

CITY OF STONECREST, GEORGIA

CITY COUNCIL WORK SESSION – AGENDA

3120 Stonecrest Blvd., Stonecrest, GA 30038

Monday, December 11, 2023 at 6:00 PM

Mayor Jazzmin Cobble

Council Member Tara Graves - District 1 Council Member Rob Turner - District 2

Council Member Alecia Washington - District 3 Mayor Pro Tem George Turner - District 4

Council Member Tammy Grimes - District 5

Citizen Access: Stonecrest YouTube Live Channel

- I. CALL TO ORDER: George Turner, Mayor Pro-Tem
- II. ROLL CALL: Sonya Isom, City Clerk

III. AGENDA DISCUSSION ITEMS

- **a.** For Discussion Discover DeKalb Presentation Christian Green, Economic Development Director & James Tsismanakis, Discover DeKalb
- b. For Discussion TMOD 23-006 Industrial Uses Tre'Jon Singletary, Senior Planner
- **<u>c.</u>** For Discussion TMOD 23-007 Micro Home Community (MHC) *Tre'Jon Singletary, Senior Planner*
- d. For Discussion Committee Structure Introduction George Turner, Mayor Pro Tem
- e. For Discussion Education Committee George Turner, Mayor Pro Tem

IV. EXECUTIVE SESSION

(When an executive session is required, one will be called for the following issues: 1) Personnel, 2) Litigation, 3) Real Estate)

V. ADJOURNMENT

Americans with Disabilities Act

The City of Stonecrest does not discriminate on the basis of disability in its programs, services, activities and employment practices.

If you need auxiliary aids and services for effective communication (such as a sign language interpreter, an assistive listening device or print material in digital format) or reasonable modification to programs, services or activities contact the ADA Coordinator, Sonya Isom, as soon as possible, preferably 2 days before the activity or event.



CITY COUNCIL AGENDA ITEM

SUBJECT: Discover DeKalb Presentation

AGENDA SECTION: (*check all that apply*)

☑ PRESENTATION	D PUBLIC HEARING	CONSENT AGENDA	OLD BUSINESS
□ NEW BUSINESS	□ OTHER, PLEASE ST	ATE: Click or tap here to ent	er text.

CATEGORY: (check all that apply)

 \Box ORDINANCE \Box RESOLUTION \Box CONTRACT \Box POLICY \Box STATUS REPORT

☑ OTHER, PLEASE STATE: Information on Discover Dekalb Promotion of the City of Stonecrest

ACTION REQUESTED: DECISION DISCUSSION, REVIEW, or UPDATE ONLY

Previously Heard Date(s): Click or tap to enter a date. & Click or tap to enter a date.

Current Work Session: Monday, December 11, 2023

Current Council Meeting: Click or tap to enter a date.

SUBMITTED BY: Christian Green, Economic Development Director

PRESENTER: Christian Green, Economic Development Director & James Tsismanakis, Discover DeKalb

PURPOSE: Informative Presentation

FACTS: Activities by Discover Dekalb regarding promotional activites the tourism group is doing for the City of Stonecrest.

OPTIONS: Discussion only Click or tap here to enter text.

RECOMMENDED ACTION: Discussion only Click or tap here to enter text.

ATTACHMENTS:

- (1) Attachment 1 Stonecrest Marketing Update Powerpoint Presentation
- (2) Attachment 2 Click or tap here to enter text.
- (3) Attachment 3 Click or tap here to enter text.
- (4) Attachment 4 Click or tap here to enter text.

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CITY COUNCIL AGENDA ITEM

(5) Attachment 5 - Click or tap here to enter text.

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YTD Stonecrest 2023

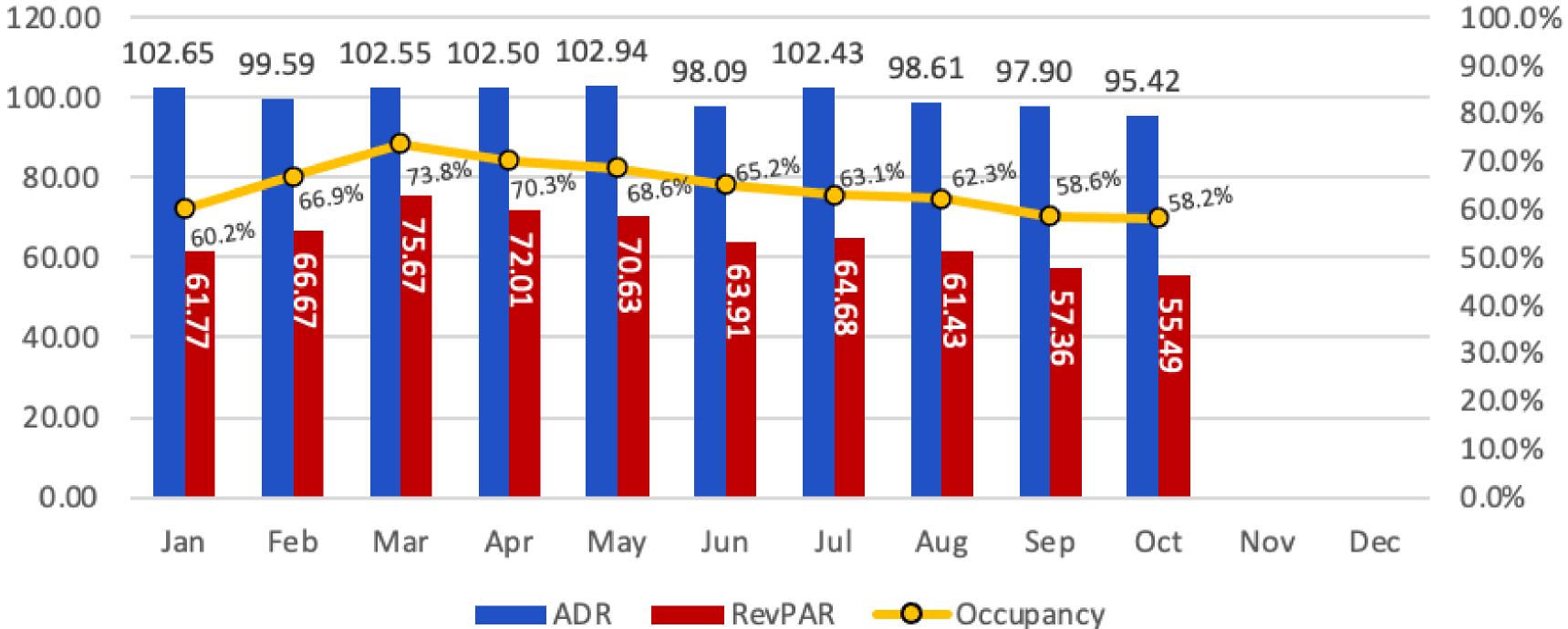
Discover DeKalb Presentation



Hotel Results

YTD 2023 Hotel Results – Stonecrest

2023 Stonecrest

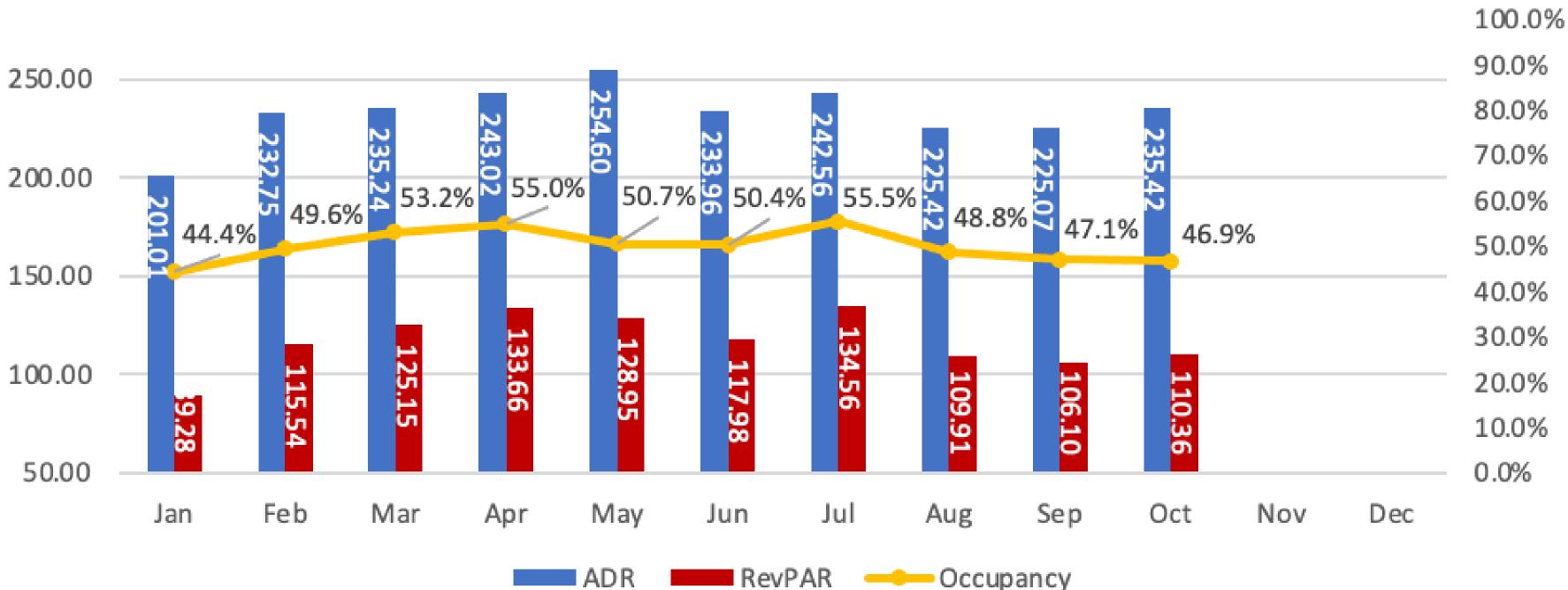


Occupancy



YTD 2023 Short Term Results – Stonecrest

2023 Stonecrest



Occupancy



Expedia Campaign Results YTD



Total Room Nights Booked

Expedia Campaign YTD 2023 Results DEKALB

Jan	Feb	Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec	Total
1,764	1,534	6,310	1,641	1,412	1,285	1,565	1,151	1,361				18,023

Total Gross Bookings

F	eb	A	pr	J	un	
\$2	04,421	\$22	6,576	\$17	3,705	\$
Jan	Ma	r	Ma	У	Ju	I
\$237,158	\$847	,916	\$190,0)37	\$199,!	535

- Dec Aug Oct
- 6145,829
 - \$2,399,287 Sep Nov

\$174,112



Total

Total Room Nights Booked

Expedia Campaign YTD 2023 Results Stonecrest

Jan	Feb	Mar	April	Мау	June	July	Aug	Sep	Oct	Nov	Dec	Total
120	129	577	175	189	121	109	143	104				1,667

Total Gross Bookings

Fe	eb	Apr	Jun	Δ	Nug	Oct	Dec	
\$19, [•]	190	\$27,854	\$18,353	3 \$2	0,322			Total
Jan	Ma	r	May	Jul	Sep	Nov	,	\$253,035
\$18,305	\$88,35	54 \$	29,198	\$16,499	\$14,960			

