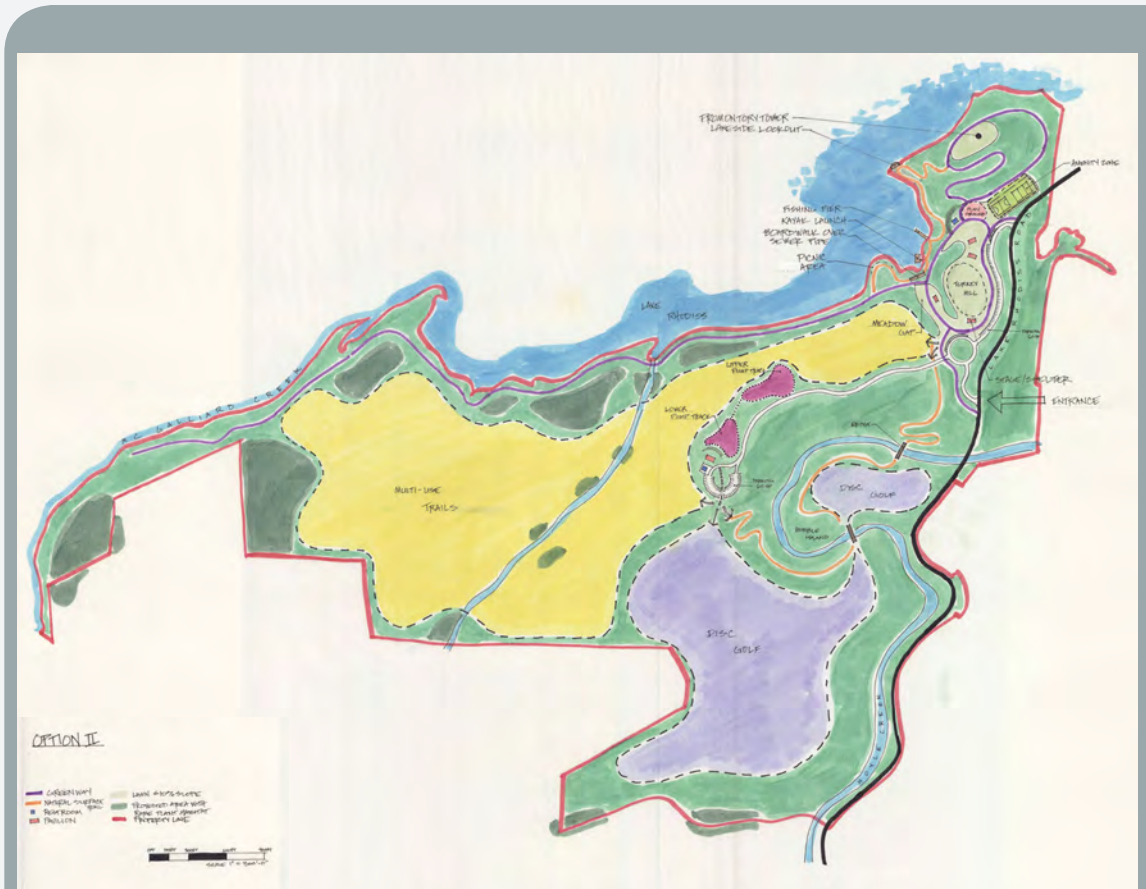


EXHIBIT 6 PRELIMINARY PLAN CONCEPT PRESENTED TO THE POC IN MARCH 2018

The preliminary plan called for an upper parking area to serve disc golf and mountain biking users. Due to budget constraints, the POC and consultant team agreed that the final park design should create a single visitor orientation area for all users.

MEETING #4: DRAFT PLAN PRESENTATION AND PUBLIC WORKSHOP (APRIL 3, 2018)

After extensive advertising by FVR and the Town through social media sites and email lists, approximately fifty (50) citizens attended the Lakeside Park Master Plan Workshop. The consultant team presented an overview of park opportunities and constraints, including CWMTF restrictions, a summary of stakeholder focus group meetings, the draft master plan (page right), and an economic impact assessment. A

visual preference station provided an opportunity for the community share their thoughts on park character and architecture.

A report outlining the visual preference survey, a summary of written comments, and an overview of the economic impact analysis, which demonstrates a conservative impact of \$970,000 in annual visitor spending, is provided within the Appendix.

The economic impact study* developed for the Lakeside Park revealed a conservative annual economic impact of \$970,000.

**see appendix*



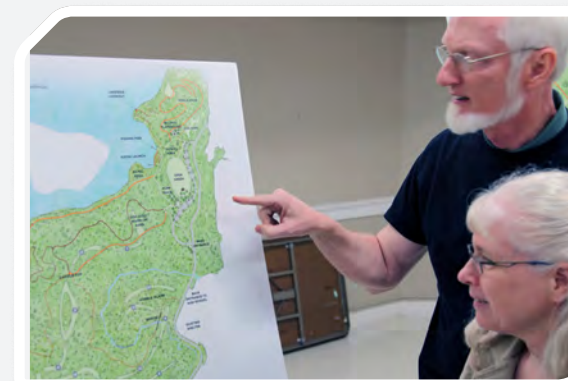
Valdese Mayor, Chip Black, provides a warm welcome to all in attendance and highlights how the park is part of the Town's economic development strategy to attract and retain younger demographics.



Seth Eckard, Valdese Town Manager, addresses the more than 50 citizens and stakeholders from throughout the region that attended the planning workshop.



Beth Heile, President of the Friends of Valdese Rec, converses with workshop attendees about the park elements and design.



Workshop attendees discuss the Lakeside Park Master Plan.

LEGEND

	PAVED TRAIL
	MOUNTAIN BIKE TRACK
	HIKING TRAIL
	GREENWAY or MULTI-USE PATH
	POSSIBLE FUTURE TRAIL EXPANSION



EXHIBIT 7

LAKESIDE PARK DRAFT MASTER PLAN

The plan draft presented at the public workshop was the result of specific direction from the Project Oversight Committee. The plan features an open green with a paved walking trail, a large shelter, approximately 7 miles of mountain biking trails, a bicycle pump track, an experiential playground, a dog park, and an 18-hole disc golf course.

4 CHAPTER

RECOMMENDATIONS

4 RECOMMENDATIONS

This chapter features the final Lakeside Park Master Plan, including a description of all program and physical elements. Plan recommendations are organized according to three planning “zones” that highlight distinctive areas of the park. Collectively, the Lakeside Park vision is realized: create an exceptional passive park that serves the all ages with open space, greenways, picnicking, and lakeside opportunities while attracting visitors from throughout the region with an exceptional mountain biking trail system and destination-quality disc golf course.

IN THIS CHAPTER

01 PRECEDENT IMAGES

02 FINAL MASTER PLAN

03 MASTER PLAN PROGRAM AND
PHYSICAL NEEDS



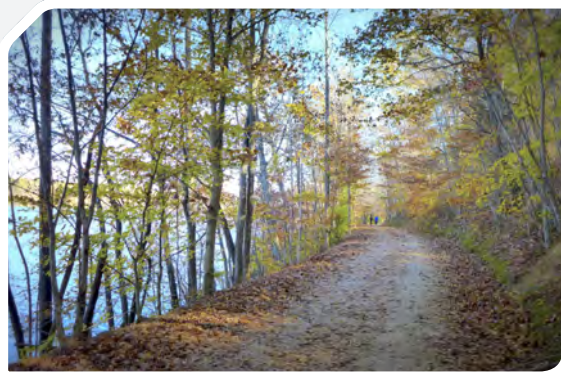


EXHIBIT 8 PARK FACILITIES AND PRECEDENT IMAGES

Lakeside Park will be a destination-quality passive park anchored by an open green, greenways, mountain biking trails, lakeside activities, and a disc golf course.

LEGEND

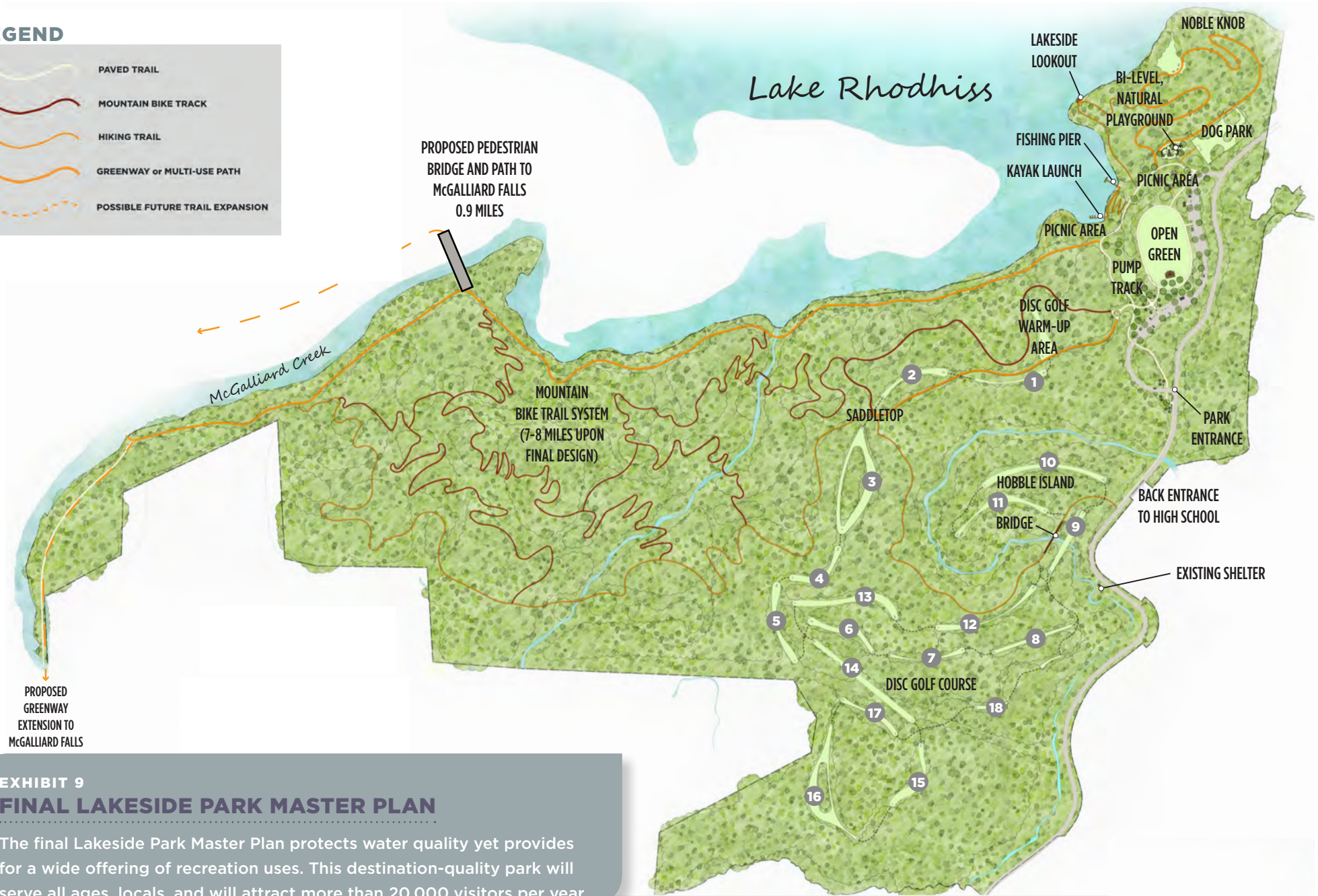


EXHIBIT 9

FINAL LAKESIDE PARK MASTER PLAN

The final Lakeside Park Master Plan protects water quality yet provides for a wide offering of recreation uses. This destination-quality park will serve all ages, locals, and will attract more than 20,000 visitors per year.

