

# NOTES

TO: Honorable Mayor and City Council Members

FROM: Barbara Lipscomb, City Manager *BL*

DATE: June 12, 2013

SUBJECT: Materials for Your Information

Please find attached the following material for your information:

1. A memo from Dave Holec, City Attorney, regarding recent Resolutions adopted by City Council
2. A memo from Dave Holec, City Attorney, providing the recommended resolution for the Capital Investment Grant Fund, item 4 on Thursday's City Council agenda
3. A memo from Chris Padgett, Assistant City Manager, providing articles related to the proposed ERP software, item 10 on Thursday's City Council agenda
4. A memo from Dave Holec, City Attorney, regarding an amendment to the naming policy for Parks and Recreation facilities, for possible discussion during Thursday's City Council meeting
5. A memo from Chris Padgett, Assistant City Manager, regarding special event permits recently issued

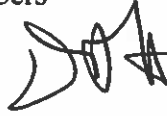
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Attachments

cc: Dave Holec, City Attorney  
Carol Barwick, City Clerk

TO: Mayor and City Council Members

FROM: David A. Holec, City Attorney



DATE: June 11, 2013

SUBJECT: Letters relating to the North Carolina Rural Center, the Eastern Region Economic Development Partnership, the Golden Leaf Foundation, and the Walter B. Jones Alcohol and Drug Abuse Treatment Center; and  
Subsurface Injection of Fracking Waste in Eastern North Carolina

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For your information, attached is a copy of a letter sent to Senator Pate on behalf of City Council requesting support for matters relating to the North Carolina Rural Center, the Eastern Region Economic Development Partnership, the Golden Leaf Foundation, and the Walter B. Jones Alcohol and Drug Abuse Treatment Center; and Subsurface Injection of Fracking Waste in Eastern North Carolina and voting addressed in resolutions adopted by City Council at its June 10, 2013, meeting. Similar letters have been sent to Senator Davis and Representatives Brown, Martin and Farmer-Butterfield.

cc: Barbara Lipscomb, City Manager

attachment



# City of Greenville

## North Carolina

P.O. Box 7207 - Greenville, NC 27835-7207

June 11, 2013

The Honorable Louis Pate  
NC Senate  
16 W. Jones Street, Room 1028  
Raleigh, NC 27601-2808

**RE: NORTH CAROLINA RURAL CENTER, THE EASTERN REGION  
ECONOMIC DEVELOPMENT PARTNERSHIP, THE GOLDEN LEAF  
FOUNDATION, AND THE WALTER B. JONES ALCOHOL AND DRUG  
ABUSE TREATMENT CENTER; and  
SUBSURFACE INJECTION OF FRACKING WASTE IN EASTERN NORTH  
CAROLINA**

Dear Senator Pate:

At its June 10, 2013, meeting, the City Council of the City of Greenville approved the following enclosed resolutions:

- (1) RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GREENVILLE SUPPORTING FUNDING FOR THE NORTH CAROLINA RURAL CENTER, THE EASTERN REGION ECONOMIC DEVELOPMENT PARTNERSHIP, THE GOLDEN LEAF FOUNDATION, AND THE WALTER B. JONES ALCOHOL AND DRUG ABUSE TREATMENT CENTER;
- (2) RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GREENVILLE REQUESTING THE NORTH CAROLINA GENERAL ASSEMBLY TO KEEP OPEN THE WALTER B. JONES ALCOHOL AND DRUG ABUSE TREATMENT CENTER; and
- (3) RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GREENVILLE OPPOSING THE SUBSURFACE INJECTION OF FRACKING WASTE IN EASTERN NORTH CAROLINA

The North Carolina Rural Center, the Eastern Region Economic Development Partnership, the Golden Leaf Foundation, and the Walter B. Jones Alcohol and Drug Abuse Treatment Center have reduced or eliminated funding in the budget approved by the North Carolina Senate. Each of these entities have contributed significantly in a tangible manner to the improvement of the economy in the State of North Carolina. The provision of funding for these entities is extremely important for the continued growth and development of the economy of the City of Greenville and eastern North Carolina.

