



**AGENDA**  
CITY OF CAMILLA COUNCIL MEETING  
CITY COUNCIL CHAMBERS  
LIVE BROADCAST - CITY OF CAMILLA FACEBOOK PAGE  
MONDAY, OCTOBER 10, 2022 ~ 6:00 P.M.

1. Call to Order; Roll Call
2. Opening Prayer and Pledge
3. Approval of Agenda
4. Approval of Minutes: August 18, 2022 Called Meeting
5. Speaker Appearances
6. Public Hearing – Perry Street Gym
7. Action Items:
  - a. Resolution No. 2022-10-10-1 – Adoption of Mitchell County Comprehensive Plan
  - b. Film Production Policy - Approval
  - c. Contract – House of Hope – Utility Assistance Program
  - d. Authorization for City Scape Analysis
  - e. Arts Grant Authorization - \$10,000 ARPA Funds
  - f. Conservation Easement
  - g. Marketing and Communication Plan – Approval
  - h. Sprayfield Vegetation Removal
  - i. MEAG Trust Account Refund - \$1.5 million (Sprayfield Project)
  - j. Nomination – Youth Council Advisory Board
  - k. Annual Christmas Tree Lighting Date
  - l. Perry Street Gym
8. City Manager’s Report
9. Mayor’s Announcements
10. Adjourn

## AGENDA ITEM #7 - ACTION ITEMS

October 10, 2022

Councilmember Tucker

- a. The Mayor and Council reviewed Resolution No. 2022-10-10-1 to update the City's joint comprehensive plan as part of the requirements to maintain its' qualified local government status. The City Council recommends approval of Resolution No. 2022-10-10-1 along with the accompanying Report of Accomplishments and the 2022-2026 Community Work Program and authorizes the Mayor to sign.

MOTION: \_\_\_\_\_

SECOND: \_\_\_\_\_

- b. The Mayor and Council reviewed a film production policy to invite and encourage film production in Camilla utilizing City property and facilities. The policy has been reviewed and approved by the city attorney and the Council recommends approval of the policy.

MOTION: \_\_\_\_\_

SECOND: \_\_\_\_\_

- c. The Mayor and Council discussed a partnership with the House of Hope to administer the Utility Assistance Program. The program was approved for additional funding on September 12, 2022 and provides financial assistance to City of Camilla utility customers meeting established participation criteria. The Council recommends approval to enter into a contract with the House of Hope to administer the program and authorizes the Mayor to sign.

MOTION: \_\_\_\_\_

SECOND: \_\_\_\_\_

- d. The Mayor and Council discussed authorizing City Manager Stroud to seek a third-party company to provide a cityscape analysis/plan for the downtown area. The Council recommends approval to authorize the city manager to move forward with locating a company to provide the plan.

MOTION: \_\_\_\_\_

SECOND: \_\_\_\_\_



- e. The Mayor and Council discussed the funding of an Arts Grant and allocating \$10,000 from American Rescue Plan Act (ARPA) funds. The grant will provide financial assistance to artists, production companies, musicians, and art related activities in the city of Camilla. The Council recommends approval to allocate \$10,000 from ARPA funds for the Arts Grant program.

MOTION: \_\_\_\_\_

SECOND: \_\_\_\_\_

- f. The Mayor and Council discussed the use of a conservation easement within the corporate limits of Camilla to facilitate improvements for businesses in Camilla. A conservation easement will be executed by the property owner and the City of Camilla while property improvements are in progress. The Council recommends approval and use of the conservation easement for business properties in the corporate limits of Camilla and contingent upon receipt of the easement document from the city attorney.

MOTION: \_\_\_\_\_

SECOND: \_\_\_\_\_

- g. The Mayor and Council discussed a Communications and Marketing Plan for the City of Camilla. The plan defines the messages, priorities, strategies and tools the City will use when communicating with the community. The plan matches the City's strategic priorities thereby furthering the mission, guiding principles, and enhancing community pride. The Council recommends approval of the Communications and Marketing Plan.

MOTION: \_\_\_\_\_

SECOND: \_\_\_\_\_

- h. The Mayor and Council discussed the need to remove vegetation blocking the river screens on Pond #1 and #3 at the sprayfield and clogging the river screens pulling water from the ponds. Still Waters Engineering recommends the vegetation be removed to prevent additional problems at a cost of \$32,000. The Council recommends approval to authorize removal of the vegetation at the sprayfield ponds using Municipal Electric Authority of Georgia (MEAG) Municipal Trust funds designated for the sprayfield project as the funding source.

MOTION: \_\_\_\_\_

SECOND: \_\_\_\_\_

- i. The Mayor and Council discussed refunding the MEAG Municipal Trust flexible account \$1.5 million for the sprayfield project. The city is awaiting approval of a loan application for \$1.5 million from the Georgia Environmental Finance Authority for repairs at the sprayfield. The loan application, if approved, will have a loan forgiveness amount of \$710,100 and a principal loan amount of \$789,900. The Council recommends refunding \$1.5 million to the MEAG Municipal Trust flexible account.

MOTION:\_\_\_\_\_

SECOND:\_\_\_\_\_

- j. The Mayor and Council discussed the need to appoint a City representative to serve on the Youth Council Advisory Board. The floor is open for nominations.

- k. The Mayor and Council discussed an annual date for lighting of the City's Christmas tree. The Council recommends designating the first Thursday of December as the annual date for the tree lighting. The time for the annual event will be designated by the city manager or his/her designee.

MOTION:\_\_\_\_\_

SECOND:\_\_\_\_\_

- l. The Mayor and Council held a public hearing to discuss and receive citizen feedback and comments on the closure of the Perry Street Gym due to safety, sanitation, and environmental concerns. The Council recommends closure of the Perry Street Gym until further notice.

MOTION:\_\_\_\_\_

SECOND:\_\_\_\_\_

**MINUTES – CALLED MEETING  
CITY OF CAMILLA, GEORGIA  
AUGUST 18, 2022**

The Called Meeting of the Mayor and City Council of the City of Camilla was called to order on Thursday, August 18, 2022 at 10:00 a.m. by Mayor Owens.

Roll call indicated the following present: Councilmember Tucker, Councilman Burley, Councilman Morgan, Councilman Collins, Councilman Pollard, and Councilman Palmer.

City Manager Dennis Stroud, Attorney Raleigh Rollins, and Clerk Cheryl Ford were also present.

**OPENING PRAYER AND PLEDGE**

Councilmember Tucker gave the invocation and the Mayor and Council led the Pledge of Allegiance to the Flag.

**CITIZENS AND GUESTS**

Sign-In Sheet Attached.

**APPROVAL OF AGENDA**

On motion by Councilman Burley, seconded by Councilman Collins, the motion to approve the Called Meeting agenda for August 18, 2022 passed by 6-0 vote.

**EXECUTIVE SESSION**

Mayor Owens asked for a motion to enter Executive Session for pending or potential litigation. On motion by Councilman Burley and seconded by Councilman Palmer, the motion enter Executive Session passed by unanimous vote. Mayor Owens announced the Council would be entering Executive Session for discussion on pending or potential litigation. The live feed for Facebook will end and upon adjournment of the Executive Session resume. Upon adjournment of Executive Session, Mayor Owens stated no action was taken and Attorney Rollins is representing the City of Camilla in the pending and potential litigation.

**2022-2026 COMPREHENSIVE PLAN UPDATES: STRENGTHS, WEAKNESSES,  
OPPORTUNITIES, THREATS (SWOT), FUTURE LAND USE MAP, REPORT OF  
ACCOMPLISHMENTS, COMMUNITY WORK PROGRAM**

Mayor Owens stated they will continue with agenda Item 6 which is the comprehensive plan updates, typically done every 5 (five) years. Today they are discussing what changes are made from 2017 and add to the new comprehensive plan, potentially amending some items from the 2017 comprehensive plan. At the end of discussion he recommends the Council, if there is a consensus, vote when they resubmit to the commission they are in agreement with what they want to see on the updated version. He stated the best way is to go around the table and see if any councilmember has changes they would like to bring forward and they will discuss and compile



what the changes will be. Mayor Owens asked if there was objection to that and there was none. Councilmember Tucker stated one of the strengths noticed five years ago was the strength of the vibrant downtown and wants to change the wording from 'vibrant downtown' to 'attractive downtown'. For opportunities she asked if they have an opportunity for downtown revitalization. In the section for weaknesses she emphasized the lack of housing and for threats the lack of community unity. She did not want to put one section of housing because there are various ranges of housing deficiencies (not having any area in the city with new development that would attract young professionals and other professionals can cause leaders in our community to reside in another town because of lack of housing). Councilman Morgan asked if Councilmember Tucker could explain her threat suggestion more. Councilmember Tucker stated Mitchell County, with the number of municipalities they have and the number of school systems we have cause different dividers within the community. She has always lived in a community with one high school and everyone had unity around the school. They will have to create something that is their own unity because they will not be able to do that with four high schools, some other type of way to have unity. Councilman Morgan asked if this was specifically around schools. Councilmember Tucker stated it is one thing that contributes to a lack of unity. If you have four schools it makes it more difficult to have a unified community where everyone is schooling together because they are fractured by the number of municipalities in Mitchell County and also by the number of schools. Councilmember Tucker commented she does not know the solution but they need to identify ways for more unity. Councilman Morgan asked Councilmember Tucker how she was measuring lack of housing and measuring the community is not unified. Councilmember Tucker stated it is difficult to put a quantifiable measure on given the fact she lived in communities with one school and the way everyone came together for one thing. That does not occur here. She wants to list as a threat to keep it forefront of what they can do to create more things in the community of Camilla that draws everyone from all different aspects of life. Mayor Owens stated he disagrees with the characterization of it as a threat. Councilmember Tucker asked if he thought it was a weakness. Mayor Owens replied he thinks it is closer to an opportunity. To put in a document and say a majority of the Council agrees with it, he would like to be able to express to the public how they quantify it. He recommended not including that type of language as it relates to their comprehensive plan and they cannot quantify there is a lack of unity in the city. He stated he does not necessarily feel that way and Camilla is a great town. Through political or otherwise, he thinks the record will show when incidents are happening naturally or otherwise, the community somehow finds a way to come together and look out for each other. He stated he does not agree with the statement itself as it relates to the lack of unity and would rely heavily on that because he cannot quantify the statement. Councilmember Tucker stated she can't quantify it but can tell a difference living in a community where everybody in the community went to one high school and involved and there was more unity. Even having Camilla and Pelham seeing opportunities for more ways to do things together, she thinks it is important to have more unity than they have. She commented they can listen to other ideas and she might have another idea as she listens. Councilman Pollard stated for his clarity they were talking about the city of Camilla and this relates to the city of Camilla, not the whole county aspect. Councilmember Tucker replied the comment she made would definitely be in a Mitchell County plan and not a Camilla plan. Mayor Owens stated he likes changing from vibrant to



attractive. Lack of housing is identified somewhere in the plan but also to list in our weaknesses. Mayor Owens asked for any other narrative for the community work program and report of accomplishments. He pointed out for accomplishments over past two and one-half years the list is being compiled. The solution to that is to add our successes in the narrative portion of the comprehensive plan. If it does not get added to the work of accomplishments it will get captured somehow in the comprehensive plan. The community work program is on the table if there are no other comments. Councilmember Tucker stated she had one comment about the community work plan with respect to economic development objectives. It lists the establishment of a joint recreational development authority and to reword. The Council unanimously voted to give directive to the City Manager to hold a joint meeting with the county and other municipalities. It is already issued and offered to reword it to 'partner with the county in a discussion on a joint regional development authority'. Mayor Owens stated this is one of the things he will ask for a motion to cut down on the confusion of who supports what. To finish Councilmember Tucker's point, and because this is a work program, he would not recommend including any language since they have not had an initial conversation with the county. That conversation may yield they do or do not want to partner and has not been decided. To put in the work program will be premature from his perspective. Councilmember Tucker stated from her perspective they learned their lesson the hard way on not having everything in the work plan and now cannot include as an accomplishment. For example, they did not have the splash pad in the community work plan and cannot claim as an accomplishment. What they need to do, according to the city planner's recommendation, is in one of the sections say they will provide funding to maintain an improved splash pad. That becomes part of their community work plan. Because of the lesson learned with the splash pad and Toombs Park, and the City Manager was to provide to Council a list of programs to incorporate, it needs to be in there. She and Councilman Morgan had conversations about wanting to see this move forward and provide a county-wide Mitchell County Recreation Authority and it needs to be in the work program. Councilman Palmer stated it needs to be in there because the Council has talked about it and the county wants to be engaged even though the law states they are responsible for recreation. Being the largest town in the county we need to work with them and to take them out would not be good. Mayor Owens stated the only point he would make is the projects Councilmember Tucker mentioned as it relates to Toombs Park, splash pad, and some of the other things done over the last few years, it was City of Camilla projects and not partnerships with the county. That would be the distinction related to that and thinks there is a conversation to be had with the county. He has no problems having a conversation with the county related to recreation but thinks ultimately a majority of the Council will make a decision on which way they will go forward with recreation. He believes having the item in there now without having that conversation is premature. Mayor Owens asked for other comments. Councilmember Tucker commented they are able to remove things when it becomes appropriate. They have in the 2018 plan to market the reuse of wastewater for cooling and irrigation. They are going to remove that from the plan because it no longer will be undertaken and the project is not feasible. The same can be for recreation and voted to be taken out. Councilmember Tucker made a motion to amend the community work program to change the language regarding the recreation development authority to partner with the county to host a joint discussion on a recreation development authority between the county and the cities of Camilla



and Pelham to strengthen the management of the recreational services provided. She believes it also needs to include a conversation with Baconton and all three communities involved in recreation. Councilman Palmer requested to add Sale City. Councilmember Tucker stated her motion will include the cities of Camilla, Baconton, Pelham and Sale City. The motion was seconded by Councilman Palmer. Mayor Owens reiterated the idea of a joint recreational authority. They are part of the city in the county and have several resources. Prior to adding this and communicating to the public they are going to do before having a conversation is premature. Councilmember Tucker asked if many of those in the work plan were like that and not something they have done but plan to do. Mayor Owens stated he was not aware of any conversations that a majority of the Council said they will do a recreational authority with the county. Councilmember Tucker stated he was correct but there was a unanimous vote of a directive to the city manager to initiate a meeting with the county and other communities. It is something City Manager Stroud and County Administrator Rice are talking about doing and planning to hold a meeting as soon as their budget hearings are complete. Mayor Owens stated it would be a great conversation to have after October 1<sup>st</sup> but not part of the work program. Councilmember Tucker stated it is absolutely a difference of opinion because it states in the program to apply for grants for sidewalk improvements and if that is something we haven't done, they need it in the plan to do it. They need that (recreation authority) on the plan to keep it on the elected officials task list to do. Councilman Palmer commented what he is understanding is to take it off the table. Councilman Burley commented he knows they are in discussion and what will be the outcome. If they keep it, they could deny it. Councilmember Tucker commented they could amend to delete it, like the market of wastewater. Councilman Burley stated they have to have a plan to turn in. Voting in favor of approving the motion to include the joint recreational development authority between the cities of Camilla, Baconton, Pelham, and Sale City: Councilmember Tucker, Councilman Collins, and Councilman Palmer. Voting in opposition: Councilman Burley, Councilman Morgan, and Councilman Pollard. The Mayor broke the 3-3 vote by voting no and motion failed. Zoning Administrator Keith Lodge stated under objectives of the work program for economic development, they need the goals and objectives to be achievable and attainable as they move forward. It states work with a vegetable processing industry and that is too restrictive. His recommendation is to add work with any and all ag related industry, processors, wholesalers and retailers to further economic development in Camilla and Mitchell County. It opens it up to pecans, blueberries, peanuts and cotton and trying to attract industry instead of just vegetables. Mayor Owens commented when suggestions are made and there is no objection, the assumption is there is unanimous consent. There were no objections to Mr. Lodge's recommendation. Councilman Burley commented he liked the strengths Councilmember Tucker mentioned and the weakness (lack of housing). It has been an issue in our area and earlier discussion about professional people working in our city have to live in different areas to find suitable housing is a weakness in the city. They need to work on that and the opportunities downtown they need to work on and make it where people can go out and enjoy themselves like neighboring cities are doing. He wants to see Camilla thrive like other cities. For the community work program he likes the direction they are going, particularly with the youth. He commented they need to capitalize in the direction they are going now. Mayor Owens asked if he had a motion to remove the joint recreational piece from the community work program. Councilman Burley made a motion for it



