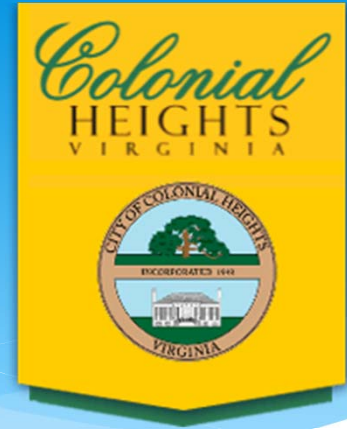


Colonial Heights City Council Special Meeting *(Work Session)*

February 19, 2019



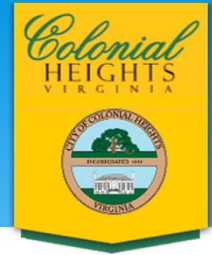
Colonial Heights City Council Meeting February 19, 2019



- 1. Call to Order**
- 2. Roll Call**
- 3. Declarations of Personal Interest**

Colonial Heights City Council Meeting

February 19, 2019



4. Closed Meeting Pursuant To The Code Of Virginia In Accordance Wit The Following Provision:

- * Paragraph A.1 of Virginia Code Section 2.2-3711, to discuss and consider the performance of the City Manager.
- * Paragraph A.5 of Virginia Code Section 2.2-3711, to discuss a prospective business or industry interested in operating at 401 Temple Avenue, where no previous announcement has been made of the business or industry's interest in locating in the community.

Colonial Heights City Council Meeting

February 19, 2019



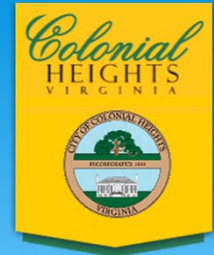
5. Vote To Come Back Into Open Meeting:

The Council has been in a closed meeting pursuant to the code of Virginia in accordance with the following provision:

- * Paragraph A.1 of Virginia Code Section 2.2-3711, to discuss and consider the performance of the City Manager.
- * Paragraph A.5 of Virginia Code Section 2.2-3711, to discuss a prospective business or industry interested in operating at 401 Temple Avenue, where no previous announcement has been made of the business or industry's interest in locating in the community.

Colonial Heights City Council Meeting

February 19, 2019



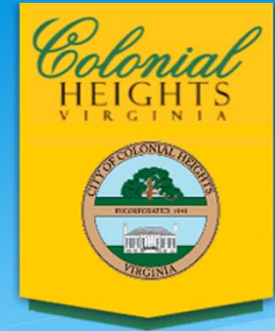
5. Vote To Come Back Into Open Meeting cont.:

Consideration of the following certification:

Each member will now certify that to the best of the member's knowledge (i) only public business matters lawfully exempted from open meeting requirements of the act and (ii) only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed or considered in the meeting by the public body. Any member who believes there was a departure from the requirements of clauses (i) and (ii), shall so state prior to the vote, indicating the substance of the departure that, in his judgment, has taken place.

Roll Call. An affirmative vote shall constitute certification of compliance.

Colonial Heights City Council Meeting February 19, 2019



6. Work Session On The Following Items:

A. Overview Of The January 18-19, 2019 City Council Retreat

Similar Cities with Cigarette Taxes

City	Per Pack Rate(s)		2018 Revenue	Surrounding County/Counties	Cigarette Tax In County?
Bristol	0.14	\$	465,120	Washington	No
Charlottesville	0.55	\$	666,356	Albemarle	No
				Southampton,	
Franklin	0.60	\$	298,773	Isle of Wight	No
				Spottsylvania,	
Fredericksburg	0.31	\$	498,154	Stafford	No
Harrisonburg	0.30	\$	543,750	Rockingham	No
				Campbell,	
Lynchburg	.35-.438	\$	870,084	Amherst, Bedford	No
Manassas Park*	0.75	\$	297,600	Prince William	No
				Prince George,	
				Chesterfield,	