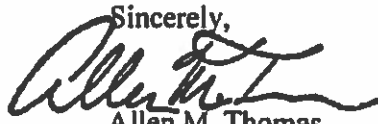
In addition to the adverse impact which closing the Walter B. Jones Alcohol and Drug Abuse Treatment Center would have on the economy of the City of Greenville including the loss of 180 jobs, the closing would adversely impact individuals and their families who are reliant upon the availability

Letter to The Honorable Louis Pate  
June 11, 2013  
Page Two

of a State operated facility providing these critical services and would adversely impact other resources of the City of Greenville and the region including hospitals, emergency rooms, and the judicial system located in the City of Greenville. Keeping the Walter B. Jones Alcohol and Drug Abuse Treatment Center open is important to the City of Greenville, the 38 Eastern North Carolina counties it serves, and the individuals who receive treatment from it.

The groundwater resources of eastern North Carolina include prolific aquifers which serve as a source of water for municipal, agricultural, industrial, and residential use within the region and are vital to the future of the region and the State of North Carolina as a whole. Senate Bill 76, as approved by the North Carolina Senate, terminates the existing ban on the injection of liquid wastes to the subsurface or groundwaters of the State by means of wells. This establishes the potential for the introduction of contaminants which threatens the use of aquifers as possible waters sources. The protection of the source of future drinking water supplies for eastern North Carolina is vital to the current and future residents of eastern North Carolina.

Your consideration and support of the requests contained in these resolutions is sought.

Sincerely,  
  
Allen M. Thomas  
Mayor

cc: Council Members

enclosures

**RESOLUTION NO. 035 - 13**  
**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GREENVILLE**  
**SUPPORTING FUNDING FOR THE NORTH CAROLINA RURAL CENTER, THE**  
**EASTERN REGION ECONOMIC DEVELOPMENT PARTNERSHIP, THE GOLDEN**  
**LEAF FOUNDATION, AND THE WALTER B. JONES ALCOHOL AND DRUG ABUSE**  
**TREATMENT CENTER**

WHEREAS, the budget approved by the North Carolina Senate includes provisions which would result in the elimination of the annual \$16 million appropriation for the North Carolina Rural Center, the elimination of the funding for the Eastern Region Economic Development Partnership, the diversion of all of the funds normally received annually by the Golden LEAF Foundation from the Master Settlement Agreement with cigarette manufacturers, and the elimination of funding for the Walter B. Jones Alcohol and Drug Abuse Treatment Center;

WHEREAS, the North Carolina Rural Center has a focus on job creation programs with City of Greenville businesses having directly benefitted from its financial assistance thereby promoting the growth of local businesses and stimulating the local economy, and the elimination of the funding for the North Carolina Rural Center would have an adverse impact on the economy of the City of Greenville;

WHEREAS, the Eastern Region Economic Development Partnership has served as a resource for the City of Greenville for assistance in recruiting businesses and providing advice on structuring economic initiatives and the elimination of the funding for the Eastern Region Economic Development Partnership would have an adverse impact on the economy of the City of Greenville;

WHEREAS, the Golden LEAF Foundation has provided grants which helped create or retain almost 48,000 jobs, resulting in private investment of \$2.9 billion, added almost \$300 million in new payroll per year, and directly assisted over 1.1 million North Carolinians, and the diversion of all of the funds the Golden LEAF Foundation receives from the Master Settlement Agreement from cigarette manufacturers would significantly limit its ability to help companies to grow and locate in North Carolina and to promote long-term economic development;

WHEREAS, the Walter B. Jones Alcohol and Drug Abuse Treatment Center is an 80-bed, inpatient treatment facility located in the City of Greenville, employing 180 persons and serving 38 eastern North Carolina counties, and the elimination of its funding would have an adverse impact on the economy of the City of Greenville and additionally would adversely impact individuals and their families who are reliant upon the availability of a State operated facility providing these critical services and would adversely impact other resources of the City of Greenville and the region including hospitals, emergency rooms, and the judicial system located in the City of Greenville; and

WHEREAS, funding for the North Carolina Rural Center, the Eastern Region Economic Development Partnership, the Golden LEAF Foundation, and the Walter B. Jones Alcohol and Drug Abuse Treatment Center is extremely important for the continued growth and development of the economy of the City of Greenville and eastern North Carolina;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Greenville that it does hereby express its support for funding of the North Carolina Rural Center, the Eastern Region Economic Development Partnership, the Golden LEAF Foundation, and the Walter B. Jones Alcohol and Drug Abuse Treatment Center and request the North Carolina

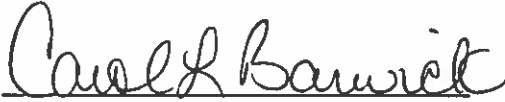
General Assembly, through the delegation representing the House and Senate districts of which Greenville is a part, to take the necessary action to fund the North Carolina Rural Center, the Eastern Region Economic Development Partnership, the Golden LEAF Foundation, and the Walter B. Jones Alcohol and Drug Abuse Treatment Center in the State budget.

