CITY OF CLINTON
REGULAR MEETING OF THE MAYOR AND BOARD OF ALDERMEN
TUESDAY, JANUARY 18, 2005 – 7:00 P.M.
MUNICIPAL COURTROOM - 305 MONROE STREET

WELCOME AND CALL TO ORDER - Mayor Rosemary Aultman

INVOCATION AND PLEDGE OF ALLEGIANCE TO THE FLAG
The invocation was led by Alderman Brabham followed by the Pledge of Allegiance to the Flag led by Alderman Hisaw.

ROLL CALL – City Clerk, Wayne Derrick

Present: Jehu Brabham - Alderman-At-Large
Tony Hisaw - Alderman Ward 1
Tony Greer – Alderman Ward 2
Clint Brantley - Alderman Ward 3
Phil Fisher – Alderman Ward 4
Herb Touchton – Alderman Ward 5
Ken Dreher - City Attorney

Absent: Sharbert Lott – Alderman Ward 6

APPROVAL OF AGENDA ITEMS A-Q

MOTION made by Alderman Greer and **SECONDED** by Alderman Brantley to approve Consent Agenda Items A-Q. Items C and Q will serve to advertise favorably the opportunities, possibilities and resources of the City of Clinton. **MOTION CARRIED UNANIMOUSLY**

PURCHASE OF TANDEM AXLE DUMP TRUCK

Upon presentation by Tim Rogers, Public Works Director, **MOTION** made by Alderman Brantley and **SECONDED** by Alderman Brabham to award Empire as having the lowest and bid for a Tandem Axle Dump Truck in the amount of $67,200.00. **MOTION MADE UNANIMOUSLY**

RECOMMENDATION FOR AWARD OF BID ON (2) 90 HP TRACTORS WITH CUTTERS

No action taken on this item. The bid was rejected and a request for prices for these items will be made at a later date.

FINANCING OF TANDEM AXLE DUMP TRUCK

Upon recommendation by Wayne Derrick, City Clerk, **MOTION** made by Alderman Brantley and **SECONDED** by Alderman Brabham to accept the financing proposal of First Continental Leasing as the lowest and best bid; and that the Board authorize the Mayor to execute the financing agreement between the City and First Continental Leasing for this transaction in the amount of 3.21% for 60 months with monthly payments being $1,213.78. **MOTION CARRIED UNANIMOUSLY**

Bob Wilson and Beverly Meng with Mississippi Main Street Association made a presentation of their findings of their one-day assessment visit to Clinton. No action was required.

ADJOURN 8:31 P.M.

MOTION made by Alderman Brabham and **SECONDED** by Alderman Fisher to adjourn. **MOTION CARRIED UNANIMOUSLY**

APPROVED: Rosemary G. Aultman — January 26, 2005
Rosemary G. Aultman, Mayor — Date

ATTEST: W. Derrick — 01/26/2005
Wayne Derrick, City Clerk — Date

BOARD APPROVED

JAN 18 2005

CITY OF CLINTON

CITY OF CLINTON AGENDA ITEM FACT SHEET

BOARD MEETING DATE: January 18, 2004 AGENDA ITEM NO. 7

Discussion/Action: Purchase of Tandem Axle Dump Truck

FOR: Water Department

ACCT. NO. 400-650-740

INTRODUCED BY: Tim Rogers, Director of Public Works TELEPHONE: 924-2239

EXHIBITS FOR REVIEW:

Minutes	Invoice	Other : Bids
Ordinance	Plans, Maps	
Resolution	Contract	

Engine bid as lowest & best bid

RECOMMENDATION:

BOARD ACTION: MOTION MADE BY: Brantley

SECONDED BY: Brabham

VOTE CAST:	"AYE"	"NAY"		ACTION TAKEN:
Brabham				
Hisaw				
Greer				
Brantley				
Fisher				
Touchton				
Lott	Absent			
Mayor Aultman				

AGENDA ITEMS MUST BE TURNED IN TO THE CITY CLERK WITH ALL ATTACHMENTS NO LATER THAN 5 P.M. ON THE WEDNESDAY PRECEEDING THE TUESDAY BOARD MEETING TO BE INCLUDED ON THE AGENDA. THIS DEADLINE WILL BE STRICTLY ENFORCED.

