

A PUBLICATION OF THE NC LEAGUE OF MUNICIPALITIES

Southern City

VOLUME 65, NO. 4 July/August 2015



**Steering clear of
accidents in Edenton**

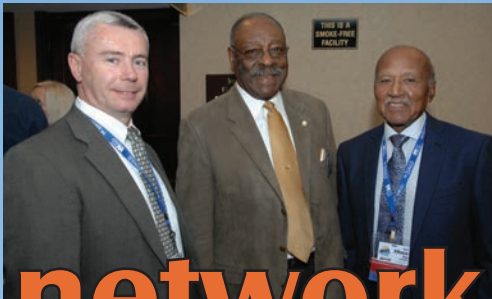
**Vietnam Traveling
Memorial Wall
stops in Oak Island**

**Mayor
Vivian Jones**
The best is yet to
come in Wake Forest

October 11-13 | Winston-Salem



ignition!
CityVision 2015



network



educate



celebrate



Register online at
www.nclm.com/annualconference

Executive Officers



1st Vice President
Mayor Lestine Hutchens
Elkin



President
Mayor Ronnie Wall
Burlington



2nd Vice President
Mayor Bob Matheny
Zebulon

Board of Directors

Immediate Past President, Mayor Al King, Goldsboro

League District 1, Mayor Roland Vaughan, Edenton

League District 2, Mayor Pro Tem Michael Lazzara, Jacksonville

League District 3, Council Member Earl Sheridan, Wilmington

League District 4, Mayor Jody McLeod, Clayton

League District 5, Council Member Lamont Wiggins, Rocky Mount

League District 6, Mayor Pro Tem Liz Johnson, Morrisville

League District 7, Mayor David McNeill, Southern Pines

League District 8, Council Member Patsy Kinsey, Charlotte

League District 9, Council Member Denise Adams, Winston-Salem

League District 10, Commissioner Gary Bell, Pilot Mountain

League District 11, Mayor Pro Tem Mary Bess Lawing, Newton

League District 12, Council Member Walter Currie, Weaverville

At Large, Council Member Martha Sue Hall, Albemarle

At Large, Mayor Terry Mann, Whiteville

At Large, Council Member William Pitt, Washington

At Large, Council Member Jennifer Robinson, Cary

At Large, Mayor Nancy Vaughan, Greensboro

Piedmont Manager, Hazen Blodgett, Matthews

Western Manager, Jeff Emory, Lincolnton

Eastern Manager, Richard Olson, Elizabeth City

Clerk, Melissa Adams, Hope Mills

Attorney, Patrick Baker, Durham

Undesignated Affiliate Rep., Human Resources Director Eleanor Green, Apex

Undesignated Affiliate Rep., Safety and Risk Management Officer Terry Story, Boone

Southern City contents



5 Hickory Assistant Manager named best in state

14 Taking a different course

State Sen. Joel Ford

19 Make more moving municipal surplus

What you need to know about selling municipal surplus on GovDeals.com.

6 Cover Story: The best is yet to come in Wake Forest

Wake Forest creates sense of community with walkable main street and downtown events.

10 Vietnam Travelling Memorial Wall makes stop in Oak Island

Two Oak Island veterans are instrumental in bringing the memorial to their hometown.

22 Steering Clear of Accidents

Examining the root cause of accidents along with a mandatory driver training course yielded positive results for Edenton.

26 CityVision 2015: Ignition

Join us in Winston-Salem for the annual League conference!

30 Asheboro represents North Carolina in All America City Competition

Asheboro represented North Carolina as a finalist at the All America City competition in June.

INSIDE

- 1 Board of Directors**
- 4 Speaking Out:** Solidifying the vision
- 18 Legal Eagles:** Signs and designs – time to review your ordinances
- 21 Member Relations Corner:** Maximize debt setoff revenue
- 25 From the Trust Perspective:** SCOTUS Decision: What does it mean for us?
- 34 Advocacy Angle:** Looking for common ground at the local level
- 38 Talk of our Towns**
- 41 Career Opportunities**
- 44 Taking the Field:** City diversity is a strength

28 Other notable conferences

NLC University Leadership Summit in Orlando
Congress of Cities Conference in Nashville

35 Program helps local governments retrieve millions in outstanding debt

Find out how you can recover your debts for free!

WRITERS THIS ISSUE



Najuma Thorpe
Director of Communications
and Member Relations



Jessica Wells
Communications
Specialist



Scott Mooneyham
Advocacy
Communications Strategist

A PUBLICATION OF THE NC LEAGUE OF MUNICIPALITIES

Southern City

Southern City is a publication for and about North Carolina municipalities, published bimonthly by the North Carolina League of Municipalities.

Volume 65
Number 4
July/August 2015

Executive Director & Publisher:

Paul Meyer

Editor: **Najuma Thorpe**

Writer: **Jessica Wells**

Writer: **Scott Mooneyham**

Editorial Committee

Lisa Ervin

Ryan Ezzell

Lisa Kinsey

Melissa Smith

WWW.NCLM.ORG

Southern City (USPS 827-280) is published bimonthly for \$25 per year (\$2 per year to member municipalities, \$1 for single copies) by the North Carolina League of Municipalities
Phone: 919-715-4000

POSTMASTER:

Send address changes to:
Southern City
215 North Dawson Street
Raleigh, NC 27603

USPS 827-280 Periodicals Postage
paid at Raleigh, NC 27676

NC LEAGUE
OF MUNICIPALITIES
Good government. Great hometowns.

Solidifying the vision

NCLM President and Burlington Mayor Ronnie Wall



As you know, in August of last year the League began a Strategic Visioning process. Under the direction of the Board of Directors, we have been working with the University of North Carolina School of Government on a strategic process to develop preferred future visions and scenarios for cities and towns in our state. We want to determine what actions are necessary for municipalities to achieve the vision they have designed and desire for success in the near future and beyond to 2030.

I want to provide an update on the visioning process. The official kick-off was at CityVision 2014, where futurist Rebecca Ryan set the stage and led sessions to help us think like futurists. The process continued by engaging city officials, strategic business community partners, legislators, county officials and other stakeholders in discussions to forecast possible scenarios for city government and determine what future roles and functions cities should play in helping move North Carolina forward.

From the beginning, the process has been bottom-up. At our most recent Board of Directors meeting, the School of Government and the Board's Strategic Visioning Task Force presented vision statements and guiding principles that represent how municipalities will operate if they are to thrive into 2030.

The vision statements focused on the following areas: relationship of citizens to municipal government, leadership (political and administrative), infrastructure, authority and demographic patterns. Principles discussed include greater control over municipal revenues and structures, urban and rural communities working together, productive partnerships with counties, and demonstrating the value municipalities add to the quality of life.

In addition, 10 key challenges were identified. These challenges surround issues like citizens understanding the roles and responsibilities of municipalities, the restriction of municipal authority and demographic changes in the state.

At CityVision 2015, the concurrent sessions will each focus on one of the challenges. You can read more on page 26.

I want to thank the members of the Strategic Visioning Task Force, Clayton Mayor Jody McLeod, Cary Council Member Jennifer Robinson, Hope Mills Clerk Melissa Adams, Winston-Salem Council Member Denise Adams and Apex Human Resources Director Eleanor Green for their work on this process.

The next steps are to use this vision to develop an action plan. I know how passionate all League members are about the importance of municipalities and making sure we are well positioned moving to 2030 and beyond. I thank everyone for their efforts and commitment. **SC**

Hickory Assistant Manager named best in state

Hickory Assistant City Manager Andrea Surratt was recognized by the North Carolina City and County Management Association as the Assistant Manager of the Year at the annual conference in Wilmington June 20.

The Association recognizes outstanding contributions to the local government management profession through this awards program. This is a great opportunity for professionals in local governments to receive recognition for the excellent performance and leadership in their profession.

“I am so proud of the team that I work with in Hickory. It’s an enthusiasm and love of public service that we share that makes this such a great place to work. I am so honored to be recognized for my part in this team effort with this award,” said Surratt, who has dedicated the last eight years of her career to the City of Hickory.

City Manager Mick Berry, who nominated Surratt for this award, added, “I think selecting Andrea from a very competitive group of professionals ended up being pretty easy for the association, that is just how well respected she is across the state. Her work on Inspiring Spaces and ultimately the successful bond referendum was fantastic. Andrea is so



The NC City and County Management Association recognized Hickory Assistant Manager Andrea Surratt as the Assistant Manager of the Year for her outstanding contributions to the local government management profession. Photo credit: City of Hickory

talented, we are very fortunate to have her on our Hickory team!”

Surratt’s career includes working in planning and development as well as town and city management since 1991.

Surratt has experience implementing strategic planning processes that have been established by elected and appointed officials on topics such as: council priorities, visioning, budget planning, transportation planning, economic development for overall city and downtown revitalizations, land use planning and city-initiated annexations. She has managed capital

improvement projects for new public facilities, including the public structure in Downtown Hickory, The Sails on the Square. The purpose of the structure is to provide a home for the farmers market as well as an event venue for the community. Both ventures are very successful largely in part due to Surratt’s vision and strategy to create a welcoming community area for the City of Hickory.

Surratt also led citizen involvement initiatives, such as the City of Hickory’s Inspiring Spaces program, Small Area Plans, Comprehensive Plans and a Citizens Local Government 101 program. The Inspiring Spaces plan addressed streetscapes, urban design, parking and associated landscaping, bike and pedestrian linkages, greenways, site furnishings, public art, way-finding and gateways. It was a city-wide planning process that provided a framework for prioritizing improvements to the public infrastructure and properties that will improve and promote Hickory as a welcoming, vibrant and thriving place to work, live and play. Surratt’s work on the Inspiring Spaces plans was instrumental in moving a \$40 million bond referendum forward for the city.

SC



The BEST is yet to come in WAKE FOREST

By Jessica Wells, NCLM Communications Specialist

At a public hearing in 1999, Vivian Jones told the audience if they didn't like the people on the board, then they should get behind someone that they do like and help that person get elected.

"After the meeting, two or three people came up to me and said, 'We want you to run,'" Jones said. "I had been heavily involved in the community already, and it was a good time in my life, so I said, 'OK.' We were starting to grow, and a lot of things were changing, and I just felt like there was a lot of negativity that I wanted to change."

Jones, who has also served as a League Board Member, is in her fourth term as mayor, and Wake Forest is growing faster than ever. The town predicts a 5 to 7 percent growth rate for the next few years, and it's already tripled in size from population 12,000 to 37,000 since Jones took office.

"It's been a lot of fun. It's much easier to deal with growth problems than to deal with problems when you're not growing," Jones said.

In 2010 Wake Forest implemented a community plan to help guide the town through its growth. The plan was built from citizen input and focuses on making a more connected community.

"They want it to look just like it does right now. Everybody talks about the small-town feel," she said. "Wake Forest is a very friendly community, and I think people don't want us to lose that feeling that you can walk down the street and people will talk to you."

She credits part of that to the emphasis the town put on preserving the historic downtown area. A recent streetscape project improved walkability by widening and adding sidewalks, adding sculpture seating and a pedestrian crossing that slows traffic and increases visibility.



Above: Cars line White Street in Wake Forest before a community event. Photo credit: Town of Wake Forest. At right: Mayor Jones poses next to a framed newspaper article about public transportation launching in Wake Forest, which is her favorite mayoral accomplishment. Photo credit: Jessica Wells

The project was completed just before Christmas 2013, and Jones said it has reinvigorated the downtown.

