

**Special Town Council Minutes
Morehead City, North Carolina**

Tuesday, April 19, 2016

The Honorable Council of the Town of Morehead City met in Special Meeting on Tuesday, April 19, 2016, at 3:00 p.m., in the Municipal Chambers located at 202 South 8th Street, Morehead City, North Carolina. Those in attendance were:

MAYOR:	Gerald A. Jones, Jr.
MAYOR PRO-TEM:	William F. Taylor
COUNCIL:	George W. Ballou
	Demus L. Thompson
	Harvey N. Walker, Jr.
	Diane C. Warrender
CITY MANAGER:	David S. Whitlow
DEPUTY CITY CLERK:	Janet L. Hill
CITY ATTORNEY'S OFFICE:	Derek Taylor
OTHERS:	Anna Harvey, Carteret News Times
	Craig Lands, Director of Parks and Recreation
	Jerry Riggs, Assistant Director of Parks and Recreation Department

Notice given pursuant to G.S. 143.318.12, the Council of the Town of Morehead City Special Meeting set for Friday, April 19th, 2016 at 3:00 p.m. for the purpose of discussing contractual advertising at the O'Neal Ballfield in Morehead City, N.C.

Mayor Jones called the meeting to order at 3:00 p.m.

Mayor Jones welcomed the guests in the audience who were Anna Harvey with The Carteret County News Times, Craig Lands, Director of Parks and Recreation Department and Jerry Riggs, Assistant Director of Parks and Recreation Department.

Mayor Jerry Jones stated that he had requested the meeting to discuss the contractual advertising of the scoreboard at O'Neal Ball Field and to make sure that the Town of Morehead City was following the correct and proper procedures to establish policies to protect the integrity of the Council.

David Whitlow, City Manager stated that at the last Town Council Meeting held on Tuesday, April 12th, 2016, the Council members requested him to see what he could do regarding the sponsorships for the scoreboard. Mr. Whitlow stated that he had spoken with Craig Lands, Parks and Recreation Director, and the art work ad had been submitted to the scoreboard company. and was waiting for the artwork proofs to return for review. He said Mr. Lands had spoken with three (3) businesses that were very interested with advertising on the scoreboard as sponsors. Mr. Whitlow stated that Mr. Lands was waiting for the final design of the scoreboard.

The City Manager reported that there had been a correspondence received from Buddy Bengel, owner of the Morehead City Marlins regarding the advertising on the scoreboard and indicating that he should have been consulted and given the opportunity to rent those spaces or be involved in the process. Mr. Whitlow stated he had then spoken with Mayor Jones and the decision was made to call a Special Meeting with the Council Members. He also stated that Craig Lands and Jerry Riggs were asked to attend the meeting so they could inform the Council of the process in finding sponsorships and the ordering of the scoreboard.

Mr. Whitlow stated that the Public Works Committee had recommended moving forward with the purchase of the scoreboard. The item was placed on the March 8th, 2016 Town Council Agenda and Council members unanimously approved the purchase of the scoreboard from Daktronics, a scoreboard company, and to seek sponsorships for advertisements.

Commissioner George Ballou requested that Mr. Whitlow give a brief history of the process used in the purchase of the scoreboard and securing sponsorships.

The February 25th, 2016 Public Works Committee Minutes were read by Mr. Whitlow which included that Craig Lands had informed the Public Works Committee that the scoreboard at Puck O'Neal Field was blown over in the storm that occurred February 7, 2016. Mr. Lands informed the Committee that he had filed an insurance claim on the scoreboard and they are expecting to receive money from the claim. Mr. Lands brought samples of two different electronic scoreboard options and explained the differences between the two. The first option cost approximately fifty thousand (50,000) dollars including installation and has gel sealed electrodes to prevent failure due to weather exposure. The second vendor has not returned any price information to Mr. Lands nor have they come to the site to estimate installation costs. Mr. Lands told the Committee that there are options with each of the scoreboards to sell sponsorship spaces to help offset the cost of the scoreboard. The Committee was open to the idea of selling sponsorships to offset the costs as well as using the insurance payment to replace the scoreboard. Mr. Whitlow stated that the City did receive a cost bid from Daktronics and the Public Works Committee liked the gel backing because of reliability and the corrosion of resistance.

David Whitlow, City Manager stated that the Public Works Committee meeting was held on March 24th, 2016, and the Parks and Recreation Director Craig Lands updated the Committee on the scoreboard at the Big Rock Stadium. Mr. Lands said that he is still working on some sponsorship possibilities with local businesses. Mr. Lands also informed the Committee that he had met with a representative of the company from which we purchased the scoreboard and were discussing the options of using the scoreboard wireless or hard wiring the scoreboard. Mr. Lands informed the Committee that having the scoreboard hard wired would cost a minimum of \$3,600.00. Mr. Lands also said that he has spoken to other locations that use wireless scoreboards and the only real problem that he has heard is when there are several scoreboards in an overlapping coverage area. That would not be the case with the Big Rock Stadium since it is the only field with a scoreboard in that area.

Mr. Whitlow informed the Council Members that on March 8th, 2016, the Town Council Meeting brought forward the discussion of the scoreboard sponsors with the idea that there would be room at the bottom of the scoreboard for four (4) sponsorships in the amount of \$1,000 a year with a five (5) year sponsorship agreement from each sponsor. He stated that having the signs fabricated at this time with the original scoreboard would save money instead of going to separate sign shops for sponsoring art. He informed the Council that there were three (3) Council members present at the meeting and the motion was moved and approved unanimously with Diane Warrender, Bill Taylor and George Ballou. Subsequent to the motion, Craig Lands started seeking sponsorships and working with the scoreboard company to get a final design.

Councilman Harvey Walker had questions regarding the value of the sign and if the City needed to follow a policy or procedure. He also wanted to know if there was a certain specifications or a certain number of bidders required. .

Craig Lands, Parks and Recreation Director stated that in reference to the scoreboard companies, Daktronics is the industry leader and Electro-Mech is currently used at the Parks and Recreation Center through an agreement with Pepsi. Pepsi no longer has a scoreboard. He stated that the vendor, Daktronics is always at shows, directors and state conferences, and offer helpful information regarding scoreboards. Mr. Lands stated he had spoken with the Greenville Recreation Department and with the athletic director, who is currently using Daktronics which offers the gel seal product which other companies do not offer.

Derek Taylor, City Attorney stated that the statutory limit over \$90,000 would require a formal bid with certain specifications but the dollar amount between \$30,000 to \$90,000 is considered an informal bid. He also stated the statutory limits below \$30,000 have no rules unless there is a City policy in place.

Mr. Whitlow stated there are two (2) types of purchasing procedures: formal bidding and informal bidding which depends upon the dollar amount of the purchase. He stated the purchasing of the scoreboard would fall within the informal procedure that allows the City to contact vendors directly.

Craig Lands stated that the Morehead City Recreation Center has used the vendor Electro-Mech in the past. He said a price quote was received from Daktronics in the amount of \$20,000 and a quote in the amount of \$17,500. He informed the members of the Council the price difference of \$2,500. He said 60% percent of the cost is installation and that Daktronics has the best product with the gel seal product which prevents corrosion.

Mr. Whitlow stated there were two (2) vendors which were selected for the bids, and the Public Works Committee decided to go forward with the Daktronics. He said that Daktronics has provided Mr. Lands with a design and structural layout along with the shape and size on the scoreboard and which will include a design of a Marlin. This information was discussed at the Public Works Committee Meeting and then presented to the Council Meeting.

Mr. Lands presented a brief history of the timeline and stated he had spoken to Electro-Mech and Daktronics back in the Fall. Since that time, the wind had blown down the current scoreboard and quotes were then obtained.

Councilwoman Diane Warrender asked if the scoreboard was the original scoreboard which was built, and asked if there were there had been any upgrading or changes made.

Mayor Jerry Jones stated the current scoreboard was built by the American Legion Volunteers as a cost savings for the City.

Councilman George Ballou stated that Mr. Bengal, Owner of the Morehead City Marlins was considering a certain sponsor for the scoreboard, but the Council did not allow the selling of beer or alcoholic beverages at that time. The offer was then dismissed from the table.

Mr. Lands said that it was necessary to confirm with the company, Daktronics, to move forward with the scoreboard purchase before the kick-off season which will start on Memorial Day weekend with the first game on June 1st, 2016.

Mr. Walker requested Mr. Lands to explain the process of considering the four (4) sponsors for the scoreboard and why sponsorships were only offered to only certain businesses in the area. He stated the City was showing favoritism and should not be involved with competing with businesses or the private sector.

Councilwoman Diane Warrender stated that the Council had voted to move forward with the scoreboard company and allowed Craig Lands to find scoreboard sponsors. She reminded Mr. Walker of his absenteeism with the Public Works Committee Meetings and Council Meetings when the proposal for scoreboard sponsorship had been discussed.

Councilman Bill Taylor stated the City had a need and wanted to raise money to pay for the scoreboard using sponsors without any disadvantage to the taxpayer's and could be used and treated like a fundraiser organization.

Mr. Lands stated he had approached volunteers and certain parents with businesses who have previously been involved with the programs at the Parks and Recreation Department.

Councilman Bill Taylor stated that the City allows the use of the baseball field by other baseball teams, colleges or middle schools by providing a scoreboard, a dugout, bleachers and bases which are fundamentals of running the baseball business. He said that the City had found a way to pay for the scoreboard which can be used by everyone without adding the cost to the taxpayers.

The City Manager reminded Council members, that back in January, 2016, that the Public Works Committee came forward addressing the Council with a proposal to develop a mechanism to help pay for and cover the cost of the scoreboard. Other discussions were made to see if there were other ways to use scoreboard sponsors.

Councilman Ballou had concerns regarding the importance of the verbal agreement with the scoreboard sponsors and if the City had an obligation to Mr. Buddy Bengal.

Derek Taylor, City Attorney stated the City currently has a verbal contract with the current businesses if they have accepted and agreed to participate with the scoreboard sponsorship.

Diane Warrender recommended that the City move forward with the current sponsors for five years, and after the five years, look at creating another contract to see if the Marlins would have an interest at that time.

Mr. Whitlow stated that the action which had been taken in March was clarified allowing Mr. Lands to proceed with the work which had already been done with the sponsorships. He stated if the Council would like to do something different, then it would be at their discretion.

Mayor Jones suggested that the City allow the staff or Public Works Committee to develop a sponsorship policy for the consideration of the Council. He stated the first action was to reaffirm and authorize the Parks and Recreation Department to allow Craig Lands to continue to move forward with the sponsorships for five (5) years at a \$1,000 a year.

The Council recommended that the City Manager develop a policy on the sponsorship of the scoreboards.

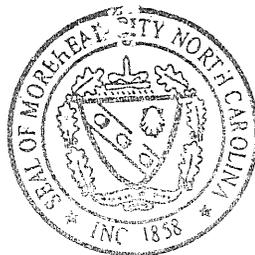
Councilman Bill Taylor, MOVED, Seconded by Councilwoman Diane Warrender, MOTION CARRIED 4 to 1, (Harvey Walker Opposed), and carried to Reaffirm the Agreement to the Existing Three (3) Contracts prior decision that had been made at the March 12th, 2016 Meeting, and to Continue by Selling the Fourth (4th) Sponsorship at \$1,000. a Year for Five (5) years as soon as possible, recognizing Public Participation and the Full Payment of the Scoreboard at the Big Rock Stadium.

Councilman Bill Taylor requested City Manager send a letter to Mr. Bengal stating that the City will continue to move forward with the direction of allowing sponsorship with businesses that have already showed an interest.

Councilman Harvey Walker requested to state for the record that the City should honor their commitments and should not deal with just the private sector or be involved in the advertisement business.

Councilman Bill Taylor, MOVED, seconded by Councilwoman Diane Warrender, MOTION CARRIED UNANIMOUSLY, with Recommendation to the Administration Committee to Develop with the Policy of Public Participation for Funding Improvements.

There being no further business, the meeting was adjourned at 4:59 p.m.



Town of Morehead City


Gerald A. Jones, Jr. Mayor

ATTEST:


Janet L. Hill, Admin. Assistant/Deputy Clerk