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**CITY OF MORROW, GEORGIA**  
**MAYOR AND CITY COUNCIL MEMBERS**

**Mayor Jeffrey A. DeTar**  
**Mayor Pro Tem Jeanell Bridges**  
**Councilman Larry Ferguson**  
**Councilwoman Renee S. Knight**  
**Councilwoman Dorothy Dean**

**March 26, 2019**

**Work Session Minutes**

**6:30 pm**

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**Mayor Jeffrey DeTar** called the Work Session to order at 6:30pm on March 26, 2019. The meeting took place in the Council Chambers of the Morrow Municipal Complex located at: 1500 Morrow Road, Morrow, GA, 30260.

**Facilitator: City Manager Sylvia Redic**

Those present were **Mayor Jeffrey DeTar, Mayor Pro Tem Jeanell Bridges, Councilwoman Renee S. Knight, Councilman Larry Ferguson and Councilwoman Dorothy Dean.**

**General Discussions**

1. Morrow Path System Repairs

**City Manager Sylvia Redic** reminded Council that we are moving forward with the pathway repairs but there are a couple of items that now GDP attorneys feel need to be memorialized in a change order. **City Manager Sylvia Redic** explained that our position was that our original agreement recognized and considered all possible changes. **City Manager Sylvia Redic** mentioned that either way their attorneys are advising them that they need an additional change order. **Public Works Director Anou Sothsavath** advised Council that original contracted repair for us was labor costs, that totaled out to be \$84,911 for all existing current lumber that is out there, the 2X4s along with one invoice from GDP for demolition services. **Public Works Director Anou Sothsavath** advised the change order that was approved by Mayor and Council on a previous council meeting for the Cross members and a metal cap flashing on that was \$29,274. **Public Works Director Anou Sothsavath** explained that we met there on Monday after the cross members were removed there is an x-bracing there as well, we decided the best step for us to take at reducing the amount of mounting points was to remove one section of the x bracing and attach to the cross member itself, so the total amount of anticipated work was \$148,500 with labor.

**Councilman Larry Ferguson** questioned whether the last change was to remove part of the x-bracing. **Public Works Director Anou Sothsavath** confirmed that Mark Whitley the engineer proposed it, to cut a section out and directly attach it, to remove it will be about \$7,500.00, it is on 102 post.

2. Old Towne Morrow Buildings (Council lead discussion)

**City Manager Sylvia Redic** stated that there was no new information, but did not know if the Council wanted to discuss it any further. **City Manager Sylvia Redic** advised that the Mall has asked to look at



the plat but there has been no other conversations. **City Manager Sylvia Redic** mentioned that the buyer that was approved by the development authority is out of the picture. **Councilman Larry Ferguson** stated that he is glad that the mall has contacted Sylvia, he feels that they would be the best buyer for the property.

### 3. Branding Update (Council lead discussion)

**City Manager Sylvia Redic** stated that she emailed the Mayor and Council the branding positioning lines and branding story, advising Council that she favored Exit 233. Stop & Savor the World. **City Manager Sylvia Redic** explained that she had some feedback about Stop & Celebrate the World, which she feels is equally good and captures the story. **Councilwoman Renee Knight** advised that she liked Savor the World and Celebrate the World, since we have our events that in line with celebrating diversity and we have the Morrow center being a city of events and great spaces to enjoy. **Councilwoman Renee Knight** stated that she appreciated Celebrate the World more than Savor, and does like @233, referencing the exit and engaging a gateway monument signage on Lee Street bridge that will capture people off the interstate. **Councilman Larry Ferguson** stated that the exit 233 plays well to the interstate audience, Stop and Savor kind of means exit here and with Savor the world means there is a lot of cultural varieties of menu here. **City Manager Sylvia Redic** explained that the word savor means does have a lot of taste and smell connotations but it can also mean to delight in, an utmost enjoyment. **Mayor Jeffrey DeTar** mentioned that you have to consider what an average person would think of when they hear the word savor, an average person when they hear the word savor they are going to hear dinner. **Mayor Jeffrey DeTar** also mentioned that they put this backwards the exit 233 should be in the back instead of the front. **Mayor Jeffrey DeTar** stated that he did not get a hook from that but likes celebrate more. **City Manager Sylvia Redic** requested feedback on whether they would prefer the Exit 233 at the back instead of the front. **Councilman Larry Ferguson** stated that he guessed Mr. Chandler deliberately put it in front, so when you are on the interstate you know exit 233, this is what they have. **City Manager Sylvia Redic** explained that Mr. Chandler did advise him that this was the first time that he would build a brand around an exit number but did express some excitement for that. **City Manager Sylvia Redic** stated that she felt that it was a play on words, it's not just an exit but it is an action word as well but could not get Mr. Chandler to see it that way. **Mayor Jeffrey DeTar** repeated that he did not get a hook off of any of these and he was hoping for something with a hook. **Councilman Larry Ferguson** asked if we were getting a logo out of this? **City Manager Sylvia Redic** explained that yes but you have to decide what your story and positioning lines are first. **City Manager Sylvia Redic** asked if everybody happy with the story. **Councilwoman Dorothy Dean** said that she loved the story. **Mayor Jeffrey DeTar** stated that he understood the story but it did not inspire him, it was not something that grabbed him and made him want to do something further than just read the page. **Mayor Jeffrey DeTar** also stated that it does feel like Morrow though. **Councilwoman Dorothy Dean** said that she got that "Home" feeling, and that is does feel like Morrow. **Mayor Jeffrey DeTar** mentioned that the original proposal said that they were going to give us the top two or three ideas. **City Manager Sylvia Redic** explained that if she calls him and tells him that we don't like it, they are going to give us something else. **City Manager Sylvia Redic** stated that she felt the brand story was honest and does not create a hook that is not there. **Mayor Jeffrey DeTar** mentioned that he did not have a complaint that says that this is not going to work but was just looking for something that was a little bit more



