

VESTAL TOWNBOARD WORK SESSION MINUTES

MONDAY, APRIL 22, 2019

Board Attendance: Supervisor Schaffer; Board Members: Fletcher, Messina, Fitzgerald, Majewski

Also Attending: Town Attorney David Berger, Director of Human Resources Nancy Olmstead, Town Comptroller Laura McKane, Fire Chief David Harrington, Assistant Fire Chief Doug Rose, Town Clerk Emil Bielecki and 2 people from the general public.

Supervisor Schaffer **convened the Work Session at 6:00 PM.**

6:00 PM – Representatives from Rosanne Sall Advertising, Inc. discuss marketing ideas for Town Candice Chapman and Brandi Devine from the Rosanne Sall Advertising Agency, Inc. presented the Board with a proposal to expand the awareness of the Town's outstanding services and increase engagement with the community through a full-service Social Media and Marketing campaign. The following points were emphasized:

- The Town has a good website, but websites are not interactive and are only useful if someone comes directly to it.
- Social Media is interactive---it's like having your own TV channel and a daily newsletter. Relevant information can be targeted to a specific audience and posted across several platforms. Feedback would be screened and directed to the appropriate Town resources.
- Targeted Digital is a highly effective and cost-efficient marketing strategy. Display and video ads would position Vestal as a great place to live and for business to thrive.
- Targeted Digital Display will find people actively looking for information about homes, neighborhoods, schools, recreation, business and development space, etc. and deliver ads to them for up to 30 days thereafter.

Several Board members and the Town Attorney asked questions about security and how various postings would be handled. Candice Chapman replied that their agency would work closely with the Town to manage feedback. It would also be advisable for the Town to adopt a Social Media Policy. Councilwoman Fitzgerald asked if other towns in the area are using this service. Ms. Chapman replied the Broome County Transit uses the service and one other town is currently reviewing it. Supervisor Schaffer asked the Board to review the proposal for further discussion at a later time.

COMMITTEES

7.1 PUBLIC WORKS (FITZGERALD/Fletcher)

Supervisor Schaffer stated that Highway Superintendent Rocco Turdo was scheduled to appear to discuss the Snow and Ice Agreement with Broome County but did not show up. The issue that was to be discussed concerned the compensation per center mile that the County was paying us to plow Tracy Creek Road. We contested these payments several years ago and they have been increased. However, there needs to be a discussion about another increase if we are to continue with this agreement. For this year it appears that the rate has already been set. Councilman Majewski had some questions about this agreement that have been answered. He is not totally happy with the compensation amount but for now we are not losing money.

After a brief discussion, the Board agreed to vote on authorizing the Town Supervisor to sign the 2019 Snow/Ice Removal Agreement with Broome County at the next Regular Meeting.

OK-This item will be placed on the Agenda for a vote at the next Regular Meeting of the Town Board.

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7.2 **FINANCE** (MESSINA /Majewski)

1. Warrants: 2019-15, 2019-15C, 2019-15E, 2019-16, 2019-16E

OK – This item will be placed as a ‘Receive and File’ on the Agenda for the next Regular Meeting.

7.3 **PERSONNEL** (MAJEWSKI/Fitzgerald)

1. Request from Director for Human Resources Nancy Olmstead for Town Assessor Mark Minoia, to appoint Kenneth Darrow as a Senior Clerk at the CSEA, Grade 3 rate of \$15.07 per hour with the retroactive effective date of April 15, 2019.

OK-This item will be placed on the Agenda for a vote at the next Regular Meeting of the Town Board.

7.4 **PLANNING & ZONING** (FLETCHER/Fitzgerald)

7.5 **PUBLIC SAFETY** (MESSINA/Fletcher)

1. Request from Fire Chief David Harrington to approve the Vestal Fire Department Membership and Auxiliaries Station 1’s Chicken BBQ (catered by Phil’s Chicken) to be held on June 15, 2019 at the Tractor Supply Parking Lot.

In a memo to the Board of Fire Commissioner, Fire Chief Harrington states that coverage time will be from 9:00 am to 5:00 pm and a sign-in sheet will be used to track personnel at this event.

OK-This item will be placed on the Agenda for a vote at the next Regular Meeting of the Town Board.

2. Request from Fire Chief David Harrington to approve new members as follows:

- George Basila as a member of the Vestal Fire Department at Company No 1.
- Todd Ingersoll as a member of the Vestal Fire Department at Company No 3.

OK-This item will be placed on the Agenda for a vote at the next Regular Meeting of the Town Board.

4. Request from Police Chief John Butler to approve the new Town of Vestal Towing/Wrecker Policy and Procedures as attached to his memo to the Town Board dated April 12, 2019.

Supervisor Schaffer stated some procedures have been upgraded for the good of the Town.

OK-This item will be placed on the Agenda for a vote at the next Regular Meeting of the Town Board.

7.6 **ADMINISTRATION** (FITZGERALD/Messina)

1. Request from Town Clerk Emil Bielecki to accept a check in the amount of \$5,827.52 from the Lower Tracy Creek Cemetery Association for the maintenance of the abandoned Lower Tracy Creek Cemetery.

Town Clerk Emil Bielecki stated that this money should be adequate to maintain this cemetery for about 8 years.

OK-This item will be placed on the Agenda for a vote at the next Regular Meeting of the Town Board.

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2. Request from Town Clerk Emil Bielecki to authorize Town Supervisor John Schaffer to sign the Cemetery Conveyance Town Acceptance Resolution for the Lower Tracy Creek Cemetery.

Town Clerk Emil Bielecki noted that he has been working with the State to obtain all the necessary documents for taking responsibility of the cemetery. If a cemetery becomes abandoned, the Town is required by law to take over its maintenance.

OK-This item will be placed on the Agenda for a vote at the next Regular Meeting of the Town Board.

3. Request from Town Clerk Emil Bielecki for authorization to approve the 2019 maintenance contracts for abandoned cemeteries, and for the Town Attorney to prepare same.

Town Clerk Emil Bielecki stated that the amounts for the maintenance of the existing abandoned cemeteries are the same as last year. The maintenance of the Lower Tracy Creek has been added at \$700 which will be paid out of the funds received from the dissolved Lower Tracy Creek Cemetery Association.

OK-This item will be placed on the Agenda for a vote at the next Regular Meeting of the Town Board.

4. Request authorization for Town Supervisor John Schaffer to sign a Memorandum of Understanding with the Broome County Land Bank to develop 1625 Pearl Street into a Town gateway.

Town Clerk Emil Bielecki noted that this property was gifted to the Town after the Broome County Land Bank demolished the house that was destroyed in the 2011 flood. The Memorandum of Understanding allows the Town to accept a grant from the Land Bank to purchase and install a *Welcome to Vestal* gateway sign on the property.

OK-This item will be placed on the Agenda for a vote at the next Regular Meeting of the Town Board.

NEW BUSINESS

- Councilman Majewski stated that there are glitches in the Town's hiring policies and procedures which should be addressed. We have a Human Resource office, now with expanded hours, that should be involved in all hiring activity but in many cases it is not. Human Resource Director Nancy Olmstead noted that in 2005 and 2006, the Town adopted policies and procedures for hiring and for pre-employment background checks. These policies were adopted before the Town had an HR office and they are not followed closely. These policies need to be reviewed and updated. Supervisor Schaffer asked the Board to review these documents particularly as they relate to the role of the Human Resource office and the Board's role in the hiring process.
- Town Attorney David Berger stated that as in some previous years, the issues concerning political signs has resurfaced. This year could be more problematic due to the date change of the Primary Elections. Although we have a sign ordinance regulating political signs, it is likely unconstitutional and unenforceable because it regulates content. We can't treat political signs differently than other temporary signs. We have to make it content neutral. After a brief discussion, the Board requested that Town Attorney Berger work with the Code Department to draft changes in the Town's sign ordinance so as to establish reasonable and consistent regulations for all temporary signs.

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UNFINISHED BUSINESS:

1. Tabled until June 12, 2019 -- Request to authorize the Town Attorney to advertise on April 24, 2019 for a Public Hearing on May 8, 2019 on a request by *LCD Acquisitions, LLC* to enact a local law establishing an overlay Planned Development District (PDD) for 5 properties on Bunn Hill Road and 1 property on Jensen Road currently zoned Rural Residential (RR).

2. Request for Town Supervisor to sign Snow and Ice Agreement with Broome County for January 1, 2019 – December 31, 2019. **Action taken on 4/22/19:** Reference discussion of this item on page 1 of these minutes.

EXECUTIVE SESSION

On a motion of Councilwoman Messina, seconded by Councilman Fletcher, the following was

ADOPTED Ayes 5 Fletcher, Fitzgerald, Messina, Majewski, Schaffer
Nays 0

Resolved the Board enter into Executive Session to discuss the employment status of a service provider to the Town. The time was 7:43 PM.

On a motion of Councilman Fletcher, seconded by Councilwoman Messina, the following was

ADOPTED Ayes 5 Fletcher, Fitzgerald, Messina, Majewski, Schaffer
Nays 0

Resolved the Board leave the Executive Session and **adjourn the meeting. The time was 7:48 PM.**

Respectfully submitted,
Emil Bielecki, Town Clerk