to be removed until the discussions are held. The motion was seconded by Councilman Pollard. Councilmember Tucker asked why. Councilman Burley stated because the city manager and county administrator are having their discussions, they do not know if they are going to accept the plan. If the county says they are not going to be a part, they have adopted something they can't do anything with. He would rather them give the go ahead before they put in the plan. It is his hope they have conversation but until done, he feels like they should take it out and they can amend and put back in. Councilmember Tucker commented City Manager Stroud and Administrator Rice state this is going great and moving forward, it will be the same as the splash park. It cannot be claimed as an accomplishment because it was not in the plan. She is trying to understand what the adversity is to putting it in the plan because it was a unanimous vote to give the city manager the directive to do what is written in there. City Manager Stroud stated it says to establish a joint recreational authority. Councilmember Tucker stated she reworded it to partner with the county. Mayor Owens stated that motion had been voted on. The motion on the floor is to remove it and any related questions the city manager can answer. He wants to make sure they stay within the motion. If there is a substitute motion it is another thing. The language has been motioned, seconded, voted on, and defeated. Councilmember Tucker called the question. Councilman Palmer stated by taking it out they are sending a message to the county they are not interested in talking with them and sees no need for the city manager to go to the meetings since they are not interested. Mayor Owens commented he did not think that language was in Councilman Burley's motion that we are not interested. He does not recall him saying that. Councilman Burley did say to wait until after the conversations the city manager and county administrator are having. At some point the elected officials will have to be part of that conversation because they are talking about a lot of property that belongs to the City of Camilla, resources, and sharing resources. It will have to an involved conversation. The motion on the floor is to remove the language of a joint recreational authority whether it is discussion or establish, for the whole paragraph to go away. Voting in favor of the motion: Councilmen Burley, Morgan, and Pollard. Voting in opposition: Councilmember Tucker and Councilmen Collins and Pollard. The Mayor broke the 3-3 tie with a yes vote to remove the language. The motion passed by a 4-3 vote. Councilman Morgan stated for the SWOT, the weakness he would like to add is the lack of opportunities to increase health outcomes for the community. It is important coming out of the pandemic to look at ways to prioritize the health of the community, active living and opportunities. For opportunities they have a great one to have equity in all the services they provide through access. He thinks they have been doing a lot already ensuring resources are being provided to parts of the community that have not had it before, upgrading areas of town, and putting in writing they are equitable in what they are doing. It will be ensuring equity in services provided through access. For threats he sees not addressing mental health issues and to think of ways they can begin to provide more resources. The item will be addressing mental health issues in the community. Mayor Owens asked if there were any objections stated by Councilman Morgan. There were none. For goals and policies under community health it ties back into the weakness. He stated to include prioritizing funding for infrastructure to build more walkable and vibrant areas in our neighborhoods, the development of trail systems, and development of other health amenities. His last suggestion ties into our agricultural opportunities to utilize any public land they have to expand access to locally grown



foods including community gardens and farmers markets. Mayor Owens stated he thinks that falls in the land use policy and already covered. No objections were voiced by Council. Councilman Burley stated they have people in the community traveling in wheelchairs and many times people are riding bicycles and they (wheelchair users) have to get off the sidewalks. They need to look at ways of improvising because there are a lot of wheelchairs out there. Mayor Owens asked if there was objection to include that language and it would be having access to mobile chairs which could include widening the sidewalk or having a specific path. Councilman Pollard commented when you talk of mobile transportation, they also have motor scooters in the city and not sure if that would come under transportation. City Manager Stroud commented they need to get an ordinance in place because scooters can be problem on the sidewalks. Mayor Owens stated it is a great opportunity for the city manager and Councilman Pollard to have that conversation. Councilman Collins stated for SWOT the strength left out is water availability for industry. Mayor Owens commented he thought what was being talked is their availability of energy, excess capacity. Councilman Collins commented we are sitting on a huge aquifer most communities don't have. Mayor Owens commented we should not neglect our water strength. Councilman Collins stated the other thing is to piggy-back on alternative forms of transportation and everywhere he goes there are bike lanes. He knows it will take a long time but they should think about putting in bike lanes. Bikers, scooters, and walkers don't go together on sidewalks. Mayor Owens stated they can have a conversation for alternative transportation and lanes and bring back to the Council. He encouraged the councilmembers to get together and have a conversation. Councilman Collins stated he wanted to add bike lanes and it would have to be done in phases because of the widening. Mayor Owens stated Councilman Collins emphasized bike lanes be put under transportation and community health. Water availability will be added as a strength. There were no objections to the recommendations by Councilman Collins. Councilman Pollard stated everything said was spot on. For one of the strengths Councilwoman Tucker commented about vibrant downtown and he would like to add attractive to it. Just because they add attractive does not make it vibrant. For opportunities he asked for downtown directions to be posted on signage. Mayor Owens commented he hopes Councilman Palmer will be bringing up signage for the space on US 19 and Broad pointing people toward downtown. Councilman Pollard stated one additional opportunity for downtown is small businesses and restaurants. Mayor Owens asked if there were any objections to Councilman Pollard's recommendations and they would keep vibrant and attractive for downtown. There were no objections. Councilman Palmer stated they need signage pointing to historic downtown Camilla off of US 19. For weaknesses it has been mentioned lack of housing and every town has that and it needs to be there. Under strengths they need to mention Community Ventures, a private organization, that is addressing housing and other cities our size do not have that. They do a lot of good in this town and build nice houses. Mayor Owens stated they could put affordable housing (Community Ventures). It has been at least a year since he mentioned a sign motioning historic downtown Camilla. He stated he will get with Councilman Palmer and they can start on the signage next month. Councilman Palmer stated they already have a spot on 19 and Broad and it is time to get it done. Mayor Owens commented the gateway signs are being worked on and they will have a ribbon cutting once completed. There were no objections to the recommendations of Councilman Palmer. Mayor Owens stated he does not have anything to add