marketable with a hook or inspiration or a vision and just felt that it was not there but was not sure what he would consider a hook. **Mayor Pro Tem Jeanell Bridges** admitted that when she first started to read it, she was not impressed with the first paragraph but as she continued to read it she became impressed and that it really speaks to the City of Morrow. **Councilman Larry Ferguson** stated that he could see this in a magazine or something, stressing some of the different menus in the area, regarding the positioning lines, 1 or 2 might work for the interstate but was a little flatfooted when he read them not sure how it would market us in the metropolitan Atlanta area, the interstate audience is one audience but the metropolitan audience what are they looking for. **Councilman Larry Ferguson** stated that he felt we are part of the metropolitan area and we have the advantage of that access to the airport and downtown very easily but does not see any of that within the positioning lines. **Mayor Jeffrey DeTar** advised that we could discuss that one too because telling the entire world that we are 11 miles from the airport has not helped us so far, so was not sure that is a hook either, it is a great story but we have these great lines but doesn't seem to be effective in any way. **Councilman Larry Ferguson** stated that some of the citizens have participated in planning could read the information that we have received and issue some opinions as well. **City Manager Sylvia Redic** reminded Council that when we looked at the data the three things that come up that we are known for is close to the airport, the Mall and the university and the reality is that how do you capture everything. **Mayor Jeffrey DeTar** commented that our efforts up to now have not worked, we have hired these people and this is their advice so I am not going to discount that in any way but from where I sit it did not offer an inspiration, it's not a bad thing but it is just not what I was expecting. **Councilwoman Dorothy Dean** mentioned that she felt it captured quite a bit, for instance the paragraph, "exit 233 is your passport to a whole different way of celebrating the world. Turning off the main highway, you can't quite believe you're still in Georgia." it's saying Morrow you can travel to different corners of the world within 2.5 square miles. **Councilwoman Renee Knight** mentioned that the reality is that Morrow is not a booming metropolis so our story is not going to something that is displayed in lights, with a show tunes backdrop, so we have to be realistic about what the story truly is, and would prefer it being an honest story that is tied to the people who live here, tied to the diversity, highlighting what you can find in this small haven that is a stone throw from the airport. **City Manager Sylvia Redic** asked Council for different suggestions on the positioning lines. **Mayor Jeffrey DeTar** recommended "The World in your Backyard @Exit233". **City Manager Sylvia Redic** commented that there was a positioning line that was similar to that but feels that it only speaks to people who live here. **Councilwoman Dorothy Dean** recommended "Enjoy the World". **Mayor Pro Tem Jeanell Bridges** stated that we have celebrations but we don't celebrate everyday or every month, so to invite them to celebrate, is not us. **Councilwoman Dorothy Dean** commented that you can enjoy Morrow any day of the week, whether you live here or your visiting. **Councilman Larry Ferguson** advised that for the customers on the interstate "Stop & Savor the World" is workable, for the common brand something like "Metro Morrow, World Flavor". Consensus reached that everyone was fine with the brand story. **Mayor Jeffrey DeTar** advised that some of the people who were deeply involved that need to be assessable to this.

#### 4. Police Department Take Home Car Policy- 90 day review

**City Manager Sylvia Redic** reminded Council that when the collective decision was made to allow the officers to take home their cars, we asked Chief Callaway after 90 days how it was paying off for us.



**Police Chief Jimmy Callaway** explained to Council that the time period that we are looking at is between December 1st and March 1st, we do not police for profit but a consequence of policing can be revenue generation. **Police Chief Jimmy Callaway** stated that looking at 2017-\$314,000, 2018-\$405,000 and 2019-\$695,000 for that time period. **City Manager Sylvia Redic** also reminded Council that it is three prong, 1. Could we recruit better if we had take home cars, 2. Could we retain more effectively and then 3. Productivity numbers change for the better. **Police Chief Jimmy Callaway** mentioned that he had spoken to several officers, and many stated that they were looking for employment elsewhere that had take home cars and also we just hired 4 new officers in this reporting period which each one of those officers indicated that is one of the factors amongst others that they came to work here. **Police Chief Jimmy Callaway** added that they have never hired 4 new officers in one quarter.

