

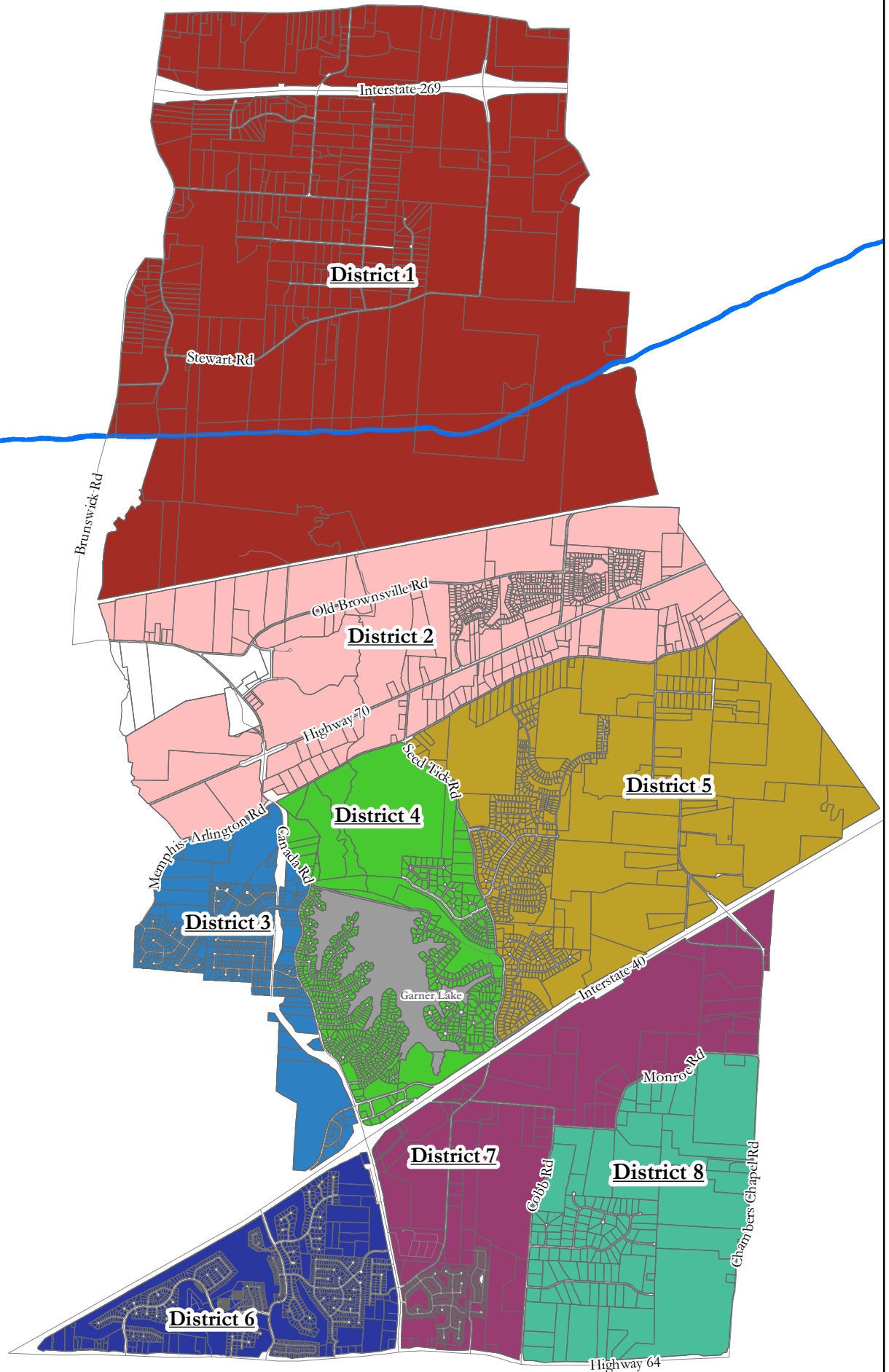


Community Advisory Board
Regular Meeting Agenda
Tuesday, October 19, 2021, 5:30 PM
City Hall, Lakeland, Tennessee 38002

- I. CALL TO ORDER:
- II. ROLL CALL:
- III. APPROVAL OF MINUTES OF PREVIOUS MEETING:
- IV. PUBLIC DISCUSSION:
- V. REPORTS OF OFFICERS AND COMMITTEES:
- VI. OLD BUSINESS:
- VII. NEW BUSINESS:
 - 1. ReIntroduction of Board Members and Confirmation of Chairman and Vice-Chairman positions
 - 2. Presentation and discussion on Enhancing Lakeland's Neighborhood Watch and Crime Prevention Program (Jim Bompreszi)
 - 3. Discussion on Strategic Communication and Marketing Plan (Amy Howell, Howell Marketing Strategies, LLC)
- VIII. ANNOUNCEMENTS:
 - 1. **Next Meeting - Tuesday January 18, 2022**
- IX. ADJOURNMENT:

COMMUNITY ADVISORY BOARD ROSTER

Name	District	Email
Sally Nickle	6	Snickle6sb@gmail.com
Jonathan Spiceland	5	SpicelandDistrict5@gmail.com
Thomas Davis	7	ThomasDavisTN@gmail.com
Jason Valentine	3	jvalentinelakelandcab@gmail.com
Michael Green	1	michaelgreen454@gmail.com
Ben Ledsinger	4	bledsinger@ssr-inc.com
Kimberly Rossie	2	lakelanddistrict2rep@gmail.com
Kenneth Glatzer	8	glatz1869@yahoo.com



CITY OF
LAKELAND
TENNESSEE

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BYLAWS OF THE LAKELAND COMMUNITY ADVISORY BOARD

ARTICLE 1. NAME.

Section 1. The name of this Board is the Lakeland Community Advisory Board (CAB).

ARTICLE 2. OBJECT, PURPOSE AND SCOPE OF AUTHORITY.

Section 1. This Board is organized to inform the Lakeland Board of Commissioners (BOC) on matters that affect the vitality of all Lakeland neighborhoods. The key objectives of the Lakeland Community Advisory Board include:

- Improve communication between Lakeland residents, City staff and Board of Commissioners
- Provide citizens the opportunity for early engagement on important community issues/concerns
- Create an opportunity for Lakeland residents to learn more about City government and departments
- Provide input directly from their respective neighborhood areas to inform staff and Board of Commissioners to effectively allocate resources

Section 2. This Board operates under the authority of Lakeland Ordinance.....
(we will need to run the by-laws through the BOC as an Ordinance and will place this final Ordinance number here)

ARTICLE 3. MEMBERSHIP.

Section 1. Number and classes of members.

- a. This body shall be composed of nine (9) members, one of which shall be a member of the Lakeland Board of Commissioners ("BOC"). The remaining eight (8) members shall be referred to as "Citizen Members".

Section 2. Eligibility and appointment of members.

- a. Special Qualifications.
 1. There are no special qualifications beyond those set forth in these Bylaws for membership in this body.
- b. Application process.
 1. All persons interested in becoming members of this body shall submit a written application upon the application form provided by the City of Lakeland.
- c. All members shall be appointed by the Lakeland Board of Commissioners as prescribed by Lakeland Municipal Code. Any necessary replacements shall be appointed by the BOC with a recommendation from the CAB as soon

BYLAWS OF THE LAKELAND COMMUNITY ADVISORY BOARD

as possible after a vacancy is declared to serve the remaining term for the previous CAB member.

d. All members of the CAB shall serve on a volunteer basis.

Section 3. The term of membership for all Citizen Members shall be two (2) years and the terms of the Citizen Members shall be staggered. The term of membership for the BOC Liaison shall be two (2) years. All members are eligible for multiple and/or consecutive terms of appointment.

Section 4. Membership requirements.

a. Requirements for maintaining membership

1. Attendance – a member must attend at least 3 of the 4 quarterly meetings within a rolling twelve-month period.

Section 5. Resignation.

a. A member may resign at any time by providing written notice of their intent to do so to the chairperson of this body and the City Manager.

Section 6. Vacancies

a. The Lakeland Board of Commissioners shall have the authority to remove any member of this Board, with or without cause as provided for by the Lakeland Municipal Code or BOC Resolution.

ARTICLE 4. OFFICERS.

Section 1. The officers of this body are a Chairman, Vice-Chairman and Secretary.

a. Chairman

1. The Chairman shall preside at all meetings of this body. The Chairman shall represent this body at public affairs and shall maintain the dignity and efficiency of this body in all possible ways. The Chairman shall also prepare, or cause to be prepared, any information helpful in acquainting new members with the procedures and/or operations of this body. The Chairman shall also perform such other duties applicable to the office as prescribed by the parliamentary authority set forth in these bylaws.

b. Vice-Chairman

1. The Vice-Chairman shall perform all duties of the Chairman in the absence of the Chairman and such other duties applicable to the office as prescribed by the parliamentary authority set forth in these bylaws.

c. Secretary

1. The Secretary shall, with the assistance of City staff, keep and sign the minutes and records of this body and also perform the duties of the Chairman in the absence of the Chairman and Vice-Chairman and such

BYLAWS OF THE LAKELAND COMMUNITY ADVISORY BOARD

other duties applicable to the office as prescribed by the parliamentary authority set forth in these bylaws.

Section 2. Nominations and election of officers

- a. Officers shall be elected by a majority vote of the members of the Board.
- b. Election of officers shall take place at the annual meeting of this Board in January of each calendar year.

Section 3. Term of office

- a. The term of office for each officer shall be one (1) year and shall begin at the first meeting of this body occurring after January 1 of each year, and each officer shall hold office for a term of one year or until their successors are elected.

Section 4. Removal from office

- a. Officers of this Board may be removed, with or without cause, upon the two-thirds (2/3) affirmative vote of the membership of this Board.

ARTICLE 5. MEETINGS.

Section 1. Meeting days.

- a. There will be regular meetings of this body at Lakeland City Hall on the third Tuesday of the month on a quarterly basis at 5:30pm. At regular meetings, members meet to conduct the business of this body. Scheduled meetings will occur in January, April, July and October.
- b. There will be an annual organizational meeting of this body at Lakeland City Hall at 5:30pm on the third Tuesday of January each year. At the annual meeting, members meet to conduct the business of this body and to elect officers.
- c. All CAB meetings are open to the public.
- d. Notice requirements.
 1. Seven (7) days prior written notice shall be provided of any meeting. Such notice shall also include a written agenda for said meeting. Said notice shall be published at Lakeland City Hall and provided to the membership of this Board by electronic or other means as necessary.

Section 2. Order of business at regular meetings.

- a. The order of business at regular meetings of this body shall be:
 1. Call to order,
 2. Roll call,
 3. Consent Agenda (including approval of minutes of previous meeting(s),
 4. Consideration and possible action on items removed from the Consent Agenda,
 5. Public discussion,

BYLAWS OF THE LAKELAND COMMUNITY ADVISORY BOARD

6. Reports from Officers and Staff,
7. Unfinished business,
8. New business,
9. Announcements, and,
10. Adjournment.

Section 3. Order of business at annual meetings.

- a. The order of business at annual meetings of this body shall be:
 1. Call to order,
 2. Roll call,
 3. Election of Officers,
 4. Consent Agenda (including approval of minutes of previous meeting(s),
 5. Consideration and possible action on items removed from the Consent Agenda,
 6. Public discussion,
 7. Reports from Officers and Staff,
 8. Unfinished business,
 9. New business,
 10. Announcements, and,
 11. Adjournment.

Section 4. Quorum.

- a. A majority of the members of this body constitute a quorum to conduct business at all meetings.
- b. In the event that a member is unable to attend a meeting of this body, the absent member may participate by electronic or other means of communication.

Section 5. Special meetings.

- a. Special meetings of this body may be called by the Chairman or any two members of this body or by the City Manager. No other business may be transacted at a special meeting except that for which the special meeting is called.
- b. Members shall be provided at least twenty-four (24) hours prior written notice of any special called meeting. Such notice shall also include a written agenda for said meeting. Said notice shall be published at Lakeland City Hall and provided to the membership of this Board by electronic or other means as necessary.

Section 6. Cancellation of a regularly scheduled meeting.

- a. A regularly scheduled meeting of this body may be cancelled for good cause by the City Manager. Any business scheduled to take place at such cancelled meeting shall be continued until the next regularly scheduled meeting of this body unless a special meeting is called pursuant to these

BYLAWS OF THE LAKELAND COMMUNITY ADVISORY BOARD

bylaws to consider any such business prior to the next regularly scheduled meeting of this body.

ARTICLE 6. COMMITTEES / SUB-COMMITTEES.

Section I. This body shall not have the authority to establish committees or sub-committees of the body as a whole.

ARTICLE 7. PARLIAMENTARY AUTHORITY.

Section 1. The rules contained in Robert's Rules of Order Newly Revised, 10th Edition, shall govern meetings where they are not in conflict with the bylaws, rules of order, or other rules of this body.

ARTICLE 8. AMENDMENTS AND/OR REPEAL.

Section 1. These rules may be amended by a two-thirds majority vote of the membership of the Community Advisory Board at any time by placing on the agenda of any regular meeting an item for their amendment or by Special Meeting called for that purpose as set forth therein. All action shall be subject to review by the City Manager, and may, for substantive matters, require BOC approval.

Lakeland Community Advisory Board By-Laws

Adopted: _____

Community Advisory Board Chairman

Date

Community Advisory Board Secretary

Date

Shane A. Horn, City Manager

Date

Debra Murrell, City Recorder

Date



**Lakeland Board of Commissioners
Strategic Priorities
February 2021**

Survey Results for BOC

The survey results for just the BOC were tabulated and the responses that were “Strongly Agree” or “Disagree” represent areas that the BOC feels strongly about. Those where four or five responses out of the five Mayor and BOC members are listed below:

Strongly Agree

Strengths: Education System (4); Location (4)
Weaknesses: Land Development Regulations (5)
Opportunities: Leverage Education System (4)
Threats: Growth Outpaces Facilities and Services (5)

Strongly Agree Priorities

Recreation Programming (4)	Development Code (5)
Trails (4)	Comp Plan Update (5)
Fire Station (4)	Capital Improvement Planning (5)
New Canada Road (5)	Maintain Tax Rate (5)
Increase Paving (4)	Secure Grants for Priorities (5)
Lake District (4)	County/State Support (5)
Lakeland Commons (4)	Staff Retention/Compensation (5)
Huff N Puff Redevelopment (4)	
Hotels/Motels Redevelopment (5)	
Restaurants (4)	

Disagree

Highway 385 Development (4)	Zero Lot Line Development (5)
Police Services (City Operated) (4)	Free Standing Multi-Family (5)
Charter Amendment for Mayor (4)	Multi-Family

Top (5) Priorities

The Mayor and BOC members were asked to identify the top 5 priorities from the questions included in the survey as well as any other top priorities not presented. The consolidated list of priorities is listed below:

- Local Development Code/Comp Plan/Hwy 70 (5)
- Park Facilities (5)
- Economic Development (5)
- Communication Plan (Unity) (4)
- Infrastructure (Roads, Sewers, etc.) (4)

Land Development Code/Comp Plan/Hwy 70

Tactics/Action Steps/Strategies

Current Status

- Current plan is outdated and does not reflect current views
- Familiarity with codes/plans can be enhanced
- (2) large mixed-use developments is enough for now and plans need to reflect that

Obstacles

- Cost for new plans may be \$300,000 and not currently budgeted
- The time to complete a comp plan and new codes could be three years

Action Steps

- Combine comp plan process with LDR to save time and better integrate the two
- Begin budgeting the required funding
- Identify a local oversight team and begin process for Request for Qualifications
- Investigate other cities that are models for development

Time Frame

- 18-24 months

Champions

Commissioner Atkinson

Commissioner Wright

Commissioner Gonzales

Staff Assigned: Richard Donovan, Planning Director

Park Facilities (Includes Programming)

Tactics/Action Steps/Strategies

Current Status

- Plan for Memphis-Arlington Site is revised
- Parks & Recreation Survey for Memphis-Arlington site is in process
- Parks & Recreation Master Plan in early planning stages

Obstacles

- Development of Parks not fully funded
- Master Plan not budgeted yet

Action Steps

- Memphis Arlington Site Phase 1 (October '21)
- Budget City-Wide Parks and Recreation Master Plan
- Evaluate Feasibility for Rec Center (Location, Phased)
- Capital Improvement Plan for Parks and Recreation (5 Year priorities)

Time Frame

- Memphis Arlington Phase 1 (Oct '21)
- Parks and Recreation Master Plan (2022)

Champions

Vice-Mayor Dial

Commissioner Wright

Staff Assigned: Pat O'Mara, Parks and Recreation Director

Economic Development

Tactics/Action Steps/Strategies

Current Status

- Significant opportunity for north side of I-40/Canada Rd.
- Lots and vacant land on Hwy 64 affected by limited sewer service

Obstacles

- Memphis Sewer moratorium or cost for tank pumps
- Timing on New Canada Road improvements

Action Steps

- Aggressive marketing

- Branding city
- Broker event
- EDC marketing Plan and Recommendations
- Chamber Scope of Work for funding
- Promote I-40 and traffic volumes
- North side of I-40/Canada Road opportunities for development/redevelopment

Time Frame

- 2021 Economic Development Plan and Objectives

Champions

Mayor Cunningham

Commissioner Wright

Staff Assigned: Shane Horn, City Manager

Economic Development Commission Priorities (February 25, 2021 meeting)

<u>Priority</u>	<u>Champion</u>
Communication/Marketing	Alan Johnson and Angie Grooms
Development/Planning	Keith Acton
Infrastructure	Shaun Brannen
Data Capacity	Jeremy Burnett
I-40/Canada Road	Steve Laster

Communication/Unity

Tactics/Action Steps/Strategies

Current Status

- Social media can be a useful tool for communication but too often results in incomplete data and creates uninformed community responses
- Pandemic has resulted in underutilized Community Advisory Board as forum for citizens
- Communication is citizen driven vs city driven (reactive vs. proactive)

Obstacles

- Need vehicle to properly communicate facts on key decisions
- Need means to facilitate inquiries, report issues, complaints between citizens and city leaders

Action Steps

- Need “Communications Strategy” that utilizes multiple communication methods to address diversity of citizen preferences

- Provide dedicated staff member to communication/citizen engagement
- Reinvigorate Community Advisory Board
- Evaluate electronic inquiry/complaint/response system

Time Frame

- Complete plan and begin implementing strategies in 2021

Champions

Mayor Cunningham

Vice-Mayor Dial

Staff Assigned: Shane Horn, City Manager

Infrastructure (Roads, Sewers, etc.)

Tactics/Action Steps/Strategies

Current Status

- Sewer moratorium affects development on Highway 64
- Negotiations to acquire Memphis sewer lines underway
- Greater demand for street paving
- Development in planning stages may produce traffic congestion on selected roadways
- Key roads underway such as New Canada Road
- Plans underway for sewer upgrades but will take 3-5 years to complete

Obstacles

- Memphis owns sewer lines and current sewer policy
- Budget, engineering design, and regulations required for sewer extensions

Action Steps

- Protect scenic corridors from destruction (e.g. Old Brownsville, Seed Tick)
- Undertake Transportation Plan Update
- Develop plan for Highway 70 Corridor (reduce speed & protect from commercialization)

Time Frame

- Transportation Plan RFQ in 60 days
- Sewer Plant expansion in about 15 years
- Negotiate Memphis sewer infrastructure purchase in 2021

Champions

Commissioners Wright

Commissioner Gonzales

Staff Assigned: Emily Harrell, City Engineer

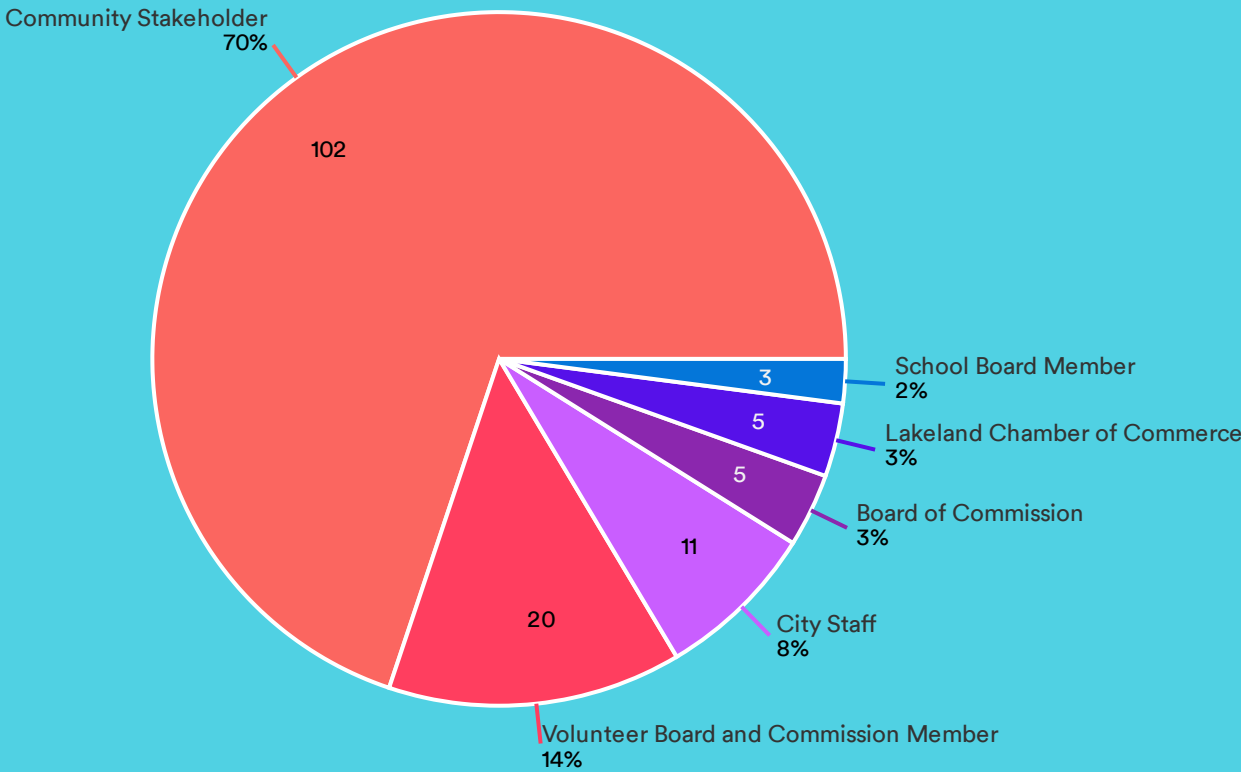


Board of Commission 2021 Strategy Survey

February 6, 2021

Role with City

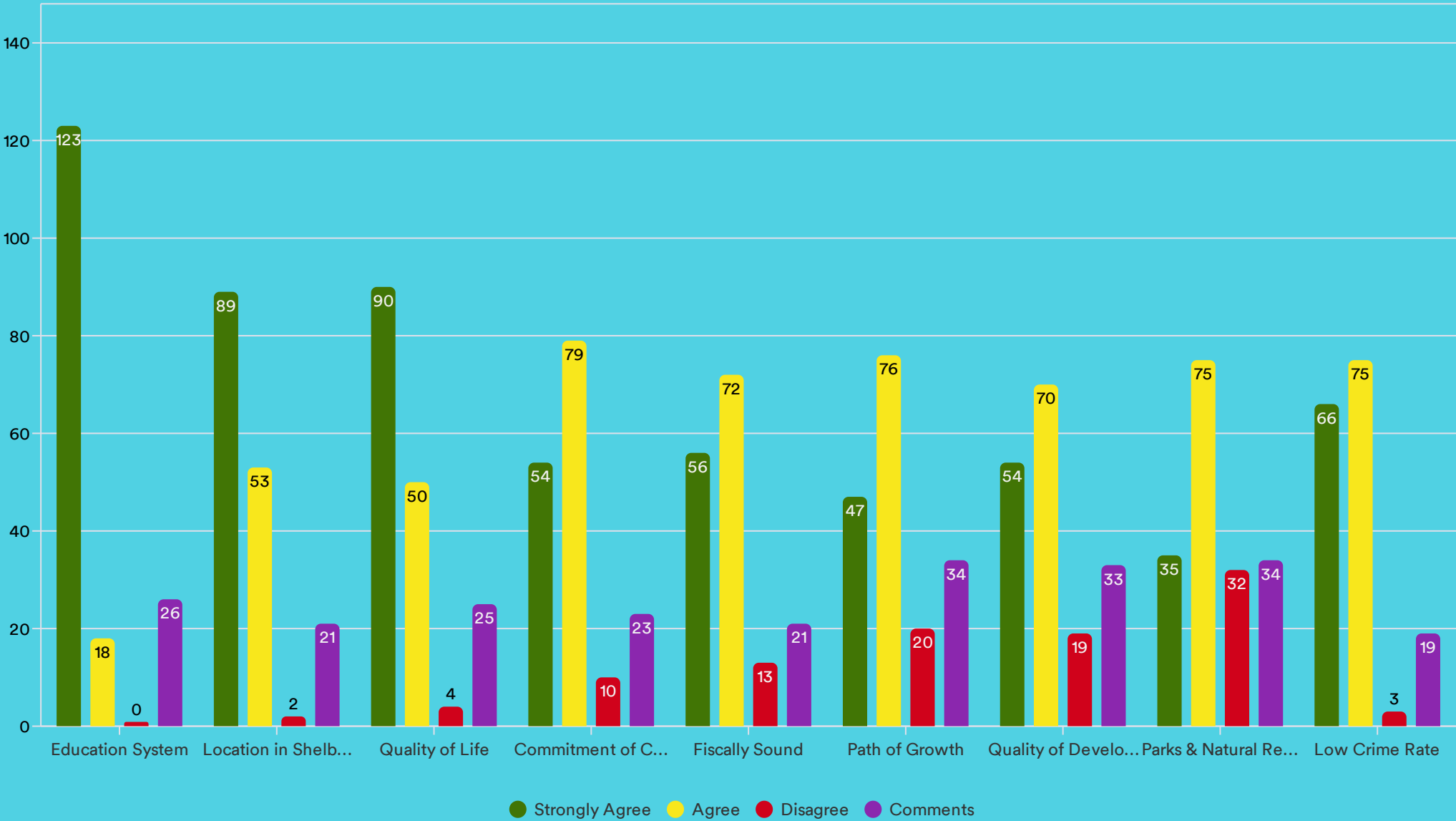
146 Responses



Community Stakeholder Volunteer Board and Commission Member City Staff Board of Commission Lakeland Chamber of Commerce School Board Member

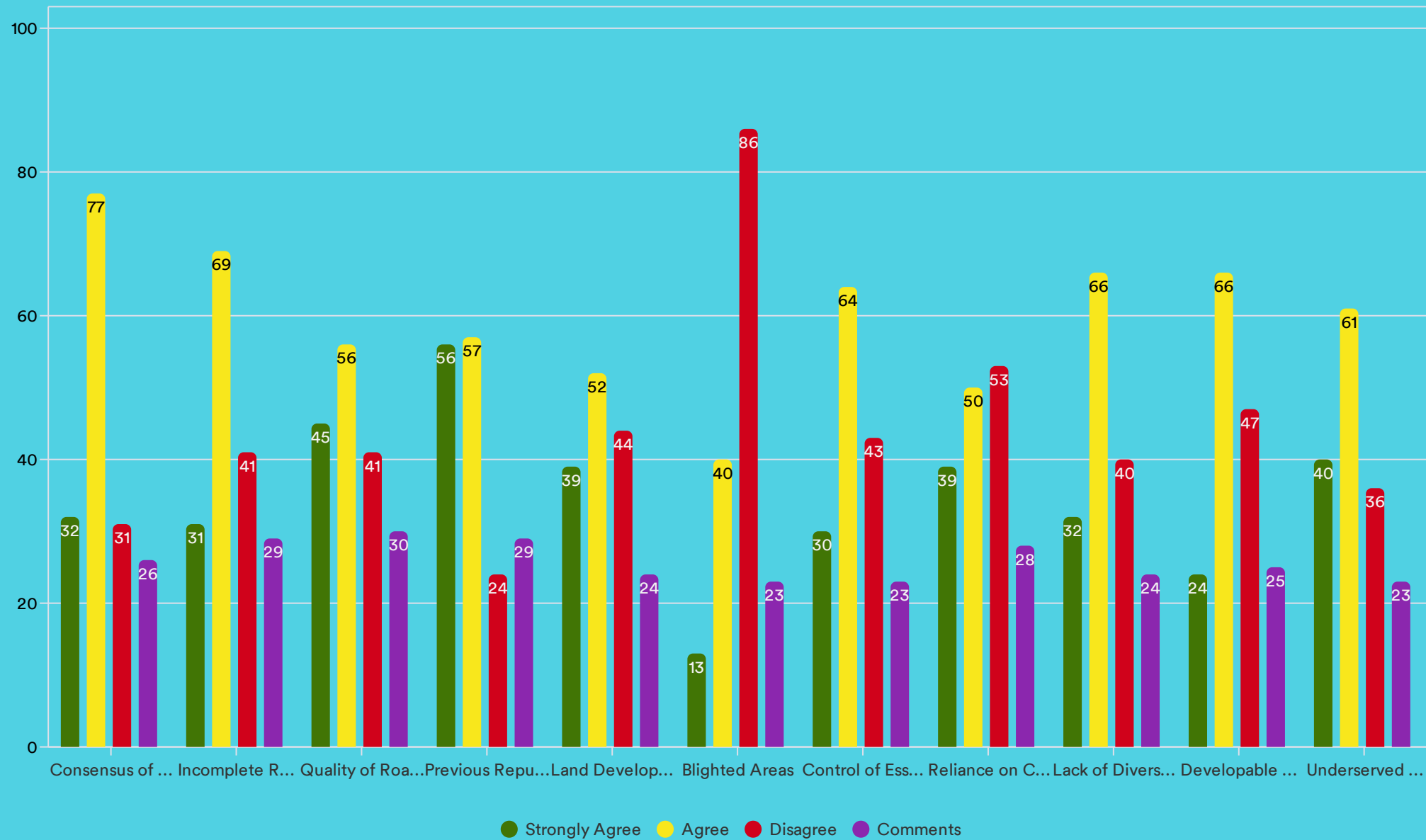
City Strengths

145 Responses



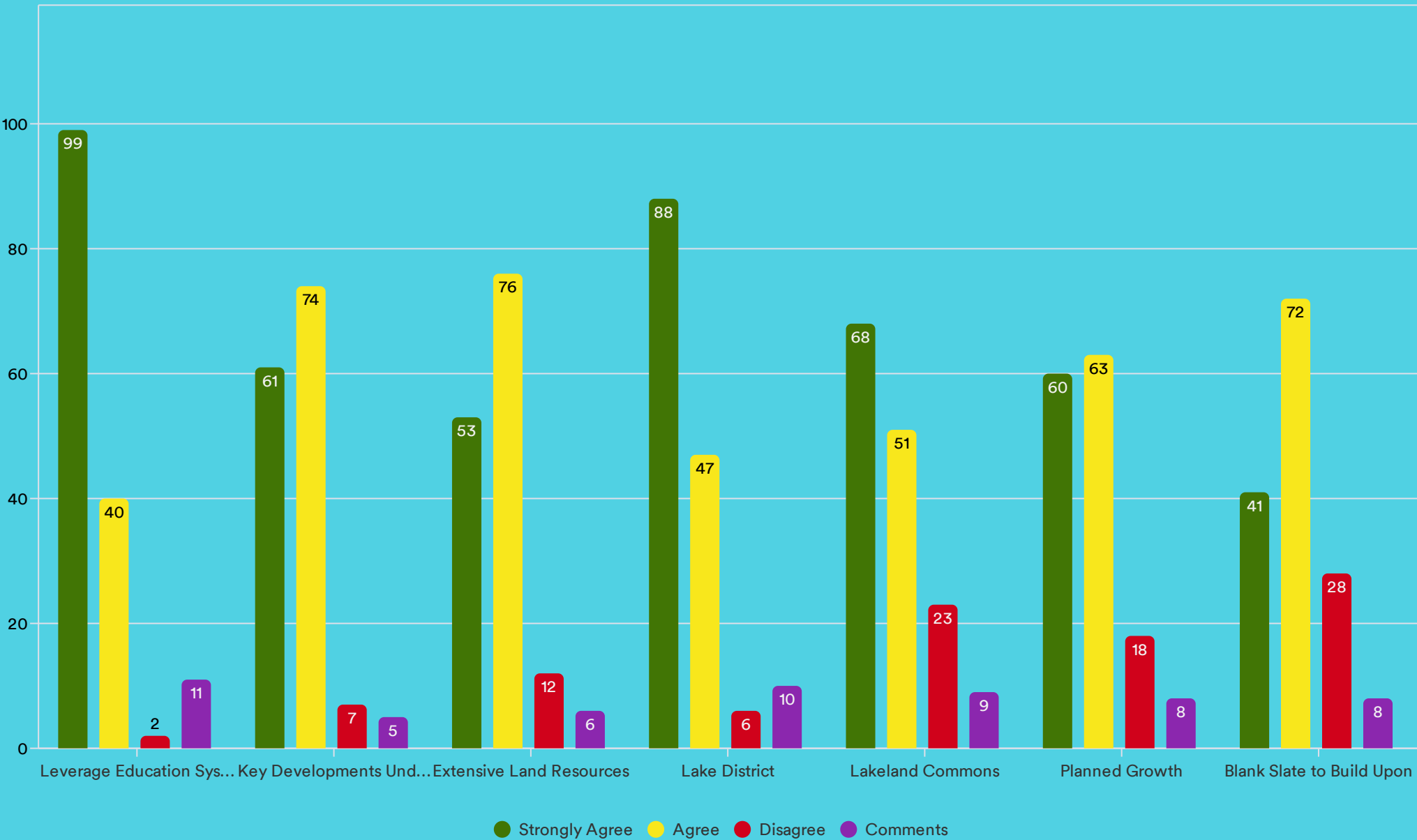
City Weaknesses

144 Responses- 1 Empty



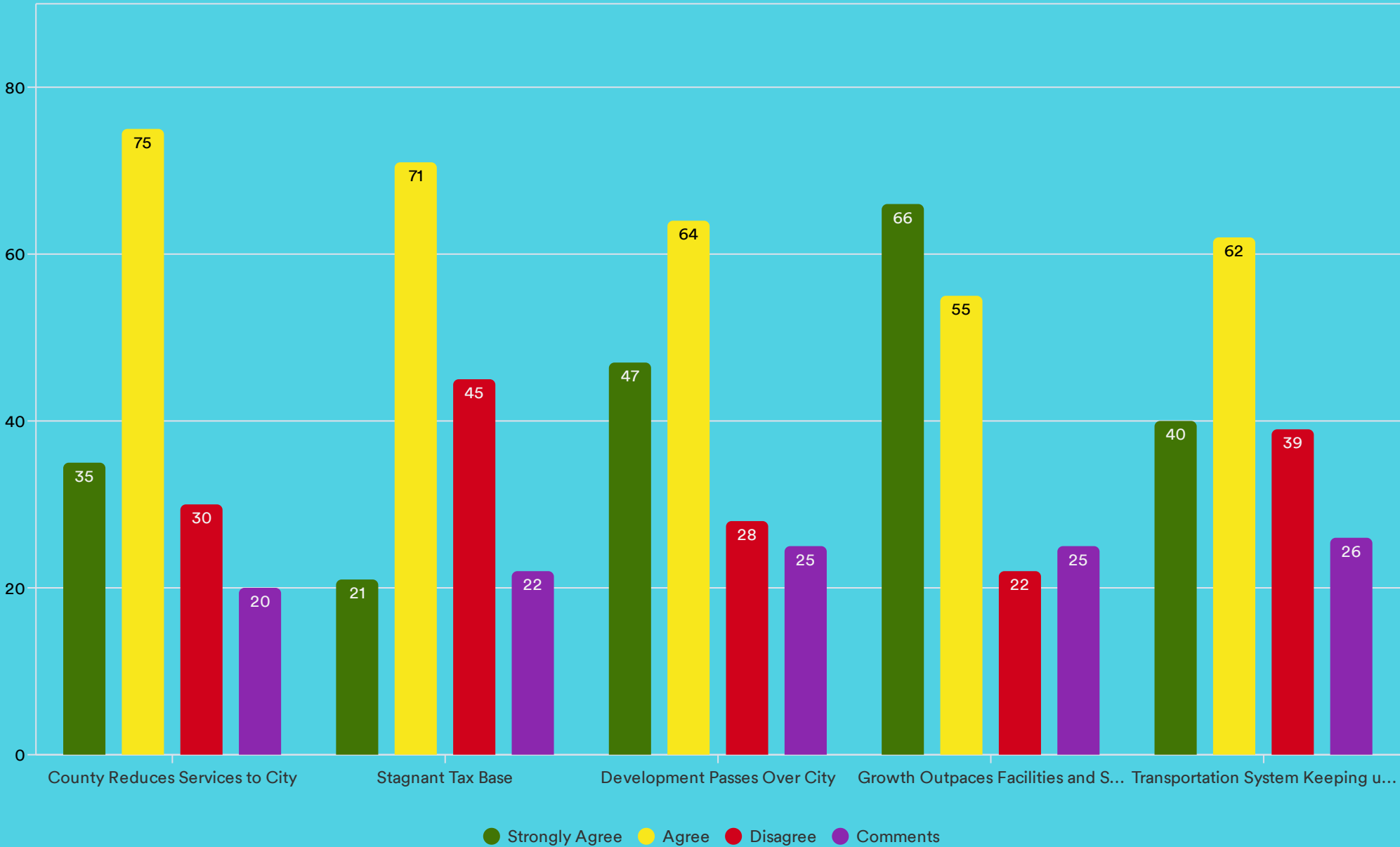
