



Town of Pilot Mountain
Town Hall 124 West Main Street Pilot Mountain, NC 27041
Monday, June 26, 2023, 7:00 PM

BOARD OF COMMISSIONERS REGULAR MEETING AGENDA

Call to Order/Moment of Silence/Pledge of Allegiance

Adoption of Agenda

Public Comment

Anyone may speak on any issue. Before speaking, please state your name and address. Please limit comments to three minutes.

1. FY 2023-2024 Budget Public Hearing

Public Comment

Anyone may speak on any issue. Before speaking, please state your name and address. Please limit comments to three minutes.

Consent Agenda

- [2.](#) Adoption of Minutes

Board & Committee Reports

- [3.](#) ABC Report

Unfinished Business

- [4.](#) FY 2024 Budget Adoption
- [5.](#) Marketing/Branding Contract Award
- [6.](#) USDA Loan-Street Resurfacing

New Business

- [7.](#) ADA Plan Implementation
- [8.](#) ADA Plan Implementation
- [9.](#) FY 2024 Fee Schedule
- [10.](#) ARPA Capital Project

Administrative Reports

- [11.](#) Town Manager & Staff Reports

Mayor and Commissioners Comments

Other Business

Adjourn

**Town of Pilot Mountain
Board of Commissioners Emergency Meeting
Wednesday, May 24, 2023
5:30 PM**

Members Present: Mayor Evan Cockerham, Commissioner Scott Needham, Mayor Pro-Tem Donna Kiger and Commissioner Rachel Collins. Commissioner Dwight Atkins participated via Zoom

Staff Present: Town Manager, Michael Boaz and Town Clerk, Holly Utt

Call to order 5:30 PM

Mayor Cockerham called the emergency meeting to order at 5:30 PM.

Mayor Cockerham presented a resolution opposing Senate Bill 675 – Land Use Clarification and Changes. This bill is moving quickly through the NC legislature. Mr. Boaz explained that this bill does a number of things. First, it eliminates a municipalities ETJ powers and the county would have control over the zoning regulations. Second, it also eliminates minimum lot sizes for single family, duplex and town house residential. This would allow any size lot, as long as the set backs are met, to put a house on it. The current ordinance has minimum lot requirement. This would force the town to go back through the Unified Development Ordinance and make changes. The third and worst thing, this bill can eliminate the town's power to offer water and sewer service to areas outside the corporate limits. This would halt growth and development in the area that the water line was extended. Commissioner Kiger made a motion to adopt Resolution R2023-05 and it was unanimous.

Adjourn or Recess

Commissioner Needham made a motion to adjourn and it was unanimous.

Respectfully Submitted:

Attest:

Holly Utt
Town Clerk

Evan Cockerham
Mayor

**Town of Pilot Mountain
Board of Commissioners Meeting
Monday, May 8, 2023
7:00 PM**

Members Present: Mayor Evan Cockerham, Commissioner Scott Needham, Mayor Pro-Tem Donna Kiger, Commissioner Dwight Atkins and Commissioner Rachel Collins.

Staff Present: Town Manager, Michael Boaz and Town Clerk, Holly Utt

Call to order 7:00 PM

Mayor Cockerham called the special meeting to order at 7:00 PM. After a moment of silence, Commissioner Needham led the Pledge of Allegiance.

Adoption of Agenda

Commissioner Collins made a motion to adopt the agenda as presented and it was unanimous.

Public Comment

No one present.

Consent Agenda

Commissioner Atkins made a motion to approve the consent agenda with the as presented and it was unanimous.

Board & Committee Reports

ABC Board

No report presented.

Unfinished Business

Marketing/Branding Contract Award

Mr. Boaz discussed pricing between the two companies for the marketing contract. Arnett-Muldrow came in at roughly \$19K and Haven came in at \$36K. There's not a huge difference in the proposals. Haven did include some implementation assistance. This will be grant funded and not local tax payer funds. After further discussion by the Board regarding the price difference versus services, Commissioner Needham made a motion to table the discussion for a later meeting and it was unanimous.

New Business

Acceptance of DWI Grant/Loan

Mr. Boaz stated that this resolution was for the WWTP Phase 2. It's 8 million in grant and 1.4 million in loan. This project would completely rehab the waste water plant and bring it back to better condition that when originally built in the 1980's. Commissioner Atkins made a motion to approve Resolution R2023-04 and it was unanimous.

WWTP Phase 2 Capital Project Ordinance

This Capital Project Ordinance would authorize the expenditures for the WWTP rehab. Commissioner Atkins made a motion to approve the Project Budget Ordinance for WWTP Rehabilitation Phase 2 and it was unanimous.

Main Street Coordinating Committee

Mr. Boaz stated that there was a resignation from the Main Street Board. Stephanie Ballowe, who owns Foxy Blue, has applied to serve on that committee. Commissioner Collins made a motion to approve the appointment of Stephanie Ballowe and it was unanimous.

Armfield Center Fitness Equipment

Mr. Boaz introduced Randy Ingram, the director of Recreation and Parks, to the Board. Mr. Boaz explained that the equipment at the Armfield Center is old and outdated. Fitnessmith has put together a proposal to replace the equipment for the cardio room and HIIT classroom. The total cost for those are \$107K. The cardio equipment should last 5 – 10 years. They also sent a proposal for removing and replacing the equipment in the weight training room. That proposal came in at \$80K. The replacement of the spin bikes would be approximately \$70K. Mr. Boaz recommended replacing the equipment in the cardio, HIIT and weight training room at a cost of \$188,014 or \$44,784.84 per year. Mr. Ingram added that this would put the Armfield Center up for the competition other centers have to offer and would boost membership. Commissioner Needham made a motion to approve the proposal for the cardio, HIIT and weight room equipment, not to exceed \$188,014.70 and it was unanimous.

Administrative Reports

Town Manager & Staff Reports

- The work session will be held on Wednesday, May 17th at 6PM to discuss the 2023-2024 budget
- Financial statements for 2021-2022 are included in the packet. It meets the standards for another CAFR award. Fund balance is up
- He will be out of town the last week of May.

Mayor and Commissioners Comments

Commissioner Collins: She thanked all the volunteers and staff for their hard work during the cruise-in. She encouraged people to come out and enjoy the Mayfest this weekend. She asked if flowers would be replaced on Main Street. Mr. Boaz stated that they were put out yesterday. She congratulated the sports teams and wanted to recognize their hard work and dedication.

Commissioner Kiger: She reminded everyone of the 40th annual Mayfest. There will be more vendors this year that we've ever had and more sponsorship money. She thanked Christy and Jenny for doing a great job with the Outdoor Expo, the biggest event we've ever had. She thanked the ESLL for jumping in and selling concessions and sweatshirts. She thanked the Police Department and Public Works department for assisting with the expo. It is great to see so many come together for the community.

Commissioner Atkins: He thanked Randy Ingram for all that is getting done at the Armfield Center. He stated that he is concerned with the parking at the soccer field on School Street. This is a dangerous situation and he is afraid someone is going to get hurt. Mr. Boaz stated that he would get with Chief Jackson and see what can be done.

Commissioner Needham: Thanked Christy and Jenny for the great job on the Outdoor Expo event. He also thanked Mr. Boaz for doing a great job with the finances and pitching in and helping on all projects. It was really inspiring to see all the staff and volunteers come together for the event. He is looking forward to the event next year.

Mayor Cockerham: He asked about the junk car ordinance and enforcing that more on the 52 bypass. Mr. Boaz stated that he would get with Officer Horn and take a look at it. He asked when the DOT would be back to finish up the patch work. Mr. Boaz stated that he wasn't sure when, but it is on their schedule and when that is done they will close out the USDA grant to get those funds back. He also noted that he had always been proud of the Armfield Center and he wants to make sure the town is good stewards of that as well. They have had many volunteers that have helped over the years without the resources that they deserved to have. He hopes to support them and keep them empowered. The Outdoor Expo was a great success. He thanked all the volunteers and staff that helped with that event.

Closed Session

Commissioner Atkins made a motion to go into closed session and it was unanimous.

Commissioner Atkins made a motion to come out of closed session and it was unanimous. There was nothing to report from the closed session.

Adjourn or Recess

Commissioner Kiger made a motion to adjourn and it was unanimous.

Respectfully Submitted:

Attest:

Holly Utt
Town Clerk

Evan Cockerham
Mayor

**Town of Pilot Mountain
Board of Commissioners Special Meeting
Thursday, May 4, 2023
6:00 PM**

Members Present: Mayor Evan Cockerham, Commissioner Scott Needham, Mayor Pro-Tem Donna Kiger, Commissioner Dwight Atkins and Commissioner Rachel Collins.

Staff Present: Town Manager, Michael Boaz, Town Clerk, Holly Utt and Main Street Coordinator, Jenny Kindy

Meeting was held via Zoom

Call to order 7:00 PM

Mayor Cockerham called the special meeting to order at 6:00 PM.

Marketing Firm Presentations

Arnett Muldrow

Haven Creative

Both companies submitted a proposal for the Marketing & Strategy Plan for the Town of Pilot Mountain. The proposals included community branding, master planning and downtown revitalization.

There was no action by the Board.

Respectfully Submitted:

Attest:

Holly Utt
Town Clerk

Evan Cockerham
Mayor

**Town of Pilot Mountain
Board of Commissioners Work Session
Wednesday, May 17, 2023
6:00 PM**

Members Present: Mayor Evan Cockerham, Commissioner Scott Needham, Mayor Pro-Tem Donna Kiger, Commissioner Dwight Atkins and Commissioner Rachel Collins.

Staff Present: Town Manager, Michael Boaz and Town Clerk, Holly Utt

Mr. Boaz presented the draft budget for FY 2023-2024 for review by the Board.

The regular meeting for June will be held on June 19, 2023 at 7:00 PM.

Respectfully Submitted:

Attest:

Holly Utt
Town Clerk

Evan Cockerham
Mayor



TOWN OF PILOT MOUNTAIN
BOARD OF COMMISSIONERS MEETING

ABC Report	
<u>Background Information:</u>	
April 2022: \$207,594 April 2023: \$197,621 Decrease of 8.53%	
<u>Staff Recommendation:</u>	Information Only
<u>Possible Board of Commissioner Actions</u>	
•	
<u>Attachments</u>	
•	



TOWN OF PILOT MOUNTAIN
BOARD OF COMMISSIONERS MEETING

FY 2024 Budget Adoption	
<u>Background Information:</u>	
The attached budget ordinance leaves the tax rate at .57/\$100 of valuation. The budget does reflect a new vehicle fee of \$30 per registered vehicle that will appear on the car tax bills of residents. In addition, the budget imposes a fee of \$5.00 per month on all households that receive brush pickup. These fees were necessary to pay for the additional costs for the street paving project and the increased costs for brush pickup.	
<u>Staff Recommendation:</u>	Staff recommends that the budget be adopted as presented.
<u>Possible Board of Commissioner Actions</u>	
<ul style="list-style-type: none">• Adopt budget ordinance as presented• Make changes to and adopt budget ordinance• Take no action	
<u>Attachments</u>	
<ul style="list-style-type: none">• FY 2024 Budget Ordinance	

Town of Pilot Mountain, North Carolina
Annual Budget for FY 2023 – 2024

Budget Ordinance

BE IT ORDAINED by the Board of Commissioners of the Town of Pilot Mountain, North Carolina that the following anticipated fund revenues and departmental expenditures, together with certain fees and schedules, and with certain restrictions and authorizations, are hereby appropriated and approved for the operation of the Town government and its activities for the fiscal year beginning July 1, 2023 and ending June 30, 2024.

Summary

	Estimated Revenues	Fund Balance Appropriations	Appropriation
General Fund	\$2,993,740	\$117,590	\$3,111,330
Enterprise Fund	\$1,399,210	\$0	\$1,399,210
Capital Reserve Fund	\$74,500	\$0	\$74,500
Total:	\$4,467,450	\$117,590	\$4,585,040

Section 1: General Fund

The following list of approved revenues and authorized expenditures listed in this ordinance are hereby appropriated for the operation and activity of the General Fund for the fiscal year 2023-2024 in accordance with the chart of accounts for the Town of Pilot Mountain.

General Fund Revenues

Ad Valorem Taxes	\$928,400
Tax Penalties & Interest	\$5,000
Motor Vehicle Taxes	\$166,000
Interest On Investment	\$12,500
Miscellaneous	\$44,600
Sale Of Fixed Assets	\$10,000
Utility Franchise Tax	\$110,000
Solid Waste Disposal Tax	\$1,160
Powell Bill Allocation	\$50,000
Local Option Sales Tax	\$670,000
Beer & Wine Tax Distribution	\$8,500
Planning/Zoning Fees	\$2,500
Court Costs Fees & Charges	\$250
Recreation Charges	\$562,000
Cemetery - Sale of Lot	\$11,120
ABC Store Profit Sharing	\$180,000
Renal/Lease Income	\$48,200
Reimbursement for Services	\$15,000
Grants	\$0
Solid Waste Fees	\$118,510
Other Revenues	\$50,000
Encumbered Fund Balance	\$117,590

Encumbered Powell Bill Fund Balance

\$0

Total General Fund Revenues

\$3,111,330

General Fund Expenditures

General Government	\$362,680
Planning & Economic Development	\$189,470
Public Safety	\$1,100,560
Environmental Protection	\$320,250
Transportation	\$171,250
Culture & Recreation	\$769,270
Debt Service	\$197,850
Total Expenditures	\$3,111,330

Section 2: Enterprise Fund

The following list of approved revenues and authorized expenditures listed in this ordinance are hereby appropriated for the operation and activity of the Enterprise Fund for the fiscal year 2023-2024 in accordance with the chart of accounts for the Town of Pilot Mountain.

Enterprise Fund Revenues

Interest On Investment	\$0
Charges Utilities Water	\$729,640
Charges Utilities Sewer	\$506,410
Delinquent Fees	\$10,000
Late Fee	\$20,000
Returned Check Fee	\$500
Service Initiation Fee	\$2,200
Tap Fees - Water	\$15,000
Miscellaneous Revenue	\$300
Bulk Sale of Water	\$2,000
Bad Debts	\$0
Sale of Fixed Assets	\$0
Surry County/Mt Airy Loan Payments	\$113,160
Appropriated Retained Earnings	\$0
Total Water/Sewer Fund Revenues	\$1,399,210

Enterprise Fund Expenditures

Water & Sewer Operations	\$1,399,210
Total Expenditures	\$1,399,210

Section 3: Capital Reserve Fund

The following list of approved revenues and authorized expenditures listed in this ordinance are hereby appropriated for the operation and activity of the Capital Reserve Fund for the fiscal year 2022-2023 in accordance with the chart of accounts for the Town of Pilot Mountain.

Capital Reserve Fund Revenues

Infrastructure Investment Fee	\$74,500
Transfer from W/S Fund	\$0
Fund Balance Appropriated	\$0
	\$74,500

Capital Reserve Fund Expenditures

Transfer to Capital Project	\$74,500
Total Expenditures	\$74,500

Section 4: Levy of Taxes

There is hereby levied a tax at the rate of fifty-seven cents (\$0.57) per one hundred dollars (\$100) valuation of property as listed for taxes as of January 1, 2022, for the purpose of raising the revenue listed Ad Valorem Taxes 2023-2024 in the General Fund Section 1 of this ordinance. This rate is based on a valuation of property for purposes of taxation of \$162,734,915 and an estimated rate of collection of 99.11%.

Section 5: Special Authorization of the Budget Officer

- a) The Budget Officer shall be authorized to reallocate amounts between the functional areas listed above without limitation and without a report required.

- b) The Budget Officer shall be authorized to execute transfers for contingency appropriations, not to exceed \$5,000. Notification of all such transfers shall be made to the Town Board at its next meeting following the transfer.

Section 6: Utilization of the Budget Ordinance

This ordinance shall be the basis of the financial plan for the Town of Pilot Mountain municipal government during the 2023-2024 fiscal year. The Budget Officer shall administer the Annual Operating Budget and ensure the staff and elected officials are provided with guidance and sufficient details to implement their appropriate portion of the budget.

Section 7. Copies of this Budget Ordinance

Copies of this Budget Ordinance shall be furnished to the Clerk, Board of Commissioners, Budget Officer and Department Heads to be kept on file by them for their direction in the disbursement of funds.

Adopted this 23rd day of June, 2023.

Evan J Cockerham, Mayor

Attest:

Holly Utt, Town Clerk



TOWN OF PILOT MOUNTAIN
BOARD OF COMMISSIONERS MEETING

Marketing/Branding Contract Award	
<u>Background Information:</u>	
<p>The Board saw presentations from both finalists at its special meeting on May 4. The Board discussed this issue at the May meeting and had questions about the Haven proposal. Jenny and I spoke with Haven and got answers to those questions. First, Haven will work with Jenny for 12 months on implementing the brand. While they do not break it down specifically to hours, it will be at least 18 hours over that 12 months. Also, Haven will also do a survey after 12 months to determine how effectively the marketing plan has been carried out by measuring brand saturation. Finally, while Haven's proposal does not include the website redesign, it does include them working with CivicPlus to insure that the brand/marketing plan is carried out in the website. The website re-design should be at no cost from CivicPlus as a part of their upgrade program.</p> <p>The Arnett-Muldrow proposal is \$19,000 while the Haven proposal is \$36,000.</p>	
<u>Staff Recommendation:</u>	Staff recommends approval of the proposal from Haven.
<u>Possible Board of Commissioner Actions</u>	
<ul style="list-style-type: none">• Approve Haven proposal• Approve Arnett-Muldrow proposal• Approve neither proposal• Table for further discussion	
<u>Attachments</u>	
<ul style="list-style-type: none">• Haven Proposal• Arnett Muldrow Proposal	



8163 Kensington Drive, Suite C
PMB #418
Waxhaw, NC 28173
Phone: 704.885.1857
E-mail: jeni@havencreativeagency.com
Web: www.havencreativeagency.com



PILOT MOUNTAIN BRANDING

PRESENTED BY: **HAVEN CREATIVE, LLC**

PROPOSAL CONTACT: JENI BUKOLT

Prepared for:
**Town of Pilot
Mountain**

Proposal issued:
Feb. 17, 2023

Proposal valid until:
April 5, 2023

hello!

WE ARE HAVEN

A COMMUNITY BRANDING AGENCY

HAVEN is an award-winning community branding agency that routinely partners with government entities and nonprofits. We use our proprietary process, the Maven Method® to develop, design and deploy strategic branding and communications campaigns that raise awareness and inspire action.

Stakeholder acceptance is vital to the success of a branding initiative and HAVEN is acutely aware of the complexities involved in a public branding project. Our proven process ensures stakeholder input is gathered and that their input is valued. The HAVEN "Mavens" excel at unifying organizational teams to bring conceptual ideas to life. Hence our motto, *"community powered by creativity."*

HAVEN has worked with government entities and nonprofits across the country. In North Carolina specifically, the HAVEN team provides services for Gaston County, Union County, Town of Waxhaw, City of Hickory, Town of Matthews, Town of Weddington, Town of Maiden, and the City of Charlotte.

Creating community is part of the HAVEN ethos. We seek to impact one million lives through our branding, marketing, and communication services. We have reached over 650,00 lives impacted to date. We measure this by including the number of people in each community they work with. Since we routinely work with medium sized communities, you can see we have been busy!

We are a limited liability corporation founded in December 2012 and incorporated in the state of North Carolina in 2015. We became a NCHUB in 2020 and part of the Charlotte MWSBE in 2021.

The proposal contact will be Jeni Bukolt, Founder of HAVEN.

Our Affiliations:



Entrepreneurs'
Organization





AMERICAN MARKETING
ASSOCIATION

NAGC
National Association of
Government Communicators



Public
Relations
Society of
America

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JENI BUKOLT

FOUNDER + CREATIVE DIRECTOR



With over 20 years of experience in video production, marketing and design, Jeni has helped hundreds of government and business leaders create purpose driven design and messaging to grow their business, create innovative teams, thriving economic centers and unstoppable brands.

Expertise:

- Naming & Brand Strategy
- Creative Art Direction
- Video Production & Storytelling
- Company Culture Development

GEMMA PISANO

PROJECT MANAGER



Gemma has a passion for working with small towns, uncovering their unique story and finding innovative ways to help them reach their goals. She has experience developing place branding strategies and has a knack for bringing her ideas to life through stunning visual designs. As your project manager, Gemma will lead bi-weekly meetings and be your main point of contact throughout the project.

Expertise:

- Graphic Design
- Place Branding Strategy
- Project Management

JOANNA HARDMAN

PROJECT COORDINATOR



Joanna provides exceptional auditing, analysis and reporting support. Joanna's experience lies in gathering community input through interviews and surveys. She uses the stories she uncovers through her research to compile strategic branding recommendations. Joanna will manage competitor research, surveys and interviews.

Expertise:

- Marketing Audit / Competitor Analysis
- Copywriting
- Community Outreach

[our chance to humbly brag]

HAVEN AWARDS + RECOGNITIONS

FIRST PLACE

Best Small Business
Union County Chamber of Commerce (2021)

FIRST PLACE

Annual Report | North Carolina City & Council Communicators | Gaston County, NC (2021)

FIRST PLACE

Logo/theme art | National Association for Government Communicators (NAGC) | Town of Waxhaw, NC (2018)

FIRST PLACE

Excellence In Communications | North Carolina City & Council Communicators (NC3C) | Digital Newsletter (2018)

FIRST PLACE

Excellence In Communications (NC3C) | Waxhaw Volunteer Fire Department Recruitment Video

SECOND PLACE

Excellence In Communications (NC3C) | Waxhaw 101: Citizen Engagement Program (2019)

JESSICA BLACKSHAW

CLIENT SERVICES DIRECTOR



Jessica oversees the development and implementation of marketing campaigns and services for our clients. She is passionate about client services and treats each client's project and budget as if it is her own. Jessica also manages internal resource allocation to ensure projects are delivered on time.

Expertise:

- Client Services
- Advertising & Media Marketing Strategy
- Marketing Automation & Reporting

IAN REDMAN

SENIOR ACCOUNT MANAGER



Ian is a natural-born problem solver with a background in community politics and nonprofit communications. As Senior Account Manager for HAVEN, he guides key clients through strategic communications and marketing challenges big and small. His skills in writing and editing help all HAVEN clients tell compelling stories to their target audiences.

Expertise:

- Strategic Communications
- Marketing Strategy
- Creative Campaign Development

SAM BERBRICK

ACCOUNT MANAGER



Sam has a love for words and a passion for creativity. As an Account Manager, Sam utilizes her experience in marketing and public relations to craft unforgettable stories and campaigns.

Expertise:

- Copywriting
- Public Relations
- Content Creation

[our philosophy] MAKING MAVENS

HAVEN believes inspired partnerships create purpose driven results. Our relationship with our clients is a reflection of that.

Sharing knowledge and building high performing teams is part of HAVEN'S ethos to "make mavens of our peers and partners" and HAVEN'S commitment to making mavens extends to the communities we serve.

HAVEN uses a portion of our proceeds to give back to the community at the end of each project.





"HAVEN has been a lifesaver for us this year. The work on Gaston SAVES has transformed expectations for what county communications can look like, and while not all of the feedback was positive, the metrics have pointed to just how successful this has been in connecting residents with potentially lifesaving information."

-Adam Gaub
Communications Director
Gaston County

Gaston County Re-brand July 2020

HAVEN collaborated with Gaston County communications and Economic Development teams to produce a logo that would be used to show Gaston County was "open for business." The logo is meant to represent the G for Gaston. It also represents a location icon turned on its side. Inside the icon, the buildings and the golden horizon depict that Gaston is primed for economic opportunity.

The logo was well received and prompted all County departments to adopt the logo with icons representative of their team within the curve of the G.

Project Reference:

Adam Gaub, Communications Director
(704) 866-3141
Adam.Gaub@gastongov.com
www.gastongov.com



CASE STUDY

CITY OF ALEDO, IL

BRANDING TO ATTRACT ECONOMIC OPPORTUNITY



THE CHALLENGE

While local community events attracted visitors from the Quad Cities region and enjoyed the small-town feel, those visitors didn't think of Aledo, Illinois as a place to live or work. The City of Aledo needed a way to change that perception.

THE SOLUTION

HAVEN used feedback from a comprehensive brand audit, which included - an internal survey, stakeholder survey, 25 one-hour stakeholder interviews and a community-wide survey to identify value propositions and core values representative of the City of Aledo. The community's participation in the interviews and surveys was vital to capture the essence of what truly makes the City of Aledo special.

All marketing communications and economic development actions will align with the brand story's essence and pillars: Agriculture, Adventure, Architecture and Advancement.



Through these conversations, HAVEN developed the story that paints the landscape of what makes the city a great place to live:

Set in the scenic countryside just 30 minutes south of the quad cities, Aledo is an idyllic retreat from routine. The line showcases the city as a place to unwind, reconnect with friends and explore the unbeaten path. Individuals can discover the history of the eclectic architecture on Main, connect with friends in Central Park at annual festivals or explore off-road trails on your UTV. You can find it all in Aledo.

THE RESULT

The city now uses the new City Seal and logo on all official communications going forward. The Seal features green and navy to call back to Aledo green and

Mercer County High School navy; it also includes a rhubarb leaf as a nod to the iconic Rhubarb Festival. Released alongside the new logo and Seal, the tagline for the city, "Find it All in Aledo," is the synopsis of this story that highlights Aledo as a place for everyone.

The City of Aledo has started using the new logo and brand story in all communication with residents. It has launched three new official social media accounts to better communicate with residents. Additionally, Aledo has started sending a monthly newsletter - Aledo's Monthly Memo to those interested in news and events happening in the city.



CASE STUDY

TOWN OF MAIDEN, NC

BRANDING TO NURTURE GROWTH



THE CHALLENGE

The Town of Maiden saw an opportunity to prepare for projected population growth and wanted to put its best foot forward as it competed for economic opportunities. With its sights on winning major economic deals from industry-leading technology companies, Maiden realized it needed a brand identity that matched its unique character and modern ambitions to win potential partners. A historic town with a close-knit community and a resilient spirit, Maiden had the foundational elements in place but needed a way to pull it all together into one cohesive story and visual identity.

THE SOLUTION

Maiden hired HAVEN Creative in 2022 to help them develop, design, and deploy a new brand identity showcasing their community's unique characteristics. Using the Maven Method, HAVEN spent several months speaking with residents, town staff, and community leaders about the history and character

of Maiden. Through this process, our team found several key themes that honored Maiden's history of fellowship, entrepreneurship, and sportsmanship.

Once we identified these themes, we crafted the story of Maiden as a place where the peace of the mountains matched the ambition of nearby large cities and highlighted the entrepreneurial spirit of its people. We then worked with town staff to create a visual identity that celebrated the story of Maiden. Their new logo featured a three-line element that calls back to their brand story and pillars and is one of the only three-color municipal logos in the region.

After the visual identity was created and Maiden approved their new branding, our team helped them chart a 12-month brand launch and identify the important next steps for implementing this new branding.

THE RESULT

Maiden unveiled their new branding to the community in December 2022 with a public presentation, a promotional video and social media

communications. This narrative and visual identity support Maiden in sharing its unique values as a place to live and do business. With a cohesive narrative, Maiden can celebrate current businesses and attract new businesses, from small businesses downtown to major industry and technology companies.

The initial launch of the branding was successfully received by the community. The launch video racked up 1,100 views in the first month and brand adoption continues today.

MAIDEN
LIVING MADE EASY

Showcasing Brand Pillars in the Logo



Fellowship
Entrepreneurship
Sportsmanship



[tools we used]



Market
Research



Brand
Positioning
& Strategy



Copywriting



Graphic
Design



Brand
Guidelines



Brand
Collateral



Positioning &
Messaging

CASE STUDY

TOWN OF WAXHAW, NC

BRANDING TO KEEP PACE WITH PROGRESS

THE GOAL

The Town of Waxhaw is located 30 minutes south of Charlotte and is known as a rural retreat from the city. With a population of over 18,500 people and growing, the Town of Waxhaw was challenged with maintaining its quality of life and small town charm while also meeting the needs of the growing community.

The town was constantly receiving negative media attention, which typically stemmed from the lack of trust between residents and town officials.

THE CHALLENGE

Maintaining Waxhaw's historic charm was a priority for HAVEN when developing a full rebrand, which included color story, redesigned town seal, and new logos for both the town and all major events. From community surveys and work sessions, a rustic refined design aesthetic was chosen to represent the existing downtown aesthetic.



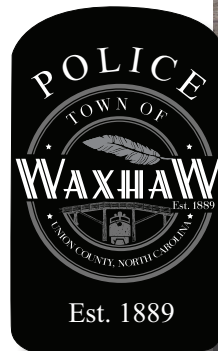
HAVEN also designed and produced a monthly digital newsletter. With the growing needs of the community, HAVEN was then tasked to oversee all marketing and communications for the town. Having a consistent brand image and messaging has helped rebuild trust between residents and town officials.

THE RESULT

Since the rebrand in 2016, the town has grown from 10,000 to 18,000 residents. Local breweries, retail, and apartments have boomed in the downtown area,

and all of these results combined earned the Town of Waxhaw the "Great Main Street" award in 2018 from the American Planning Association. In 2019, Waxhaw was named the #1 Suburb in Charlotte, NC.

Media inquiries went from 108 inquires, all negative in Fall of 2017, to 10 inquiries, all positive in 2018. All departments, including the Police Department, adopted the branding. The event logo redesigns for the town won an NAGC Award, and our monthly digital newsletter won an Excellence in Communications Award.



WINNER:
1st Place
Excellence in
Communications
Award
Digital External
Newsletter

TOWN OF WAXHAW BRAND STORY BOARD



color story
"vibrant vintage"

HEADLINES
Subheadlines
Body Copy



WAXHAW REBRAND

- ✓ Market Audit & Community-wide surveys
- ✓ Brand Pillars and Archetype
- ✓ Brand Story, Color Story, Fonts, Marketing Templates
- ✓ Comprehensive Brand Summary
- ✓ Brand Implementation Plan
- ✓ Website Redesign

OUR APPROACH TO PILOT MOUNTAIN

HAVEN will serve as the lead for community feedback groups comprised of residents and business owners to determine existing attitudes, perceptions, opportunities and challenges to enhance Pilot Mountain's image.

We will lean heavily on our community branding principles and years of experience facilitating branding and economic development projects for government entities. Our team will follow HAVEN's proprietary process, the Maven Method®, to develop, design and deploy measurable branding and website results.

If we are selected as the vendor to brand Pilot Mountain, our initial meeting will take care of steps 1-3 in our Maven Method® process that includes the internal and client kick-off meetings. We will also take into account current planning and Economic Development initiatives that can assist in building a cohesive brand story and awareness. Our project breakdown begins at step 4: Monitor the Market.



04

MONITOR THE MARKET: RESEARCH - DATA COLLECTION PHASE

Research and community input is key to the successful development of a community brand. We will conduct more than a dozen pieces of research to identify what differentiates Pilot Mountain from other communities. By examining the community (stakeholders), consumers (visitors, regional and state tourism and economic development officials) and the competition (neighboring counties), we will discover:

- What makes Pilot Mountain unique in the eyes of residents, visitors and businesses
- Iconic elements to inspire creative design, colors, fonts and more
- Key messaging to support the development of the brand story

Our process includes stakeholder interviews, community engagement sessions, and several online surveys.



05

DEFINE THE DIFFERENCE: RESEARCH - ANALYZING THE DATA

Based on the results of data collection in the "Monitor the Market" phase, we will begin to build the brand positioning platform. The brand platform includes defining key messages, target audience and brand pillars (key differentiators) that make Pilot Mountain stand out from its competition. We will also test these messages as we work to see how they connect with the intended audiences.



COMMUNICATION IS KEY

HAVEN would meet bi-weekly with Pilot Mountain's Project Lead to ensure the brand initiatives are moving along smoothly.



06

INVENT THE IDENTITY: CREATIVE & DEVELOPMENT OF BRAND

Once we have brand positioning defined, we will develop the creative elements for the Pilot Mountain Community brand book. We will present at least 3 to 5 concepts for the logos. The intent is to then pick 1 logo to move through editing phase. Our scope includes up to 3 rounds of edits. This stage includes:

- Creative presentation
- Logo design and refinement
- Color story, graphic design style and standards guide for Pilot Mountain
- Marketing collateral templates to support the roll out of the brand



07

SHARE THE STORY: IMPLEMENTATION PLAN

We will develop an action plan for implementation of the brand in sufficient detail to provide the Town of Pilot Mountain staff and government officials clarity on how the brand will roll out to the public in phases. This implementation plan will include:

- A website refresh following the newly established town brand standards
- A 12 month action plan to help the Town of Pilot Mountain roll-out the new branding to the community
- An internal training session to ensure the team is well versed in brand standards
- An implementation timetable for various brand identity updates



08

REPORT THE RESULT: EVALUATION PLAN

We will provide a progress report six months post brand launch to report on the success of the branding based on the SMART goals that we set with the Town of Pilot Mountain key stakeholders.

Branding is more than a logo or a tagline – it's based on perception. It's the communication of values, characteristics, and unique attributes of your community -- it's a complete story. Do you have all of the chapters you need to tell your story? Our brand books do!

Our brand books start with key messaging, followed by logo design and usage guides, fonts, color story, design style guide and marketing templates. The book is delivered in a print ready PDFs that can be shared with everyone on your team to ensure consistency throughout your organization.

“From messaging to design, the brand book includes all of the chapters you need to tell a cohesive story and have a successful brand launch.”

To: John Smith
1150 Weddington Rd
Weddington, NC

Brand Story

The brand story highlights Maiden's target audience and key differentiators in a short marketing narrative that can be used on the website, in advertisements and more.

It's not often you find a small town that honors both peace and possibility. But then again, it's not often you find a town like Maiden. Forged with an entrepreneurial spirit and unwavering belief in community fellowship, Maiden thrives by mixing the peace and charm of the mountains with the promise of progress found in nearby big cities. Enjoying downtown, visiting a local park or sporting event and raising a family comes easy to the residents of Maiden. But beneath the small-town charm, Maiden prides itself on innovation, defining what's possible and competing to be the best of the best. It's this attitude of hard work and determination that has allowed its residents to thrive for over a hundred years.

Maiden, NC; living made easy.



05

www.maidennc.com

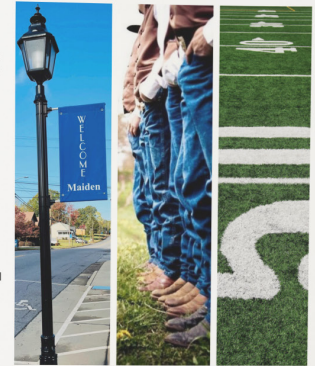
Brand Pillars

[strengths + key differentiators]

Fellowship - Maiden is a tight-knit community where some joke: "If you weren't born here, you aren't from here." Yet, Maiden is always welcoming to new faces. Maiden highly values fun and good fellowship as the cornerstone of the community, which is best seen in its local events and park spaces.

Entrepreneurship - Maiden was built by entrepreneurs. The town's pioneers had the courage to settle on the outskirts of Charlotte and bet on themselves in order to succeed. Through countless economic downturns, Maiden has prospered because of their resilient nature and ability to continually reinvent themselves. The spirit of entrepreneurship is alive and well today in its thriving downtown economic center. Maiden invests in technology and incentives to support the advancement of its business community while maintaining its small-town appeal.

Sportmanship - Known as the "biggest little football town," Maiden's football programs gained notoriety, but its reputation for sportmanship has since expanded. Maiden is considered a regional leader in nearly all youth sports programs. The Maiden community is proud of its athletes and you'll often find them gathering at whatever game is taking place on a Friday night to support the local teams. Sportmanship also represents Maiden's behavior and commitment to fair play, ethical behavior and integrity and general goodwill toward others.



06

1

Logo Design

The final brand book includes three logo designs, social media icons and usage guidelines to ensure the logo is properly represented in print, on the web and in video.

2

Brand Story

The brand book includes a marketing narrative that captures the vision, feel, and community of your city. This copy would be used in marketing materials and influence copy on the town's website.

3

Colors + Fonts

The color story and branded typography (fonts), inspired by the brand story and key themes derived from the brand audit, unifies the community's website, signage, social media graphics, staff uniforms and more.

4

Design Style Guide

Our brand books include a design style guide that provides inspiration and direction for how to incorporate the brand into interior and exterior decor, uniforms, social media, signage and more.

5

Design Templates

We will provide branded templates: social media banner art and profile image, business card, letterhead, envelopes, email signature design and power point presentation templates. The logo files can also be used on water towers and wayfinding signage.



26

THE WEBSITE

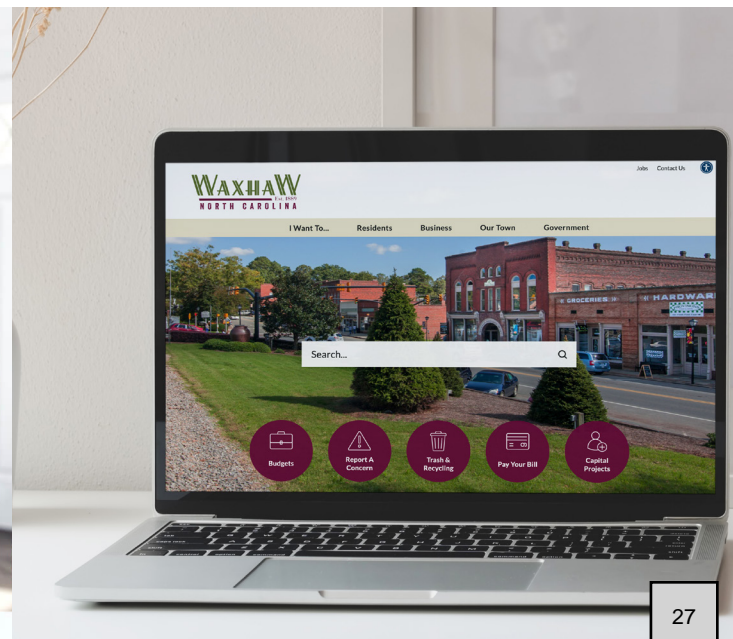
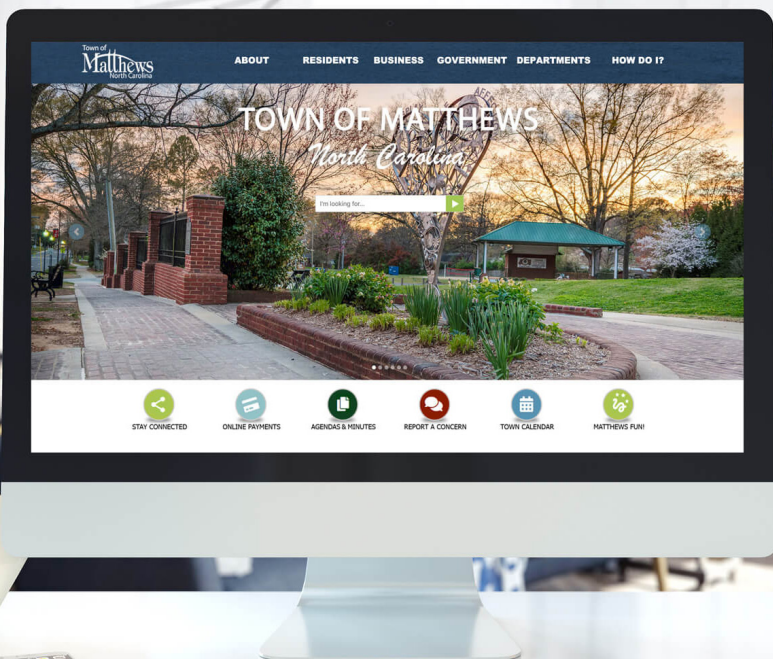
[a space for your new brand to shine]

We will lean heavily on our community branding principles and years of experience implementing branding programs and facilitating website build projects for governments. We'll partner with internal stakeholders to establish clear expectations for essential communications, and participation in the planning process to gather data, develop the art direction and execute a rebrand of the website, we'll follow our Maven Method® process.

[develop] Using the marketing plan as our guide, we will audit Pilot Mountain's website to modify current website with the new branding. We will design website art direction and page architecture that will be passed to the website developer. We'll collaborate with our dedicated web development team to ensure the website is on-brand, on message and functioning properly before going live.

[design] Our team will create art direction (website layout design guidelines) that the developer will follow to ensure the visuals are cohesive to the newly established Pilot Mountain brand standards. While the developer works on coding and building the back end of the website, we will present a Visual Proposal using mock-ups for your review. Throughout the process, we will collaborate extensively with internal stakeholder teams to ensure creative deliverables are in line with the Town of Pilot Mountain's website goals.

[deploy] Once all pages of the new website have been approved, we will support the internal team with the official "launch" of the website and branding to the public. We'll train internal stakeholders on the new website and present the brand book with stakeholders to ensure a smooth deployment.



THE MARKETING PLAN

[a 12-month brand roll out strategy]

Upon completion of the brand book, HAVEN will leverage information gathered during the develop phase including community surveys, stakeholder interviews, and competitor research to develop a 12-month marketing plan that prioritizes attracting new residents, recruiting new businesses and promoting Pilot Mountain as a tourist destination. The marketing plan will set 3 to 5 marketing goals and key objectives and establish measurable metrics of success. To achieve each goal, the marketing plan will describe the best tactics to reach Pilot Mountain's target audiences.

Included in the plan will be a set of tiered recommendations with multiple budget options to explore paid media opportunities alongside lower cost owned media and earned media strategies.

Along with resident, business and tourism marketing, the final deliverable will include a 12-month brand roll out plan to improve community perception, increase brand awareness and adoption, and update existing branding to meet the new standards. Twelve months after brand launch, HAVEN will conduct a follow-up community assessment to determine changes in the perception and attitudes towards Pilot Mountain.

1 Goals & KPIs

Keeping Pilot Mountain's Comprehensive Plan in mind, the marketing plan will set 3 to 5 marketing goals and key objectives and establish measurable metrics of success.

2 Target Audiences

HAVEN will identify and analyze Pilot Mountain's target audiences, including their demographic profiles, pain points and decision-making processes.

3 Marketing Tactics

To achieve each marketing goal, the marketing plan will describe the best tactics to reach Pilot Mountain's target audiences.

4 Rollout Plan

HAVEN will deliver a 12-month brand roll out plan to improve community perception, increase brand awareness and adoption, and update existing branding to meet the new standards.

KPIs

[KEY PERFORMANCE INDICATORS]

are crucial to measuring the success of a brand, or any project for that matter. Finding measurable results for a creative project can be challenging, which is why we include you, our client, in the goal-setting process.



PROJECT PRICING DETAIL

SUMMARY:

The Pilot Mountain Community Branding Project will take approximately 6 months to complete depending on client approval times. Final deliverables will include a comprehensive brand identity (logo, tagline, and color story) for the Town of Pilot Mountain along with 5 branded templates (business card, letterhead, power point presentation and 2 other templates of client's choice) along with a 12 month action plan for launching the brand and a website redesign. Upon final payment to HAVEN, the Town of Pilot Mountain will own all creative assets. HAVEN requests 30% of the project total upfront to begin the development phase. Invoices will then be broken out in even monthly payments until the project is complete.

PHASE 1 - DEVELOP (MARKET AUDIT)

Steps 4 & 5 as outlined on page 10

\$8,625.00

PHASE 2 - DESIGN (LOGOS, MESSAGING, TEMPLATES, WEBSITE DESIGN)

Step 6 as outlined on page 11

\$15,125.00

PHASE 3 - DEPLOY (MARKETING PLAN, WEBSITE DEVELOPMENT & LAUNCH)

Step 7 as outlined on page 11 and page 14-15 *Printing of branded materials is not included (pricing based on size and quantities needed), but will be billed at cost with prior approval from client.

\$9,100.00

PHASE 4 - FINAL REPORTING & ANALYSIS

Step 8 as outlined on page 11

\$1,275.00

SUB-TOTAL: \$34,125.00

TAX: (NC 6.75%) \$2,303.44

TOTAL: \$36,428.44



OUR GUARANTEE: A client will never receive an invoice without the chance to review and approve a change in scope form. If for some reason that happens, the cost of the change is on us.

Proposal for Marketing Plan & Strategy

Town of Pilot Mountain, North Carolina

FEBRUARY 2023

PREPARED BY:



ARNETT MULDROW

*316 West Stone Avenue
Greenville, SC 29609
aaron@arnettmuldrow.com
864.915.7101
arnettmuldrow.com*

February 14, 2023

Jenny Kindy
Main Street Coordinator
jkindy@pilotmountainnc.org
336-312-3024

RE: Request for Proposal: Marketing Plan & Strategy for the Town of Pilot Mountain

Dear Ms. Kindy and Members of the Selection Committee:

Arnett Muldrow & Associates, Ltd. is pleased to submit this proposal for the Marketing Plan & Strategy for the Town of Pilot Mountain. Based in Greenville, our firm provides community branding, downtown revitalization, and master planning to communities across the United States.

Our firm pioneered the concept of community branding nearly two decades ago and have now provided branding and marketing services for over 600 communities in 42 states and 5 countries, including 48 in North Carolina. As marketing professionals as well as city planners, we understand the challenges a community faces when projecting a brand identity, and we base our recommendations on a foundation of sound planning principles and the capacity of local governments.

The proposal that follows highlights our approach as well as our strengths that make us uniquely qualified to develop a unified brand for the community. We are eager to answer questions and sincerely look forward to the opportunity of working with you to tell the Town of Pilot Mountain's unique story.

Kind regards,



Aaron Arnett, AICP
Principal
Arnett Muldrow & Associates, Ltd.

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1. PROJECT UNDERSTANDING

For more than two decades, Arnett Muldrow has created community identities for small towns, downtowns, regional tourism entities, and economic development organizations. During this time, we have not only honed our creative design expertise, but we have done it in context with maximizing the capabilities a local government has to communicate to its citizens, visitors, and investors. This includes an intensive community engagement and visioning process that gets to the root of what makes a community special.

Our process creates extensive brand systems that are rich in meaning, easily implemented, and supported by community buy-in. Unlike a traditional advertising agency, our approach to community marketing and image-building is built on our experience as community development professionals. This background has taught us to pay special attention to local stakeholders, as they must feel a connection to the identity system, become its champions, and help implement over time. Ultimately, the process is a community-driven creative effort that results in a unified brand identity and market position that will allow the Town and its partners to be part of a comprehensive brand.

Arnett Muldrow understands that the Town of Pilot Mountain seeks a unique brand identity and a clear marketing message. This brand must be authentic and must communicate to its citizenry, position it as a place to live, bring in visitors, and target economic investment. The market position must build off the sense of pride that locals have toward your rural setting and agrarian roots, but also speak to your vibrant downtown, shopping and dining assets, athletic facilities, and your infrastructure that's ready for development, as well as your focus on controlling that growth through efforts such as the Comprehensive Plan adopted in 2022.

The project deliverables must provide a platform where Town staff, departments, and partners can be part of a connected system with consistent application of the brand. To that end, we focus our branding projects on implementation. and include a Style Guide, Implementation Checklist, Brand Partner Sheet, and Implementation Scorecard, along with a toolkit of brand deliverables from logos, brand extension, and marketing collateral.

The pages that follow detail Arnett Muldrow's unique expertise, experience, and approach to the branding project for the Town of Pilot Mountain.

2. QUALIFICATIONS

Arnett Muldrow & Associates specializes in community identity, downtown revitalization, economic development, and wayfinding. We have worked on branding and marketing projects in well over 600 communities across the United States. This includes numerous brands for communities, Main Street, and economic development agencies across North Carolina.

We are extremely proud of our community and place branding experience and would like to highlight our differentiators that we feel make us the right choice for the Town of Pilot Mountain:

- First and foremost, **our roots are in Urban Planning and Economic Development**. Our branding was born out of our planning work in small communities just like Pilot Mountain.
- We are not an advertising agency or corporate design firm. While we would stack our creativity up against anyone, our designers and planners understand exactly what a community needs to communicate to its citizens, visitors, and future investors.
- We only work for local governments and economic development non-profits. We do not have private sector clients and don't brand products. **The "products" we brand are the places people love, the communities they call home, and the districts that bring them all together.**
- Because of this, we are the only branding firm that **fully understands the capacity local governments have** in terms of staffing, ability to implement, and budgets.
- We are a small firm of six professionals that pride ourselves in flexibility and efficiency. We could charge fee ranges similar to larger advertising agencies, but we understand that a community has limited funding and its **tax dollars must be available for implementation**.
- We do not charge royalties or licensing fees for our work. We feel that the brands we create come from a personal community conversation, and our role is simply to create an identity platform for that vision and market position. Since the process is rooted in community ownership, **we give the rights to all creative work to the client.**
- Our process is designed to **engage local creative minds**, not only for them to contribute, but more importantly for them to help the community through implementation. We do not charge retainers, nor do we look for ongoing contracts for what can be better done with local talent.
- We also intend to **be resources for our communities after the fact**, whether it be as simple as a quick design of a new banner, or strategies for future implementation. We learn something from every community and every project. Perhaps the greatest thing we can provide our clients is something we've learned from another place, or simply connecting them to the right peers.
- Finally, **Arnett Muldrow knows small towns, and we know the Pilot Mountain region**. We've worked for numerous small towns in close proximity to Pilot Mountain including Mt. Airy, North Wilkesboro, Eden, and Reidsville. We also are currently working just to the north in Stuart and Hillsville Virginia.

3. FIRM PROFILE

Arnett Muldrow & Associates is based out of Greenville, SC and has been creating community brands since forming in 2002. Our experience spans the United States, and we have completed numerous projects throughout the State of North Carolina including downtown plans, economic assessments, community brands, and wayfinding plans. This includes branding projects in all areas of the state – from the bucolic Graham County in Western North Carolina, to Eden on your northern border, to growing communities such as Dunn, Wake Forest, Statesville, and Salisbury, to Kinston and Edenton on your Eastern coast.

Arnett Muldrow was established in South Carolina and is structured as an S-Corporation. Today, we have six employees including three partners. We have locations in Greenville, SC and Milford, DE. Our home office is the Greenville location below:

Arnett Muldrow & Associates, LTD
PO Box 4151, Greenville, SC 29609
www.arnettmuldrow.com
864.915.7101

Team members on the Town of Pilot Mountain Marketing Plan and Strategy are shown below. Full resumes are provided at the end of the proposal.



Aaron Arnett, AICP

Principle. Project Manager

Aaron will manage the project and will be the primary point of contact. Aaron co-founded Arnett Muldrow in 2002. His expertise lies in a variety of planning areas including economic development, strategic planning, downtown revitalization, and tourism planning. Aaron began his career as a city planner in Salisbury, North Carolina. Aaron graduated from Clemson with a BA in Architecture and Master's of City and Regional Planning. Aaron also grew up in Winston-Salem, just to the south of Pilot

Mountain.



Shawn Terpack

Art Director. Community Identity Development

Shawn has been building his design skills for over 20 years. From his early days as the Advertising Design Director of an international textile manufacturer, to being the Creative Designer for the Greenville News, Shawn has a vast understanding of design, branding and marketing. Since joining Arnett Muldrow as Art Director in 2014, he has helped communities across the nation tell their unique stories through branding.

4. REFERENCES

The following three references represent recent branding work we have completed. In addition, the appendix provides project summaries of some of the various brands we have developed over the years. Each project contains a narrative of the outcome, samples of the work, as well as reference information.

Bedford, VA Brand Development

Mary Zirkle, Economic Development Director
Town of Bedford, VA
215 East Main St, Suite 110, Bedford VA 24523
mzirkle@bedfordva.gov
540.587.6006

Eden, NC Brand Development

Randy Hunt, Main Street Executive Director
Town of Eden, NC
308 E Stadium Dr. Eden NC 27288
rhunt@edennc.us
336.613.2859

Wenatchee, WA Brand Development

Linda Haglund, Executive Director
Downtown Wenatchee Association
103 Palouse St. Suite 35, Wenatchee WA 98801
linda@wendowntown.org
509.662.0059



Brand System for Town of Bedford, VA. Arnett Muldrow created all artwork including graphic identity, brand extension logos, advertising template, brochure cover, custom banners, and much more.

5. PROJECT APPROACH

Task 1: Information Gathering & Background Review

Arnett Muldrow will review all existing marketing and communication efforts for the Town of Pilot Mountain and its partner organizations. This would include town histories, promotional publications, event information, economic development and tourism publications, website information, newsletters, social media, and any other related material. It would also include any marketing materials, existing logo graphics, and messaging for the Town and its departments.

Task 2: Coordination with Previous Planning Efforts

Community visioning and stakeholder engagement occur in virtually every plan that a local government facilitates. We must be able to build on this public input, while also communicating to stakeholders and citizens that the branding project is not a replication of these previous studies. In fact, each of these efforts has strategies that can be enhanced through communication and marketing tools created in the branding project. It will therefore be important to coordinate the branding project with data and input gathered from previous efforts such as Town's Comprehensive Plan, etc.

Task 3: Branding Survey

Part of this coordination will be reviewing community engagement efforts and findings from these plans and ensuring that public input in the branding project is not redundant. By the same token, this plan will require its own public engagement for Arnett Muldrow to understand the community and inform the creative process. This would begin with an online survey on Survey Monkey to gauge citizens' perceptions on the image of the Town of Pilot Mountain, its assets, places, etc. The survey will be designed specifically to draw out community values and opportunities to tell the Town's story. The survey would be scheduled to begin at the project kickoff.

Task 4: Project Kickoff

Arnett Muldrow's initial visit to the Town of Pilot Mountain will be a two-day reconnaissance trip that will include the following tasks:

1. *Advisory Committee Meeting.* A preliminary meeting will be held with members of an advisory committee to discuss project goals, potential deliverables, and the community engagement process. This small committee of five to seven people would provide us guidance throughout the process. It would be made up of representatives from Town staff, key departments, and any other organization that currently promotes the town. Ideally, the committee would be people who will ultimately be responsible for the implementation of the brand strategies. The committee's main responsibility will be providing creative input, but also communicating the brand messaging and graphics to its partners upon completion of the project.

One-on-one Stakeholder Meetings: We would like to have between five and ten one-on-one meetings with key stakeholders as determined by the advisory committee. These individuals should be those who can give Arnett Muldrow a good overview of Pilot Mountain and its assets. We often talk to community leaders, town staff, business owners, and representatives from community partners that may also promote and market the Town.

2. *Coordination Meeting:* We will rely on the staff to set the appointment times with the interviewees. These initial interviews will help us understand the dynamics of the community, while also setting the stage for the broader creative input to come in the branding resource visit. The kickoff visit will end with a brief meeting with staff to discuss the branding resource visit and its planning.

Task 5: Reconnaissance & Photography

Also during our initial trip, we will conduct photography of the Town and its assets. All of the photos will become the property of the client and can be used to assist in the ongoing implementation of the marketing strategy. This library of photos can be used in creating brochures, advertisements and reference materials that prove to be long-term assets. Since our time on-the-ground is inherently limited, we will also look to the client to provide additional photography from events, attractions, or seasonal imagery that can be used in the brand strategy.

Task 6: Brand Workshop

Modeled after a community design workshop, the branding resource visit will allow us to develop an effective conceptual branding program. We will continue to engage the community through themed roundtable discussions, while also developing the brand message and initial creative system. The resource visit for the Town of Pilot Mountain will involve a three-day process.

The first half of the workshop would concentrate on a series of themed focus groups with community stakeholders. We will work with the committee during the kickoff to determine the topics of the focus groups, but they could potentially include:

- Town officials, department heads, and staff
- Downtown champions
- Cultural agencies and destinations
- Event planners
- Business owners
- Tourism representatives
- Local Youth

The second half of the workshop would be dedicated to draft brand development including the creation of market positioning, graphic identity, additional photography, and building out of the draft system.

Community branding is not just the creation of a simple logo. Rather, it is a market position, graphic identity, tag line, and style set that presents the overall vision and values within the place. Ultimately it will be the foundation of a seamless system to market and promote the community. Elements of the brand system include:

- **Brand Position Statement** – This narrative connects the values and assets within the community and lays the foundation for the identity of the place, including the key messages and targets that will be addressed in the marketing strategies.
- **Graphic Identity** – This is the overall style set of the brand identity including typeface, color palette, and icon. The identity will be represented in graphic form, and the design elements that make up the logo will be used as the graphic foundation for the rest of the system.
- **Tag Line** - This is the phrase that presents the brand statement narrative as a concise description of the community's identity and market position.

At the end of the third day, all of Arnett Muldrow's recommendations would be rolled out in a thorough presentation to the Client. This presentation should include the advisory committee, and potentially open to the public that have been engaged during the process. It will include all of our graphic marketing recommendations as well. While tailored to the needs of the individual community, these often include:

- Extension brand style to other logos for events, town destinations, partner organizations, etc.
- Graphic recommendations for collateral such as banners, brochure templates, event posters, and concepts for incorporation into the Town's current toolset.
- Conceptual design graphics for the current town website that incorporates the new brand. We will coordinate with the existing town webmaster, CivicPlus, to provide guidance on brand incorporation. Our firm would not create a new website for the Town. If needed, we can bring in a frequent partner to facilitate a new website design, although that is not included in this proposal.
- Concepts for incorporating the brand into wayfinding signage and gateways.
- Organizational tools such as letterhead, business cards, PowerPoint templates, and stationery.
- Recommendations for print and online advertising, social media, and other methods of communication.

The draft brand system will provide the Town with a solid direction, and we will use this meeting to garner initial feedback for further refinement.

Task 7: Refinement of Brand Materials

After the presentation of the creative work, we will allow a period of two weeks for the Client to review all materials and provide input. We will provide a recorded video presentation to be shared with committee members. After all input has been collected, we will finalize the brand system.

Task 8: Implementation Strategy

Upon completion of all creative work, the marketing and branding recommendations will include an implementation package comprised of a brand style guide, brand partner guide, and implementation checklist that will provide guidance on brand management, usage, partner engagement, etc.

Task 9: Brand Resource Delivery and Reveal

We will return to the Town of Pilot Mountain to present all final materials to the client and public. This can include an implementation meeting with the advisory committee to answer any questions and discuss overall implementation strategy.

Project Deliverables:

While the ultimate deliverables may include additional items determined during initial meetings with the committee and partner organizations, the entire brand package will contain:

- Marketing messaging for the Town of Pilot Mountain focusing on destination, economic development, and community pride
- Brand narrative and tagline
- Governmental and Marketing Logos for the Town of Pilot Mountain
- Brand extension with unique but connected logos for departments, events and other amenities as desired by client
- Graphic marketing recommendations depending on the project needs. These often include:

- Customer banner designs
- Print collateral cover designs (brochure, visitor guide, etc.)
- Organizational collateral designs (business cards, letterhead, PPT template, etc.)
- Digital media concepts for incorporation into Town website, social media, etc.
- Advertising concepts and ad template
- Graphic merchandising recommendations (t-shirts, water bottles, promotional, etc.)
- Wayfinding concepts including a sign typology that meets MUTCD & NCDOT standards.
- BrandTouch Style Guide including defined color palette, typeface, and usage strategy
- BrandTouch Partner Sheet
- BrandTouch Implementation Checklist
- BrandScore Implementation scoresheet
- All related photography
- Resource package with all deliverables in a variety of digital file formats
- Brand presentation
- Release granting intellectual ownership of all designs to the Client
- Regular meetings with Town staff upon each visit, and monthly report briefs.

6. PROPOSED BUDGET & TIMELINE

Tasks one through nine of the project can be completed for a not to exceed cost of \$19,018, inclusive of expenses. The project would take approximately four to six months to complete. The potential timeframe shown below assumes a mid-March start, but final timetable will depend on local scheduling.

We feel that our approach and deliverables are comprehensive and would be happy to negotiate a scope that meets any additional needs or budget of the client.

Tasks	Potential Completion Date	Est. Hours	Fee + Exp	Optimal Timeframe
Task 1	Information Gathering & Background Review	6	\$700	Mid March
Task 2	Coordination with Previous Planning Efforts	4	\$500	Mid March
Task 3	Branding Survey	5	\$490	Early April
Task 4	Project Kickoff	16	\$2,000	Mid April
Task 5	Reconnaissance & Photography	16	\$2,000	Mid April
Task 6	Brand Workshop	54	\$6,600	May
Task 7	Refinement of Brand Materials	18	\$1,900	June
Task 8	Implementation Strategy/Report	18	\$1,900	July
Task 9	Brand Resource Delivery and Reveal	6	\$800	August
	TOTAL FEE & EXPENSE		\$19,018	

Any work to be performed outside of this scope of services of this contract shall be compensated at the hourly rates shown below, with expenses to be billed as they are incurred. No work to be performed outside of this scope of services will be done without a written agreement between the Planner and Client.

Aaron Arnett, Principal \$150/hr
Shawn Terpack, Art Director \$110/hr

Please accept this scope of services and cost proposal as an official submittal by Arnett Muldrow & Associates in response to the RFP for the Town of Pilot Mountain Marketing Plan & Strategy.