#### 5. Film Companies Resolution

A RESOLUTION TO AUTHORIZE THE CITY MANAGER OF THE CITY OF MORROW AND HIS OR HER DESIGNEE TO SIGN CONTRACTS FOR THE USE OF CITY PROPERTY AND PREMISES IN CONJUNCTION WITH ACTIVITY PERTAINING TO FILM INDUSTRY PROJECTS.

**City Manager Sylvia Redic** stated that she felt that if we are wanting to be a film-ready city, she is not sure that the right use of our time is to come back every time there is a film in town, to come back before the Council because there is already an agency in place at the County that works on that for us. **City Manager Sylvia Redic** explained that the resolution would authorize her or her designee to execute any agreement for film that has already been approved by the Clayton County film office. **City Manager Sylvia Redic** advised that the resolution was drafted by our attorney's office.

#### 5. Starz Valley Productions, LLC- Filming Agreement

**City Manager Sylvia Redic** explained that we had a film company that was here for a day in the half on Reynolds Rd, they are suppose to pay us \$3,000 but cannot pay us unless we sign this agreement.

#### 6. Budget Items

**City Manager Sylvia Redic** added two things about the budget, we will be adding to the budget the cost of a newsletter; a quarterly news letter to be mailed out. **City Manager Sylvia Redic** explained that we have with all of our multifamily housing developments we have right at 2200 rooftops, and if we go with a Vistaprint option is much cheaper, so if we look at 4 times a year with postage it is about \$8,500. **City Manager Sylvia Redic** asked how everybody felt about the clock in the park that never works? **City Manager Sylvia Redic** explained that those outdoor clock towers can range between from \$5,000 to \$25,000. **City Manager Sylvia Redic** mentioned that it costs \$1,200 each time, we can never seem to get all four panels to work at once. **Mayor Jeffrey DeTar** agreed if we are going to keep the clock tower it has to work.

## 7. Lee Street

**Councilman Larry Ferguson** presented drawings regarding Lee Street, one being the same as the one previously presented of North Lee Street but with the addition of a crosswalk, and a second one of South Lee Street proposing a small curb/median on Lake Harbin with a no U-turn sign and flower boxes on South Lee Street. **Councilwoman Renee Knight** provided copies of drawings of the intersection from the LCI study in 2011, with a proposal to close off Lee Street and add a median down Lake Harbin all the way down past the Police Department. **Councilman Larry Ferguson** commented that he would be in favor to hire an engineer to do a design and then present it to the Council to see what they suggest, to look at different options, to see what is best for the City. **Councilwoman Renee Knight** stated that if we create a symmetrical pedestrian landing pad with crosswalks on both side, matching and creating green space and use those landscaping boxes to beautiful the area. **City Manager Sylvia Redic** reminded Council that we had talked about temporarily closing it before we put in anything permanent, it has been generating a lot of conversation and she has received a lot of feedback and to move from a temporary thing no one will build it for us unless we have an engineer draw it. **City Manager Sylvia Redic** explained that we have some citizens who have genuine concern of what happens South of it at Huie Drive and at Harbin Woods, so it gets to the point that if someone was to get hurt at another intersection, we want to be able to look them in the face and say we had someone who is skilled at this craft to help us along the way and again it is a unintended consequence. **Police Officer Jackson** explained that he does not ticket people for going thru the parking lot, he tickets people for going straight across, it's the most dangerous. **Police Officer Jackson** explained for the most part, we work that intersection religiously, 9 times out of 10 it's the college student or the Lyft and Uber drivers following GPS. **Police Chief Jimmy Callaway** explained that the perceptives is different because the officer works when everyone is sleeping, so the traffic patterns are completely different.

## Announcements/Updates

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1. Clayton Chamber Women in Business Luncheon- March 26, 2019 @11:30am
2. Clayton County Municipal Association- March 28, 2019- 6:30pm Board Meeting
3. Wild Azalea Festival- April 6, 2019 @ Reynolds Nature Preserve
4. Georgia Cities Week- April 21-April 27 "Georgia Cities True Colors"

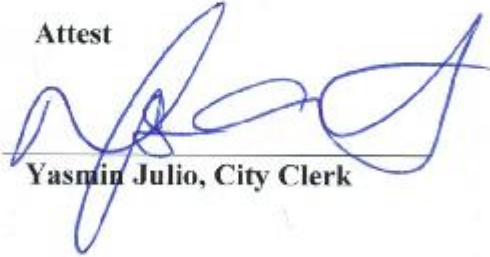
## Attorney Invoices for Review

1. Approval of Attorney Fincher Denmark LLC invoice #4507, dated March 8, 2019 in the amount of \$3,859.32, for the period of February 1-February 28, 2019

The Work Session ended at 7:44pm.

Approved this 9th day of April, 2019.

**Attest**

  
Yasmin Julio, City Clerk

**CITY OF MORROW, GEORGIA**

  
Jeffrey A. DeTar, Mayor

