CITY OF CLINTON
REGULAR MEETING OF THE MAYOR AND BOARD OF ALDERMEN
TUESDAY, MARCH 20, 2001 – 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 Aldermen Lott followed by the Pledge of Allegiance to the Flag led by Alderman Brabham.

ROLL CALL - City Clerk Wayne Derrick

Present:
Jehu Brabham - Alderman-At-Large
Tony Hisaw - Alderman Ward 1
Rodney DePriest - Alderman Ward 2
Clint Brantley - Alderman Ward 3
Phil Fisher - Alderman Ward 4
Herb Touchton - Alderman Ward 5
Sharber Lott – Alderman Ward 6
Ken Dreher - City Attorney

APPROVAL OF CONSENT AGENDA ITEMS A-CC

MOTION made by Alderman Fisher and **SECONDED** by Alderman Brantley to approve Consent Agenda Items A-CC listed on Page of this Minute Book AA. **MOTION CARRIED UNANIMOUSLY**

APPROVAL OF TELEPHONE SURVEY

Upon recommendation of Economic Developer Jim Powell, **MOTION** made by Alderman Brabham and **SECONDED** by Alderman Hisaw to approve retail analysis telephone survey to be conducted by Dr. J. Bryan Hayes and James Chapman at the cost of $8,250.00. **MOTION CARRIED UNANIMOUSLY**

APPROVAL OF APPOINTMENT TO ELECTION COMMISSION

Upon recommendation of Mayor Rosemary Aultman, **MOTION** made by Alderman Touchton and **SECONDED** by Alderman Lott to approve appointment of Christine Walls to The City of Clinton Election Commission. **MOTION CARRIED UNANIMOUSLY**

APPROVAL OF APPOINTMENT TO PARKS & RECREATION ADVISORY BOARD

Upon recommendation of Alderman Brabham, **MOTION** made by Alderman Brabham and **SECONDED** by Alderman Hisaw to approve appointment of Jan Cossitt to Parks & Recreation Board for a 3 year term beginning March 1, 2001 and expiring June 30, 2004. **MOTION CARRIED UNANIMOUSLY**

ADJOURN 7:28 P.M.

MOTION made by Alderman Brantley and **SECONDED** by Alderman Touchton to adjourn. **MOTION CARRIED UNANIMOUSLY**

APPROVED: Rosemary G. Aultman — March 29, 2001

Rosemary G. Aultman, Mayor — Date

ATTEST: — 03/29/2001

Wayne Derrick, City Clerk — Date

SEAL:

BOARD APPROVED

CITY OF CLINTON AGENDA ITEM FACT SHEET

Board Meeting Date: 3-20-01 Agenda Item No. 7

Consent Agenda

Account No. 001-400-618-000

Discussion/Action: $8,250.00 to Dr. J. Bryan Hayes and James Chapman for a retail analysis telephone survey.

Introduced by: James G. Powell Telephone No. 924-3374

Exhibits for Review:

Minutes: ____ Invoice: ____ Other: ____
Ordinance: ____ Plans, Maps: ____
Resolution: ____ Contract: ____

Recommendation:

Board Action:

Motion made by: Brabham
Seconded by: Hisaw

Vote Cast:	"Aye":	"Nay":	Action Taken:
Brabham			
Hisaw			
DePriest			
Brantley			
Fisher			
Touchton			
Lott			
Mayor Aultman			

Agenda items must be turned in to the City Clerk with all attachments no later than 5 P.M. on the Wednesday preceding the Tuesday Board Meeting to be included on the Agenda. This deadline will be strictly enforced.

BOARD APPROVED

A Proposal Prepared for:

The City of Clinton, Mississippi

Prepared By:

Dr. J. Bryan Hayes and James Chapman

Introduction

This proposal, prepared at the request of Jim Powell, Economic Development Consultant to the city of Clinton, includes recommendations for conducting a telephone survey of Clinton area residents. The proposal includes a description of the project objectives, proposed methodology, deliverables, time frames, and investment options, as well as background information on Dr. Hayes and Mr. Chapman

Background

Dr. Hayes has 15 years of research, analysis and modeling experience. Prior to joining the staff at DMCS in 1998, Dr. Hayes was Senior Analyst for Marketing Research Institute (MRI), a nationally known, full service marketing research firm, from 1990 through 1998, and before that served for 5 years as the Marketing Research Officer for Deposit Guaranty National Bank (now AMSOUTH). Dr. Hayes is now an Assistant Professor of Marketing at Mississippi College. In addition to over 200 proprietary research studies conducted for business clients across a wide range of industries, Dr. Hayes has conducted and published academic research related to the development and management of brand personality, consumer decision making under conditions of high risk, and customer relationship development and management in professional services contexts.

James Chapman is Director of Strategies and Research for Direct Mail and Computer Services. He is responsible for predictive modeling and market research for DMCS clients across a variety of industries. Since joining the firm in August of 2000, Mr. Chapman has been engaged in projects for firms ranging from financial services to non-profit groups.

Mr. Chapman received his MBA, with an emphasis in statistics and market research from Mississippi College in 1994. He also serves as an adjunct professor for Business Statistics and Marketing Strategies at Belhaven College in Jackson, MS. Prior to joining DMCS, James was associated with Deposit Guaranty and First American National Bank for sixteen years. He held various positions in the Marketing Department including product management, database management and Vice President of Market Research. Mr. Chapman has also been an instructor at the University of Mississippi School of Banking

BOARD APPROVED

and has participated in numerous research seminars at the nationally recognized Burke Institute in Cincinnati, Ohio.

BOARD AP ROVED

Research Objectives

The proposed research has the following primary objectives:

- Determine awareness and usage of Clinton retailers by Clinton residents
- Determine media preferences of Clinton residents
- Identify those factors that drive retail purchase decisions
- Identify perceived strengths and weaknesses of the Clinton retail community

Proposed Research Methodology

To meet the objectives stated in the previous section, a 400 sample telephone survey is recommended. This sample size will yield a 5% margin for error at the 95% confidence level. Also, a sample size of 400 will allow an acceptable degree of confidence to analyze selected sub-groups of the total sample. A random digit dialing method will be used to contact area residents. In addition, a one question screen will be used to verify all potential responders as Clinton residents.

The survey questionnaire would contain approximately 25 questions, including up to 2 open-ended questions and 3 questions for respondent demographics.

Deliverables

The price quoted in the Research Investment section includes the following deliverables:

- An Executive Summary (2 copies), including a high level summary of the relevant findings along with recommendations based upon the research results.
- A detailed, question by question analysis of the survey results.

BOA[illegible]D APPROVED

- A complete set of computer data tabulations.
- A presentation of the relevant findings, including color overheads.

Additional copies of the research report, Executive Summary, or any of the deliverables would be provided for a nominal charge.

Research Time Frames

	Working Days
Develop and approval of questionnaire	8
Data collection and analysis	15
Executive Summary preparation	15
TOTAL	**38**

BOARD APPROVED

Investment

The total investment for the proposed research would be $8,250. This includes all aspects of the proposed project as described above, including questionnaire and project design, printing, data entry and processing, analysis, report preparation, and presentation. Any additional charges that may be incurred will be expressly discussed with the client before proceeding.

BOARD APPROVED

CITY OF CLINTON AGENDA ITEM FACT SHEET

BOARD MEETING DATE: March 20, 2001 **AGENDA ITEM NO.** 8

CONSENT AGENDA : $	**TO:**
FOR:	
Circle : Low Quote, Sole Source, Emergency, etc. if applicable. **ACCT. NO.**	

DISCUSSION/ACTION: Appointment of Christine Walls to Election Commission	
INTRODUCED BY: Mayor Rosemary Aultman	**TELEPHONE:**

EXHIBITS FOR REVIEW:

Minutes	______	Invoice	______	Other	______
Ordinance	______	Plans, Maps	______		
Resolution	______	Contract	______		

RECOMMENDATION:

BOARD ACTION:

MOTION MADE BY: Touchton

SECONDED BY: Lott

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

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

BOARD APPROVED

CITY OF CLINTON AGENDA ITEM FACT SHEET

BOARD MEETING DATE: March 20, 2001 AGENDA ITEM NO. 9

CONSENT AGENDA : $	TO:
FOR:	
Circle : Low Quote, Sole Source, Emergency, etc. if applicable. **ACCT. NO.**	

DISCUSSION/ACTION:	Appointment to Parks & Rec. Board
	Jan Cosick
	(Baptist Health Plex)
INTRODUCED BY: John Brabham	TELEPHONE:

EXHIBITS FOR REVIEW:

Minutes ______ Invoice ______ Other ______
Ordinance ______ Plans, Maps ______
Resolution ______ Contract ______

RECOMMENDATION:

BOARD ACTION: **MOTION MADE BY:** Brabham

SECONDED BY: Hisaw

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

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

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TUESDAY, MARCH 06, 2001 - 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 Fisher followed by the Pledge of Allegiance to the Flag led by Alderman Touchton.

ROLL CALL - City Clerk Wayne Derrick

Present: Jehu Brabham - Alderman-At-Large
Tony Hisaw - Alderman Ward 1
Rodney DePriest - Alderman Ward 2
Clint Brantley - Alderman Ward 3
Phil Fisher - Alderman Ward 4
Herb Touchton - Alderman Ward 5
Sharbert Lott - Alderman Ward 6
Ken Dreher - City Attorney

APPROVAL OF CONSENT AGENDA ITEMS A-DD

MOTION made by Alderman Brantley and **SECONDED** by Alderman Touchton to approve Consent Agenda Items A-DD listed on Page of this Minute Book AA. **MOTION CARRIED UNANIMOUSLY**

APPROVAL OF PLANNING AND ZONING ITEMS

Upon recommendation by Zoning Administrator Gary Ward, **MOTION** made by Alderman Touchton and **SECONDED** by Alderman Brabham to approve site plan for Mascagni & Company located at 205 E. Main Street in the Olde Towne Area Clinton, MS. **MOTION CARRIED UNANIMOUSLY**

Upon recommendation by Zoning Administrator Gary Ward, **MOTION** made by Alderman Lott and **SECONDED** by Alderman Brabham to approve conditional use for a designation of public/quasi-public facility for Morrison Heights Baptist Church located as described in exhibit "A", Clinton, MS. **MOTION CARRIED** - Prior to presentation of this item for consideration, Alderman DePriest left the meeting at 7:09 and returned to meeting at 7:14. Alderman DePriest did not vote on this item.

Upon recommendation by Zoning Administrator Gary Ward, **MOTION** made by Alderman Fisher and **SECONDED** by Alderman Brantley to approve conditional use for a designation of public/quasi-public facility for Dayspring Community Church located on Old Vicksburg Road, Clinton, MS. **MOTION CARRIED UNANIMOUSLY**

Upon recommendation by Zoning Administrator Gary Ward, **MOTION** made by Alderman Lott and **SECONDED** by Alderman Touchton to approve site plan for Ramada Limited located at Johnson Business Park Clinton, MS. **MOTION CARRIED UNANIMOUSLY**

APPROVAL OF APPOINTMENT OF DEPUTY COURT CLERK

Upon recommendation by City Clerk Wayne Derrick, **MOTION** made by Alderman Brantley and **SECONDED** by Alderman Brabham to approve appointment of Erica Hicks as Deputy Court Clerk to be sworn in on Wednesday March 7, 2001. **MOTION CARRIED UNANIMOUSLY**

APPROVAL OF CHANGE ORDER #3

Upon recommendation by City Engineer, **MOTION** made by Alderman Touchton and **SECONDED** by Alderman Lott to approve authorization for Mayor Rosemary Aultman to execute Change Order #3 for Clinton Parkway. **MOTION CARRIED UNANIMOUSLY**

APPROVAL OF APPOINTMENTS OF ELECTION COMMISSION

Upon recommendation by Mayor Rosemary Aultman, **MOTION** made by Alderman Fisher and **SECONDED** by Alderman Hisaw approve the following people to the Election Commission. **MOTION CARRIED UNANIMOUSLY**

1. Peggy Pickel - Chairperson
2. Gerald Everett
3. Mable Bankston
4. Mel Malpas

APPROVAL OF REQUEST TO ABANDON ALLEYWAY

Upon recommendation by City Attorney Ken Dreher, **MOTION** made by Alderman Brabham and **SECONDED** by Alderman Fisher to approve the request to abandon alleyway running east and west between East and Monroe Streets. (Steve Cook present). **MOTION CARRIED UNANIMOUSLY**

ADJOURNMENT

MOTION made by Alderman Fisher and **SECONDED** by Alderman Brantley to adjourn at 7:28 P.M.

Copy of Agenda can be found on Page of this Minute Book AA.

APPROVED: Rosemary G. Aultman — March 7, 2001
Rosemary G. Aultman, Mayor — Date

ATTEST: W. Derrick — 03/07/2001
Wayne Derrick, City Clerk — Date

SEAL: