



**March 11, 2024**  
 Stallings Government Center  
 321 Stallings Road  
 Stallings, NC 28104  
 704-821-8557  
[www.stallingsnc.org](http://www.stallingsnc.org)

## Town Council Agenda

	Time	Item	Presenter	Action Requested/Next Step
	7:00 p.m.	Invocation Pledge of Allegiance Call the Meeting to Order	Wyatt Dunn, Mayor	NA
	7:05 p.m.	Public Comment	Wyatt Dunn, Mayor	NA
1.	7:15 p.m.	Consent Agenda A. Minutes from the following meetings: (1) 02-05-2024 – special (2) 02-12-2024 (3) 02-24-2024 – special	Wyatt Dunn, Mayor	Approve Consent Agenda
2.	7:17 p.m.	Reports A. Report from Mayor B. Report from Council Members/Town Committees C. Report from Town Manager/Town Departments	Council and Staff	NA
3.	7:45 p.m.	Agenda Approval	Wyatt Dunn, Mayor	Approve agenda as written
4.	7:50 p.m.	K9 Lily Memorial	Dennis Franks, Police Chief	Approve memorial
5.	7:55 p.m.	2024 Committee Reappointments	Erinn Nichols, Asst. Town Mgr.	Appoint members
6.	8:00 p.m.	Stormwater and Infrastructure Committee Establishment Ordinance (Stormwater Advisory/Transportation Advisory Committees Merger)	Kevin Parker, Engineering Dir.	Adopt ordinance
7.	8:05 p.m.	Resurfacing Program Update	Kevin Parker, Engineering Dir.	Information
8.	8:15 p.m.	Ordinance Establishing Appeals Process for Parking Citations	Dennis Franks, Police Chief	Adopt ordinance
9.	8:20 p.m.	Occupancy Tax Process	Melanie Cox, Town Attorney	Information
10.	8:30 p.m.	Continued Budget Discussions ( <i>if necessary</i> )	Alex Sewell, Town Manager	Discussion and possible action

<b>11.</b>	<b>8:45 p.m.</b>	<b>2024 Council Priorities and Action Strategies</b>	Alex Sewell, Town Manager	Information
<b>12.</b>	<b>8:55 p.m.</b>	<b>Closed Session Pursuant to 143-318.11(a)(4)</b>	Wyatt Dunn, Mayor	Recess into closed session
<b>13.</b>	<b>9:15 p.m.</b>	<b>Adjournment</b>	Wyatt Dunn, Mayor	Motion to adjourn

**MINUTES OF A SPECIAL TOWN COUNCIL MEETING  
OF THE  
TOWN OF STALLINGS, NORTH CAROLINA**

The Town Council of the Town of Stallings met for a special budget retreat meeting on February 5, 2024, at 5:00 p.m. at the Stallings Government Center, 321 Stallings Road, Stallings, North Carolina.

Those present were: Mayor Pro Tempore David Scholl; Council Members Steven Ayers, Taylor-Rae Drake, Graham Hall, and Brad Richardson.

Those absent were: Mayor Wyatt Dunn; Council Member Laurie Wojtowicz.

Staff present were: Alex Sewell, Town Manager; Erinn Nichols, Assistant Town Manager/Town Clerk; Chief Dennis Franks; Max Hsiang, Planning Director; Kevin Parker, Town Engineer; Karen Reid, Humana Resources Manager; Marsha Gross, Finance Officer; and Eunice McSwain, Parks and Recreation Director.

1. Call the Meeting to Order

Mayor Pro Tem Scholl called the meeting to order.

2. 2024-2025 Budget Retreat

Town Manager Sewell opened the meeting and recapped the last meeting for the Council. The recap presentation is attached to these minutes and therefore incorporated herein.

Interim Finance Officer Marsha Gross then led the Council through possible budget scenarios based on varying tax rates. The forecasting scenarios presentation is attached to these minutes and therefore incorporated herein.

*Council Member Graham Hall arrived at 6:13 p.m.*

Council discussed the direction that it wishes staff to pursue in developing a budget for the upcoming fiscal year and directed staff to prepare four different scenarios for the Council.

3. Adjournment

Council Member Ayers moved to adjourn the meeting, seconded by Council Member Hall, and the motion received unanimous support. The meeting was adjourned at 7:26 p.m.

Approved on \_\_\_\_\_, 2024.

\_\_\_\_\_  
Wyatt Dunn, Mayor

\_\_\_\_\_  
Erinn E. Nichols, Town Clerk

Approved as to form:

\_\_\_\_\_  
Cox Law Firm, PLLC

DRAFT

**MINUTES OF TOWN COUNCIL MEETING  
OF THE  
TOWN OF STALLINGS, NORTH CAROLINA**

The Town Council of the Town of Stallings met for its regular meeting on February 12, 2024, at 7:00 p.m. at the Stallings Government Center, 321 Stallings Road, Stallings, North Carolina.