Dump Truck

City of Clinton
Public Works Department
Bid Opening December 30, 2004

Tandem Axle Tractor Truck

Truck Center Inc.	$69,321.00				
Empire	67,200.00				

Ed Robertson P.A.
Office of City Clerk

Public Works Director

BOARD APPROVED
JAN 18 2005
CITY OF CLINTON

JAN-14-2005 FRI 03:20 PM City of Clinton FAX NO. 6019248532 P. 04

CITY OF CLINTON AGENDA ITEM FACT SHEET

BOARD MEETING DATE: January 18, 2004 AGENDA ITEM NO. 8

Discussion/Action: Purchase of (2) Two 90HP Tractor and Cutters

FOR: Street Department

ACCT. NO. 001--215-730

INTRODUCED BY: Tim Rogers, Director of Public Works TELEPHONE: 924-2239

EXHIBITS FOR REVIEW:

Minutes	Invoice	Other : Bids
Ordinance	Plans, Maps	
Resolution	Contract	

RECOMMENDATION:

bid rejected - no action - rebid

BOARD ACTION: MOTION MADE BY: Touchton

SECONDED BY: Fisher

VOTE CAST:	"AYE"	"NAY"	ACTION TAKEN:
Brabham			
Hisaw			
Greer			
Brantley			
Fisher			
Touchton			
Lott	abs		
Mayor Aultman			

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Tractor with cutter

City of Clinton
Public Works Department
Bid Opening December 30, 2004

90HP Tractor

Delivery	$35,890.00				

Ed Robertson, P.A.
Office of City Clerk

Public Works Director

JAN-14-2005 FRI 03:20 PM City of Clinton FAX NO. 6019248532 P. 02

BOARD APPROVED

JAN 18 2005

CITY OF CLINTON

CITY OF CLINTON AGENDA ITEM FACT SHEET

BOARD MEETING DATE: January 18, 2005 AGENDA ITEM NO. 9.

CONSENT AGENDA:

TO:

ACCOUNT NO: INTRODUCED BY:

Lowest best bid on Truck only

DISCUSSION/ACTION: Financing of Tandem Axle Dump Truck & (2) Tractors/Cutters -

INTRODUCED BY: Wayne Derrick, City Clerk

BOARD ACTION: MOTION MADE BY: Brantley

SECONDED BY: Brabham

VOTE CAST:	"AYE"	"NAY"	ACTION TAKEN:
Brabham			
Hisaw			
Greer			
Brantley			
Fisher			
Touchton			
Lott	absent		
Mayor Aultman			

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C I T Y O F C L I N T O N
300 Jefferson Street
Clinton, MS 39056
Direct: 601-924-5462
FAX: 601-925-4605

M E M O R A N D U M

Office of the City Clerk

Date: January 13, 2005

To: Mayor and Board

From: Wayne

Item: Financing Rate for Dump Truck and Two Tractors and Bushogs

Financing rates for the referenced item were requested and received as follows:

	First Contential Leasing	Peoples Leasing
Sterling LT500 dump truck costing $67,200:		
Payments:		
60 monthly payments @	$1,213.78	$1,227.00
Annual percentage rate	3.21%	3.65%
Two Kubota M-9000 tractors, with bushogs, costing $71,780($35,890 each):		
Payments:		
48 monthly payments @	1,594.20	1,606.31
Annual percentage rate	3.17%	3.55%

Based on quotes received, I am recommending the financing proposals of First Continental Leasing as the lowest and best bids; and that the Board authorize the Mayor to execute the financing agreements between the City and First Continental Leasing for these transactions.

ONE-DAY ASSESSMENT
CLINTON, MISSISSIPPI
September 16, 2004

Clinton, Mississippi, with 25,000 residents, is the fastest growing part of Hinds County. As home to Mississippi College and MCI, Clinton has many assets but many issues that come with educational and corporate institutions.

There seem to be four distinct "districts" in Clinton; Olde Town, Clinton Plaza, the Highway 80 corridor and Mississippi College. Those different districts do not seem to relate in terms of architecture or community-wide support.

Olde Town is the original "downtown" and houses City Hall, a majority of city services, several professionals, and a few cultural businesses and a small nucleus of retail. Clinton Plaza was one of the original shopping centers in Hinds and Central Mississippi but has fallen into disrepair and presents a decaying image as a "front door" to Downtown Clinton. The Highway 80 Corridor that extends east to Jackson's city limits is, in the words of Rosemary Altman, Mayor, "Just tired." Although the Hwy 80 area is economically viable, it lacks any architectural character or uniqueness and is suffering from sign and power line sprawl and a lack of landscaping. Finally, Mississippi College is a beautiful campus but lacks the working relationship with Olde Town merchants, residents and certain facets of the residential and commercial base outside the Olde Town area.

Each of these previously mentioned areas have some unique assets and potential that, positioned together, could present a diverse community instead of a splintered one. The Mayor addressed many of the problems and the action plan from the city to improve the conditions. That will be mentioned throughout the report.

The following comments are randomly listed and do not suggest priority.

- There are revitalization efforts beginning along the Jackson side of the Highway 80 corridor from the Clinton city limits to the Pearl River and in the city of Raymond to the direct south of Clinton. Viewing the Hwy 80 corridor in the same esteem of "Route 66" starts to take advantage of the history and heritage associated with Hwy 80 and starts to create a unique marketing image for that district. Archives and History is working with the Metro Coalition to identify historical structures and areas of interest that exist on the Jackson side of Highway 80. The Metro Coalition has been working closely with MDOT to beautify intersections and entrances/exits from I-20. Raymond is beginning to benefit from having a "Scenic Byway" in their community that links them to the Natchez Trace south of I-20. In addition, the civil war history in and around Raymond is a big tourist attraction that will be promoted nationwide with the dedication of the Natchez Trace's completion. Clinton also has a physical connection to the Natchez Trace and a beautifully designed and constructed Welcome Center due to open in 2005.

- It will be extremely beneficial to the community for the Olde Town merchants and residents to collaborate with Mississippi College, and make the mutual planning together a real positive effort for

the entire community. Most cities and towns would rather have a college or university in them than a new industry. This is a tremendous attractor for new residents, businesses, and services.
Mississippi College is successful and growing and it is natural to expand contiguous to the campus. There seems to be much land available to the east and south of the Campus which may make more sense to develop and would allow the College to take advantage of the existence of a historic neighborhood and commercial district attached to their campus. Having a college of MC's reputation and success in a community is something other towns envy. The relationship between Clinton, MC and Olde Town needs to be positive. The partnering opportunities are limitless. For example, MC plans on developing Senior and Honor Student housing that, supposedly, will incorporate some high quality architectural detailing. What a great opportunity to have Olde Town partner with MC to provide art classes and other workshops to the students on site. The city could get involved as well and the professional community could offer workshops in business planning, etc.

- Many Clinton residents do not support Olde Town. Part of the revitalization effort involves "selling" the effort to the community as well as those from outside the community that would visit and spend much-needed dollars. An image campaign could go a long way in educating the community to the importance of supporting such a unique area. Not only sales tax revenue and the amenities that brings but they also need to realize the importance of marketing the Olde Town image outside the community. Even though Highway 80 is economically viable and a great asset to the community, the architecture, character and retail mix is not unique and exists in most towns closely surrounding the Clinton area. In short, consumers from Jackson are not going to support retailers that exist on Hwy. 80 because the same retailers exist in close proximity to them, They will, however, be attracted by the image of Olde Town and unique retail attractions like Wyatt Waters, the Gravity Café, etc. A surprising thing happens when you attract these consumers by using a unique image – they also shop the highway retailers on their way in to or out of Olde Town. The educational program should be designed to educate and inform the perimeter retailers to the value of supporting a successful downtown revitalization program.