PLANNING ZONES

- A** Nucleus + Greenway Zone
- B** Mountain Biking Zone
- C** Disc Golf Zone

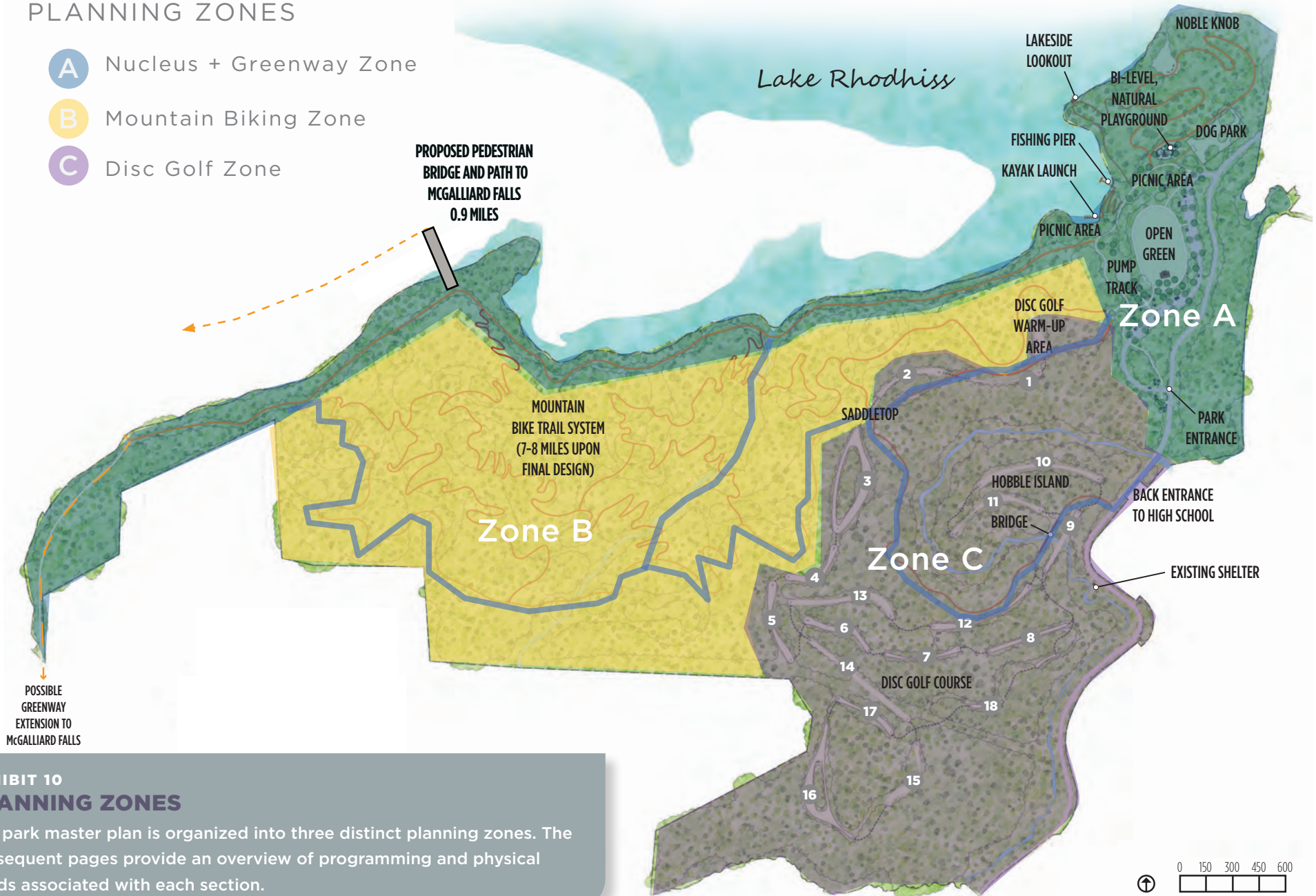


EXHIBIT 10 PLANNING ZONES

The park master plan is organized into three distinct planning zones. The subsequent pages provide an overview of programming and physical needs associated with each section.

MASTER PLAN PROGRAM AND PHYSICAL NEEDS

This section provides an overview of the recommended program and physical needs associated with the final master plan's three Plan Zones, including: A) Nucleus and Greenway; B) Mountain Biking; and C) Disc Golf.

PLAN ZONE A: NUCLEUS AND GREENWAY



Plan Zone A serves as the heart of Lakeside Park, offering key park elements that will attract all ages and a variety of user groups. This zone includes the following amenities: large open green and pavilion; multi-use paths and greenway; pedestrian bridge; dog park; outdoor exercise stations; bi-level natural playground; picnic area; bike pump track; kayak launch; fishing pier; bird watching platform and education signage; park entrance and visitor orientation area; and restrooms. A brief description of each element is provided.

Open Green and Pavilion

An open green, approximately 1 acre in size, is located in the center of Zone A. This area will require some extensive grading and tree removal, but will provide for dramatic lake views. A ¼-mile paved walking trail encircles the green, while a large pavilion is situated on the south end. The green will provide for open play and special events.

Multi-Use Paths and Greenway

There is approximately 1 mile of 10' wide, paved trails. Paved trails encircle the open green and extend to connect to other amenities, including the picnic area, dog park, exercise stations, lakeside amenities, and pump track. Approximately 1.5 miles of additional natural surface trails extend west along Lake Rhodhiss and McGalliard Creek to McGalliard Falls Park and to the northern knoll, Nobles Knob.

McGalliard Falls Connector Trail & Bridge

The 4,800-ft. natural surface McGalliard Falls Connector Trail will extend west along McGalliard Creek's northern bank, connecting the park to McGalliard Falls. A pedestrian bridge will be constructed over McGalliard Creek near the creek's confluence with Lake Rhodhiss to connect the trail to the park's natural surface trail system.

Dog Park

A one-acre area is dedicated for a dog park. With the development of detailed construction documents, two areas separating small and large dogs will be provided.

Bi-level Natural Playground

An experiential, bi-level playground will be constructed to take advantage of the lower slopes of Nobles Knob. The small playground is located near the picnic area and dog park, and will feature a slide built into the natural slope.

Picnic Area

To the north of open green walking track users can easily access a picnic area that will accommodate 12 picnic tables situated on three 30'x30' gravel pads.

Pump Track

West of the open green is a bicycle pump track, which is a special form of biking that allow users to use their motion and weight to "pump" through the track rather than pedal.

Kayak Launch and Fishing Pier

The kayak launch and fishing pier are planned for in the small cove located northwest of the open green.

Bird Watching Platform and Education Signage

A bird watching platform and educational signage will be provided at the Lakeside Lookout.



EXHIBIT 11 PARK NUCLEUS

The park nucleus includes a large open green and pavilion, multi-use paths and greenway, outdoor exercise stations, bi-level natural playground, picnic area, dog park, bike pump track, kayak launch, fishing pier, park entrance and visitor orientation area, and restrooms.



0 40 80 120 160



BIRD'S EYE OF ENTRANCE

EXHIBIT 12
ENTRANCE CONCEPT

A modest, but elegant entrance will welcome park users. The park sign will feature rock elements as requested by local citizens and project stakeholders.



ENTRANCE SIGN ENLARGEMENT

Park Entrance, Parking, Restrooms, and Visitor Orientation

The park entrance is located off Lake Rhodhiss Drive and provides access to 123 parking spaces. The west side of the parking area has a sidewalk that extends south to the visitor orientation area, which will feature a donor wall and information kiosk. To the north are restroom facilities and a kayak/canoe drop-off.

PLAN ZONE B: MOUNTAIN BIKING



Zone B is dedicated to a mountain biking trail system that can also accommodate hikers and runners. The trail system should be developed as a design-build project in which a professional trail designer is responsible for both the final design and construction. The trails illustrated on the master plan are conceptual. It is expected that this area can provide between 7 and 8 miles of trail.

PLAN ZONE C: DISC GOLF



Zone C is dedicated to an 18-hole disc golf course. The course illustrated on the master plan is conceptual; a professional disc golf designer will need to design and oversee construction of the course.



CHAPTER 5

IMPLEMENTATION

5 IMPLEMENTATION

Valdese Lakeside Park will be well received among grant-making agencies that support general recreation development, trails and greenways, and water quality and access. A specific grant procurement strategy will depend on how successfully the Town can continue to secure grant-matching funds. Nevertheless, this chapter establishes priorities for plan implementation, a summary of physical needs, and an associated budget. The final section of this chapter outlines specific grant funding agencies.

IN THIS CHAPTER

01 PRIORITIZATION, PHYSICAL NEEDS
SUMMARY, AND BUDGET

02 GRANT FUNDING PARTNERS MATRIX

PRIORITIZATION, PHYSICAL NEEDS SUMMARY, AND BUDGET

Each implementation phase reflects the overall organization of the master plan; if Lakeside Park cannot be developed at once, the park should be phased accordingly: 1) Nucleus and Greenway; 2) Mountain Biking; and 3) Disc Golf.

PHASE 1: NUCLEUS AND GREENWAY

The Nucleus and Greenway planning zone will attract the greatest variety of ages and user groups. This area is anchored by an open green and pavilion, multi-use paths and greenway, pedestrian bridge, outdoor exercise stations, bi-level natural playground, picnic area, and a dog park. The table below includes a summary of all physical improvements and their projected costs. Depending on the success of fundraising, it may be necessary to break Phase 1 into two or more phases.



EXHIBIT: 13

PHASE 1: ESTIMATE OF PROBABLE COSTS

Prep Costs				
Site Prep: Clearing, Grubbing, Erosion Control		LS		\$54,500.00
Grading		LS		\$190,000.00
Staking		LS		\$15,000.00
Utility Install	600	LF	\$26	\$15,600.00
Topo Survey				\$18,000.00
Park Infrastructure				
New Roads	23256	SF	\$5.00	\$116,280.00
Parking Lots	45471	SF	\$5.00	\$227,355.00
Parking Walkways	5562	SF	\$5.00	\$27,810.00
Parking Lighting	10	EA	\$4,800.00	\$48,000.00
Pavement Marking & Wheel Stops		LS		\$62,000.00
Parking Lot Stormwater Infrastructure		LS		\$15,000.00
Restroom Building		LS		\$150,000.00
Pedestrian Bridge	1	EA		\$250,000.00
Picnic Areas	3	EA	\$4,000.00	\$12,000.00
Pavilion - large	1	EA	\$85,000.00	\$85,000.00
Fishing Pier		LS		\$40,000
Kayak Launch		LS		\$40,000
Bird Watching Platform & Education Signage		LS		\$86,250.00
Pump Track	1	EA	\$15,000.00	\$15,000.00
Donor wall and entrance plaza		LS		\$50,000.00
Directional Signage & Regulatory Signage	20	EA	\$800.00	\$16,000.00
Kiosks (with custom map design)	2	EA	\$6,000.00	\$12,000.00
New Entrance Feature (Sign and Walls)		LS		\$26,620.00
Landscaping (materials and installation)		LS		\$96,000.00
Playground		LS		\$60,000.00
Dog Park (including fencing)		LS		\$18,000.00
Multi-Use Trails				
Paved Trail	5735	LF	\$70.00	\$401,450.00
Unpaved Multi-Use Trail	12143	LF	\$35.00	\$425,005.00
Stormwater Infrastructure				\$30,000.00
Subtotal				\$2,602,870.00
Mobilization (3%)				\$78,086.10
Contingency (7%)				\$182,200.90
Engineering, Permitting & Design (16%)				\$416,459.20
Total Estimate				\$3,279,616.20

PHASE 2: MOUNTAIN BIKING

Phase 2 implementation should include the proposed seven-mile mountain biking trail network. These trails will also provide for walking and running users. This contract should be issued as “design-build,” providing a professional trail builder with authority to appropriately design the trail system for a set cost per linear foot (\$5 per foot).



EXHIBIT: 14

PHASE 2: ESTIMATE OF PROBABLE COSTS

Mountain Biking Trail System					
Single Track Trails (design/ build)	36960	LF	\$	5.00	\$ 184,800.00

PHASE 3: DISC GOLF

This final phase of park construction should include the disc golf course, walking trails, and pedestrian bridge.



EXHIBIT: 15

PHASE 3: ESTIMATE OF PROBABLE COSTS

Disc Golf Course					
Disc Golf Infrastructure (including unpaved trails)		LS		\$	80,000.00
Pro Design				\$	40,000.00
Pedestrian Bridges (Non ADA)	1	EA	\$	125,000.00	\$ 125,000.00
Subtotal				\$	245,000.00
Mobilization (3%)				\$	7,350.00
Contingency (7%)				\$	17,150.00
Engineering, Permitting & Design (16%)				\$	39,200.00
Total Estimate				\$	308,700.00

GENERAL IMPLEMENTATION RECOMMENDATIONS AND GRANT FUNDING

A specific grant procurement strategy will depend on how successfully the Town can secure matching funds. Often, grants can be leveraged “against each other,” creating a matching funds source without the contribution of any local dollars. This document was prepared according to standards developed by the NC Parks and Recreation Trust Fund (PARTF), and this grant source should anchor any grant procurement strategy developed by the Town of Valdese.

Valdese Park will compete well among three (3) grant programs managed by North Carolina: NC Parks and Recreation Trust Fund; NC Recreation Trails Program; and NC Water Resources. Also, efforts should be made to continue securing private funds from throughout the Town of Valdese. A summary of these funding sources is provided in the table below.

GENERAL IMPLEMENTATION RECOMMENDATIONS

The Town should consider the following as it works to implement the Lakeside Park Master Plan:

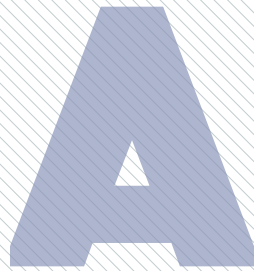
1. Place Lakeside Park within the Town’s Capital Improvement Plan; this will strengthen your PARTF application;
2. If secured, PARTF grants can be implemented over a three (3) year period. To navigate the PARTF grant cycle and obtain a grant contract will take nearly a year; for budgeting purposes, note that fiscal impacts upon the Town can be spread across these four (4) years; and
3. Work to secure an NC Water Resources grant prior to applying for a PARTF grant.

EXHIBIT: 16

POSSIBLE GRANT FUNDING SOURCES FOR LAKESIDE PARK

Partnership Funding Agency	Lakeside Park Implications	Maximum Amount	Matching Funds Required	Deadlines
Clean Water Management Trust Fund (CWMTF) (www.cwmff.net)	Land Acquisition: Fee Simple or Easement. Must protect floodplain areas. Greenway trails and other park areas are allowed.	Based on 6/2015 discussion with staff, a \$750K multi-year application would be welcome.	Not specified, but 20% is competitive	February 1st
NC Water Resources (NCWR) (www.ncwater.org)	River access areas or greenways along rivers	N/A	50%	January 1st and June 1st
Recreation Trails Program (RTP) (ncparks.gov/About/grants/main.php)	All types of trails and greenways	\$100,000.00	25%	February 1st
Parks and Recreation Trust Fund (PARTF) (ncparks.gov/About/grants/main.php)	All types of parks, trails, and recreation facilities	\$500,000.00	50%	April
Appalachian Regional Commission (ARC)	Natural Resource and Heritage	\$300,000	20%	June

“ This document was prepared in accordance with NC Parks and Recreation Trust Fund (PARTF) standards. This grant source should anchor any grant procurement strategy developed by the Town of Valdese.”



APPENDIX

IN THIS CHAPTER

- 42 A-1: PUBLIC MEETING SUMMARY
REPORT
- 62 A-2: CWMTF PROPERTY REQUIREMENTS

A-1: PUBLIC MEETING SUMMARY REPORT

Valdese Lakeside Park Public Workshop: **Visual Preference Survey & Economic Impact Projections**

4/3/18

A public workshop was held on April 3, 2018 for the Valdese Lakeside Park Master Plan to allow for citizen input.

The meeting included a presentation of the draft plan by consultants Destination by Design, Q&A, an opportunity for written comments, and a visual preference survey for park facilities.

Summary Contents: Visual Preference Survey Results, List of Comments, and Economic Impact Projections.



Visual Preference Survey: Method

The Visual Preference Survey consisted of three design styles: Traditional; Lakefront; and Contemporary (*see next page*).

Citizens were asked to rank the design styles from 1 (most preferred) to 3 (least preferred).

The public was also encouraged to indicate any specific images that they preferred within the general styles.

Preferences for specific images are indicated in the “Public Comments” section of this document.

Valdese Lakeside Park
Visual Preference Survey

Please rank the following visual styles from 1 (most preferred) to 3 (least preferred).

___ Traditional

___ Lakefront

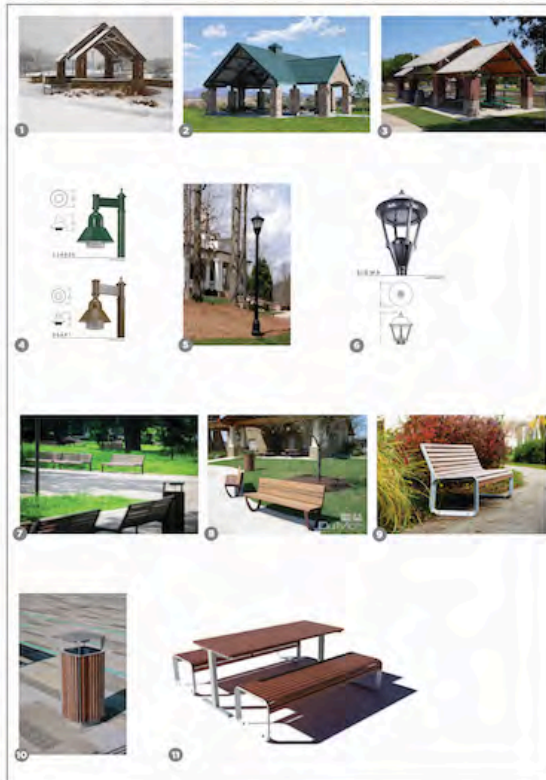
___ Contemporary

Comments:

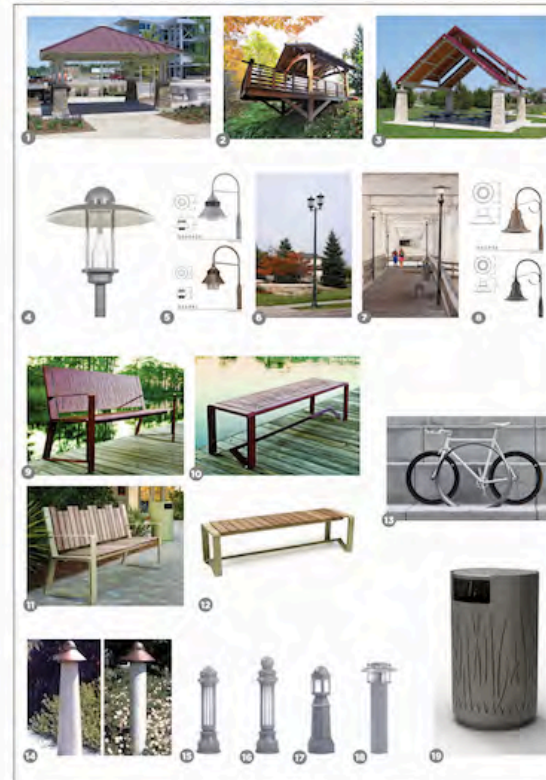
VALDESE
LAKESIDE
PARK
MASTER PLAN

Park Facilities

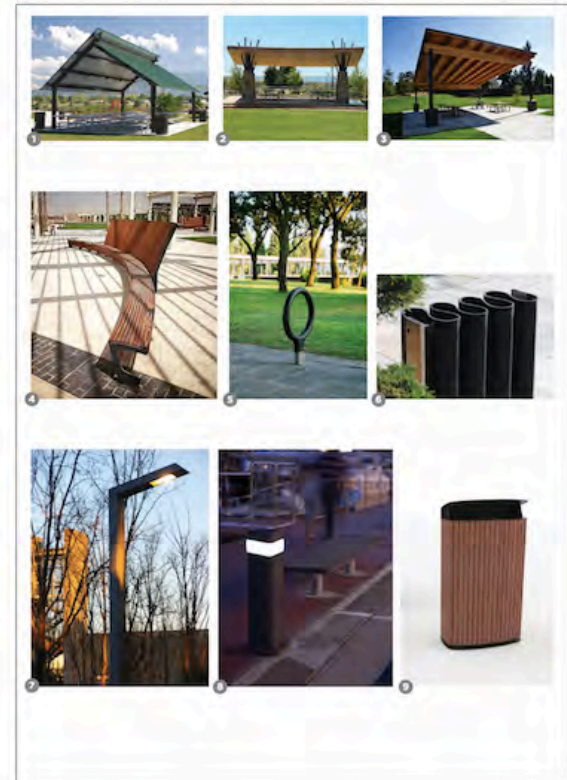
A TRADITIONAL



B LAKEFRONT



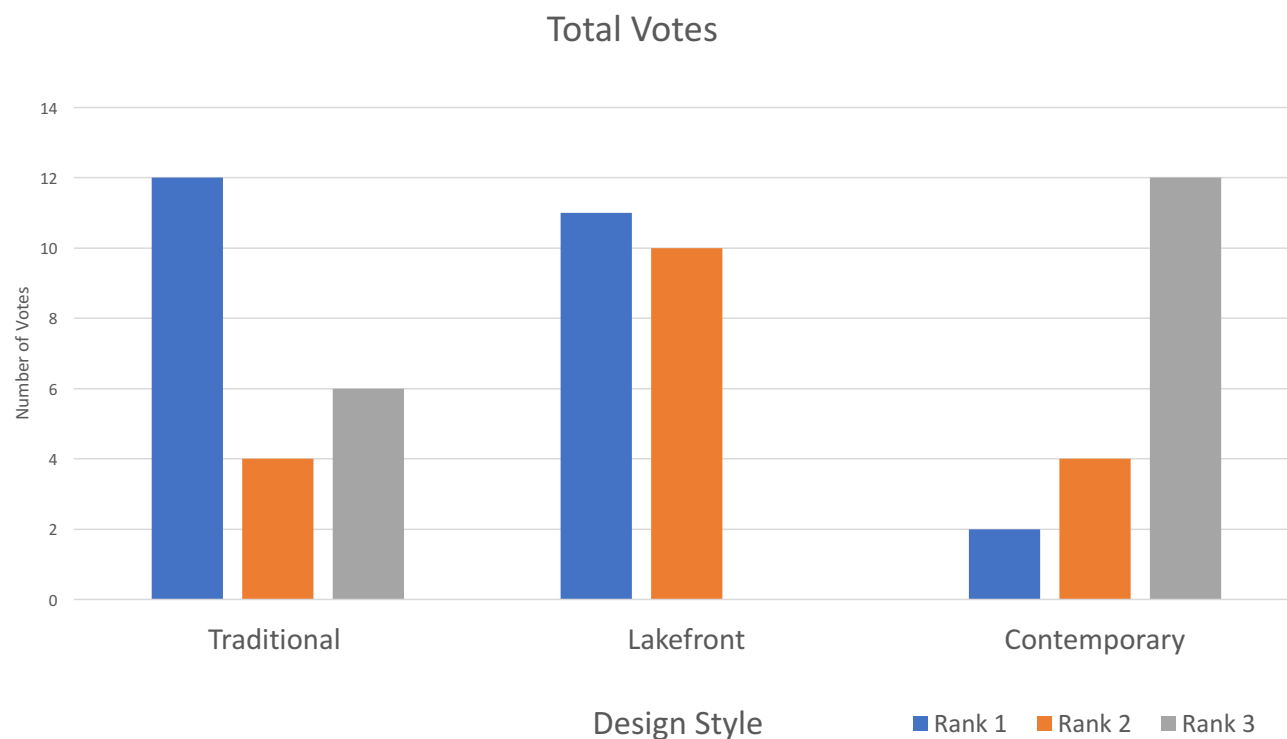
C CONTEMPORARY



Visual Preference Survey: Total Votes

The Traditional style received the most #1 rankings.

However, the Lakefront style followed closely and received the most #2 ranks.

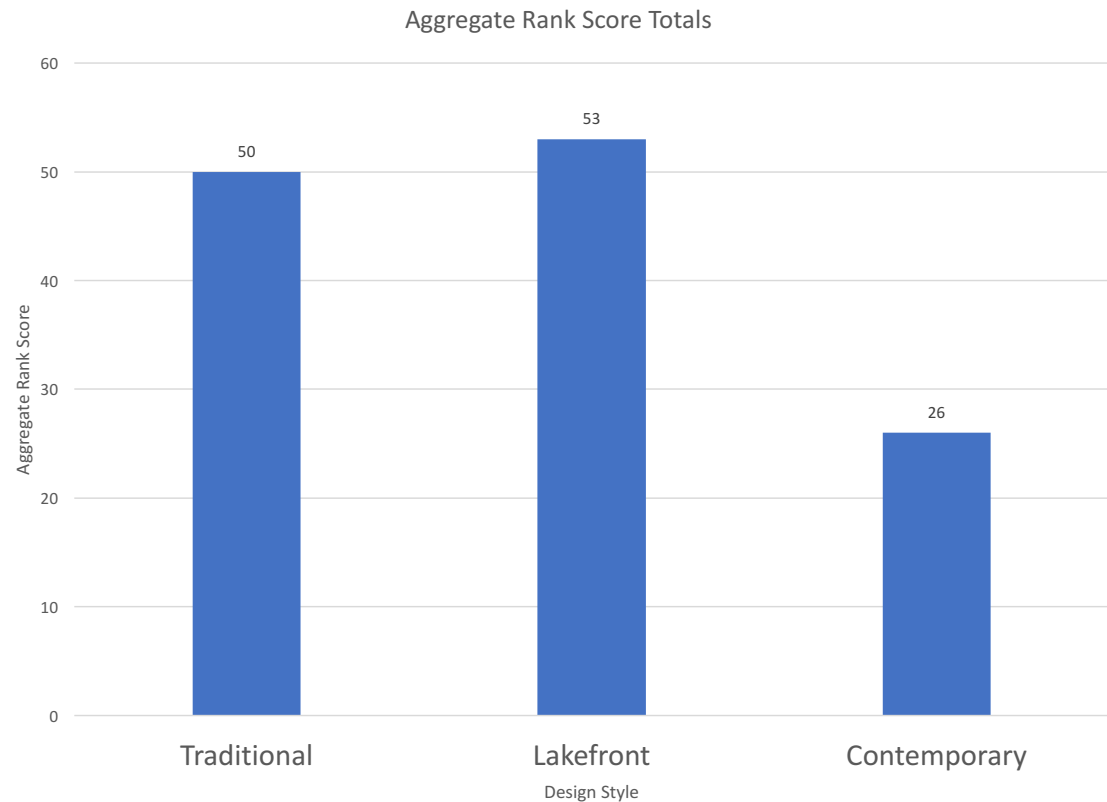


Visual Preference Survey: Aggregate

The following graph represents the aggregate rank score for each style.

