

**MINUTES OF WORK SESSION
OF THE NEWPORT NEWS CITY COUNCIL
HELD IN THE 10TH FLOOR CONFERENCE ROOM
2400 WASHINGTON AVENUE
February 9, 2016
4:00 p.m.**

PRESENT: Robert S. Coleman; Sharon P. Scott; Tina L. Vick; Dr. Patricia P. Woodbury; Herbert H. Bateman, Jr.; and Sandra N. Cherry, D. Min. -----6

ABSENT: McKinley L. Price, DDS-----1

OTHERS PRESENT: James M. Bourey; Collins L. Owens; Mabel Washington Jenkins; Cynthia Rohlf; Alan Archer; Wanda Pierre; Darlene Bradberry; Lisa Cipriano; Sherry Crocker; Tylisha Sample; Robert R. Griesmer; Sheila McAllister; Florence Kingston; Carol Meredith; Reed Fowler; David Wilkinson; Telly Whitfield; Jason Todd; Eoghan Miller; Paula Hersh; Kim Lee; Jennifer Walker; and Theresa Clift

I. Cultural Attractions Fund Report

Mr. James Bourey, City Manager, introduced Ms. Lisa Cipriano, Director, Department of Budget & Evaluation, to report on the Cultural Attractions Fund history and process for FY 2016 – 2017.

Ms. Cipriano reported the Cultural Attractions Fund was created as part of the FY 2013-2014 Operating Budget. She noted the purpose of the Cultural Attractions Fund was: 1) to provide one-time operational and/or project support to local cultural arts entities adversely impacted by the continued effects of the economic recession; 2) to serve as a financial safety net to ensure the ongoing viability of public and private local cultural assets; and 3) to serve as an incentive to encourage private fundraising and grant match investment.

Ms. Cipriano stated that applications were accepted from October 4 - November 14, 2015, with 15 applications received. The total amount of funding requested was \$1,691,719 out of a total budget of \$250,000. The Review Committee reviewed all of the applications according to the established process set by City Council. The Review Committee consisted of staff from the City Manager’s Office, and the Departments of Budget & Evaluation, Parks, Recreation and Tourism, and Development.

Ms. Cipriano noted the Review Criteria to qualify for Cultural Attractions Funding:

- Record of financial sustainability
- Ability to leverage other funding
- Ability to use funding as one-time assistance
- Clear objectives and Outcome Measures
- Impact on the community clearly described
- Ability to generate additional economic effects
- Other funding provided by the City

- How proposed programs/projects fit within City priorities and upcoming citywide projects
- Anticipated Outcome Measures, relationship to Strategic Priorities
- Sustainability of the program

Ms. Cipriano noted the requests and award recommendations (see additional information about each request in the presentation, “Culture,” attached to these minutes):

<u>Organization</u>	<u>Programs/Project</u>	<u>Award</u>
1. Mariners’ Museum	Polynesian Voyage Society	\$54,500
2. Mosaic Steel Orchestra	Purchase of musical instruments/stands	\$10,000
3. NN Public Art Foundation	Advance for three new sculptures	\$50,000
4. NN Public Library System Foundation	Veteran’s Film series/speaker program	\$ 500
5. Parks & Recreation–Historic Services	Restoration of Harwood House	\$10,000
6. Parks & Recreation-Special Events	World Arts Celebration (\$30,000) Reinvigorate King-Lincoln Park Day (\$5,000)	\$35,000
7. Peninsula Fine Arts Center	‘Blockbuster’ Exhibition’	\$55,000
8. Peninsula SPCA	Improvements to Petting Zoo	\$10,000
9. Port Warwick Foundation	Art & Sculpture Festival, Summer Concert Series; Holiday Event	\$15,000
10. Virginia Living Museum	Creation of Dinosaur Discovery Trail	\$10,000

City Manager Bourey announced on April 22 and 23, 2016, a Polynesian boat would be in the City landing at the James River Fishing Pier. He stated the boat would return during the end of September 2016. He believed the City could gain national publicity through this event.

Ms. Cipriano noted the next steps pertaining to the Cultural Attractions Fund process:

- Prepare award letters and distribute funds
- Receive progress reports from funded organizations
- Prepare for FY 2017 funding cycle

Councilman Bateman inquired about the funding to Reinvigorate King-Lincoln Park (KLP) Day. Ms. Cipriano replied the funding would be used for a runway and programs in KLP to draw people to the event.