Those present were: Mayor Pro Tempore David Scholl; Council Members Steven Ayers, Taylor-Rae Drake, Graham Hall, Brad Richardson and Laurie Wojtowicz.

Those absent were: Mayor Wyatt Dunn.

Staff present were: Alex Sewell, Town Manager; Erinn Nichols, Assistant Town Manager/Town Clerk; Chief Dennis Franks; Max Hsiang, Planning Director; Kevin Parker, Town Engineer; Eunice McSwain, Parks and Recreation Director; and Melanie Cox, Town Attorney.

Invocation, Pledge of Allegiance and meeting called to order

Mayor Pro Tempore David Scholl welcomed everyone to the meeting and Council Member Ayers delivered the invocation. Mayor Pro Tempore Scholl then led the Pledge of Allegiance and called the meeting to order.

Public Comments

Anna Goodwin, current District Court Judge in Union County, was present to introduce herself to Council ahead of the primaries in March 2024.

1. Approval of Consent Agenda Items

- A. Minutes from the following meetings:
  - (1) 01-08-2024
  - (2) 01-08-2024 – closed
  - (3) 01-22-2024 – special
  - (4) 01-22-2024
- B. ARPA Quarter Documents
- C. Engineering – Skid Steer Purchase

Council Member Richardson made the motion to approve the Consent Agenda Items as presented. The motion was seconded by Council Member Ayers which passed unanimously by Council. ARPA Quarter Documents are attached to these minutes and therefore incorporated herein.

## 2. Reports

### A. Report from the Mayor

Mayor Pro Tem Scholl reported that he had attended the Union County Economic Forum as well as the Union County Chamber of Commerce's Legislative Agenda both of which focused on the sewer capacity issue in the county. He also attended the UNC School Of Government Advanced Leadership Continuing Education Course.

### B. Reports from Council Members/Town Committees

Council Members Hall, Drake, Wojtowicz, and Ayer had no reports.

Council Member Richardson requested that the Council allow for staff to investigate the possible purchase of a parcel near the Courtyards on Chestnut along with the Town of Indian Trail to help facilitate the access to the Courtyards on Chestnut as well as to remedy the stormwater issues in that area. Council held consensus to allow for staff to investigate that area and parcel with the Town of Indian Trail.

### C. Report from Town Manager/Town Departments

Town Manager Sewell reported:

- The Annual Retreat would be on February 24 at 9 a.m. and requested all Council Members complete their one-on-one with the Retreat Facilitator Curt Walton.
- Parks and Recreation Director Donnelly reported that the playground in Stallings Municipal Park broke ground and should be done the following day. The new greenway section was also wrapping up and should be done soon.
- Planning Director Hsiang reported:
  - The TOD Overlay Kick-off Meeting would take place soon and requested Council fill out a survey for scheduling that meeting.
  - The Community Meeting for rezoning the Town Center area was held the previous week with about 20 people in attendance.
  - Staff was amending the Use Table and would bring back to Council in March/April.
  - Staff was rewriting a streetscape text amendment and would bring back to Council in March/April.
- Engineering Director Parker reported that NCDOT reached out to staff about signal betterments on Old Monroe Road Project. Those specifics and costs would be brought back to Council in the Spring.

## 3. Agenda Approval

Council Member Hall made a motion to add Agenda Item 5.A. as *Water/Sewer Options with Town-owned Properties* to the Agenda. Council Member Ayers seconded the motion to which the Council unanimously agreed.

The motion was then made by Council Member Richardson to approve the Agenda with the addition of Agenda Item 5.A. list above. Council passed the motion unanimously after a second from Council Member Ayers.

#### 4. Sanitary Sewer Capacity Study Update

Engineering Director Parker reminded Council it directed staff to analyze possible connection option with Charlotte Water for sewer capacity near Hwy 74 and the Stallings Town Center Area. He introduced Chip Smith with Kimley-Horn who presented the Council with the findings of a sanitary sewer master plan. Mr. Smith's presentation is attached to these minutes and therefore incorporated herein.

Council held consensus to have Staff:

- Continue to monitor via contract with Charlotte Water to pursue an interlocal agreement structure.
- Obtain information from NCDOT regarding installing sewer lines as a part of the Old Monroe Road Project.
- Obtain a map showing Union County sewer lines along Old Monroe Road.

#### 5. Stormwater Contract

Engineering Director Parker reminded the Council that Staff solicited an advertisement for bids to complete six high-priority storm water projects throughout Town. The project was comprised of:

- Aurora Boulevard
- Fairhaven – Afternoon Sun Road
- Fairhaven – Yellow Daisy Drive
- Kerry Greens – Suttle Place
- Shannamara – Caenarfon Lane
- Springhill – Springhill Road

Staff received two bids for the project for which KHC Environmental was the lowest responsible bidder at \$135,984.00.

Council Member Richardson made the motion to authorize the Town Manager to execute a contract with KHC Environmental to perform six storm water projects for \$135,984.00. The motion was passed unanimously by the Council after a second from Council Member Ayers.

#### 5.A. Water/Sewer Options with Town-owned Properties (Hall)

Council Member Hall explained that he would like to the Council to have a plan to secure water/sewer for Town owned properties, specifically 2725 Old Monroe Road, prior to the capacity being

depleted. He would like for the Town to submit a plan similar in use so that the Town was certain it would have capacity.

6. Adjournment

Council Member Hall moved to adjourn the meeting, seconded by Council Member Ayers, and the motion received unanimous support. The meeting was adjourned at 8:24 p.m.

Approved on \_\_\_\_\_, 2024.

\_\_\_\_\_  
Wyatt Dunn, Mayor

\_\_\_\_\_  
Erinn E. Nichols, Town Clerk

Approved as to form:

\_\_\_\_\_  
Cox Law Firm, PLLC

DRAFT



**MINUTES OF A SPECIAL TOWN COUNCIL MEETING  
OF THE  
TOWN OF STALLINGS, NORTH CAROLINA**

The Town Council of the Town of Stallings met for a special budget retreat meeting on February 24, 2024, at 9:00 a.m. at the Stallings Government Center, 321 Stallings Road, Stallings, North Carolina.

Those present were: Mayor Wyatt Dunn; Mayor Pro Tempore David Scholl; Council Members Steven Ayers, Graham Hall, Brad Richardson and Laurie Wojtowicz.

Those absent were: Council Member Taylor-Rae Drake.

Staff present were: Alex Sewell, Town Manager; Erinn Nichols, Assistant Town Manager/Town Clerk.

1. Call the Meeting to Order

Mayor Dunn welcomed everyone to the meeting and called the meeting to order.

David Goodson, Pastor at Hope Baptist Church, spoke to the Council and requested that they reconsider the vision for 2725 Old Monroe Road. He would like the Council to consider his visions that did not include a brewery/taphouse but rather a coffee shop/ice cream parlor and possible food truck venue. His church had \$1M to invest in this project.

2. 2024-2025 Annual Retreat

Curt Walton, Walton and Hall, LLC, led the Council in the Town's FY2025 Annual Retreat. He reviewed the priorities that Council individually discussed with each Council Member. All Council Members had the same priorities, ranked in the same order. The priorities identified are attached to these minutes and therefore incorporated herein.

- Long range financial planning – bought up 50% of the time.
- Sewer alternatives
- Union West Business Park
- Downtown Creation
- Maximize Positive Development Around the Hospital/Light Rail

Council held consensus that the above five listed priorities would be the priorities for FY2025. The document with the priorities decided at this retreat as well as the affiliated action steps is attached to these minutes and therefore incorporated herein.

3. Adjournment

Council Member Ayers moved to adjourn the meeting, seconded by Council Member Richardson, and the motion received unanimous support. The meeting was adjourned at 12:01 p.m.

Approved on \_\_\_\_\_, 2024.

\_\_\_\_\_  
Wyatt Dunn, Mayor

\_\_\_\_\_  
Erinn E. Nichols, Town Clerk

Approved as to form:

\_\_\_\_\_  
Cox Law Firm, PLLC

DRAFT



# MEMO



To: Mayor and Council  
Via: Alex Sewell, Town Manager  
From: Dennis Franks, Chief of Police  
Date: March 6, 2024  
RE: K9 Lily memorial

**Purpose:** The purpose of this memo is to approve a memorial for K9 Lily at Town Hall.

**Background:** On January 22, 2024, Stallings' first canine, Lily, had to be euthanized due to the progression of her cancer diagnosis. The SPD and Lily's handler, Det. Josh Smith, is preparing to participate in the selection of his new dog. The SPD will be utilizing insurance proceeds, K9 budget funds, and asset forfeiture funds to replace Lily's position.

Lily was a significant part of the SPD and with that, the department wants to honor our first K9 by purchasing a small, ground-level memorial stone. If approved, this stone would be placed in the small garden area near the entrance to the town hall lobby. This memorial stone will be black granite and measures 12"x24"x4".

**Next Steps:** I respectfully request the Town Council to approve placing a memorial stone in the garden near the entrance to Town Hall.



# 2024 Stallings Committee (Re)Appointments

<b>(Re)Appointment Applicants</b> <i>*New Applicants</i>	<b>New Term Expiration</b>	<b>Notes</b>
<b>Planning Board/BOA</b>		
Robert Koehler	03-31-2027	
<b>Historical Committee</b>		
Jill Reed	03-31-2026	
Debbie Wagenhauser	03-31-2026	
<b>Community Committee</b>		
Mark Leadem	03-31-2026	



# MEMO

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To: **Mayor and Town Council**  
From: Kevin Parker, P.E., Town Engineer  
Via: Alex Sewell, Town Manager  
Date: March 11, 2024.  
RE: Stormwater and Infrastructure Committee

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The Transportation Advisory Committee (TAC) and the Storm Water Advisory Committee (SWAC) each meet once month in accordance with the ordinance adopted on November 13, 2017. The topics of transportation and stormwater frequently relate to each other, along with other general infrastructure topics. Therefore, Staff believes it would be beneficial to restructure the TAC and the SWAC and establish a Citizen-Led Stormwater and Infrastructure Committee (SIC) that would provide a mechanism for Citizen and Council involvement on all areas of Town-related infrastructure.

Establishing the SIC would ensure the Town of Stallings maintains compliance with the National Pollutant Discharge Elimination System (NPDES Municipal Separate Storm Sewer System (MS4) Permit issued by the North Carolina Department of Environmental Quality (NCDEQ), as mandated by the 1972 Clean Water Act created by United States Environmental Protection Agency. The SIC would provide a mechanism for Council and public involvement relating to stormwater issues and the stormwater program. Additionally, SIC would provide a mechanism for Council and public involvement for feedback on general infrastructure planning and projects occurring throughout the Town of Stallings.

Staff is proposing that the SIC meet quarterly on the second Monday of March, June, September and December at 6:00 p.m. with additional meetings scheduled as needed. Additionally, Staff is requesting that Council appoint up to two Council Members as members of the SIC, per the recommended establishment ordinance.

## **Action(s) Requested**

1. Staff is requesting Council adopt the Ordinance restructuring the SWAC and the TAC, establishing the SIC.
2. Staff is requesting Council appoint up to two Council Members, per the establishment ordinance, to serve on the SIC.





## **Amendment to the Ordinance to Establish and Restructure the Boards and Committees for the Town of Stallings Establishing the Stormwater and Infrastructure Committee**

**WHEREAS**, the Town Council acknowledges the value and need for volunteers and assistance for community events, public awareness and ambassadorship, and other general areas; and

**WHEREAS**, those needs encompass the duties of both the Stormwater Advisory Committee and the Transportation Advisory Committee; and

**WHEREAS**, the Ordinance to Establish and Restructure the Boards and Committees for the Town of Stallings allows and establishes both committees in **ARTICLE 3: CITIZEN-LED COMMITTEES, Section (d) STORM WATER ADVISORY COMMITTEE** and **ARTICLE 3: CITIZEN-LED COMMITTEES, Section (f) TRANSPORTATION ADVISORY COMMITTEE**; and

**WHEREAS**, the Town Council wishes to combine the Storm Water Advisory Committee and the Transportation Advisory Committee in order to capitalize on a wider base of volunteers and continued partnership and collaboration;

**NOW THEREFORE BE IT ORDAINED**, effective April 1, 2024, that the Town Council of the Town of Stallings, NC does hereby repeal **ARTICLE 3: CITIZEN-LED COMMITTEES, Section (d) STORM WATER ADVISORY COMMITTEE** and **ARTICLE 3: CITIZEN-LED COMMITTEES, Section (f) TRANSPORTATION ADVISORY COMMITTEE**; and establishes **ARTICLE 3: CITIZEN-LED COMMITTEES, Section (d) STORMWATER AND INFRACTURE COMMITTEE** as outlined below. The current members of the Storm Water Advisory Committee and Transportation Advisory Committee shall be members of the STORMWATER AND INFRACTURE COMMITTEE with their current terms and term expirations remaining in effect.

### **(f) STORMWATER AND INFRACTURE COMMITTEE**

#### **Purpose/Objective**

To ensure the Town of Stallings maintains compliance with the National Pollutant Discharge Elimination System (NPDES Municipal Separate Storm Sewer System (MS4) Permit issued by the North Carolina Department of Environmental Quality (NCDEQ), as mandated by the by the 1972 Clean Water Act created by United States Environmental Protection Agency, by providing a mechanism for Council and Public involvement relating to stormwater issues and the stormwater program. Additionally, provide a mechanism for Council and Public involvement in general infrastructure planning and projects occurring throughout the Town of Stallings.

#### **1. Stormwater**

- a. Become familiar with and help educate the public on the Town of Stallings NPDES MS4 Permit

- b. Volunteer at Stallings Fest and other Town events that help the Town meet it's NPDES MS4 Permit Requirements
- c. As-needed, resolve resident stormwater appeals, in accordance with the Development Ordinance (adopted February 26, 2018) and the Town's Stormwater Policy (adopted June 25, 2015).
- d. Recommend any stormwater ordinance/policy change(s) to Council.

**2. General Town-related Infrastructure (Roadways, sidewalks, etc.)**

- a. Become familiar with and educate the public on the Town's infrastructure priorities and projects.
- b. Infrastructure Planning Assistance
  - i. Recommend to Council or Council Members of SIC to coordinate with appropriate entities (developers, government agencies, surrounding jurisdictions, residents, etc.) to ensure the Town's infrastructure priorities are sufficiently met as relative infrastructure improvement projects occur.
  - ii. Volunteer for and/or attend Town-related infrastructure planning events.
  - iii. Provide Council guidance on infrastructure planning decisions.
- c. Recommend any infrastructure ordinance/policy changes to Council.

**Membership**

Stormwater and Infrastructure Committee shall consist of up to two (2) Council Members and five (5) Citizen Members (One Chair and One Vice-Chair)

**Officers**

The Stormwater and Infrastructure Committee shall elect a citizen Chairman and a citizen Vice-Chairman during its first regular meeting of the committee or at the next regular meeting following the vacancy of the Chairman or a Vice-Chairman.

Adopted this the 11<sup>th</sup> day of March, 2024.

\_\_\_\_\_  
Wyatt Dunn, Mayor

Attest:

\_\_\_\_\_  
Erinn E. Nichols, Town Clerk

Approved as to form:

\_\_\_\_\_  
Cox Law Firm, PLLC



# MEMO

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To: **Mayor and Town Council**  
Via: Alex Sewell, Town Manager  
From: Kevin Parker, P.E., Town Engineer  
Date: March 11, 2024.  
RE: Resurfacing Program Update

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Staff is currently managing a Council-approved resurfacing contract focusing on reconstruction of several roadway segments throughout Stalling, and this contract was approved for approximately \$730,000, including contingency. Additionally, Staff is anticipating a second contract focusing on preventative maintenance that will utilize the remaining funds associated with the \$1.05 million Council-approved FY 2024 resurfacing budget.

During the FY 2024 resurfacing budget formulation Council stated that, in an effort to evade the inflationary spike at that time, Staff would reapproach Council, at a later date in FY 2024, for an additional \$200,000 appropriation towards the resurfacing budget. This additional \$200,000 would provide a total \$1.25 million resurfacing budget, in accordance with Staff's annual budget recommendation, to meet the Council's goal of maintaining a 70 or above Pavement Condition Index (PCI) for all the Town's roadway infrastructure.

If Council decided to approve the additional \$200,000 for the resurfacing budget, Staff would allocate \$150,000 to reconstructive maintenance and \$50,000 towards preventative maintenance. In-turn, Staff would then utilize \$150,000 to reconstruct additional segments of Limerick Drive and Shannamara Drive in the Shannamara Subdivision (please see the attached Exhibit A) and utilize the \$50,000 to apply preventative roadway maintenance on an additional, approximate, 0.75 miles of roadway(s).

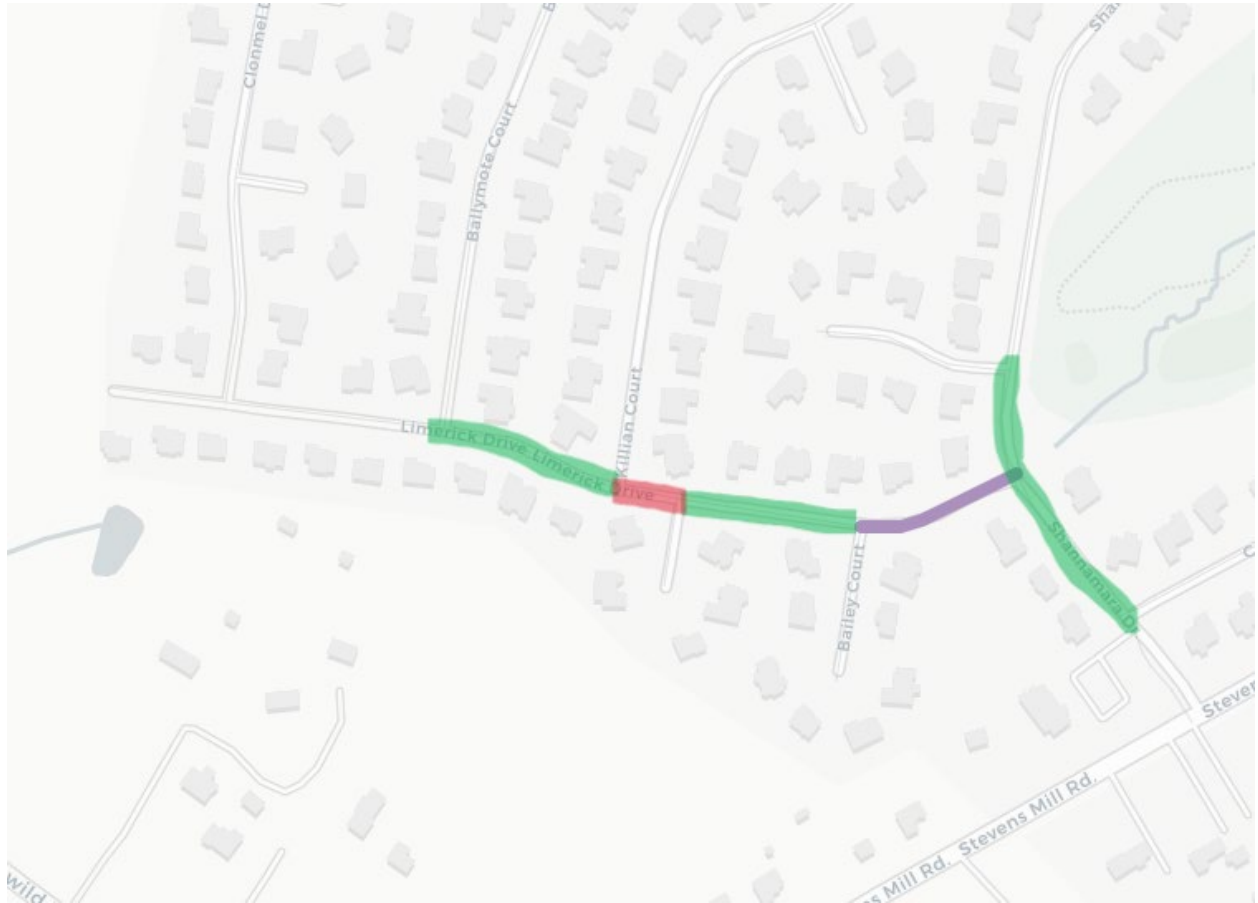
## **Action Requested:**

Requesting council to approve an additional \$200,000 appropriation to the FY 2024 Resurfacing Budget.



## Exhibit A

### Shannamara Roadway Segments



Purple = Included in current contract.

Green = Segments to be added with additional funds.

Red = Recently Completed



# MEMO



To: Mayor and Council  
Via: Alex Sewell, Town Manager  
From: Dennis Franks, Chief of Police  
Date: March 6, 2024  
RE: Parking citation appeal

**Purpose:** Based on the Council's earlier adoption of our parking ordinances I am recommending an ordinance that will allow those cited for parking violations to appeal their citation.

**Background:** In December 2023 the Town Council approved updated amendments to our parking ordinance. Upon continued review of our parking ordinances, it was determined that there was a need to give those issued parking citations the ability to appeal the citation. This ordinance has been reviewed by Melanie Cox, our corporate attorney.

Below is the recommended language for the Town's appeal process of parking violations:

*Appeal of parking violations.*

*(a) Any person charged with a violation of the Town's parking ordinances shall have the right to appeal such violation by filing written notice of appeal within seven days after issuance of the citation giving notice of such violation. Notice of appeal must be completed and hand-delivered or mailed, or emailed so as to arrive within the seven-day timeframe specified herein to the police department appeals official at 315 Stallings Road, Stallings, N.C. 28104.*

*(b) The Appeals official is the police department's Administrative Services Manager and shall render a decision on such appeal within ten business days of the date of filing of the appeal. Notice of appeal decision will be emailed to the appealing party.*

*(c) The decision of the appeals official as described in subsection (b) above shall be final.*

*(d) As a matter of policy, the Town will not accept the following as legitimate grounds for dismissal of parking violations:*

- (1) Lack of knowledge of the Town's parking regulations;*
- (2) Conflicts or tardiness going to or returning from appointments and/or destinations;*
- (3) Inability to find a valid parking space.*

**Next Steps: I respectfully request the Town Council to adopt the parking appeal ordinance as presented.**



**Ordinance Amending Code of Ordinances,  
Title VII: Traffic Code,  
Chapter 70 Traffic Regulations**

**WHEREAS**, pursuant to North Carolina General Statute §160A-301, a city may by ordinance regulate, restrict, and prohibit the parking of public streets, alleys, and bridges within the city, as well as regulate the stopping, standing, or parking of vehicles in specified areas; and