This the 10<sup>th</sup> day of June, 2013.



Allen M. Thomas, Mayor

ATTEST:



Carol L. Barwick, City Clerk



**RESOLUTION NO. 034 - 13**  
**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GREENVILLE**  
**REQUESTING THE NORTH CAROLINA GENERAL ASSEMBLY TO KEEP OPEN**  
**THE WALTER B. JONES ALCOHOL AND DRUG ABUSE TREATMENT CENTER**

WHEREAS, the Walter B. Jones Alcohol and Drug Abuse Treatment Center is an 80-bed, inpatient treatment facility located in the City of Greenville which is designed to treat alcohol and drug dependent adults with co-occurring psychiatric disorders;

WHEREAS, the Walter B. Jones Alcohol and Drug Abuse Treatment Center serves 38 counties in eastern North Carolina and is one of three regional substance abuse treatment facilities serving the citizens of North Carolina;

WHEREAS, the Walter B. Jones Alcohol and Drug Abuse Treatment Center employs 180 persons and is a significant employer in the City of Greenville;

WHEREAS, the budget approved by the North Carolina Senate includes provisions which would result in the closure of the Walter B. Jones Alcohol and Drug Abuse Treatment Center and the other two regional substance abuse treatment facilities; and

WHEREAS, in addition to the adverse impact on the economy of the City of Greenville, the closure of the Walter B. Jones Alcohol and Drug Abuse Treatment Center would adversely impact individuals and their families who are reliant upon the availability of a State operated facility providing these critical services and would adversely impact other resources of the City of Greenville and the region including hospitals, emergency rooms, and the judicial system;

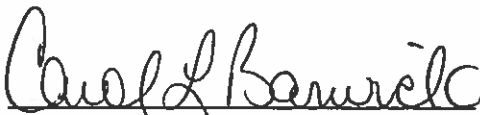
NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Greenville that it does hereby express its support for keeping open the Walter B. Jones Alcohol and Drug Abuse Treatment Center and request the North Carolina General Assembly, through the delegation representing the House and Senate districts of which Greenville is a part, to take the necessary action to keep the Walter B. Jones Alcohol and Drug Abuse Treatment Center open.

This the 10<sup>th</sup> day of June, 2013.

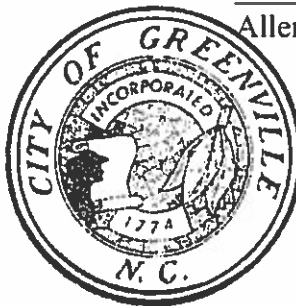


Allen M. Thomas, Mayor

ATTEST:



Carol L. Barwick, City Clerk



**RESOLUTION NO. 033 - 13**

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GREENVILLE OPPOSING THE  
SUBSURFACE INJECTION OF FRACKING WASTE IN EASTERN NORTH CAROLINA**

WHEREAS, the protection of the source of future drinking water supplies for eastern North Carolina is vital to the current and future residents of eastern North Carolina. Senate Bill 76 (SB76) will authorize the Department of Environment and Natural Resources (DENR) to issue permits on or after March 1, 2015, for oil and gas exploration and development activities in the State. Part IV of the proposed legislation is an amendment to the existing statute governing subsurface fluid injection. Currently, the discharge of any wastes to the subsurface or ground waters of the State by means of wells is prohibited;

WHEREAS, the intent of Part IV of SB76 is to lift the ban on subsurface injection through adoption of the following specific language: "The discharge of any wastes to the subsurface or groundwaters of the State by means of wells is prohibited. This section shall not be construed to prohibit (i) the operation of closed-loop groundwater remediation systems in accordance with G.S. 143-215.1A or (ii) injection of hydraulic fracturing fluid for the exploration or development of natural gas resources and water produced from subsurface geologic formations during the extraction of natural gas, condensate, or oil in North Carolina;"

WHEREAS, SB76 therefore provides for the termination of the current ban on injection of liquid wastes by means of wells into the groundwater system in North Carolina, and SB76 specifically addresses the disposal of fluids produced during the process of hydraulic fracturing associated with the development of natural gas resources. Although SB76 does not include language which specifically identifies where waste disposal (via well injection) will be permitted, the potential for the introduction of contaminants via injection wells creates a threat to the utilization of aquifers as potable water sources; and

