



Minutes of the Burlington City Council Meeting

Virtual Meeting
7:00pm – Tuesday, January 5, 2021

The City Council of the City of Burlington held a regularly scheduled meeting remotely beginning at 7:00pm on January 5, 2021. Due to the Coronavirus Pandemic, this meeting was convened remotely via Zoom Webinar platform.

Mayor Ian Baltutis presided.

Council Members Present:

Mayor Ian Baltutis
Mayor Pro Tem Kathy Hykes
Council Member Robert Ward
Council Member James Butler
Council Member Harold Owen

Staff Present:

City Manager Hardin Watkins
City Attorney David Huffman
Interim City Clerk Beverly Smith

Council Members Absent: None

CALL TO ORDER: Mayor Ian Baltutis

INVOCATION: Council Member Bob Ward

The invocation was offered by Council Member Ward.

CODE OF ETHICS DISCLOSING CONFLICTS OF INTEREST: Interim City Clerk, Beverly Smith
Mayor Pro Tem Hykes asked to be recused from New Business Item 2.

Upon a motion by Council Member Butler, seconded by Council Member Owen, it was resolved unanimously to recuse Mayor Pro Tem Hykes from New Business Item 2.

APPROVAL OF MINUTES:

- November 3, 2020 City Council
- November 17, 2020 City Council

Upon a motion by Council Member Ward, seconded by Mayor Pro Tem Hykes, it was resolved unanimously to approve the foregoing minutes.

ADDITIONS – CONSENT AGENDA:

- **Item B:** Approve 2021 City of Burlington NC Legislative Advocacy Goals
- **Item C:** Approve 2021 City Goals and NC Association of Chiefs of Police Goals for State Advocacy
- **Item D:** Adoption of 2021 City of Burlington Federal Advocacy Agenda

Upon a motion by Council Member Butler, seconded by Council Member Ward, it was resolved unanimously to adopt the agenda.

ADOPTION OF AGENDA

Upon a motion by Mayor Pro Tem Hykes, seconded by Council Member Owen, it was resolved unanimously to adopt the agenda.

CONSENT AGENDA:

- A. To adopt a Resolution approving the Eno-Haw Regional Hazard Mitigation Plan.
 Follow this link to view the *Eno-Haw Regional Hazard Mitigation Plan Review Draft*:
<http://www.enohawhmp.com/assets/pdf/documents/EnoHaw%20HMP%20Revised%20Review%20Draft.pdf>

Resolution#21-01

**RESOLUTION
ADOPTING ENO-HAW REGIONAL
HAZARD MITIGATION PLAN**

WHEREAS, the citizens and property within City of Burlington are subject to the effects of natural hazards that pose threats to lives and cause damage to property, and with the knowledge and experience that certain areas of the county are particularly vulnerable to drought, extreme heat, hailstorm, hurricane and tropical storm, lightning, thunderstorm wind/high wind, tornado, winter storm and freeze, flood, hazardous material incident, and wildfire; and

WHEREAS, the City of Burlington desires to seek ways to mitigate the impact of identified hazard risks; and

WHEREAS, the Legislature of the State of North Carolina has in Part 6, Article 21 of Chapter 143; Parts 3, 5, and 8 of Article 19 of Chapter 160A; and Article 8 of Chapter 160A of the North Carolina General Statutes, delegated to local governmental units the responsibility to adopt regulations designed to promote the public health, safety, and general welfare of its citizenry; and

WHEREAS, the Legislature of the State of North Carolina has enacted General Statute Section 166A-19.41 (*State emergency assistance funds*) which provides that for a state of emergency declared pursuant to G.S. 166A-19.20(a) after the deadline established by the Federal Emergency Management Agency pursuant to the Disaster Mitigation Act of 2002, P.L. 106-390, the eligible entity shall have a hazard mitigation plan approved pursuant to the Stafford Act; and

WHEREAS, Section 322 of the Federal Disaster Mitigation Act of 2000 states that local governments must develop an All-Hazards Mitigation Plan in order to be eligible to receive future Hazard Mitigation Grant Program Funds and other disaster-related assistance funding and that said Plan must be updated and adopted within a five year cycle; and

WHEREAS, the City of Burlington has performed a comprehensive review and evaluation of each section of the previously approved Hazard Mitigation Plan and has updated the said plan as required under regulations at 44 CFR Part 201 and according to guidance issued by the Federal Emergency Management Agency and the North Carolina Division of Emergency Management.