“It has really made a difference. I have had a couple owners tell me that they have been here for years, and they’ve never done as well as they have since the streetscape was completed,” she said. “It’s amazing sometimes to drive through in the middle of the day and see so many people walking around.”

Community events go a long way in promoting the sense of community and connection residents are looking for. Many of the events are held downtown to pull people together and bring them into local businesses. Wake Forest hosts Good Neighbor Day on a Sunday each September for people to come out to the park for a free lunch, arts and crafts and activities so they can meet their neighbors.

In addition to traditional events like car shows and holiday parades, Wake Forest Downtown, the economic development group, creates unusual events like April’s Dirt Day. Nearly 15,000 people attended the event that consisted of dirt digging, fossil finding and gardening.

The town also made a commitment to locating all municipal buildings in the downtown area by building a new, LEED certified town hall building in 2011. Across the street, the town purchased a building that housed an old drug store and turned it into an arts center per the community plan.

The arts center now holds plays, concerts, scrapbooking classes, a writers’ night, movies for kids, adults and senior citizens, and an occasional mystery dinner theater. The community



theater group, Forest Moon, presents its plays there, and the building is rented out for special events.

“We’re really excited about being able to offer those things. It was important for us to locate it here and show support for downtown,” Jones said. “When you think about how this area has changed or been transformed by the municipal campus, it’s pretty impressive.”

Wake Forest’s downtown is home to an assortment of shops including

a hardware store, book store, antique shops, coffee shops, and a handful of restaurants. For the things you can't get in the downtown area, one of two bus routes will take you to the Wakefield Shopping area, hospital or into Raleigh in the morning and evening.

Bringing the bus to Wake Forest was a priority for Jones shortly after she took office – she attended every meeting with transportation on the agenda to meet anybody who might be able to

help Wake Forest get a bus. Eventually it was time for Triangle Transit to offer transportation to outlying towns, and they came to Wake Forest first.

“It's very gratifying to get on the bus and think that you've made a difference in peoples' lives,” she said. “I was in downtown one day, and there was a man on the other side of the street, and he ran across and said, ‘I just want to thank you for bringing the bus here because I have a good job, and I couldn't

do that before because I didn't have any way to get there.”

To increase access to jobs in Wake Forest, the town is also working on recruiting more commercial businesses.



Top: Wake Forest residents work together at one of the many downtown events. Photo credit: Town of Wake Forest. A family strolls down the town's patriotic main street, which recently underwent a streetscape project to improve walkability. Photo credit: Town of Wake Forest

“ Wake Forest is a very friendly community, and I think people don't want us to lose that feeling that you can walk down the street and people will talk to you. ”

Wake Forest Mayor
Vivian Jones

Most of the businesses are retail and service industry, but the town has great opportunity for growth in the technology industry as well. It's home to the Wireless Research Center of North Carolina, a non-profit testing facility for wireless devices.

Most facilities of its kind are for profit or connected to universities, and the nearest ones are located in Georgia and Ohio making them inconvenient and expensive for inventors in the Triangle. The Wireless Research Center charges a small fee for testing and also provides incubator space for other small businesses.

“So it's really amazing to have something like this in little old Wake Forest,” Jones said. “We see this as being a really big draw.”

Jones said Wake Forest will continue to remember the past as it looks toward the future of their growing community to preserve the small-town feel residents love so much.

“I'm excited about our community,” she said. “I think a lot of good things are still to come!” SC





VIETNAM TRAVELING MEMORIAL WALL makes stop in Oak Island

By Lisa Stites, Town Clerk, Town of Oak Island

When Oak Island resident Gary Anderson helped escort the Vietnam Traveling Memorial Wall last year as part of the Patriot Guard Riders group, he knew he wanted to bring it to Oak Island someday.

That day came over the 4th of July holiday weekend, as the wall made a stop on Oak Island July 2-6. He and fellow organizer Bob Racine said an estimated 16,000 people visited the wall during those few days.

“We seem to have reached more people than we thought we would,” Racine said. Anderson agreed. “I just felt that there were so many people in Brunswick County who can’t get to Washington D.C., and I wanted to bring the wall to them,” he said.

Once the idea began to take hold, Anderson enlisted the help of Racine, also an Oak Island resident and founder of Warrior Ride, a non-profit organization dedicated to rehabilitating wounded soldiers. Along with a committee of a dozen or so volunteers, the two solicited funds from area

businesses and individuals to help cover the expense of bringing the wall to town. They also worked with the Town of Oak Island, which provided space on soccer fields, a donation and assistance from employees for traffic control, security, etc. And they worked with Wall Manager Doc Russo on the logistics for bringing it to Oak Island.

The wall is a $\frac{3}{5}$ replica of the Memorial in Washington D.C. and spans almost 300 feet – one football field – from end to end. There are more than 58,000 names etched on it, 1,609 of those from North Carolina and roughly two dozen from Brunswick County.

Racine said he knew local families were planning on researching their relatives’ stories once they recognized names on the wall. The educational component is one of the reasons Anderson and Racine wanted to bring the memorial to Oak Island.

While asking for support in town, Anderson and Racine said they met people who didn’t even know where Vietnam is or anything about the war



Visitors to the memorial look for names among the 58,000 written on the wall.
Photo credit: AceK9.com



Oak Island resident Bob Racine helped bring the traveling memorial to the town. Photo credit: AceK9.com

fought there. It's important, Racine said, for the younger generations to learn this part of the country's history.

"They're our future," he said.

When the Wall was brought into town July 2, it came escorted by the Patriot Guard Riders on 145 motorcycles. As they rode across the Swains Cut Bridge and along the main thoroughfare, they were welcomed by residents and visitors lining the street waving flags and cheering them on as they rode past. Racine said one woman held a picture of her father and some Girl Scouts sang a song. Anderson said it was an awesome show of support from the community.

Opening and closing ceremonies, flyovers, a parachute flag drop and other scheduled events made the experience of hosting the memorial a memorable one for the citizens of Oak Island.

Anderson served 21 years in the U.S. Navy beginning in 1962; he was a Chief Data Processing Technician. Racine was a U.S. Marine for more than 12 years beginning in 1961; he



Boots and a helmet are displayed as part of the memorial, which attracted more than 16,000 visitors in a few days at Oak Island. Photo credit: AceK9.com

then transferred his service to the U.S. Army and became one of the original members of Delta Force. Both know the importance of recognizing veterans for their service.

One night during the wall's stop on Oak Island, Racine said he came upon three Marines lying in the grass crying. He encouraged them to go inside a tent and speak to volunteers, who stayed at the memorial around the clock.

"You had to sit and listen and not disrupt," he said of the Marines and

others who visited. "They were trying to get something out and find closure or whatever you want to call it. They were making noises with their lips but it was their hearts talking," he said.

Racine tried to visit the memorial in the nation's capital three times, but said he could never quite make himself approach it. He said he figured he would have to help set it up if it came to Oak Island and he probably couldn't get any closer physically than that.

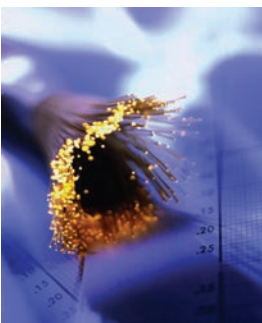
Having it in his hometown did make it easier. He actually carried a small piece of it, unknowingly, during the setup. When he realized what he had done, he knew that he could then, finally, spend time in front of the wall.

Racine also said bringing the wall to Oak Island was a way that he and Warrior Ride could give something back to the community that so often supports them.

“What better gift could we give our town than to bring the wall, honor everyone who served, and let people see that Oak Island is a community that cares for our service members,” Racine said. [SC](#)



A hang glider flies over the memorial with flags representing the United States of America, Prisoners of War and soldiers who are Missing In Action and the 50th anniversary of the Vietnam War. Photo credit: AceK9.com



***Statewide Law Practice Focused on
Transactions and Litigation
Involving Business, Utilities, Government and Land***

Cauley ♦ Pridgen^{P.A.}
LAWYERS

WILSON • RALEIGH • KINSTON

Toll-free: 877-641-8848 • www.cauleypridgen.com

Taking a different course

By Scott Mooneyham, NCLM Advocacy Communications Strategist

Sen. Joel Ford does not shy away from letting people know that he sees himself as a bit different. “I like to tell people I’m a recovering entrepreneur,” he said recently while preparing for a Senate floor session. The Charlotte Democrat cites his business background -- as the former owner of a waste management firm, an earth-moving business and a restaurant – as a key inspiration for his decision in 2012 to run for the state Senate seat that he now holds.

It’s not the sole reason he chose to run nor is it the only thing that has defined and shaped Ford’s views as a legislator. He has also served as guardian ad litem, on a local board overseeing guardian ad litem services, on the board of managers for a local YMCA, and as chair of the Charlotte Housing Authority Board of Directors.

Then there is his political involvement. Ford was chair of the Mecklenburg County Democratic Party from 2008 until 2011.

At times, that background has put him at odds with his own party. At other times, he has been one of the louder critics of the majority party in the Senate. First elected in 2012, Ford explained a little about his approach as a legislator in a recent interview.

Was there anything specifically that you saw as a business owner that made you say, “I want to do something about this in the political arena?”

I had to live out the public policy that was already set. In some instances, that public policy was not conducive to or did not contribute to growing my business. So, I wanted to bring



Sen. Ford is active in Charlotte-area nonprofits as a board member and volunteer. Photo credit: Jessica Wells



Sen. Rick Gunn of Alamance County speaks with Sen. Ford. Photo credit: Jessica Wells

that perspective to the legislature and hopefully make a contribution toward common sense public policy.

But you also have perspectives outside of business and outside of your professional life, through other endeavors. Is that a part of it too?

We have a ton of opportunities for people to volunteer and serve in our communities. When I look

at someone's resume and they are running for public office, and they haven't done anything in the community, that should be a red flag. I am currently on the board for the Renaissance West Initiative (in Charlotte), which is a nonprofit developing mixed income housing, combined with early childhood education, quality K-8 public schools

and health and wellness facilities. It is a first of its kind in the state holistic community. I am very excited about that.

You have developed a reputation as someone who has been able to reach across the aisle and work with the majority party. What do you attribute that to, and how has that

been in terms of working within your own political caucus?

I have to first say I am more concerned with people in my district than I am with people in my political party. I would say that it does have a lot to do with my business background and my core values. Those two things, as best as possible, allow me to fit in and make a contribution.

Now in your second term, have any of the workings of the legislature caught you by surprise?

Surprise ... I don't know. But the reality is that, the way the process works, we are a full-time legislature. We have families. We have other lives outside of the legislature. We have careers. So, you try to balance your legislative responsibilities and representation of your constituents with your family and your career. For some of us who are younger, that creates a challenge. I don't think it is healthy for us, for the state, to have a bunch of retirees and multi-millionaires in the legislature. A balanced, diverse perspective is always healthy.

One of the areas where your philosophy appears to fall into line with some members of the Senate majority party is related to tax policy, specifically broadening the sales tax base while lowering rates.

I do subscribe to the fiscal policy of a lower rate and a broadening of the base. The problem with that is how far do you lower the rate and how far do you broaden the base? Right now, we are picking winners and losers at the



Sen. Ford prepares for a meeting in July. Photo credit: Jessica Wells

“I don't think it is healthy for us, for the state, to have a bunch of retirees and multi-millionaires in the legislature. A balanced, diverse perspective is always healthy.”

NC State Senator
Joel Ford

expense of one business over another, and that is not healthy fiscal policy.

But you also have expressed concerns about some of the tax policies proposals that come from this legislative session?