WHEREAS, the groundwater resources of eastern North Carolina include prolific aquifers which serve as a source of water for municipal, agricultural, industrial, and residential use within the region and are vital to the future of the region and the State of North Carolina as a whole. The protection of these vital resources cannot be compromised. Because of this, it is important that the North Carolina General Assembly not pass SB76, or any other legislation which effectively lifts the ban on injecting liquid wastes into the fresh or saline parts of the groundwater systems of North Carolina without first completing a thorough study of the potential effects of these actions;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Greenville that it does hereby express its opposition to the subsurface injection of fracking waste in eastern North Carolina and request the North Carolina General Assembly, through the delegation representing the House and Senate districts of which Greenville is a part, to maintain the current laws in North Carolina that prevent disposal of hydraulic fracturing waste through underground injection or above ground storage in eastern North Carolina and to take no action that would weaken these laws before a viable option for disposal of fracking waste is found that does not include eastern North Carolina.

This the 10<sup>th</sup> day of June, 2013.

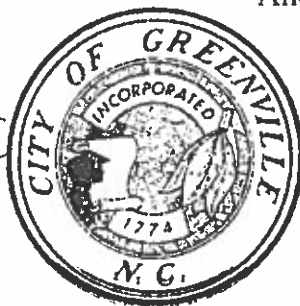


Allen M. Thomas, Mayor


ATTEST:



Carol L. Barwick, City Clerk



TO: Mayor and City Council Members

FROM: David A. Holec, City Attorney 

DATE: June 12, 2013

SUBJECT: Resolution for Capital Investment Grant Fund Agenda Item

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Item 4 on the agenda for the City Council June 13, 2013, meeting relates to a request for Capital Investment Grant funds. After the public hearing is conducted on the matter, Council approval of an economic development incentive for the Georgetown Redevelopment Project will be required in order to proceed with providing Capital Investment Grant funds. Attached is a copy of the recommended resolution to accomplish this approval.

cc: Barbara Lipscomb, City Manager

attachment

**RESOLUTION NO. - 13**  
**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GREENVILLE**  
**APPROVING AN ECONOMIC DEVELOPMENT INCENTIVE FOR**  
**THE GEORGETOWN REDEVELOPMENT PROJECT**

WHEREAS, North Carolina General Statute 158-7.1 grants the authority to the City of Greenville to make appropriations for the purposes of aiding and encouraging the location or expansion of certain business enterprises in the corporate limits of the City or for other purposes which the City Council finds, in its discretion, will increase the population, taxable property base and business prospects of the City;

WHEREAS, Taft-Ward ECU Campus Edge Apts., LLC is developing an economic development project consisting of a commercial mixed use development to be located in the block bounded by Reade Circle on the north, Evans Street on the west, Eighth Street on the south, and Cotanche Street on the east and which is expected to increase the taxable property base and to stimulate the local economy, promote business, and provide employment opportunities;

WHEREAS, a public hearing was held to consider whether the City will participate in the economic development project by making an appropriation and expenditure of City funds for an economic development incentive; and

WHEREAS, the City Council does hereby find and determine that the proposed economic development project will tend to increase the taxable property base of the City, increase the business prospects of the City, and create additional employment opportunities, and that it is in the public interest to provide assistance, as authorized by North Carolina General Statute 158-7.1, in order to encourage Taft-Ward ECU Campus Edge Apts., LLC to develop the economic development project;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Greenville that it does hereby approve the appropriation and expenditure of up to \$74,498.00 annually for a seven (7) year period for the Georgetown Redevelopment Project as an economic development incentive and does further approve an Economic Development Agreement between the City of Greenville (the "City") and Taft-Ward ECU Campus Edge Apts., LLC (the "Company") for said economic development incentive which provides, with other provisions, that the Company will develop, within the block bounded by Reade Circle on the north, Evans Street on the west, Eighth Street on the south, and Cotanche Street on the east (the "Property"), a commercial mixed use development to include more than 300,000 square feet of commercial residential space, more than 11,000 square feet of retail space and a 429 space parking deck (the "Improvements") and that for a seven (7) year period after construction of the development is complete, the City will provide an annual grant payment equal to the lesser of (i) \$74,498.00 or (ii) 49.5% of the ad valorem taxes associated with the additional incremental value of capital investments made by Company as a result of the Improvements.

