The Cleveland County Board of Commissioners met in a regular session on this date, at the hour of 6:00 p.m. in the Commission Chamber of the Cleveland County Administrative Offices.

**PRESENT:**
- Susan Allen, Chairman
- Ronnie Whetstine, Vice-Chair
- Johnny Hutchins, Commissioner
- Doug Bridges, Commissioner
- Deb Hardin, Commissioner
- Brian Epley, County Manager
- Tim Moore, County Attorney
- Phyllis Nowlen, Clerk to the Board
- Kerri Melton, Assistant County Manager
- Chris Green, Tax Administrator
- Allison Mauney, Human Resources Director
- Marty Gold, Information Technology Director
- Katie Swanson, Social Services Director
- Daryl Sando, Electronic Maintenance Director
- Sandra Orvig, Shooting Range Director
- Betsy Harnage, Register of Deeds
- Clifton Philbeck, Board of Elections Director
- Dorothea Wyant, Health Director
- Scott Bowman, Maintenance Director

**CALL TO ORDER**

Chairman Allen called the meeting to order and Commissioner Hutchins provided the invocation and led the audience in the Pledge of Allegiance.

**AGENDA ADOPTION**

**ACTION:** Commissioner Hutchins made the motion, seconded by Commissioner Bridges and unanimously approved by the Board to, *approve the agenda as presented.*

**SPECIAL RECOGNITION**

**2019 Professional Development Achievements:** The Board recognized and congratulated county employees who have completed job related training or education over the past year. Professional development not only delivers benefits to the individual but it also delivers benefits to our organization and the public. Phyllis Nowlen, Clerk to the Board, read the following list, inviting employees to the front. Commissioners congratulated those employees on their accomplishments and a group photo was taken.

**Agriculture Extension**
- Julie Flowers - MS Degree in Agricultural Education

**Board of Elections**
- Renee Bost - Certified Election and Registration Administrator Certification

**Building Inspection**
- Colt Farrington – Level 3 Building Certificate & Level 3 Electrical Certificate

**County Manager’s Office**
- April Crotts - North Carolina County Clerk Re-Certification
- Janet Hart - Leadership Cleveland County
- Phyllis Nowlen - North Carolina County Clerk Certification
- Holly Wall - Master of Arts in Human Service Management

**Emergency Medical Services**
- Megan Bradley - Field Training Paramedic Certification
- Matt Childers - UNCC EMS Management Institute
- Brendan Ferguson - Critical Care Paramedic Certification
Suzanne Fields - Field Training Paramedic Certification
Michael Hedrick - Level II Paramedic Instructor Certification
Kyle Herndon - Level II Paramedic Instructor certification & Field Training Paramedic Certification
Missy Parker - Critical Care Paramedic Certification
Dr. Ivan Sanchez - Master’s Degree in Business Administration
Jeff Swink - Field Training Paramedic Certification

E-911/Communications
Sharon Baughman - Communications Shift Supervisor Certification
Bambi Brooks - Division of Criminal Information Certification & Emergency Medical Dispatch Certification
Melanie Grenier - Division of Criminal Information Certification
Randy Letterman - Division of Criminal Information Certification & Emergency Medical Dispatch Certification
Noah Sanders - Division of Criminal Information Certification & Emergency Medical Dispatch Certification

Finance
Tonya Sigmon – Certified Budget and Evaluation Officer

Health Department
Lindsay Bralley - Master’s Degree in Nursing with concentration in Nursing Education
Susan Falls - Bachelor of Science in Nursing
Tabatha Floyd - Certified Case Manager
DeShay Oliver - NC Public Health Leadership Institute
Jennifer Owens - Master’s Degree in Nursing with concentration in Nursing Education
Jamie Todd - Masters in Health Administration
Heather Willis - Master’s in Nursing Leadership

Register of Deeds
Robin Gassman – Certified Assistant Register of Deeds

Sheriff's Department
Joe Burris – Advanced Certificate
David Ruppe – Intermediate Certificate & AAS Degree
Derek Tony – Intermediate Certificate
Jessica Woosley – Intermediate Certificate

Social Services
Tamara Hardin - Masters of Social Work
Kim Manning – Bachelors in Law & Justice
Nina Ussery – Bachelors of Social Work
Nicole Wilson - BA in Creative Writing and English
Santana Whisnant - Masters of Social Work

SPECIAL PRESENTATION

Minority Enterprise Development Week 2019: Chairman Allen recognized Mr. Richard Hooker, Cleveland County Minority Business Development Center Director. Mr. Hooker thanked the Commissioners for their continued support of the Minority Business Sector and of MED Week. Started in 1983 by the administration of President Reagan, Minority Enterprise Development Week is designed to recognize accomplishments and achievements of minority businesses across the Nation. Mr. Hooker gave an overview of the recent achievements, goals and upcoming events for MED Week. He introduced several of his Board Members who were present to help receive the following proclamation:
CITIZEN RECOGNITION

Stan Shaw, 908 Spring Garden Drive, Shelby – spoke about his concerns of transparency in government meetings. He suggested recording or livestreaming the Commissioners meetings to allow citizens, who are unable to attend, the opportunity to watch the meetings. Mr. Shaw thanked the Board for their attention in this matter.

CONSENT AGENDA

APPROVAL OF MINUTES

The Clerk to the Board included the Minutes from the September 3 and September 17, 2019 regular meeting, in board members packets.

ACTION: Commissioner Hutchins made a motion, seconded by Commissioner Hardin, and passed unanimously by the Board to, approve the minutes as written.

TRAVEL AND TOURISM: BUDGET AMENDMENT (BNA #013)

ACTION: Commissioner Hutchins made a motion, seconded by Commissioner Hardin, and unanimously adopted by the Board to, approve the following budget amendment:

<table>
<thead>
<tr>
<th>Account Number</th>
<th>Project Code</th>
<th>Department/Account Name</th>
<th>Increase</th>
<th>Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>010.422.4.510.61</td>
<td></td>
<td>Travel &amp; Tourism/Events-Sponsors</td>
<td>$2,000.00</td>
<td></td>
</tr>
<tr>
<td>010.422.5.510.00</td>
<td></td>
<td>Travel &amp; Tourism/Events</td>
<td>$2,000.00</td>
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</tr>
</tbody>
</table>

Explanation of Revisions: Budget allocation for $2,000 in sponsorships funds committed from the NC Dept of Natural and Cultural Resources for the 2019 Mush, Music and Mutts Festival.
FINANCE DEPARTMENT: BUDGET AMENDMENT (BNA #014)

ACTION: Commissioner Hutchins made a motion, seconded by Commissioner Hardin, and unanimously adopted by the Board to, approve the following budget amendment:

<table>
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<tr>
<th>Account Number</th>
<th>Project Code</th>
<th>Department/Account Name</th>
<th>Increase</th>
<th>Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>487.246.4.400.00</td>
<td>Cap Proj-Shelby Star/Loan Proceeds</td>
<td>$1,610,000.00</td>
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<td></td>
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<tr>
<td>487.246.5.490.00</td>
<td>Cap-Proj-Shelby Star/Professional Services</td>
<td>$110,000.00</td>
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<td></td>
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<tr>
<td>487-246-5.980.00</td>
<td>Cap Proj-Shelby Star/C-O Building</td>
<td>$1,500,000.00</td>
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</tbody>
</table>

Explanation of Revisions: Budget allocation for $1,610,000 from budget loan for the purchase of the Shelby Star property and professional services associated with the project.

LEGAL: CLEVELAND COMMUNITY COLLEGE/FOOTHILLS SHOOTING COMPLEX MOU

Memorandum of Understanding (MOU) between Cleveland Community College and Foothills Public Shooting Complex outlining standard operating procedures as it relates to In-Service Training offered by the college. (copy found in Minute Book _________ page ________).

ACTION: Commissioner Hutchins made a motion, seconded by Commissioner Hardin, and unanimously adopted by the Board to, approve the Cleveland Community College/Foothills Shooting Complex Memorandum of Understanding.

PLANNING DEPARTMENT: SET PUBLIC HEARING FOR CASE 19-06; GARAGES AND CARPORTS (November 5, 2019)

At the February 5, 2019 Commissioner meeting, the Board asked staff and the Planning Board to craft language that would create standards to allow detached garages and carports to be located within the front yard of a residence. At their September 24, 2019 meeting the Planning Board voted to approve language to be sent to the Board for its consideration. The crafted code allows for detached garages and carports to be placed within the front side of a primary residence under certain conditions. The Planning Board has submitted recommended approval of amendment language for Section 12-138 of the Cleveland County Unified Development Ordinance (UDO).

ACTION: Commissioner Hutchins made a motion, seconded by Commissioner Bridges, and unanimously adopted by the Board to, approve scheduling the public hearing as requested.

LEGAL: SIGNATORY AUTHORIZATION RESOLUTION

On March 19, 2019, the County agreed, in principal, on an intergovernmental agreement with the Catawba Indian Nation. (copy found in Minute Book _________ page ________). The agreement outlines the provision of County services to the Nation’s proposed entertainment complex such as public health, public safety, land use, and other matters. State statutes authorize the Board of Commissioners to delegate the power to execute this agreement to a board member. The proposed resolution delegates authority to Commissioner Hutchins to sign the intergovernmental agreement with Catawba Indian Nation on behalf of Cleveland County.

ACTION: Commissioner Hutchins made a motion, seconded by Commissioner Bridges, and unanimously adopted by the Board to, approve the signatory authorization resolution.
REGULAR AGENDA

TRAVEL AND TOURISM

Chairman Allen called Emily Epley, Travel and Tourism Director, to the podium to update the Board on Travel and Tourism in Cleveland County. Mrs. Epley outlined her approach to Travel and Tourism as the strategic intentional action to further build tourism in the county. One of the purposeful motives is to create memorable experiences that resonate with each individual who visits Cleveland County. A second goal is to continue to grow relationship building with the already established tourism businesses such as hotels, attractions, and shops across the county. Mrs. Epley and county tourism leaders have been collaborating to steer the growing tourism industry in Cleveland County including hiring Relic Agency to complete data gathering for tourism in Cleveland County. She introduced Victoria Gabor, Account Manager, for Relic who explained to the Board what Relic is and the method they use to collect the data. Measuring all of the information collected, the goal will then be to understand where people are coming from and why are they visiting Cleveland County.

Once the data is determined, it can be tweaked and adjusted to become more effective to continue to bring more tourism to the county and keep the positive momentum moving forward. Mrs. Epley has worked closely with staff and Relic to determine who is coming, but also, who is not visiting Cleveland County and how those folks can be reached in the most effective way to draw them here to keep building the economic opportunities in the community. The following information was given to the Board.
NC Media Mission
- NC Tripping, Travel Through Life
- The Common Traveler
- Carolina Country Magazine
- Kathy Newbern, Freelance Travel Journalist

OUR APPROACH: THE RACE METHOD

PERSONA MAPPING

Destination Attractions
- Skiing
- Shopping
- Birding
- Food

Interests
Persona A
- Skiing
- Shopping
- Birding
Persona B
- Shopping
- Food

SEASONALITY MAPPING

<table>
<thead>
<tr>
<th>Month</th>
<th>Skiing</th>
<th>Birding</th>
<th>Food Festival</th>
<th>Shopping</th>
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<tr>
<td>Jan</td>
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Chairman Allen opened the floor to the Board for questions and comments. Each of the Commissioners commented on the great job Mrs. Epley has been doing since she started as the Travel and Tourism Director and thanked her for her hard work and in promoting Cleveland County as a destination location.

**LAND ACQUISITION - POLKVILLE ROAD**

Chairman Allen recognized Kerri Melton, Assistant County Manager, to present information regarding a possible land acquisition for economic development. In January of each year, Commissioners develop their Strategic Plan. This year, under the Economic Development focus area, Commissioners set a goal to “analyze and perform site development on available sites and proactively plan for future product development through land-banking.” Staff has been working over the past year to identify parcels of land that would be suitable for future growth and has identified two parcels of land on Highway 226 for the Board to consider purchasing for future economic development. This land purchase could be a partnership with the City of Shelby. One of the major benefits of partnering with local municipalities is the ability to partner on infrastructure as the county does not own a water, sewer or natural gas system. Several benefits of this purchase include an advantageous purchase price, topography suitable for development, near future 74 bypass on Polkville Road and the property could be suitable for multiple shell buildings. The following PowerPoint was presented to the Board.
Chairman Allen opened the floor to the Board for questions and discussion. Commissioner Hutchins voiced his concerns regarding the land being immediately annexed to the City of Shelby. He suggested the annexation wait until a business is prepared to be established on the property to determine how much infrastructure will be needed. County Manager Brian Epley advised staff will evaluate further, over the next sixty days, how much and what kind of municipal infrastructure will be needed. Commissioner Whetstine stated the conversation about infrastructure will need to be had soon as companies do not want to wait a year for something to be built. The County needs to be in the best position possible to be ready for a company to immediately onboard when the land is ready.

**ACTION:** Commissioner Hutchins made the motion, seconded by Commissioner Whetstine and unanimously adopted by the Board to, *authorize the County Manager to offer $4,000 an acre ($204,000) for the property. The offer will include $5,000 earnest money to allow sixty days to perform due diligence.*

**SALES TAX REFERENDUM**

Chairman Allen called County Manager Brian Epley to the podium to present information on the upcoming Sales Tax Referendum. Mr. Epley reminded the Board, at their August 6, 2019, regular meeting, Commissioners took action and approved placing a sales tax referendum on the November 5, 2019 county wide voting ballot. The current sales tax rate in Cleveland County is 6.75 percent. If the quarter cent increase is approved by the voters of Cleveland County, the new tax rate will be 7 percent and would not apply to groceries or gas/fuel. Neighboring counties such as Rutherford, Lincoln, Gaston, Catawba, Mecklenburg and Rowan currently have a 7 percent sales tax in place. If Cleveland County residents are traveling to these surrounding counties for recreational activities, shopping or eating out, they are already paying the increased sales tax. These communities have positioned themselves to be less reliant on property taxes and to outpace other communities who do not have this resource. Collectively, the quarter cent additional sales tax generated would result in approximately two million dollars per year revenue source. The additional funds will be used for school capital and community development through a competitive Municipal Grant Program of which all Cleveland County municipalities are eligible to apply. It is not the intention to grow the county’s budget with the added resources. Cleveland County government runs a lean organization that manages the current funds in a very prudent way with an intentional approach to having less reliance on property taxes. Advantages of the sales tax increase is it is consumption based, evenly shares the tax burden and has a minimally invasive individual cost.
The following PowerPoint was presented to the Board.

**Objectives**

1. What are we talking about, can I afford it and who else has done it?
2. Advantages of Revenue Diversification
3. What are the advantages of a sales tax increase?
4. What will be the uses & why is it important?

**What are we talking about?**

- Sales Tax Rate: 2.9%
- Economic Impact to Average Consumer is less than $150 per month or $1,800 per year
- Sales tax increase does not apply to groceries or gas/tax

**Where have we been**

- Passed by 44 NC Counties

**Revenue Diversification**

- Strategic Goal: Seek alternative revenue sources to lessen the County’s burden on property taxes

**Budget Management**

**County Property Tax Rates & Trends**

- Cleveland County / 57 cents
- County Schools / 15 cents
- Fire Service Districts / 8.73 cents

**Advantages of Sales Tax Increase**

- Community Transforming Resources

**Funding Flow**

- School Capital
- Sales Tax Revenue
- Community College
- Funding Flow
Chairman Allen opened the floor to the Board for questions and discussion. Commissioner Hardin inquired on how the additional monies will be dispersed between the schools. Mr. Epley explained the process for the school system will be done in the same manner as the municipalities with a competitive grant program in which the schools will submit their goals and project needs and a process to help prioritize will be set in place. Commissioner
Bridges asked if Pinnacle Classical Academy will receive funding based on the number of the students they have enrolled. Mr. Epley stated that was correct, as is the bases for the county school system and community college. Commissioner Hutchins stated Pinnacle is a public charter school and the county is not responsible for their capital projects however, a local bill was passed allowing Commissioners to contribute to public charter schools if they choose to do so. If the sales tax increase is approved, Pinnacle Classical Academy can receive funding on a per pupil basis. Mr. Epley stated there are funding needs throughout the county and it is staff’s intention to educate the community and let the voters choose if the quarter cent sales tax increase will pass which will help fund those projects.

**BOARD APPOINTMENTS**

**KINGS MOUNTAIN PLANNING AND ZONING BOARD (ETJ)**

**ACTION:** Commissioner Hardin made the motion, seconded by Commissioner Hutchins, and unanimously adopted by the Board, to appoint Renee Bost to serve as a member of this board, to fill the unexpired term of Wayne Paul, scheduled to conclude on December 31, 2020.

**CLEVELAND COUNTY VETERAN'S ADVISORY BOARD**

**ACTION:** Commissioner Bridges made the motion, seconded by Commissioner Whetstine, and unanimously adopted by the Board, to appoint Emanuel Hunt Jr. and Arthur Gordon Jr. to serve as members of this board, for a period of two-years, scheduled to conclude December 31, 2021.

**COMMISSIONER REPORTS**

**Commissioner Hardin** – has attended several community events including the Cleveland County Fair.

**Commissioner Bridges** – also commented on the attendance and the efforts and planning that goes into running the fair.

**Commissioner Hutchins** – has gone to the fair and has attended other board meetings in the community in which he serves on.

**Commissioner Whetstine** – spoke about the upcoming candidate forum which will be held at Cleveland Community College.

**Chairman Allen** – went to the fair breakfast kick-off, the Lattimore Volunteer Fire Department Ribbon Cutting and other happenings around the county.
ADJOURN

There being no further business to come before the Board at this time, Commissioner Hutchins made a motion, seconded by Commissioner Hardin, and unanimously adopted by the Board, to adjourn the meeting. The next meeting of the Commission is scheduled for Tuesday, October 15, 2019 at 6:00 p.m. in the Commissioners Chambers located at 311 E. Marion St., Shelby.

________________________
Phyllis Nowlen, Clerk to the Board
Cleveland County Board of Commissioners

________________________
Susan Allen, Chairman
Cleveland County Board of Commissioners