

City of Dunwoody
 March 12, 2024
 City Council Special Called Meeting Minutes
 2024 Strategic Planning Retreat

The City Council of the City of Dunwoody held a meeting on March 12, 2024 at 9:30 AM at Glen-Ella Springs Inn, 1789 Bear Gap Road, Clarkesville, Georgia 30523. Present for the meeting were the following:

Voting Members: Lynn Deutsch, Mayor
 Stacey Harris, Council Member
 John Heneghan, Council Member
 Catherine Lautenbacher, Council Member
 Tom Lambert, Council Member
 Rob Price, Council Member
 Joe Seconder, Council Member

Also present: Eric Linton, City Manager
 Jay Vinicki, Assistant City Manager
 Ken Bernard, City Attorney
 Sharon Lowery, City Clerk
 Billy Grogan, Chief of Police
 Mike Carlson, Deputy Chief of Police
 Jennifer Boettcher, Communications Director
 Richard McLeod, Community Development Director
 Richard Platto, Finance Director
 Michael Starling, Economic Development Director
 Michael Smith, Public Works Director
 Ginger LePage, Technology Director
 Jock Connell, Facilitator
 Jonathan Sangster, Dunwoody Development Authority

Mayor Deutsch called the meeting to order and thanked everyone for attending.

2024 STRATEGIC PLANNING DISCUSSION

City Manager Eric Linton introduced Jock Connell, facilitator for the retreat.

Mr. Connell greeted everyone and gave a little of his background. He asked the Council to each give one goal for the retreat. Those were clarity to staff, long term strategy, actionable items where/when), city council operating model, continued improvement, clarity of vision, and priorities for the year.

The council was asked what Dunwoody 2014 looked like and said: suburban, coming out of a recession, Perimeter Mall, still set in the 70s, no good restaurants, the beginning. They said Dunwoody 2024 is: opportunity, reasons for founding the city, under control, urban/suburban, accomplishments, brand, transportation issues, diversity, and younger.

Mr. Connell asked the council what they want Dunwoody 2034 to look like and how you get there. Responses were urban is more urban, more housing opportunities (supply is limited), work from home, most desirable commercial district in metro-Atlanta, local government fiscal structure, maintain quota, collaboration, and teamwork.

Dunwoody Commercial Real Estate Review

Michael Starling presented an overview of commercial real estate in Dunwoody, explaining that much of the data presented for the Perimeter area came from Edge City 2.0. The overview included the Perimeter area, Dunwoody Village, the Georgetown area, Jett Ferry area, and Winters Chapel area.

Mr. Starling introduced Jonathan Sangster, Chair of the Dunwoody Development Authority.

Mr. Sangster provided a company/firm recruitment from the state perspective.

Parks

Rachel Waldron presented on parks priorities, trails, and user event data. The council agreed there would be no bond referendum 2024 but could be on a future year's ballot. There was consensus to buildout the playground and trail at Waterford park and look into adding some type of temporary restrooms at Wildcat and Homecoming parks.

There was an agreement to work with the PCIDs to focus on the trails in the Perimeter area and to also focus on trails along Mount Vernon. Staff will look at ways to soften the impact of trails in the residential areas.

Rachel presented user and event data. She will provide event enrollment in the Parks monthly report.

Budgets, Revenues, Expenditures, Millages, and Trends

Richard Platto and Jay Vinicki presented. Discussion followed on the feasibility of eliminating the millage rate freeze, removing the millage rate cap, and removing the 1.0 mill exemption.

Council agreed to discuss these topics in an organized manner at public council meetings throughout 2024 and explore options.

RECESS

Council Member Heneghan motioned to recess the meeting until Wednesday morning. Council Member Lambert seconded.

Passed: For: 7; Against: 0; Abstain: 0; Absent: 0

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RECONVENE

Mayor Deutsch reconvened the meeting. All members were in attendance.

2024 STRATEGIC PLANNING DISCUSSION

Mr. Linton and Mr. Connell recapped day one of the retreat. Council asked that staff message stormwater in Public Works projects, update them on the Road Safety Plan, and prepare financial modeling to present to Council.

Council Meetings

Following discussion on earlier agenda preparation, Council agreed that the City Clerk would email them a draft of the agenda on Monday prior to publication on Wednesday.