Councilwoman Vick inquired about the funding for the SPCA to assist with improvements to their Petting Zoo. She was of the belief that the reason the City built the new Animal Shelter was because the SPCA was closing its doors. Ms. Cipriano replied the SPCA transitioned to a

euthanasia free shelter, which was a difficult demand for the City to recognize. The City partnered with the Cities of Hampton and Poquoson and York County to build a regional shelter that would allow euthanasia. The SPCA continued to operate as an adoption facility and continued to run their Petting Zoo.

Councilwoman Vick inquired whether the SPCA would continue the operation of the Petting Zoo indefinitely. Ms. Cipriano replied yes, per their Cultural Attractions Fund application, the SPCA would continue to operate their Petting Zoo indefinitely.

Councilwoman Woodbury inquired about funding for the Virginia Living Museum (VLM) when they received approximately \$1 million of additional Community Support funding. The VLM continued to request additional funding in light of all that the City provided to them. City Manager Bourey advised that much of the VLM funding had been reduced.

Councilwoman Woodbury inquired about the \$400,000 that was awarded as a funding match to the VLM in FY 2016. She inquired whether the VLM was able to match the funding provided by the City. City Manager Bourey replied that the VLM was able to match the FY 2016 Community Support funding challenge grant that was provided to them from the City. Ms. Cipriano explained that the funding was set aside in the Community Support Contingency Fund. The VLM provided efficient information that they had reached their goals to receive the \$400,000.

Councilwoman Woodbury inquired whether additional funding would be provided to the VLM from the FY 2017 Community Support category of the Operating Budget. City Manager Bourey replied that no decisions had been made on the issue as the budget had not been finalized.

Councilman Bateman inquired whether Councilwoman Woodbury had a funding recommendation for the VLM.

Councilwoman Woodbury felt other matters in the City had to be considered at some point. The VLM had received \$400,000 in addition to \$500,000 each year for the past four to five years. She would like to see the VLM become self-sufficient in light of other needs in the City.

Councilman Bateman was in support of the challenge grant and commended the VLM for reaching its goal.

Ms. Cipriano advised that the outdoor Dinosaur Discovery Trail would be a new feature at the VLM, and the Review Committee felt the \$10,000 was an appropriate level of support.

City Manager Bourey advised that future discussions would be held regarding funding for the VLM in the FY 2017 Operating Budget.

II. Virginia Air & Space Center Presentation

City Manager Bourey introduced Mr. Alan Archer, Assistant City Manager, in his capacity as a member of the Virginia Air & Space Center Board of Directors, to provide opening remarks.

Assistant City Manager Archer stated he was excited about the undertakings that Mr. Robert R. Griesmer, Executive Director/CEO, Virginia Air & Space Center (VASC), had taken to improve the facility. The VASC Board and administration were beginning to institute significant changes in program offerings, outreach initiatives across Hampton Roads, and financial matters. He commended Mr. Griesmer for transitioning the VASC into a premiere attraction. He and Mr. Griesmer had spoken about getting out in the community to share the programs and happenings taking place at the VASC. He introduced Mr. Griesmer to provide the presentation (a copy of the presentation, "Virginia Air & Space Center," is attached and made a part of these minutes).

Mr. Griesmer noted aspects of the history of the VASC:

- Built in 1992 through financing from the City of Hampton, the Commonwealth of Virginia, and private capital campaign funding
- 110,000 square foot facility
- Private, non-profit 501(C)3 organization that served approximately 272,379 individuals in 2015
- \$3.2 million Operating Budget
- Governed by a 34-member Board of Directors appointed by the Governor of Virginia
- Affiliate Associations
 - Virginia Air & Space Center Foundation where foundation and endowment funding was held
 - Virginia Air & Space Center Opportunity Program, Inc. (a separate corporation to qualify for Neighborhood Assistance Program [NAP] credits)

Mr. Griesmer noted the number of Newport News youth served by the VASC Opportunity Program through NAP credits (see information in presentation attached to these minutes). He advised that the VASC had applied for a \$500,000 grant for the Newport News Public Schools' SPARK (Summer Program for Arts, Recreation and Knowledge) program. He had been in conversation with Dr. Ashby Kilgore, Superintendent, Newport News Public Schools, regarding the SPARK program.

Mr. Griesmer shared three challenges he faced when he began his new position as Executive Director of the VASC: 1) a non-functioning gift shop; 2) a non-appealing food service establishment; and 3) a worn down institution.