to the SWOT analysis. For the goals and policies on page 53, under goals, broadband availability. The language needs to be narrowed more. What he recommends, and we are 12% of CNS, when they look at the number of households with cable and internet they are approaching 90%. There are still a number of measureable households without access to the internet. He thinks the language should be collaborating with CNS. It needs to be specific because that is where our resources are. It is not to say they don't support the county. The Council signed a letter supporting the county's partnership with Wind Stream to try and get more access in the unincorporated areas. When talking about resources they have to recycle the revenues coming in and this is Camilla's comprehensive plan of the county's overall comprehensive plan. His recommendation is to collaborate with CNS/SGGSA for deployment of high-speed internet and connectivity. Councilman Palmer commented he wanted to add to that it should be EMC because they come in the city and are in the process of getting in rural broadband. Mayor Owens commented his objection is EMC is a separate entity and could not justify using city resources and specifically funding to contribute to EMC's internet growth plans. He does not think they could do that. Councilman Palmer stated they could support it. Mayor Owens stated they could do a letter of support and would not be a problem. It is not part of our plan but EMC's plan. Mayor Owens asked for any objections and there was none. For the community work program for 2022-2026 under housing objectives, it states to promote infill for previously identified tracts. He is not aware of that list and barring them getting that list, it is not something they want to commit to not knowing the identified sites. Between now and the second hearing they can put a pin in that and find out what the identified sites are. He does not recommend removing but to be conscious of it when they have the next public hearing. Under the broadband element to create a wireless hot spot in downtown, it is something they are working on. For the collaboration with CNS/SGGSA, make that more direct to the resources of Camilla. For the SWOT analysis Councilmember Tucker has brought up before adding a downtown speaker system. She mentioned it shortly after being sworn in almost nine months ago. Over the next couple months it is something they need to evaluate and if given permission, he will work with the city manager to get this going. Councilmember Tucker commented she asked for downtown sound and amphitheater. Mayor Owens stated the DDA had a discussion about that at their last meeting. Councilman Palmer commented years ago they had a sound system and it worked well. Councilmember Tucker stated for the work program under housing objectives, the three listed do not address the weakness she identified of not having adequate housing for young professionals and professionals working in our large industries. She asked if they should consider adding a fourth line because it says partner with Housing Authority to increase homeowner opportunities. That will not address these professionals and it could be partnering with a developer to research availability of housing. It is talking about the Housing Authority (HA). They have not addressed the young professional who needs a starter house or an industry has attracted a new manager and needs somewhere to live. The item will be to partner with a housing developer to increase home ownership opportunities. Mayor Owens asked if she was talking about market rate. She replied it was. Mayor Owens stated there is a company out of Jonesboro, Georgia and they take aging government buildings and old school buildings and redevelop for affordable housing. He contacted them about speaking with the Council next month and they are on the same sheet of music. There are buildings around here ready for development for market rate housing. He stated

he wanted to speak on the HA to increase home ownership opportunities. Once you are in the HA you update your income. For some in the HA right now, when there is additional housing and some of the housing they are talking about, partnering with the HA to get the word out to folks ready to make that transition is extremely helpful. He thinks it is part of moving folks to market rate housing but first you need a place for them to go. He asked if there were any objections to adding the fourth line. There were no objections.

City Manager Stroud thanked them for their comments and heard a healthy, living initiative. He heard fruits and vegetables, walking, bicycles and this might be a niche for Camilla. He knows the five basic things anyone looks for when moving in a new community based on economic development is rooftops (adequate rooftops), transportation, medical, schools, and work force ready. He thinks they got a great jump on work force ready when they started building a pipeline to keep local government going. The big one to attract young professionals is the housing piece to get them here and we must have a place to put them. They have to look at developers first and let them give us a plan how to do something and see what they will offer. The five basic things any economic developer looks at first is housing, transportation, medical, schools, and are you a work force ready community. Mayor Owens stated some of the initiatives the Council passed on the past week or so directly impacts bringing our young folks in the work force and keeping them here. Councilman Pollard stated Southwest Georgia Technical College had a place in Camilla in the old health department. He does not know if they are still operating and would like to see opportunities in the community. Mayor Owens commented our GED program is housed there and had the opportunity to visit with the young people. He encouraged them if they get an opportunity to meet with the director leading the program and see the kids get their GEDs. City Manager Stroud commented under threats it states not involving the citizens to the extent possible. If they are going to attract young professionals it should be moved from threat to opportunity or strength. The meetings are opened up to allow citizens to talk and they are engaging and it is not a threat. The more people you can get involved the better the community will be. It reads like not involving citizens and we want citizens involved. He recommends to remove as a threat and add as a strength or opportunity. Mayor Owens stated they have been working extremely hard to make sure citizens have the opportunity to voice their opinion and made it possible for them to do that. They can build on it and if no objection, he takes the city manager's recommendation to move this item as an opportunity and do a little more, with town halls and that type of thing. There was not any objections.

#### **ADJOURNMENT**

The meeting adjourned on motion by Councilman Morgan and seconded by Councilman Pollard.

BY: \_\_\_\_\_  
KELVIN M. OWENS, MAYOR

ATTEST: \_\_\_\_\_  
CHERYL FORD, CLERK



# PUBLIC HEARING NOTICE

MONDAY – OCTOBER 10, 2022 – 6:00 P.M.

The Mayor and Council will conduct a public hearing to receive citizen feedback and comments on the closure of the Perry Street Gym due to safety, sanitation, and environmental concerns.

The hearing is scheduled for Monday, October 10, 2022 in the Council Chambers located on the first floor of City Hall at 6:00 P.M. The public is encouraged and invited to attend. Seating is available on a first-come, first-serve basis.



City of Camilla – P.O. Box 328 – Camilla, Georgia  
(229) 336-2220 ~ [www.camillaga.net](http://www.camillaga.net)