**WHEREAS**, Stallings Code of Ordinance 70.06 ENFORCEMENT OF PARKING VIOLATIONS allows for ticketing for parking violation; and

**WHEREAS**, the Town Council of the Town of Stallings desires to adopt an appeal process for individuals who receive a parking citation:

**NOW, THEREFORE, BE IT ORDAINED** by the Town Council of the Town of Stallings, North Carolina that the Ordinance is amended as follows:

**Appeal of parking violations.**

- (a) Any person charged with a violation of the Town's parking ordinances shall have the right to appeal such violation by filing written notice of appeal within seven days after issuance of the citation giving notice of such violation. Notice of appeal must be completed and hand-delivered or mailed, or emailed so as to arrive within the seven-day timeframe specified herein to the police department appeals official at 315 Stallings Road, Stallings, N.C. 28104.
- (b) The Appeals official is the police department's Administrative Services Manager and shall render a decision on such appeal within ten business days of the date of filing of the appeal. Notice of appeal decision will be emailed to the appealing party.
- (c) The decision of the appeals official as described in subsection (b) above shall be final.
- (d) As a matter of policy, the Town will not accept the following as legitimate grounds for dismissal of parking violations:
  - (1) Lack of knowledge of the Town's parking regulations;
  - (2) Conflicts or tardiness going to or returning from appointments and/or destinations;
  - (3) Inability to find a valid parking space.

Adopted this the 11th day of March, 2024.

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Wyatt Dunn, Mayor

Attest:

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Erinn E. Nichols, Town Clerk

Approved as to form:

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Cox Law Firm, PLLC

# Stallings Occupancy Tax

## Next Steps

1. Hold a referendum
2. Motion to direct the County Board of Elections to conduct an advisory referendum on the issue as to whether to levy a room occupancy tax
3. If majority vote is in favor, may levy a tax up to 5% of gross receipts of the rental
4. Town Council adopts a resolution (provide 10 days public notice)
5. Adopt a resolution creating Stallings Tourism Development Authority

# Where do tax proceeds go?

- Every quarter, proceeds must be sent to Stallings Tourism Development Authority
- At least 2/3 of funds shall be used to promote travel and tourism and the remainder for tourism-related expenditures in Stallings
- Authority shall consist of:
  - 1/3 of members must be affiliated with businesses that collect the tax in the town
  - 1/2 of members shall be individuals who are active in the promotion of travel and tourism in the town
  - Finance officer shall be ex officio finance officer for the Authority
  - Town Council must designate the Chair

\* Authority shall report receipts and expenditures quarterly and at the end of the fiscal year to the Town Council



# MEMO

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To: Mayor and Council  
From: Alex Sewell, Town Manager  
Date: 3/6/24  
RE: **2024 Annual Retreat Follow-Up**

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**Purpose:** This memorandum provides Annual Retreat follow-up information and requests Town Council approval of the resulting draft priorities and action strategies.

**Background:**

- The Town Council holds a special meeting each year, known as the Annual Retreat, for the purpose of planning for the upcoming year so that a clear set of priorities and clear expectations of next steps can be identified.
- In preparation for the Retreat, the Town's facilitator (Curt Walton) interviewed all available Council Members individually and developed a synthesized summary of issues raised and general themes.
- During the 2024 Annual Retreat, the Town Council discussed issues raised by Council Members, existing priorities along with and potentially new priorities, and discussed next steps.

**Next Steps:** Thank you for everyone's contributions in making the 2024 Annual Retreat successful. Based on the Annual Retreat discussion, staff are seeking Town Council approval of the draft synthesis of priorities and resulting action strategies.



## **2024 Council Priorities & Action Strategies**

The Stallings Town Council strives to provide excellent services in a fiscally responsible manner, pursue our residents' ideal future community, and invest in economic development to achieve a sustainable tax base. The Council will pursue this through a variety of methods including the creation of a Town Center, enhancing the Union West Business Park, and exploring sewer capacity alternatives.

- 1.) **Focus on Long-Range Financial Planning** – *The Town will focus on fiscally responsible financial planning and management while making thoughtful and strategic investments to ensure excellent service delivery, key strategic investments, and the effective pursuit of Council priorities.*
  - a. Focus on managing through the next two to three budgets.
    - i. Action Items:
      1. Follow the Town's adopted budget creation and priority setting process and adopt a budget by 6/30/24.
      2. Continue updating, on an annual basis, both the 5-Year Financial Plan and Capital Improvement Plan (CIP).
      3. Hold a referendum on the occupancy tax by 12/31/24.
    - b. Ensure prudent management of expenditures:
      - i. Invest wisely in supporting, attracting, and retaining competent staff.
        1. Action Items:
          - a. Fund, conduct, and implement a pay study during FY 24-25 that looks holistically at salaries, benefits, policies, etc.
          - b. Staff present a policy capping CPI increases as outlined in the Pay Policy by 12/31/24.
          - c. Implement a functional performance pay policy by 6/30/26.
          - d. Evaluate employee cost-savings incentive programs by 6/30/25.
        - ii. Focus parks events/programming primarily at Stallings residents.
          1. Action Items:
            - a. The Parks Department will develop an action strategy aimed at targeting parks events/programming primarily at Stallings residents. Share with Council by 12/31/24.
  - 2.) **Pursue Sewer Alternatives** – *Having adequate sewer capacity is essential to ensuring a long-term sustainable tax base, supporting economic development efforts (including the Atrium Hospital/Light Rail area and Union West Business Park), while also supporting the community priority of building a Town Center. The Town will keep all options open while continuing to explore obtaining sewer capacity in key areas from Charlotte Water.*
    - a. Action Items:



- i. Approve a budget amendment in FY 24-25 to carry over a portion of the contract with consultant Kimley-Horn to allow for continued coordination with Charlotte Water.
- ii. With the assistance of our consultant Kimley-Horn, continue in FY 24-25 exploring options for additional sewer capacity from Charlotte Water.
- iii. Complete a preliminary Capacity Assurance Program application to Charlotte Water by 6/30/24.

3.) **Support/Enhance Union West Business Park** – *Supporting and growing economic development efforts for existing and new businesses in Union West Business Park (“UWBP”) as an opportunity to help foster a sustainable tax base for all residents and businesses in Stallings.*

a. Action Items:

- i. Staff to bring recommended development ordinance updates to Council by 12/31/24, that encourage/support existing and new industrial businesses in UWBP.
- ii. Council will identify representatives by 12/31/24 to engage with NC General Assembly members regarding repairing the roads and potential property annexation.
- iii. In FY 24-25, task the Economic Development Committee with continuing to monitor and identify improvement opportunities. At the appropriate time in the future, explore a municipal service district for the UWBP aimed at potentially supporting enhancements.
- iv. Task MUCEDC with prioritizing marketing UWBP by 6/30/24.

4.) **Pursue Town Center Creation** – *Our residents desire a Town Center that can serve as both the vibrant cultural heart/destination/identity of our community and as a positive economic catalyst. The Council recognizes this will take many years to fully realize the Town Center vision but is committed to helping build the foundation.*

a. Action Items:

- i. Call it “Town Center” instead of “Downtown.” More appropriate to what the Council is trying to accomplish.
- ii. Per DFI’s recommendation aimed at supporting Town Center oriented retail, continue to encourage higher residential density (multi-family) in the Town Center. (TBD based on opportunities).

- *Rationale: DFI study advised current low residential density is a challenge for attracting specialty (non-chain/boutique) retail. DFI recommended encouraging higher density residential to support retail.*
- *When asked to clarify what is meant by “higher density,” DFI advised:*
  - *“We studied both the multifamily and townhouse scenario (you have financial impacts for both), and we believe the multifamily scenario will do more to support the downtown-oriented retail that is desired by the Town. Additionally, this type of product is attractive to developers in the Stallings market,*

*evidenced by recent developments in Indian Trail and the proposed development for the 13-acre site across from Pad A. Therefore, 'higher density' would mean projects that align with the 200+ unit developments occurring in the market."*

- iii. If the Town receives a significant development plan within the Town Center area from a private developer that requests public participation, consider contracting with DFI for a third-party review of the development plan.
  - iv. Implement Town Center streetscape requirements into the Stallings Development Ordinance by 6/30/24.
  - v. Continue to explore sewer alternatives. (See priority #2 above).
  - vi. To support activity in the Town Center area, hold 11 parks events at Stallings Municipal Park in 2024.
- b. 2725 Old Monroe Road – Due to sewer limitations, pursue an interim use (5 to 10 years) until the sewer capacity situation is resolved. Interim use should be aligned with Town Center goals. Consider this as an asset that can be used as a Town Center economic catalyst tool.
- i. Action Items:
    - 1. Provide a general list to Council of interested potential tenants by 3/29/24 for Council consideration. Continue to pursue the use(s) identified by Council via the Town's broker.
- 5.) **Maximize Positive Development Around the Hospital/Light Rail** – *Recognize the area's importance, invest in beautification/placemaking, support the light-rail, and plan to maximize positive development with the twin-anchors of the Atrium Hospital and the planned light rail.*
- a. Action Items:
    - i. Council approval of planning/zoning updates by 12/31/24, including updating to the transit overlay district into the development ordinance, small area plan, and CLUP.
    - ii. Ensure Atrium can participate as a stakeholder in the above-described planning process.