- The city has accomplished on their own so much in terms of landscaping, streetscaping and building renovation. However, along the way, the community as a whole has been given the impression that revitalization is a city program and responsibility. The community has not voiced or given input. The City may want to look into helping organize and financially supporting an Olde Town or Community Development group that will take some of the pressure and expectation solely off the shoulders of city government.
  There are many ongoing beautification efforts in Olde Town, along Highway 80 and in other areas of the town. Do the residents of Clinton know this and have they been asked to participate in the design and selection. Again, it is important to inform the community and continually seek their support and partnering. There are some pockets of trash and litter and some landscaping challenges existing in and around the city. One of the huge opportunities Clinton has is the opening of the Welcome Center in May 2005 and the mammoth advertising and marketing program that will coincide with the formal completion of the Natchez Trace. It is essential for a successful revitalization effort for the private sector of the community to take a more pro-active participation. The private sector has to buy-in to this process and recognize the fact that they have a responsibility, also. The City cannot and should not do any of this by themselves.

- Along with organizing the Olde Town group and prior to launching any type of marketing or advertising campaign, the Olde Town merchants need to address the issue of extended and consistent business hours. There do not appear to be any consistent hours of operation, extended hours past 5:00 PM or weekend hours of operation. This will be vital to attracting local consumers that are working inside or out of the Clinton area during the week. Of course, tourists are going to be a big market after the Welcome Center opens and the majority of those visitors will be coming on Saturday and Sunday. If you are not open when the tourists are there, they will not be back. So, don't invite them until you are ready to serve them. Remember the latest statistics: 67% of all retail sales occur after 5:00 PM and on Sundays.

- In mentioning Wyatt Waters, Clinton has a very valuable asset. There does not appear to be any marketing to the fact that Wyatt has relocated to Olde Town by the city, chamber or economic development. One aspect of the natural 'clustering" that could occur in Olde Town is arts and galleries. Someone of Wyatt's stature in the art community could definitely attract others to that area. The city, chamber and economic development agency could use Wyatt's testimonials and images to promote the opportunities in moving to Clinton Olde Town. Further incentives to work and live in the district could be brainstormed.

- Signage seems to be a problem in Clinton and will be addressed in the Design portion of the report. There should be a way to pull the Trace exit, Parkway and Olde Town together visually to pull the visitor off the Trace and into the unique area of Olde Town. If the Hwy 80 and Olde Town retailers/merchants have a good relationship, the visitor can then be directed to Hwy 80 and vice versa. Note Traffic Map attached. You can see 11,000 cars a day coming down the Parkway from Northside Drive to Hwy 80 with some diverted to the College, but not many. Proper signage would pull some of those travelers into Olde Town. That traffic will only increase with completion of the Trace.

- The old Clinton Plaza is in dire need of a facelift or an alternate use. This property is badly outdated and is presenting a decaying image as a gateway to Clinton. There should be some brainstorming on the behalf of the Clinton leadership to discuss ways to use or convert this property. Perhaps a Design Charette would be a good way for the community to focus on ways to improve the appearance and take advantage of the potential this location offers. MMSA could facilitate this exercise, however, a fee for services would be necessary.

- Mike Peters has developed a shopping center at the corner of Northside and the Parkway that is well landscaped and presents a very positive image for that city entrance. It will be important to the visitor getting off the Trace just north of that center to visually connect the center and the Parkway to Olde Town and MC. Mike also knows about the economic power of restoration and revitalization as evidenced by his development of Fondren. It would be a good idea to involve Mike in what you are trying to do in Olde Town and along the Parkway. He is a visionary and has the resources to move Clinton forward.

- There needs to be more activity centered close to Olde Town in the evening and on weekends. It came to our attention during this visit that MC now owns Lions Park. That could be a great area for an outdoor amphitheatre, outdoor art exhibits, picnic tables, etc. and could be used for outdoor

entertainment, etc. Explore ways that the College may be able to involve the community in enhancing this area or giving the park to the city of Clinton.

- There appears to be a good deal of infill opportunity close to Olde Town that could lend itself to upscale residential and Internet based businesses. The school systems are so good in Clinton and there is so much talent graduating from MC each year. With partnering from the community, MC, the City and the Merchants, Olde Town could be a terrific asset in recruiting students, professors, retirees and businesses. A new bond will move the public works facility. That facility now sets on a piece of land that would be great for upscale residential. Looking over the MC athletic field would be a wonderful view.