Date of Notice: October 4, 2022

























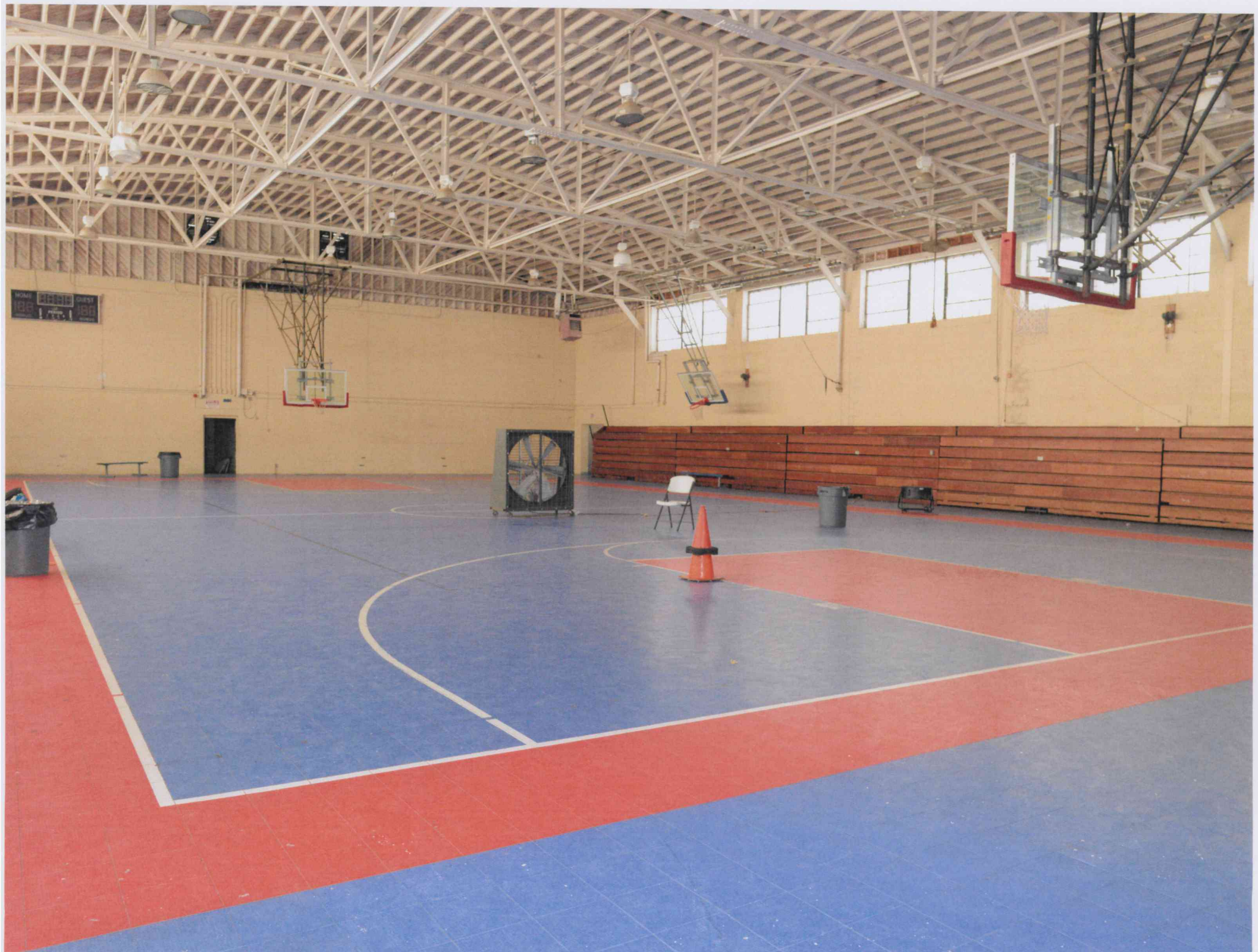












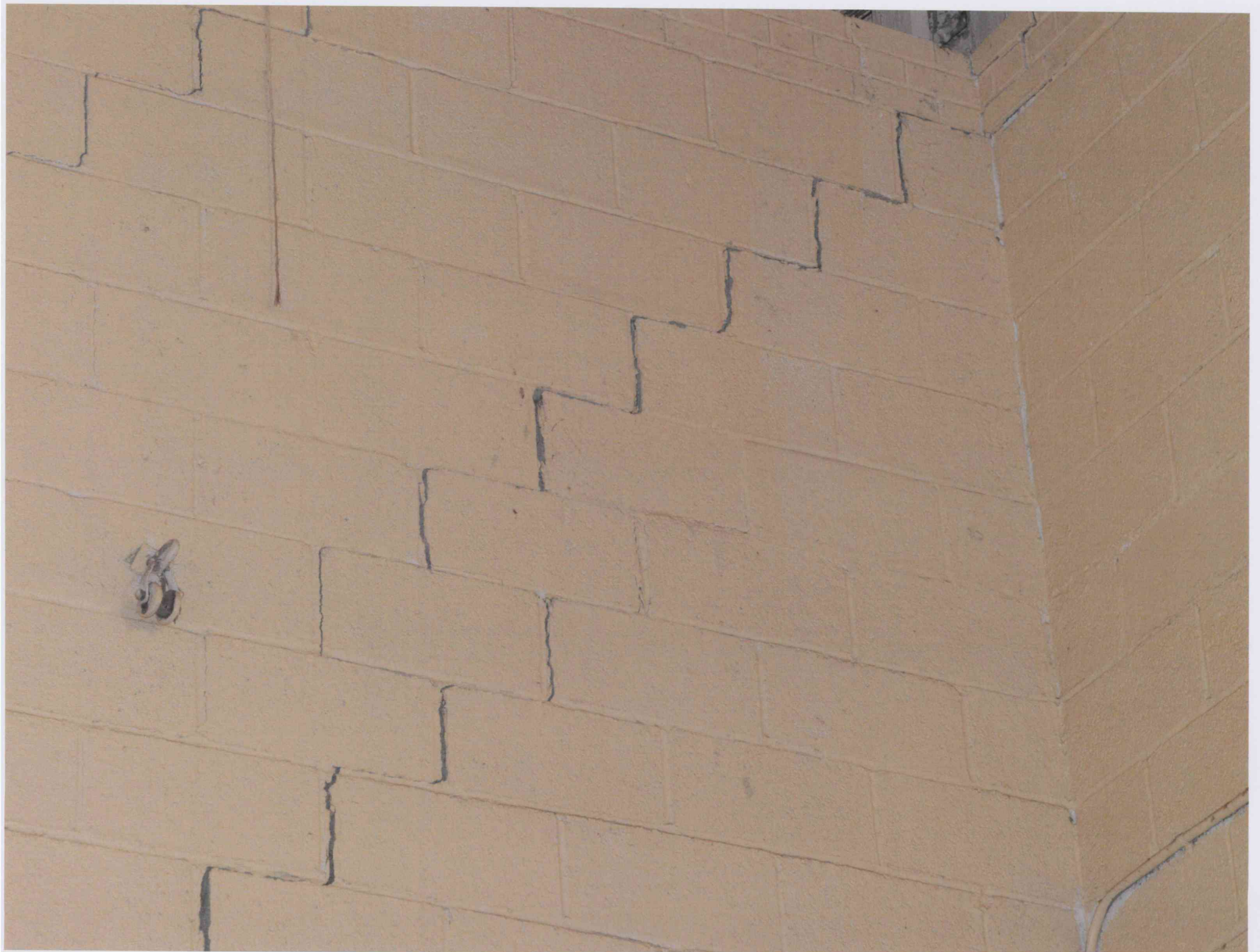
















































**EXIT**

**REMOVE ALL  
VALUABLES**  
NOT RESPONSIBLE FOR  
ARTICLES LEFT IN  
DRESSING ROOM...







































EXIT















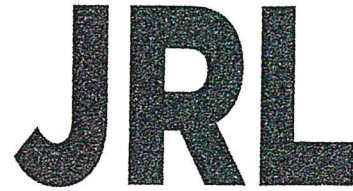


## LETTER OF TRANSMITTAL

Date: 25 June 2020

To: Steve Sykes

Re: Camilla/Mitchell Recreation Facilities



JINRIGHT | RYAN | LYNN

WE ARE SENDING YOU ( X ) Herewith ( ) Under separate cover via \_\_\_\_\_

- |                   |                    |             |
|-------------------|--------------------|-------------|
| ( ) Shop Drawings | ( ) Change Order   | ( ) Reports |
| ( ) Submittal     | ( ) Plans          | ( ) Samples |
| ( ) Prints        | ( ) Specifications | ( X ) Other |

COPIES	DATE	DESCRIPTION
1		Initial Space Programming for New Recreational Facility
1		Project Cost Estimate / Modifications & Renovations to Existing Gym

THESE ARE TRANSMITTED (as checked below):

- |                  |                              |   |
|------------------|------------------------------|---|
| ( ) For Approval | ( ) No Exceptions Taken      | ( ) Resubmit ____ Copies For Approval   |
| ( ) For Your Use | ( ) As Noted                 | ( ) Submit ____ Copies For Distribution |
| ( ) As Requested | ( ) Returned for Corrections | ( ) Return ____ Corrected Prints        |
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### REMARKS:

Forwarding for your initial review & comment

Signed: Leon Lynn, Principal Architect



## Admin

---

**From:** Admin  
**Sent:** Monday, June 29, 2020 2:17 PM  
**To:** 'steves@cityofcamilla.com'  
**Subject:** Camilla Gym - Letter, Project Estimate & Space Programming  
**Attachments:** Feasibility Study Ltr to SSykes 062920.rtf; PROJECT COST EST & SPACE PROG to SSykes 062920.pdf

Please find 2 attachments on the above referenced project for your review. After your review please let Leon hear your comments on this.