Mr. Griesmer noted the programs that were instituted to improve the appeal of the VASC:

- Exhibits
 - New Permanent Exhibits
 - Imagination Playground
 - Solarium
 - Space Challenge Exhibit (in development)
 - Upcoming Travel Exhibits
 - Aviation Maze (Summer 2016)
 - Robot Zoo (Summer 2016)
 - Math Alive (Fall 2016)
- New Classrooms
 - Robotics Laboratory
 - Engineering Laboratory (in development)
 - Earth Science Laboratory (in development)

Mr. Griesmer noted Business Development Initiatives of the VASC:

- Earned Revenue Centers
 - Conversion to all-inclusive visitor experience IMAX and exhibits, thereby doubling per capita admissions revenue and improving the customer price value perspective
 - Renovation of existing gift shop design and display, resulting in the tripling of gift shop per capita revenue
 - Food service renovation that included remodeling and introduction of new menu items at varying price points
 - Focused marketing efforts with NASA brand
 - Reintroduction of TV, Radio and Billboard advertisements in conjunction with a new emphasis on social and digital media/advertising

Mr. Griesmer noted the Achievements of the VASC (see information on pages 6 and 7 of the presentation attached and made a part of these minutes).

Mr. Griesmer advised that the VASC desired to grow a partnership with Virginia Tech, the City of Newport News, Newport News Public Schools and additional School Systems throughout Hampton Roads. He stated the VASC had two grants in the pipeline: 1) NASA Grant – STEMtastic 2.0-

continuation of previous NASA Award; and 2) NSF (National Science Foundation) Grant – STEM 360 – Multiple Touch Point Informal STEM Engagement Program for Underrepresented Youth.

City Manager Bourey commended Mr. Griesmer for all the great work he and his staff had done to improve the VASC.

III. One City Marathon Briefing

City Manager Bourey stated much was happening in preparation for the 2016 One City Marathon. He introduced Dr. Telly Whitfield, Assistant to the City Manager, to provide the briefing (a copy of the briefing, “The Newport News One City Marathon – City Council Briefing,” is attached and made a part of these minutes).

Dr. Whitfield recognized Mr. Jason Todd, Owner and Executive Director of Newport News-based Flat Out Events and Race Manager of the One City Marathon, and Mr. David Wilkinson, Chief of Traffic Operations, Department of Engineering, and Traffic Engineer for the One City Marathon. Dr. Whitfield stated that the One City Marathon was approximately 30 days away. He and the organizers were building off of the success of the 2015 Inaugural One City Marathon, which included four races, two of which were sold out, and represented 26 states, 2,621 runners (859 from Newport News), and benefited three charities.

Dr. Whitfield noted the 2016 One City Marathon event goals were to: 1) promote City pride and community unity; 2) encourage physical activity and healthy lifestyles; and 3) gain exposure for Newport News. He noted the projected participants of the One City Marathon:

- 3,300 Registrants
 - 500 for the Marathon
 - 700 for the Relay
 - 900 for the 8K
 - 1,200 for the Fun Run Nautical Mile (includes youth from the Newport News Parks, Recreation and Tourism Program’s Marathon Mania Initiative)
- Approximately 800 community volunteers
- Wave stations throughout the City manned by residents and visitors

Dr. Whitfield advised that the 2016 Fun Run and 8K race courses were identical to the 2015 race courses. He stated that the 2016 Marathon course had several modifications (self-contained start line in Newport News Park; redirected the Hilton Community course one block over; and rerouted the James River Bridge course).

Dr. Whitfield noted the Charitable Partners of the 2016 One City Marathon:

- Fear to Freedom
- The Center for Sexual and Domestic Violence Relief
- Transitions

Dr. Whitfield stated that the City partnered with “Crowdrise,” an online fundraising website, for the 2016 One City Marathon in an effort to provide additional fundraising opportunities for their charitable partners.

Mr. Todd explained that “Crowdrise” was a fundraising platform that the City and Flat Out Events partnered with. Participants who raised a certain amount for their charity could ultimately receive a free entry into the Marathon. “Crowdrise” was a mechanism to encourage fundraising and giving, and had been very successful.

Dr. Whitfield stated one of the goals, as the marathon grew, was to get the charities on board early to afford them the opportunity to raise additional funding. Similar to the 2015 registration site, one would have an opportunity to make a charitable donation. Only 8% of the 2015 One City Marathon registrants donated to charity. The event organizers hoped to increase the numbers in 2016. Marathon race charitable giving typically amounted to 20%, which they strived to achieve. The organizers felt that adding the “Crowdrise” component to the online registration checkout would increase charitable donations.

Dr. Whitfield noted the accomplishments in preparation for the 2016 Marathon:

- **Community Engagement**
 - Programming and promotion on NNTV
 - Information on City website
 - Community meetings throughout the City
 - Letters to residents near and on the route
 - Letters, meetings and phone calls to local church and civic organizations
 - Partnerships with NNPS and Parks, Recreation and Tourism
 - Launch of onecitymarathon.com
- **Event Operations**
 - Public Safety and Emergency Response maintained at normal daily level
 - First-aid stations and medical support in place along the course
 - Water stations and portable toilets located every two miles along the course
 - Runners and volunteers would be shuttled to designated locations
 - Community would lead “wave stations” along the route to cheer on runners
 - Relay exchanges at Nelson, Yates, and Hilton Elementary Schools

- Seven-hour time limit
- 311 Contact Center open to assist residents

Dr. Whitfield noted the Traffic and Downtown Parking Plan for the 2016 One City Marathon:

- Residents would be able to get in and around their communities and travel to their worship services
- Limited number of closed streets and on-street parking restrictions
- 130 traffic wardens were assigned (Newport News Police Department, Sheriff's Department and Military)
- Parts of northbound Warwick Boulevard would have two-way traffic
- Crews would reopen course as soon as possible
- HRT route would be adjusted and detours added along the course
- Over 4,000 parking spaces were secured Downtown
- Detailed information available online and in rotation on NNTV

Dr. Whitfield noted the One City Weekend Activities (see information in presentation attached and made a part of these minutes.) He asked that members of City Council get involved and noted opportunities for their participation during the One City Marathon:

- NNTV promos/greetings
- NNTV interviews throughout the Marathon weekend
- Join the Start Line in Newport News Park
- Ride in the Media Truck or with staff along the course
- Join in recognizing the sponsors and participants of the One City Marathon on the Celebration Stage

Dr. Whitfield noted the major sponsors and supporting sponsors of the 2016 One City Marathon (see the information as part of the presentation attached to these minutes).

Councilwoman Cherry inquired about the number of registrants per Marathon event. Dr. Whitfield replied he would provide the actual breakdown of registrants; however, registrations were exceeding 2015 numbers.

Councilwoman Cherry requested that the members of City Council be afforded the opportunity to present the awards to the winners of the Marathon. She advised that the Marathon was not one person's race, but was the City's race. She felt that City Council should be able to promote the event, not only during the promos and greetings, but also on the day of the event. Dr. Whitfield replied that he welcomed City Councils' participation in the Marathon as noted in the briefing. City Manager Bourey

concurred with Dr. Whitfield, and advised he welcomed the participation of the members of City Council.

IV. Comments/Ideas/Suggestions

City Manager Bourey recognized the members of staff who were a part of the Community Neighborhood Initiative (CERT) Grant that was submitted on Monday, February 8, 2016. It was completed in a relatively short time and was a team effort. He thanked Assistant City Manager Cynthia Rohlf for leading and initiating the effort, and team members (Ms. Sheila McAllister, Director, Department of Planning; Mr. Eoghan Miller, Management Analyst, Office of the City Manager; Ms. Florence Kingston, Director, Department of Development; Dr. Telly Whitfield, Assistant to the City Manager, Office of the City Manager; Ms. Britta Ayers, Manager of Comprehensive Planning, Department of Planning; Mr. Chad Pritchett, Senior Budget Analyst, Department of Budget and Evaluation; and Ms. Karen Wilds, Executive Director, Newport News Redevelopment and Housing Authority). City Manager Bourey stated the grant effort was in partnership with the Newport News Redevelopment and Housing Authority, and was a competitive grant process. He was not sure whether there would be a favorable outcome for the City; however, they had worked with great consultants who were very impressed with the efforts of City staff.

Councilwoman Cherry thanked Assistant City Manager Rohlf and the staff of the Department of Codes Compliance regarding her concern voiced at the January 26, 2016 City Council Work Session, pertaining to the demolition of a property on Ivy Avenue. She commended the Department of Codes Compliance for providing the information to her so that she could relay it to the owners of the property that there were things that they had not done.

Councilwoman Cherry indicated that she was approached by a resident who resided in the new apartment building located on Jefferson Avenue, between 25th and 26th Streets (the former Mosaic Hardware Building), who complained about trucks cutting through their parking lot from the McDonald's Restaurant. The resident indicated that the incidents mostly occurred when Interstate-664 experienced traffic backed-ups. The resident was afraid that someone would get hurt. Councilwoman Cherry asked that the matter be looked into. Assistant City Manager Rohlf stated she would have the staff of the Department of Engineering look into the issue.

Councilwoman Cherry voiced concern about a house that was next door to 1010 Madison Avenue that was in need of repair and/or demolition. She indicated that the house did not have an address attached to it. She wanted to know the status of the property as it looked as if it needed to be demolished. Assistant City Manager Rohlf stated she would have staff look into the matter.

City Attorney Collins Owens noted a federal case that Attorney Darlene Bradberry was working on re: Andon, LLC against the City of Newport News. He stated that a decision was made, and

the City won the case. He recognized Attorney Bradberry for her outstanding work on the case (a copy of the decision is attached and made a part of these minutes).

City Clerk Mabel Washington Jenkins reminded about several events: 1) "The Urgency of Now: Changing the Narrative for Black Males from Failure to Hope" Regional Symposium, on Thursday, February 11, 2016, at the Hampton Roads Convention Center; 2) Habitat for Humanity Dedication Ceremony at 8 Moore's Lane, Newport News, on Wednesday, February 17, 2016, at 4:00 p.m.; 3) Holistic Wellness Expo of Hampton Roads, at Mary Immaculate Hospital (2 Bernardine Drive, Newport News), on Saturday, February 20, 2016, 10:00 a.m. to 4:00 p.m.; 4) Habitat for Humanity and Ferguson Cares Raise the Roof Mardi Gras, at Christopher Newport University's David Student Union, Saturday, February 27, 2016, 7:00 p.m. – 11:00 p.m.; 5) Promise of Hope Affair, at the Newport News Marriott, February 27, 2016, 6:00 p.m.; and 6) the One City Marathon events, March 11 – 13, 2016.

Councilwoman Vick reminded about the 50th Anniversary Reception to officially unveil the new name of the Office of Human Affairs to the Hampton Roads Community Action Program, on Friday, February 19, 2016, in the lobby of the Downing Gross Cultural Arts Center, (2410 Wickham Avenue), at 12 noon.

Councilwoman Vick announced the Hampton Roads Community Action Program's Poverty & Economics in Hampton Roads Symposium scheduled for Thursday, February 18, 2016, at the Downing Gross Cultural Arts Center, from 8:00 a.m. to 1:00 p.m. This would be their first Symposium to talk about poverty and economics and how to help people become self-sufficient. The registration fee was \$25.00 and included lunch.

Councilwoman Woodbury stated she received an email message from Mr. Brian Ramaley, former Director of Newport News Department of Public Utilities (Waterworks), that explained the history and reason behind the Waterworks logo. She asked about the status of the matter to change the logo as discussed at the January 12, 2016 City Council Work Session.

Vice Mayor Coleman recalled that the matter would be discussed should the City Manager decide to move forward with implementing any changes to the logo.

City Manager Bourey replied that nothing was happening with the logo at this point.

Councilwoman Woodbury stated the email message (attached) contained a great deal of history about the Waterworks logo. She encouraged members of City Council to read the email message.

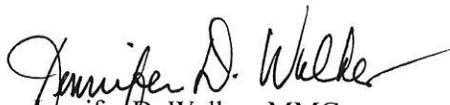
Vice Mayor Coleman advised that New Beech Grove Baptist Church water campaign for the residents of Flint, Michigan was a huge success. He stated approximately 6,000 cases of water were

collected. One tractor-trailer had been loaded with water on Saturday, February 6, 2016, but additional tractor trailers were needed. A deal was found with a tractor trailer company that charged \$625 per truck load, and three additional trucks were needed for a total of \$1,875. He asked for the consensus of City Council to appropriate \$1,875 from FY 2016 City Council Contingency to help with the additional shipping cost to deliver water to the residents of Flint, Michigan. There was consensus among City Council to appropriate \$1,875 from the FY 2016 City Council Contingency to help with the additional shipping cost to deliver water to the residents of Flint, Michigan.

Closed Meeting: 5:10 p.m. – 5:50 p.m.

City Manager Bourey advised that a report on the Youth and Gang Violence Initiative was planned for the February 23, 2016 City Council Work Session.

THERE BEING NO FURTHER BUSINESS
ON MOTION, COUNCIL ADJOURNED AT 5:53 P.M.


Jennifer D. Walker, MMC
Chief Deputy City Clerk

Robert S. Coleman
Vice Mayor
Presiding Officer

A true copy, teste:

City Clerk