WHEREAS, it is the intent of the City Council of City of Burlington to fulfill this obligation in order that the City of Burlington will be eligible for federal and state assistance in the event that a state of disaster is declared for a hazard event affecting the City;

NOW, THEREFORE, be it resolved that the City Council of City of Burlington hereby:

1. Adopts the Eno-Haw Regional Hazard Mitigation Plan.
2. Vests City of Burlington with the responsibility, authority, and the means to:
 - (a) Inform all concerned parties of this action.
 - (b) Cooperate with Federal, State and local agencies and private firms which undertake to study, survey, map and identify floodplain areas, and cooperate with neighboring communities with respect to management of adjoining floodplain areas in order to prevent exacerbation of existing hazard impacts.
3. Appoints City of Burlington to assure that the Hazard Mitigation Plan is reviewed annually and every five years as specified in the Plan to assure that the Plan is in compliance with all State and Federal regulations and that any needed revisions or amendments to the Plan are developed and presented to the City of Burlington City Council for consideration.
4. Agrees to take such other official action as may be reasonably necessary to carry out the objectives of the Hazard Mitigation Plan.

Adopted this the 5th day of January 2021.

- B.** To approve the City's priorities regarding the 2021 North Carolina League of Municipalities Advocacy Goals and designate Mayor Ian Baltutis to serve as the City of Burlington's delegate.
- C.** To approve the 2021 City Goals and the North Carolina Association of Chiefs of Police Goals for State advocacy.
- D.** To formally adopt the City of Burlington's 2021 Federal Advocacy Agenda.

Upon a motion by Council Member Owen, seconded by Council Member Butler, it was resolved unanimously to approve the foregoing consent agenda.

NEW BUSINESS:

Item 1-Indian Valley Golf Course Rebrand to The Valley Golf Course:

Mayor Baltutis announced City Council will consider approval of the transition to rebrand the City's golf course from Indian Valley Golf Course to The Valley Golf Course.

Recreation and Parks Director, Tony Laws provided an overview of the presentation provided to City Council at its January 4, 2021 Work Session. He shared the history of the golf course project and introduced newly hired PGA Pro, Golf Manager, Jonathan Dudley. He explained with the new leadership and growth at the golf course, it provided for an opportunity to evaluate areas for improvement at the course. He stated social media comments received about removal of the name "Indian" from the name is not politically driven or based on any controversy or complaints by any race or culture. He introduced Morgan Lasater in attendance to present the refreshed brand.

Community Engagement Manager Morgan Lasater stated the Recreation and Parks Commission unanimously approved the proposed brand. She explained the process of discovery and the City's brand audit involved in improvements to marketing the golf course as well as the larger City brand. She explained this brand is a more centralized brand and will be utilized throughout the City. She provided history of several different brand marks, none of which created a connection to The City of Burlington

Recreation and Parks brand. She reported it was determined that a rebrand would provide a professional modern look for the course.

Ms. Lasater explained the golf course is a commercial entity in which the City would like to have a regional draw and the proposed brand focuses on the unique location of the course on the Haw River. She stated the colors adopted will be that of the City of Burlington green and blue, and a water “swoosh” through a graphic “V” using those colors that connect the course back to the City’s refreshed brand. She stated the tagline “golf by the river” would be added to the rebrand that also shortens the course name from Indian Valley Golf Course to The Valley. She shared a secondary tagline “Everybody Plays at The Valley” would be used when marketing the golf course amenities, including hiking and many other amenities offered at the course. She explained this allows for successful marketing that contributes to the revenue potential of the course.

Golf Manager Jonathan Dudley expressed appreciation and excitement about Indian Valley and The Valley vision. He stated since his arrival and over the last six months at the course he’s noticed a wide variety of patrons and realizes the layout of the property being near the river is enjoyed by many in the surrounding areas and throughout Alamance County.

Mr. Dudley reported golf is thriving at Indian Valley with sales up on average of 98% compared to last year since July 2020. He reported rounds are up since 2016 with a significant increase from 2019 to the present. He explained many people search for the course online and the courses online presence can certainly use a boost and be seen as part of the City of Burlington since it is owned and operated by the City. He stated golf is trending the highest it’s been since the mid 90’s and believes this new excitement can continue into the next couple of decades.

Mayor Baltutis stated there’s a lot of enthusiasm seeing the new life breathing into the golf course.

Council Member Owen stated golf course operations in the public and private sector involves commercialism to the economy and marketing efforts. He expressed the importance of these efforts and the beautiful layout of the golf course. He commended staff on the increase in numbers at the course and the complimented their efforts to bring golfers of all ages and levels.

Council Member Butler commended City staff on the presentation of the uniqueness of the golf course and it is truly a revenue generator for the City that offers a proactive way to capitalize on the recovery through Covid-19 and synchronizing this rebranding period with the increase of revenue the course is currently experiencing. He commended City staff and the Recreation and Parks Commission for the well thought out work involved in the refreshed brand.

