



Finance Committee Meeting
2:30 p, June 28, 2016
HR Training Room, 6th Floor, City Hall

Present: Vice-Mayor Gwen Wisler (Chair), Councilman Cecil Bothwell,
Councilwoman Julie Mayfield, Councilman Keith Young

Absent: Gordon Smith

Staff: Paul Fetherston, Barbara Whitehorn, Tony McDowell, Cathy Ball, Roderick
Simmons, Mark Halstead, Taylor Floyd Sam Powers, Frank McGowan, Chris
Gentile, Melissa Van Sickle

1. Approval of Minutes

Councilman Bothwell motioned to approve the April and May minutes. Councilwoman Mayfield seconded. The motion was approved unanimously.

2. Updates/ Reports

Nature Center Quarterly Report (Roderick Simmons, Chris Gentile)

Construction for the new front entrance to the Nature Center is due to start by the end of the new fiscal year. The 3rd quarter report and forecast was shared. There was an increase of 18,000 people this year, and the revenue was \$10,200 over projected. A satisfaction survey was conducted and Trip Advisor has the Nature Center rated as 4.4 out of 5, which is higher than the state. There was discussion of Buncombe County reimbursing costs and looking into local conservation programs. Councilman Bothwell noted that the remodel of the displays were impressive.

Aston Park Tennis Center Quarterly Report (Roderick Simmons, Mark Halstead)

Mr. Halstead presented the 3rd Quarter Report for Ashton Park Tennis Center. The month of March is used to re-condition all 12 Tennis courts in preparation of a new tennis season starting on April 1.

Tourism Development Authority Economic Impact Analysis- Tom Tveidt Report (Frank McGowan, Tom Tveidt)

Mr. McGowan presented a report from Syneva that Tom Tveidt did for the City of Asheville. The TDA did an ED impact analysis, and Mr. Tveidt was contracted by the City to evaluate the limitations and methodology of this type of analysis. There was discussion about how the analysis shows the benefit but does not show the cost. This is a standard model for tourism impact studies- representing the revenue side of the equation only. It is not telling of things like governmental, social and environmental costs and therefore the specific impact in Asheville and Buncombe County. The Committee discussed how to find a more encompassing picture that includes such things. Mr. Tveidt said that he was not aware of any comprehensive study that incorporated both revenue and expense impacts on a community. Councilmember Bothwell suggested that Asheville may want to be the first to do such a study.

Status of Partnership Agreements with Non-Profits (Frank McGowan)

Process Improvement Project- Partnerships leases and agreement documents we are trying to centralize. The PIP is to have a central clearinghouse, but one place where everything will be documented and do a programmatic audit. Working with departments on performance measures will be part of the job of the new grants/partnerships admin (job title TBD). The position should be posted in September, and filled by October. There was discussion on whether the agreements were documented or verbal, formalizing verbal agreements, and how the project will be communicated within the City and to the community. CAPE will be involved after the information is gathered and prioritized.

3. NEW BUSINESS

Returns on Economic Incentives (Cathy Ball)

Ms. Ball presented a graph that shows incentive performance for Linamar, Plasticard and Biltmore Farms. Performance metrics are not yet available for others as we have not paid out on them yet. Mr. Jackson suggested that staff complete an annual report regarding job creation and tax base for December or January.

Land of Sky Regional Council Agreement for Gigabit Broadband (Jonathan Feldman)

Mr. Feldman gave some background information on the efforts of various universities to do a better job of offering broadband in the area. Land of Sky is coordinating a multi-agency approach. The goal is to incent providers to build in collaboration with the city to streamline the process. There is a possibility of a phase 2. Councilwoman Mayfield moved to approve the mutual agreement and letter of grant support, Councilman Bothwell seconded.

Authorization to Apply for a Grant for Body Worn Cameras (Dan Limley)

Mr. Limley presented information of a 2014 study done for body worn cameras and transparency in the Police Department. The grant would help expedite the process of equipping 180 officers with body worn cameras. Councilwoman Mayfield moved to take it to full council, Councilman Bothwell seconded.

4. PUBLIC COMMENT

There was no public comment.

The Chair adjourned the meeting at 3:55 p.m.