Petersburg*	0.90	\$	1,056,029	Dinwiddie	No
Roanoke	0.54	\$	2,152,811	Roanoke	No
Salem	.15-.225	\$	791,715	Roanoke	No
Staunton	0.30	\$	397,536	Augusta	No
Waynesboro	0.20	\$	336,686	Augusta	No
Williamsburg	0.30	\$	167,638	James City	No

*Revenue figure from 2017 CAFR, 2018 not available on website

Sources: Virginia tax rates 2017, locality CAFR on website, Weldon Cooper July 1, 2018 Population estimates, Draft 2018 APA Comparative Report of Local Government Revenue and Expenditures

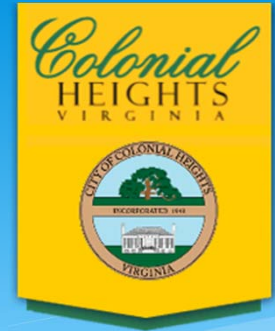
SAFER GRANT – 6 FIREFIGHTERS

	<u>First</u> <u>12 months</u>	<u>Second</u> <u>12 month</u>	<u>Third</u> <u>12 months</u>	<u>Total</u>
Personnel	\$260,220	\$260,220	\$260,220	\$780,660
Benefits	\$171,642	\$171,642	\$171,642	\$514,926
Total	\$431,862	\$431,862	\$431,862	\$1,295,586
City Share	\$107,965	\$107,965	\$280,710	\$496,640
Federal Share	\$323,897	\$323,897	\$151,152	\$798,946

City share may be lower based on the employee's choice of health insurance.



Colonial Heights City Council Meeting February 19, 2019



6. Work Session On The Following Items cont.:

B. Review Of City Vision, Mission, And Goals

LOOKING AHEAD: WHERE ARE WE GOING?



VISION

What are the standards we want to be reaching in the future? (20 – 30 year view)



MISSION

What is our organization's core purpose?



GOAL AREAS

What are the major areas we to focus on to fulfill our mission and achieve our vision?



OBJECTIVES

What specific programs and projects will help us achieve our goals?

VISION

What are the standards we want to be reaching in the future? (20 – 30 year view)

The City's Comprehensive Plan includes the following:

The City of Colonial Heights will be recognized as an exceptional place in which to live, work, and visit. Our community will cherish its safe neighborhoods, excellent schools, historic heritage and scenic, natural resources.

The economic health of the City will welcome innovation and investment and will create opportunities for all.

This Vision will be achieved with the unified actions of the citizens, government, businesses, and other interested organizations, working in partnership to fulfill the City's potential as a small community with big ideals.



MISSION



What is our organization's core purpose?

Current City Council Mission Statement:

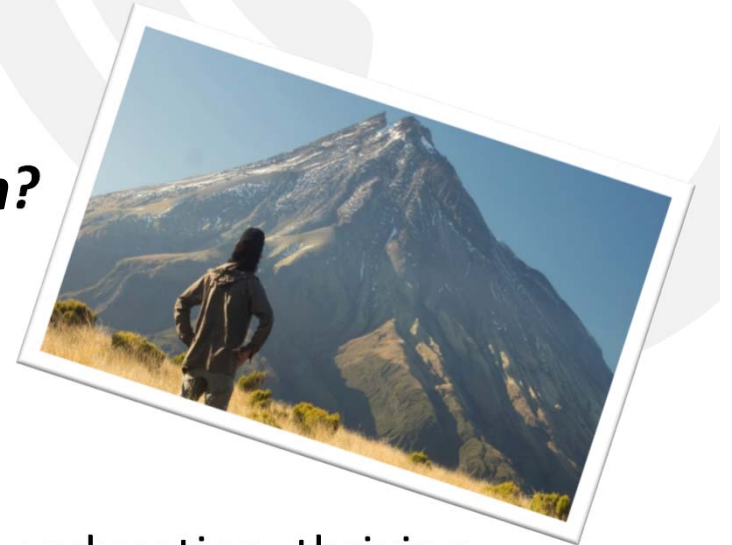
It shall be the intent of City Council to meet the needs of the citizens, ensure public safety, enhance recreational and cultural activities, support the school system, strengthen our commercial base to help ensure the future viability of the city, and strive for the highest quality of life for all of our citizens.