BE IT FURTHER RESOLVED by the City Council of the City of Greenville that the Mayor and City Clerk be and are hereby authorized to execute an Economic Development Incentive Agreement for the Georgetown Redevelopment Project.

This the 13<sup>th</sup> day of June, 2013.

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Allen M. Thomas, Mayor

ATTEST:

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Carol L. Barwick, City Clerk

## MEMORANDUM

TO: Mayor and City Council Members

FROM: Chris Padgett, Assistant City Manager *CNP*

DATE: June 12, 2013

SUBJECT: Articles on Proposed ERP Software

One of the items on City Council's agenda tomorrow, June 13<sup>th</sup>, is the BANA / ERP vendor recommendation for a new business applications software system. The recommended vendor, Tyler Technologies, Inc., has numerous North Carolina clients, including several of the state's largest cities.

Attached to this memorandum are three articles related to the cities of Charlotte, Asheville and Durham choosing and/or implementing this software. This information is being provided to supplement the materials that were already provided as part of the agenda packet for the June 13<sup>th</sup> City Council meeting.

Please feel free to contact me with any questions.

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cc: Dave Holec, City Attorney  
Carol Barwick, City Clerk

From the Charlotte Business Journal

:<http://www.bizjournals.com/charlotte/news/2012/07/24/city-of-charlotte-to-spend-8m-on.html>

Jul 24, 2012, 2:20pm EDT Updated: Jul 24, 2012, 4:50pm EDT

## City of Charlotte to spend \$8M on financial system upgrade



Jen Wilson

Associate Editor/Online- Charlotte Business Journal

[Email](#) | [Google+](#)

The city of Charlotte has retained **Tyler Technologies** Inc. to replace its 30-year-old enterprise resource planning software at a cost of \$8 million.

The upgrade is aimed at modernizing the city's financial system, helping it operate more efficiently while giving citizens better visibility into the city's fiscal workings.

City officials chose Tyler (NYSE:TYL) for its public-sector experience and statewide expertise. The Dallas-based firm has more than 80 clients in North Carolina using its Munis solution.

"The city of Charlotte was attracted to the Munis solution because it is specifically built for local government, and it will help us deliver fiscal transparency to our citizens while providing greater efficiencies and productivity around data collection and analysis," [David North](#), ERP program manager for the city, said [in a press release](#). "Tyler Technologies was responsive to our needs, and we look forward to working with them."

The contract includes software licensing fees, professional services and implementation for multiple applications, including financial management, procurement, and project and grant accounting. It also covers software and services from third-party software providers for airport management and compliance management add-on applications.

Charlotte is the largest city in North Carolina and the 17th-largest in the United States, based on population.

Jen Wilson coordinates the Charlotte Business Journal's online operations, chronicles local events for CBJ Seen and takes photographs.

November 10, 2010 at 10:40 AM |  Print

## City of Asheville technology roll out increases efficiency across departments

Released: November 10, 2010

### City of Asheville's technology roll out increases efficiency across departments

In an organization of more than 1,000 people, speedy and accurate information flow means not only increased efficiency but also real dollars. That's an underlying theme that emerges when city of Asheville employees talk about the recently launched technology upgrade that provides not only swifter access to data but also easier communication between city departments and city customers.

The Munis system purchased by the city of Asheville from Tyler Technologies grew out of a 2009 commitment by Asheville City Council to fund a Business Technology Improvement Project to replace the organization's aging mainframe-based system with a state-of-the-art streamlined tech upgrade.

The new system is targeted to business transactions within the city's financial, human resources, contract management, purchasing and inventory, and utility billing functions. Dramatically eliminating paper forms in favor of digital ones reduces the time spent on each step of a transaction such as a business license application, as well as the time it takes to navigate the approval process. In a summary he wrote for the City of Asheville's E-News in 2009, Information Technology Services Director Jonathan Feldman noted that experts estimate the switch can save more than \$3 in staff time and material costs per form.

"It reduces the staffing needed for these processes, and it reduces redundancy," Feldman says, adding that more accurate and accessible data means that city departments can close revenue gaps that may have been difficult or impossible to find with a paper-based system.

The system has been deployed in all city departments, with department heads and employees meeting with the IT department and experts from Tyler Technologies to determine how best to apply the software in their departments. In January, the city's payroll division will join the offices using the system, followed by utility billing in July.