What we are seeing now, this piecemealing of tax policy, is creating business uncertainty. Businesses don't know from one legislative session to the next what is going to happen. Business likes certainty. Business owners want to know, want certainty, so that we can plan and work and grow our businesses.

One of the key proposals would shift sales tax distributions in the state. As a legislator representing Charlotte and Mecklenburg County, what are your thoughts about that?

There is a common denominator in places like Mecklenburg and Wake counties. The men and women in these communities, who get up and go to work every day, made a conscious decision at the ballot box to support either the leadership or the revenue initiatives to invest in their communities. They need to be commended for it, not punished. When a community is willing to make an investment into itself, it should be no surprise that people from all over the country, all over the world, are attracted to those communities that have the infrastructure and the services and amenities to support working families. That is one of the biggest things that is being missed in this entire conversation.

But many rural areas of the state are struggling. What is the solution?

I think as a legislature, we have to figure out how to position urban and rural North Carolina to be successful. We have a Golden Leaf Fund designed to benefit rural North Carolina. We have a Rural Center. We need to restore funding to them. If there were problems on deliverables, I understand. But you don't throw the baby out with the bath water. [SC](#)



A former entrepreneur, Sen. Ford uses that experience to work across party lines when representing his district. Photo credit: Jessica Wells



Town Planners

- » Urban Planning & Design
- » Zoning Administration
- » Code Enforcement
- » Continuing Services

- » GIS & Mapping
- » Land Use Ordinances
- » Boards & Staff Training
- » Special Projects

On Main Street, Creedmoor & Kannapolis, NC
704.933.0772 www.nfocusplanning.org

Signs and designs – time to review your ordinances

By Kim Hibbard, NCLM General Counsel



While many municipalities engage in periodic review of their land use ordinances, recent actions by the North Carolina General Assembly and the United States Supreme Court make now an appropriate time to expedite such review.

On June 10, the General Assembly ratified legislation placing new restrictions on local authority to regulate certain aspects of residential appearance and design. The amendments to G.S. 160A-381 provide that cities may not regulate building design elements for most one- and two-family dwellings. Such elements include building color, type of exterior cladding, style of roof or porch, location and style of windows and doors (including garage doors), number and type of rooms, interior layout of rooms, and exterior nonstructural architectural ornamentation. Cities may not regulate these items, either directly or indirectly, unless affected property owners consent. Cities may still regulate height, bulk, orientation and location of a structure on the lot; the use of buffers and screening; and permitted uses of land or structures. Restrictive covenants and other private agreements among property owners are not affected by the legislation. The consent provision leaves the door open for cities to consider

addressing design items through development agreements. Note that the legislation, SL 2015-86 (SB 25), became effective on June 19, and it applies to existing ordinances as well as those adopted after the effective date.

On June 18, the U.S. Supreme Court issued an opinion in *Reed v. Gilbert*, a case that could significantly impact local sign ordinances. The court unanimously found that a Town of Gilbert, Ariz., sign ordinance violated the free speech clause of the First Amendment because it drew distinctions between various categories of signs based on the information they conveyed. The ordinance treated temporary directional signs less favorably than political or ideological signs, subjecting them to more stringent restrictions on size, location and duration. The Court determined that the distinctions drawn by the ordinance were content based, and therefore subject to a strict scrutiny test, which requires that the restrictions on speech be narrowly tailored to serve a compelling government interest. The ordinance failed strict scrutiny because the governmental interests asserted by the town—preserving aesthetic appeal and traffic safety—were highly underinclusive. That is, temporary directional signs were no greater an eyesore and no greater a threat to public

safety than ideological or political signs.

Most sign ordinances contain differential treatment for some categories of signs, and municipalities must now consider whether these distinctions are content based under the case. This might involve major changes to your ordinance, depending on how it is structured. The opinion does not provide a clear road map for comprehensive revisions. Writing for the majority, Justice Clarence Thomas stated that there are ample content-neutral options available to resolve problems with safety and aesthetics, such as regulating size, building materials, lighting, moving parts, and portability as well as prohibiting signs on public property if done in an evenhanded manner. Justice Samuel Alito's concurrence, joined by two other justices, offers a list of further suggestions on regulations that would not be considered content based, such as those distinguishing between free-standing and attached signs, lighted and unlighted signs, fixed-message and changing signs, and on- and off-premises signs.

Land use provisions differ widely from place to place and each municipality will need to carefully review its own ordinances. We encourage you to engage your planning

continued on page 43

Make more moving municipal surplus

By Jessica Wells, NCLM Communications Specialist

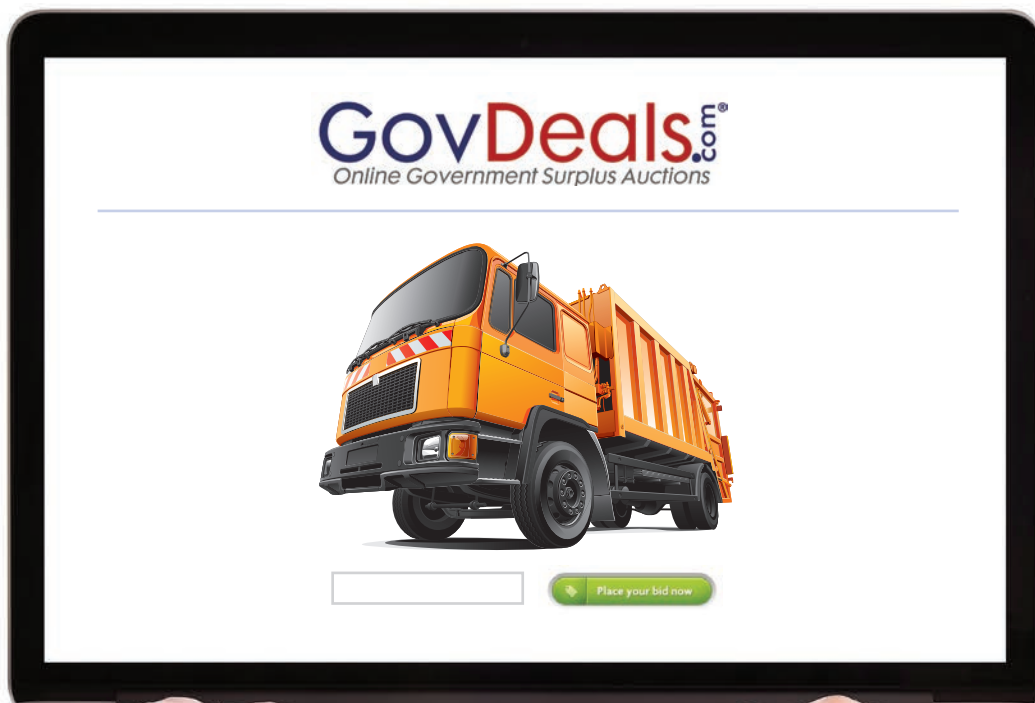
It seems like everything can be done online these days – paying bills, reading books, and even ordering groceries. So why not move municipal surplus auctions online, too?

According to GovDeals Marketing Manager Molly Nations, online auctions can bring in 20 to 40 percent more profit than a traditional live auction.

“It’s a better option than a local public auction because at that type of event,

you may not get a lot of turn out,” Nations said. “There’s only a few people that show up, and weather can be a factor. We have a worldwide audience online with a much higher bidder base. More bidders relay into higher prices for your surplus.”

In addition to being more profitable, bidders don’t have to travel to an auction, which reduces the carbon footprint created by traveling.



In the United States and Canada, GovDeals has 7,783 government sellers ranging from fire and rescue to cities to transportation authorities to school districts. Last year, 664 North Carolina government entities sold more than 11,700 surplus assets generating more than \$13.9 million in revenue.

GovDeals is one of the League's vendors endorsed through the Preferred Partners program. These select vendors are subject to the League's oversight for an added level of quality assurance.

"Making sure we have happy clients and buyers is what the program is about," GovDeals Mid-Atlantic Region Representative Robin Bradley said. "My mission has been to provide them with the most innovative and effective marketplace."

The Town of Kernersville is just one of the League's members that had great success moving its auctions to an online platform. Since 2007, Kernersville has sold \$429,859 through GovDeals auctions.

Kernersville Finance Director Franz Ader said the town sells anything from paper to garbage trucks – during the last auction, Kernersville even sold a police bear mascot head for \$25.

"That was an odd one – I wouldn't pay \$25 for that," Ader said. "But most of the stuff sells, and most people pick it up."

Kernersville does not ship items, so buyers must pick up their purchases. If they don't pick up, they risk losing the privilege to use GovDeals services, and the town is able to charge storage fees after a set amount of time, which is usually 2 weeks according to Ader.

Each Kernersville auction brings in about \$75,000 to \$110,000, but

Kernersville Finance Director Franz Ader said the town sells anything from paper to garbage trucks – during the last auction, Kernersville even sold a police bear mascot head for \$25.



Photo credit: Lauren Carroll/Winston-Salem Journal

large items like garbage trucks have sold for \$90,000 alone in the past. All of that money goes back into buying replacement items or the general fund to support other town services.

According to GovDeals, 92 percent of auction items sell, and if it doesn't you aren't charged for your listing. The 7.5 percent fee for items sold covers everything including access to a Client Services Representative who can answer your questions and help make your auctions successful. GovDeals also provides targeted advertising for expensive or unusual items after conducting market research to determine the best buyer audience at no additional cost. For instance, if the Town of Kernersville were selling a garbage truck, Nations said that particular truck might be listed on www.trashtrucks.com or www.contractorshotline.com linking back to the GovDeals auction to create more traffic.

"It's a very reasonable fee for what you get," Ader said. "There are other services out there, but we're very satisfied with the support provided by GovDeals staff."

If you're interested in starting an online auction through GovDeals, please contact Robin Bradley at rbradley@govdeals.com or 828-527-7705. SC

DESIGNING SOLUTIONS FOR SUSTAINABLE COMMUNITIES

844.448.4333
www.mcgillengineers.com

McGill ASSOCIATES

Engineering // Surveying // Landscape Architecture // Construction

Maximize Debt Setoff revenue

By Rob Shepherd, NCLM Manager of Member Relations and Education



The NC Local Government Debt Setoff program, a program jointly run by the League of Municipalities and the Association of County Commissioners, is in its 13th year of operation. Since its inception in 2002, the program has returned more than \$240 million in outstanding debts to participating North Carolina local governments, with more than \$57 million returned to participating municipalities.

With each passing year, the number of local governments participating and the number of debts collected has steadily increased, which typically results in more municipalities' debts recovered through the Debt Setoff program. However, this year, there has been a substantial drop in the amount of collections. The primary cause for the decrease are the changes that the General Assembly made to the 2014 personal income tax withholding tables and tax laws.

Many taxpayers first became aware of this change when they filed their 2014 Income Tax Returns this year and were surprised when they realized they would be receiving substantially

smaller tax refunds than previous years or realized they would owe additional taxes to the state. As a result, the year to date collections (as of June 16th) are about 50 percent lower than in calendar year 2014. These amounts differ from municipality to municipality with some newer participating municipalities in the program realizing an increase in collections. The League staff strongly encourages participating municipalities to closely monitor the Debt Setoff program collections and adjust your budget forecasts accordingly.

While it's discouraging to many local governments to see this revenue stream decrease, this program continues to be the single most effective way to collect outstanding debts owed to local government. As a reminder, there is no cost for municipalities to participate other than the staff time needed to gather the necessary information and to submit it to the Debt Setoff program.

