



**Pre-Council Meeting
Minutes – Final
April 2, 2018
6:00 PM**

*Present: Mayor A. Max Bacon Maryline Blackburn Ron Fennel
Derek Norton Susan Wilkinson Andrea Blustein*

Note: Ward 6 Seat was Vacant, and Charles “Corkey” Welch was absent

Also Present: Scott Cochran (City Attorney), Tammi Saddler–Jones (City Administrator), Scott Andrews (Assistant City Administrator), Terri Graham (City Clerk), Christy Ullman, (Executive Assistant to the Mayor and Council), Ashley Youmans (Community Liaison), David Lee (Chief), Ken Suddreth (Community Development Director), Kristin Robinson (Finance Director), Kay Bolick (H. R. Director), Jennifer Bennett (Community Relations Director), Leslie Olejnik (Administrative Assistant)

Mayor A. Max Bacon Called the Pre-Council Meeting to Order at 6:00 PM.

Social Media Policy/ Branding Book –Director Jennifer Bennett:

Community Relations Director Jennifer Bennett presented the proposed Social Media Policy Ms. Bennett stated that the policy provided precautionary information to City employees and outlined prohibitions on the use and content of social media and networking sites, and that the policy also provided rules and protocol direction for established and future social media user of the City of Smyrna. She indicated that all City employees would be subject to this policy and that all social media sites including: social networking sites, microblogging sites, photo and video sharing sites, wikis, blogs, forums, and news sites.

Regarding legal review, it was indicated that the policy had been fully reviewed. It was pointed out that the guidelines and policies therein are administered by the Community Relations Director and the Human Resources Director. Human Resources Director Kay Bolick requested a copy in Word format so that it could be prepared and submitted for Council vote.

The discussion surrounded the need for the policy and how it was crafted. Ms. Bennett indicated that both she and the IT Director Chris Addicks submitted the policy.

Mayor Bacon asked if the policy would change anything we currently do and the answer was no, but the policy would hold people accountable to following the procedures and process. Mayor Bacon inquired if this would prohibit the Police Department from holding a press conference. Ms. Bennet stated it would not and that her team worked closely with the Police Department.

Councilmember Ron Fennel asked the cost of the service and if it would be used simply for archival purposes. Ms. Bennet replied that the contract was for \$6800.00 per year and the archival would be for retrieval purposes.

City Administrator Tammi Saddler Jones stated she would like to add this item to the next Council Agenda on April 16, 2018.

Ms. Bennett presented the Brand Guide for review and discussion and went over some finer points of brand management and opportunities for moving forward with current and future design decisions. Questions and comments focused primarily upon the wording of the Smyrna Strategic Vision with reflective points on page 4 (part of the section on definition of “Brand”); on education, specifically with points raised by Councilman Ron Fennel.

Ms. Bennett continued by moving the presentation and conversation to the Brand Identity Guidelines, primary logo, typefaces, incorrect usage of the primary logo, used by specific departments, secondary logo uses and choices, illustrative elements, logo size specifications, use of logotype, branded materials, email signatures, presentation templates, City vehicle decal options, primary and secondary color palettes, use of official City Seal, variations on business stationary, various requirements specific to use and prior review, primary and secondary approved typefaces/fonts, photography, co-branding and merchandising specifications, City policy rights and ownership, event and brand management, advertising and communications, companion use with the Social Media Policy.

Mr. Fennel and Mayor Bacon expressed concerns in the wording pertaining to Cobb County Schools. Ms. Bennet stated a recommendation was made that the City Seal be used on all on policies and Ordinances as opposed to the Primary Logo.

Mayor Bacon inquired as to what the cost would be to change our stationary. Ms. Saddler Jones suggested using what the City already had and then start electronically printing the letterhead. Ms. Bennet advised that the stationary should not be printed from different printers since the color may vary.