City Opportunities

143 Responses- 2 Empty



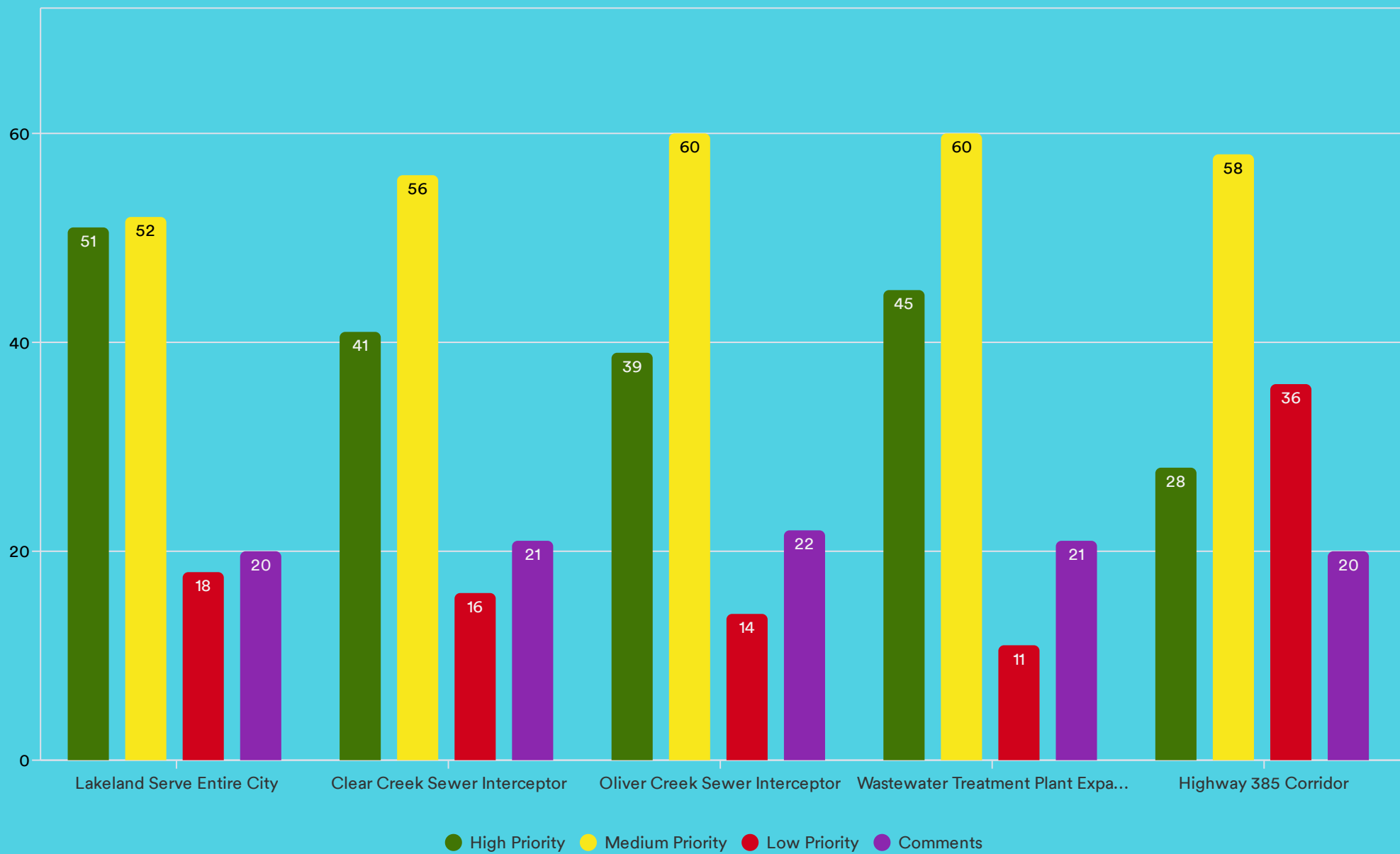
City Threats

143 Responses- 2 Empty



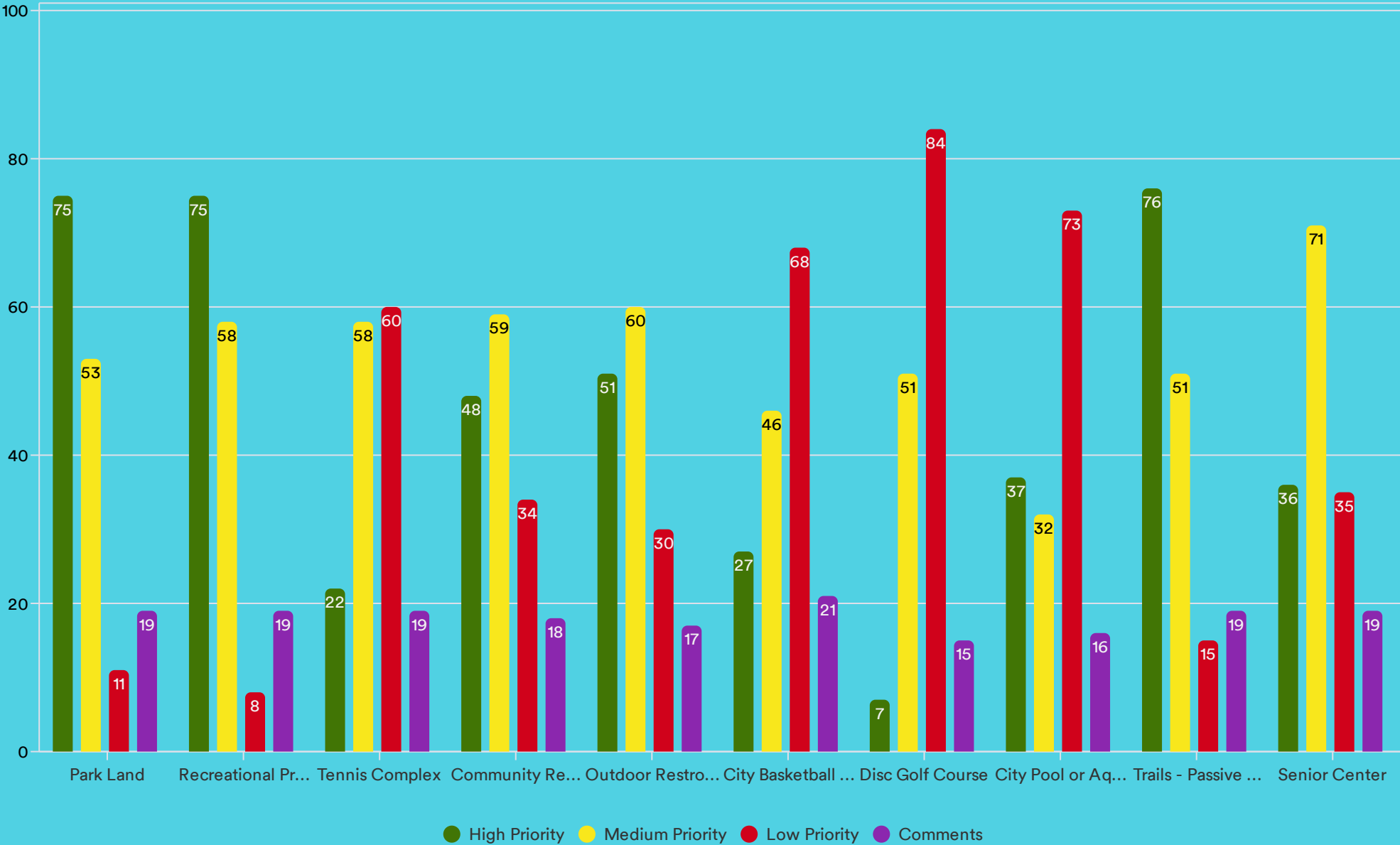
City Facilities and Services - Sewer Service

126 Responses- 19 Empty



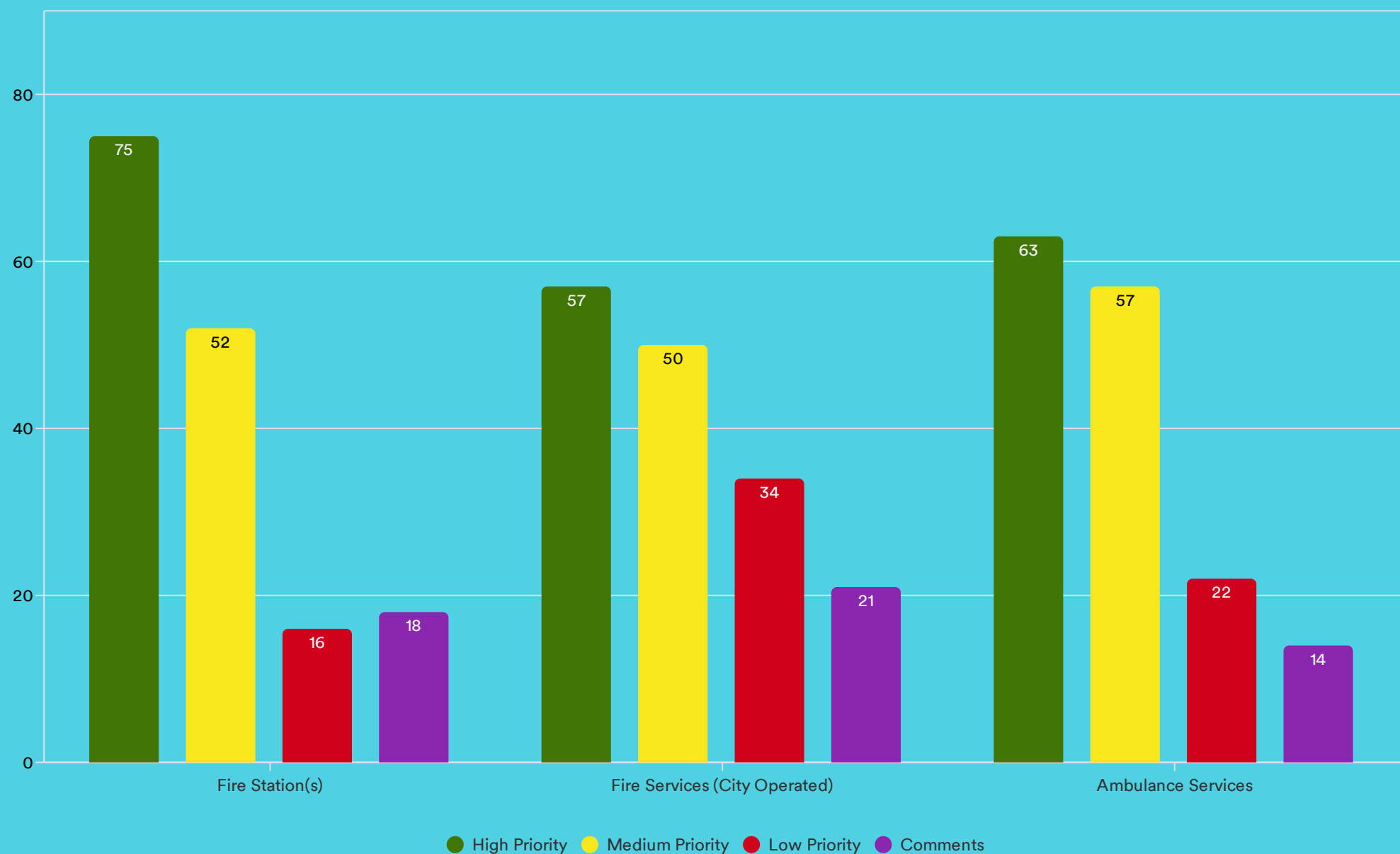
City Facilities and Services - Parks and Recreation

142 Responses- 3 Empty



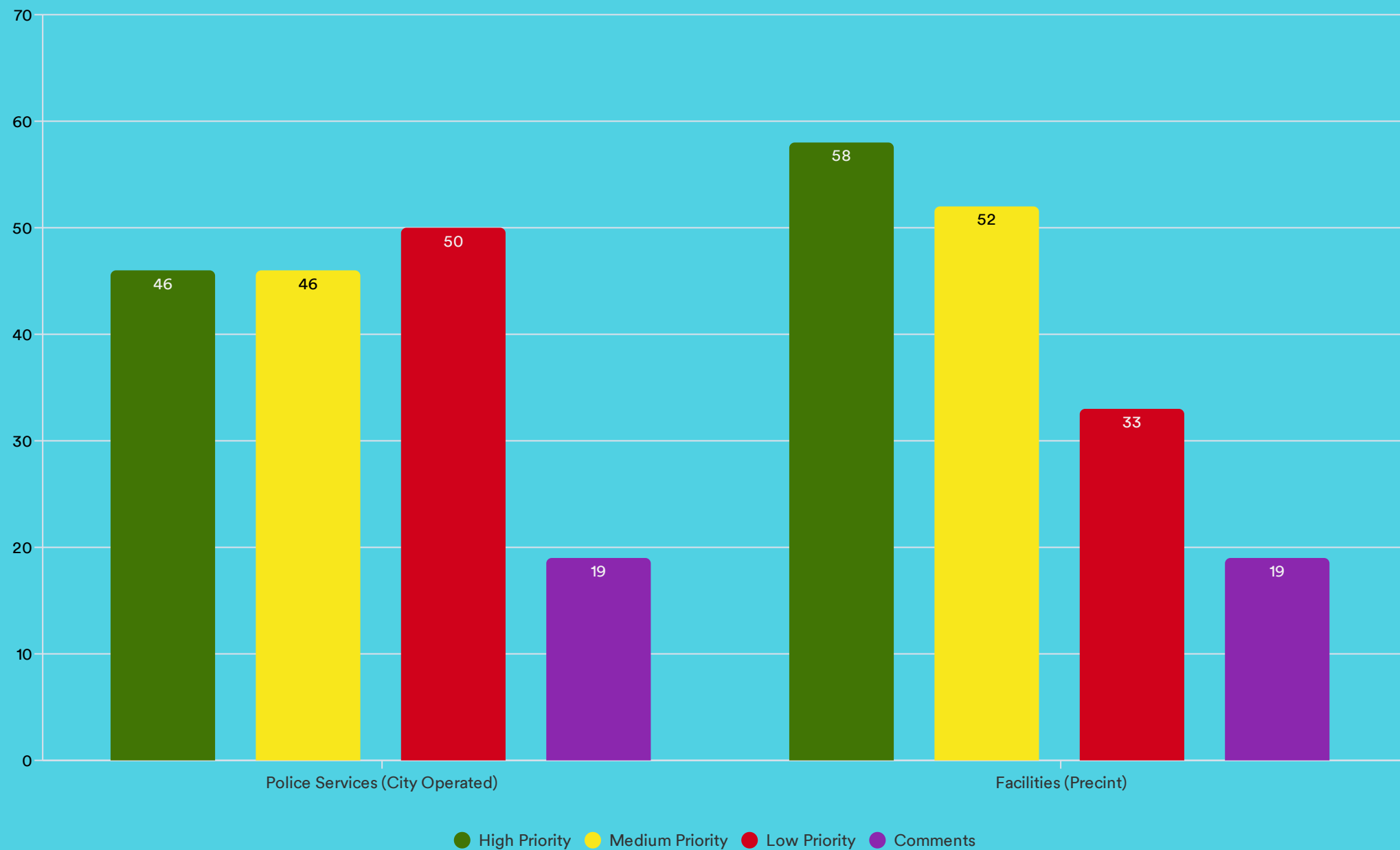
City Facilities and Services - Fire Protection

143 Responses- 2 Empty



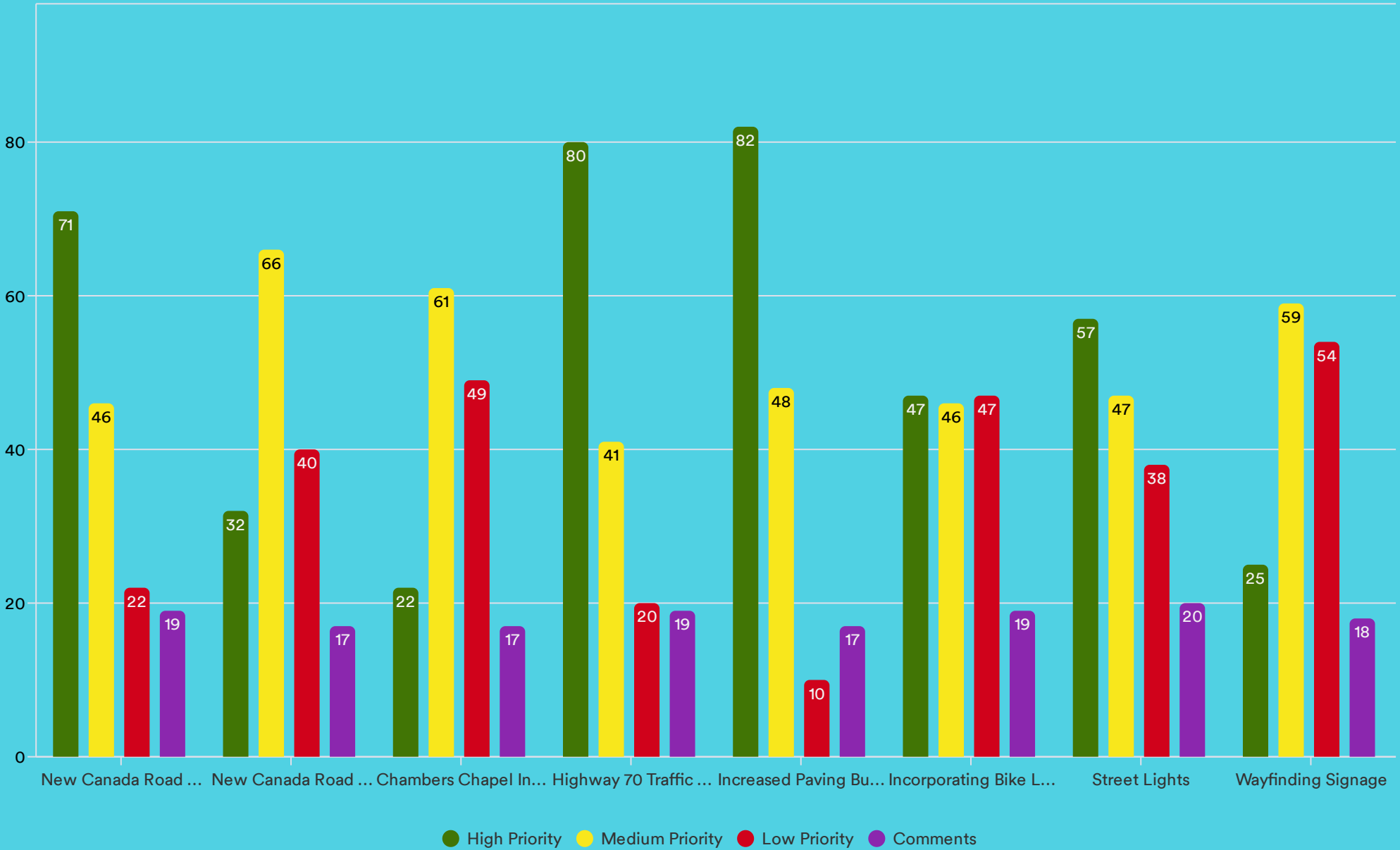
City Facilities and Services - Police Protection

143 Responses- 2 Empty



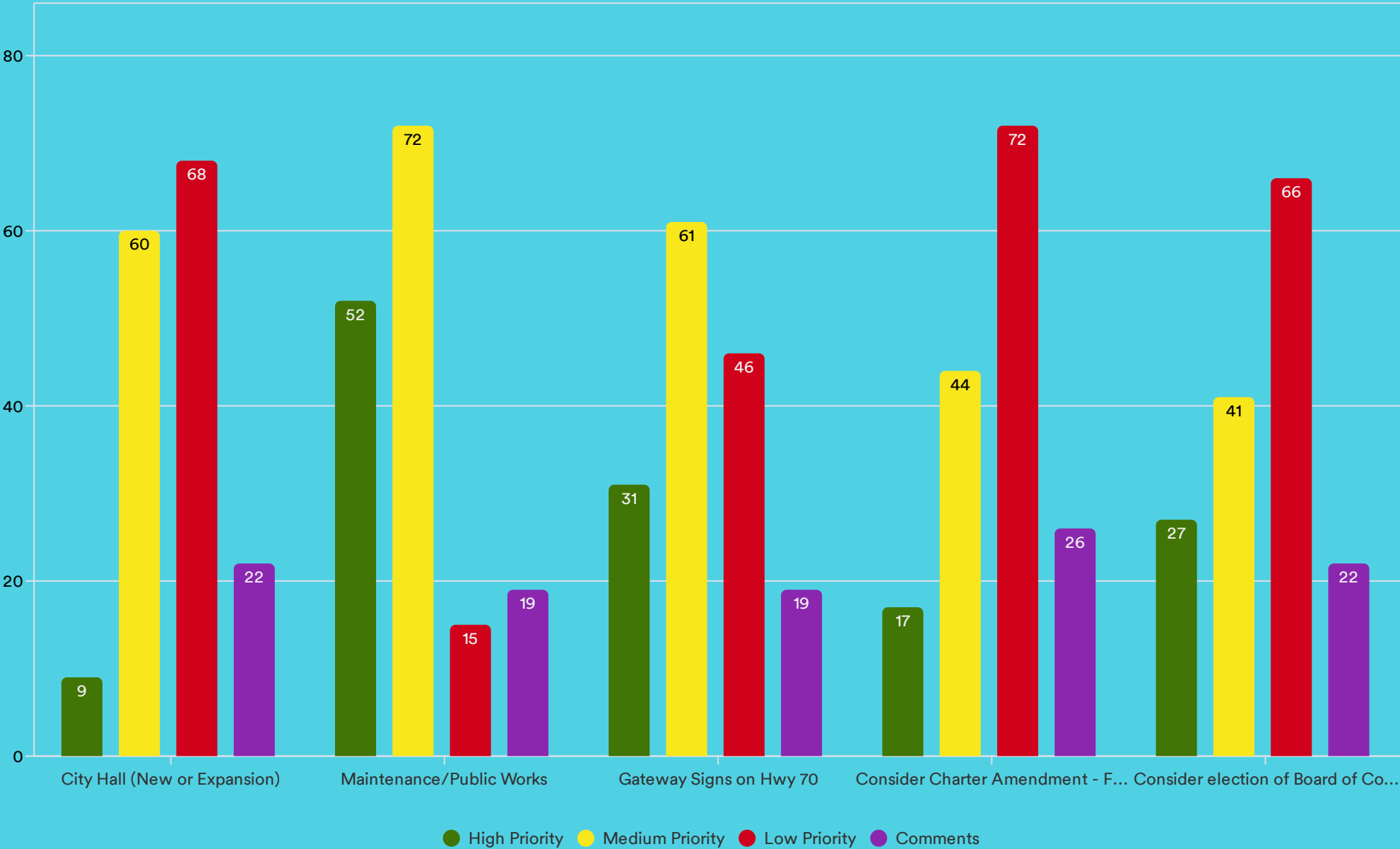
City Facilities and Services - Public Roads

142 Responses- 3 Empty



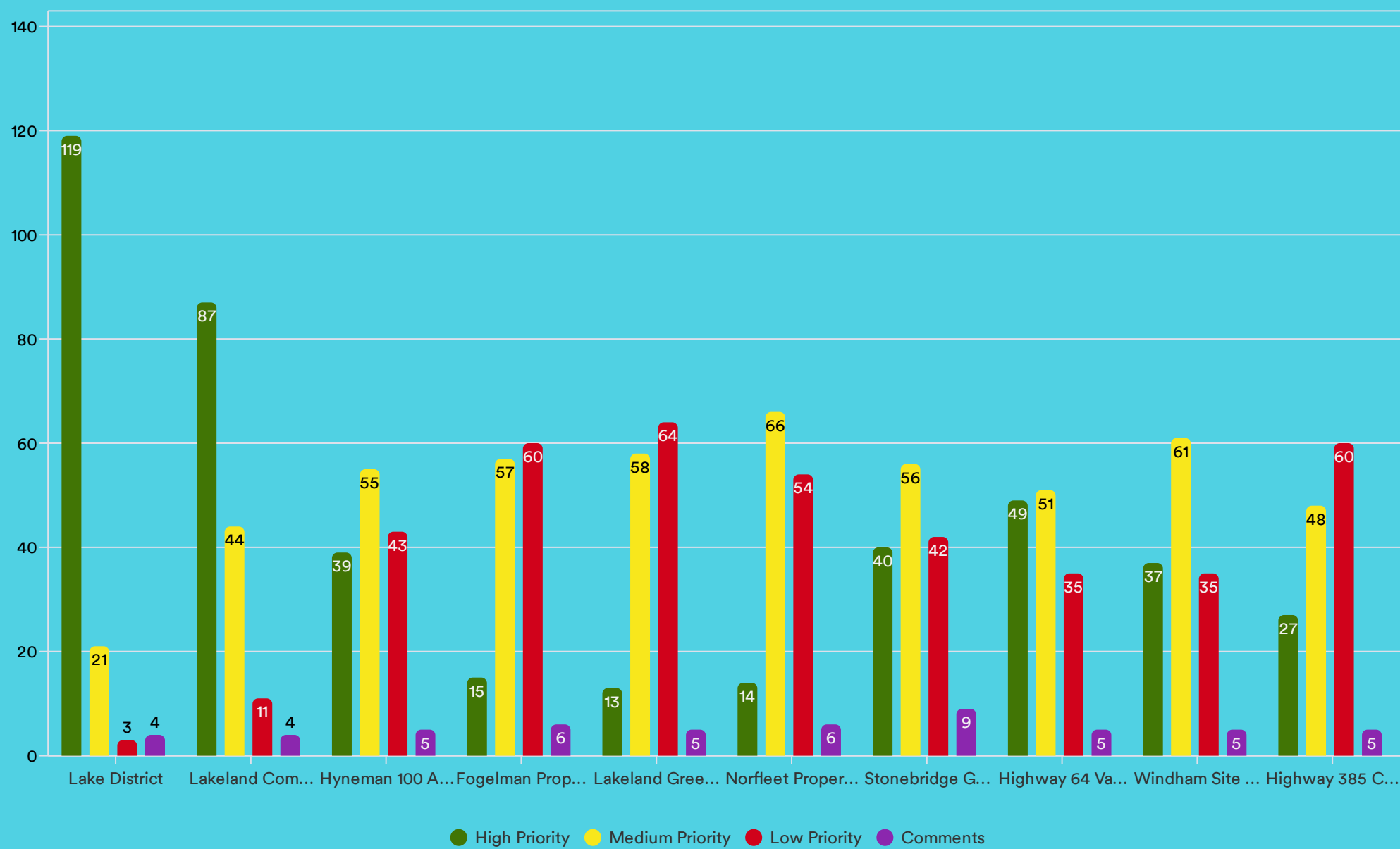
City Facilities and Services - Administration