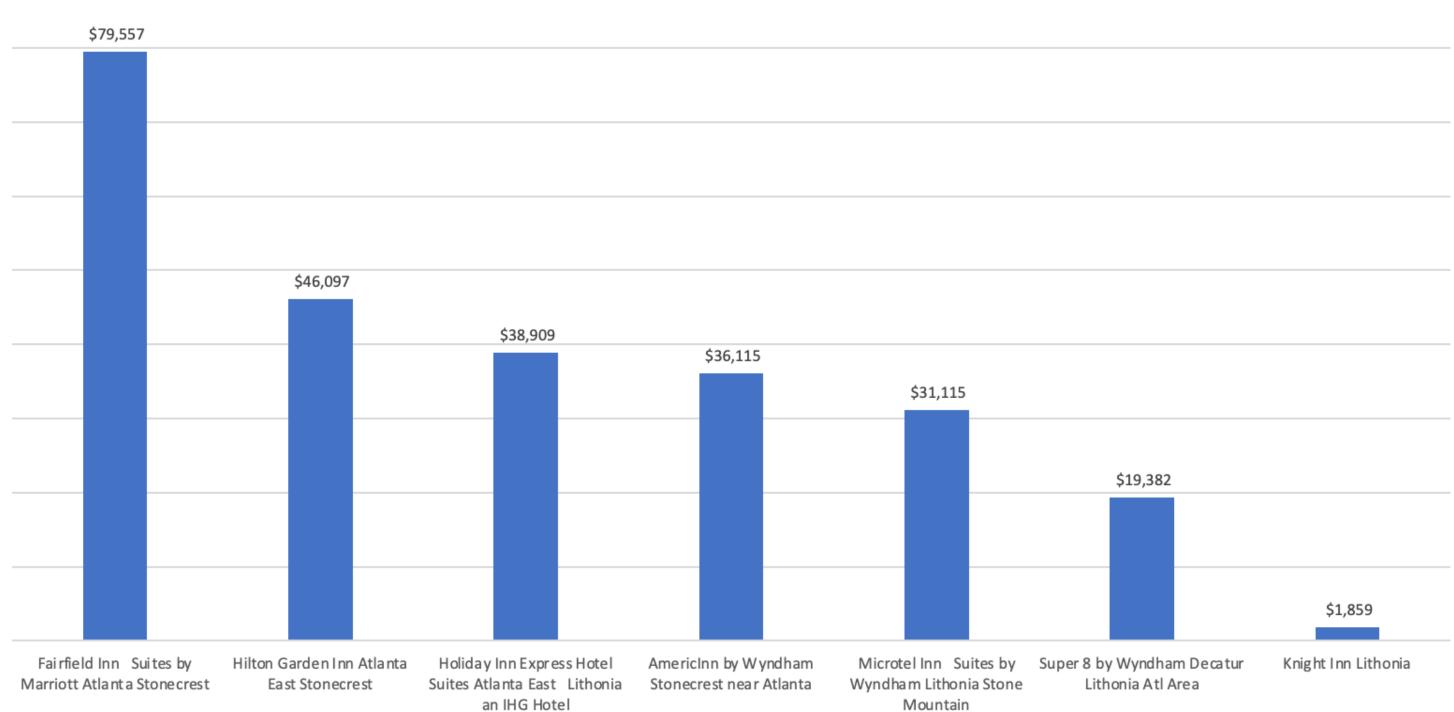


Expedia Campaign YTD 2023 STONECREST ROA

YTD Stonecrest Ad Spend	Total Stonecrest Room Nights Booked	Total Stonecrest Gross Booking					
\$13,500	1,667	\$253,035					
ΥT	YTD Return On Ad Spend: \$18.74						



Expedia Campaign Stonecrest 2023 Results By Hotel





YTD 2023 Total Visits

Year 🕹	Weeks	Total Visits (Selected Period)	Visits (weekly avg)	Annual Avg Weekly Visits
2023	33	40,695,062	1,233,184	1,233,184
2022	52	67,502,062	1,298,117	1,298,117
2021	52	69,454,854	1,335,670	1,335,670
2020	52	67,877,987	1,305,346	1,305,346
2019	52	78,513,881	1,509,882	1,509,882

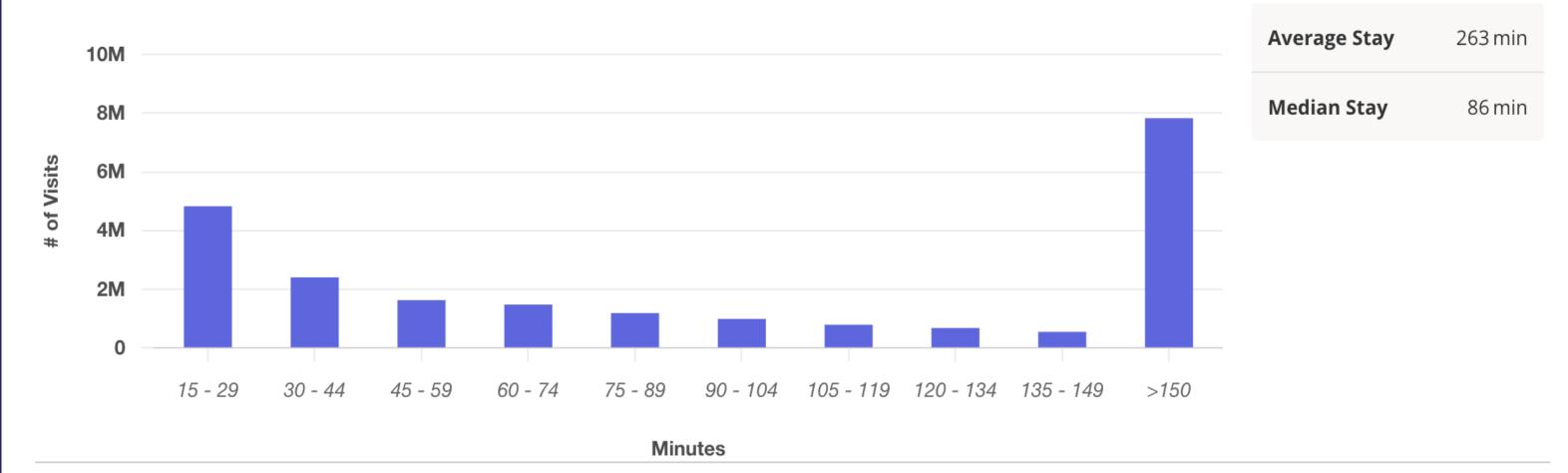
Results for 2023 are Year to Date results spanning 33 weeks.



Average Length of Stay

Length of Stay

Stonecrest, GA

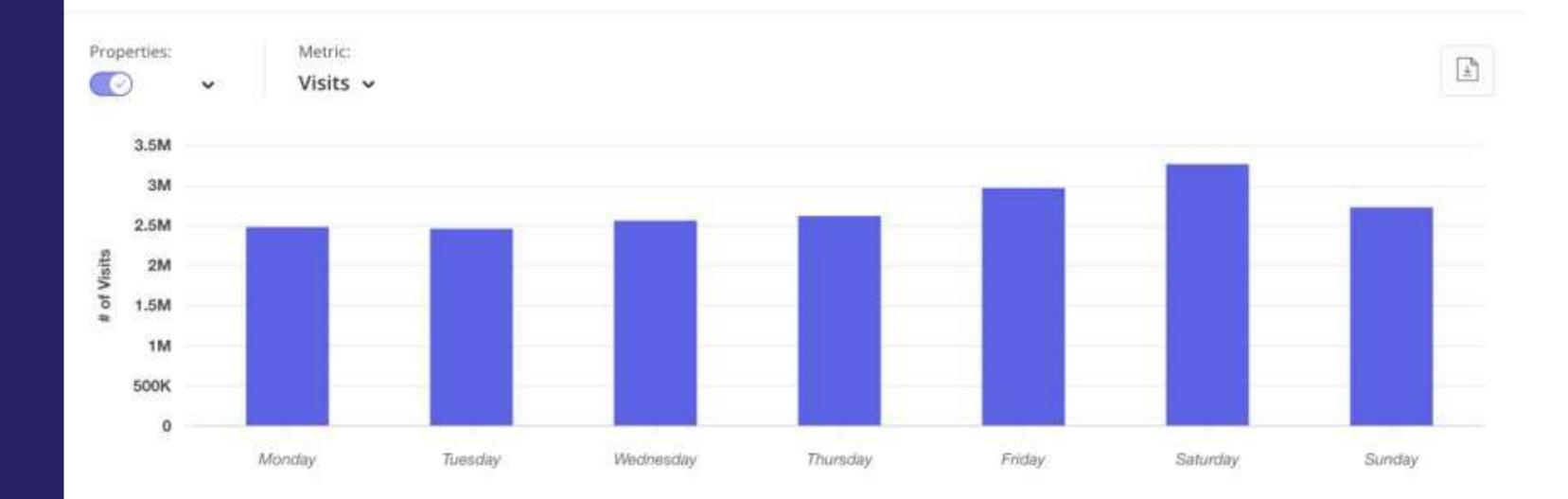


Visits | Jan 1st, 2023 - Nov 19th, 2023 Data provided by Placer Labs Inc. (www.placer.ai) Item III. a.





Visits by day





YTD 2023 Top 10 Visitor States

State	Visits (avg weekly)	Visits (avg daily)
Georgia	7511261	1073037
South Carolina	23050	3293
Florida	21513	3073
Alabama	19208	2744
New York	15367	2195
North Carolina	13062	1866
Tennessee	9220	1317
Texas	8452	1207
Illinois	6915	988
Virginia	6147	878

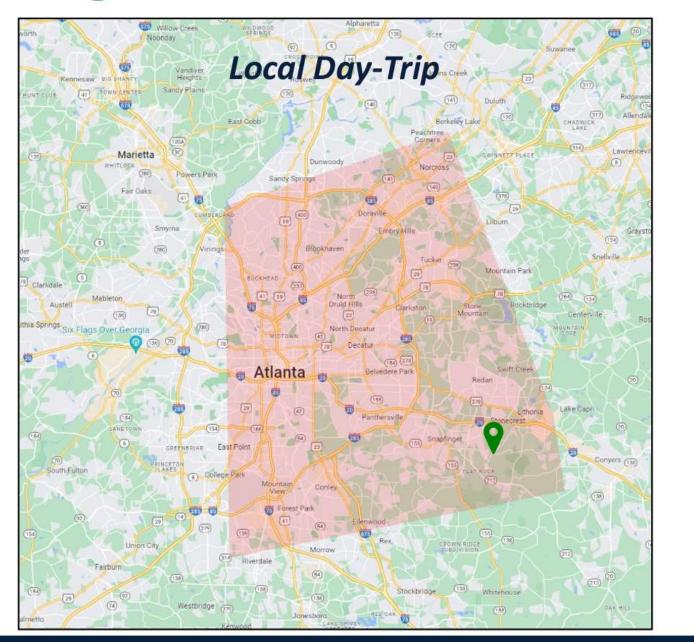


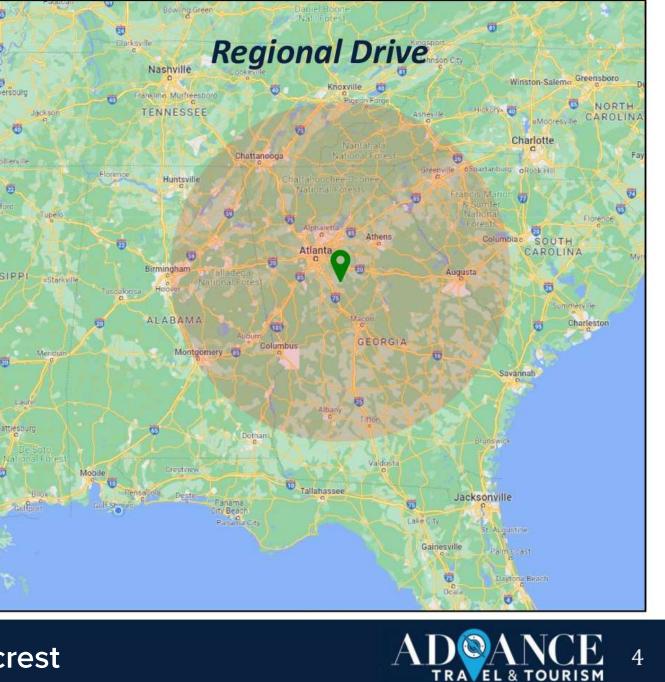






Target Markets.

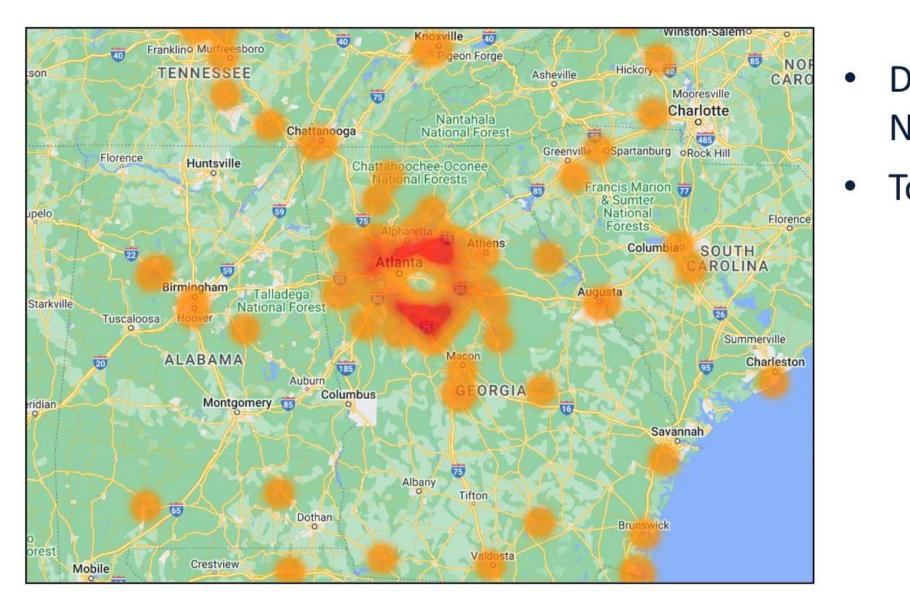




2023 Stonecrest



Mobile Visitation Data.



Buxton Mobilytics July 1, 2022 – May 31, 2023

2023 Stonecrest

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- Davidson/Arabia Mountain Nature Preserve
- Top DMAs

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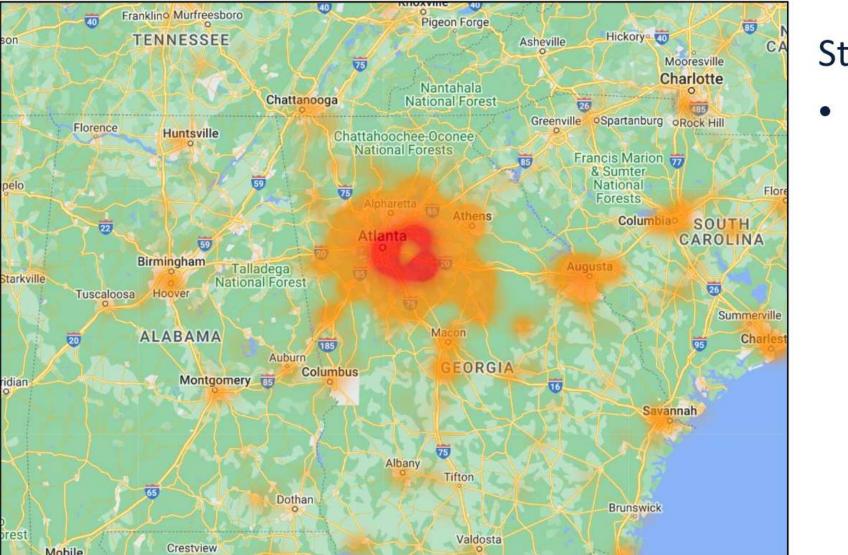
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- Atlanta (50.8%)
- Macon (4.3%)
- Tampa (3.2%)
- Orlando (3.2%)
- Birmingham (2.7%)



Mobile Visitation Data.



- Top DMAs

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Buxton Mobilytics July 1, 2022 - May 31, 2023

2023 Stonecrest

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- **Stonecrest Mall**
 - Atlanta (63.8%)
 - Augusta (3.8%)
 - Macon (2.4%)
 - Columbia (1.4%)
 - Birmingham (1.4%)



Regional Drive Markets.

Metr	o 💿	Pageviews 🤊 🛛 🗸
/ta	owns/stonecrest/	9,798 % of Total: 2.48% (394,515)
1.	(not set)	2,272 (23.19%)
2.	Birmingham (Ann and Tusc) AL	1,461 (14.91%)
3.	Atlanta GA	1,415 (14.44%)
4.	Columbia SC	593 (6.05%)
5.	Augusta GA	501 (5.11%)
6.	Macon GA	423 (4.32%)
7.	Columbus GA	303 (3.09%)
8.	Montgomery-Selma, AL	241 (2.46%)
9.	Charlotte NC	224 (2.29%)
10.	Columbus OH	209 (2.13%)

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Google Analytics July 1, 2022 - May 31, 2023

2023 Stonecrest

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• Recommend continuing to target regional drive markets from the 2022 Stonecrest digital campaign.

Plus, Atlanta area for day-trip market



Travel Buying Cycle.



2023 Stonecrest

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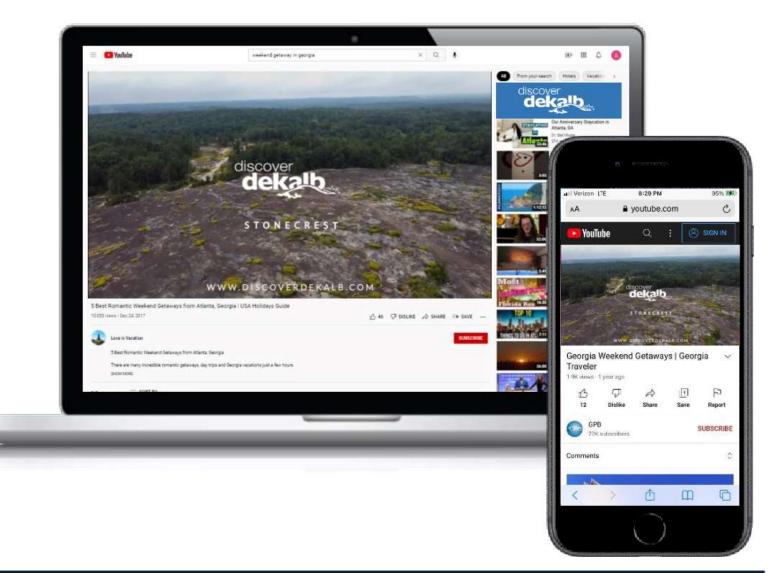




Drive Awareness with Video.

• YouTube TrueView

- Skippable: only pay for completed views/clicks
- Includes companion banner and CTA extension
- Targeted based on audience interests
 - Outdoors, Road trips, History, Dining, etc.



2023 Stonecrest

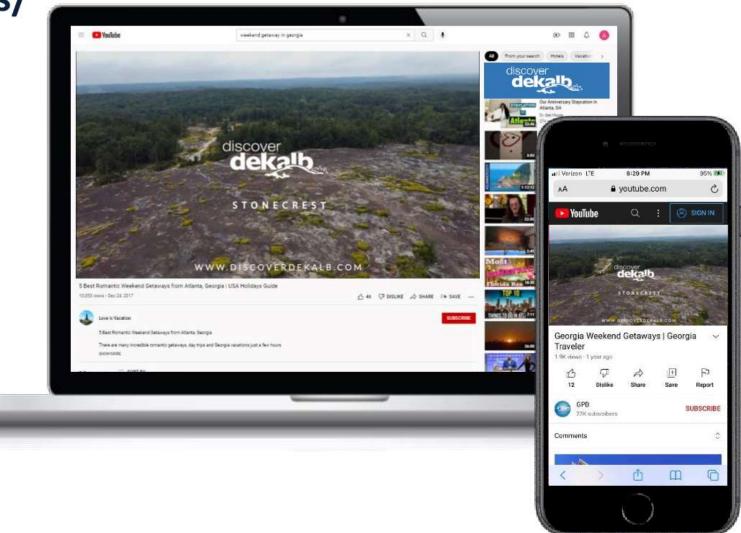
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Drive Awareness with Video.

- Estimated 65,000 video impressions/ month
 - Optimized for completed views
- Atlanta, Augusta, Birmingham and Macon only
- July December



2023 Stonecrest

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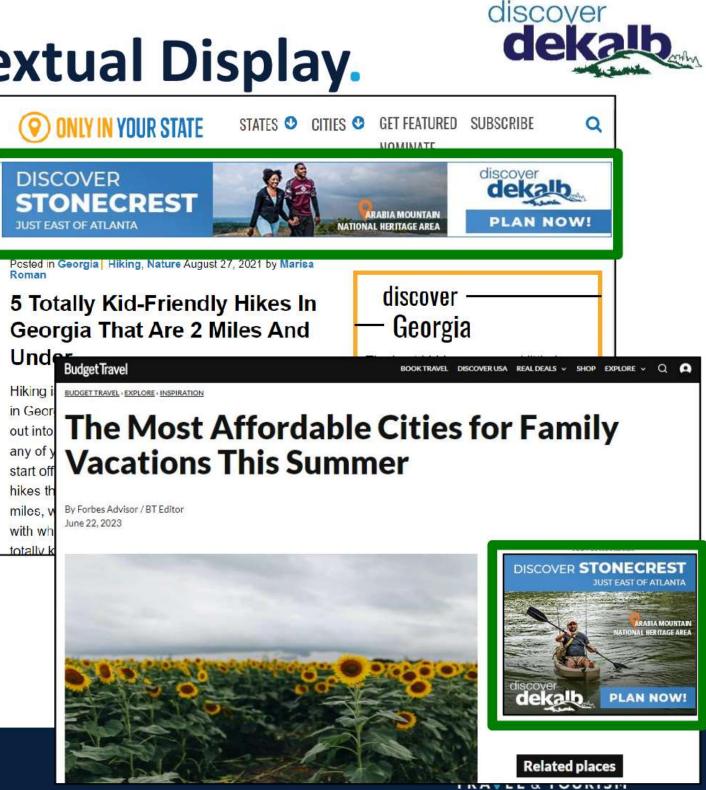




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Increase Reach with Contextual Display.

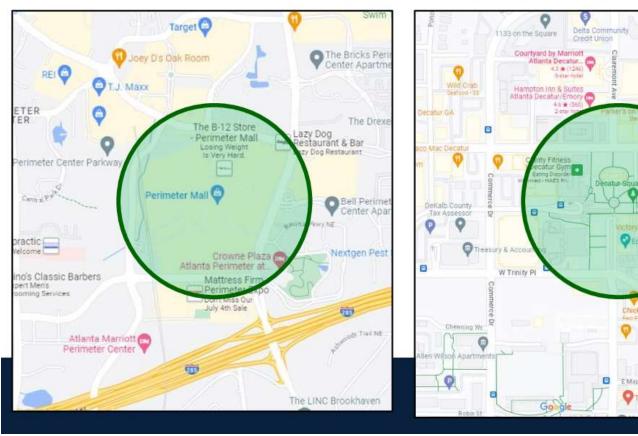
- Reach audiences in relevant content that aligns with their interests
 - Weekend Family Destinations, African American History/Culture, Atlanta Area Dining
- 500,000 display ads/month
 - July December 2023
- All markets: Augusta, Birmingham, Columbia, Columbus, Macon & Montgomery *plus Atlanta*





Reach Locals and Visitors with Mobile Display

- Geo-fence regional area downtowns ٠ shopping areas and attractions
 - Dining, Shopping, Events messaging •
- 50,000 mobile app display ads/mo.





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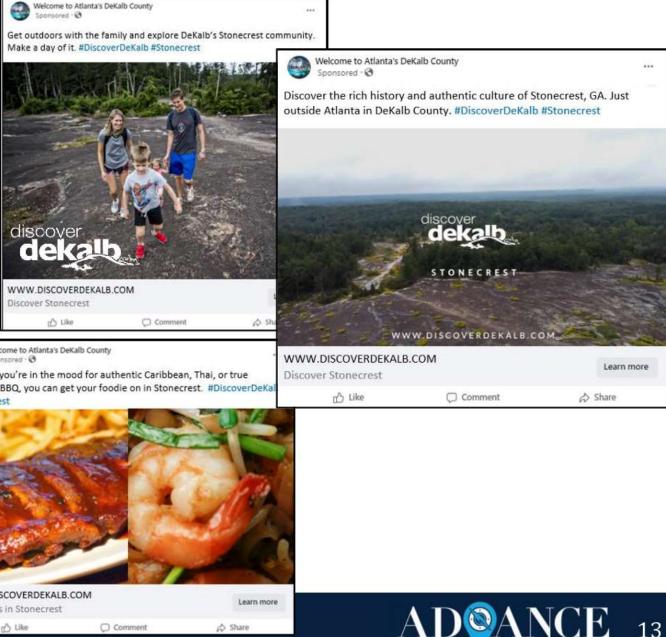
Loca	Locations					
arium	Downtown Stone Mountain					
	Sandy Springs					
all	Chamblee					
2	Colony Square					
ecatur	Vinings/Cumberland Mall					
	Westside Provisions District					
lympic Park	Ponce City Market					
on	Others TBD					

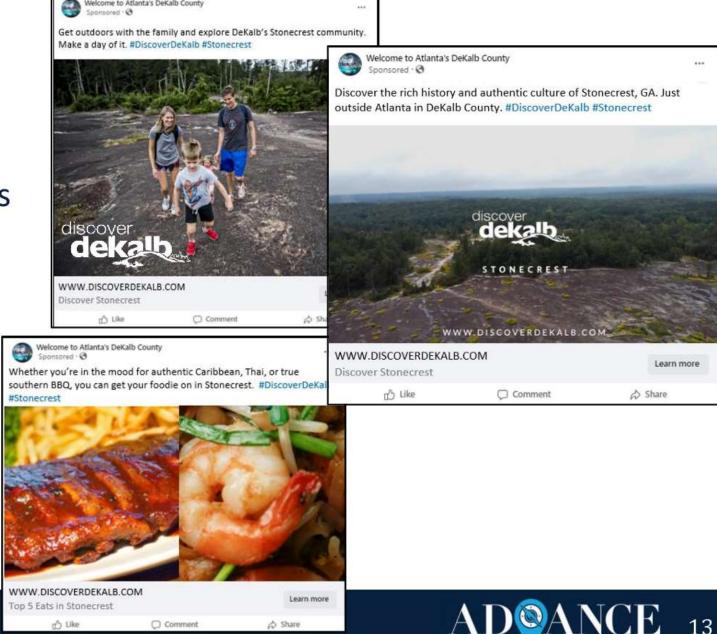
2023 Stonecrest



discover de **Drive Awareness & Engagement with Social.**

- Execute 3-tiered paid social campaign targeted to primary audiences
 - Site Traffic: Outdoors, Dining, Events
 - Video: deploy Stonecrest video in ٠ social channels
 - Blog Engagement ٠
- All markets: Augusta, Birmingham, Columbia, Columbus, Macon & Montgomery *plus Atlanta*





2023 Stonecrest

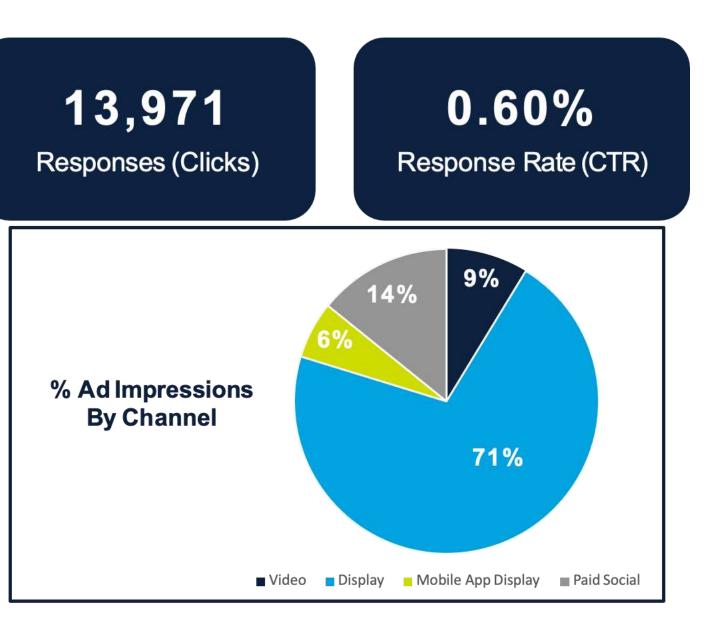
Topline Delivery Recap: July – October , 2023.

YTD 2023 Stonecrest Advance Travel -Strategic Results 2,310,237

Total Ads Delivered

201,259 Video Ads Delivered

123,900 Completed Views



Drive Awareness with Digital Video.

- YouTube TrueView
 - Priority Markets

Market	Video Impressions	Completed Views	Completion Rate	Clicks
Atlanta	50,411	31,153	61.8%	47
Augusta	49,675	30,768	61.9%	27
Birmingham	51,653	31,108	60.2%	38
Macon	49,520	39,899	62.4%	23
Total	201,259	123,928	61.6%	135

• 100% New Users • Estimated Total

Benchmark Completion Rate: 35% - 45%

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Estimated Total View Time: 350+ hrs.

Increase Reach & Frequency with Display.

• By Market

Market	Impressions	Responses (Clicks)	CTR
Atlanta	314,328	1,773	0.56%
Augusta	142,350	781	0.54%
Birmingham	378,672	1,790	0.47%
Columbia	276,232	1,457	0.52%
Columbus	153,952	684	0.44%
Macon	256,810	1,206	0.47%
Montgomery	118,822	516	0.43%
Total	1,641,167	8,205	0.50%

- 99% New Users
- 5,413 First time visitors to the Stonecrest page
- 6,388 Pageviews of Stonecrestpage

Benchmark CTR: 0.10% - 0.20%

Increase Reach & Frequency with Display.

• By Segment

Benchmark CTR: 0.10% - 0.20%

Segment	Impressions	Responses (Clicks)	CTR	
Family Travel/Travel	983,307	4,747	0.48%	
History/Museums	488,636	2,507	0.51%	
Outdoors	168,724	951	0.56%	
Total	1,641,167	8,205	0.50%	
0.45% CTR	0	.48% CTR	0	







0.52% CTR



0.46% CTR

0.47% CTR

DISCOVER STONECREST JUST EAST OF ATLANTA



Reach Local Atlanta Area Day-Trippers with Mobile Display.

Location	Impressions	Responses (Clicks)	CTR	Location	ן	Impressions	Responses (Clicks)	CTR
Atlantic Station	9,150	6	0.07%	Georgia	Aquarium	9,270	5	0.05%
Brookhaven	9,220	15	0.16%	Lenox So	quare	9,333	13	0.14%
Centennial Olympic Park	9,469	6	0.06%	Perimete	er Mall	9,469	16	0.17%
Chamblee	9,428	11	0.12%	Ponce C	ity Market	9,187	11	0.12%
Colony Square	9,126	12	0.13%	Sandy S	prings	9,518	21	0.22%
Cumberland Mall	9,289	7	0.08%	The King	g Center	9,474	9	0.09%
Downtown Decatur	9,192	11	0.12%	Westside	e Provisions	9,303	9	0.10%
Downtown Stone Mountain	9,238	9	0.10%		Total	139,666	161	0.12%

100% New Users

60 Engaged Sessions

Benchmark CTR: 0.10% - 0.20%

Drive Engagement with PaidSocial.

Ad	Impressions	Reach	Link Clicks	Link Click CTR	Reactions	Saves	Shares
Atlanta	127,747	48,911	2,338	1.83%	43	-	4
Regional Markets	200,398	73,204	3,132	1.56%	36	-	2
Total	328,145	121,922	5,470	1.67%	79	-	6

- 99% New Users
- 2,016 First time visitors to the Stonecrest page

Benchmark CTR: 1.0%

Drive Engagement with PaidSocial.

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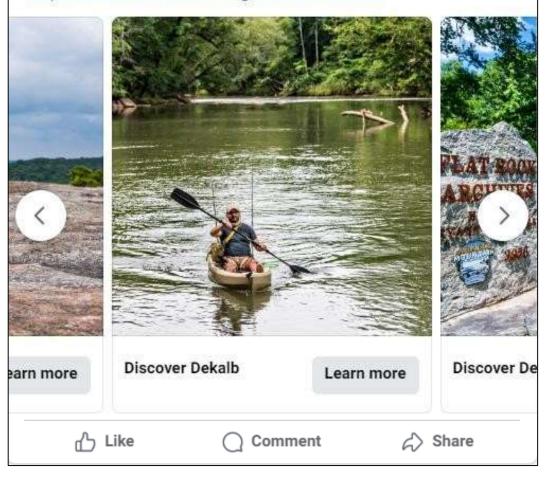
Atlanta Area/Day-Trip Version

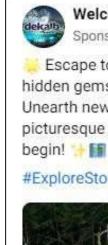


Welcome to Atlanta's DeKalb County Sponsored · 🚱

Embark on an unforgettable day trip to Stonecrest! Just 30 miles outside of Atlanta, you can immerse yourself in the allure of this charming town, where hidden gems, vibrant culture, and captivating history await your discovery. 🖖 Unearth new experiences as you stroll through picturesque streets and create lasting memories against the backdrop of stunning landscapes. Plan your visit today!

#ExploreStonecrest #TravelMagic #DiscoverDeKalb







Regional Version

Welcome to Atlanta's DeKalb County Sponsored - 🚱

😸 Escape to the charming town of Stonecrest! 🔤 Discover the hidden gems, vibrant culture, and captivating history that await you. Unearth new experiences and create lasting memories in this picturesque destination. Plan your visit now at and let the adventure

... X

#ExploreStonecrest #TravelMagic #DiscoverDeKalb





Stonecrest Podcast Features



DeKalb Talks Tourism Podcast

A new Podcast from Discover DeKalb that highlights exciting updates, in-depth conversations, and fun centered all around DeKalb. Currently there are 25+ episodes out now on YouTube. DeKalb Talks Tourism is available on all streaming platforms. Tune in!