Police Signing Bonus – Chief David Lee:

Chief David Lee shared the following proposed plan for recruiting and re-enlisting officers in his department:

- Certified Officers Recruitment – certified officers would receive \$5,000.00, \$2,500.00 on the first check and the remaining \$2,500.00 after the completed working test period, another \$1000.00 if the officer had three years of military experience
- Non-Certified Officers – a \$3,000.00 sign on bonus that would be paid out in two parts, \$1,000.00 after police academy training was completed, and \$2,000.00 after completed working test period.
- A re-enlistment bonus would be offered at the five year mark that would total \$5,000.00 if the officer committed at the 3 year mark to continue with Smyrna for 2 more years, he/she would receive \$1,000.00 at the time of signing and the remaining \$4,000.00 after completing two more years.
- If at five years of service, the officer committed and signed to stay with the department for two more years, he/she would receive \$1,000.00 upon signing and the remaining \$4,000.00 after completing two more years.

Chief Lee stated that the total payout based on the number of employees he had today would be \$205,000.00 over a 6to7 year payout. Guidelines would be set in a signed contract if an officer left early to prevent payment for unfulfilled time. Councilmember Andrea Blustein expressed concern as to why the officers ever left and if the officer would like to return would the bonus be applicable. Councilmember Derek Norton asked where the signing bonus’ would position the Police Department and Chief Lee stated we would be in the lead. Councilmember Ron Fennel asked Chief Lee when the sign on bonus would be ready for Council to vote on. Chief Lee stated he would have it ready for the next Committee of the Whole on April 12, 2018.

City Administrator Report:

City Administrator Tammi Saddler Jones announced that Mr. Richard Garland, Director of Parks and Recreation, received official notice from the Georgia Department of Natural Resources that the City of Smyrna had advanced to the 2nd level application for the Recreational Trails Program Grant. If chosen, the grant amount awarded would be \$200,000.00 for Cooper Lake Park.

Assistant City Administrator Scott Andrews informed Council there was no formal agreement between Keeping Smyrna Beautiful Board and the Recycling Center. Mayor Bacon asked if all the monies collected would go back to the recycling center, and the answer was yes. Keep Smyrna Beautiful would be responsible for the maintenance of the bailer and any other equipment used.

Mr. Andrews said that the Museum subcommittee had been working on the budget for the upcoming year as well as the Museum renovation cost. Mr. Andrews stated he should have a full report later this month and the committee would like to begin the RFP process once the numbers have been approved. The cost should be in the range of up to \$150,000.00. The museum would be closed for about one year for renovations. Councilmember Ron Fennel and Mayor Bacon had questions concerning what items were truly historical. Mr. Andrews stated he would have a report available at the end of April 2018.

Ms. Ashley Youmans provided an update on the Citizen Academy. She stated she had received positive feedback concerning the Administration and Human Resources sessions.

City Administrator Tammi Saddler Jones reminded Council and staff of the Windy Hill Boulevard Information Meeting in the large gym at the Community Center on April 17, 2018 at 6:30 PM.

Review of April 2, 2018 Mayor and Council Agenda:

- Mayor Bacon stated he had no problem with adopting the longevity plan as long as it stayed within the budget. If the City discontinued the gift card distribution, the employees would actually lose money. Mayor Bacon would like to find a way to do both. Council and staff felt it would be best to table the policy for now.
- Mayor Bacon announced item 6E would be added to the Agenda to delay the implementation of the Hands Free Ordinance.
- Councilmember Maryline Blackburn thanked the Human Resource staff for the Employee Benefit Festival. Councilmember Ron Fennel reminded everyone of the Cobb Municipal Association Meeting on Tuesday, April 10, 2018 at the Reed House. Assistant City Administrator Scott Andrews announced the Student Youth Council, Clean Air Ordinance, and the revision of the Open Container Ordinance would be discussed in the upcoming meetings.

Mayor A. Max Bacon adjourned the meeting at 6:53 PM.