And like the city's MapAsheville GIS mapping system developed in 2006, the city's use of the Munis system will continue to evolve as more and more applications for the technology emerge.

"It's pretty massive," Feldman says. "It's not just IT doing this. It's a huge collaboration. Each department has to take ownership of how it applies to their product."

Development Services Director Robert Griffin praised the upgrade as a boon for his department, which is in charge of processes like construction permits and business licenses. Griffin says the Munis system cuts down on the time it takes for a business privilege license to be processed, and even sends him emails when there is a form that needs his attention.

"It allows us to be more efficient and more responsive to the outside customer," he says.

For more information about the City of Asheville' Business Technology Improvement projects, go to:  
[http://www.ashevilenc.gov/departments/it\\_services/default.aspx?id=17860](http://www.ashevilenc.gov/departments/it_services/default.aspx?id=17860).

# City of Durham, North Carolina, Leverages Tyler Technologies Enterprise Resource Planning Solution to Win Finance Award

Posted April 8th, 2008 by [vignesh](#)

Dallas, April 3, 2008 "(PressReleasePoint)"-- Tyler Technologies, Inc. (NYSE: TYL) announced today that its client—the City of Durham, North Carolina—recently earned an award for excellence in accounting and financial management.

Durham's Department of Finance received the North Carolina State Treasurer's Governmental Award for Excellence in Accounting and Financial Management for its Enterprise Resource Planning (ERP) achievements. The honor aims to encourage local governments throughout the state to improve their accounting and financial management practices. The state determines awards for several categories based on population, including three for municipalities, two for counties and three for school districts. It also grants one award for special districts or public authorities.

According to Keith Hermann, interim director of the City of Durham's Department of Finance, Tyler's MUNIS system has enabled City employees to be more efficient and provide better customer service to Durham residents. "By receiving this prestigious award, it further illustrates to our citizens our commitment to sound financial practices and excellent stewardship of taxpayer dollars. Our ERP system from Tyler Technologies has allowed us to streamline all of our departments and functions onto one system, making us more efficient and thus more accountable to our citizens," Hermann said.

Durham, which contracted with Tyler Technologies in June 2005, implemented a comprehensive solution from Tyler's MUNIS financial management suite. At the time of purchase, Durham officials cited the ability of the MUNIS system to fit the City's needs, Tyler's strong presence in the state of North Carolina and the fact that Tyler performs its own implementations as key factors in its decision to purchase the product. The City's implementation of Tyler's MUNIS system, which went live on financials in July 2006, facilitated the management of financial data across departments, integrating it for easy access and reporting.

"We congratulate the City of Durham and its Finance Department for its recent recognition by the state of North Carolina. The City's commitment and impressive progress in the area of fiscal accountability is commendable, as is its commitment to providing citizens with the highest level of service. Tyler is pleased that our MUNIS solution contributed to Durham's success," commented Richard Peterson, Jr., president of Tyler's MUNIS Financial Management Solutions.

With a population of approximately 209,000, Durham is the fourth-largest city in North Carolina and is among the 100 largest cities in the United States. In addition to being known as the City of Medicine, it serves as a cornerstone of the Research Triangle region of the state and is home to both Duke University and North Carolina Central University.

Based in Dallas, Tyler Technologies is a leading provider of end-to-end information management solutions and services for local governments. Tyler partners with clients to make local government more accessible to the public, more responsive to needs of citizens, and more efficient. Tyler's client base includes more than 7,000 local government offices throughout all 50 states, Canada, Puerto Rico and the United Kingdom. Tyler has been named one of "America's 200 Best Small Companies" by Forbes Magazine and one of "America's 100 Most

Trustworthy Companies" by Audit Integrity, an independent research firm. More information about Tyler Technologies can be found at [www.tylertech.com](http://www.tylertech.com).

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### **Press Contact:**

<http://>

Contact

TO: Mayor and City Council Members

FROM: David A. Holec, City Attorney 

DATE: June 12, 2013

SUBJECT: Amendment to Naming Policy for Parks and Recreation Facilities

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There is a need for a clarification in the Policy and Guidelines for Naming or Renaming City of Greenville Parks, Recreation Facilities and Geographic Features within Parks. The Policy applies to naming a park, recreation facility, or a geographic feature within a park. The Policy lists examples of recreation facilities as trails/greenways, recreation centers, athletic complexes, picnic shelters, pools, playgrounds, "spraygrounds", or other facility. An issue has arisen as to whether this Policy applies to the naming of components of a recreation building such as a room. Attached is a copy of the Policy.

In order to clarify this issue, it is recommended that City Council approve an amendment to the Policy and Guidelines to add a section 6 to read as follows:

Section 6 - COMPONENTS OF BUILDINGS

The provisions of this Policy and Guidelines do not apply to the naming of components of a recreation building such as classrooms, meeting rooms, game rooms, gymnasiums, courts, studios, theaters, galleries, and auditoriums. City Council, in its discretion, may name components of recreation buildings or grant the Recreation and Parks Commission authority to name certain types of components of recreation buildings without further Council involvement.

The Recreation and Parks Commission is expected to review the amendment at its Wednesday, June 12, 2013, meeting.

It is proposed that consideration of this amendment be added to the agenda for the City Council meeting on Thursday, June 13, 2013.

cc: Barbara Lipscomb, City Manager

attachment

# **POLICY AND GUIDELINES FOR NAMING OR RENAMING CITY OF GREENVILLE PARKS, RECREATION FACILITIES AND GEOGRAPHIC FEATURES WITHIN PARKS**

## **Section 1 - INTRODUCTION**

The naming of City of Greenville parks, recreation facilities and geographic features within parks is an important task, and one that should be approached with caution and patient deliberation. With the possible exception of a corporate purchase of "naming rights," a park, facility, or geographic feature name, once selected, should be bestowed with the intention that it will be permanent.

Those who select the names of parks, recreation facilities and geographic features should do so with a clear understanding that their decisions may set a precedent, and that their actions will exert an influence upon the community in future generations.

## **Section 2 - POLICY PURPOSE**

The purpose of this policy is to establish a systematic and consistent approach for the official naming of City of Greenville parks, recreation facilities, and geographic features within parks.

## **Section 3 - NAMING of PARKS, RECREATION FACILITIES AND FEATURES**

The following guidelines and criteria will be used when naming a park, recreation facility, or a geographic feature within a park:

- A. A permanent name may be assigned, if deemed appropriate by the Greenville City Council (following receipt of a recommendation for naming by the Greenville Recreation and Parks Commission) to a park or recreation facility, any time after land acquisition or park/facility development. Such recreation facilities may include trails/greenways, recreation centers, athletic complexes, picnic shelters, pools, playgrounds, "spraygrounds," or other facility. However, discretion should be utilized in order to avoid an overabundance of named features or facilities in any single park, and the naming of a facility should not diminish or overshadow the park's name.
- B. A permanent name may also be assigned, if deemed appropriate by the Greenville City Council (following receipt of a recommendation for naming from the Greenville Recreation and Parks Commission), to an unnamed lake or other prominent geographic feature within a park.
- C. At its discretion, the Greenville City Council may grant the Recreation and Parks Commission authority to officially name certain types of recreation facilities without further Council involvement.

- D. Duplication of the names of other parks, recreation facilities and geographic features within the City shall not be permitted. The exception would be a facility carrying the same name as the park in which it is situated. (ex: South Greenville Recreation Center in South Greenville Park)
- E. Priority in naming parks, facilities and geographic features shall be given to geographical locations, historic significance or geologic features.
- F. Consideration to name a park, facility or geographic feature in honor of a person (or persons or family) shall only be given if one or more of the following criteria has been met:
1. The individual is statewide or nationally significant.
  2. The individual, individuals or family has contributed significant long-term support to the development or operation of the park or facility, or to the overall recreation and park system. The suggested name must be accompanied by evidence of contributions to the park, facility, and/or service, or to any of the Recreation and Parks Department's companion organizations that function in cooperation with and on behalf of the department. A companion organization includes, but is not limited to, such organizations as the Greenville Little Leagues, Jackie Robinson Baseball League, and the Friends of Greenville Greenways.
  3. An outstanding community individual has made significant and long term civic contributions to the City of Greenville as determined by either the Recreation and Parks Commission or the Greenville City Council.
  4. A substantial donation, as determined by either the Recreation and Parks Commission or the Greenville City Council, has been made to the Recreation and Parks Department, or companion organization, by or in memory of an individual, group or family.
- G. Parks, facilities, and geographic features may only be named after an individual who has been deceased for a minimum of two (2) years, except in the case of one or more of the following circumstances:
1. The parkland in its entirety has been donated by the individual being honored through the proposed naming.
  2. 50% or more of the total cost of the facility has been donated by the individual being honored through the proposed naming, or by a group, business or organization making the donation in his or her name.
  3. A land donation in which a naming provision has been made on the deed and accepted by the Greenville City Council.
  4. A substantial donation of money has been made to the Greenville Recreation and Parks Department wherein the donor stipulated a naming provision as a condition of the donation and this condition has been accepted by the Greenville City Council.

- H. Naming proposals for a park, facility or geographic feature may come from any individual, family, organization, business, governmental agency, donor, or neighborhood association that represents the locality wherein the park, facility or feature is situated.

#### Section 4 - PROCESS

Naming and renaming proposals shall be made on a form provided by the Recreation and Parks Department and forwarded to the Chair of the Greenville Recreation and Parks Commission at:

Chairman, Greenville Recreation and Parks Commission  
Greenville Recreation and Parks Department  
P.O. Box 7207  
Greenville, NC 27835-7207

The proposal will be posted on the Greenville Recreation and Parks website for a period of 30 days, during which citizen comments and suggestions may be submitted in writing to the Commission Chair through the website or at the above address. The Commission will then hear oral comments during a public hearing at their first meeting following the expiration of the 30 day period, and formulate a recommendation regarding the proposal. The recommendation will then be forwarded to the Greenville City Council. In the event the Commission does not formulate a recommendation within 60 days after the public hearing, it will be considered that the Commission's recommendation is to approve the naming proposal and this recommendation will be forwarded to the Greenville City Council.

The Greenville City Council will consider the naming proposal at a Council meeting after receipt of a recommendation from the Recreation and Parks Commission. A public hearing will be held by City Council prior to making its decision on the naming proposal. City Council may approve, deny, or modify the naming proposal. City Council may, but is not required to, refer a modification of the naming proposal back to the Recreation and Parks Commission for review and recommendation.

The following guidelines and criteria shall be considered and met before renaming a City of Greenville park, facility or geographic feature:

- A. Once named, the renaming of City of Greenville parks, facilities, or geographic features is strongly discouraged. It is recommended that efforts to change a name be subject to the most critical examination so as not to diminish the original justification for the name or discount the value of the prior contributions.
- B. Land and facilities named by deed restriction shall not be renamed.
- C. Parks, facilities and geographic features named after individuals shall not be changed unless it is found by the Recreation and Parks Commission or the Greenville City Council that the individual's personal character was such that the continued use of the name for a City park, facility or geographic feature would not be in the best interest of the City.

- D. Parks, facilities and geographic features named for a location, a geographic feature or a community/neighborhood may be considered for renaming. However, the existing name of a park, facility, or geographic feature which is of local or national importance or which identifies an outstanding geographic or physical feature shall not be changed unless the Recreation and Parks Commission or Greenville City Council determines that there are extraordinary circumstances of local or national interest to justify the name change.
- E. Subject to the foregoing, in order for a park, facility or geographic feature to be considered for renaming, the recommended name must otherwise qualify according to the same guidelines and criteria as set forth above for originally naming parks, facilities and geographic features and the same general procedure shall be followed.

#### **SECTION 5 - NAMING RIGHTS FOR CORPORATIONS OR OTHER PRIVATE BUSINESSES:**

This policy does not provide guidelines or processes for granting temporary naming rights to corporations or other private businesses as a mutually beneficial arrangement between the City and a corporation or other private business wherein the corporation or other private business provides cash and/or in-kind services to the City in return for access to the commercial and/or marketing potential associated with a city facility or service.

Such arrangements could include the naming of a park, a facility, a geographic feature, an event or activity. While such arrangements could prove highly beneficial to the City and its citizens, as well as to area businesses, the details of such arrangements will necessitate cautious consideration. A separate city policy and process will address the grant of naming rights to a corporation or other private business.

## Memorandum

To: Honorable Mayor and City Council Members

From: Chris Padgett, Assistant City Manager *CJP*

Date: June 12, 2013

Subject: Notice of Special Event Permits Approved

The following special event applications were approved by the Greenville Police Department. If you have any questions about this report, contact me or Chief Aden.

Name of Event	Event Date	Event Location	Event Organizer/ Sponsoring Agency	Law Enforcement Required
Live Music (amplified sound)	6/6/2013 6/13/2013	4001 S. Memorial Dr.	Rucker John's	No
Promotional Event for Mixer Magazine (amplified sound)	6/13/2013	Campus Pointe Apartments	Daily Reflector	Yes

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cc: Dave Holec, City Attorney  
Carol Barwick, City Clerk