Scoring was based on a value system:

- Rank 1=3 points
- Rank 2=2 points
- Rank 3=1 point

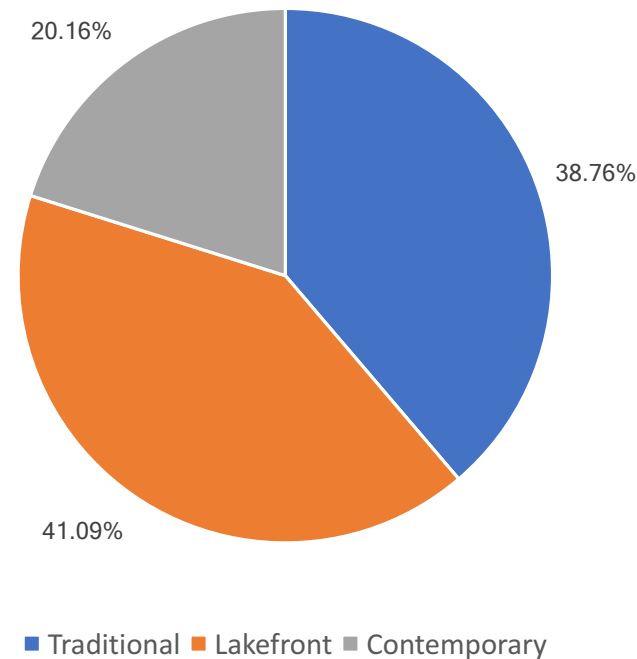


Visual Preference Survey: Aggregate

The following chart represents each design style's aggregate score as a percentage in relation to the total number points catalogued.



Aggregate Rank Score Percentage of Total





Public Comments

- I think it should highlight our lakefront in the park. McGalliard Falls Park is excellent connecting the two and encouraging use of both would seem to be beneficial.
- Great presentation! Maybe put exercise stations in one area and eventually add equipment for the elderly.
- It would be nice to have the visitor center and picnic shelters to be built of stone (like other things in Valdese). I would suggest field stone or river rock if they are cheaper. Ask clubs and scouts to collect these. A red roof would stand out among the trees. Visitor area needs restrooms. People who travel in with children will need a restroom immediately. *Indication of preference for item #2 in Traditional Style.*
- *Indication of preference for items #9, #10, & #2 in Lakefront Style.*
- Need additional bathrooms.
- Liked small exercise stations scattered.
- I like lighting #8 within the Lakefront Style the best.
- For entrance...consider berms.
- *Indication of preference for item #2 in the Contemporary Style and items #9, #19, and #10 in the Lakefront Style.*
- *Indication of preference for item #3 in the Traditional Style*

Public Comments

- When I decided to donate to this park project, I envisioned a rural type park for the enjoyment of nature by Valdese citizens and visitors. I totally agree with walking, running, biking, etc. trails along with lake use activities like fishing and canoeing etc. To try to bring in a large number of people for disc golf etc. is not appealing to me as the town of Valdese will benefit much less than projected in my opinion. We will pay through our taxes and donations for this park but, with no accommodations for overnight visitors, most of the benefit will go to Hickory and Morganton. The projections by Catawba Meadows management is overstated as reported to me by people who are travelling by there frequently. Let's do the greenway trails etc. and see results before jumping into this disc golf etc. section. Take it one step at a time with minimal tax increase as there are many other necessary issues that is going to require drastic expenditures.
- Would like to see a better breakdown of a 40-mile radius. I think economic impact would change drastically.
- Possible town uses to increase ROI. Develop a festival along the lines of say the Highland Games Linville pulls off every year. Many of the proposed amenities mirror those of the Whitewater Center who got a lot of day trippers just for the non white water events.

Public Comments

- Love contemporary picture #2 mix of Valdese stacked stone, modern art and excellent function of space! Love Lakefront pic #2 for a lookout feature. Love contemporary #4 bench very “young & artsy” look. Use Art. Incorporate the modern to attract the young people! Please!!!
- Consider using Rock design that is used throughout Valdese. Put hiking trail around outside of disc golf course.
- Need SST’s-Sweet Smelling Restrooms. Wilson Creek.
- How are we addressing handicap accessibility? Especially with the playground areas. Are the trails and greenways related at all to the walk RCV plan?
- Definitely need Rock work incorporated.
- Definitely would like the extension to McGalliard Falls Park. I live there and there are people always there. Would be a source of additional parking and overflow participants from ball field.



Economic Impact

Key Elements:

Good Data and Reasonable Assumptions



Economic Impact

1. The Market: Potential Visitors
2. Penetration Rate: To what extent can you attract your market
3. Visitor Type & Spending: Day Trip vs. Overnight
4. Projected Visitors X Spending = Economic Impact

Key Elements:

Good Data and Reasonable Assumptions



Market

- 2013 North Carolina Trail Use Survey: 33% of adult North Carolinians used a trail in the past 12 months
- 60 mile trade area population (2.25 million) X .33 = 743,334
- 3% penetration = 22,300
- 5% penetration = 37,166

Disc Golf

- Visitation Range (typical): 13,000 – 20,000
- Houck Design:
 - Annual Visits: 40,000
 - Overnight: 4,000

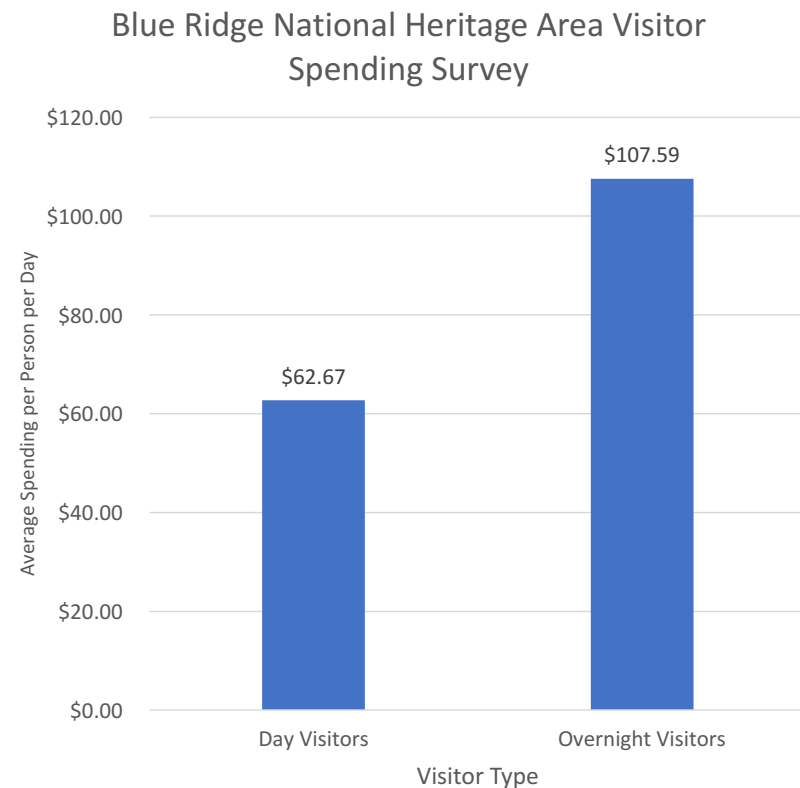
Professional Disc Golf Association in 2015

- 52% of disc golf players have College or Post Grad Education
- 85% have some college
- 18% earned \$100,000 a year or more



Visitor Spending and Type

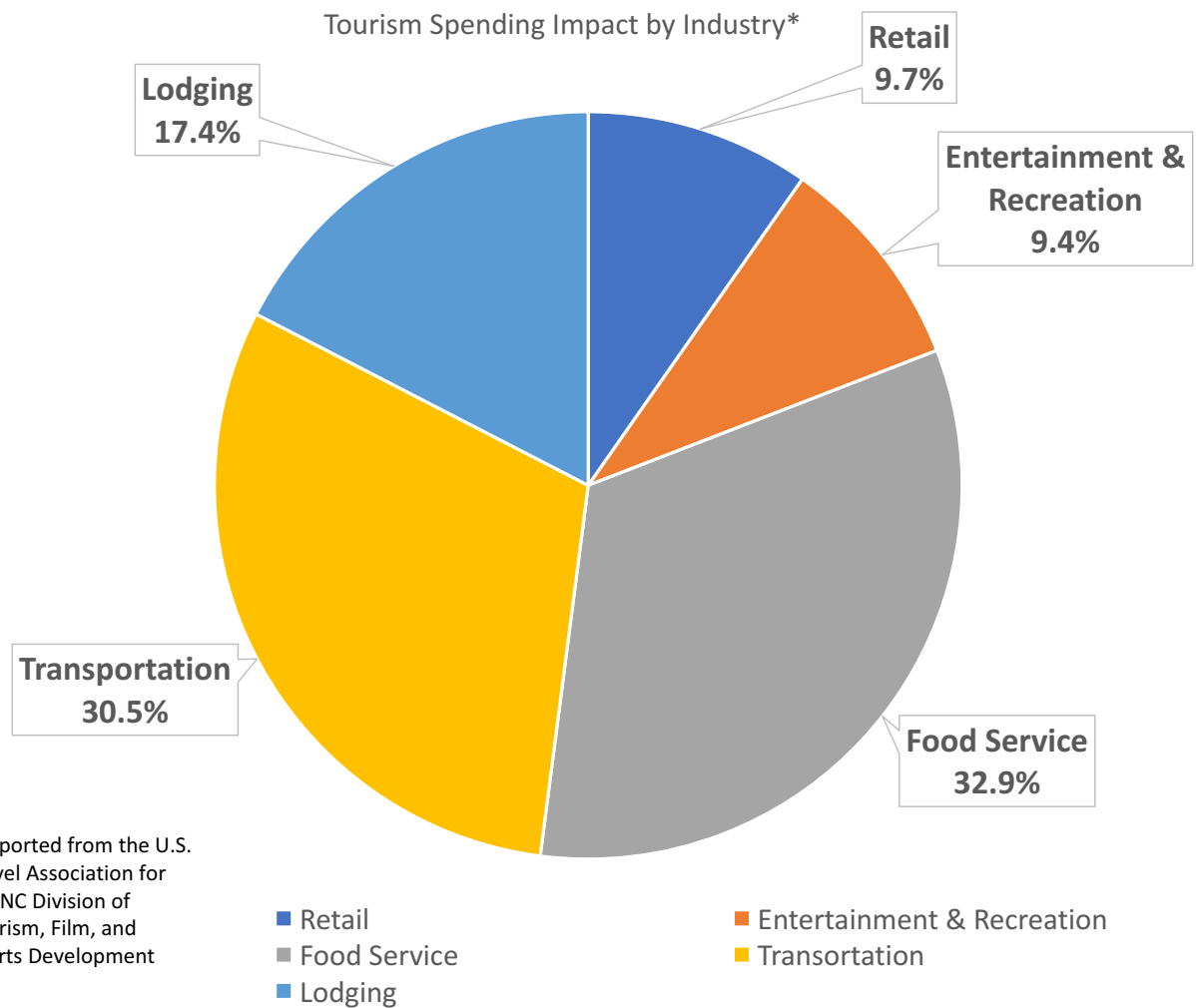
- Blue Ridge National Heritage Area (BRNHA) 2013 study
- 4,500 + visitors
- Day visitors: **\$62.67 per day**
- Overnight visitors: **\$107.59 per day**
- A Virginia Creeper Trail (VCT) study found that 72% of non-local visitors were day visitors & 28% were overnight visitors



Visitor Spending Breakdown

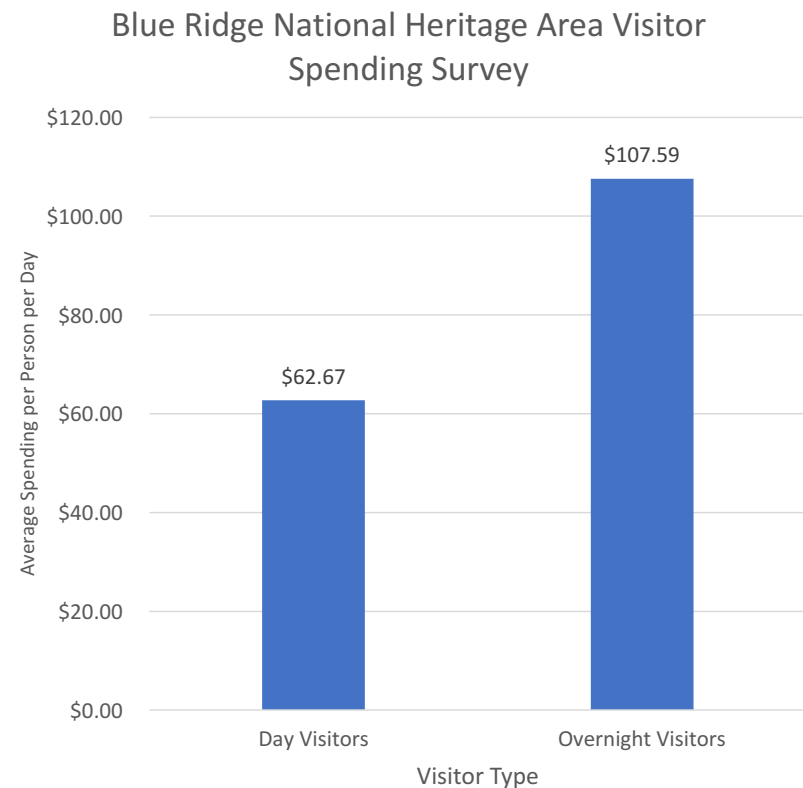


*Reported from the U.S. Travel Association for the NC Division of Tourism, Film, and Sports Development



