



City of Richmond

900 East Broad Street
Richmond, VA 23219
www.richmondgov.com/cityclerk

Minutes

Organizational Development Standing Committee

Monday, July 2, 2018

5:00 PM

Council Chamber, 2nd Floor - City Hall

Committee Members and Others in Attendance

The Honorable Chris Hilbert – Chair
The Honorable Cynthia Newbille – Vice Chair
The Honorable Andreas Addison – Member
The Honorable Parker Agelasto – Member
The Honorable Kim Gray – Member
The Honorable Michael Jones – Member
The Honorable Ellen Robertson – Member
The Honorable Reva Trammell – Member (*Early departure*)
Haskell Brown, Deputy City Attorney
Lou Brown Ali, Council Chief of Staff
Debra Bowles, Assistant City Clerk
Allen Jackson, City Attorney
Charles Jackson, Council Budget Analyst
Candice Reid, City Clerk

Absent

The Honorable Kristen Larson – Member

Call to Order

Chair Chris Hilbert called the meeting to order at 5:59 p.m., following the special meeting of Council.

Evacuation Announcement and Citizen Speaker Guidelines

Debra Bowles, assistant city clerk, provided information on the appropriate manner in which the Council Chamber is to be evacuated in the event of an emergency along with citizen speaker guidelines.

Approval of the Minutes

There being no corrections to the minutes of June 4, 2018, the minutes stood approved as presented.

Board Vacancies

Vice Chair Cynthia Newbille moved to forward the following reappointments to Council with the recommendation to approve, which was seconded and unanimously approved by consensus:

<u>Board Name</u>	<u>Criteria for Appointment</u>	<u>Applicant Name</u>
Affordable Housing Trust Fund Oversight Board	Representative from an organization dedicated to promoting affordable housing * (1 vacancy)	Glenn Hudson (reappointment)

Board Name	Board Name	Board Name
Audit Committee	Member of the business community * (1 vacancy)	Roger Boeve (reappointment)

* Applicants must either reside or work in the city

Member Andreas Addison expressed support of Roger Boeve stating Mr. Boeve's financial expertise has been a welcomed attribute for the Audit Committee.

Member Michael Jones requested that members consider broadening the scope and voice of Council's boards and commissions by offering fair representation throughout the city.

Discussion Item

Council's Brand

Virginia Commonwealth University (VCU) Brandcenter Managing Director Kelly O'Keefe provided an overview of the advertising agency, the rebranding of various entities within the city and how the city has benefitted from the RVA logo. Mr. O'Keefe stated that the agency has accepted the challenge to rebrand City Council for higher impact, greater recognition and consistency, flexibility and efficiency. Mr. O'Keefe stated that the agency will embark on the City Council challenge in August when VCU is back in session.

Member Michael Jones asked what the greatest challenge will be for rebranding City Council.

Mr. O'Keefe stated that the challenge is to have a process that is inclusive of citizen input and providing the image of unity within the city.

Vice Chair Cynthia Newbille thanked Mr. O'Keefe and the brandcenter for the work that has been done across the city, stating that the footprint offers inclusiveness and expresses the nature and identity of each area.

Member Kim Gray inquired on information regarding the African-American tourism project and how citizens can get become involved.

Mr. O'Keefe stated that the project is being completed in conjunction with the Richmond Department of Tourism but information will not be released to the public until a later date; however, citizens can contact the Office of Tourism or the brandcenter for detailed information.

Reports from City Administration, Council Staff and Other Parties

Update on GRTC Pulse and New Bus Stop

Director of Communications for GRTC Carrie Rose Pace provided an overview of the GRTC Pulse, also known as the Bus Rapid Transit (BRT), and new bus routes. Ms. Pace stated that the Pulse stops at key destinations of the city, running approximately every fifteen minutes during the day and every thirty minutes after 11:30 p.m. Ms. Pace informed the committee that the number of riders exceeded all expectations during the first week of operation, new ADA pedestrian crossings have been installed at specific intersections throughout the city, and reviewed general platform safety. Ms. Pace also informed the committee that paid rides began on Sunday, July 1st, and individuals can pay with credit or debit card and change is now issued if cash or coin is used. Ms. Pace noted that individuals with an ADA card are still allowed free transportation on all routes. Ms. Pace also stated that future GRTC services include weekend and night service expansion into Henrico County beginning in September, and additional transfer activity. Ms. Pace further stated that GRTC is

offering outreach ambassadors to assist riders, extended customer service hours until 11:30 p.m. each evening and each morning beginning at 4:30 a.m., and that travel buddies were offered for a one-on-one experience to assist certain riders prior to the launch of the new GRTC routes. Ms. Pace responded to questions from the committee.

