



# OCTOBER REGULAR MEETING

Tuesday, October 06, 2020 at 6:00 PM

RUTH TOWN HALL

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## MINUTES

### CALL TO ORDER

David called the meeting to order

### INVOCATION

### ROLL CALL

David Guy-Mayor

William Steppe-Commissioner

Nick Goode-Commissioner

Amie Hanaway-Town Administrator, Financial Director, Clerk, Web Administrator

### AGENDA ADOPTION

William moves to adopt agenda as it stands, Nick seconds and the vote is unanimous.

### COMMUNITY FORUM

No citizens or visitors present

### APPROVAL OF LAST MEETING'S MINUTES

William moved to approve/adopt last meetings minutes. Nick seconds and it passes without opposition.

### OLD BUSINESS

1. Denny's billboard relocation

Conversation continued regarding the Denny's Billboard move. Ray Morgan notified Mayor Guy the NCDOT had accepted his letter and they will proceed.

2. Parade/March/Protest Ordinance creation

Amie shared John Crofts comments regarding Rutherfordton's parade/march/protest Ordinance. He shared he would be happy to craft/tailor an ordinance more suitable for Ruth's needs. He mentioned the "teeth" or "meat" of the ordinance should be a permit process providing consequences for violation, and it should be enforceable. Amie wants to know if it pleases the board for her to have him proceed with this task. The board would like to have John draw something up for review. William made a motion to allow John to draft an ordinance to address large crowd gatherings, Nick seconded, it passes without opposition. Amie will relay to John for action.

3. Sign Ordinance improvement

Amie shared with the board, John and his consults feel the Town should initiate a moratorium on sign erection until our current sign ordinance has been fine tuned with content neutral language, with specific guidance relating to dimensions, etc. John also communicated zoning may be something we need to look into.

Regarding the moratorium it would need to be for a specific time frame with defined parameters.

Board would like a virtual or physical visit to discuss the moratorium and sign ordinance specifics. Amie will touch base with John to request his attendance.

4. J.M. Teague- a placeholder until the board makes a decision to move forward or abandon.

Amie wanted to bring awareness to the board the quote is for a defined period of time. She encourages the board to go back and review the packet to see if they want to act on the quote.

5. Municode Website creation

The website agreement was submitted after our September meeting. Municode communicated at that time there is a 4 to 5 week lead time on new construction. So we should be getting close to creation. Amie will keep the board updated.

6. CARES expenditures

Amie will be making final submissions in the next month. Any other items on the list should be considered quickly. (Display unit for Town Hall--sizing) Board communicated a 50 inch monitor is the size requested.

7. Powell Bill update

First installment of Powell Bill monies was received. It was, as expected, slightly less than normal. The first installment was \$6,802.14, which is about \$1,000.00 less than average and the next installment usually hits in December.

8. Service award brainstorming

There was much discussion regarding varying perspectives of service awards. Amie shared the risks of some being overlooked, uniformity in awareness, subjectivity/objectivity of selection process, etc.

David communicated the board makes the decision and it is for exemplary service benefiting the citizens of Ruth.

David would like to see examples of physical keys engraved, William would like to see varying options. Amie will research and email examples to the board prior to next month's meeting.

Board will continue to brainstorm in the interim.

9. Photography resources

Mayor Guy will share his contact with Amie so she can reach out and be prepared with quotes/bids prior to website live date

10. Branding package update

Amie shared the images with the board provided from Shenandoah.

William's feedback is as follows: Wayfinding sign update, it's a go and wants to move forward immediately. William also likes the seal design with the train. William also likes the rectangle with the Town of Ruth would be great for business cards.

David is supremely happy with the feedback provided by Shenandoah. David really likes the map on the renderings. He mentioned he's hoping to expand the Town's limits so the map would change. Amie shared the idea is the welcome to Ruth, thanks for visiting Ruth signs, would have the map as the shape. David likes this idea. David shares a suggestion that a cyclist or a jogger running alongside the train. Amie will share with Shenandoah this feedback and asks for renderings for this suggestion.

William feels a jogger would cheapen the image but he likes the idea. He suggests do it with words like - from the past to the future, etc.- Amie communicates Shenandoah is terrific with this and will see what he comes up with after this feedback. David suggests a lapel pin and a new updated flag. Amie loves these ideas. Nick agrees with all of these proposals.

11. Wayfinding signage

Amie reviewed Brad's suggestion to use cardboard cut outs to decide and agree upon sizing for Logo change on the Wayfinding signs. The intent is to determine the sizing of the replacements. Once they settle in on what they want to see, Amie will communicate to a retailer for production. This will give a visual of what size and shape the board likes the best. Amie shared with the board the debacle of the colors "assigned" to Ruth. David would also like to have the last tile/slat have a slat for the Ruth Town Hall and the board brainstorm how they would like it displayed.

David would like a separate sign at the end of Young's drive directing to Town Hall.

The board will meet Friday @ 4:00 pm to review the size, shape, etc. for the wayfinding replacements.

Amie wants to comment on trademarking quickly, this will be changing due to the color change. William questions can we trademark the image the logo and not the colors. Amie will research, however her memory is it's the whole thing, colors and dimensions. William says if that is the situation, he believes he would forgo the trademarking. Amie will investigate and share her findings with the board. Amie shared her memory is the only ones trademarkable are those mass produced and/or produced with regularity and clout and specific events. She suggests this would probably mean you would only want one or two trademarked anyway and then all others interchangeable.

## **COMMITTEE REPORTS**

### 12. Financial reports

September Month End Cash Balance Report/ Budget vs Actual

### 13. TBRT Meeting update

David provided update from his latest Rail to Trails meeting. Topics included ownership of the trail, Boston spur, insurance liability, stakeholders of the trail, etc. David shared there would be much coming out regarding the municipalities and the large portion of the trail within Ruth. William asked about public viewership of the meetings. David is considering seeking the opinion of the other trail partners regarding placement of various additions. William feels the board would not make any additions that would cheapen or violate the terms of the lease.

David asked about the trellis and the lighting of the arches, the intention was for these to be lit every night. Amie will investigate. William asked about the Christmas lights, Amie communicated the will be up and lit by Thanksgiving. Amie will touch base with Jason on all points. Nick asked about the idea to manipulate the arches as discussed before. William agreed and instructed Amie to touch base with Jason on this item. William also would like to investigate adding something new to the decorations. He shared it does not have to be the most expensive addition, however, he'd like something new. Amie mentioned the way it used to be was we would retire one thing and add one thing. With expenses and the loss of our supplier, that policy has gone away. Amie mentioned the pole decorations, the banners, etc. and the expense. David shared a drawing he circulated to the board of an arch going over the end and beginning of the trail with the TOWN OF RUTH and lit all the time. Amie loves this idea. Amie will research. David mentioned the attraction the trellis's have become. Amie shared again her idea of a covered bridge with slats, so it is not completely enclosed for security purposes. Amie elaborated on the idea of finishing out the trellis's with finials and maybe even hanging plants/flags etc. Amie will do some research

## **NEW BUSINESS**

### **ADJOURNMENT**

**Nick made a motion to adjourn, William seconded, it passes unanimously.**

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