140 Responses- 5 Empty



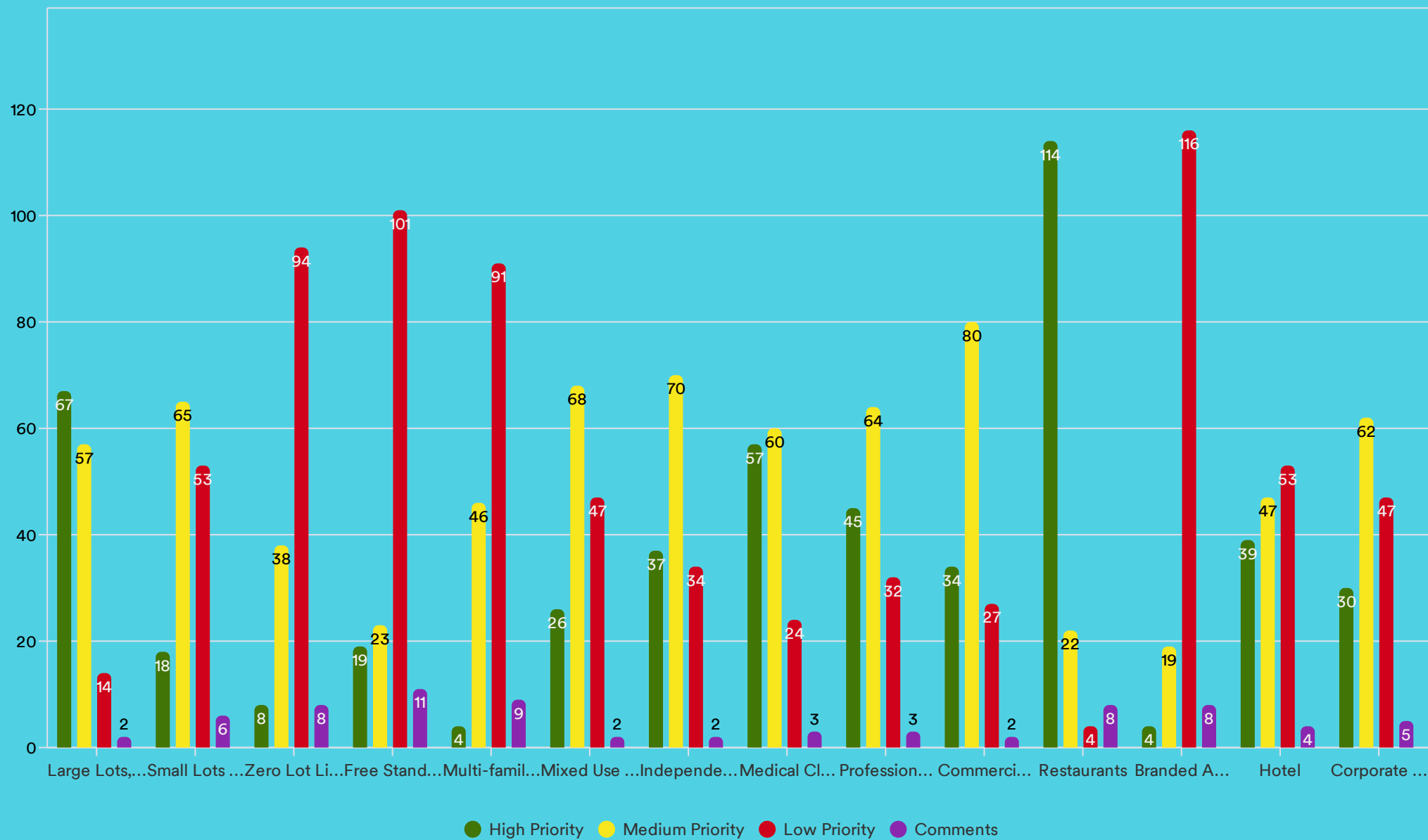
Development - Developing Key Sites

143 Responses- 2 Empty



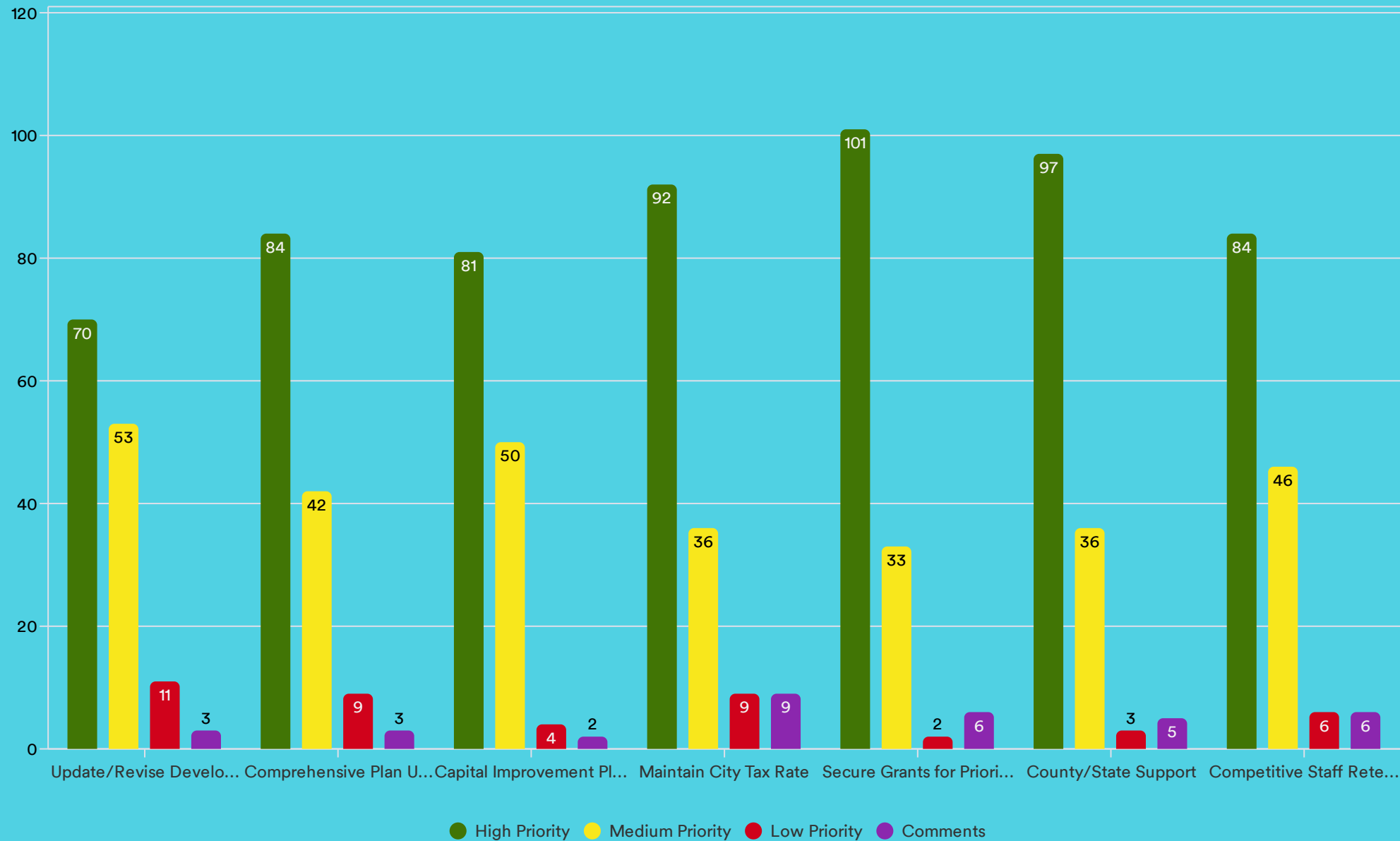
Development - Land Uses

143 Responses- 2 Empty



Financial & Development Planning

139 Responses- 6 Empty





Thank You!

Board of Commission 2021 Strategy Survey