Thank you,

**Kelly Patterson, Office Manager**  
**admin@jrlarchitects.com**

241 S. Madison Street  
Thomasville, GA 31792

P: (229) 226.1821  
F: (229) 228.9082

jrlarchitects.com



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Mr. Steve Sykes, City Manager  
City of Camilla  
P O Box 328  
Camilla, Georgia 31730

RE: Perry Street Gymnasium  
Camilla, Georgia

Dear Mr. Sykes,

As requested, we have completed an initial assessment of the existing gymnasium facility located on Perry Street. The purpose of the assessment is to determine the facility's long-term suitability and sustainability for use as a recreational facility for the Camilla- Mitchell County Community. The primary factors in consideration of the building's value include structural integrity, spatial appropriateness and functionality, and the cost of a complete modernization necessary for continued use. These comments provide a summary of our observations and general recommendations based those observations.

The existing gymnasium building is approximately 21,900 square feet. The exterior walls are load-bearing masonry with brick veneer and concrete masonry units (CMU). Interior walls include both load-bearing and non-load-bearing CMU and face brick. There are significant structural cracks in several locations in the high exterior walls encompassing the basketball court area. Which is an indication there has been vertical deflection due to the accumulative effects of wind forces or one extreme wind event acting against the building envelope causing failure. It is an issue that should be addressed with any improvements to the building.

The roof structure is comprised of both steel and wood components. The wide span covering the basketball court is comprised of open-web steel bow trusses and solid wood framing. The roof sheathing is solid wood. The wood roof framing appears to be stable.

Interior wall finishes include painted masonry and ceramic tile in toilet spaces, typical for the building occupancy type. The athletic flooring is an interlocking plastic tile which was likely not the original floor system. Other floor finishes include vinyl composition tile, ceramic tile (toilets), and painted concrete.

During our observations we found no signs of significant water intrusion through the existing roof system or evidence of water damaged roof sheathing. The existing roof membrane has reached the limits of its life expectancy. A new roof system should be required as part of a major renovation or modernization program.

A substantial portion of the building is currently not being used and appears to have not been used for an extended length of time. Should there be cause to re-occupy the abandoned areas then it will require extensive renovations including new interior finishes, plumbing, HVAC systems, lighting, electrical and life safety upgrades.



A decision as to the existing gymnasium's buildings value, suitability, and sustainability as a part of the communities' recreational services should include consideration of the following:

1. Structural repairs to the existing load-bearing exterior walls supporting the wide span roof structure over the basketball court to stabilize the building and to ensure the life safety of occupants.
2. Originally constructed to provide for the physical education programs and a basketball court for a public school the existing building exceeds the building footprint requirements for a City-County recreation program. Currently only half of the existing building is used for recreational services. It appears there has been two building additions since the original construction. Therefore, any future plans should give consideration to demolishing those additions to provide a more efficient facility and to better manage future operating expenditures and maintenance.
3. Comparisons of the construction cost to complete a substantial modernization of the existing building including partial demolition versus construction of a smaller new recreational facility designed and built to defined programming requirements.

Projected costs for the two options are attached herewith. Modernization of the existing gymnasium and a new recreational facility. The new building is based on the spatial programming also attached herewith. As the project cost projections indicate, the overall cost difference between the two options are not substantial, both requiring a commitment exceeding 2.5 million dollars.

Finally, the following factors should be considered:

- The historical significance of the Perry Street Gymnasium to the Camilla Community.
- The annual maintenance and operational cost of a larger modernized but older building in comparison to a new facility designed and constructed to meet the specific recreational needs of the Community.

I trust this provides the information needed to begin a discussion as the future use of the existing gymnasium building and to the future recreational facility needs of Camilla, Mitchell County.

If I may be of further service or if you have any questions, please let me know.

Sincerely,

Leon Lynn

Attachments



PROJECT COST ESTIMATE  
EXISTING GYMNASIUM MODERNIZATION  
CAMILLA GEORGIA

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Building Demolition (47,124 C.F.)	\$ 31,000
Footing Demolition	\$ 4,300
Concrete Slab Demolition	\$ 6,700
Asbestos Remediation	\$ 29,000
Selective Interior Demolition	\$ 67,600
Existing Roof Removal	\$ 19,800
New Roof Systems	\$233,000
Structural Repairs	\$ 72,700
New Exterior Walls	\$ 68,300
New Exterior Windows	\$ 47,000
New Exterior Doors	\$ 31,500
Fittings (Toilet Partitions & Accessories)	\$ 14,000
Architectural Cabinets	\$ 27,500
Wall Finishes	\$ 55,800
Floor Finishes	\$176,700
Ceiling Finishes	\$ 91,400
Plumbing	\$167,700
HVAC	\$261,800
Electrical	\$223,300
Sound System	\$ 6,500
Equipment	\$ 41,000

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SUBTOTAL	\$1,676,600
CONTRACTOR FEES (25%)	\$ 419,150

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TOTAL BUILDING COST	(\$117.00/S.F.)	\$2,095,750
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Quality Control Testing	\$ 12,000
Architectural/Engineering Fees (8%)	\$ 167,660
Contingent (15%)	\$ 314,363

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TOTAL PROJECT COST	\$2,589,773
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**INITIAL SPACE PROGRAMMING  
NEW RECREATIONAL FACILITY  
CAMILLA/MITCHELL COUNTY**

<b>SPACE</b>	<b>AREA SQ.FT.</b>
Vestibule	300
Public Toilets	360
Control Booths	130
Gymnasium	10,500
Activity Room	900
Food Services/Vending	240
Office	150
Staff Toilets	130
House Keeping	120
Boy's & Girls Toilets/Dressing	500
Ball Storage	150
General Storage	200
Electric/Mechanical Room	220
Circulation	500

<b>TOTAL GROSS BUILDING AREA</b>	<b>14,180 S.F.</b>
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**PROJECT COST ESTIMATE  
NEW RECREATIONAL FACILITY (14,180 S.F.)  
CAMILLA/MITCHELL COUNTY**

Foundations	\$ 36,700
Slab on Grade	\$ 77,100
Exterior Walls	\$ 204,900
Exterior Windows	\$ 67,800
Exterior Doors	\$ 29,000
Interior Partitions	\$ 43,600
Interior Doors	\$ 35,100
Fittings (Toilet Partitions/Accessories)	\$ 14,000
Architectural Cabinets	\$ 26,000
Wall Finishes	\$ 59,800
Floor Finishes	\$ 191,400
Ceiling Finishes	\$ 77,600
Pre-Engineered Metal Building System	\$ 319,100
Plumbing	\$ 187,300
HVAC System	\$ 205,600
Fire Sprinklers	\$ 49,700
Electrical	\$ 195,400
Sound System	\$ 6,500
Equipment	\$ 66,000

<b>SUBTOTAL</b>	<b>\$1,892,600</b>
<b>CONTRACTOR FEES (25%)</b>	<b>\$ 473,150</b>

<b>TOTAL BUILDING COST</b>	<b>(\$167.00/S.F.)</b>	<b>\$2,365,750</b>
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Quality Control Testing	\$ 20,000
Architectural/Engineering Fees (7%)	\$ 165,603
Contingent (6%)	\$ 141,945

<b>TOTAL PROJECT COST</b>	<b>\$2,693,298</b>
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## FEE PROPOSAL

Proposal No. PzL20.041

Date: April 21, 2021

To: Jinright Ryan & Lynn  
241 South Madison Street  
Thomasville, GA 31792

PHONE	FAX	EMAIL
		X

Attn: Leon F. Lynn, AIA

Re: Structural Evaluation & Repairs to Old Camilla School Gymnasium, Camilla, GA

Quoted by: Randall S. Crews, PE

Time Frame: As Required

Amount Quoted: See Particulars good for 30 Days

Particulars:

I. \$ 5,000. Provide structural engineering services as necessary for evaluation of existing approx. 20,500 s.f. building structure. Services include site visit observations of existing structure conditions, identify structural problems & deficiencies and preparation of cursory structural assessment report with preliminary structural repair items budget estimate.

