



Agenda

City Council Workshop

June 11, 2018

4:00 PM

City Hall Conference Room 337

200 West Fifth Street

Assistive listening devices are available upon request for meetings held in the Council Chambers. If an interpreter is needed for deaf or hearing impaired citizens, please call 252-329-4422 (voice) or 252-329-4060 (TDD) no later than two business days prior to the meeting.

I. Call Meeting To Order

II. Roll Call

III. Approval of Agenda

IV. New Business

1. Discussion of Job Creation Grant Program
2. Presentation on Fire/Rescue Standards of Coverage
3. Presentation on South Tar River Greenway Phase 3 Project
4. Presentation on Proposed Agreement with Street Level Media, LLC for Bus Advertising Services

V. Adjournment



City of Greenville, North Carolina

Meeting Date: 6/11/2018
Time: 4:00 PM

Title of Item: Discussion of Job Creation Grant Program

Explanation: In June 2017, City staff presented a proposed Job Creation Grant Program to City Council. Most recently, on May 9, 2018, the City Council Economic Development Committee discussed the proposal and gave feedback. City staff will provide a presentation on a proposed Job Creation Grant Program to incentivize new and expanding businesses.

Fiscal Note: The funding amount for the program is being considered as part of ongoing budget discussions.

Recommendation: Review and discuss Job Creation Grant Program.



City of Greenville, North Carolina

Meeting Date: 6/11/2018
Time: 4:00 PM

Title of Item: Presentation on Fire/Rescue Standards of Coverage

Explanation: The Fire/Rescue Department will present its Standards of Coverage, which is a required step as part of the process for accreditation from the Center for Public Safety Excellence.

The Commission on Fire Accreditation International describes the “Standards of Response Coverage as being those adopted, written policies and procedures that determines the distribution, concentration and reliability of fixed and mobile response forces for fire, emergency medical services, hazardous materials and other forces of technical response.”

Fiscal Note: No fiscal impact.

Recommendation: Receive the presentation from the Fire/Rescue Department



City of Greenville, North Carolina

Meeting Date: 6/11/2018
Time: 4:00 PM

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- Title of Item:** Presentation on South Tar River Greenway Phase 3 Project
- Explanation:** Public Works Department staff will provide a presentation on funding and construction of the South Tar River Greenway, Phase 3A. Funding from several federal and state grants will allow the City to proceed with construction of Phase 3A. Staff will present information on the history of the City's greenway system and more detailed information on the funding and costs to complete this project.
- Fiscal Note:** A request to approve the contract to Smith-Rowe, LLC for the construction of this project along with a municipal agreement with the North Carolina Department of Transportation is to be presented to City Council for consideration at the June 25, 2018 meeting. The City will be reimbursed 80% of the construction costs of this project.
- Recommendation:** City Council receive information provided by the Public Works Department staff.
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City of Greenville, North Carolina

Meeting Date: 6/11/2018
Time: 4:00 PM

Title of Item: Presentation on Proposed Agreement with Street Level Media, LLC for Bus Advertising Services

Explanation: Transit advertising has become a sustainable revenue source for transportation systems. Transit systems contract with third party administrators like Street Level Media, LLC to administer their advertising programs. Advertising services include actively seeking advertisers and executing sales agreements for advertising space on the GREAT buses and bus shelters. The advertising company will be responsible for the creation, installation, maintenance and removal of all advertisements. Street Level Media, LLC will be responsible for marketing the advertising opportunities with the City Transit System.

Fiscal Note: Clients will pay Street Level Media directly for monthly space rental charges. Street Level Media will pay the City of Greenville in accordance with the schedule below:

- Main Bus Exterior: 50%
- Main Bus Interior: 50%
- Bus Shelters: 50%
- Sponsorship Signs 50%

Street Level Media will pay the City of Greenville a minimum annual revenue as set below:

- Year One \$12,525
- Year Two \$16,500
- Year Three \$18,600
- Year Four \$19,800
- Year Five \$19,800

- TOTAL \$87,225

Recommendation: Present and discuss the proposed agreement with Street Level Media, LLC for Transit and other City advertising.