STONECREST

LINKEDIN & YouTube Statistics

Discover DeKalb Convention & Visitors Bureau 370 followers

1mo • 🕲

Join Cheryl Moore-Mathis and Kelly Palakshappa from Flat Rock Archives, as we talk about preserving African American history and how they're helping families across America find their relatives.

Listen here UUU https://lnkd.in/g6v2sTzV

#DeKalbTalksTourism #FlatRockArchives #DeKalb https://lnkd.in/gby5hC6F



Come join us and learn more about Flat Rock Archives!

youtube.com

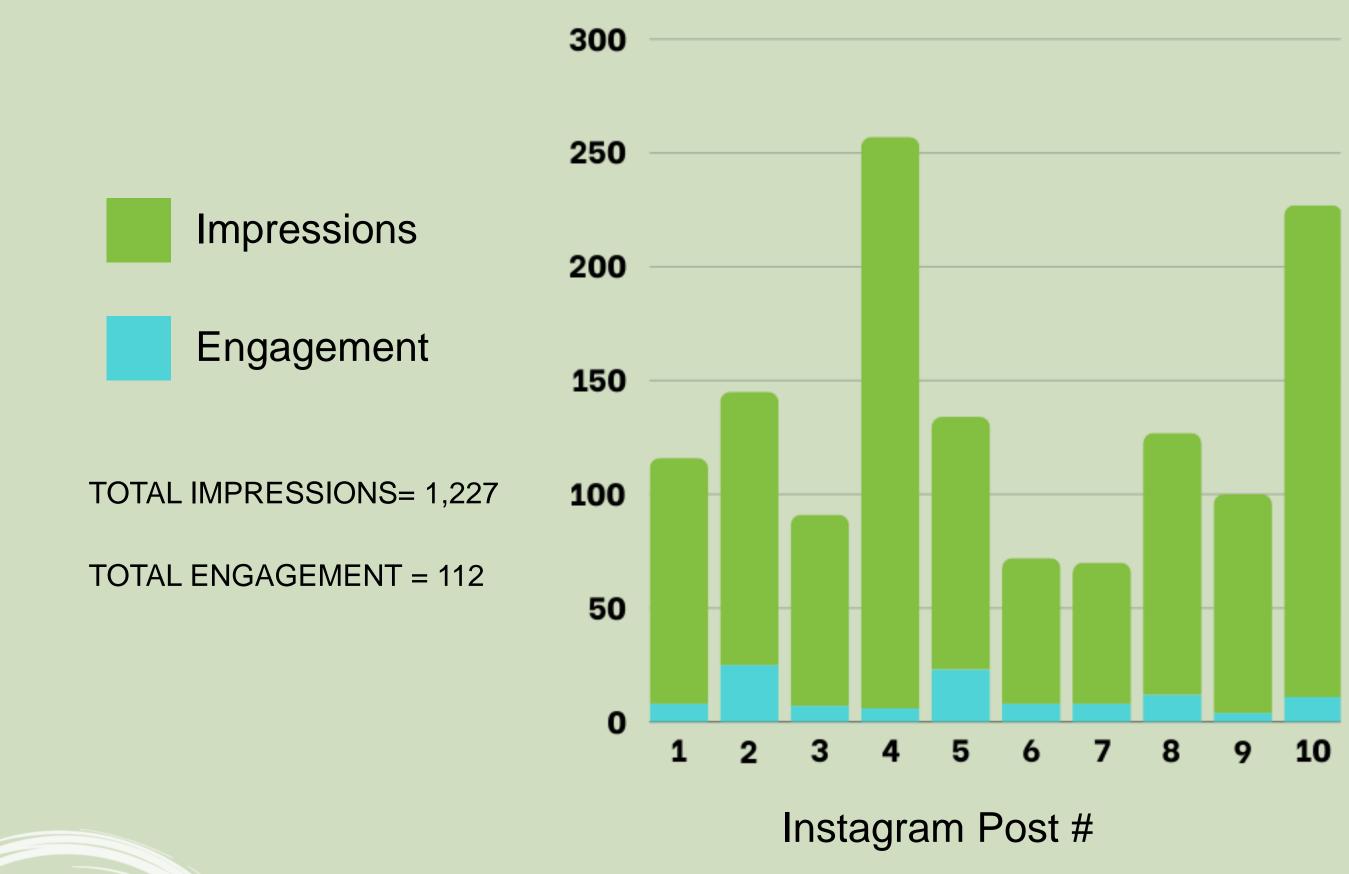
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1 repost

Item III. a.

Flatrock Archives Total Impressions: 19,908 Total Watch Time: 1,914 Minutes (31.9 hours)







FLAT ROCK ARCHIVES (INSTAGRAM CONTENT AS OF 11/28/23)

STONECREST

LINKEDIN & YouTube Statistics

Discover DeKalb Convention & Visitors Bureau dekalb 370 followers 2w • 🕤

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Have you heard of City of Stonecrest's newest adaptive reuse project, Priví? What was once a 144,000-square-foot Sears Building at the Mall at Stonecrest, it's now developing into a unique gathering spot, blending a food hall with a cultural community vibe. We talked with Vaughn Irons to see how him and his team are transforming the space!

Listen here https://lnkd.in/g6v2sTzV

#DeKalbTalksTourism #Privi #Stonecrest https://lnkd.in/gPDV4NNJ



25: Vaughn Irons, Principal at Stonecrest Resorts & developer of Privi youtube.com

CC Vaughn Irons and 37 others

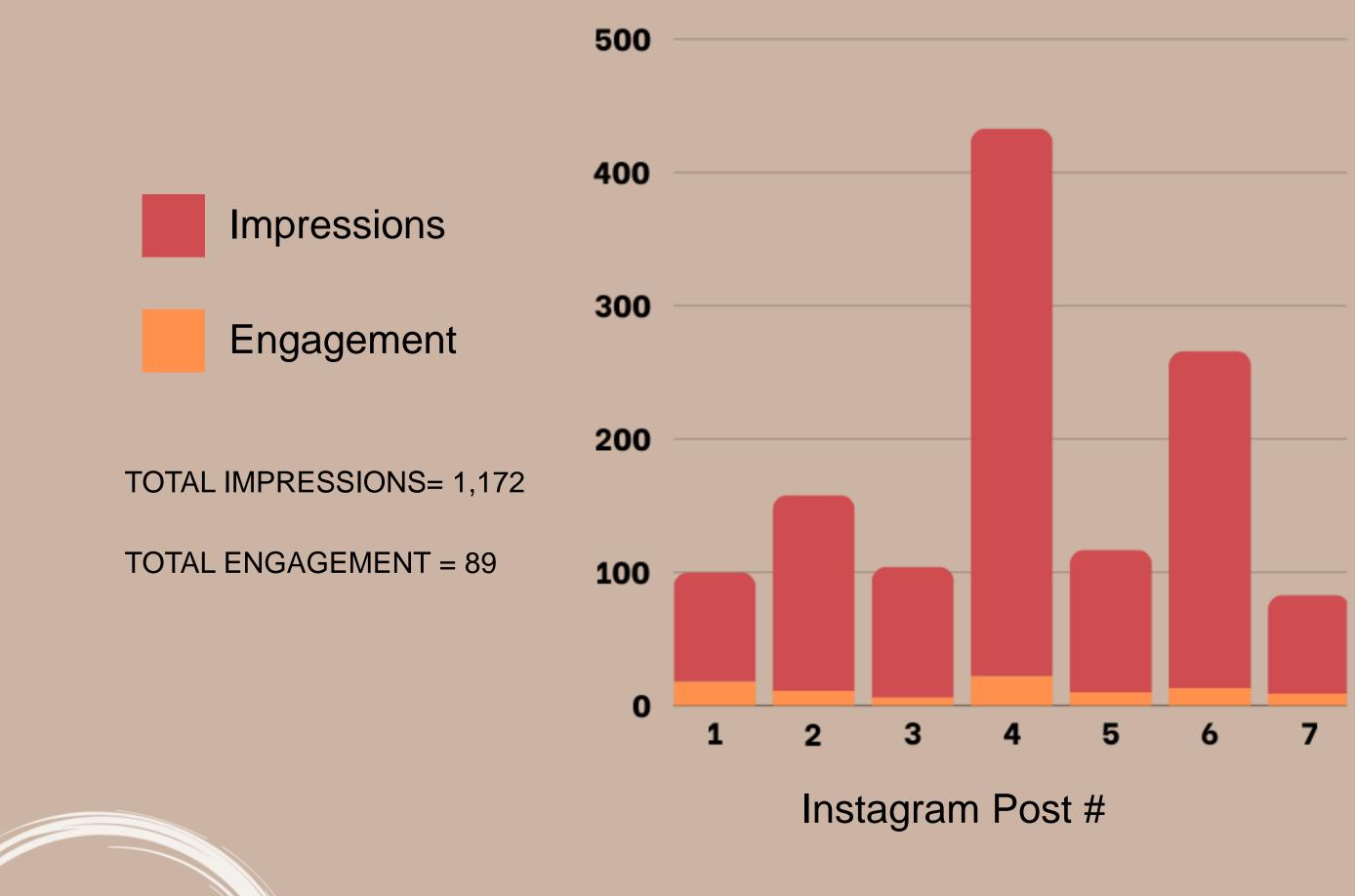
9 comments · 10 reposts

Item III. a.

PRIVI

Total Impressions: 506 Total Watch Time: 723 Minutes (12.5 hours)

PRIVI (INSTAGRAM CONTENT AS OF 11/28/23)



Stonecrest Partnership Meetings





Discover DeKalb Partnership Meetings

Discover DeKalb regularly hosts Bi-monthly partner meetings to provide educational resources, networking, and brainstorming opportunities to our partners for enhancing the experience provided in DeKalb County. At our Vendor Showcase Partner Meeting Arabia Mountain, New Black Wallstreet, Seaquest and Flatrock Archives all had booths.







STUNECREST

Meet me in Stonecrest Logos









Stonecrest Billboards 2023



Discover DeKalb designed and placed billboards designs across digital billboard pool of 30+ digital billboards to support event traffic and awareness.

Stonecrest Sponsorship Efforts 2023

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November 17, 2023 to November 19, 2023

CELEBRATING 50 YEARS OF HIP-HOP: LEGENDS & ICONS WEEKEND /

💿 💟 SHARE 🛃

ABOUT THE EVENT

Get ready for an electrifying event that's set to make waves in the world of hip-hop! This 3-day event is a multi-faceted celebration, featuring five incredible experiences rolled into one unforgettable weekend:

State of Hip-Hop Symposium: Delve into the heartbeat of hip-hop culture at our symposium, featuring hip-hop icons Chubb Rock, DJ Tabone, Raheem The Dream, and Positive K as we come together to discuss the genre's evolution, its impact on society, and its future. Gain fresh insights, explore its cultural significance, and join the conversation that continues to shape the world of music.

Legends & Icons Sneaker Ball: It's time to put on your fanciest attire and your freshest kicks! At the Legends & Icons Sneaker Ball, we pay homage to the pioneers and legends of hip-hop. This event will feature live performances by The Sugar Hill Gang! Dress to impress and dance the night away, celebrating the iconic figures who've left an indelible mark on the industry. This is where style meets swagger!



Privi Stonecrest The Mall at Stonecrest 8020 Mall Parkway Stonecrest, Georgia 30038



Discover DeKalb proudly sponsored the following Stonecrest efforts/events in

- 2023:
- Stonecrest Fest
- Stonecrest 50th Hip Hop Celebration
 - Atlanta's DeKalb Carnival

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dekalb

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November 17, 2023 7:00 PM -1:00 AM

LEGENDS & ICONS SNEAKER BALL

💿 🕥 SHARE 😭

About the event

It's time to put on your fanciest attire and your freshest kicks! At the Legends & Icons Sneaker Ball, we pay homage to the pioneers and legends of hip-hop. This event will feature live performances by The Sugar Hill Gang! Dress to impress and dance the night away, celebrating the iconic figures who've left an indelible mark on the industry. This is where style meets swagger!



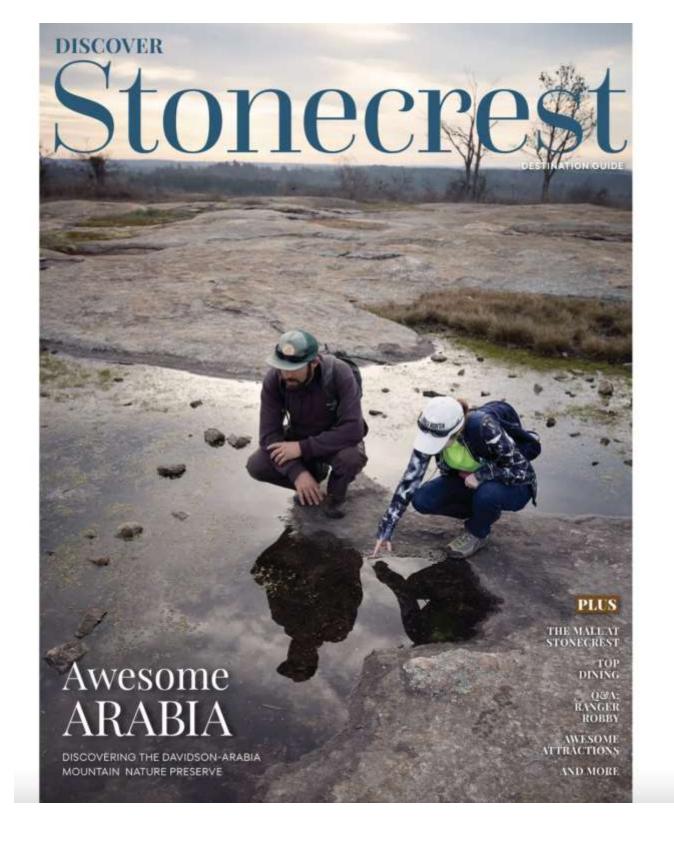
Privi Stonecrest The Mall at Stonecrest 8020 Mall Pkwy Parking Lot 1C Stonecrest, Georgia 30038

ADMISSION

Purchase Online: \$75.00 *\$1.88 processing fee | At Door: \$100.00 + \$2.50 processing fee



Stonecrest Magazine Refresh 2023



- New Cover
- - New Back Cover
 - Inside Refresh

Item III. a.

- Discover DeKalb is planning the 2023 Discover Stonecrest Magazine Refresh. In the refresh we will be doing the following:
 - New Mayoral Address



CRAIG MILLER PRODUCTIONS

Discover **Stonecrest Video** 2023 Plan

Discover DeKalb is currently completing new 2023 visuals that will soon be completed. Upon completion the video assets can be provided upon request free of charge.

Discover DeKalb plans to use the completed visuals in digital ad streaming placements to increase brand awareness, maximize bookings, and establishing greater reach for all that DeKalb has to offer.

The completed Discover Dekalb visuals will be placed on the following streaming platforms as part of our 2023 – 2024 Digital Strategy: • YouTube Ads GoUSATV



Item III. a.









discover dekalber 48



CITY COUNCIL AGENDA ITEM

SUBJECT: TMOD 23-006 Industrial Uses

AGENDA SECTION: (*check all that apply*)

□ PRESENTATION □ PUBLIC HEARING □ CONSENT AGENDA □ OLD BUSINESS □ OTHER, PLEASE STATE: Click or tap here to enter text.

CATEGORY: (check all that apply)

\boxtimes ORDINANCE \square RESOLUTION \square CONTRACT \square POLICY \square STATUS REPORT

OTHER, PLEASE STATE: Click or tap here to enter text.

ACTION REQUESTED: Decision Discussion, Review, or Update only

Previously Heard Date(s): Click or tap to enter a date. & Click or tap to enter a date.

Current Work Session: Monday, December 11, 2023

Current Council Meeting: Click or tap to enter a date.

SUBMITTED BY: Tre'Jon Singletary, Senior Planner of Planning and Zoning

PRESENTER: Tre'Jon Singletary, Senior Planner of Planning and Zoning

PURPOSE: Amendment to Stonecrest Chapter 27 to align the Use Table 4.1.3 with the City's Charter regarding industrial uses within industrial zoning districts.

FACTS: There is currently a conflict between Chapter 27 Zoning Ordinance and the City Charter. A "Special Land Use Permit" (SLUP) was placed on industrials uses. The City Charter prohibits special land use permits, special exceptions or special administrative permits for the industrial use of properties within an industrial zoning district.

OPTIONS: Discussion only Click or tap here to enter text.

RECOMMENDED ACTION: Discussion only Click or tap here to enter text.

ATTACHMENTS:

(1) Attachment 1 - Staff Report
 (2) Attachment 2 -

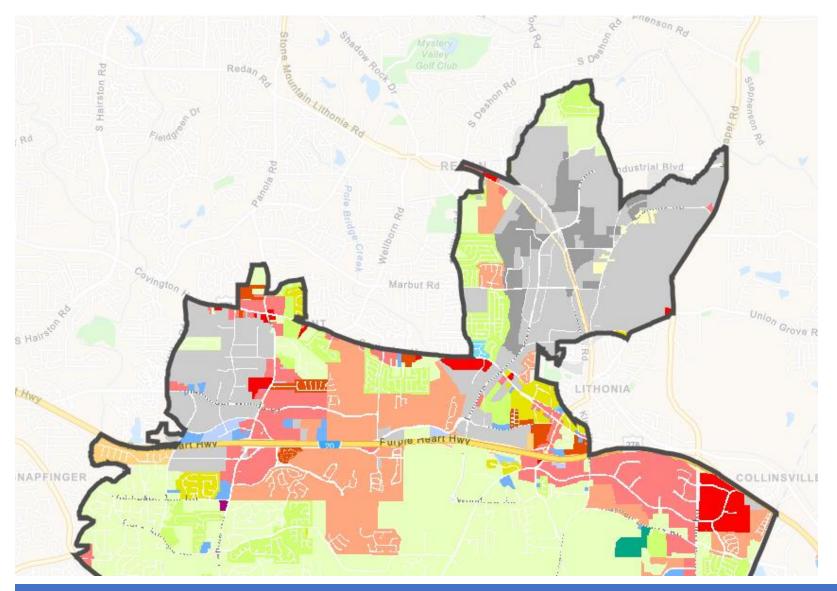


CITY COUNCIL AGENDA ITEM

- (3) Attachment 3 Click or tap here to enter text.
- (4) Attachment 4 Click or tap here to enter text.
- (5) Attachment 5 Click or tap here to enter text.

TMOD 23-006 INDUSTRIAL USES STONECREST ZONING ORDINANCE UPDATE

INDUSTRIAL DISTRICTS ZONING MAP



TMOD23-006 INDUSTRIAL USES

Revision to the Zoning Ordinance, Chapter 27

ARTICLE 2. – DISTRICT REGULATIONS

DIVISION 31. M (LIGHT INDUSTRIAL) DISTRICT

Sec. 2.31.2. - Permitted and special land uses.

- A. Permitted Uses. The following uses are permitted as of right under this Code:
 - 4. Industrial.

h.-General aviation airport; see section 4.2.

DIVISION 32. – M-2 (HEAVY INDUSTRIAL) DISTRICT

Sec. 2.32.2. – Permitted and special land uses.

- A. Permitted Uses. The following uses are permitted as of right under this Code:
 - 4. Industrial.
 - i. General aviation airport; see section 4.2. Fabricated metal manufacturing with EPD Permit Required (Heavy Manufacturing).
- C. Special Land Use Permit. The following uses are permitted only with a special land use permit: **3. Industrial.**

a.-Fabricated metal manufacturing with EPD Permit Required (Heavy Manufacturing).

ARTICLE 4. – USE REGULATIONS

Sec. 4.1.3. - Use table.

	KE	Y: P -	Perm	nitte	d us	se					SA -	Speci	al ac	dmin	istra	tive	per	mit	from	ו Pla	nning	and	Zonin	g Dire	ector
	Ра	- Per	mitte	ed as	s an	acce	essory	use				Speci									-			0	
Use	R	RL	R-	R	R	R	RS	М	М	HR	М	RN	0	01	Ν	С	С	0	Μ	Μ	М	Μ	Μ	Μ	See
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ure, EPD																									
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Mines																			\$	\$					
or mining																			₽	₽					
operatio																				Ρ					
ns,																									
Asphalt																									
plant																									

ARTICLE 9. – DEFINITIONS/MAPS

Sec. 9.3.1. – Defined terms.

Fabricated Metal Manufacture means a facility that transforms metal into intermediate or end products through forging, stamping, bending, forming, and machining, such processes used to shape individual pieces of metal; and other processes, such as welding and assembling, used to join separate parts together.

Mining means extraction of minerals, including solids, such as coal and ores; liquids, such as crude petroleum; and gases, such as natural gases. The term "mining" includes quarrying; ground-water diversion; soil removal; milling, such as crushing, screening, washing, and floatation; and other preparation customarily done at the mine site as part of a mining activity.



CITY COUNCIL AGENDA ITEM

SUBJECT: TMOD 23-007 Micro Home Community (MHC)

AGENDA SECTION: (*check all that apply*)

□ PRESENTATION □ PUBLIC HEARING □ CONSENT AGENDA □ OLD BUSINESS □ OTHER, PLEASE STATE: Click or tap here to enter text.

CATEGORY: (check all that apply)

 \boxtimes ORDINANCE \square RESOLUTION \square CONTRACT \square POLICY \square STATUS REPORT

OTHER, PLEASE STATE: Click or tap here to enter text.

ACTION REQUESTED: DECISION DISCUSSION, REVIEW, or UPDATE ONLY

Previously Heard Date(s): Click or tap to enter a date. & Click or tap to enter a date.

Current Work Session: Monday, December 11, 2023

Current Council Meeting: Click or tap to enter a date.

SUBMITTED BY: Tre'Jon Singletary, Senior Planner of Planning and Zoning

PRESENTER: Tre'Jon Singletary, Senior Planner of Planning and Zoning

PURPOSE: Amendment to Stonecrest Chapter 27 to allow for a micro home community within the City of Stonecrest. Currently, the zoning ordinance doesn't allow for the construction homes under 800 square feet. This text amendment would allow for the construction of micro homes between 400 and 800 square in certain residential zoning districts.

FACTS: The revisions to Chapter 27 Zoning ordinance would provide standards and supplemental regulations for the development of a micro home community. The proposed would allow micro homes in High Density Residential 1, 2 and 3 residential zoning districts along with development regulations.

OPTIONS: Discussion only Click or tap here to enter text.

RECOMMENDED ACTION: Discussion only Click or tap here to enter text.

ATTACHMENTS:

(1) Attachment 1 - Staff Report

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CITY COUNCIL AGENDA ITEM

- (2) Attachment 2 Click or tap here to enter text.
- (3) Attachment 3 Click or tap here to enter text.
- (4) Attachment 4 Click or tap here to enter text.
- (5) Attachment 5 Click or tap here to enter text.

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TMOD 23-007 Micro Home Community (MHC)STONECREST ZONING ORDINANCE UPDATE

Revision to the Zoning Ordinance, Chapter 27

ARTICLE 2. – DISTRICT REGULATIONS

DIVISION 15. - HR-1 (HIGH DENSITY RESIDENTIAL-1) DISTRICT

Sec. 2.15.2. - Permitted and special land uses.

A. Permitted Uses. The following uses are permitted as of right under this Code:

- 2. Residential.
 - a. Boarding/rooming house.
 - b. Dwelling, apartment.
 - c. Dwelling, cottage home; see section 4.2.
 - d. Dwelling, multifamily.
 - e. Dwelling, single-family (attached).
 - f. Dwelling, single-family (detached).
 - g. Dwelling; three family.
 - h. Dwelling, townhouse; see section 4.2.
 - i. Dwelling, two-family.

- j. Dwelling, urban single-family; see section 4.2.
- k. Fraternity house or sorority house.
- l. Live/work unit; see section 4.2.

m. Micro Home Community

DIVISION 16. – HR-2 (HIGH DENSITY RESIDENTIAL-2) DISTRICT

Sec. 2.16.2. - Permitted and special land uses.

- A. Permitted Uses. The following uses are permitted as of right under this Code:
 - 2. Residential.
 - a. Boarding/rooming house.
 - b. Dwelling, apartment.
 - c. Dwelling, cottage home; see section 4.2.
 - d. Dwelling, multifamily.
 - e. Dwelling, single-family (attached).
 - f. Dwelling, single-family (detached).
 - g. Dwelling; three family.
 - h. Dwelling, townhouse; see section 4.2.
 - i. Dwelling, two-family.
 - j. Dwelling, urban single-family; see section 4.2.
 - k. Fraternity house or sorority house.
 - l. Live/work unit; see section 4.2.

m. Micro Home Community

DIVISION 17. – HR-3 (HIGH DENSITY RESIDENTIAL-3) DISTRICT

Sec. 2.17.2. – Permitted and special land uses.

- A. Permitted Uses. The following uses are permitted as of right under this Code:
 - 2. Residential.
 - a. Boarding/rooming house.
 - b. Dwelling, apartment.
 - c. Dwelling, cottage home; see section 4.2.
 - d. Dwelling, multifamily.
 - e. Dwelling, single-family (attached).
 - f. Dwelling, single-family (detached).
 - g. Dwelling; three family.
 - h. Dwelling, townhouse; see section 4.2.
 - i. Dwelling, two-family.
 - j. Dwelling, urban single-family; see section 4.2.
 - k. Fraternity house or sorority house.
 - l. Live/work unit; see section 4.2.

m. Micro Home Community

ARTICLE 3. – OVERLAY DISTRICT REGULATIONS

DIVISION 1. – OVERLAY DISTRICTS

Sec. 3.1.6. Overlay use table.

					Tabl	le 3.1 Ov	erlay Use				
Land Use		Sto	necrest	Area O	verlay		Interstat	e 20 Corridor	• Overlay*	Arabia Mountain Conservation	
"Key: P—Permitted use Pa—Permitted as an accessory Use SA—Special administrative permit required SP—Special Land Use Permit (SLUP) required X—Prohibited Use	T1	T2	T3	T4	T5*	T6*	T1	T2	T3	Overlay*	
*If Blank, check underlying zoning use table (4.1.3) * * Note: Uses permitted in Tiers 5 and 6 of the Stonecrest Area Overlay and the Arabia Mountain Conservation Overlay are determined by the underlying zoning district, though the Overlay takes precedence"							In Mixed Use Development	In Mixed Use Development	In Mixed Use Development		See Section 4.2
RESIDENTIAL Dwellings											
Micro Home	X					X	X	X	X	X	
Community (MHC)	Λ					Λ	Δ	•	Λ	Δ	\checkmark

DIVISION 4. – ARABIA MOUNTAIN CONSERVATION OVERLAY DISTRICT

Sec. 3.4.5. – Principal uses and principal structures.

- A. Prohibited uses. The following principal uses of land and structures shall be prohibited within the AMCOD:
 - 28. Micro Home Community

DIVISION 5. – STONECREST AREA OVERLAY DISTRICT

- Sec. 3.5.13. High-rise mixed-use zone (Tier I Zone).
 - B. Prohibited uses. The following principal uses of land and structures are prohibited in Tier I: High-Rise Mixed-Use Zone of the Stonecrest Area Overlay District:
 - 4. Reserved Micro Home Community

Sec. 3.5.15.3. – Viewshed zone (Tier VI).

- D. Prohibited uses. The following principal uses of land and structures are prohibited in Tier VI: Viewshed Zone:
- 6. Micro Home Community

DIVISION 33. – INTERSTATE 20 CORRIDOR COMPATIBLE USE OVERLAY DISTRICT

Sec. 3.33.6. – Prohibited uses.

A. The following principal uses of land and structures are prohibited within the I-20 Corridor Compatible Use Overlay District:

19. Micro Home Community

ARTICLE 4. – USE REGULATIONS

Sec. 4.1.3. - Use table.

		Y: P - - Pern					ory use	2			SP - 3	Specia Specia <mark>NK =</mark>	l lan	d use	perr	nit ((SLUP)				ng and Zoning Director				
Use	R E TIAI	RL G	R- 10 0	R - 8 5	R - 7 5	R - 6 0	RS M	M R- 1	M R- 2	H R- 1,2 ,3	M HP	R N C	OI	OI T	N S	C - 1	C - 2	O D	Μ	M - 2	M U- 1	M U- 2	M U- 3	M U- 4, 5	See Section 4.2
Dwellings																									
MICRO HOME COMMU NITY (MHC)										Р															✓

DIVISION 2. – SUPPLEMENTAL USE REGULATIONS

Sec. 4.2.49. MICRO HOME COMMUNITY (MHC)

- A. Permitted Districts.
 - a. HR-1, HR-2, and HR-3
- B. Site Requirements. No other code shall prevail over this section.
 - a. MHCs shall be on a minimum of two (2) acres of land.
 - b. The minimum building separation is ten (10) feet.
 - c. Minimum setback on all sides shall be twenty (20) feet from property line.

C. Courtyard/ Amenities Area.

- a. MHCs shall have a minimum of three (3) of the following amenities:
 - 1. Gazebo;
 - 2. Swimming Pool;
 - 3. Tennis Court;
 - 4. Walking Trail;
 - 5. Club House;
 - 6. Pet-Friendly Amenities;
 - 7. Children Playground;
 - 8. Outdoor Recreational Area (basketball court, soccer field, football field, etc.); and/or
 - 9. Any other innovative shared social space.
- b. The courtyard cannot be parked or driven upon, except for emergency access and permitted temporary events.

c. The courtyard shall be located outside of stormwater/detention ponds, wetlands, streams, and lakes, and cannot be located on slopes greater than ten percent.

D. Interior Requirements.

- a. The living space per residential dwelling unit shall be a minimum of four hundred (400) square feet and a maximum of eight hundred (800) square feet, excluding patios, porches, garages, and similar structures.
- b. A split-level micro home shall include a first floor living space of at least one hundred fifty (150) square feet.
- c. A micro home shall have the following:
 - 1. Dedicated kitchen area with a sink, cooking appliance, refrigerator, and clear working space of not less than thirty (30) linear inches.
 - 2. Separate bathroom with a toilet, lavatory, and shower or bathtub.
 - 3. A separate closet.
 - 4. At least one habitable room containing an openable window and a closet.
 - 5. Ceilings at least 6'8" tall
 - 6. Rooms not meant for sleeping are at least 70 square feet.

E. General Requirements.

- a. All micro homes shall be designed, erected, and installed following applicable local, State, and Federal codes, regulations, and standards.
- b. Micro homes shall be placed on a permanent foundation and hooked up to an approved sewage disposal system, potable water service and electrical service.
- c. All units must be within five feet of each common open space/ courtyard. Setbacks cannot be counted toward the open space calculation.
- d. Mandatory HOA (Homeowners Association) is required for maintenance of streets, drainage, and all common areas.

- e. All utilities must be installed underground.
- f. One and half (1.5) parking spaces per dwelling unit shall be provided.
- g. All MHCs shall be governed by the State's Condominium Plat Ordinance.

ARTICLE 9. – DEFINITIONS/MAPS

Sec. 9.3.1. – Defined terms.

Micro House means a detached dwelling that is at least 400 square feet and no more than 800 square feet, excluding lofts and subject to zoning requirements and building code regulations.

Micro Home Community (MHC) means any parcel or tract of land on which a maximum of 15 units per acre of micro houses are located or are intended to be located.

Site-Built Residential Dwelling (Stick-Built) means residential buildings or structures that are built on the construction site and not designed or intended to be moved or relocated. Site-Built dwellings shall meet the following codes: International Residential Code (IRC), with Georgia Amendments; International Plumbing Codes (IPC), with Georgia Amendments; International Energy Efficiency Code (IECC) with Georgia Amendments; and the National Electrical Code (NEC).



CITY COUNCIL AGENDA ITEM

SUBJECT: Committee Structure Introduction

AGENDA SECTION: (*check all that apply*)

□ PRESENTATION □ PUBLIC HEARING □ CONSENT AGENDA □ OLD BUSINESS □ OTHER, PLEASE STATE: Click or tap here to enter text.

CATEGORY: (check all that apply)

\Box Ordinance \boxtimes resolution $\ \Box$ Contract $\ \Box$ Policy \Box Status Report

OTHER, PLEASE STATE: Click or tap here to enter text.

ACTION REQUESTED: Decision Discussion, Review, or Update only

Previously Heard Date(s): Click or tap to enter a date. & Click or tap to enter a date.

Current Work Session: Monday, December 11, 2023

Current Council Meeting: Click or tap to enter a date.

SUBMITTED BY: George Turner, Mayor Pro Tem

PRESENTER: George Turner, Mayor Pro Tem

PURPOSE: To discuss the committee structure introduction.

FACTS: Click or tap here to enter text.

OPTIONS: Discussion only Click or tap here to enter text.

RECOMMENDED ACTION: Discussion only Click or tap here to enter text.

ATTACHMENTS:

- (1) Attachment 1 Suggested Changes to Committee Structure
- (2) Attachment 2 Resolution
- (3) Attachment 3 Click or tap here to enter text.
- (4) Attachment 4 Click or tap here to enter text.
- (5) Attachment 5 Click or tap here to enter text.

Suggested changes to committee structure

Standing

- 1. Financial Oversight Committee
- 2. T.I.P.S. (Transportation, Infrastructure, Parks, SPLOST)

Ad Hoc

- 1. CID Steering Committee
- 2. Public Safety Steering Committee

For the standing committees, An ordinance establishing them which codifies these as official standing committees of the city. Membership information by title only is in this ordinance. This will establish the standing committees and define the structure (i.e. the rules, quorum, meeting frequency, etc.) The ordinance should also stipulate that the two appointed council members will serve as chair and vice chair (those two council members can change each year, but that assignment would be handled in the resolution). We should also include that these committees will meet monthly (unless otherwise necessary) and specify the calendar occurrences (i.e. 3rd Wednesday, 4th Thursday, 1st Monday, etc.) By resolution, we can appoint members to it which would be the only portion of the document that changes year to year.

For the ad hoc committees This committee will be created by resolution setting a deadline for completion of their purpose/task at less than 11 months. The calendar would start after the members have been appointed and the chair and vice chair will be the elected officials who are appointed to the committees. This establishes a definite sunset so that the actual task is completed. If they do end up needing more time, the resolution can be amended to add more time.

General Public Participation

For the discussions/brainstorming sessions about general or specific topics, the city council will host town hall meetings or think tanks for all citizens or business owners to attend throughout the year. Town halls can be held at City Hall or within the district. These meetings should be scheduled in advance, preferably on an annual calendar. Although different districts may host the meeting, they will be open to the entire city. Joint meetings will be encouraged. With 6 members of council, bi-monthly meetings should be the minimum.

1 2 RESOLUTION **AUTHORIZING** THE **ESTABLISHMENT** OF Α THE 3 **TRANSPORTATION, INFRASTRUCTURE, PARKS, SPLOST (TIPS) COMMITTEE OF** THE CITY OF STONECREST, GEORGIA AND **APPOINTING THE** 4 INITIAL 5 **MEMBERS; TO** REPEAL **CONFLICTING RESOLUTIONS: TO PROVIDE FOR** 6 SEVERABILITY; TO PROVIDE AN EFFECTIVE DATE AND FOR OTHER LAWFUL 7 PURPOSES. 8 WHEREAS, the governing authority of the City is authorized by O.C.G.A. § 36-35-3 to 9 adopt ordinances and resolutions relating to its property, affairs, and local government; and 10 WHEREAS, Mayor and Council for the City of Stonecrest is the governing authority of 11 the City; and WHEREAS, Mayor and City Council are authorized by the City Charter, as amended by 12 13 Senate Bill 21, adopted April 1, 2021, to adopt ordinances and resolutions for the administration 14 of the City and to create and appoint members to Committees, commissions, and committees 15 concerning the affairs of the City; and 16 WHEREAS, the City Charter grants the City the power to exercise and enjoy all other 17 powers, functions and rights necessary or desirable to promote the general welfare of the City and its inhabitants; and 18 19 **WHEREAS**, the city council shall have the power by ordinance or resolution to establish 20 oversight, policy, and standing committees of the council; and 21 WHEREAS, the governing authority of the City has determined that it is in the best interest 22 of the City and its citizens to establish a standing committee known as the TIPS Committee of the City of Stonecrest, Georgia; and 23 24 WHEREAS, it is the governing authority's desire that the TIPS Standing Committee 25 provide a forum for discussing best practices and to advise the City Council regarding best

RESOLUTION NO. 2023-___

26	practices with respect to strategies for Transportation, Infrastructure, Parks and SPLOST action
27	planning for Stonecrest and community.
28	NOW THEREFORE, BE IT AND IT IS HEREBY RESOLVED BY THE MAYOR
29	AND COUNCIL OF THE CITY OF STONECREST, GEORGIA, as follows:
30	SECTION I
31 32	ESTABLISHMENT OF THE TRANSPORTATION INFRASTRUCTURE PARKS AND SPLOST (TIPS) STANDING COMMITTEE AND AUTHORIZATION
33	In response to the City of Stonecrest's overall values and changing needs of the City's
34	population, Mayor and Council hereby create a TIPS Standing Committee to advise and engage
35	with City Council for such duration as Mayor and Council may desire (hereinafter referred to as
36	the "TIPS Committee"). Creating this Committee is an opportunity for the City to affect
37	substantive improvements to the City's review of comprehensive readiness to move project
38	forward and to transform our City into one defined by the collective pursuit of a high quality of
39	life for all residents.
40	
41	SECTION II
42	MISSION AND DUTIES
43	The mission of the TIPS Committee is to receive public comments from the citizens of the
44	City of Stonecrest as a part of the deliberation of the comprehensive actions to address the
45	immediate need of improving legislative actions of City Council. The purpose of the TIPS standing
46	Committee is to ensure:
47	1. To provide as necessary and appropriate advice, reviews, reports and
48	recommendations to the City Manager, Mayor, Mayor Pro Tempore and
49	City Council on comprehensive activity and areas of immediate concern.

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RESOLUTION NO. 2023-___

50	2.	That lists of projects are equitable, appropriately prioritized, and well distributed
51		throughout the City.
52	3.	That each district of the City is represented and has the opportunity to advocate for
53		improved facilities and resources.
54		SECTION III
55		MEMBERSHIP
56	The T	TIPS Committee shall be composed of five (5) members, two (2) of which shall be
57	Councilmem	bers appointed by the City Council. The City Council shall establish qualifications
58	for members	of the TIPS Committee. Each Committee person shall be nominated and approved
59	by the City C	ouncil. The Chair and vice chair shall be councilmembers appointed by the mayor
60	and approve	d by council. Members must attend two thirds (2/3) of the TIPS Committee
61	meetings in a	a calendar year.
62	Failure to do	so warrants removal from the Committee.
63		SECTION IV
64		TERMS
65	Each	member shall serve for a term of one (1) year. Members filling vacancies shall
66	serve the ren	nainder of the term to which they were appointed. A consecutive appointment is
67	permissible.	Members whose terms expire shall continue to serve until a replacement is
68	appointed or	a consecutive appointment is made. Any member may be removed with or without
69	cause by the	City Council.

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70	SECTION V
71	COMPENSATION
72	TIPS Committee members will serve without compensation. Reasonable expenses for travel
73	and Committee related expenses may be reimbursed pursuant to a policy to be established by
74	the City Manager and approved by the City Council.
75	<u>SECTION VI</u>
76	QUORUM
77	A majority of the actual number of TIPS Committee members establishes a quorum.
78	Any action taken requires a majority of affirmative votes of the quorum present.
79	<u>SECTION VII</u>
80	GOVERNANCE
81	The TIPS Committee may adopt bylaws for the governance of the Committee. The TIPS
82	Committee shall set its own meeting schedule and establish the meeting agendas. Meetings shall
83	be governed in accordance with the Open Meetings Act found within the Official Code of
84	Georgia Annotated. The TIPS Committee shall meet at least eight days before each regularly
85	scheduled work session of the city council, having one meeting in each one meeting in each
86	month of a calendar year.
87	All meetings shall be open to the public and all records maintained by the TIPS
88	Committee shall be public records unless expressly exempted by a provision of the Georgia
89	Open Records Act. The TIPS Committee shall keep minutes of its proceedings, showing the
90	vote of each member upon each question, and shall maintain records of its examinations and
91	other official actions, all of which shall be filed in the office of the City Clerk. Copies of the

RESOLUTION NO. 2023-____

92	minutes shall be sent to the Mayor and each member of the City Council. At each meeting, the
93	public shall be granted time for public comment.
94	The chairperson shall serve for one (1) year or until re-appointed or a successor is
95	appointed. The vice chair shall serve for one (1) year or until re-appointed or a successor is
96	appointed. The Committee shall select one of its members to be the secretary if one is not
97	appointed by staff.
98	SECTION VIII
99	INITIAL MEMBERS
100	The initial members of the TIPS Committee shall be as follows:
101 102 103 104 105 106	 Councilmember Councilmember City Manager Finance Director Director of Engineering Mayor Ex-Officio
107 108	SECTION IX
109	ENFORCEMENT AND SEVERABILITY
110	(a) It is hereby declared to be the intention of the Mayor and Council that all
111	sections, paragraphs, sentences, clauses, and phrases of this Resolution are or were, upon their
112	enactment, believed by the Mayor and Council to be fully valid, enforceable and constitutional.
113	(b) It is hereby declared to be the intention of the Mayor and Council that, to the
114	greatest extent allowed by law, each and every section, paragraph, sentence, clause or phrase
115	of this
116	Resolution is severable from every other section, paragraph, sentence, clause or phrase of this
117	Resolution. It is hereby further declared to be the intention of the Mayor and Council that, to

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RESOLUTION NO. 2023-____

118	the greatest extent allowed by law, no section, paragraph, sentence, clause, or phrase of this
119	Resolution is mutually dependent upon any other section, paragraph, sentence, clause or phrase
120	of this Resolution.
121	(c) In the event that any phrase, clause, sentence, paragraph or section of this
122	Resolution shall, for any reason whatsoever, be declared invalid, unconstitutional or otherwise
123	unenforceable by the valid judgment or decree of any court of competent jurisdiction, it is the
124	express intent of the Mayor and Council that such invalidity, unconstitutionality or
125	unenforceability shall, to the greatest extent allowed by law, not render invalid, unconstitutional
126	or otherwise unenforceable any of the remaining phrases, clauses, sentences, paragraphs or
127	sections of the Resolution and that, to the greatest extent allowed by law, all remaining phrases,
128	clauses, sentences, paragraphs and sections of the Resolution shall remain valid, constitutional,
129	enforceable, and of full force and effect.
130	
131	SECTION X
132	REPEAL OF CONFLICTING RESOLUTIONS
133	All resolutions and parts of resolutions in conflict herewith are hereby expressly repealed.
134	SECTION XI
135	EFFECTIVE DATE OF RESOLUTION
136	This Resolution shall become effective upon the date of approval and execution by the
137	Mayor and Council of the City of Stonecrest, Georgia.
138	
139	SO RESOLVED, this day of, 2023.
140	,, , , , , , , , , , , , , , , , ,
141	
142	

RESOLUTION NO. 2023-

	DF STONECREST, GEORGIA
ATTEST:	n Cobble, Mayor
Sonya Isom, City Clerk	
APPROVED AS TO FORM:	
City Attorney	



CITY COUNCIL AGENDA ITEM

SUBJECT: Education Committee

AGENDA SECTION: (*check all that apply*)

□ PRESENTATION □ PUBLIC HEARING □ CONSENT AGENDA □ OLD BUSINESS □ OTHER, PLEASE STATE: Click or tap here to enter text.

CATEGORY: (check all that apply)

\Box ORDINANCE \Box RESOLUTION \Box CONTRACT \Box POLICY \boxtimes STATUS REPORT

OTHER, PLEASE STATE: Click or tap here to enter text.

ACTION REQUESTED: DECISION DISCUSSION, REVIEW, or UPDATE ONLY

Previously Heard Date(s): Click or tap to enter a date. & Click or tap to enter a date.

Current Work Session: Monday, December 11, 2023

Current Council Meeting: Click or tap to enter a date.

SUBMITTED BY: George Turner, Mayor Pro Tem

PRESENTER: George Turner, Mayor Pro Tem

PURPOSE: To discuss the Education Committee

FACTS: Click or tap here to enter text.

OPTIONS: Discussion only Click or tap here to enter text.

RECOMMENDED ACTION: Discussion only Click or tap here to enter text.

ATTACHMENTS:

- (1) Attachment 1 Click or tap here to enter text.
- (2) Attachment 2 Click or tap here to enter text.
- (3) Attachment 3 Click or tap here to enter text.
- (4) Attachment 4 Click or tap here to enter text.
- (5) Attachment 5 Click or tap here to enter text.

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