Member Reva Trammell exited the meeting.

A copy of the material provided has been filed.

Public Housing Transformation Project

Interim Chief Executive Officer of Richmond Redevelopment and Housing Authority (RRHA) Orlando Artze provided an update related to property and asset management, and current and planned redevelopment initiatives. Mr. Artze informed the committee that permanent baseboard electric heat has been installed in 78 Creighton Court apartments and radiator repairs have been completed in 312 apartments across all RRHA public housing communities. Mr. Artze stated that all maintenance staff have been trained on radiator maintenance, and radiator inspections will be completed prior to the heating season. Mr. Artze also stated that communication procedures for notifying property management supervisors have been revised and residents are being educated on how to report maintenance complaints. Mr. Artze explained that the funding source for RRHA capital improvements has been reduced within the last ten years to less than \$7,000,000 in 2017. Mr. Artze further stated that the reduction of funding means that RRHA has to designate capital funding to health and safety related issues. Mr. Artze informed the committee that RRHA has restructured its asset management function to include a director of facilities management. Mr. Artze reviewed the anticipated capital funding needs over the next twenty years and provided insight related to current redevelopment projects.

Chair Chris Hilbert requested that committee members forward their questions to Mr. Artze via email.

Member Parker Agelasto requested that Mr. Artze provide information to committee members regarding to the Rental Assistance Demonstration Program (RAD).

Member Ellen Robertson requested that time constraints on future presentations be considered prior to upcoming meetings. Ms. Robertson also stated that she appreciates Mr. Artze's explanation relating to reduced government funding and stated that the reduction causes the need for a greater discussion in the future.

Chair Hilbert stated that he agrees that presentations need to be prioritized for future meetings.

Member Kim Gray requested an update on the internal operating procedures of RRHA.

Mr. Artze stated that members can meet with him individually to discuss their concerns and program details.

Vice Chair Cynthia Newbille expressed appreciation for RRHA's temporary resolutions over the past several months based upon citizen needs. Ms. Newbille also stated that there is need for additional discussion relating to RRHA's funding sources.

Chair Chris Hilbert announced that the discussion item regarding the hiring of a financial consultant hiring and the closed session have been removed from the agenda.

A copy of the material provided has been filed.

Discussion Item(s)

Brief Update on Council's Code Enforcement/Zoning Issues

Deputy Chief Administrative Officer for Economic Development Lee Downey provided an update on the thirteen addresses of concern provided to him citing zoning issues. Mr. Downey stated that twelve of the addresses have been visited but the thirteenth address will require more work to address. Mr. Downey informed the committee that of the twelve properties visited, four resulted in pending notice of violation, five were referred to the health department, one is being handled by the Department of Public Works (DPW), another needs continued monitoring and the last property either resolved the issue or an incorrect address was provided. Mr. Downey further stated that a comprehensive team is being created to work outside of normal city business hours.

Member Kim Gray inquired on the timeline for correcting zoning issues.

Mr. Downey responded by stating that an inspection is scheduled and a follow-up date is scheduled at the time of inspection.

Vice Chair Cynthia Newbille thanked Mr. Downey for the timely response to concerns of Council.

Member Kim Gray requested permission to ask administration when restaurants would be notified of the 1.5% tax increase and the 1.5% relief for credit card fees that went into effect on July 1st.

Senior Policy Advisor to the Chief Administrative Officer Chelsi Bennett responded stating that she would follow-up on Ms. Gray's request and would have an answer to her by Tuesday, July 3rd.

Chair Chris Hilbert requested that all Council members be included in the response to Ms. Gray.

Third-Party Bulk & Brush and Leaf Collection Review

Director of the Department of Public Works (DPW) Bobby Vincent responded to questions of member Kristen Larson that were relayed by chair Chris Hilbert due to Ms. Larson's absence. Mr. Vincent stated that the cost of the DPW audit would be provided to Council at the request of Ms. Larson and Council should have received a complete copy of the audit review. Mr. Vincent also stated that a request for proposals (RFP) would be completed for new or additional contractors to assist with leaf collection within the next 60 days. Mr. Vincent further stated that a major change to the leaf collection service is that citizens will be allowed to make requests and pay associated fees online.

Paper(s) for Consideration

There were no papers for consideration.

Adjournment

There being no further business, the meeting adjourned at 7:38 p.m.