Visitor Spending and Type

- Blue Ridge National Heritage Area (BRNHA) 2013 study
- 4,500 + visitors
- Day visitors: **\$62.67 per day**
- Overnight visitors: **\$107.59 per day**
- A Virginia Creeper Trail (VCT) study found that 72% of non-local visitors were day visitors & 28% were overnight visitors
- **Lakeside Park Conservative Spending = \$30**



Economic Impact Assumptions and Estimate

Assumptions

- Market = 33% of 60 mile radius
- Market Total = 743,334
- Spending = \$30

3% penetration rate estimate

- 22,300 visitors X \$30 = \$670,000 Annual Impact

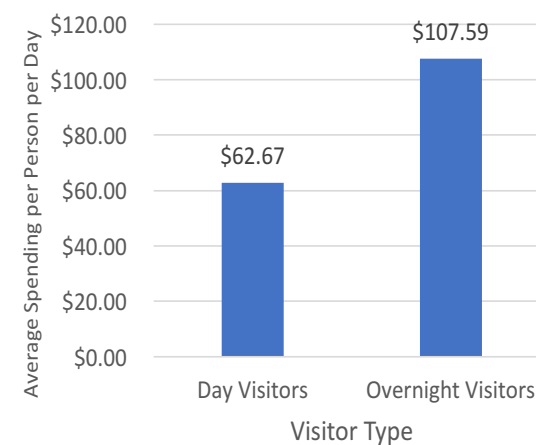
5% penetration rate

- 37,166 visitors = \$1.11 Million Annual Impact

Disc Golf

- 10,000 X \$30 = \$300,000 Annually

Blue Ridge National Heritage
Area Visitor Spending Survey



Economic Impact Estimate

\$970,000

\$1.41 Million



Conservative Annual Economic Impact

Other Factors:

- Health Benefits
- Quality of Life
- Job Retention/ Attraction



A-2: CWMTF PROPERTY REQUIREMENTS

Town Council of Valdese
November 6, 2017

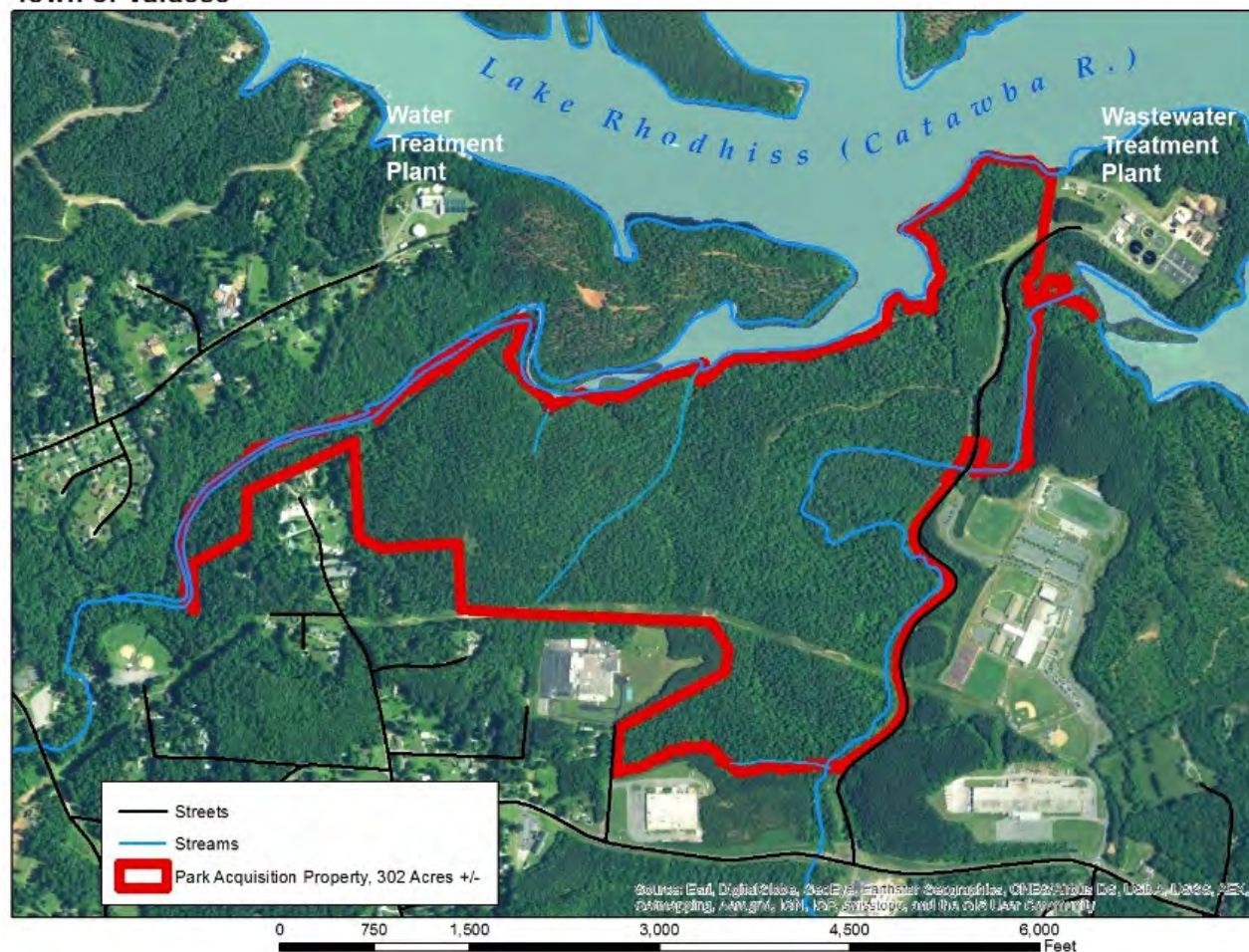
Clean Water Management Trust Fund Property Acquisition Grant Agreement

Lakeside Park Property, Lake Rhodhiss

NC Clean Water Management Trust Fund (CWMTF) February 2017 Grant Application & Award

- **CWMTF Trustees Grant Award of \$673,247**
 - September 2017 Trustees Meeting
 - Received/awarded; “Great Project” accolades
- **Initiate grant implementation after**
 - **Consideration/Approval of CWMTF’s standard grant agreement;**
 - **Encumbrance of CWMTF (State of NC) grant funds to the Town’s awarded property acquisition project.**
- **Note:**
 - Grant Disbursement of awarded funds subject to CWMTF’s standard requirements for CWMTF-funded acquisition projects

CWMTF Acquisition Grant Agreement Property Town of Valdese



CWMTF Grant Agreement Scope

*** Acquisition of Property (approximately 302 acres)**

The Town will work under the CWMTF Grant Agreement toward:

- Purchasing the Property in fee simple
- Conveying a conservation easement to the State of NC on approximately 151 acres, buffering the streams and ecologically significant areas of the property
- Recording restrictive covenants on the remaining approximately 151 acres

Top Photo:

View from
Lakeshore Use Area



Bottom Photo:

View of McGalliard
Creek
property vicinity

CWMTF Grant Agreement Acquisition Property Portions

1. CWMTF Conservation Easement Portion (50% of Property)
– Funded with Awarded CWMTF Grant Funds
2. Deed Restriction Portion (Remaining 50% of Property) –
Funded with PARTF and Private Contributions/Grants
 - Includes a 15-acre Lakeshore Recreation Area
 - All Deed-restricted Property (50%) “Matches” CWMTF Funds

CWMTF Acquisition Grant Agreement -- Property Portions Town of Valdese



CWMTF Grant Agreement STANDARD Stipulations

CWMTF Easement – CWMTF- funded Property (50% Portion)

Property Owner Reserves Rights that allows development and use of:

- Public Recreation and Access
- Existing Roads and Trails (Maintenance or Improvement, Use)
- Greenway Trail
- Naturally-surfaced Trails (Hiking, Biking)
- Nature Observation Platform(s)
(with optional benches, rails, steps)
- Vegetation Management (for above items)

CWMTF Grant Agreement Exhibit “A” Unique Stipulations

CWMTF Easement (50% Property Portion)

1. Agree to post signage at public access points, provided by CWMTF or created by Grant Recipient (latter - approved by CWMTF), acknowledging CWMTF as a funder.
2. After recordation of the state-held conservation easement, stewardship responsibilities will be assigned to Foothills Conservancy of NC (FCNC).

-- FCNC will annually visit this property

CWMTF Grant Agreement Exhibit “A” Unique Stipulations

CWMTF Easement (50% Property Portion)

3. Disc golf course and maintenance as allowable reserved rights will be located **outside** 100’ stream buffers.
4. Construction and maintenance of the McGalliard Creek greenway on the Town of Valdese’s utility (sewer line) easement access road as allowable reserved rights will be located **inside** 100’ stream buffers.
5. Construction and maintenance of mountain bike trails, which are routed in a perpendicular manner to cross through 100’ stream buffers (yet avoid known rare plant locations) as allowable reserved rights **inside** 100’ stream buffers.

Mountain bike trail crossings of small (unnamed) streams will not exceed 3 crossings.

Remaining 50% of Property

(PARTF and Private Contributions/Grants Funded)

**** Note on Map: Deed Restricted Portions**

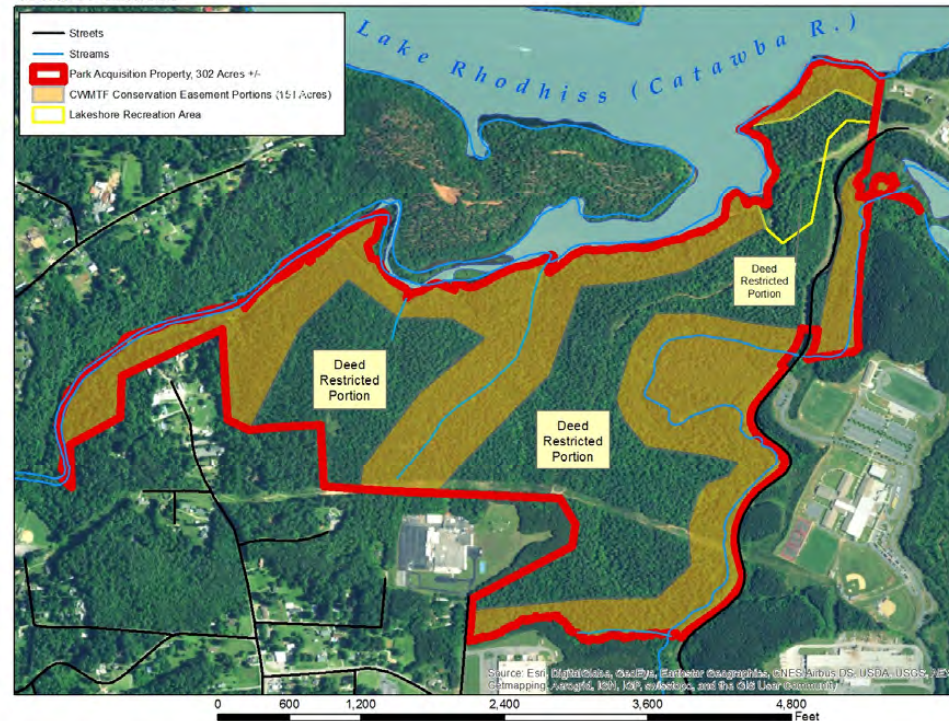
To be Subject to more flexible restrictive covenants
(approximately 151 acres)

Applicable to these portions:

1. Multi-purpose Trails
2. Canoe/kayak launch, fishing pier, lake view Gazebo
*see Lakeshore Recreation Area (to follow)
3. Parking Areas / Access Road
4. Park Management/Maintenance Buildings
5. Disc golf course, playground, picnic shelter
6. Fitness Stations, signage, railing, interpretive signage, etc.

Lakeshore Use Area – 15 Acres along Lake (Yellow Outline - Deed restricted Only)

CWMTF Acquisition Grant Agreement -- Property Portions
Town of Valdese



Lakeshore Use Area – 15 Acres along Lake (Yellow Outline -Only)

**** Under the restrictive covenants (50% of Property)**

CWMTF Lakeshore Use Area Stipulations –

- Location: Within 300 feet of lakeshore
- Conversion/Permanent Disturbance Impact limited to:

2.5 acres or less (within the 15-acre Lakeshore Use Area) of conversions to facilitate public use and park development **unique to lakeshore area.**



Memo

To: Courtney

From: Doug Knight

cc: Town Council

Date: March 11, 2019

Re: Motion to approve the Valdese Lakeside Park Master Plan

Please add this agenda item:

We are asking the Council to approve the Valdese Lakeside Park Master Plan

Attached

Memo

To: Courtney

From: Doug Knight

cc: Town Council

Date: March 11, 2019

Re: Motion to include items in Phase 1 of the Valdese Lakeside Park Master Plan in the Town's CIP

Please add this agenda item:

We are asking the Council to approve including items in Phase 1 of the Valdese Lakeside Park Master Plan to the Town's CIP

Attached



2019-2020

Fire Department

Operational Budget



2018-2019 Accomplishments



Ladder One



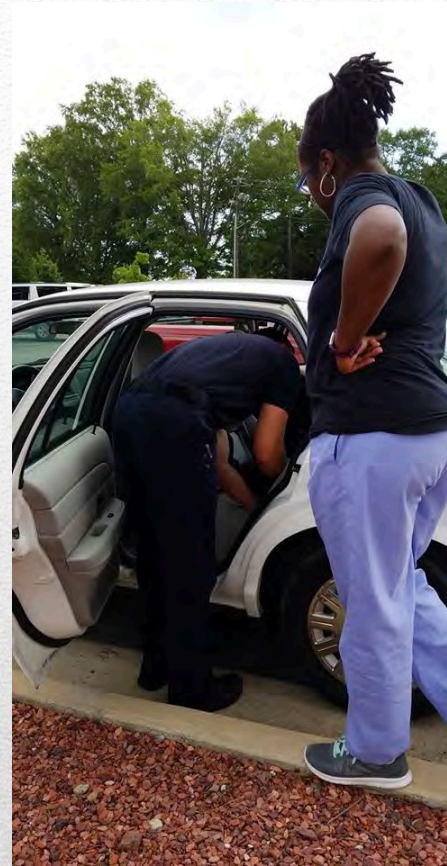
**Strengthening working relationships with
surrounding departments**



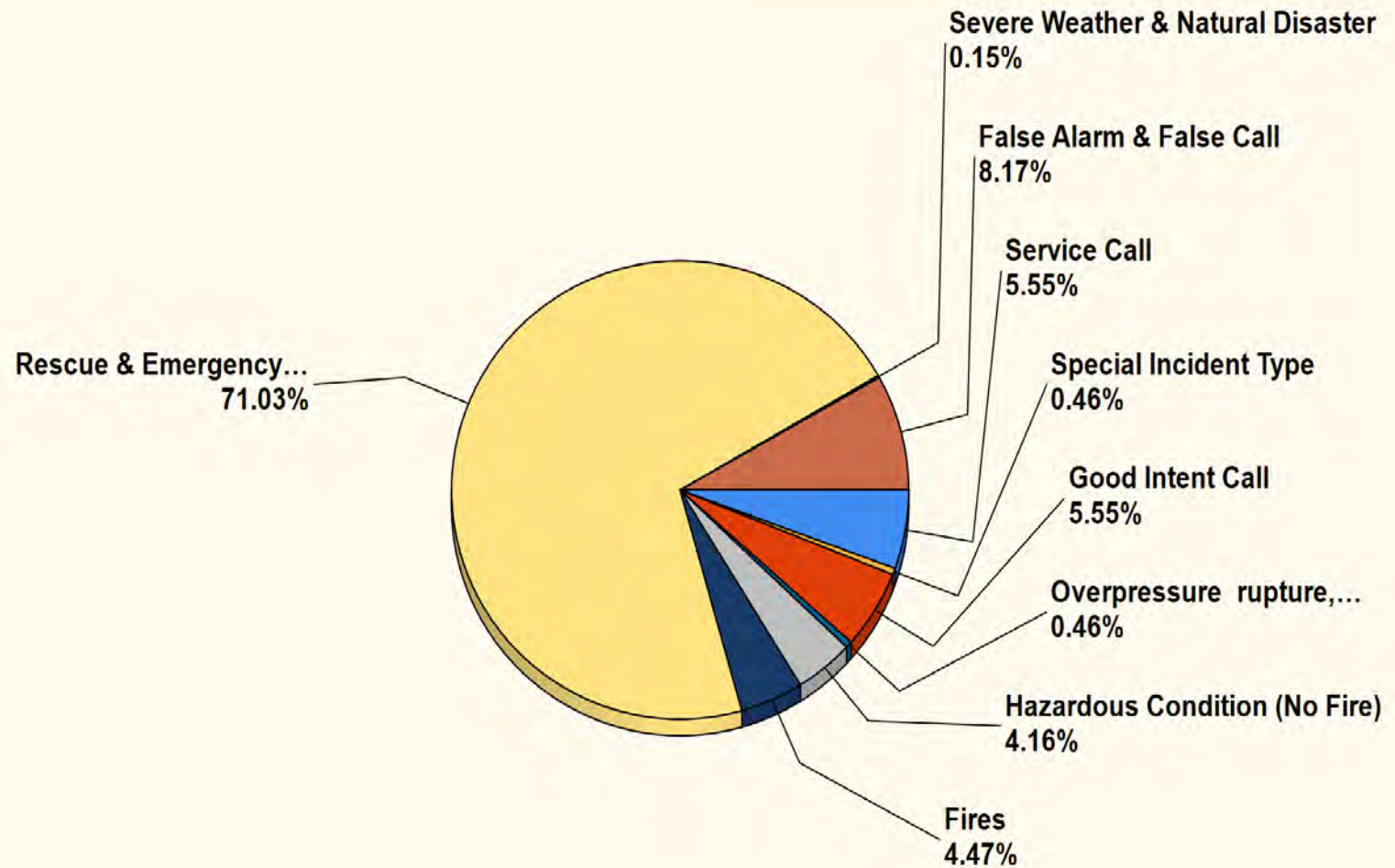
Junior Firefighter Program



 Mingle with
Kris Kringle
Presented by Valdese Fire Department



Smoke Detectors
Child Passenger Safety Seats



Miscellaneous Accomplishments:

- Assisting with DHS Fire Academy Program
 - Maintenance of all fire hydrants in the service district
 - Safe Kids Program – **105 hours / 44 Car Seats**
 - Continuance of Smoke Detector Program
 - Total Fire Department Responses: **649**
 - **Fire - 188**
 - **Medical - 461**
 - **Fire and Medical – 6**
-



2019-2020 Objectives



Fire Dept. Rescue UTV Cost: \$25,000

OPERATIONS UTILIZING THE FIRE/RESCUE UTV



EXISTING PROGRAMS

Assisting with DHS Fire Academy Program

Junior Firefighter Program

Maintenance of fire hydrants

Safe Kids Program

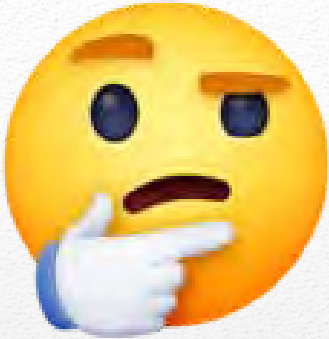
Smoke Detector Program

Emergency Management/Hazard Mitigation

Burke Co. Homeland Security Task Force

Domestic Preparedness Region 8 Task Force

Town of Valdese Workplace Safety Program



CHALLENGES

FINDING QUALIFIED APPLICANTS

- **LOW UNEMPLOYMENT**
 - **GOOD JOB MARKET**
 - **PRIVATE VERSUS PUBLIC JOBS**
 - **RESIDENTIAL REQUIREMENTS**
 - **HOUSING MARKET**
 - **AFFORDABLE HOUSING**
 - **MORE FIREFIGHTER POSITIONS
AVAILABLE AS MORE DEPARTMENTS
ADD FULLTIME POSITIONS**
-

Valdese Police Department

Budget 2019-2020

Budget Accomplishments 2018-2019

- Insurance replaced a patrol unit this budget year..
- We received a new radar unit from the Governors Highway safety Program. .
- Bimbo Bakeries purchased our new Main St Radar Sign to combat speeding on Main St..
- We have successfully shutdown two of our drug houses in Valdese.
- Valdese officers logged 14,803 events through CAD in 2018. Our call volume is increasing.

Accomplishments Continued:

- We updated our Two desktops and two mobile laptops this year.
- The department is at full staff and has been working extremely hard to rid our community drugs and crime.
- Our officers responded to 2794 calls for service and initiated 10,916 CAD reported incidents. Traffic accidents as reported from March 1, 2018 to February 28, 2018, were 128. The same time period the previous year, we had 178 traffic accidents reported. Officers issued 122 written warnings (297 last year) and gave 385 verbal warnings (674 year). They made 293 arrests (572 last year) and issued 864 traffic citations (1272 last year).
- This budget year has seen many challenges for our department. Our personnel have taken on more responsibilities and met these challenges head on and will continue to improve the safety of our community.

Budget Needs 2018-2019

- We currently have two patrol unit with high mileage. We are purchasing two new patrol units. Starting this year I am issuing the high mileage patrol units to my supervisors as take home units. When the town is able to fund more patrol units I will issue them out to patrol officers.
- Personnel salaries staying competitive and salary increases for high performing employees allow department heads to retain and hire an excellent staff.
- We invest a tremendous amount of money and training into a new officer only to have adjacent departments lure them away with higher base salaries and take home vehicles.
- Having the ability to compete with these agencies, at least on officer's salaries, would go a long way towards officer retention.

Continued:

- Our current Tasers are 11 years old and need to be replaced. I am trying to replace them at drug seizure money
- This is a low priority on my list, but if money were to become available, the Tasers would be looked at for replacement.

Conclusion:

- Our department will continue to stress the benefits of training to better equip today's officers in facing new challenges that we encounter.
- We will continue to aggressively pursue criminals that commit crimes in our city and follow through with their criminal prosecutions. We will emphasize public awareness and public education to complement the enforcement of motor vehicle laws to make the streets of Valdese safer.
- I will continue to meet with the merchants and community organizations to hear their concerns and keep them informed as to how we may be of service and provide them with information to help protect themselves and their property.
- Our objective is to be a department of more community related officers and make Valdese a safe place to raise a family and operate a business where law enforcement is seen as part of, and respected by, the community.
- Our desires are that the Town will respect its law enforcement officers, as the officers will respect and honor all citizens, by protecting and serving them as we uphold our oaths of office.

Town of Valdese

Human Resources

Budget Retreat Presentation





Mission Statement

The Town of Valdese welcomes growth and diversity to enhance, while preserving, our existing neighborhoods, natural amenities and rich history for current residents and future generations.

Vision

The Town of Valdese will be a modern and innovative town in Western North Carolina, focused on cultural, economic and environmental sustainability.

Our Values

- | | |
|------------|--|
| Community | We strive to maintain the town as a safe place to live, work, and raise a family. Our community is full of diverse individuals that have different opinions and beliefs; we value and respect the rights and differences of everyone. Our community becomes stronger when we unite with our merchants and business owners by supporting their goals and celebrating their successes. |
| Leadership | We believe that government should be accountable, transparent in all engagements, and fiscally responsible stewards of the town's assets. We will provide and encourage an atmosphere that supports job satisfaction and professional growth for all town staff. Management will identify programs and opportunities to engage future leaders. |
| Service | We are responsive and service-oriented to meet the needs of our citizens. We recruit the best and highest qualified candidates and train a team with the knowledge and skills to carry out the mission of the town through transparent civic engagement and by providing the very best services to our citizens. |
| Heritage | We will encourage growth and rehabilitation of our town through careful planning to provide an improved quality of life and standard of living for our citizens that reflects the town's unique heritage and culture. |
| Integrity | Our personal and professional conduct is guided by high ethical and honest standards. We are open, reliable and consistent in all activities. |

FY 2018-2019 HR OVERVIEW

PRIMARY RESPONSIBILITIES:

Policy administration
Recruitment and selection
Benefits administration
Employment and labor law
New employee orientation
Labor relations
Personnel records retention
Wage and salary administration
Workers' compensation
Employee Assistance Program
Payroll support
Conflict resolution
Job classification
Risk management

STAFFING:

Full-time - 73
Part-time - 75

NEW HIRES:

Full-time - 13
Part-time - 15

RETIREMENTS:

6

WORKERS' COMPENSATION:

Claims - 7
Denied - 2
Section 32 Agreement - 1
Vocational Rehabilitation - 1

FMLA:

Requests - 10
Approvals - 5
Withdrawn - 3
Incomplete - 2

NEW HIRES		
	New Employee	Replaced
ADMINISTRATION	Bo Weichel Annie Hogan	Jerry LaMaster Debbie Jones
FIRE	Michael Walton Vacant Vacant	Steve Kiddy Michael Bondurant Mark Icard
PARKS AND RECREATION	Jesse Bunton Jonathan Carter Stephanie Haylock	Ryan Clanton Joey Lindsay Renee Gravel
POLICE	Heath Newton John Ray Dustin McKinney	Jesse Simmons Heath Newton Chad Wyke
PUBLIC WORKS	Richard Damron	Henry Darden
WASTEWATER	Alexander Garrison Buddy Leger Candace Cox	Christopher Fredell Joe McNeely Vacant Position

RECRUITMENT
TRAINING
RECORD KEEPING
TERMINATION
BENEFITS
ADA
FMLA
W2
GROWTH
HUMAN RESOURCES
PAYROLL
PERFORMANCE REVIEWS
HIRING
COBRA
INSURANCE
TAXES
PROCEDURES

FY 2018-2019 ACCOMPLISHMENTS

Partnered with HR Essentials Consulting:

- Reviewed existing policies, practices and procedures

- Currently updating job descriptions

- Pay grades and classifications

- Conducted market study

Updated and digitized employee forms to maintain consistency and accuracy

Partnered with department heads to create consistencies with personnel records and policy administration

Assisted finance department with additional oversight and reconciliation of insurance billing and payroll

Implemented best practices for personnel records management

Educational seminars:

What is a professional work environment, and what can a manager do to create and maintain it?



