



**Stanley Town Council Regular Meeting  
Official Minutes  
Monday, November 9, 2020**

The regular meeting of the Stanley Town Council was held on Monday, November 9, 2020 via Zoom. The following elected officials and staff were present:

Steven Denton, Mayor  
Cathy Kirkland, Mayor Pro-Tem  
Victoria Kiser, Council Member  
Kerry Hart, Council Member  
Bud Pate, Council Member

Heath Jenkins, Town Manager  
Olga Grishin, Town Clerk  
Eric Withers, Fire Chief  
Craig Roseberry, Public Works Director  
Kevin Haney, Financial Director  
Jim Windham, Town Attorney

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***Call to Order:***

Mayor Denton called the meeting to order at 6:00 p.m.

***Invocation:***

Council Member Victoria Kiser gave the invocation.

***Pledge of Allegiance:***

All citizens present recited the Pledge of Allegiance.

***Approval of Agenda:***

Changes were made to the agenda. Item A, petition for annexation, was removed from New Business. Item H was added to New Business, Resolution Cleveland Gaston Lincoln regional hazard mitigation plan. A special presentation for the Community Charter School was added under Special presentation. A special presentation for Chief Price as well as the oath of office of the Town Clerk was postponed until the next time the Council meets in person.

Mayor Denton asked if there was a motion to approve the revised agenda. Mayor Pro-Tem Kirkland made a motion, and Council Member Pate seconded the motion. A vote was held, and the motion passed unanimously.

***Approval of Minutes:***

Mayor Denton asked for a motion to approve the October 5, 2020 Regular Meeting Minutes. Mayor Pro-Tem Kirkland made a motion to approve the minutes as presented, and Council Member Hart seconded the motion. A vote was held, and the motion passed unanimously.

The Council postponed the approval of closed session minutes. The minutes would need to be approved during the closed session meeting.

***New Business:***

**A. Public Hearing:**

- i. **Subdivision of parcel 134144 the corner of W Carpenter Street and S Buckoak Street, applicant Randy Brian Robinson.**

Mayor Denton asked for a motion to open a public hearing for the subdivision request. Council Member Hart made a motion to open a public hearing, and Mayor Pro-Tem Kirkland seconded the motion. A vote was held, and the motion passed unanimously.

Request is to subdivide a parcel to build single-family homes to sell. Request has been heard by the Planning Board. A recommendation was made to the Council to approve the petition. Notice of the Public Hearing was published. Town Clerk confirmed that no citizen comments were received by the Town in regards to the item.

Mayor Denton asked for a motion to close a public hearing. Council Member Hart made a motion to open a public hearing, and Mayor Pro-Tem Kirkland seconded the motion. A vote was held, and the motion passed unanimously.

Mayor Denton asked for a motion to approve the subdivision request. Mayor Pro-Tem Kirkland made a motion, and Council Member Pate seconded the motion. A vote was held, and the motion passed unanimously.

**B. Approve Budget Amendments to purchase body cameras, tasers, and a new chipper.**

Mayor asked the Town Manager to verify the total for each purchase.

The Purchase of a new chipper for the Streets Department in the amount of \$34,225.  
The purchase of the body cameras for the Police Department in the amount of \$14,020.  
The purchase of new tasers for the Police Department in the amount of \$8,814.50.

Mayor Denton asked for a motion to approve budget amendments. Council Member Kiser made a motion, and Mayor Pro-Tem Kirkland seconded the motion. A vote was held, and the motion passed unanimously.

**C. Call for Public Hearing – Voluntary Annexation of Parcel 213458 (Arbordale Phase 5).**

Mayor Denton asked for a motion to call for a Public Hearing. Mayor Pro-Tem Kirkland made a motion, and Council Member Pate seconded the motion. A vote was held, and the motion passed unanimously.

**D. Consider request from property owners on Ralph Handsel Blvd to purchase approx. 40 feet of property from Town of Stanley.**

Town Manager explained that the property owners at 514, 510, and 518 Ralph Handsel Blvd expressed an interest in purchasing an additional 40 feet of the property of their property's backside. The reason for buying an additional land would be to construct an outbuilding. The Town owned the parcel 133310 adjacent to 514 Ralph Handsel Blvd. Town Manager recommended to sell the part of the property. The terrain dropped into the creek and would be challenging to develop with anything. Town Manager asked the Council the approval to appraise the land for the possible sale. The Town would still need to proceed with the competitive bid process.

The Council agreed to move forward with the appraisal and bring it back to the Council for further discussion.

**E. Consider request from Community Charter School to purchase old water treatment plant property on Valley Street.**

Town Manager elaborated on the item, saying that a few weeks ago, pastor McGinnis and the School Board met with him regarding an interest in purchasing an old treatment plant. During the discussion, they expressed concern about the demolition cost above the cost of obtaining the property. They provided the quote. According to GIS, the land was evaluated at \$70,900, and the demolition quote they received was \$80,000. They proposed to purchase the property at \$5,000. Town Manager asked for directions.

Mayor Denton commented that he would be interested in selling the property, but he was hesitant about the offered price. He also proposed to wait till Council Member Ingold waw back to Town to discuss with all council members.

The Council agreed with Mayor Denton to discuss at the next Council Meeting in December.

**F. Consider the Town of Stanley Website redesign.**

Town Manager made a presentation.

The COVID-19 pandemic changed the game for municipalities of any size across the country as far as being able to provide up to date information to the citizens. Staff members along with the Council had numerous discussions about ways to approve the ability to push information out to the public and had it done in a professional way. The Town took a look at the software product CivicPlus that had been utilized by other neighboring municipalities like Lowell, Lincolnnton etc. CivicPlus presented the following proposal draft to the Town:

The Town's current website (<https://townofstanley.org/>) was designed in 2014. The website has been expanded over the years with new content, and there have been some design changes made to the homepage.

Our site is now 6 years old, which is outdated compared to current website technology. The industry norm is to replace or overhaul a website at least every four years. A new website will give us a vastly improved web presence to interact and better communicate with our residents and customers.

Our primary goals for the new website are:

1. A visually-appealing and user-friendly website using state-of-the-art software;
2. An easy-to-use and searchable website for users;
3. A high-caliber website platform that Staff can easily manage and update; and,
4. A provider with extensive experience in building government websites that could develop a quality website for the Town while also meeting all Federal requirements, including the Americans with Disabilities Act.
5. Provide a website that will service Citizens 24/7 during closures.

CivicPlus overall proposal included a number of features that set it apart from the others, including:

1. A more robust, secure Government Content Management System allowing non-technical and website staff to self-manage all content types using one intuitive interface instead of third-party plug-ins. Its proposal also included:
  1. Bid and job postings that can be programmed to automatically expire.
  2. Easy to use email and text marketing and management systems for staff.
  3. Town department calendars (individual departments and/or combined).
  4. When posting photos, automatic graphic resizing and resolution adjustments.
2. A custom predictive search engine that looks solely within the results of the Town's website.

3. A comprehensive and simple-to-use email program where residents can sign-up for Town email notifications about agendas, meetings, events, community news, etc. We could even create an e-mail registry of residents with disabilities for use in emergencies.
4. CivicPlus will include an automatic website redesign after 4 years of service. This is included at no additional cost.

CivicPlus is widely used across Municipalities all over the U.S. including over 50 in North Carolina. CivicPlus has extended price discount on the project to compare to 2018 purchases by neighboring Towns. Giving the Town a discounted amount of at least \$6,000 (30% Discount) from 2020 pricing. A new website will help reduce cost of services provided to constituents. The Town's goal is to reduce walk-in cost and increase Web Self-Service. According to two recent studies from IT research firms (The Gather Group and The Yankee Group), the average transaction costs per communication method range from:

Walk-in = \$9.00

Web Chat = \$7.00-\$7.50

Live Phone Agent = \$4.50-\$5.30

Email = \$2.50-\$3.00

Phone Self-Service = \$0.45-\$1.85

Web Self-Service (on-line) = \$0.24-\$0.65

The Town would like the Council to consider the proposal.

Council Member Kiser expressed a concern regarding the agreement between the Town and Mr. Ward. The part of the agreement with Mr. Ward was that he would work on redesigning the website and developing the app.

Town Manager replied that he would revisit the agreement to ensure the provided services would not be duplicated.

The Council Member Hart asked if the Town would need to break the contract with the current web provider.

Town Manager replied that all the fees had been paid.

The Council gave Town Manager the direction to proceed with the web redesign.

**G. Set a date for the ribbon cutting ceremony for the Town Hall in December, 2020.**

The Town was thinking of having an outdoor event in the afternoon to comply with the social distancing order. The Town would serve individually packed refreshments, wear masks if necessary.

The Council could not agree on a date due to some of the Council members working late at School. The Town would coordinate the dates depending on the situation within the state and possible stipulations in place due to COVID-19.

**H. Adopt Resolution Cleveland Gaston Lincoln regional hazard mitigation plan.**

Town Manager explained that the Town of Stanley worked collectively with Gaston County and other counties on a regional mitigation plan. The document was put together by the County and had to do with the mercy management resources and how the Town responded to the snow/ice storms, flooding, tornados, hurricanes, and other natural disasters. The document needed the Council's approval every time it got renewed. Should anything happen, adopting the resolution would provide coverage to the Town.

Mayor Denton asked for a motion to adopt the resolution. Council Member Hart made a motion, and Council Member Kiser seconded the motion. A vote was held, and the motion passed unanimously.

***Special Presentation – the Community Public Charter School.***

Mayor Denton elaborated that each month the Community Public Charter School recognized their students.

October was the month for celebrating the discipline and hard work necessary to be a good student. Last month the School urged all the students to push themselves beyond. Mayor Denton presented the certificates to the following students: Maggie Hager, Andrew Anthony, Autumn Jones, Reese Crosby, Abigail Anthony, Natalie Rogers, Hunter Granados, McKayla Shuping, Raegan Privy, Nate Mikel, Olivia Aller, Wiatt Humphry, Elizabeth Cope, Mason Wonhwa, Lilly Sutton, Gavin Burton.

***Department Reports***

The finance report was presented. The Finance Director made a comment that on the financial statement the Council received, the sales tax figure was overstated about \$65,000. The amount was corrected and would show on the next month's report.

The Public Works report was submitted. Mayor Denton appreciated the flags posted for the Veterans day.

The Recreation Department report was submitted. No comments were made.

The Fire Department report was submitted. No comments were made.

The Police Department report was submitted. No comments were made.

Mayor Denton asked the Council about the tree light ceremony the following Saturday after Thanksgiving. The Council agreed to have the ceremony in place. The Town would work with the staff to make sure about the public's safety.

Mayor Denton asked for a motion to adjourn the meeting. Council Member Pate made a motion, and Council Member Hart seconded the motion. A vote was held, and the motion passed unanimously.

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Respectfully Submitted:

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Steven Denton – Mayor

(OFFICIAL TOWN SEAL)

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Heath Jenkins – Town Manager

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Olga Grishin - Town Clerk