In September, the League of Municipalities and its Debt Setoff program partners will offer a series of six workshops across the state. There are two sessions at each location. The

morning session (10:30 - 11 a.m.) is designed for staff of local governments who are not currently participating in the debt setoff program and have not completed the required contractual forms, staff who have attended but want a refresher course on how the program works, or staff who are currently participating in the Debt Setoff program but it is a new responsibility. The afternoon session (1 - 3:30 p.m.) is intended for staff representatives participating in the Debt Setoff program and will include important program updates and information on any changes to federal or state laws affecting the program.

The dates and locations for this year's workshops are as follows:

- September 15 – Wilmington
- September 16 – Washington
- September 17 – Raleigh
- September 22 – Asheville
- September 23 – Hickory
- September 24 – Waynesville

For more information or to register, go to <http://ncsetoff.org/Training.htm>.

Please feel free to contact Wanda Veasey at (919) 715-2218 or Melissa Smith at (919) 715-3927. **SC**

STEERING CLEAR OF ACCIDENTS

By Jessica Wells, NCLM Communications Specialist



An Edenton police officer keeps watch on neighborhood activities. Photo credit: Chowan Herald



It's been three years since Risk Management Services implemented a police driver training course to reduce the number of accidents across the state, and it has paid off immensely.

The 52 departments that participated in the training show a 20 percent reduction in vehicle claims. Edenton Police Department had an all-time high of 9 accidents in 2012, but after training only had one accident in the past two years.

"It's not a matter of if an accident is going to happen," Edenton Police Chief Jay Fortenbery said. "It's when."

That's why he and Town Manager Anne-Marie Knighton have been

focused on drilling down on the root cause of accidents. All of the department's 19 officers have been through mandatory Smith System training and are reevaluated each year. The town is also in the process of training all employees regardless of whether they drive a town vehicle or not.

The Smith System uses five keys to remind drivers to be present and aware of their surroundings: aim high in steering, get the big picture, keep your eyes moving, leave yourself an out, and make sure they see you.

"I took the class a couple months ago, and it scared me to death," Knighton said. "I was afraid to drive home that



Police officers from around the state participate in training that helped Edenton and other departments reduce accidents. Photo credit: Najuma Thorpe

night – I was looking everywhere for possible hazards. It really changes how you approach driving.”

The Smith System keys are posted in every police vehicle as a reminder to be safe.

“I talk to our supervisors daily telling them to drive careful and be careful,” Fortenbery said. “You can’t let it go for a minute. You really can’t.”

The department is using the most recent accident as a learning experience, too. The officer at fault will give a presentation to the rest of the department on what went wrong and how the accident could have been avoided.



“I think our whole approach, not just in terms of training, but also when we do have an accident, how we stop, evaluate, listen, brainstorm and drill down has changed,” Knighton said. “We want to know what went wrong because usually it’s not just one decision or thing. Then you step back, analyze and ask, ‘What should we do in the future to

prevent this from happening?’”

Although the training was mandatory and Fortenbery put disciplinary policies in place for repeat accidents, Knighton and Fortenbery said officers were receptive to the training.

“Officers didn’t like what was happening. They didn’t like that the newspaper had headlines about how

many accidents we had,” Knighton said. “They take a lot of pride in their work, and we have a lot of good people who wanted to do the right thing and operate in the safest manner.”

Through the department’s analysis of accidents, they found majority of accidents are caused by backing, so one of the new policies counts backing accidents against an officer’s record twice. Fortenbery is also a member of the Risk Management Services Police Chiefs Advisory Committee, which was put in place to review the complex accidents, injuries and liability claims associated with police departments and develop programs to help keep officers safe. The committee developed advanced TASER training, is working on implementing a comprehensive risk assessment process and is testing devices that will reduce distractions while an officer is driving.

Fortenbery said the device has been great for his department since it disables the officer’s keypad while the car is in motion. Officers are able to glance at the screen to read addresses, but typing takes the driver’s eyes off of the road for too long.

“With technology in police cars, there are so many possible distractions – you have radar, radio, in-car computer, calls – they’ve got to stop the car and type in the computer instead of typing while driving,” he said. “The devices are a little costly, but the testing is going really well.”

Even though the price tag seems steep, Edenton has been able to drastically reduce its number of claims. Not only are officers and other drivers safer, the reduction in claims saves the town on repairs, medical bills and insurance premiums.

“Accidents are very expensive. When you have a high-claim year, it stays with you for a couple of years,” Knighton said. “The Smith System isn’t cheap especially for a small town, so we’re very

appreciative to the mayor and council for providing the funding that enables us to make sure we have a really good safe driver training program.” SC

SMITH SYSTEM’S FIVE KEYS

1. Aim High in Steering

Look 15 seconds into your future. Don’t just look at the vehicle in front of you.

2. Get the Big Picture

Look for hazards including other motorists, pedestrians and vehicle doors opening.

3. Keep Your Eyes Moving

Don’t stare and use peripheral vision.

4. Leave Yourself an Out

Monitor the space cushion around you.

5. Make Sure They See You

Use your signals and make eye contact.



The nation's leading legal publisher.

With Services ranging from :

Print & Online Code Publishing
OrdBank // OrdLink // MuniDocs
CodeBank // CodeBank Compare
Codification // Recodification
Publications // Republications
Supplementation // Legal Review
Utility Billing // Document Management
SmartCode // Form-Based Code

and introducing

municodeNEXT

Our online platform offering a suite of next generation tools for publishing on the internet and mobile devices.



CONTACT US TODAY TO FIND OUT MORE

1.800.262.2633 // info@municode.com

www.municode.com

SCOTUS decision: What does it mean for us?

By Bob Haynes, NCLM Associate Director, Risk Management Services



On June 25, the Supreme Court of the United States published the King v. Burwell opinion. This case addressed the question as to whether people living in one of the 34 states that did not set up a public exchange to offer medical insurance would continue to be eligible for a subsidy - even though that exchange is facilitated by the federal government, not the state. The IRS issued a regulation in 2012 providing for subsidies whether coverage was purchased in a state or federally run marketplace. However, the language within the Affordable Care Act expressly states that the IRS may grant subsidies only for coverage purchased from exchanges established by the state. The plaintiffs argued this language was meant to incentivize the states to create their own exchanges.

Bottom line: this ruling preserves the status quo whereby individuals with income between 100% and 400% of the federal poverty level will continue to receive subsidies.

Had the Court gone the other direction and ruled subsidies are not permissible for individuals in federally run exchanges, then employees who purchase coverage through these facilities would not trigger penalties for their employers and the punitive effects of the employer mandate would have been lessened.

So, the message for employers in North Carolina is to carry on, the rules and regulations around the ACA are not changing as a result of this decision. The issues that existed prior to the ruling remain. These include, but are not limited to: treatment of pre-65 retirees not yet eligible for Medicare, 6055 and 6066 IRS reporting (as discussed in the May/June issue of Southern City), and controlling the cost of your plan to avoid the Cadillac tax that takes effect in 2018.

Retirees: Some have asked the question as to whether they can discontinue provision of medical benefits to retirees and establish a health reimbursement arrangement to fund coverage through the public exchange thus allowing retirees to select a plan of benefits to meet their needs and perhaps receive a subsidy. While this strategy could save you money while enabling your retirees to obtain better coverage than what you currently provide, any final decision will require careful review of your personnel policy and consultation with your attorney.

IRS Reporting (Section 6055 and 6056 of the IRS Code): Employers must file electronic reports by March 2016 about the health coverage offered to full-time employees to confirm that the employer is complying with the employer mandate and for the IRS to confirm that subsidies are not being

provided to individuals covered by an employer plan that meets ACA requirements. Surveys indicate most employers are ill prepared. Now is the time to begin preparations, i.e. determine necessary data, how best to compile the data and begin to keep proper records. Experts say that the reporting requirements are complex and in some cases ambiguous.

Cadillac Tax: The Cadillac, or Excise, Tax will be effective in 2018 and assessed on plans that cost more than \$10,200 for single and \$27,500 for family coverage. This 40% tax is applied to the amount in excess of the threshold amounts noted above. Many business groups are calling for repeal of this aspect of the ACA, including the American Benefits Council, the National Association of Manufacturers the National Business Group on Health and the U.S. Chamber of Commerce. It is anticipated that more than 40% of the plans will be affected in 2018 and 82% in 2023 (per survey by Towers Watson).

In conclusion, we recommend that you continue your efforts to meet ACA requirements relative to IRS reporting, enhance your wellness efforts to bring down your claims to avoid the Cadillac tax, and look at options for retiree coverage within the guidelines of your personnel policies. [SC](#)



ignition!

CityVision 2015

By Najuma Thorpe, NCLM Director of Communications and Member Relations

This year's annual conference in Winston-Salem, which will be held October 11-13, is an event you do not want to miss! The League staff is working hard to bring you a conference that will help you grow as elected officials and bring back ideas to your city or town.

Last year at CityVision 2014, we kicked off a strategic visioning process to reflect the vision of cities and towns and develop scenarios for municipalities to 2030 and beyond. The changing political and demographic landscapes have led to a need to deliberately chart a path for cities and towns.

The League Board of Directors played a key role in the visioning efforts. The process has been outward-facing, inclusive, expansive and transparent. Conversations with municipal officials, legislators, county officials, business partners and other stakeholders, along with research by the UNC School of Government, were essential to developing potential scenarios.

Proposed scenarios were presented to the Board of Directors in July and a final vision will be presented to the membership at CityVision 2015. Each



CityVision will be held in downtown Winston-Salem where you'll be able to network, learn and tour the city. Photo credit: City of Winston-Salem

of the 10 concurrent sessions will focus on one of 10 challenges facing municipalities. Concurrent sessions fall into one of the following categories: infrastructure, risk management, governmental affairs or economic development. In addition, we will offer two mobile workshops – in Lexington and Winston-Salem – that will showcase best practices in redeveloping public spaces and fostering innovation.

On Tuesday, we will focus again on personal development by offering separate tracks for elected and appointed municipal officials. The Local Elected Leaders Academy class for elected officials will focus on developing tools to foster collaboration across functional, stakeholder and geographical boundaries. The track for appointed officials will feature a session on best practice in regional



Attend a private showing of the award-winning "Glory of Gospel" performed by the North Carolina Black Repertory Company. Photo credit: City of Winston-Salem

Hall and learn about products and services that could be beneficial to their hometown. There will also be opportunities to win prizes!

Networking is one of the most important parts of the annual conference, and there will

be plenty of opportunities to do so at receptions on Sunday and Monday. The Host City Event on Sunday night features dinner followed by the musical "Glory of Gospel," a production that tells the history of gospel music through

song and dance. Winston-Salem is home to the National Black Theatre Festival and "Glory of Gospel" is a production of the North Carolina Black Repertory Company. The musical was written, directed and choreographed by Winston-Salem resident Mabel Robison.

On Monday night, we will have our dinner and award celebration, culminating with high-energy national band Jessie's Girls. The band was created by Tyler Perry's musical director and the leader of Party on the Moon, who performed at the League's conference in 2014 and 2012. Jessie's Girls shares a choreographer with Beyonce.

Visit www.nclm.org/annualconference to learn more! SC

collaboration and a session to discuss the strategic visioning process that the North Carolina City/County Managers Association is about to embark upon.

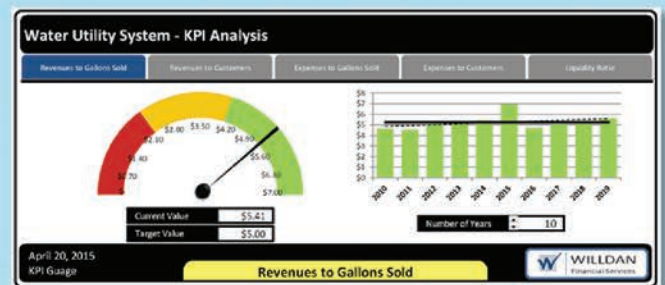
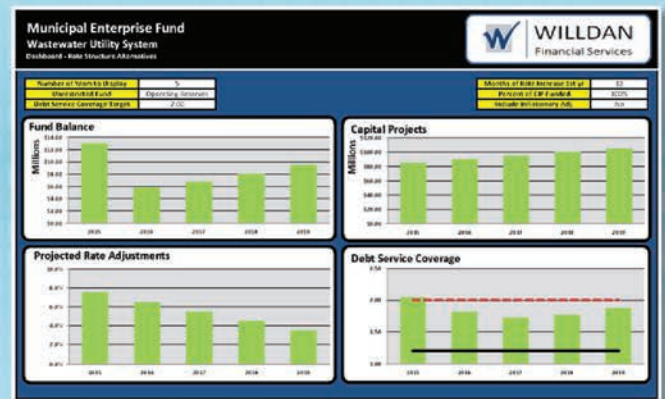
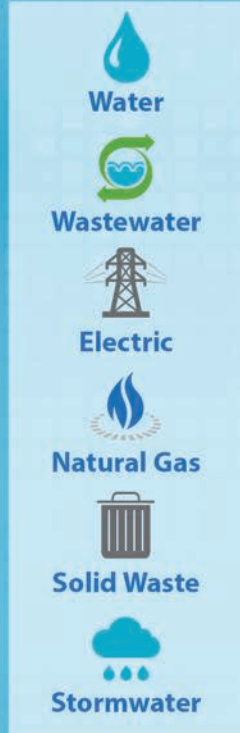
On Sunday and Monday, attendees will have a change to explore the Exhibit



Willdan Financial Services

Enterprise Fund & General Fund Services

- User Rate (Retail/Wholesale) Studies
- Capacity/Impact Fees
- Debt Issuance Support
- Capital Planning/Modeling
- Strategic Planning
- Resource Planning
- Regionalization Studies
- Cost Allocation Plans
- Fiscal/Economic Impact Analyses
- Economic Development Planning
- Tax Increment Financing (District Formation)
- Key Performance Indicators/Metrics



NLC University Leadership Summit in Orlando

By Laura Lanford, Principal Associate, Leadership and Communications, National League of Cities

The 2015 Annual Leadership Summit will be held at Loews Portofino Bay Hotel at Universal Orlando, in Orlando, Florida, on September 16-19, 2015. This year the theme of the program is “Leading through Tough Times.” Leadership scholars and experts will explore how to handle challenging community situations and prepare local leaders to address real-world problems.

This year’s summit will feature:

- A keynote address from Mayor Buddy Dyer, who will speak about how the city of Orlando is becoming a hub for innovation, thereby leading to a surge in the younger demographic.
- Special presentations by members of NLC’s new R.E.A.L. (Race, Equity, and Leadership) initiative.
- A leadership workshop on building trust and resilience, by Roy W. Reid, Executive Director of Communications for the University Of Central Florida College Of Business.
- Two special receptions hosted in conjunction with the city of Orlando.

The Annual Leadership Summit is as an interactive leadership retreat designed specifically for local

government officials. It features presentations by noteworthy leadership scholars and provides many opportunities for engaged learning and networking with leaders from across the nation.

The Summit’s limited group size fosters a more personalized experience and encourages an actively involved audience. A smaller, more intimate group environment enables the trainers to focus more effectively on the needs of the communities that the participants represent. The aim of the program is to cover leadership skills and topics that are valuable to local leaders on every level. Register online at www.nlc.org. [SC](#)



MICHAEL LYNCH SCHOLARSHIP AVAILABLE

The National League of Cities created a scholarship to attend the Annual Leadership Summit in remembrance of one of their former members, Michael Lynch, who died in a shooting at a city council meeting in Kirkwood, Missouri, in 2008. The Michael H.T. Lynch Memorial Scholarship awards the recipient a stipend in the amount of \$2,500 to cover travel expenses and your registration fee. Michael H.T. Lynch exemplified the leadership skills that the Annual Leadership Summit attempts to cultivate in its participants: a devotion to public service, and pursuing continuing education in order to improve their leadership skills and better serve their community.

NASHVILLE

The place to be for the 2015 Congress of Cities Conference

This year, Nashville has topped these lists:

- *10 Best Places to Live Now* (Men's Journal)
- *Where to Go in 2015* (AFAR, Budget Travel)
- *Best Options for Travelers in 2015* (Orbitz)
- *Hottest American Cities for 2015* (Business Insider)
- *Most Popular Cities for Millennials* (Forbes)

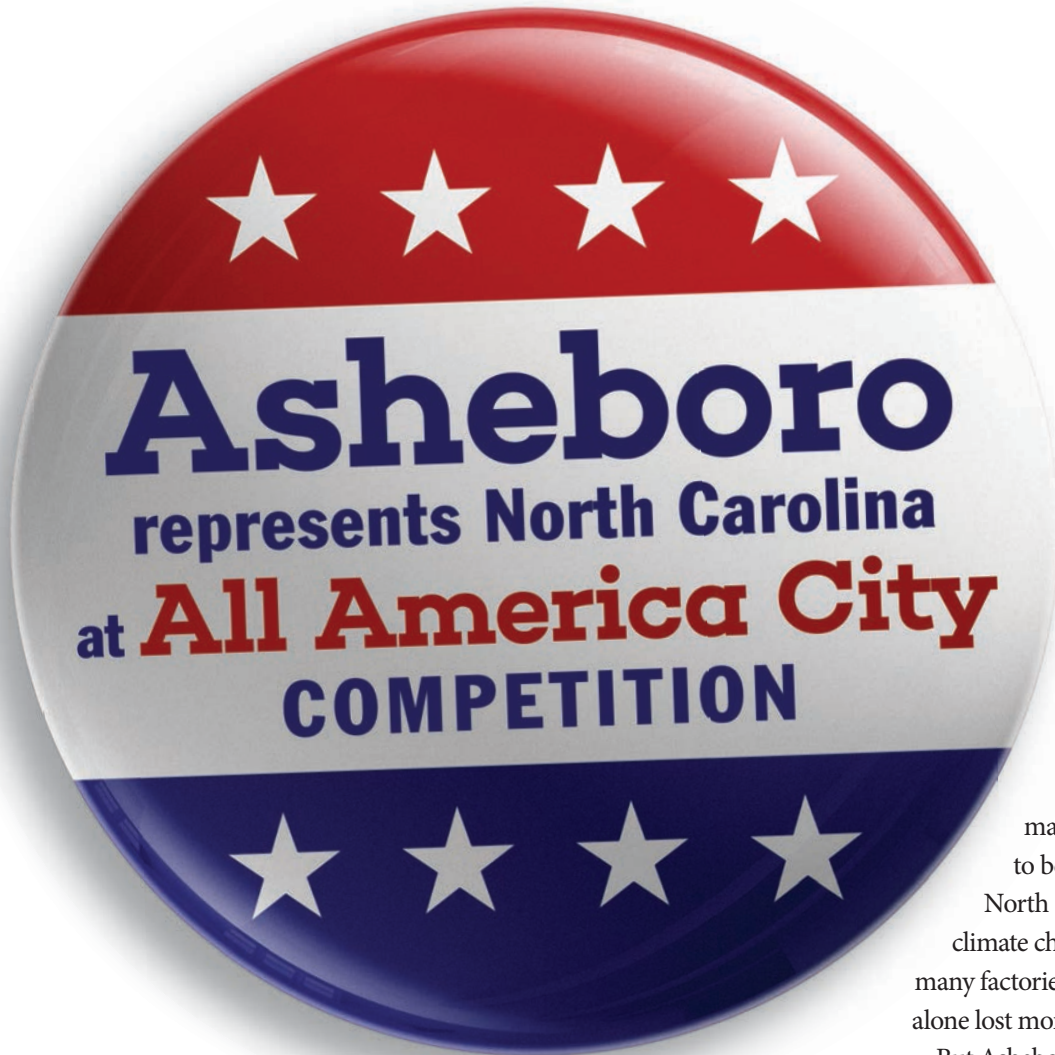
Why is Nashville attracting so many visitors and young professionals right now? Its secret is capitalizing on its identity as Music City. Nashville has successfully taken its legacy as a global music center, and used it as a foundation for its culture, economy and social fabric.

Like Nashville, your community has a history or identity that you can capitalize on to attract visitors and young professionals. Whether it's breathtaking scenery, distinctive architecture, your favorite annual tradition, or a thriving Main Street, your city has something unique that makes it internationally known or your region's best kept secret.

Come to Nashville this November 4-7 for our annual Congress of Cities conference, and see for yourself how they embraced their historic identity as a music center to develop a thriving economy that is now attracting tourists and creative professionals alike. Learn about the ways that you can develop your city's economy by capitalizing on what makes it unique.

Join 2,000 mayors, council members, and city staff this November for four days of expert-led workshops, inspiring keynote addresses and field trips around Nashville. Get to know leaders from across the country in the heart of downtown Music City. Register now at www.nlc.org. **SC**





By Jessica Wells,
NCLM Communications Specialist

The Southern Railroad sparked a population boom, and, by 1912, there were 30 stores, roller mills, furniture manufacturers, a lumber plant, hosiery mill and wheelbarrow factory in Asheboro. The Great Depression quickly stifled the local economy, but in the war's aftermath several industrial plants opened in the former hosiery buildings.

For nearly a century, the city prospered as a manufacturing hub and

many thought Asheboro to be recession proof. But as North Carolina's manufacturing climate changed in the 1990s, many factories closed, and Asheboro alone lost more than 7,500 jobs.

But Asheboro keeps going and going and going – that's what a group of 30 Asheboro residents chanted at The National Civic League's All America City competition in June.

The city was one of 16 in the nation and the only city in North Carolina this year selected to compete for one of the 10 All America City awards in Denver. It was Asheboro's first time reaching the top 16.

The competition's theme was "supporting and engaging young, vulnerable men in the community," so Asheboro's application focused on initiatives serving at-risk children in the education system.



Left: Members of the Asheboro delegation tell the city's story and how they've overcome issues in their community.

Photo credit: City of Asheboro

Below: The smallest, yet most important, of Asheboro's storytellers ready to board the plane to Denver.

Photo credit: City of Asheboro



The programs featured were the Dream Center, Boys and Girls Club of Central Asheboro and Midnight Basketball.

The Dream Center is a free after-school program at North Ridge Church that provides dinner, homework help and activities for 80 at-risk students identified by teacher and family referrals. The program was created with help from a 21st Century Learning Grant and continues to grow. It hopes to expand to serve 100 students and offer parenting, GED and ESL classes for parents.

The Boys and Girls Club of Central Asheboro has several programs available including homework help, mentors, pregnancy and drug prevention, but the most uncommon program offered is Yes! East Side, a local program that takes students

from one of Asheboro's most underprivileged communities and teaches them about the environment through field trips and community service projects.

Midnight Basketball is a 6-week basketball league on Tuesdays and Thursdays during the summer for Randolph County students ages 8-18. The registration fee is \$15, but no student is turned away based on inability to pay. Midnight Basketball removes the barriers to sports including cost and schedule conflicts and keeps kids out of trouble during the summer.

The City of Asheboro supports all of the programs through fundraising and providing space.