GOALS

What are the major areas we to focus on to fulfill our mission and achieve our vision?

Current City Council Focus Areas:

We are committed to eight central themes; quality education, thriving neighborhoods, maintenance of the small town feeling, adequate infrastructure for current and growth needs, continued safety, prosperous economic base, efficient and exemplary customer service from city departments, and a more pleasant aesthetic appearance of the city.



Proposed City Vision Statement

**The vision of Colonial Heights is
to be a thriving community
where everyone is welcome.**

Proposed City Mission Statement (Options)

The Mission of the City of Colonial Heights is:

- ❖ To partner with the community in providing exceptional services offering opportunities for all to thrive.

OR...

- ❖ To provide exceptional services in partnership with a thriving community that offers opportunities for all.

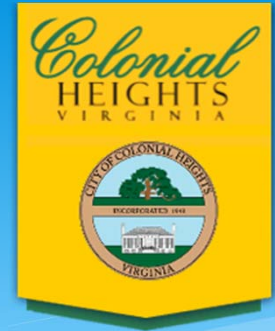
Proposed Goal Areas:

- ❖ **Exceptional Services**
(Government/Administrative Departments)
- ❖ **Premier Health and Safety**
(Public Safety; Building Inspections; Recreational Activities; Social/Human Services)
- ❖ **Community Appeal**
(Aesthetics; Community Appearance; Community Revitalization; Code Enforcement)

Proposed Goal Areas Cont.:

- ❖ **Thriving Economy**
(Economic and Community Development; Planning; Infrastructure; Sports Tourism)
- ❖ **Excellent Educational Opportunities**
(Centralized Location for Higher Education Opportunities; Excellent K-12 School System)

Colonial Heights City Council Meeting February 19, 2019



6. Work Session On The Following Items cont.:

C. Update And Review Of Proposed City Branding

BRANDING EXAMPLES



BRANDING EXAMPLES



CITY BRANDING REVIEW/UPDATE

Survey Results:

- 80+ total responses
- Words that describe Colonial Heights:
 - Hometown; Safe; Family; Friendly; Charming; Commercial; Convenient; Welcoming; Little Big City; Small Town Feel.

“A Community you will adore in 23834”

“The Biggest Small Town in Virginia”

“Grounded in Tradition...Soaring to New Heights!”

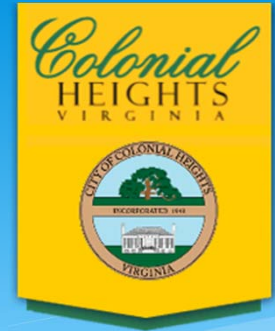




Colonial Heights, VA

Heighten your sense of place

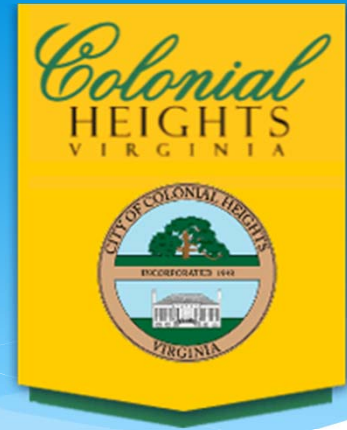
Colonial Heights City Council Meeting February 19, 2019



6. Work Session On The Following Items cont.:

D. Proposed Options For Roundabout Signage And Landscape Enhancement

Colonial Heights City Council Meeting February 19, 2019



7. Adjournment

**Colonial Heights
City Council
Special Meeting
February 19, 2019**