- Enhance existing festivals to attract more visitors. The Brick Street Festival is a great opportunity to invite visitors from outside the city to experience Olde Town. Years ago, the AIA chapter in Central Mississippi had a brick sculpturing contest in Smith Park in downtown Jackson. Unfired bricks were donated by Tri State Brick and architectural students along with practicing architects and architectural firms competed to create the most unique design from the bricks provided. That may be a great way to involve the professional and creative market and it would be a natural for the event. Also, consider providing shuttles from the Welcome Center and the Highway 80 corridor to bring in additional people. It already draws 4,000 people but could draw more with more purchasing power.

Recommendations:

1. Develop a marketing plan that takes advantage of the differences that exist in the separate districts of Clinton. The areas should work together to attract tourists, businesses and business travelers that can see the value of experiencing several unique areas instead of viewing each district separately. Combine that with an image campaign that starts to present these separate areas as important parts of the entire community of Clinton. That image campaign should, in part, be designed to provide some history, heritage and pride to the existing residents but, more importantly, the new residents in Clinton. This image campaign will form the foundation for many educational programs designed to the diverse merchant and business base the advantage in working together to attract a wide range of consumers to the area.
2. Partner with Nina Holbrook, Executive Director of the Metro Coalition and Mayor Isla Tullos of Raymond to develop some coop marketing opportunities and to develop niche tours and trails that will keep the visitor occupied longer and will start the process of these areas realizing the power of coop marketing.

3. Form some type of Olde Town Historic or Community Development group to start a friendly dialogue with Mississippi College about concerns and opportunities. The marketability of Colleges and Universities is tied directly to the success of their community outreach program and their celebration of history, heritage and quality of life. MC could benefit greatly from establishing a positive relationship with Olde Town. On the flip side, Olde Town could benefit greatly from a positive relationship with MC because of resources and more involvement from a diverse and affluent student population.

4. Survey for a Historic District for Olde Town and the surrounding residential neighborhood. That may make it easier for MC to, at least, involve the Historic Commission and Olde Town into their plans.

5. There is a lot of rental property in the Olde Town area that is in very bad shape. Ordinances should be revisited to make sure they are being enforced. The rental property, in many cases, is unsightly. The property is architecturally significant and could generate substantially increased revenues if they would be restored and remarketed.

Design:

Several design issues have been addressed earlier in the report and this section will deal with these more specifically.

1. Directional signage: There is a sign at the intersection of Clinton Boulevard and Clinton Parkway that points to the Olde Town area. However, there is no additional signage beyond that point and the sign leads through the MC campus and back to Highway 80 at the west end of town. To solve this problem, new directional signage to Olde Town should be installed at all potential major entrances from Clinton Parkway, Interstate 20, Highway 80, College Street and Clinton Boulevard. This signage should be consistent in appearance and utilize an identifiable logo.
2. Streetscaping: The ongoing streetscape program in Olde Town has had a really positive effect and Clinton Parkway has also been designed to be attractive. The Highway 80 area desperately needs some landscaping to soften the vistas and give it some personality. Trees along the right of way, coupled with some planting on private property in and between parking lots is one approach. Landscaping of key intersections along Highway 80 should be a priority.
3. Facades: There have been some good improvements to the historic building facades in Olde Town. Protection and improvement of the other buildings along with an emphasis on the surrounding residential areas and approaches should be a priority.
4. Sign Ordinance: The Comprehensive plan that is being prepared should address the question of a sign ordinance. The regulations will be different for an automobile oriented area versus Olde Town but there can be some consistency established. This doesn't happen overnight, but over time there will be a positive effect.
5. Historic districts: The only National Register Historic District in town is the East Clinton Historic District. The City should pursue the establishment of a new National Register Historic District encompassing Olde Town and the residential area to the west. This would bring into play the Preservation Tax Credits and serve to enhance the prestige of the area.
6. The existing apartments near Olde Town should be upgraded and new apartments should be upscale.