TOWN OF PILOT MOUNTAIN
BOARD OF COMMISSIONERS MEETING

USDA Loan-Street Resurfacing	
<u>Background Information:</u>	
We have completed the work on the street resurfacing project. While there are a couple of roads that we did not get, we ran out of money from USDA. We will attack those with Powell Bill funds. In order to close the loan, the Board needs to approve the attached resolution and authorize Holly, Ed, and I to sign any necessary paperwork.	
<u>Staff Recommendation:</u>	Adopt USDA resolution and authorize staff to sign required paperwork
<u>Possible Board of Commissioner Actions</u>	
<ul style="list-style-type: none">• Adopt resolution and authorize staff to close loan• Deny approval of resolution• Take no action	
<u>Attachments</u>	
<ul style="list-style-type: none">• USDA Resolution	

USDA
Form RD 1942-47
(Rev. 12-97)

LOAN RESOLUTION
(Public Bodies)

FORM APPROVED
OMB NO. 0575-0015

A RESOLUTION OF THE Town Council

OF THE Pilot Mountain, Town Of

AUTHORIZING AND PROVIDING FOR THE INCURRENCE OF INDEBTEDNESS FOR THE PURPOSE OF PROVIDING
A PORTION OF THE COST OF ACQUIRING, CONSTRUCTING, ENLARGING, IMPROVING, AND/OR EXTENDING ITS
street resurfacing

FACILITY TO SERVE AN AREA LAWFULLY WITHIN ITS JURISDICTION TO SERVE.

WHEREAS, it is necessary for the Pilot Mountain, Town Of
(Public Body)

(herein after called Association) to raise a portion of the cost of such undertaking by issuance of its bonds in the principal amount of
1,027,000.00

pursuant to the provisions of N.C.G.S. 160; and

WHEREAS, the Association intends to obtain assistance from the Rural Housing Service, Rural Business - Cooperative Service, Rural Utilities Service, or their successor Agencies with the United States Department of Agriculture, (herein called the Government) acting under the provisions of the Consolidated Farm and Rural Development Act (7 U.S.C. 1921 et seq.) in the planning, financing, and supervision of such undertaking and the purchasing of bonds lawfully issued, in the event that no other acceptable purchaser for such bonds is found by the Association:

NOW THEREFORE in consideration of the premises the Association hereby resolves:

1. To have prepared on its behalf and to adopt an ordinance or resolution for the issuance of its bonds containing such items and in such forms as are required by State statutes and as are agreeable and acceptable to the Government.
2. To refinance the unpaid balance, in whole or in part, of its bonds upon the request of the Government if at any time it shall appear to the Government that the Association is able to refinance its bonds by obtaining a loan for such purposes from responsible cooperative or private sources at reasonable rates and terms for loans for similar purposes and periods of time as required by section 333(c) of said Consolidated Farm and Rural Development Act (7 U. S. C. 1983 (c)).
3. To provide for, execute, and comply with Form RD 400-4, "Assurance Agreement," and Form RD 400-1, "Equal Opportunity Agreement," including an "Equal Opportunity Clause," which clause is to be incorporated in, or attached as a rider to, each construction contract and subcontract involving in excess of \$ 10,000.
4. To indemnify the Government for any payments made or losses suffered by the Government on behalf of the Association. Such indemnification shall be payable from the same source of funds pledged to pay the bonds or any other legal permissible source.
5. That upon default in the payments of any principal and accrued interest on the bonds or in the performance of any covenant or agreement contained herein or in the instruments incident to making or insuring the loan, the Government at its option may (a) declare the entire principal amount then outstanding and accrued interest immediately due and payable, (b) for the account of the Association (payable from the source of funds pledged to pay the bonds or any other legally permissible source), incur and pay reasonable expenses for repair, maintenance, and operation of the facility and such other reasonable expenses as may be necessary to cure the cause of default, and/or (c) take possession of the facility, repair, maintain, and operate or rent it. Default under the provisions of this resolution or any instrument incident to the making or insuring of the loan may be construed by the Government to constitute default under any other instrument held by the Government and executed or assumed by the Association, and default under any such instrument may be construed by the Government to constitute default hereunder.
6. Not to sell, transfer, lease, or otherwise encumber the facility or any portion thereof, or interest therein, or permit others to do so without the prior written consent of the Government.
7. Not to defease the bonds, or to borrow money, enter into any contract or agreement, or otherwise incur any liabilities for any purpose in connection with the facility (exclusive of normal maintenance) without the prior written consent of the Government if such undertaking would involve the source of funds pledged to pay the bonds.
8. To place the proceeds of the bonds on deposit in an account and in a manner approved by the Government. Funds may be deposited in institutions insured by the State or Federal Government or invested in readily marketable securities backed by the full faith and credit of the United States. Any income from these accounts will be considered as revenues of the system.
9. To comply with all applicable State and Federal laws and regulations and to continually operate and maintain the facility in good condition.
10. To provide for the receipt of adequate revenues to meet the requirements of debt service, operation and maintenance, and the establishment of adequate reserves. Revenue accumulated over and above that needed to pay operating and maintenance, debt service and reserves may only be retained or used to make prepayments on the loan. Revenue cannot be used to pay any expenses which are not directly incurred for the facility financed by the Government. No free service or use of the facility will be permitted.

11. To acquire and maintain such insurance and fidelity bond coverage as may be required by the Government.
12. To establish and maintain such books and records relating to the operation of the facility and its financial affairs and to provide for required audit thereof as required by the Government, to provide the Government a copy of each such audit without its request, and to forward to the Government such additional information and reports as it may from time to time require.
13. To provide the Government at all reasonable times access to all books and records relating to the facility and access to the property of the system so that the Government may ascertain that the Association is complying with the provisions hereof and of the instruments incident to the making or insuring of the loan.
14. That if the Government requires that a reserve account be established and maintained, disbursements from that account may be used when necessary for payments due on the bond if sufficient funds are not otherwise available. With the prior written approval of the Government, funds may be withdrawn for:
 - (a) Paying the cost of repairing or replacing any damage to the facility caused by catastrophe.
 - (b) Repairing or replacing short-lived assets.
 - (c) Making extensions or improvements to the facility.

Any time funds are disbursed from the reserve account, additional deposits will be required until the reserve account has reached the required funded level.
15. To provide adequate service to all persons within the service area who can feasibly and legally be served and to obtain the Government's concurrence prior to refusing new or adequate services to such persons. Upon failure to provide services which are feasible and legal, such person shall have a direct right of action against the Association or public body.
16. To comply with the measures identified in the Government's environmental impact analysis for this facility for the purpose of avoiding or reducing the adverse environmental impacts of the facility's construction or operation.
17. To accept a grant in an amount not to exceed \$ 181,000

under the terms offered by the Government; that the City Manager
 and Finance Director of the Association are hereby authorized and empowered to take all action necessary or appropriate in the execution of all written instruments as may be required in regard to or as evidence of such grant; and to operate the facility under the terms offered in said grant agreement(s).

The provisions hereof and the provisions of all instruments incident to the making or the insuring of the loan, unless otherwise specifically provided by the terms of such instrument, shall be binding upon the Association as long as the bonds are held or insured by the Government or assignee. The provisions of sections 6 through 17 hereof may be provided for in more specific detail in the bond resolution or ordinance; to the extent that the provisions contained in such bond resolution or ordinance should be found to be inconsistent with the provisions hereof, these provisions shall be construed as controlling between the Association and the Government or assignee

The vote was: Yeas _____ Nays _____ Absent _____.

IN WITNESS WHEREOF, the Town Council of the
Pilot Mountain, Town Of has duly adopted this resolution and caused it
 to be executed by the officers below in duplicate on this _____ day of _____, _____.

(SEAL)

Attest:

By Michael Boaz

Title Town Manager

 City Clerk
 Title

CERTIFICATION TO BE EXECUTED AT LOAN CLOSING

I, the undersigned, as _____ of the Pilot Mountain, Town Of _____
hereby certify that the Town Council _____ of such Association is composed of
_____ members, of whom _____, constituting a quorum, were present at a meeting thereof duly called and
held on the _____ day of _____, _____; and that the foregoing resolution was adopted at such meeting
by the vote shown above. I further certify that as of _____, the date of closing of the loan from the Government, said resolution
remains in effect and has not been rescinded or amended in any way.

Dated, this _____ day of _____, _____.

Title _____



TOWN OF PILOT MOUNTAIN
BOARD OF COMMISSIONERS MEETING

ADA Plan Implementation	
<u>Background Information:</u>	
We recently had a study completed of our sidewalks and other facilities to determine how well we are meeting the requirements of the ADA. The consultant has made a number of recommendations about sidewalks that we will look at in July. However, as a part of this study the consultant is recommending that we take several other steps to come into compliance with the ADA. First, they are recommending that we adopt an ADA Policy, and ADA Grievance procedure, and a resolution stating the Board's commitment to complying with the ADA. Staff recommends that you adopt these as presented.	
<u>Staff Recommendation:</u>	Adopt ADA documents
<u>Possible Board of Commissioner Actions</u>	
<ul style="list-style-type: none">• Adopt ADA Documents• Take no action	
<u>Attachments</u>	
<ul style="list-style-type: none">• ADA Documents	



POLICY STATEMENT

ISSUED PURSUANT TO TITLE II OF THE AMERICANS WITH DISABILITIES ACT AND SECTION 504 OF THE REHABILITATION ACT OF 1973

It is the policy of the Town of Pilot Mountain to ensure that qualified persons with a disability are not denied the benefits of, excluded from participation in, or otherwise subject to discrimination in the application, access to, participation in, or enjoyment of any city facility, service, program, or activity including employment with the Town of Pilot Mountain.



AMERICANS WITH DISABILITIES ACT - GRIEVANCE PROCEDURE

This Grievance Procedure has been established to meet the requirements of the Americans with Disabilities Act of 1990 ("ADA"). Any individual looking to file a complaint alleging discrimination on the basis of disability in the provision of services, activities, programs, or facilities of the Town may review the procedure and submit a grievance report form.

The complaint should be in writing and may be submitted using the Town's Grievance Form. This form can be found under the ADA Transition Plan tab on the Town's website. Alternative means of filing complaints, such as personal interviews or a tape recording of the complaint will be made available for persons with disabilities upon request. All received complaints will be kept confidential.

The complaint should be submitted by the grievant and/or his/her designee as soon as possible but no later than sixty (60) calendar days after the alleged violation took place. Complaints should be submitted to:

ADA Coordinator

Michael Boaz
Town Manager

Phone: (336) 444-3000

Email: mboaz@pilotmountainnc.org

Postal Address: 124 W Main St, Pilot Mountain, NC 27041

Physical Address: 124 W Main St, Pilot Mountain, NC 27041

Within fifteen (15) calendar days after receipt of the complaint, the ADA Coordinator will contact the grievant to discuss the complaint and the possible resolutions. Within fifteen (15) calendar days of the meeting, the ADA Coordinator will respond in writing, and where appropriate, in a format accessible to the grievant, such as large print, Braille or audio tape. The response will explain the position of the Town of Pilot Mountain regarding the complaint and, when appropriate, offer options for substantive resolution of the complaint.

If the response by the Town's ADA Coordinator does not satisfactorily resolve the issue, the grievant and/or his/her designee may appeal the decision within fifteen (15) calendar days after receipt of the response to the Town Manager of the Town of Pilot Mountain.

Within fifteen (15) calendar days after receipt of the appeal, the Town Manager will meet with the grievant to discuss the complaint and possible resolutions. Within fifteen (15) calendar days after the meeting, the Town Manager will respond with the Town's final position on the issue. The response will be in writing and, if necessary, an alternative format that is accessible to the grievant.

All written complaints received by the ADA Coordinator, appeals to the Town Manager, and responses from these two officers will be retained by the Town of Pilot Mountain for at least three years.

**RESOLUTION IN SUPPORT OF THE AMERICANS WITH
DISABILITIES ACT SECTION 504**

WHEREAS, the Town of Pilot Mountain prohibits discrimination on the basis of disability with respect to all terms and conditions of employment and access to its activities, programs, and services, and;

WHEREAS, any interference, coercion, restraint, retaliation, or reprisal of any person alleging disability discrimination is prohibited, and;

WHEREAS, for the purposes of this policy, an individual with a disability is defined as any person who:

1. Has a physical or mental impairment that substantially limits one or more major life activities;
2. Has a record of such an impairment; or
3. Is regarded as having such impairment.

WHEREAS, the Town of Pilot Mountain is committed to:

1. Providing reasonable accommodation for an individual with a disability to participate in employment, activities, programs, and services and has established procedures to allow persons with a disability to request reasonable accommodation;
2. Providing access to persons using its facilities, building, and state maintained roads, sidewalks, and crosswalks;
3. Ensuring that communications with applicants, participants, beneficiaries, members of the public, and companions with disabilities are as effective as communications with others;
4. Auxiliary aids/services are provided upon request to individuals with a disability.

NOW, THEREFORE, BE IT RESOLVED by the Board of Commissioners that:

the Town of Pilot Mountain has an ADA Coordinator who can answer ADA related questions and handle reasonable accommodation requests as well as provide information on established procedures for filing a complaint alleging discrimination on the basis of a disability. The ADA Coordinator can be contacted at (336) 444-3000 or by mail at 124 W Main St, Pilot Mountain, NC 27041. Any questions or comments concerning this policy should be referred to the ADA Coordinator.

ADOPTED by the Board of Commissioners of the Town of Pilot Mountain this the 19th day of June 2023.

Attest:

Evan Cockerham, Mayor

Holly Utt, Town Clerk



TOWN OF PILOT MOUNTAIN
BOARD OF COMMISSIONERS MEETING

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<u>Staff Recommendation:</u>	Adopt ADA documents
<u>Possible Board of Commissioner Actions</u>	
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<u>Attachments</u>	
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TOWN OF PILOT MOUNTAIN
BOARD OF COMMISSIONERS MEETING

FY 2024 Fee Schedule	
<u>Background Information:</u>	
I have attached the proposed fee schedule. The Utility Rates reflect the 12% increase discussed during the workshop. The miscellaneous fee schedule includes the increased solid waste fee.	
<u>Staff Recommendation:</u>	Adopt fee schedules
<u>Possible Board of Commissioner Actions</u>	
<ul style="list-style-type: none">• Adopt fee schedules• Make changes to fee schedules• Take no action	
<u>Attachments</u>	
<ul style="list-style-type: none">• Utility Fee Schedule• Misc. Fee Schedule	

Public Utilities

	Water Rates		Sewer Rates	
	Base Rate (includes 1,000 gallons)	Per 1,000 gallons	Base Rate (includes 1,000 gallons)	Per 1,000 up to 10,000 gallons
Inside Town Limits	\$23.88	\$8.78	\$23.88	\$8.78
Outside Town Limits	\$47.77	\$17.56	\$47.77	\$17.56
Infrastructure Investment Fee		\$3.51		\$3.51

Tap Fees	Water	Inside Town Limits	Out of Town Limits
	Meter Size	Amount	Amount
	3/4" tap	\$1,200.00	\$1,320.00
	1" tap	\$1,500.00	\$1,650.00
	1.5" tap	\$1,750.00	\$1,925.00
	Over 1.5"	Cost + 15%	Cost + 15%
	Sewer	Inside Town Limits	Out of Town Limits
	Meter Size	Amount	Amount
	4" tap	\$975.00	\$1,075.00
	6" tap	\$1,400.00	\$1,540.00
	Over 4" tap	Cost + 15%	Cost + 15%

Other Utility Fees

Utility Deposit - Residential	\$125.00
Utility Deposit - Commercial	\$250.00
Exclusion of S.S. Deposit	\$250.00
Service Initiation	\$25.00
After Hours Reconnect	\$50.00
After Business Hours Appointment	\$50.00
Meter Replacement Fees	At cost
Temporary Service Fee	\$10.00 + usage
Road Boring/Cut Fee	\$250.00
Any Contracted Boring/Installation	Cost

Penalty Fees

Late Fee	\$10.00
Delinquency Fee	\$40.00

Tampering Fees

1st Offense	\$200.00 + Costs
2nd Offense	\$400.00 + Costs
3rd offense	\$800.00 + Costs

Solid Waste

Residential Fee	\$	16.71
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Town of Pilot Mountain, North Carolina
FY 2022-2023 Fee Schedule

Administration	
Copies (Black & White)	\$0.10 per page
Copies (Color)	\$0.30 per page
Thumb Drive	At cost
Returned Check/Bank Draft	\$30.00 per occurrence
Notary Fee	\$5.00
Business Registration	\$10.00 per year
Police	
Police Reports	\$5.00
Finger Printing	\$15.00 Resident \$25.00 Non Resident
Code Enforcement	
Administrative Fee	\$250.00
Lot Clearing and Mowing*	\$95.00 per hour
Bushhog & Tractor Required*	\$175.00 per hour
Other Nuisance Abatement*	\$75.00 per hour
* Charges in addition to administrative fee	
Solid Waste Fees	
Monthly Garbage/Recycling Service	\$16.71 month
Extra Garbage Carts	\$11.71 per cart/per month
8 yard Commercial Dumpster (services once weekly)	\$122.20 month
8 yard Commercial Dumpster (services every other week)	\$61.10 month
Bulk Item Pickup	\$45.00 + landfill fees
Cemetery	
Per Plot (in town resident)	\$950.00
Per Plot (out of town resident)	\$1,500.00
Marking Fee (Business Hours)	\$100.00
Marking Fee (After Business Hours)	\$150.00
Planning & Zoning Fees	
NOTE: All plan review fees include two reviews of plan submittals. If additional reviews are necessary, an additional plan review fee will be assessed per review.	
Maps	
8.5" x 11" & 8.5 x 14"	\$0.50
11" x 17"	\$1.00
Custom Work	Cost determined based on request
Applications for Board Review	
Amendment to Conditional District	\$275.00
Appeal	\$550.00
Conditional Use Permit	\$550.00
Conditional District Rezoning	\$550.00
General Rezoning	\$550.00
Street, Alley or Right of Way closing	\$550.00
Ordinance Text Amendment	\$550.00
Variance	\$650.00
Voluntary Annexation	\$400.00
Permits	
Single Family Residential	\$50.00
Two-Family Residential	\$50.00
Manufactured Home	\$50.00
Multi-Family Residential (Five units or less)	\$150.00
Multi-Family Residential (More than five units)	\$200 plus \$10 per unit
Commercial	\$200 plus \$10 per acre
Industrial	\$200 plus \$10 per acre
Additions/Accessory Structures/Uplifts Zoning Permits	
Residential	\$40.00
Commercial	\$100.00
Industrial	\$100.00
Sign Permits	
Change of Panel	No Charge
Temporary Sign/Banner	\$15.00
On-Premise Attached	\$50.00
On-Premise Freestanding	\$50.00
Miscellaneous	
Change of Use Permit	\$40.00
Co-Location Permit (Telecommunications Tower)	\$100.00
Demolition Permit	\$30.00
Home Occupation Permit	\$30.00
Re-advertising fee (due to action by applicant)	Cost of advertisement
Temporary Use Permit	\$75.00
Zoning Verification Letter	20
Site Plan and Plat Review	
Site Plan Review Fee	\$ 300.00
Exemption/Recombination Plat	\$ 10.00
Minor Subdivision Plat Review Fee	\$75.00 plus \$5 per lot
Preliminary Major Subdivision Plat Review Fee (1-24 lots)	\$ 450.00
Preliminary Major Subdivision Plat Review Fee (25-100 lots)	\$1,300.00
Final Major Subdivision Plat Review Fee	\$ 175.00
Engineering Plan Review and Construction Administration Fees	
<i>Plan Review</i>	
Roadway (public and/or private)	\$0.95 per LF of Street Centerline
Parking/Loading areas (including access)	\$0.04 per square foot
Storm Drainage	\$1.00 per LF of Street Centerline
Water Lines	\$0.75 per LF of pipe
Sewer Lines	\$0.75 per LF of pipe
Stormwater Quality and/or Stormwater Detention Facilities	\$1,700.00 each
<i>Construction Administration</i>	
Roadway (public and/or private)	\$1.05 per LF of Street Centerline
Storm Drainage	\$1.00 per LF of Street Centerline
Water Lines	\$0.75 per LF of pipe
Sewer Lines	\$0.75 per LF of pipe
Stormwater Quality and/or Stormwater Detention Facilities	\$2,000.00 each
Construction Plans Review Fee (for Consultant Review Only) - \$50 processing fee plus hourly rate for consultant review services times the number of review hours	
Street Naming Signs (Collected at preliminary plat)	
2 bladed street naming signs	\$100.00 includes posts and hardware
4 bladed street naming signs	\$150.00 includes posts and hardware
Facility Rental	
Administration Building Basement	
Resident	\$50.00 + \$25.00 Refundable Deposit
Non Resident	\$75.00 + \$25.00 Refundable Deposit
Non-Profit, Civic, or Community Organization Meeting(4 hour maximum)	\$15.00
Pilot Center	
Resident	\$225.00 + \$150.00 Refundable Deposit
Non Resident	\$375.00 + \$150.00 Refundable Deposit

Available for use by non-profit organizations, community groups, and civic organizations for the purpose of holding meetings. Any fundraising activity or activity resulting in fees or admission charged does not qualify for this purpose. Qualifying groups are determined on a case by case basis.



TOWN OF PILOT MOUNTAIN
BOARD OF COMMISSIONERS MEETING

ARPA Capital Project	
<u>Background Information:</u>	
The Town was awarded a \$2 million grant to do work on water lines. In order to accept and spend this money the Board needs to adopt the attached resolution and capital project ordinance.	
<u>Staff Recommendation:</u>	Adopt ARPA Documents
<u>Possible Board of Commissioner Actions</u>	
<ul style="list-style-type: none">• Adopt ARPA Documents• Take no action	
<u>Attachments</u>	
<ul style="list-style-type: none">• ARPA Documents	

**RESOLUTION AUTHORIZING TOWN ACCEPTANCE OF ARPA
GRANT FUNDS**

WHEREAS, the American Rescue Plan Act (ARPA) funded from the State Fiscal Recovery Fund was established in S.L. 2021-180 to assist eligible units of government with meeting their water/wastewater infrastructure needs, and;

WHEREAS, the North Carolina Clean Water Revolving Loan and Grant Act of 1987 has authorized the making of loans and grants to aid eligible units of government in financing the cost of construction of wastewater treatment works, wastewater collection systems, and water supply systems, water conservation projects, and;

WHEREAS, the North Carolina Department of Environmental Quality has offered American Rescue Plan Act (ARPA) funding in the amount of \$2,000,000 to perform construction of a water distribution system improvement project, and;

WHEREAS, the Town of Pilot Mountain intends to construct said project in accordance with the approved plans and specifications.

NOW, THEREFORE, BE IT RESOLVED by the Board of Commissioners that:

1. That the Town of Pilot Mountain does hereby accept the ARPA grant in the amount of \$2,000,000.
2. That the Town of Pilot Mountain does hereby give assurance to the North Carolina Department of Environmental Quality that any Conditions or Assurances contained in the Award Offer will be adhered to.
3. That, James Michael Boaz, Town Manager/Finance Officer and successors so titled, is hereby authorized and directed to furnish such information as the appropriate State agency may request in connection with such application or the project; to make assurances as contained above; and to execute such other documents as may be required by the Division of Water Infrastructure.
4. That the Town of Pilot Mountain has substantially complied or will substantially comply with all Federal, State, and local laws, rules, regulations, and ordinances applicable to the project and to Federal and State grants and loans pertaining thereto.

ADOPTED by the Board of Commissioners of the Town of Pilot Mountain this the 19th day of June 2023.

Attest:

Evan Cockerham, Mayor

Holly Utt, Town Clerk

**PROJECT BUDGET ORDINANCE
ARPA GRANT PROJECT**

BE IT ORDAINED, by the Pilot Mountain Board of Commissioners, that pursuant to North Carolina General Statutes Section 13.2 of Chapter 159, the following capital project ordinance is hereby adopted:

Section 1: The project authorized is the “Wastewater Treatment Plant Rehabilitation Project-Phase 2”.

Section 2: The officers of this unit are hereby directed to proceed with the project within the budget contained herein.

Section 3: The following revenues are anticipated to be available to complete this project.

ARPA Grant		\$2,000,000.00
	Total:	\$2,000,000.00

Section 4: The following amounts are the anticipated expenditures for the project:

Engineering, Administration, Construction		\$2,000,000.00
	Total:	\$2,000,000.00

Section 5: The Town Manager is hereby directed to maintain within the Grant Project Fund sufficient specific detailed accounting records to provide the accounting to the grantor agency required by the grant agreement state regulations.

Section 6: The Town Manager is directed to report quarterly on the financial status of each project element in Section 4 and on the total revenues received or claimed.

Section 7: Copies of this grant project ordinance shall be made available to the Town Manager for direction in carrying out this project.

Adopted this the 19th day of June, 2023.

SEAL:

Evan J. Cockerham, Mayor

ATTEST:

Holly Utt, Town Clerk

Pilot Mountain Town Hall
124 West Main St.
Pilot Mountain, NC 27041



(Phone) - 336.368.2247
www.pilotmountainnc.org

MEMORANDUM

TO: Mayor and Board of Commissioners
FROM: Michael Boaz, Town Manager/Finance Officer
DATE: June 16, 2023
RE: June 2023 Manager's Report

- I recommend that the Board recess this meeting immediately after the Public Hearing until June 23, 2023 at 7 PM.
- We have had the AC unit that has been out for over two years replaced at the ACC.
- We plan for our new cardio equipment to be installed the week of July 17. The weight equipment will be a bit longer as there is a delay from the manufacturer. We want to thank New River Tire/Rubberlogix for helping us out with getting new flooring for all three rooms at a greatly reduced cost.

PROJECT UPDATES

1. Depot Street Stream Restoration Project: Project is under construction. Construction has moved to the 3rd section and should be done by the end of April or first of May.
2. Street Paving Project: Paving is ongoing.
3. Streetscape Project: Duke Energy has provided the details on Option B. WR is continuing to evaluate that option.
4. WWTP & Pump Station Project: Clarifier equipment has been installed and is scheduled for startup the week of May 15.
5. 2022 Collection System Project: The PER for this project has been delivered to the State. Design has begun.
6. 2022 Distribution System Project: The PER for this project has been submitted.
7. WWTP Rehab Phase 2: The PER has been delivered. McGill will be providing a contract for design services shortly.



TOWN OF PILOT MOUNTAIN

Monthly Financial Dashboard

FISCAL YEAR ENDING June 30, 2023

Reporting Period: April 1-April 30 2023

OUR CASH AND INVESTMENTS

Balances on April 30, 2023, in whole dollars

CASH & INVESTMENTS BY FUND

GENERAL FUND

	April 2022	April 2023
Central Depository	\$ 382,140	\$ 91,133
NCCMT	(3,756)	11,511
NCCMT-Powell Bill	107,488	109,747
NCCMT-Term Account	-	-
Police Drug Forfeiture	454	3,839
Centura Bank CD	25,031	25,031
Fiduciary Funds	54,749	71,908
TOTAL GENERAL FUND	\$ 566,104	\$ 313,168

OTHER FUNDS

	April 2022	April 2023
Water & Sewer Fund	\$ 19,495	\$ 170,080
NCCMT-Water/Sewer	\$ 5,944	\$ 5,755
Water & Sewer AIA	\$ -	\$ -
Streambank	\$ -	\$ -
WWTP Upgrade	\$ (46,914)	\$ (60,687)
Sunset/Simmons Water	\$10,088	\$0
Water Treatment Upgrade	(\$183,501)	(\$331,465)
Streetscape Project	\$0	\$0
Sunset Sewer Project	(\$80,477)	(\$38,822)
Street Resurfacing	\$804,596	\$0
Capital Reserve	\$ 7,478	\$ 100,717
ARPA Funds	\$ 40,818	\$ 40,818
TOTAL OTHER FUNDS	\$ 577,528	\$ (113,603)

TOTAL CASH & INVESTMENTS TOWN-WIDE

	April 2022	April 2023
ALL FUNDS	\$ 1,143,632	\$ 199,565

OUR CASH FLOWS...

		Comparison of FYTD %	
GENERAL FUND REVENUES & EXPENDITURES		Prior FYTD %	Current FYTD %
Fiscal Year Budget		\$ 1,754,560	\$ 2,962,500
Revenues Fiscal Year to Date		95.00%	102.00%
Expenses Fiscal Year to Date		88.43%	109.30%
WATER & SEWER ENTERPRISE FUND			
Fiscal Year Budget		\$ 948,660	\$ 1,036,090
Revenues Fiscal Year to Date		87.33%	80.00%
Expenses Fiscal Year to Date		96.43%	96.43%
WWTP & PUMP STATION REHAB PROJECT			
Project Budget		\$ 1,374,500	\$ 1,374,500
Revenues Project to Date	\$ 122,445	3.83%	8.91%
Expenses Project to Date	\$ 167,827	8.70%	12.21%
Water Treatment Upgrade Project			
Project Budget		\$ 3,978,000	\$ 3,978,000
Revenues Project to Date	\$ 3,675,162	8.03%	92.39%
Expenses Project to Date	\$ 4,156,545	9.03%	104.49%
Sunset Sewer Rehabilitation Project			
Project Budget		\$ 2,573,038	\$ 2,573,038
Revenues Project to Date	\$ 2,056,327	55.71%	79.92%
Expenses Project to Date	\$ 2,133,417	48.90%	82.91%
WATER & SEWER AIA PROJECT			
Project Budget		NA	\$ 305,000
Revenues Project to Date	\$ 332,279	97%	109%
Expenses Project to Date	\$ 314,278	96%	103%

SPECIFIC REVENUE COLLECTIONS AT A GLANCE...

		Comparison of FY %	
		Prior FY %	Current FY %
AD VALOREM PROPERTY TAX			
Fiscal Year Budget	\$ 867,500	\$ 968,150	
Revenues this Month	\$ 19,674	1.52%	2.03%
Revenues FYTD	\$ 954,835	97.50%	98.62%
SALES & USE TAX			
Fiscal Year Budget	\$ 398,600	\$ 630,000	
Revenues this Month	\$ 51,371	8.07%	8.15%
Revenues FYTD	\$ 542,488	89.97%	86.11%
UTILITY FRANCHISE TAX			
Fiscal Year Budget	\$ 118,140	\$ 110,000	
Revenues this Month	\$ -	0.00%	0.00%
Revenues FYTD	\$ 78,468	69.09%	71.33%
REFUSE COLLECTION FEES			
Fiscal Year Budget	\$ 73,010	\$ 75,000	
Revenues this Month	\$ 7,053	10.18%	9.40%
Revenues FYTD	\$ 78,401	96.46%	104.53%
SALES & SERVICES			
Fiscal Year Budget	\$ 81,700	\$ 32,500	
Revenues this Month	\$ 8,720	4.22%	26.83%
Revenues FYTD	\$ 43,632	145.56%	134.25%
WATER & SEWER ENTERPRISE FUND REVENUES			
Fiscal Year Budget	\$ 948,660	\$ 1,361,590	
Revenues this Month	\$ 142,076	16.95%	10.43%
Revenues FYTD	\$ 1,089,302	87.33%	80.00%
		Comparison of Monthly Expenses	
		Fiscal Year	YTD Expenses
		2022 Budget	Prior FY Current FY
GENERAL FUND DEPARTMENTS			
Governing Body	\$ 125,480	\$ 63,528	\$ 59,961
Administration	371,960	337,052	362,629
Community & Economic D	26,500	37,121	23,420
Downtown Revitalization	166,610	128,551	385,229
Police Dept	1,039,510	839,497	1,097,056
Street Dept	178,230	83,071	135,211
Powell Bill	42,530	17,186	27,370
Sanitation	342,930	301,149	318,223
Pilot Center	18,870	17,991	37,455
Library	124,370	3,802	42,571
Debt Service	73,710	38,391	49,077
Recreation	451,800	-	699,738
	\$ 2,962,500	\$ 1,867,339	\$ 3,237,940
Fiscal Year Budget	\$ 1,754,560	\$ 2,111,592	
YTD % of Annual Budget Expended		106.43%	109.30%
WATER & SEWER ENTERPRISE FUND			
General	\$ 190,650	\$ 142,806	\$ 142,806
Water/Sewer Administration	148,760	102,822	102,822
Production	155,130	153,235	153,235
WWTP	257,950	210,635	210,635
Line Maintenance	283,600	389,564	389,564
	\$ 1,036,090	\$ 999,062	\$ 999,062
Fiscal Year Budget	\$ 948,660	\$ 1,036,090	
YTD % of Annual Budget Expended		105.31%	96.43%



TOWN OF PILOT MOUNTAIN

Monthly Financial Dashboard

FISCAL YEAR ENDING June 30, 2023

Reporting Period: May 1-May 31 2023

OUR CASH AND INVESTMENTS

Balances on May 31, 2023, in whole dollars

CASH & INVESTMENTS BY FUND

GENERAL FUND

	May 2022	May 2023
Central Depository	\$ 359,930	\$ 120,703
NCCMT	(3,328)	(3,328)
NCCMT-Powell Bill	107,541	107,541
NCCMT-Term Account	-	-
Police Drug Forfeiture	454	454
Centura Bank CD	25,031	25,031
Fiduciary Funds	56,563	56,563
TOTAL GENERAL FUND	\$ 546,190	\$ 306,964

OTHER FUNDS

	May 2022	May 2023
Water & Sewer Fund	\$ 24,797	\$ (6,287)
NCCMT-Water/Sewer	\$ 6,241	\$ 6,241
WWTP Phase 2	N/A	\$ -
Streambank	N/A	\$ 128,343
WWTP Upgrade	#VALUE!	\$ 16,172
Sunset/Simmons Water	\$10,088	\$0
Water Treatment Upgrade	(\$190,901)	(\$362,356)
Streetscape Project	\$0	\$0
Sunset Sewer Project	(\$115,083)	(\$39,822)
Street Resurfacing	\$608,735	(\$120,045)
Capital Reserve	\$ 66,472	\$ 106,225
ARPA Funds	\$ 40,818	\$ 40,818
TOTAL OTHER FUNDS	#VALUE!	\$ (230,710)

TOTAL CASH & INVESTMENTS TOWN-WIDE

	May 2022	May 2023
ALL FUNDS	#VALUE!	\$ 76,254

OUR CASH FLOWS...

GENERAL FUND REVENUES & EXPENDITURES		Comparison of FYTD %	
		Prior FYTD %	Current FYTD %
Fiscal Year Budget		\$ 1,754,560	\$ 2,962,500
Revenues Fiscal Year to Date		90.00%	112.00%
Expenses Fiscal Year to Date		90.40%	118.42%
WATER & SEWER ENTERPRISE FUND			
Fiscal Year Budget		\$ 948,660	\$ 1,361,590
Revenues Fiscal Year to Date		87.60%	91.43%
Expenses Fiscal Year to Date		88.15%	92.36%
WWTP & PUMP STATION REHAB PROJECT			
Project Budget		\$ 1,374,500	\$ 1,374,500
Revenues Project to Date	\$ 122,445	3.83%	8.91%
Expenses Project to Date	\$ 167,827	8.70%	12.21%
Water Treatment Upgrade Project			
Project Budget		\$ 3,978,000	\$ 3,978,000
Revenues Project to Date	\$ 3,675,162	8.03%	92.39%
Expenses Project to Date	\$ 4,156,545	9.03%	104.49%
Sunset Sewer Rehabilitation Project			
Project Budget		\$ 2,573,038	\$ 2,573,038
Revenues Project to Date	\$ 2,056,327	55.71%	79.92%
Expenses Project to Date	\$ 2,133,417	48.90%	82.91%
WATER & SEWER AIA PROJECT		NA	\$ 305,000
Project Budget			
Revenues Project to Date	\$ 332,279	97%	109%
Expenses Project to Date	\$ 314,278	96%	103%

SPECIFIC REVENUE COLLECTIONS AT A GLANCE...

			Comparison of FY %		Comparison of Monthly Expenses			
			Prior FY %	Current FY %	Fiscal Year 2022 Budget	YTD Expenses		
AD VALOREM PROPERTY TAX						Prior FY	Current FY	
Fiscal Year Budget			\$	867,500	\$	968,150		
Revenues this Month	\$	8,396		1.41%		0.87%		
Revenues FYTD	\$	963,296		98.91%		99.50%		
SALES & USE TAX								
Fiscal Year Budget			\$	398,600	\$	630,000		
Revenues this Month	\$	43,039		7.63%		6.83%		
Revenues FYTD	\$	585,527		97.59%		92.94%		
UTILITY FRANCHISE TAX								
Fiscal Year Budget			\$	118,140	\$	110,000		
Revenues this Month	\$	-		0.00%		0.00%		
Revenues FYTD	\$	76,001		69.09%		69.09%		
REFUSE COLLECTION FEES								
Fiscal Year Budget			\$	73,010	\$	75,000		
Revenues this Month	\$	8,066		10.32%		10.75%		
Revenues FYTD	\$	86,467		106.79%		115.29%		
SALES & SERVICES								
Fiscal Year Budget			\$	81,700	\$	32,500		
Revenues this Month	\$	8,527		7.29%		26.24%		
Revenues FYTD	\$	56,702		152.85%		174.47%		
WATER & SEWER ENTERPRISE FUND REVENUES								
Fiscal Year Budget			\$	948,660	\$	1,361,590		
Revenues this Month	\$	155,632		7.84%		11.43%		
Revenues FYTD	\$	1,244,935		95.17%		91.43%		
					GENERAL FUND DEPARTMENTS			
					Fiscal Year 2022 Budget	YTD Expenses		
						Prior FY	Current FY	
					Governing Body	\$ 125,480	\$ 66,306	\$ 72,642
					Administration	371,960	379,629	407,770
					Community & Economic D	26,500	38,971	25,270
					Downtown Revitalization	166,610	137,678	409,818
					Police Dept	1,039,510	913,999	1,183,524
					Street Dept	178,230	89,605	152,683
					Powell Bill	42,530	17,186	27,370
					Sanitation	342,930	333,700	349,194
					Pilot Center	18,870	19,170	38,947
					Library	124,370	3,802	42,571
					Debt Service	73,710	38,931	49,077
					Recreation	451,800	-	749,347
					\$ 2,962,500	\$ 2,038,977	\$ 3,508,211	
					Fiscal Year Budget	\$ 1,754,560	\$ 2,111,592	
					YTD % of Annual Budget Expended	116.21%	118.42%	
					WATER & SEWER ENTERPRISE FUND			
					General	\$ 351,300	\$ 142,806	\$ 325,372
					Water/Sewer Administration	226,920	111,639	125,922
					Production	233,240	167,875	180,318
					WWTP	278,020	227,306	207,607
					Line Maintenance	272,110	409,868	418,407
					\$ 1,361,590	\$ 1,059,494	\$ 1,257,625	
					Fiscal Year Budget	\$ 948,660	\$ 1,361,590	
					YTD% of Annual Budget Expended	111.68%	92.36%	

**Pilot Mountain Police Department
Monthly Report for April 2023**

Accidents

4/6/2023 120 W 52 Byp PVA

4/9/2023 313 W Main St

647 S Key St

4/19/2023 S Key St @ Round-A-Bout

	TOTAL	AMOUNT	RECOVERED
Police Service	279		
Wrecks Investigated	4	\$ 22,700.00	
Assaults	1		
Larcenies	1	\$ 8,826.00	
Disturbances/Domestic	10		
Burglar Alarms	27		
Breaking & Entering	0	\$ -	
MIP & Property Damage	2	\$ 1,014.96	
Traffic Citations	136		
Intoxicated Drivers	1		
Intoxicated Pedestrians	0		
Forgery/Fraud/Scam	0		
Armed Robbery	0		
Drug Charges	1		
Other Crimes	7		
Total Arrests	9		
Totals:	279	\$ 32,540.96	

OTHER

4/8/2023 Served OFA

4/10/2023 Served OFA

4/14/2023 Served WFA

Poss of Drug Paraphernalia

Poss of Stolen Goods

4/18/2023 Served WFA

4/29/2023 Served WFA

4/30/2023 Served OFA

**Pilot Mountain Police Department
Monthly Report for March 2023**

Accidents

3/2/2023 647 S Key St (PI)
425 E 52 Byp (PI)
3/3/2023 W Main St @ 52 Byp
3/4/2023 647 S Key St
S Key St @ Round-About (PI)
3/10/2023 711 E 52 Byp
3/19/2023 511 E 52 Byp
3/20/2023 801 W Main St
3/24/2023 106 S Key St
3/29/2023 805 S Key St

	TOTAL	AMOUNT	RECOVERED
Police Service	183		
Wrecks Investigated	10	\$ 51,950.00	
Assaults	1		
Larcenies	1	\$ 40.00	
Disturbances/Domestic	8		
Burglar Alarms	12		
Breaking & Entering	0	\$ -	
MIP & Property Damage	2	\$ 1,500.00	
Traffic Citations	86		
Intoxicated Drivers	0		
Intoxicated Pedestrians	1		
Forgery/Fraud/Scam	1		
Armed Robbery	0		
Drug Charges	5		
Other Crimes	14		
Total Arrests	14		
Totals:	338	\$ 53,490.00	

OTHER

3/2/2023 Simple Possession of Marijuana
3/4/2023 Served OFA X 5
3/6/2023 Served OFA
Served Criminal Summons
3/14/2023 Served OFA
3/20/2023 Served OFA
3/22/2023 Served OFA X 3
3/23/2023 Drug Violations X 2
3/27/2023 Served OFA
3/29/2023 Possession of Drug Paraphernalia
Possession of Sch III
Served OFA

NOTES

3/28/2023 PMPD went live with Southern Software

General Services Work Order Applications

Applications For the Date Range 05/01/2023 Thru 05/31/2023

#	Reference #	Requesting Dept.	Job Type	Location	Description	Date Entered	Date Issued	Days Open
STATUS: CLOSED								
1	JOB-2023-00181	DPW	GARBAGE/RECYCLING	100 THOMPSON DRIVE	BULK PICK UP FOR MONDAY, MAY 15TH	5/1/2023	5/29/2023	28
2	JOB-2023-00184	DPW	SEWER SEWER BACK UP	612 E MAIN ST	SEWER BACK UP	5/1/2023	5/2/2023	1
3	JOB-2023-00182	DPW	GARBAGE/RECYCLING	409 S STEPHENS ST	TURN WATER ON FOR NEW SERVICE (METER 1700027592) AND TAKE GARBAGE & RECYCLE CANS	5/1/2023	5/2/2023	1
4	JOB-2023-00180	DPW	OTHER	226 LOLA LN UNIT 204	TURN WATER OFF FOR FINAL. METER #1700026904	5/1/2023	5/2/2023	1
5	JOB-2023-00183	DPW	OTHER	450 CLUB HOUSE DR	CHECK FOR LEAK. NOT SHOWING ANYTHING IN MI-NET BUT CUSTOMER WANTS SOMEONE TO CHECK THE METER.	5/1/2023	5/1/2023	0
6	JOB-2023-00179	DPW	OTHER	205 NELSON ST UNIT D	17132773 TURN WATER OFF FOR FINAL. METER #1700026879	5/1/2023	5/5/2023	4
7	JOB-2023-00186	DPW	OTHER	305 N ACADEMY ST	TURN WATER BACK ON 5/3/23. PAID IN FULL. METER # 1700027618	5/2/2023	5/3/2023	1
8	JOB-2023-00187	DPW	OTHER	444 GOLF COURSE RD	GET READING FOR METER #8939950. NOT REGISTERING IN SENTRYX. CHECK FOR LEAK. LAST READING 30833	5/4/2023	5/4/2023	0
9	JOB-2023-00189	DPW	OTHER	S KINGSTON ST	FLUSH END OF LINE	5/8/2023	5/8/2023	0
10	JOB-2023-00188	DPW	OTHER	HWY 268 E	FLUSH END OF LINE	5/8/2023	5/8/2023	0
11	JOB-2023-00191	DPW	OTHER	689 OLD WESTFIELD RD	FLUSH LINE. CUSTOMER BROUGHT IN WATER SAMPLE AND WATER IS DINGY/MUDDY. PLEASE CALL WHEN YOU GET THERE. TONY FRANCE 336-978-1593	5/18/2023	6/12/2023	25
12	JOB-2023-00193	DPW		VARIOUS LOCATIONS	RE-READS FOR JUNE BILLING	5/22/2023	5/29/2023	7
13	JOB-2023-00192	DPW	OTHER	711 S KEY ST	OWNER ADVISED THAT WATER COMING OUT OF BOX METER # 17132774	5/22/2023	6/12/2023	21
14	JOB-2023-00196	DPW	PUMP STATION	LYNCHBURG	CLEANED AND DEGREASED WET WELL . ELECTRICAL PANEL REPAIRS	5/23/2023	5/23/2023	0
15	JOB-2023-00195	DPW	OTHER	129 W MAIN ST	NEED TRASH CAN	5/23/2023	5/23/2023	0
16	JOB-2023-00194	DPW	OTHER	LIBRARY	PICKUP BUCKETS THAT WERE PUT OUT AND RETURN TO LIBRARY	5/23/2023	5/26/2023	3
17	JOB-2023-00199	DPW	OTHER	615 W MAIN ST	PICK UP BRUSH. BEEN THERE SINCE 4/15 AND NOT PICKED UP BY CONTRACTOR	5/24/2023	5/24/2023	0
18	JOB-2023-00197	DPW	GARBAGE/RECYCLING	W MARION ST	DEAD ANIMAL	5/24/2023	5/24/2023	0
19	JOB-2023-00200	DPW	SEWER	612 E MAIN ST	NICKY CALL ADVISED SEWER IS BACKING UP	5/24/2023	5/31/2023	7
20	JOB-2023-00202	DPW	OTHER	CEMETERY SECTION G	MARK PLOT G613 - FAYE P. LYNCH - HEADSTONE UP	5/26/2023	5/26/2023	0
21	JOB-2023-00203	DPW	OTHER	LOWER CRESTWOOD	PUMPED LIFT STATION 2 TIMES	5/29/2023	5/28/2023	-1
22	JOB-2023-00205	DPW	OTHER	CEMETERY SECTION H	MARK PLOT H236 ON THURSDAY 6/1/23 FOR WILLIAM PRESTON LAWSON	5/30/2023	6/2/2023	3

General Services Work Order Applications

Applications For the Date Range 05/01/2023 Thru 05/31/2023

#	Reference #	Requesting Dept.	Job Type	Location	Description	Date Entered	Date Issued	Days Open
23	JOB-2023-00204	DPW	OTHER	MAIN STREET	HANG BANNERS	5/30/2023	5/31/2023	1
24	JOB-2023-00206	DPW	GARBAGE/RECYCLING	213 N ACADEMY ST	DELIVER GARBAGE CART	5/31/2023	6/1/2023	1
24	TOTAL CLOSED APPLICATIONS							
STATUS: NEW								
1	JOB-2023-00185	DPW	SEWER	207 SPRING ST	CUSTOMER WANT TO DISCUSS THE POSSIBILITY OF TAPPING ON TO TOWN SEWER SYSTEM. ELLIOT LEFEBVRE 336-422-3305	5/1/2023		0
2	JOB-2023-00190	DPW	OTHER	203 GOLF COURSE RD	WATER TAP 3/4'	5/18/2023		0
3	JOB-2023-00198	DPW	OTHER	604 E 52 BYPASS	TURN WATER OFF. METER #1700027690. VACANT WITH USAGE - NO CUSTOMER ON FILE	5/24/2023		0
4	JOB-2023-00201	DPW	GARBAGE/RECYCLING	100 THOMPSON DRIVE	ITEMS FOR BULK PICK UP ARE READY	5/25/2023		0
4	TOTAL NEW APPLICATIONS							
28	TOTAL APPLICATIONS THIS REPORT PERIOD							

Zoning Permit Applications

Applications For the Date Range 05/01/2023 Thru 05/31/2023

#	Reference #	Application Type	Property Address	Block	Lot	Owner Name	Date Entered	Date Issued
STATUS: APPROVED								
1	Z-2023-0026	NON-RESIDENTIAL - ACCESSORY STRUCTURE	316 ACADEMY ST			LYNCH HOLDINGS GROUP, LLC	05/02/2023	05/15/2023
2	Z-2023-0027	DEMOLITION	309 S. DEPOT STREET			NEEDHAM HOLDINGS LLC	05/03/2023	05/03/2023
2	TOTAL APPROVED APPLICATIONS							
STATUS: UNDER REVIEW								
1	Z-2023-0028	NON-RESIDENTIAL - ACCESSORY STRUCTURE	421 E 52 BYP			D & D LYNCH LLC	05/05/2023	
1	TOTAL UNDER REVIEW APPLICATIONS							
3	TOTAL APPLICATIONS THIS REPORT PERIOD							

Concern Report

Reference #	Status	Date Entered	Description of Concern
Concern Type		Date Closed	
Concern Address		Days to Resolve	
1	RAC-2023-00016	NEW	05/02/2023
	DEAD/FALLEN TREE ON STREET		FALLEN TREE
	310 SCHOOL ST	45	
2	RAC-2023-00018	NEW	05/08/2023
		05/18/2023	
	221 LYNCHBURG RD	10	
3	RAC-2023-00019	NEW	05/18/2023
	DEBRIS ON PROPERTY		
	296 VETERANS DR	29	
4	RAC-2023-00020	NEW	05/18/2023
	ABANDONED VEHICLE ON PROPERTY		
	729 KEY ST	29	
5	RAC-2023-00021	NEW	05/19/2023
	809 DODSON MILL RD	28	
6	RAC-2023-00022	NEW	05/22/2023
	201 SECOND ST	25	



Assure Station Metrics Monthly Reporting

Town of Pilot Mountain, NC - Monthly Report - April 2023

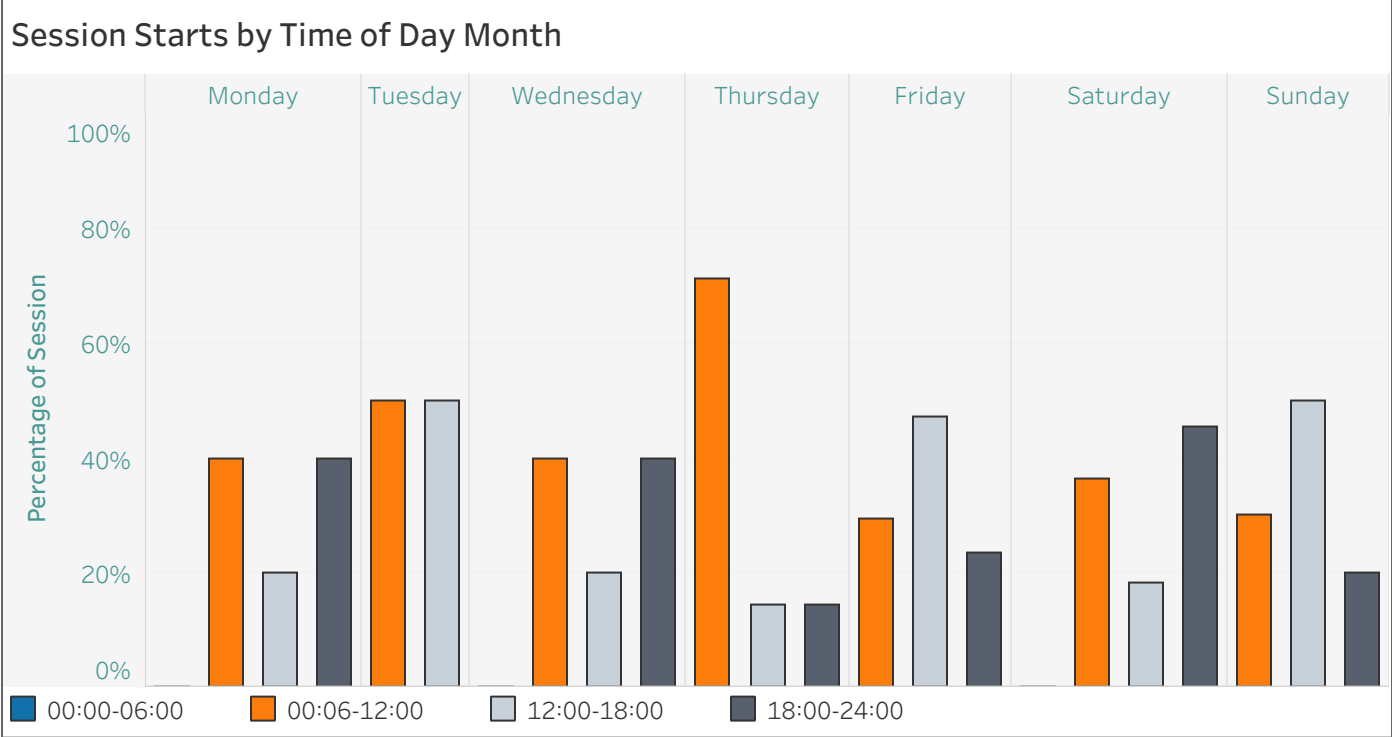
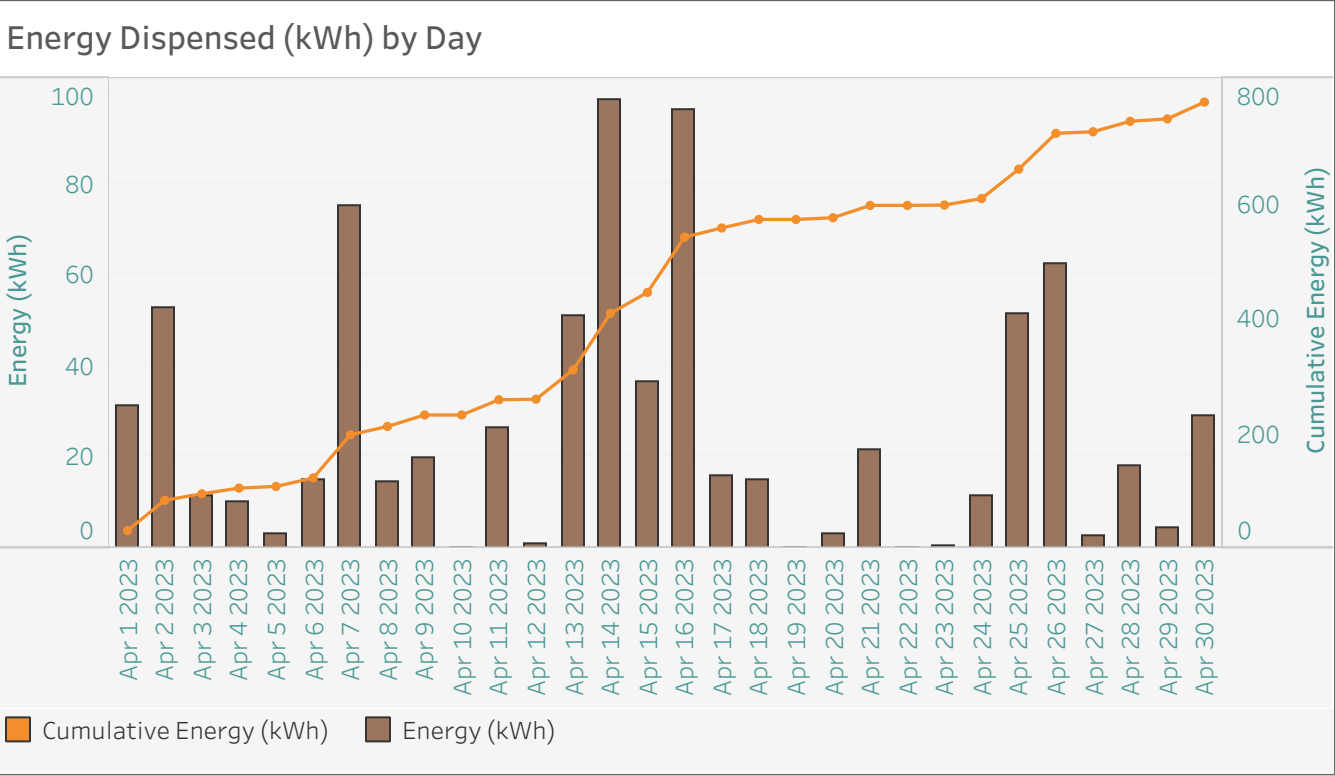
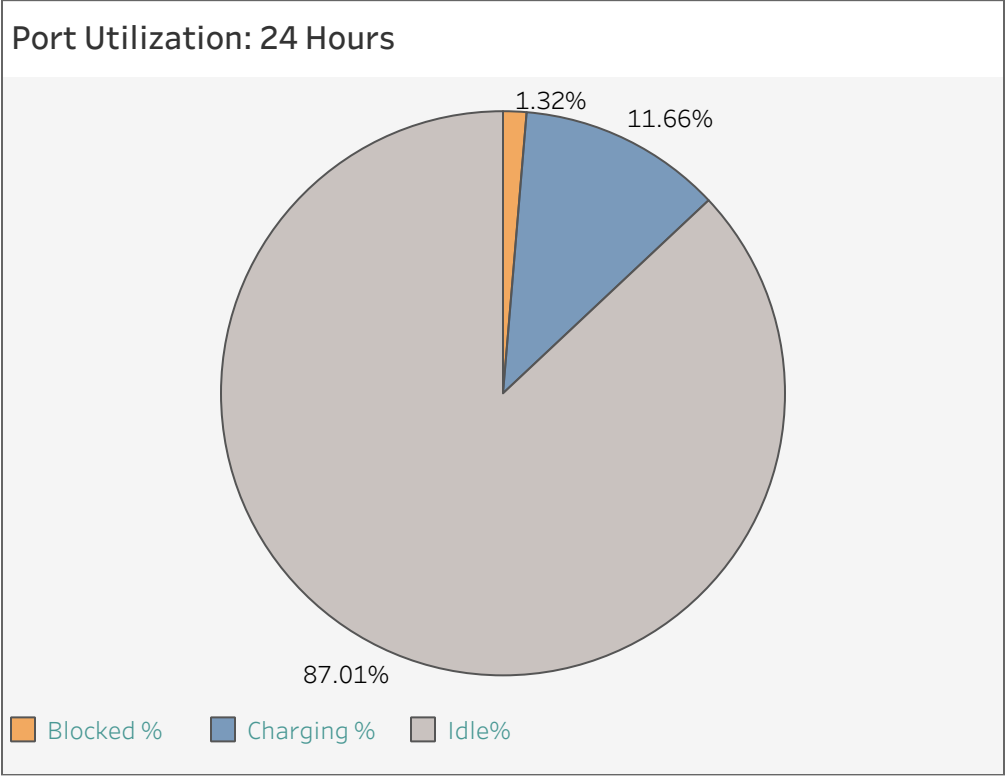
Company Id
136351

Port Level
All

Organization Name
All

Month End Date
4/30/2023

Port Count	Station Count	Total Revenue (\$)	Energy (kWh)	GHG Savings (kg)	Gasoline Saved (Gal)	Unique Driver	Chargepoint Response SLA	Session Count
2	1	0	777	326	97	12	100.00%	61



Average Session Duration (Hours)	3.07
Average Session Charge Time (Hours)	2.75
Average Session Energy (kWh)	12.74
Average Session Revenue (\$)	0.00
Occupied Hours	187.0
Charging Hours	168.0
Service Tickets	0.0



Assure Station Metrics Reporting Appendix

Port Utilization Chart: This is a view of station utilization during common business hours.
You can use this information to determine if updates need to be made to pricing / access policies or if stations should be added.

Session Start Distribution Chart: This is a view (by day) of what times drivers start sessions.
You can use this information to fine tune time of day pricing policy rules.

Station / Port Count: In order to be counted, a station must have the "Assure" entitlement applied.
This is the number of stations / ports that currently have the "Assure" entitlement.

Total Revenue: This is the sum of session fees generated by your "Assure" stations minus the ChargePoint service fee (10%).
This is based on session dates (not transaction date which may differ). Your Flex Billing reports should be used for financial reporting.

Energy (kWh): All energy dispensed through your "Assure" stations.
This data point can be useful in reconciling station energy against energy bills.

GHG Savings (kg): All the green house gasses (95% CO2) that would have been released had the miles provided by your stations come from gasoline.
This data point can be useful in sustainability reporting.

Unique Drivers: The number of unique drivers that used your stations this month (a driver would be counted only once even if they used different RFID cards).
An understanding of the number of unique drivers visiting may be useful in creating station messaging / video ads.

Gasoline (Gal) Saved: All the gasoline that would have been burned had the miles provided by your stations come from gasoline.
This data point can be useful in sustainability reporting.

ChargePoint Response SL: Percentage of tickets to which ChargePoint responded within Service Level (1 business day).
ChargePoint holds itself accountable to our Service Level commitment.

Uptime: Percentage of time that your ports were capable of dispensing power.
ChargePoint is committed to keeping your ports dispensing power 98% of the time or better.

Sessions: Total session count.
An understanding of the number of times your stations authorize a session can be useful creating station messaging / video ads.

Average Session Duration: Average amount of time drivers occupy your stations.
This data point can be useful in fine tuning length of stay pricing policy rules.

Average Charging Time: Average amount of time per session energy is flowing.
This data point can be useful in fine tuning length of stay pricing policy rules.

Average Session Energy: Average amount of energy dispensed.
This data point can be useful in fine tuning price per kW pricing policy rules.

Average Session Revenue: Average session fee - 10%.
This data point can be useful in fine tuning minimum & maximum values for pricing policy rules.

Total Hours Occupied: Sum of all session durations.
This is used in part to determine utilization.

Total Hours Charging: Sum of all session charging durations.
This is used in part to determine utilization.

New Service Tickets: Count of trouble tickets tracking issues with a "Assure" station created this month.
This will help in keeping track of station fault issues raised with ChargePoint Support.