Public Safety

Deputy Chief Mike Carlson presented a recap of the Berry Dunn study and the thirty-three recommendations they made. He reminded that the study was based on the year 2021 data and stats.

Chief Billy Grogan presented what the police department may look like in the future and answered questions of Council. He talked about safety in the Perimeter area and what steps are being taken to enhance safety.

Compensation

Mr. Linton recommended a 4.25% market adjustment to salaries across the board. He said the starting salary for a police officer with no experience and a high school education only would be \$59,391.00 with the adjustment. He said the funding would come from the unfilled positions. Mr. Linton said the 4.25% market adjustment would go into effect June 1, 2024.

EMS

Chief Grogan said there were 74 calls for the week last week and the city's supplemental unit handled 32 calls and transported 25 people to the hospital. He said it is still too early to tell the impact of the supplemental ambulance, noting that we need six months of data first.

A suggestion was made to ask that the zones be reopened.

Vision 2035

Mr. Linton gave a PowerPoint presentation on the accomplishments of the city since its inception and what Dunwoody may be in 2035. He took questions and input from the Council.

Jock Connell reviewed the list of retreat takeaways with the City Council. Their consensus was that the list encompasses the retreat items City Council wanted taken back to staff for implementation. (See attached list of Retreat Takeaways.)

EXECUTIVE SESSION - FOR THE PURPOSE OF CYBER SECURITY, LEGAL, REAL ESTATE, AND PERSONNEL DISCUSSION

Council Member Harris motioned to enter executive session for the purpose of legal discussion. Council Member Lambert seconded.

Passed: For: 7; Against: 0; Abstain: 0; Absent: 0

ADJOURN

Council Member Lambert motioned to adjourn. Council Member Price seconded.

Passed: For: 7; Against: 0; Abstain: 0; Absent: 0

2024 City Council Retreat Takeaways

Economic Development

- Develop strategy with property owners - May
- Pull together what differentiates Dunwoody

Parks

- Waterford – Playground- RFP by Sept - trail, signage
- Temporary restrooms- Wildcat, Homecoming - 2nd meeting in May
- Trails-PCID-Ashford Dunwoody – 1st meeting in Oct
 - Mt. Vernon & others
 - Softening Impact
- Update Council-RSAP – June meeting

Finance

- Financial modeling – April

Council

- Agenda Management – send draft agenda to Council – now
- Capital project updates to Council – summer

Police

- Citizens on Patrol recruitment – end of year
- Retirement/post-employment benefits – end of year
- Review school zones, creation, cameras – 4th qtr
- Incentive – tied to business licenses – cameras (review)
- Volunteer – end of year
- Special tax district in Perimeter/potential ?? – 1st qtr 2025
- Crime prevention by design

Compensation

- 4.25% - June 1

EMS

- Maybe reopen Region 3 zone
- Education/Messaging 911 interactions – 4th qtr 2024

2035 – Economic Development

- Climate neutral by 2040
 - Develop steps/plan – summer
- Beautify commercial nodes – streetscape costs – summer
- Delve deeper into housing via Comp. Plan
- Postproduction film industry
- AI hub development

- Tools to identify
- What is being attracted
 - Michael's trends & insights
 - Develop time/plan – end of year
- Blight – do we address correctly?

2035 – Parks

- Analysis of park concerts/events (Placer AI)
- Veterans Memorial – Plan – Sponsor – Status update – summer
- Sustainability – what we do now – how – six months

2035 – Public Works

- Stormwater messaging/educating
 - Public works projects – ongoing – revisit 4th qtr
- Road safety at schools
- Trails throughout

2035 – Community Development

- Sustainability – Unified Development Code update
- DEI included – Unified Development Code
- Film policy – Community Development and Economic Development

2035 – Finance

- Update policy – timeline – 3rd qtr

2035 – Technology

- Position transitions

2035 – Communications

- Town Halls – expand
- City 101 – end of year

Other

- Redevelopment Plans/Attention
 - Winters Chape
 - Jett Ferry
- Development Authority Homework
 - Does the city need new/updated incentives?
- Council project updates and park programming data – include in City Manager's monthly report