Manager's Role in Creating a Respectful Workplace
November 19, 2018
10:30 am

Please join us for

Managers Role in Creating a Respectful Workplace
November 19, 2018
10:30 am

Valdese Town Hall Community Room, 102 Massel Ave SW, Valdese



THE COUNSELING GROUP

www.thecounselinggroup.com



2018 North Carolina
Total Retirement Planning Conference
for LGERS Employees, Fire & Rescue and Law Enforcement

October 24, 2018
9:00 a.m. to 11:00 a.m.

Town of Valdese
Council Chambers
102 Massel Ave SW
Valdese, NC 28690

Take some time today and discover your benefits!
Register for the conference by email for lgers@nc.gov or valdese@nc.gov

Retirement counselors will also have limited availability before and after the conference to answer individual questions about your benefits.

North Carolina
Total Retirement Plans

NORTH CAROLINA
DEPARTMENT OF REVENUE

SEXUAL HARASSMENT



THURSDAY, FEBRUARY 21ST
1PM • WALDENSIAN ROOM

CASH PRIZES WILL BE GIVEN OUT!

INSURANCE

Health insurance rates expected beginning of April

Dental insurance rate is increasing \$0.50 - monthly premium is going to be \$30.00 for employee only coverage

Vision & life insurance premiums remaining flat

Workers' compensation rate expected in late April

Retiree Insurance Policy

Spousal/dependent coverage

~~Supplement 13, Amendment No. 21~~ Supplement 14, Amendment 1

pg. 2-8.14

RESOLUTION AMENDING THE EMPLOYEE BENEFITS SECTION OF THE TOWN OF VALDESE PERSONNEL POLICY (Retiree Insurance Coverage)

WHEREAS, as an employee benefit the Town of Valdese has provided medical insurance coverage or a monetary amount in lieu of insurance to town employees who have completed 25 years of employment with the Town of Valdese and who are not yet eligible for Medicare, provided that the employee pays his or her share of the cost of the insurance; and

WHEREAS, the town council has determined that it is not financially feasible for the Town to continue this benefit and that the personnel policy should therefore be amended so that this benefit will not be available to those town employees hired on or after July 1, 2016;

IT IS THEREFORE RESOLVED that the Retiree Insurance Coverage section under Section 2. Group Health and Hospital Insurance, Article VI. Employee Benefits, of the Town of Valdese personnel policy is amended to read as follows:

"ARTICLE VI. EMPLOYEE BENEFITS

Retiree Insurance Coverage

For those employees who were hired prior to July 1, 2016, the Town provides medical insurance coverage or provides a monetary amount in lieu of insurance for the purpose of allowing the retiree to purchase insurance. The choice of insurance or payment in lieu is made by the Town. Employee eligibility for this coverage is determined as follows:

- a) the employee must have been hired by the Town of Valdese prior to July 1, 2016;
- b) the employee must have completed at least 25 years of employment with the Town of Valdese and not yet be eligible for Medicare; and
- c) the employee must pay his/her share of the cost of such insurance coverage as hereinafter provided, if applicable.

The Town's contribution shall be reviewed each year by the Town Council to determine if the Town's contribution is financially feasible. The Town does not provide this retiree insurance benefit to employees who were hired on or after July 1, 2016."

ADOPTED THIS, THE 27TH DAY OF JUNE, 2016.

ATTEST: /s/ Town Clerk

/s/ JOHN F. BLACK, JR., Mayor

The Future Is Now: Three HR Trends That Will Transform Your Organization In 2019



Zoe Harte Forbes Councils
Forbes Human Resources Council CommunityVoice

POST WRITTEN BY

Zoe Harte

Zoe Harte is Senior Vice President of Human Resources at [Upwork](#).



TRENDS

1. HR joins marketing in defining the company 'brand.'
2. HR will redefine diversity for the future workforce.
3. HR must support a flexible work culture.

"Record low unemployment"

"One-third of candidates surveyed said they would decline even a perfect job over a poor cultural fit."

"Skyrocketing turnover rates"

"...60% of employees plan to look for a new job in 2019"

FY 2019-2020 GOALS

Implement revised personnel policy

Offer 457 Plan to provide additional opportunities for staff to plan for retirement

Increase partnerships with other departments and outside vendors; continue building relationships with staff, vendors, and citizens

Additional education campaigns

Create Human Resources page for Town website

OPPORTUNITIES FOR PARTNERSHIPS





Community Affairs Department

Budget Retreat Presentation

Honoring 125 years!

Events

- Edict of Emancipation Celebration
- Symposium
- Festival Di Birra
- Founder's Day Festival
- Homebrew Competition
- Glorious Return Walk – Waldensian Festival
- Dedication Ceremony – The Arrival
- Tour of the Past
- Genealogy Week
- Art Exhibit honoring 80 years of Waldensian History
- Organized reception for Symposium Guests

Special Projects

- Created Valdese Kolsch with Highland Brewing
- 125th Program Design & Creation
- 125th Commemorative Calendar Design & Creation
- Honored Waldensian Descendants at Christmas Parade
 - Created special gift packages for all grand marshals
- 125th Commemorative Mural
- 125th wine label design
- Creation & management of social media & website for 125th
- Commemorative Pillow Topper with Valdese Weavers
- Designed 125th brochures
- 125th Banners Design



Valdese Main Street Program Update

The committee members for the Main Street Program have a number of projects planned for the upcoming year. The main focus for these projects is to encourage walkability, interactivity and the overall sense of place in the Downtown District.

Façade Grants

Salon On Main
Farris Insurance

Foothills Thrift Store (Construction Scheduled for Spring 2019)

Upcoming:

- *The Valdese Stitchery*

Ribbon Cuttings

- The Levee Brewery & Pub
- My Cute Kid Consignment & Boutique
- Retro Hair Design
- Twin Brothers Pizza
- Valdese Lakeside Park
- Edward Jones

**Upcoming – Farris Insurance, Thurston Springer*



Old Rock School Stats

Attendance: 46,091

Total # of Events: 635

Social Media Stats

Total # of Followers –

Facebook Pages (6): 23,339

Facebook Groups (5): 548

*Increase from 2017: 6,639

Instagram: 1,055

*Increase from 2017: 400

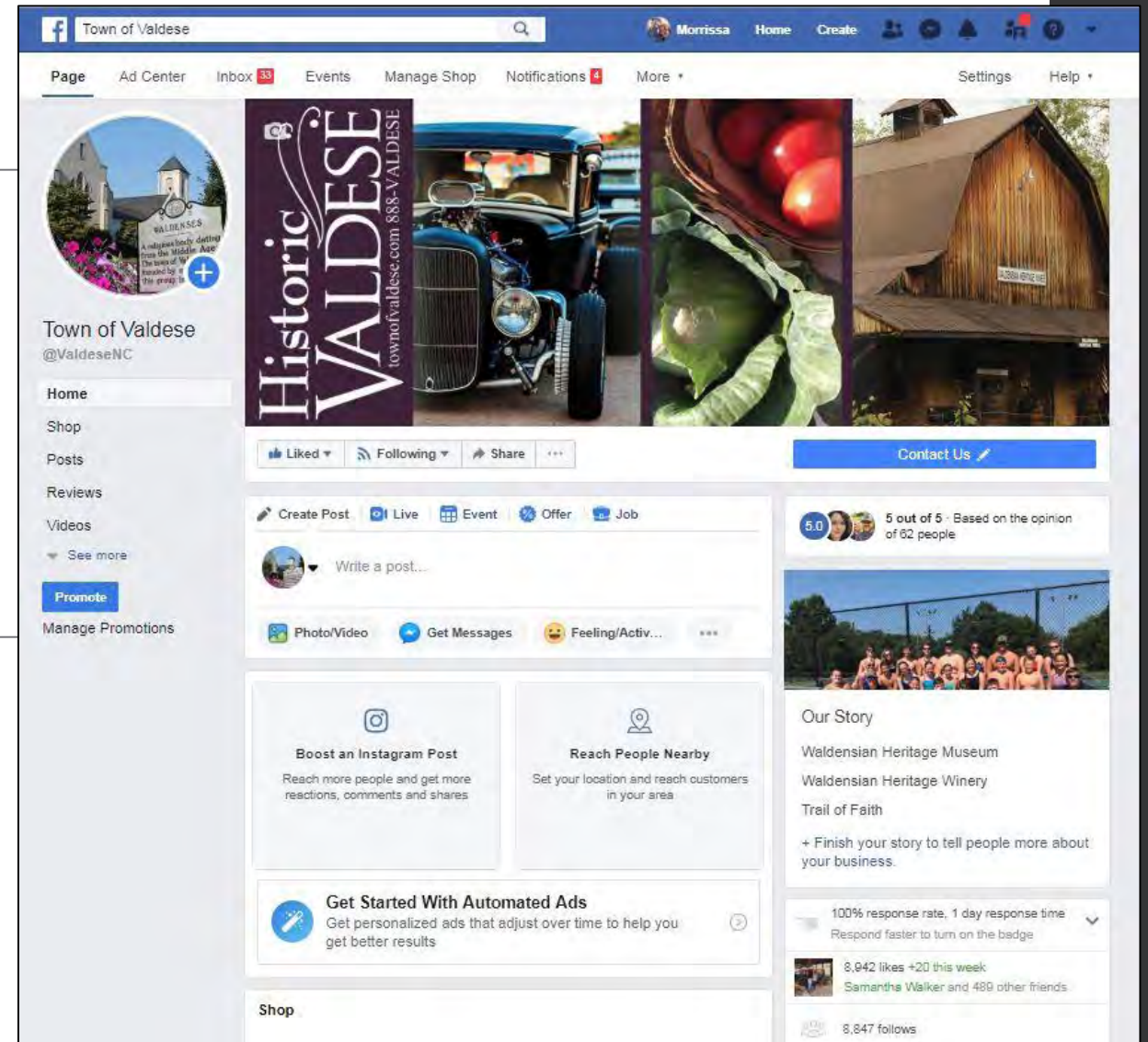
Newsletter Stats

Newsletter Mailings (quarterly): 2,264

*Increase of 216 subscribers since 2017

E-Newsletter Subscribers (monthly): 4,421

*Increase of 862 subscribers since 2017



Website Stats

Total # of Website Hits for 2018: 80,665

Top Pages Viewed:

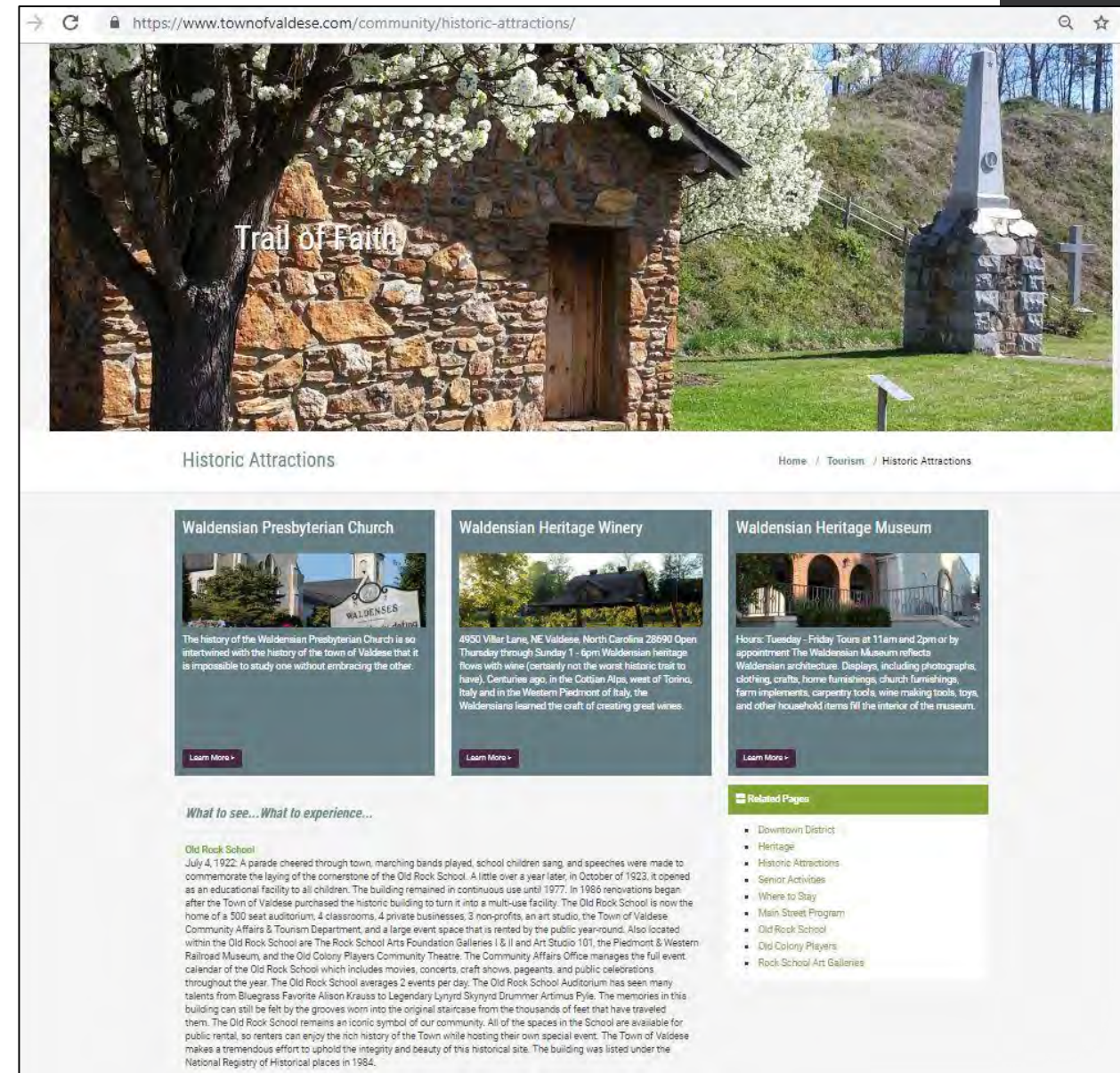
- Tourism (visitvaldese.com)
- Aquatics & Fitness Center
- Old Rock School
- Downtown District

Top 5 Locations:

- Morganton
- Nashville
- Valdese
- Charlotte
- Hickory

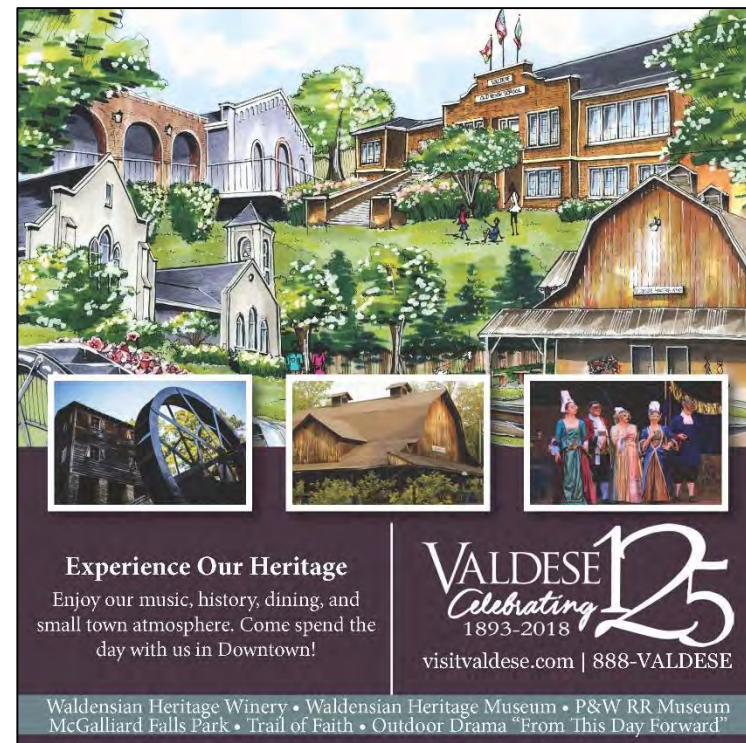
Website re-vamp was conducted in Dec. 2018

**layout, featurettes, colors, icon*



Creation of Advertisements for features in...

- NC Visitor Center Newsletter
- Destination Magazine
- Burke & Catawba County Saver
- Blue Ridge Christian News
- Hampton Inn Visitor Guide
- Down the Road Magazine
- WNC Magazine
- Smokey Mountain Living
- Burke Navigator
- NC Visitor Guide
- Carolina's Festivals and Events
- Carolina's Country Register
- Red White & Bluegrass Magazine
- IWANNA
- Burke County Public Schools Magazine
- Carolina Heritage Guide
- NC Field Trips Magazine
- Blue Ridge Music Trails
- Burke County Chamber



Concert Series Update

2019 SUMMER MUSIC LINEUP

SEASON KICKOFF CELEBRATION

MAY 24: OUTSHYNE - COUNTRY/VARIETY

MAY 31: RATED PG - CLASSIC ROCK & ROLL - 60'S & 70'S

JUNE 7: DIRTY GRASS SOUL - BLUEGRASS/COUNTRY/ROCK & ROLL

JUNE 14: EMILY MINOR - COUNTRY & VARIETY

JUNE 21: THE NIGHT MOVE BAND - BEACH & DANCE

VALDESE INDEPENDENCE DAY CELEBRATION

FIREWORKS | BEER GARDEN | FOOD TRUCKS | RIDES

JUNE 28: LITTLE JOHNNY TRAILER TRASH @7PM

THE ULTIMATE EAGLES TRIBUTE BAND - ON THE BORDER @9PM

JULY 5: BLIND JUSTUS - CLASSIC ROCK & VARIETY

JULY 12: THE SHAKE DOWN BAND - VARIETY

JULY 19: THE TRUE GRASS BAND - BLUEGRASS

JULY 26: THE TONY BAILEY BAND - CLASSIC ROCK & COUNTRY

AUGUST 2: SKATE RINK JUKEBOX - VARIETY

44TH ANNUAL WALDENSIAN FESTIVAL

AUGUST 9 - FRIDAY NIGHT KICKOFF:

CASSETTE REWIND (80'S) @7PM & GUMP FICTION (90'S) @ 9PM

AUGUST 10 - SATURDAY NIGHT:

GARY LOWDER & SMOKIN' HOT (BEACH & VARIETY) @7PM

AUGUST 16: CARSON HILL (VARIETY)

AUGUST 23: TO BE ANNOUNCED

SUMMER CONCERT SEASON FINALE

AUGUST 30: TIM CLARK BAND - BEACH & VARIETY



FOR 2019 WE ARE REINVENTING OUR SUMMER CONCERT SERIES!

The series will run from Memorial Day (May 24) to Labor Day (August 30) with an opening season Kickoff Celebration & Grand Finale. After consulting with promoters from Charlotte and Nashville, the entertainment for the 2019 season has been selected. We are bringing back local favorites and headliners that are sure to bring a great crowd.

Independence Day Celebration



LJTT opening for...



44th Annual Waldensian Festival



Old Rock School | 2018-2019 Budget Year

Proposed Rate & Lease Increases

Proposed Fee Schedule & Rental Rate Changes

Waldensian Room Rentals - Currently \$105 for 5 hours & \$20 each additional hour

Proposed \$150 for 5 hours & \$25 each additional hour

Teachers Cottage Rentals - Currently \$55 for 4 hours & \$15 each additional hour

Proposed \$75 for 4 hours & \$15 each additional hour

2018-2019 AUDITORIUM RENTAL RATES

MON-THURS RATES	UNDER 6 HOURS	6-8 HOURS	OVER 8 HOURS
PROFIT	\$350	\$400	\$450
NON-PROFIT	\$250	\$300	\$350

FRIDAY-SUNDAY RATES	UNDER 6 HOURS	6-8 HOURS	OVER 8 HOURS
PROFIT	\$400	\$450	\$500
NON-PROFIT	\$300	\$350	\$400

Rehearsal Fee: \$200 | Load in Fee: \$100 | Sound & Light Equipment & Service: \$10 an hour

Proposed 2019-2020 AUDITORIUM RENTAL RATES

MON-THURS RATES	UNDER 4 HOURS	4-6 HOURS	6-12 HOURS
PROFIT	\$350	\$400	\$450
NON-PROFIT	\$250	\$300	\$350

FRIDAY-SUNDAY RATES	UNDER 4 HOURS	4-6 HOURS	6-12 HOURS
PROFIT	\$400	\$450	\$500
NON-PROFIT	\$300	\$350	\$400

***OVER 12 HOURS: EACH ADDITIONAL HOUR IS \$100**

Rehearsal Fee: \$200 | Load in Fee: \$100 | Sound & Light Equipment & Service: \$20 an hour

Proposed ADDITIONAL FEES:

Room #138 & Room #139: \$20 per day used | Box Office: \$50 per day used

Riser/Stage Platforms: \$100 | Other Needs (aerial silk hanging, gobos, etc.): \$50 | Grand Piano/Upright Piano: \$50 per day used

Estimated
Additional Revenue
2019-2020

Public Rentals
\$3,600

Leased Spaces
\$1,750
4 Businesses

Creative Projects

Old Rock School | 2018-2019 Budget Year

The Cave



The Cave was previously used for chair storage, table storage, and an area for misc. supplies & left over furniture.



Before

The Cave After

Space = Money at the Old Rock School so when challenged to find additional revenue, this project began. With minimal resources – plus a tremendous effort from CA Staff, the Cave has now become rentable space. This renovation has added approximately 1,000 square feet of usable space to the Waldensian Room. Exposed rock wall and original bead board are now showcased, creating a completely unique feel to the space. Uses include back stage area for dinner theatres, prep space for weddings, silent auctions, and extra vendor space for craft shows – just to name a few. The additional space will add \$50 to each Waldensian Room rental. The Waldensian Room averages approximately 8 paying events per month. The space will also increase craft show revenue by approximately \$400 twice a year. Overall, the true value of this project is in the ability to offer more square footage to events that occupy entire building making the Old Rock School more competitive with even larger venues.



Completed Capital Improvement Projects

Old Rock School | 2018-2019 Budget Year

Replaced Back Hallway Flooring - East & West Sides of the Auditorium

Flooring was replaced using a rubber floor tile. The tile is rated for heavy use, un-even floors – malleability, and sound absorption.

Before



After

Departmental Requests | Old Rock School

Paint ORS Auditorium Walls & Ceiling Estimated Cost: \$40,000

The ORS Auditorium hasn't been painted since 2000. The walls & ceiling are showing wear and areas of fading. The auditorium is the highest revenue generator for the Old Rock School and in the FY 2018-2019 saw over 92 events, with an attendance of over 25,000. With the increase of traffic from monthly events like Movies at the Rock, the use of the space is going to increase drastically in the coming year.

Estimated Life: 20 years

Priority: HIGH

Yearly Cost without Update/Repair: N/A



Improvements Needed in the Future

- Paint & Repair Holes in Clock Tower (Birds Nested)
- Repair Village Park Mural
- Replace drop ceiling with drywall
- Replace Stage Lights Control & Dimmer
- Replace Stage Lights Instruments above Stage
- Stage Lights – CYC Wall
- Sound System Upgrades

Capital Improvements

Teachers Cottage Floor Estimated Cost: \$18,000

The flooring in the Teachers Cottage can no longer be stripped because of its age. There have also been issues with loose tiles because of this.

Estimated Life: 20 years

Priority: HIGH

Yearly Cost without Update/Repair: \$100



Teachers Cottage Roof Estimated Cost: \$12,000

Recently the roof has leaked and has had to be repaired. Upon contractor inspection of the roof there are multiple layers of shingles and the top layer is held on with staples instead of roofing nails. The staples have not secured the top layer of shingles to the wood underneath so the shingles will continue to blow off during storms and wind gusts causing leaks to occur.

Estimated Life: Estimated 20 years

Priority: HIGH

Yearly Cost without Update/Repair: \$800-\$1,000

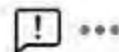


Capital Improvements



Restucci Angela reviewed Town of Valdese —

July 14, 2018 ·



LOVED THE STORES AND THE TOWN FRIENDLY CHARMING INTERESTING HISTORY AND ART



Sarah Ebpm reviewed Town of Valdese —

July 2, 2017 ·



For such a small town we are both historic and current with business and technology and activities. We have many community events and still have space to breathe. I'm amazed all the time what a nice place this is to live.



Dorothy Vaughn Clancy recommends Town of Valdese.

December 12, 2018 ·

Beautiful little town. Everyone seems very friendly.



Joellen Reichenbach recommends Town of Valdese.

September 15, 2018 ·

Just the cutest little town.



Chad Triplett recommends Town of Valdese.

January 16 ·

Wonderful people and a wonderful town!

5.0

5 out of 5



VALDESE, N.C.