Upon a motion by Council Member Owen, seconded by Council Member Butler, it was resolved unanimously to approve the transition to rebrand the City’s golf course from Indian Valley Golf Course to The Valley Golf Course.

Item 2-Burlington Beer Works Special Events Permit Extension/Temporary Street Closing until (June 1, 2021):

Mayor Baltutis announced City Council will consider extending the temporary street closure and premises extension to allow Burlington Beer Works to host special events, serve beer and wine and accommodate outdoor seating in a designated area. The petitioner requests this multi-date temporary street closure extension to begin upon City Council approval through June 1, 2021.

Temporary Street Closing under this permit extension includes Main Street from Davis Street to Front Street during the following days and times:

- Friday – 5:30pm-10:30pm
- Saturday – 9:30am-10:30pm
- Sunday – 8:30am-3:30pm

Recreation Supervisor Special Events Emily Crowley represented Burlington Beer Works, General Manager, Tracy Schmidt and provided an overview of the request for an extension of the Special Events permit for the Burlington Beer Works and their request to continue hosting special events and extending the Burlington Beer Works business premises with a continued temporary street closing upon City Council approval through June 1, 2021.

Mayor Baltutis inquired about propane heaters at the outdoor area space and number allowable for storage of the devices and requested information on how this is addressed for any merchants that would like to use those devices.

Assistant City Manager Nolan Kirkman responded he would coordinate with Inspections and Fire Department to provide the requirements to remain in compliance and safely use those devices.

Upon a motion by Council Member Butler, seconded by Council Member Owen, it was resolved unanimously to approve the permit extension through June 1, 2021. (Baltutis, Owen, Butler, Ward) (Mayor Pro Tem Hykes abstained).

PUBLIC COMMENT PERIOD

Alex Alfonso, 1100 block Hawthorne Lane, Burlington, spoke in favor of the rebranding of The Valley Golf Course and discussions with City staff about implementing disc golf course at the City's golf course.

Andy Reynolds, Durham Street Extension, Burlington, spoke in favor of a disc golf course at the City's golf course.

Spencer Sellars, Sullivan Court, Gibsonville, spoke and asked if the City had considered changing the name of the Haw River with the history involved.

Tim Ross, 1114 Barham Street, Burlington, experience connection issues during the virtual session and email Public Information Specialist John Vernon the following comment:

Mr. Ross commented he supports Tony Laws, Jonathan Dudley, and City staff and applauds the name change of the golf course to The Valley and he thinks staff is doing a fantastic job at the course.

CITY COUNCIL COMMENTS

Council Member Owen commented on the City extending help to Alamance County Health Department and encouraged the City to work with the county as much as possible to help with the challenges with the vaccination efforts and believes it needs to be a cooperative effort. He expressed the City's communication platforms can be helpful to get as much information to our citizens as possible.

Mayor Baltutis responded the City has a presentation on the topic.

City Manager Watkins reported that City staff has reached out to the Alamance County Health Director and agreed to supply eight City staff members started tomorrow morning at 6:45am and have committed to having eight staff persons there every day to help through the end of January, with an extension to that if necessary. He reported the City would assist with traffic flow and at the observation area at post vaccination.

Community Engagement Manager Morgan Lasater shared a video produced in collaboration with Alamance County communications to help get the word out to the community. She reported over 5,000 seniors in our community will be informed with a postcard of the vaccination plans, and subsequent messages will be produced and provided to our community during this ongoing process.

Council Member Butler commented on messages on social media from Cone Health regarding the capacity staying at 100% and inquired if there's an explanation for that. He believes the public is largely confused about the actual capacity of the hospital with the narrative out there that there's no room within our hospitals.

City Manager Watkins responded the explanation provided to him was the reporting was changed based on the state's provisions. He stated the City has not received any reports that there is not any room availability at our local hospitals.

Mayor Baltutis shared 2021 kicks off the 6th year of the Mayor's Book Club and expressed appreciation to the Alamance County Public Libraries for their support hosting the club each month.

Mayor Pro Tem Hykes commented she would like to see continued conversation on disc golf.

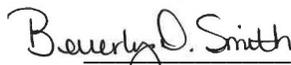
Council Member Butler concurred and asked for City staff to explore more about the concept of disc golf.

Mayor Baltutis requested a follow-up from City staff.

Director of Recreation and Parks Tony Laws responded staff is communicating with several individuals about disc golf and will continue those discussions.

ADJOURN

Upon a motion by Council Member Ward, it was resolved unanimously to adjourn at 8:14pm.



Beverly D. Smith, NCCMC
Interim City Clerk

January 5, 2021
City Council Meeting