"We talked about how when we have people moving out of the community, our education system is going to go down and our employment is going to go up," Asheboro Public Information



Left and center: Asheboro's delegation at the All America City competition in Denver.
Photo credit: City of Asheboro

Officer Leigh Anna Johnson said. “So unemployment is not our greatest challenge, but access to education is. These three programs were able to keep our most at-risk students

of good came from the competition, mostly for the children who were able to travel to Denver and compete. Children from each of the three programs were part of the delegation,

I’ll give you that – but I also know a lot of good came out of it,” Johnson said. “Even though we didn’t win, we still won because we were able to take those kids and show them what’s out there

AFTER HEARING WHAT OTHER PARTNERSHIPS ARE GOING ON, OUR COMMUNITY LEADERS ARE THINKING OUTSIDE THE BOX ON WAYS THEY CAN WORK TOGETHER.

**– Asheboro Public Information Officer
Leigh Anna Johnson**

engaged, and hopefully they go on to graduate from high school and go to the community college or out of our community to attend university.”

Although Asheboro didn’t win one of the 10 awards, Johnson said a lot

and they practiced for a month from 8 p.m. to 10 p.m. at night to accommodate the schedules of all the participants.

“Walking away from it after putting in all this work is not a good feeling –

beyond their current circumstance.”

The competition also serves to connect communities across the nation so city leaders can learn new practices that they can bring home to their own communities. For example, Tupelo,

Right: Asheboro Mayor David Smith, right, and a reporter, portrayed by Angel Ortiz, left, and others practice the skit that was presented at the competition. Photo credit: The Courier-Tribune



Miss., has an 8-week internship program that brings students into the fire department to see if it's a career they'd be interested in pursuing. The intern is paired with a mentor who will help them with resume writing and interview tips, and Johnson said she could see a lot of benefit from a program like that in Asheboro.

"After hearing what other partnerships are going on, our community leaders are thinking outside the box on ways they can work together," she said.

However, she also noticed that Asheboro has a lot for which to be thankful. Many of the communities at the competition were dealing with problems like gangs and crime rates

on a much larger scale than Asheboro. One community suffered 71 homicides in a year whereas Asheboro might only have one.

"I thought all the communities that had those issues were so deserving of the award because they faced what they had going on. We live in a pretty safe community," Johnson said. "It really opens your eyes to see Asheboro from others' perspectives and what's actually happening."

Typically communities that win the All America City award bring in new businesses, new residents and increased tourism in addition to building community pride. The All America award has been presented since 1949, and more than 650 All America City communities have been recognized. In North Carolina, 35 towns and cities have won — including

a trio of 2013 designees, Dunn, Garner and Thomasville. Thomasville Area Chamber of Commerce President Doug Croft, Garner Public Information Officer Rick Mercier and Manager Hardin Watkins attended the competition this year as volunteers and served as mentors for Asheboro during the planning phase.

Many cities do not win the All America City Award on their first tries, but because Asheboro keeps going and going and going, Johnson said she anticipates trying again next year.

"I feel like if we went out for it again next year we would have the backing of the entire community because they have seen the work we put into it this year," she said. "I think people understand now that it is kind of like the Super Bowl of community engagement." SC

Looking for common ground at the local level

By Scott Mooneyham, NCLM Advocacy Communications Strategist



As much as death and taxes are certainties, so too is a simple reality facing the advocacy groups that clamor for policy outcomes before the North Carolina General Assembly. Inevitably, one group will butt heads with another over proposed legislation, and almost as surely some future policy proposal can shift the political ground so that today's opponent becomes tomorrow's ally. So, we see doctors occasionally opposing other health care providers on scope of practice issues, only to all join together to oppose insurers on other issues; commercial and recreational fishermen fight over fisheries resource allocation, then join sides to oppose a proposal that might pollute a fisheries' nursery area; farming groups fight environmental groups over some environmental regulations, then pull in the same direction on alternative energy legislation.

The League of Municipalities is no different. The policy ideas that League members support, expressed through both advocacy goals and the League's core principals, can mean that a foe today becomes a friend tomorrow. We've seen that principle in play more than once recently. The

NC Retail Merchants Association was a key proponent of the repeal of the privilege license tax, but the League has joined with the group in advocating for federal legislation designed to ensure enforcement of sales tax collections on Internet purchases. Other groups that may have supported regulatory reform measures opposed by the League have joined cities and towns in supporting legislation designed to shore up road-building revenue streams.

The lessons here are that common ground can be found among advocacy organizations. Unfortunately, in the heat of a bitter policy battle, it is easy to become entrenched in one's position or to be so focused on coming out on the winning side that the advocates involved can forget that there will be other days when the odds are different, when you might need a friend.

When it comes to finding that common ground, one plus for the League is having a membership of 540-plus cities and towns and all of the elected and appointed officials in those municipalities, who have the ability to reach out to the members of other advocacy organizations. Municipal officials have so many ties to their residents, their constituents –

whether it is retailers, home builders or environmental activists – that they have the means to help make points at a grassroots level to promote policy compromises.

With those ties to the community, reaching out to the members of another advocacy organization can be more productive than trying to do the same with lobbyists in Raleigh. It is personal connections and the ability to promote solutions that local people know will pay off by appealing to broad, local sentiment that can make a difference.

And taking into account broad, local sentiment ought to be the objective of every one involved in policy debates.

SC

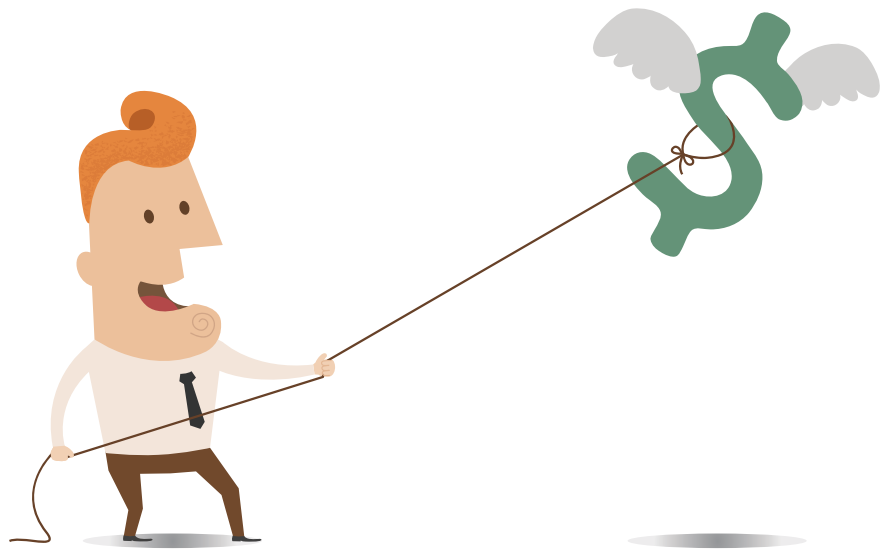
Program helps local governments retrieve millions in outstanding debt

By Jessica Wells, NCLM Communications Specialist

In 2015, the North Carolina Local Government Debt Setoff Clearinghouse has collected more than \$15 million in delinquent debts for local governments. The best part: it costs nothing to participate.

Each year 385 local governments participate in the program, a service jointly provided by the League, the North Carolina Association of County Commissioners and Five Star Computing, Inc. Counties, municipalities, joint regional agencies, metropolitan sewage districts, public housing authorities, sanitary districts, housing and regional solid waste management authorities can all submit any legal debt of more than \$50 to be recovered from debtors' tax refunds and education lottery winnings.

Most of the debts submitted are utility debts, but other examples of eligible debts include: property taxes, parking fees, traffic citations and fire district taxes. Governments are able to submit any debt that has been delinquent for more than 60 days and active in the past three years, in most cases. An active debt is anything that has been billed within the past three years, with a 10-year requirement for taxes.



“By not collecting bad debt, the people who are paying for the services end up having to pay more for the service to make up for the ones who don’t.”

NCLM Manager of Member Relations and Education Rob Shepherd

“By not collecting bad debt, the people who are paying for the services end up having to pay more for the service to make up for the ones who don’t,” League Manager of Member Relations and Education Rob Shepherd said. “So, it’s important for local governments to use every tool they have to collect bad debts in fairness to those who do pay.”

The Clearinghouse has collected more than \$240 million since its inception in 2002. It’s simple to get started, and the sooner debts are submitted, the better. Monies are repaid on a first-come, first-

served basis, so, if a debtor owes money to another government as well, the first-filed debt will be paid in full first.

Now is a great time to start the filing process. If the debts are filed before November, they will surely be in the system in time for tax season next February, when a large portion of debts are collected.

The Clearinghouse website, <http://www.ncsetoff.org>, has complete instructions on how to get started. The website has all of the forms necessary, including the 2016 Online Participation Form that all participating municipalities need to submit early for tax season.

Five Star Computing makes it easy to participate by providing conference calls to answer questions and review file submissions; computer support to install, configure, and test with secure remote software; and data entry for 100 or less debts of any kind at no charge.

Local governments are encouraged to attend one of six regional meetings in September. The meetings are beneficial to current and potential participants who want to learn how the program can bring money back to their towns and how the program is working to be even more effective.

For more information about the Clearinghouse, municipal governments can contact Wanda Veasey, League administrative specialist, at (919) 715-2218 or wveasey@nclm.org. County agencies should contact Lisa Nolen, North Carolina Association of County Commissioners outreach coordinator at (919) 715-4362 or lisa.nolen@ncacc.org. sc



Attend one of the following Debt Setoff Workshops and learn how your town can recover debts for free!

9/15/15

Wilmington

New Hanover County
Government Center
230 Government Center Drive
Wilmington, NC 28403

9/16/15

Washington

Beaufort Community College
Building 8 Auditorium
5337 Hwy 264 East
Washington, NC 27889

9/17/15

Raleigh

LGFCU Quorum Center
323 W. Jones Street
Raleigh, NC 27603

9/22/15

Asheboro

Asheboro Public Works Facility
Conference Room
1312 N. Fayetteville Street
Asheboro, NC 27204

9/23/15

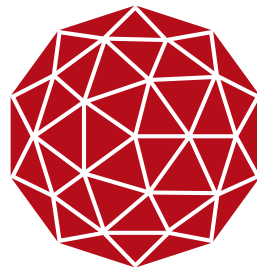
Hickory

Town Hall
Council Chambers
76 N. Center Street
Hickory, NC 28601

9/24/15

Waynesville

Police/Planning Zoning Building
Board Room
9 S. Main Street
Waynesville, NC 28786



ROSE
ASSOCIATES

Economic Development and Real Estate Advisory Services

- ◆ Market Analysis
- ◆ Economic Development Planning
- ◆ Land Use Strategy

roseassociates.com
704.896.0094

MEET US IN MUSIC CITY



NATIONAL LEAGUE of CITIES | 2015 CONGRESS of CITIES

Nashville
MUSIC CITY

Music City Center in downtown Nashville, Tennessee | November 4-7, 2015

Host City Nashville heads the list of best travel destinations, places to live, and cities attracting young people. See why this November at the annual Congress of Cities and Exposition, and discover how this city ran with its identity as a historic music center and developed a thriving creative economy.

Join over 2,500 mayors, council members, and city staff to experience Nashville's creativity for yourself at the largest national gathering for local leaders in America.



REGISTER SOON

Talk of our Towns

2015 Playful City USA communities announced

KaBOOM! and The Humana Foundation are proud to recognize the 241 cities and towns from across the country making play a priority in their communities. Playful City USA communities utilize play as an innovative solution to address a number of challenges facing kids, families and communities. In turn, these communities retain a competitive advantage by creating healthier, more vibrant communities where families want to live and companies want to do business.

Fifteen North Carolina communities earned the designation. Charlotte, Madison and Mayodan are first-time Playful Cities while Creedmoor has been recognized 9 times – only 13 of the 241 honorees this year have been recognized as many times.

The other North Carolina honorees are: Albemarle (6-time honoree), Benson (2), Durham (7), Eden (2), Garner (2), Marion (3), Raleigh (4),



Volunteers celebrate after building Reid Park in Charlotte. Photo credit: KaBOOM!

Reidsville (2), Roanoke Rapids (2), Saluda (4) and Thomasville (2).

Cities are hotbeds of innovation, and this innovation has the potential to increase playability, the extent to which a city makes it easy for all kids to get balanced and active play.

Leading cities are taking comprehensive actions to bring play near all their residents. This innovative, play everywhere approach integrates play into routines and

spaces where low-income families and kids spend time, turning moments of frustration into moments of joy. Thomasville is integrating hopscotch, balancing lines, shape hops and other simple activities at bus stops, waiting areas and sidewalks transforming them into kid-friendly spaces.

“In 2006 City Commissioner Tim Karan charted a path for us to invest in play to help create a healthier, happier community. We thought

then, as we do now, that by embracing playability, we can improve life for all residents,” Creedmoor Mayor Darryl Moss said. “We are very proud of this award and look forward to working with you all on solutions that move our communities and our county forward!”

Raleigh is first NC city to earn 4-STAR Community Rating

Raleigh received a 4-STAR Community Rating for national excellence in sustainability, the first community

in North Carolina to achieve certification through the national STAR Community Rating System. STAR is a robust sustainability rating system for cities, towns, and counties, where communities evaluate themselves across seven goal areas related to sustainability. Ten additional communities achieved a 4-STAR rating including Austin, Texas, Tucson, Ariz., and Washington DC.

STAR Communities’ Executive Director Hilari Varnadore presented the community’s 4-STAR rating to Mayor Nancy McFarlane during the 2015 City of Raleigh Environmental Awards celebration. Raleigh’s annual Environmental Awards event recognizes individuals and

organizations dedicated to being good stewards of the community’s environment.

“The City of Raleigh has a long commitment to sustainability with a focus not only on environmental stewardship but also on economic strength and social equity,” said McFarlane. “The 4-STAR Community Rating for national excellence is a culmination of the hard work and innovative ideas of city staff and the community in not only promoting sustainable ideas but recognizing sustainable programs as a cornerstone of Raleigh’s future.”

Communities pursuing STAR certification accumulate points for

continued on next page



Raleigh Mayor Nancy McFarlane and the staff of the Office of Sustainability pose with their 4-STAR plaque and Hilari Varnadore, executive director of STAR Communities. Photo credit: STAR Communities

their achievements across seven goal areas: built environment; climate and energy; economy and jobs; education, arts and community; equity and empowerment; health and safety; and natural systems. There are three STAR certification levels: 3-STAR (200-399 points); 4-STAR (400-599 points); and 5-STAR (600+ points). Raleigh received a score of 437.5, which qualifies it as a 4-STAR Community, recognized for “national excellence” in sustainability. Only two cities, Seattle, Wash., and Northampton, Mass., have received a 5-STAR Community rating, the highest achievable.

“Sustainable cities provide a healthy environment, support a strong economy and continually improve the well-being of the community,” said Varnadore. “The data and information that Raleigh gathered through the process should help the City and its partners continue to make improvements that benefit the whole community.” Nearly 100 communities are actively using the STAR Community Rating System, with more than 60 engaged in the certification process.



Greenville Mayor Allen Thomas attended Harvard University's John F. Kennedy's School of Government on a scholarship for the Senior Executives in State and Local Government Program. Photo credit: City of Greenville

Greenville mayor awarded Harvard fellowship

Greenville Mayor Allen Thomas was awarded the Harvard University Cahn Fellowship to attend the John F. Kennedy School of Government, Senior Executives in State and Local Government Program in July.

This program is designed for hands-on engagement with real world issues and case studies with other leaders and government executives. Participants will study and deploy best practices of communities to strengthen public officials' abilities to exercise effective leadership in rapidly changing political and social environments. The John F. Kennedy School of Government at Harvard University and Cahn Foundation have

partnered each year to identify leaders to select and provide full scholarship funding to participate in the program.

Key topics to be studied include growth strategies, negotiation, public-private partnerships, cooperative governance,

behavioral decision making and microeconomics. The Harvard program employs interactive case study discussions to tackle modern issues facing communities and today's government leaders.

While the Greenville City Council is on its annual July break Thomas was in session at the Harvard JFK School of Government in Cambridge, Mass.

“I am honored to be selected for this program,” said Thomas. “It is a great opportunity to work together and develop with a diverse group of experienced leaders from across the country and world in a tremendous program. We will be gaining access to top-tier resources, a far-reaching network and effective strategies which can be taken back to our community in eastern North Carolina.” **SC**

Career Opportunities

MANAGEMENT

Town Manager – Town of Walnut Cove, NC, population, 1,396. Small, friendly community just north of Winton-Salem, \$1.5M budget, water/sewer department, 6 FT and 1 PT employees. Law enforcement is handled through a contract with the County of Stokes. Manager-Council with Mayor and four Commissioners. The successful candidate will demonstrate excellent oral & written communication skills, strong community leadership & interpersonal characteristics, & solid planning and decision-making abilities. Responsibilities include supervision of employees, budgeting, grant administration & the overall administration of town functions in accordance with Board policies. **Minimum qualification: bachelor's degree** from an accredited school in public administration, business administration or a closely related field. **Strongly preferred: 3-5- years of experience** as either a town manager/administrator or assistant manager with supervisory experience. An MPA or MBA is a plus. Hiring range \$40,000 to \$50,000. Please submit resume, cover letter and Town employment application to: townmanagerwc@embarqmail.com or mail to: Manager, Town of Walnut Cove, PO Box 130, Walnut Cove, NC 27052. www.townofwalnutcove.org. Position Open until Filled.

Town Manager – The Town of Nashville, NC (pop. 5,400) is seeking a qualified Town Manager. Nashville, NC is situated in the Upper Coastal Plain Region of North Carolina in the I-95/US 64 (Future I-495) corridors approximately forty miles northeast of Raleigh, NC. As the County Seat of Nash County, NC, Nashville has been a functioning unit since July 1, 1777. We take pride in our small town charm and progressive approach to management, growth and development. The Town Manger is appointed by and works under the direction of a directly elected Mayor and an at large four member Town Council. All serving staggered four year terms. **Qualification: Master of Public Administration** preferred or equivalent of combination of training and experience. International City/County Management Association credential manager strongly preferred. Candidates should have at least five (5) years of progressively responsible

leadership and management experience in local government as Town/City or County Manager, Assistant Manager or Department Head. Experience in NC preferred. Candidates should possess accomplishments in economic development, public safety, technology, budgeting, demonstrated communication skills, community involvement, team working and team building, and management diversity. **Benefits:** Salary: DOE. NC Local Government Retirement, Health/Dental/Vision Insurance, 401K plan, vacation, sick leave, car allowance. Applications accepted until filled. **Preferred Date to be filled** NLT October 1, 2015. Interested persons should submit a completed town application (www.townofnashville.com) and resume to Mayor Donald B. Street, PO Drawer 987, Nashville, NC 27856.

County Manager - Vance County has re-opened the search for a county manager to perform complex executive work planning, directing & coordinating the overall operation of the County; ensuring proper operations; staffing & budgeting; advising & assisting the Commissioners on operations & governance; and related work as apparent or assigned. Technical knowledge of the governing process of federal, state, & local levels required. A Bachelor's degree with emphasis in Public or Business Administration, Economics, Finance, or related field is required; a Master's degree is preferred. Minimum of 3 years' experience as a County Manager; 5 years' experience as a Deputy County Manager or comparable experience at other government levels; or at least 5 years of senior level management experience in Public or Business Administration. The County will offer a competitive salary to the selected candidate. The position continues to be open until filled. Submit a letter of interest, detailed resume with references and a completed Vance County application to Vance County Human Resources as directed on application. Additional information, candidate profile, and a county application are available at: www.vancecounty.org. Vance County is an Equal Opportunity Employer. This Employer Participates in E-Verify. Este Empleador Participa en E-Verify.

PUBLIC SAFETY

Patrol Lieutenant – The City of Creedmoor, located approx. 20 miles North of Raleigh, is recruiting for a Patrol Lieutenant to manage all patrol division activities within the city. Position requires eight years of law enforcement experience as well as an Associate's Degree in Criminal Justice or related field, current NC BLET Certification and valid NC driver's license. F/T with excellent benefits. Salary range \$48,500 - \$53,500 DOQ. Submit resume & state application to Korena Weichel, Asst. City Manager/HR Director, PO Box 765, Creedmoor NC 27522, fax to (919) 528-3052 or hr@cityofcreedmoor.org. Visit www.cityofcreedmoor.org/jobs for more info. EOE. Open until filled.

Police Officer – Creedmoor PD (pop 4300) is seeking a full-time LEO. Requires a high school diploma or GED, current BLET Certification, valid NC driver's license with clean driving record, and state/dept requirements including background check, medical/psychological exams, and substance abuse testing. Hiring range \$35,875-\$39,462 DOE + paid holidays. Excellent benefits package including full medical/dental, state retirement, & 6% 401(k) contribution. Applicants must complete a state application (PD-107), CPD Personal Disclosure Statement, and CJTS Form F-3 (available at www.cityofcreedmoor.org/jobs). Mail or hand-deliver to Korena Weichel, Human Resources, Creedmoor City Hall, PO Box 765, Creedmoor, NC 27522. EOE. Open until filled.

OTHER

Town Clerk – The Town of Montreat is currently seeking applicants for the position of Town Clerk. This person will perform a variety of administrative support tasks for the Town Administrator and the Board of Commissioners. Graduation from high school or GED supplemented with courses in general office procedures, financial recordkeeping, administrative assistant duties and experience in office management work required. Local government experience and Certified Municipal Clerk designation from the School of Government preferred. **Salary Range: \$34,364 - \$51,547 DOQ/E**. Please send cover letter, resume, salary history and completed application to Town Administrator, Town of Montreat, P.O. Box 423, Montreat, NC 28757. Job description and application form may be downloaded at www.townofmontreat.org. Position open until filled. EOE.

Economic Development Director – Scotland County, NC. Open until filled. **Job Description:** The Economic Development Director will perform promotional and consultative work in maintaining

Performance Measurement 101: Designing Measures in Local Government for Accountability and Results

August 28 CHAPEL HILL

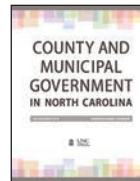
Do you really know how well your department is running?

This one-day workshop, which is designed for local elected officials, city and county managers, department heads, and other officials, focuses on the fundamentals of performance measurement and the design of measures that strengthen local government performance. Participants will discuss the criteria for a good set of measures, tips for developing or refining performance measures, and the use of standards or benchmarks in performance comparisons.

To register, visit www.sog.unc.edu/node/1340 or contact Lisa Sheffield at sheffield@sog.unc.edu or 919.962.3464.

County and Municipal Government in North Carolina, Second Edition, 2014

Edited by Frayda S. Bluestein, Professor of Public Law and Government



County and Municipal Government in North Carolina offers a comprehensive look at the foundations, legal authority, organization, and administration of the state's counties and cities. Chapters are written by School of Government faculty and other experts in North Carolina local government. The second edition is an essential reference for all municipal and county local governments in North Carolina.

The complete reference book is available in hard copy or PDF electronic format, and individual chapters are available for purchase at www.sog.unc.edu/pubs/cmgs.

For more information, contact the School of Government bookstore at 919.966.4119 or visit www.sog.unc.edu/pubs.



Visit www.lela.unc.edu for an up-to-date calendar of educational programs offered through the Local Elected Leaders Academy. To learn more, contact Donna Warner at 919.962.1575 or warner@sog.unc.edu.

and improving the economic development program for the County. This position is responsible for consulting with local officials, community leaders, retail and industry executives for the purpose of promoting economic growth through expansion and retention of existing industrial and commercial bases, and attraction of new business into the County. Qualifications: Bachelor Degree; NC Driver's License; County Residency; Certified Economic Developer desired. For full description and qualifications visit our website, www.scotlandcounty.org. Apply: Submit State application PD-107, resume, cover letter, and an Official Sealed Transcript of the Highest Degree to: Scotland County Personnel, PO Box 489, Laurinburg, NC 28353. An Equal Opportunity Employer.

Finance Clerk – City of Laurinburg, pop. 15,825, Salary Range: \$66,318 - \$97,956 + benefits. The City of Laurinburg is searching for an experienced professional to lead the financial activities of our City. Responsibilities include complex administrative work in planning, organizing, managing and directing the operations of the Finance Department including disbursement and accounting of municipal funds, accounts payable, account receivables, utility billing and collections, payroll, revenue collection, taxes and investments, capital assets and the

preparation of monthly, quarterly and annual reports; development of accounting policies, procedures and practices; enforces local ordinances and North Carolina General Statutes as related to finance; serves as a member of the team, with the City Manager in preparation of the annual general operating budget; develops and implements innovative plans for such areas as financing of capital improvements and other projects, revenue generation through the use of public/private partnerships and other strategies; interacting with departments, management, elected officials and community representatives; responding to requests and resolving issues, and assisting departments with financial information and presentations; assisting auditor during annual audit of City financial records and authorizes all checks for payroll and vendors on recurring basis; maintains a general accounting system for the City and financial records for the department. Minimum requirements for the position include a Bachelor's Degree from an accredited college or university, in Accounting, Finance, Business or Public Administration. A minimum of seven (7) years of progressively responsible public accounting, including local government experience, with five (5) years in a supervisory capacity. Ability to obtain a North Carolina Certified Public Finance Officer Certification. Preference given to candidates

with a CPA, or Master's in Business, Accounting, Finance, or Public Administration. Salary will be commensurate with experience and qualifications. City of Laurinburg provides a competitive benefits package; that includes participation in NC Government Employees Retirement System membership and benefits in health, dental, life, vision insurance; optional life and disability coverage; 401K and 457 deferred compensation plans; paid holidays; and annual and sick leave. Apply online at www.laurinburg.org. Position is open until filled. Should you have any questions, please phone the HR Director, Betty J. Galloway, at (910) 291-1739. The City of Laurinburg is an Equal Opportunity Employer.

Town Clerk – Town of Calabash, NC. Department: Administration. Salary Range: \$33,000-\$43,000 (Grade 11). Job Summary: The Town of Calabash (population 1,890) seeks qualified candidates for the position of Town Clerk. The Town Clerk is the keeper of all public records and performs high level administrative tasks at the direction of Mayor and Board of Commissioners under the general supervision of the Town Administrator. The Town Clerk assists with the administrative management functions of all Town Boards and Committees. Work must be executed with confidentiality, minimum supervision and independent judgment. Work

involves the responsibility for keeping/maintaining the minutes of the Town Council meetings and for the publication, indexing, filing and safekeeping of all council proceedings in accordance with general statutes and local ordinances. The Town Clerk must be a highly responsible, organized, tactful, dependable, self-motivated and courteous; this individual must be capable of multi-tasking in a fast-paced environment. Must possess excellent oral and written communication skills. Must have proficient computer skills including but not limited to Microsoft Word and Excel and be familiar with use of other office equipment, must have the ability to utilize mathematical formulas whereas to add, subtract, multiply and divide, and must be able to use practical applications of fractions, percentages, ratio and proportion. Essential Duties and Responsibilities: Attend all meetings of the Board of Commissioners, Planning & Zoning Board, Board of Adjustments, Staff Meeting and other Special Meetings/ Workshops. Records the minutes of all Town Meetings, via an electronic recording device. Transcribes/types electronic recording and handwritten notes of the minutes using proper grammar, composition, spelling and punctuation. Maintains a proper filing system for minutes. Receives requests and prepares the agenda for BOC, P&Z and Board of Adjustment Meetings. Assist other office personnel in customer service. Acts as custodian of public records including ordinances, resolutions, contracts, agreements, deeds and minutes. Establishes and maintains files according to approved municipal practices; retains and purges records based on approved practices. Attests the Mayor's signature and acts as a Notary. Publishes all legal notices in a timely manner. Shall act as administrative assistant

to the Town Administrator and performs related work as required and assigned by the Town Administrator and the Board of Commissioners. Education/Experience: Requires an Associate's Degree (or equivalent experience) in Political Science, Business Administration or a related field of study, and/or five years of experience in municipal or county government or related position with equivalent combination of training and experience. Certified Municipal Clerk (CMC) preferred. Must be able to obtain Notary Public certification within six months of employment. Applications can be obtained at Town Hall or on the homepage of the Town's website at www.townofcalabash.net. Please submit applications and resumes to Chuck Nance, Town Administrator, 882 Persimmon Road, Calabash, NC 28467 or email to tacalabash@atmc.net. This position is open until filled. The Town of Calabash is an Equal Opportunity Employer.

Finance Director – City of Statesville, pop. 25,432, salary range: \$78,281.22 - \$129,163.84+ benefits. The City of Statesville is currently recruiting to fill the position of finance director. The candidate selected will be responsible for performing complex professional and difficult administrative work in planning, organizing and directing the financial activities of the city. Plans, organizes, directs, supervises and participates in the activities of the finance department including accounting, purchasing, data processing and utility billing and collection; assists the City Manager and other departments with the development and implementation of financial matters; advises city officials on all financial matters of the city; evaluates the work performance of subordinates; oversees the

preparation of fiscal statements and related reports; oversees disbursement of city funds; administers the city's cash management investments and debt management programs; oversees the city's computerized financial system; oversees approval of vouchers for payment and directs the city's purchasing activities; supervises the preparation, implementation and monitoring of the operating budget. Requires graduation from an accredited college or university with major course work in accounting or business administration and extensive experience in public finance administration including considerable supervisory experience; MBA and/or CPA preferred or any equivalent combination of experience and training which provides the required knowledge, skills and abilities. Possession of a valid N.C. Driver's License. Salary range: \$78,281.22 - \$129,163.84. Position open until filled. Apply online at www.ci.statesville.nc.us. EOE. SC

Legal Eagles

continued from page 18

staff or consultant and your municipal attorney to consider whether your ordinance comports with the recent legislation and court ruling. SC



Bobbitt Does Municipal Facilities

When it comes to selecting an experienced design build team for your municipal, recreational or community building, we listen to our clients. Bobbitt means integrated design build with a proven process, all under one roof.

Think. Design. Build.

BOBBITT
DESIGN • BUILD

919.851.1980
www.bobbitt.com

City diversity is a strength

By Paul Meyer
NCLM Executive Director



When Gov. Pat McCrory addressed municipal officials during the League's annual Town Hall Day earlier this year, he drew a lot of applause with his comments about the different levels of government staying "in their own lanes." Among municipal officials, it is not uncommon to hear that one-size-fits-all solutions are not appropriate for cities and towns that have markedly different needs. As I have pointed out in this column before, the tension between state and local government, and how governmental authority is doled out, is nothing new. What is new in North Carolina is the number of fronts on which this wrangling has taken place in recent years.

Missed in the heat of the moment is how well North Carolina is served – economically and from a quality of life standpoint – by having diverse towns and cities that cater to a diverse populace and help attract a diverse economic footprint. Asheville is not Raleigh, and Raleigh is not Charlotte. None of those cities is Salisbury or Lexington or Goldsboro. Many of the residents in each of those places like it just that way. North Carolina's cities and towns, to some degree or

another, reflect the collective vision of their residents, and that serves North Carolina well as a whole.

You can see it in Asheville, with its unique, interesting mix of artisans and outdoor enthusiasts, and the businesses that cater to them and the tourists attracted to the mountain city. It was Asheville's own unique brand and its own vision of what the city should be that led New Belgium Brewing Company to choose it for the Fort Collins, Colo.-based company's East Coast brewery, a decision that will bring \$175 million in investment and 154 new jobs to the city and state.

By the way, that is not my assessment. It is that of the company CEO, Kim Jordan. When the decision was made last year, she said, "From the deep sense of community to the rich natural environment ... Asheville has everything we've been looking for in a location for our second brewery." Just down the road from Asheville, a very different vision for a community began in 1923 when nationally-known planners began creating the Town of Biltmore Forest around the idea of incorporating homes into the surrounding natural landscape. It is a vision (which includes a tree ordinance that would have been banned by legislation filed

and dropped in 2014) that continues to attract retirees and others who love the mountain landscape.

Almost 200 miles to the east, the Village of Pinehurst attracts its share of retirees to a community built around some of the greatest golf courses in the world. Thirty miles to the north, the Town of Seagrove, population 228, is home to world-renowned potters and craftspeople. North and east of there, Durham has its unique heritage of African-American business and a feel completely different from its Triangle neighbors; a hundred miles to the East, Edenton's preservation of its history and its waterfront represent its residents' vision for itself; to the South, another waterfront community, Havelock, caters to a heavy military population.

The diversity of our towns and cities is to be celebrated, and state policymakers need to see it for what it is – a strength that attracts an array of economic activity and provides residents with a choice of lifestyles and experiences. In many ways, this rich diversity of North Carolina cities and towns represents the embodiment of the freedom upon which this country was founded. **SC**



NCLM LEAGUE OF MUNICIPALITIES RISK MANAGEMENT SERVICES

The NCLM Risk Management Services insurance Pools are

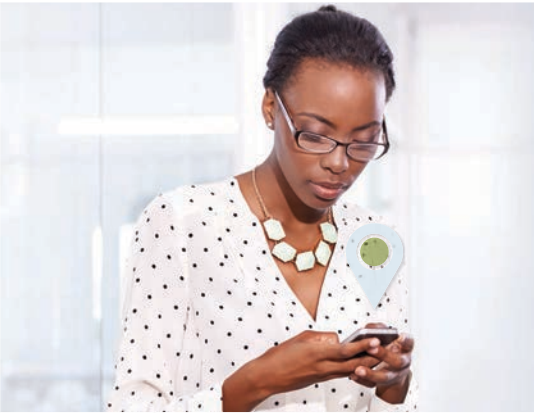
MORE THAN INSURANCE

RMS members have **free** access to **dozens** of value added services that help to not only reduce claims, but improve your local government's operations.

To learn more: rms.nclm.org | (800) 228-0986



/ To improve the lives of our members /



Meet Member Connect

Member Connect Login

Username

Password

Log In

[Forgot Password?](#) | [Can't Login](#) | [Enroll](#)

Member Connect offers many in-branch services from the comfort of your home, office or wherever you are.

- Apply for a personal loan after Sunday dinner.
- Request a new savings account on your lunch break.
- Find your dream car and have it delivered with our Car Buying Service.*

And that's just the beginning!

Visit lgfcu.org/enroll to learn more and enroll online to get started.



* Additional charges may apply for residence, office, or out of state deliveries.