II. \$ 12,000. Provide structural engineering services as necessary for renovations and repairs to existing building structure in accordance with Architectural design of renovated and repaired structure.

Deliverables:

I. Structural assessment report with identification of problem areas & deficiencies and general recommendations for repairs with budgetary cost information for structural work required.

II. Structural design documents for renovations and repairs to existing building structure in accordance with final Architectural design requirements.

Note: Construction phase site visits/ inspections are not included in this proposal, but may be provided on an hourly rate basis if the project proceeds to construction operations for repairs and renovations of the existing building structure.

Terms for this agreement are in accordance with contract on file with client or AIA contract between Architect & Owner.

*This proposal is intended to serve as a Contract for limited professional services to be provided by Crews Engineering, Inc. Read thoroughly, sign & return, if accepted.*

Accepted by: \_\_\_\_\_

Date: \_\_\_\_\_

**CITY OF CAMILLA, GEORGIA**  
**RESOLUTION NO. 2022-10-10-1**  
**A RESOLUTION TO ADOPT THE MITCHELL COUNTY**  
**COMPREHENSIVE PLAN**

**WHEREAS**, the City Council of Camilla, Georgia found it necessary to update their joint comprehensive plan as part of the requirements to maintain its Qualified Local Government Status; and

**WHEREAS**, the City Council held public meetings and hearings to allow private citizens to review the Comprehensive Plan and gathered citizens input; and

**WHEREAS**, in the development of the comprehensive plan, The City of Camilla examined, evaluated, and where applicable, incorporated considerations of both the Flint River Basin Regional Water Development and Conservation Plan and the Environmental Planning Criteria pursuant to O.C.G.A. 12-2-8.

**THEREFORE, BE IT RESOLVED** by the City Council of Camilla, Georgia that the Comprehensive Plan shall be adopted, hereby certifying that adequate citizen participation requirements have been met.

Adopted on the 10<sup>TH</sup> day of OCTOBER, 2022.

CITY OF CAMILLA

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Kelvin Owens, Mayor

[CITY SEAL]

ATTEST:

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Cheryl Ford, City Clerk



## REPORT OF ACCOMPLISHMENTS

In this section, the projects listed within the ROA are evaluated by the municipalities and assessed. The status of each project was assessed and classified. Four classification responses were used to determine the project's status. These classifications are:

- Completed
- Currently Underway (Include a projected completion date)
- Postponed (Include an explanation of the reason)
- Not Accomplished and will no longer be undertaken or pursued by the local government (Include an explanation for the reason)

Any projects that are not completed and active, are moved to the new community work program (2022-2026).

CITY OF CAMILLA REPORT OF ACCOMPLISHMENTS 2017-2021					
Project	Year 2017-2021	RESPONSIBLE PARTY	COST ESTIMATE	POSSIBLE FUNDING SOURCES	STATUS
<b>ECONOMIC DEVELOPMENT OBJECTIVES</b>					
Attract a vegetable processing industry	2017-2021	City, MCDA	\$15,000/yr	City, MCDA	Currently Underway. This work item will be changed to "Attract an agricultural-related industry" (2026)
Develop new industrial property in conjunction with the County Economic Development Commission	2017-2019	City, MCEDC	\$132,000	DCA, U.S. EDA, USDA, EPA	Currently underway. This work item will be changed to "Develop new industrial property in cooperation with the Mitchell County Development Authority" (2024)
Market the reuse of wastewater for cooling/irrigation to attract industry	2018	City	\$75k	User fees/enterprise fund	Not Accomplished and will no longer be undertaken because the project is not feasible, and is no longer a priority
<b>HOUSING OBJECTIVES</b>					
Investigate the elimination & replacement of substandard housing	2017-2021	City	\$25k	Home administration, CDBG, RDC Dues	Currently underway. Progress is made as funds become available (2024)
Promote infill development to previously identified sites	2017-2021	City	\$10k/yr.	General Fund	Currently underway. Incremental progress is being made as funds become available (2024)

### COMMUNITY WORK PROGRAM

CITY OF CAMILLA COMMUNITY WORK PROGRAM 2022-2026				
PROJECT ACTIVITY	YEAR 2022-2026	RESPONSIBLE PARTY	COST ESTIMATE	POSSIBLE FUNDING SOURCES
<b>General Planning</b>				
Participate in the development and update of the Pre-Hazard Mitigation Plan.	2022-2026	City	\$25000	GEMA, FEMA, Grants
Participate in the development and update of the Joint Comprehensive Plan	2022-2026	City	Staff-Time	General Fund
Partner with Southwest Georgia Regional Commission to develop Age Friendly activities that support residents of age 55years and older.	2022-2026	Southwest Regional Commission/ County	RC Staff-Time	Grants
Purchase a broad video editing software and equipment, to broadcast council meetings to enhance and engage the public participation	2022-2026	City	\$100,000	General Fund, Grants
Apply for grants for the sidewalk improvements	2022-2026	City	\$300,000	Grants
Construct two new gateway signs for the City of Camilla on Hwy 19 South and Hwy 19 North	2022-2024	City	\$90,000	General Fund
Create a city-wide COVID-19 vaccination policy to combat the COVID-19 virus through vaccines administration	2022-2023	City	\$50,000	ARPA Funds, Grants
Allocate funds for city-wide utility bill assistance	2022-2026	City	\$10,000	ARPA Funds
Allocate additional funds for annual salaries for City of Camilla employees	2022-2023	City	\$250,000	ARPA Funds
<b>RECREATIONAL OBJECTIVES</b>				
Build a new Camilla Resource Center that will house the Boys and Girls Club.	2022-2026	City	\$2.5 Million	MEAG City Trust, Grants
Provide additional recreation resources for the Senior Citizens	2022-2026	City	\$500,000	MEAG City Trust, Grants
Provide funds for Splash Park maintenance and future park enhancements	2022-2026	City	\$300,000	ARPA Funds, Grants
<b>CRITICAL INFRASTRUCTURE</b>				
Allocate funds to repair critical infrastructure at the city's spray field	2022-2026	City	\$1.5M	MEAG City Trust, Grants
<b>HOUSING OBJECTIVES</b>				
Develop resources for the elimination & replacement of substandard housing	2022-2024	City	\$25k	Home administration, CDBG, RDC Dues
Promote infill development to previously identified sites	2022-2024	City	\$10k/yr.	General Fund
Partner with the housing authority to increase homeownership opportunities	2022-2026	City	\$2Million	Grants, CHIP



<b>CITY OF CAMILLA COMMUNITY WORK PROGRAM 2022-2026 (Cont'd)</b>				
<b>PROJECT ACTIVITY</b>	<b>YEAR 2022-2026</b>	<b>RESPONSIBLE PARTY</b>	<b>COST ESTIMATE</b>	<b>POSSIBLE FUNDING SOURCES</b>
<b>ECONOMIC DEVELOPMENT OBJECTIVES</b>				
Work with the agricultural/retail processing industry to create jobs and increase the employment rate.	2022-2026	City, MCDA	\$15,000/yr.	City, MCDA
Develop new industrial property in conjunction with the County Economic Development Commission	2022-2024	City, MCEDC	\$132,000	DCA, U.S. EDA, USDA
Provide funds to improve and increase tourism, and fac within the region.	2022-2026	City	\$500,000	Grants
Create a new Local Vendor Purchasing Policy	2022-2026	City	Staff-Time	General Fund
Collaborate with the Mitchell County Correctional Workforce	2022-2026	City	Staff-Time	General Fund, Grants
Work closely with businesses that wish to rehabilitate buildings downtown.	2022-2026	City	Staff-Time	General Fund, Grants
Partner with the Downtown Development Authority to continue to offer Façade grants for downtown businesses.	2022-2026	City/ DDA	\$150,000	DDA Façade grants
Allocate additional funds for economic development	2022-2026	City	\$700,000	MEAG City Trust
<b>Broadband Element</b>				
Create a wireless hot spot in the downtown area	2022-2026	City	\$50,000	Grants, General Fund
Collaborate with CNSNext for the provision of high-speed internet services to unserved and underserved areas	2022-2026	City	Staff-Time	General Fund, Grants
Review and amend land-use policies to accommodate broadband installation when necessary	2022-2026	City	Staff-Time	General Fund

# **City of Camilla - Guidelines for Filming**

PO Box 328, 30 East Broad Street, Camilla, GA 31730  
Phone: 229.336.2220

**STATEMENT OF POLICY:** The Camilla City Council invites and encourages film production utilizing City property provided: the City of Camilla's primary responsibility to provide service and protection to the general public is not impaired; the City of Camilla is compensated for the time, labor, and other costs associated with permitting the utilization of City of Camilla property and facilities; and, the City of Camilla is indemnified from any responsibility arising from any injury, accident, destruction of property or other occurrence associated with the project.

## **SUMMARY OF PROCEDURES:**

1. All requests for filming on City property will be directed to the Planning and Zoning Administrator. All contacts and arrangements will be made through that Department. The filmmaker/production company is not to be directed to any other office of the City.
2. The Planning and Zoning Department will forward a Film Request Package to the applicant for completion. The Package should include: a sample Insurance Certificate, a Hold Harmless Agreement, a Price List, Administrative Policies and Procedures for filming, and Permit Form.
3. The Planning and Zoning Department will review the request upon receipt of the completed Package and required fee. If necessary, a meeting and tour will be arranged with the Production Location Scout for a suitable location for filming.
4. After the Package is reviewed and a site is selected, the Planning and Zoning Department will communicate with relevant departments and establish the logistics and personnel requirements for the production.
5. The Planning and Zoning Department will communicate approval or denial to the applicant. If the request is approved, the Planning and Zoning Department will notify the applicant and bill them for any additional fees. All fees must be paid before the actual permit is issued.
6. If the application is denied, the applicant may initiate an appeals process by writing the City Manager within five (5) days of receipt of the denial. The City Manager will respond to the appeal within three (3) business days of receipt of the appeal.
7. Once the filming is completed, the affected Department(s) will assess damages and refund any unused damage deposit to the applicant. Allow thirty (30) days for processing.
8. If subcontractors, vendors, or caterers are used during the term of the agreement. In that case, the parties are subject to City guidelines on using City facilities.

## **ADMINISTRATIVE POLICIES AND PROCEDURES**

**I. PERMIT REQUIRED FOR USE OF PUBLIC RIGHT OF WAY:** A permit is required for any commercial film activity which involves the use of public or private property or the public right-of-way in any one location for longer than five (5) consecutive minutes or impacts the public right of way beyond normal traffic. (Examples: on-street parking; interruption of vehicular or pedestrian traffic flow; placement of cameras, lights, or other equipment on public property.

The application will be made on the City's standard form and presented to the Planning and



Zoning Department for review. Early application is recommended as permits are issued on a first-come, first-served basis, and time may be needed to work out any difficulties associated with the planned activity. Requirements may vary depending on the impact of the activity as defined below:

**II. NOTIFICATION OF AFFECTED BUSINESSES AND RESIDENTS:** The Production Company will notify all businesses and residents affected by the activity. Notification should occur following the City's application review and no less than three (3) business days before the planned activity. Earlier notification may be required when planned activities significantly impact the area's normal activities. The area to be covered by notification may vary depending on the impact of the planned activity but will be a minimum of all businesses or residents in the linear block in which the activity is to occur.

**III. TRAFFIC CONTROL AND STREET CLOSURES:** Approval must be obtained before any film activity disrupting the normal traffic flow. Traffic control, if needed, must be handled by off-duty police officers hired by the Production Company through the City Manager's office. The City retains the right to determine the number of officers needed. Intermittent traffic holding shall not exceed five-minute intervals except when specifically approved by permit.

Street closures are discouraged in most instances. Requests for street closures or diverting of traffic should be made well in advance to allow for the planning of alternate routes and proper notification.

Interruption of traffic on state routes or closure of state routes requires prior approval from the Georgia Department of Transportation (GDOT) and the City. The Planning and Zoning office will provide the Production Company with the appropriate contact at the GDOT.

When street closures are necessary, or film activity will impact emergency vehicles' navigation, the Production Company must abide by a plan prescribed by Camilla Fire and Police to provide safety services per the Camilla City Code.

**IV. SPECIAL EFFECTS, EXPLOSIVES AND SIMILAR DEVICES:** No filming activity which involves the use of explosives, pyrotechnics, fire, smoke-making machines or other special effects may be undertaken unless approved explicitly by Camilla Fire & Emergency Services. The use of explosives or pyrotechnics requires a certificate from the Probate Court. The Production Company will be responsible for acquiring the permit. Camilla Fire and Emergency Services will not issue a permit until they have received the certificate. The film liaison can provide a contact at the Probate Court.

**V. REMOVAL OF VEGETATION:** Removal, cutting, or trimming vegetation in the public right-of-way is prohibited unless specifically approved by permit.

**VI. FILM IMPACT:**

A. **LOW IMPACT FILM ACTIVITIES:** In general, low-impact activities are defined as those which:

- Allow the uninterrupted flow of pedestrian traffic;
- Hold vehicular traffic for no more than one-minute intervals;
- Utilize no more than four (4) on-street parking spaces in any linear block containing businesses dependent on on-street parking;
- Have minimal impact on normal business activities;
- Take place in the downtown business district outside normal business hours;
- Utilize no more than fifty percent (50%) of the on-street parking spaces in any linear block containing businesses not dependent on on-street parking;

- Utilize no on-street parking where there are no marked on-street parking spaces;
  - Utilize no parking in alleys without prior approval by the abutting businesses and the Fire Department;
  - Provide parking for cast, crew, extras, and other nonessential vehicles in off-street lots, as well as alternate parking for those displaced from these lots;
  - Provide a private holding area for extras; and
  - Conduct prep and wrap activities in accordance with the above.
- B. **HIGH IMPACT FILM ACTIVITIES:** In general, high-impact film activities are those that fall outside two or more of the criteria for low-impact activity. Additional criteria that classify a film activity as high impact include:
- ☐ High-speed chases or crashes;
  - ☐ Use of pyrotechnics or explosives; or
  - ☐ Use of aircraft (including drones).

## **VII. DOWNTOWN BUSINESS DISTRICT:**

- A. **DOWNTOWN BUSINESS DISTRICT DEFINED:** The Downtown Business District is defined as that area in the Downtown Business District area.
- B. **PERMITTING AND NOTIFICATION PROCEDURE FOR HIGH-IMPACT FILMING IN THE DOWNTOWN BUSINESS DISTRICT.**

1. A completed Application for Permit shall be submitted to the City's representative for review as soon as possible.
2. The Production Company shall distribute copies of the completed application, at minimum, to all businesses and residents within a full block in each direction from the planned activity no less than five (5) business days before the scheduled activity. The Production Company shall have each recipient initial for receipt of the application and shall submit the sign-off sheet to the City's representative.
3. