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City Council Meeting  
Mebane Municipal Building  
Regular Meeting  
Monday, September 9, 2013  
6:00 p.m.

The Mebane City Council met for their regular monthly meeting at 6:00 p.m. on Monday, September 9, 2013 in the Council Chambers of the Municipal Building located at 106 E. Washington Street.

Council members Present:

Mayor Glendel Stephenson  
Mayor Pro Tem Patty Philipps  
Councilmember Tim Bradley  
Councilmember Jill Auditori  
Councilmember Everette Greene  
Councilmember Ed Hooks

Also Present:

David Cheek, City Manager  
Chris Rollins, Assistant City Manager  
Charles Bateman, City Attorney  
Montrena Hadley, Planning Director  
Dennis Hodge, WWTP Director  
Amy Varinoski, WWTP Compliance Mgr.  
Esther Bennett, Human Resources Director  
Stephanie Shaw, City Clerk

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Mayor Stephenson presided and called the meeting to order at 6:04 p.m. Mr. Hooks gave the invocation.

No one spoke during the Public Comment period.

Mayor Stephenson stated that the following Public Hearings will be adjourned until the October Council meeting:

- a. Rezoning request from William H. Wilson, Jr. to rezone property located at 815 South Fifth Street from R-20 to O&I
- b. Rezoning request from B.A. Properties, Inc. to rezone property located on South Fifth Street adjacent to Wells Fargo Bank from R-12 to O&I

Mr. Bradley made a motion, seconded by Ms. Auditori to adjourn the Public Hearings until October 7, 2013 at 6:00pm. The motion carried unanimously.

Ms. Hadley presented a revised Memorandum of Understanding (MOU) for Cooperative, Comprehensive and Continuing Transportation Planning. She explained that the Burlington-Graham Metropolitan Organization (BGMPO) Transportation Advisory Committee (TAC) approved the revised MOU at their August 20, 2013 meeting. Orange County will now be formally recognized on both the Technical Coordinating Committee (TCC) and the TAC. The weighted voting formula was revised to provide the same weighted vote for Mebane and Graham. Staff recommended approval of the Resolution for the revised MOU. Ms. Auditori made a motion, seconded by Mr. Hooks, to approve the Resolution and the MOU. The motion carried unanimously.

Mr. Hodge introduced Amy Varinoski, WWTP Compliance Manager. Ms. Varinoski presented an amended Sewer Use Ordinance for approval. She stated that the modifications to the Ordinance are proposed for consistency and compliance with the Federal and State Pretreatment Regulations. Mr. Hooks made a motion, seconded by Mr. Bradley, to approve the City of Mebane Sewer Use Ordinance. The motion carried unanimously.

Ms. Varinoski presented an amended Enforcement Response Plan for approval. She stated the modifications are proposed for consistency and compliance with Federal and State Pretreatment Regulations. In addition modifications have been made to expand the types of anticipated industrial user violations to ensure fair, consistent, and equitable enforcement actions. Ms. Philipps made a motion, seconded by Mr. Bradley, to approve the City of Mebane Enforcement Response Plan. The motion carried unanimously.

Ms. Varinoski presented an amended Fats, Oils, and Greases (FOG) Control Policy. She stated the modifications are proposed to ensure legal authority for the implementation of the City's FOG Program as established and communicated. In addition, modifications are proposed to safeguard consistency between the Policy and procedures of City staff. Mr. Bradley made a motion, seconded by Mr. Hooks, to approve the City of Mebane's FOG Control Policy. The motion carried unanimously.

Ms. Bennett stated at last month's meeting Council requested that North Star Marketing make a presentation on Community Branding. She introduced representatives Micah Fox and Andy Lynch from North Star Marketing.

Mr. Lynch spoke about the value of community branding. He explained that branding Mebane would be a multi-year investment that would benefit the city for years to come. He spoke about the process involved in creating a brand, beginning with a time of Discovery that would involve a kick off meeting, one-on-one interviews, focus groups and e-surveys. During the discovery their staff will have the opportunity to listen well and gather clarity while fishing for good ideas from members of the community. The next step would be the Delivery at which time they will present 3-5 logo concepts along with a Brand Standard Guide that can be utilized by current and future city staff to ensure that the brand would be used effectively. Integration would be the final step. He explained that this step would be multi-phased and the aim would be to proceed carefully and thoughtfully with the plan so when it's complete there would be true alignment everywhere the brand is represented.

Mayor Stephenson questioned what kind of time frame it would take to develop the brand. Mr. Lynch replied from beginning to end the process would be approximately 3-4 months.

Mr. Greene questioned the cost. Mr. Lynch stated after cursory conversations with Mr. Cheek he projected the cost to be in the \$15,000 range.

Ms. Philipps spoke in favor of the branding process. Mr. Bradley spoke favorably of the branding process as well. He stated the branding would pay for itself and encouraged Council to support moving forward with the process.

After considerable discussion, Mr. Bradley made a motion, seconded by Ms. Philipps, to approve entering into a contract with North Star Marketing. The motion passed with a 4 to 1 vote. Ayes- Bradley, Auditori, Hooks and Philipps. Nays- Greene.

By motion of Mr. Hooks, seconded by Mr. Bradley, the Tax Releases and Refunds were unanimously approved as presented.

The minutes of the August 5, 2013 regular meeting were approved as presented.

Mr. Cheek announced two upcoming Public Workshops in regards to the Recreation Master Plan to be held on September 10<sup>th</sup> and October 14<sup>th</sup> at the Arts and Community Center. All citizens were invited to attend to give their input on the city's recreation needs.

He announced an upcoming Public Informational meeting on September 11<sup>th</sup> at City Hall for the Old South Mebane Historic District Boundary Increase.

Additionally Mr. Cheek announced that Morinaga & Co., a Japanese candy manufacturer, has chosen Mebane as their first plant location in the United States. They plan to invest \$48 million dollars into the plant that will be located near the interstate east of the Collington Farms subdivision. They will hire 90 employees with an average salary of \$38,000. He stated a Public Hearing to consider economic incentives will be held on October 7, 2013 at the regularly scheduled Council meeting.

There being no further business, the meeting was adjourned.

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Glendel Stephenson, Mayor

ATTEST:

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Stephanie W. Shaw, City Clerk

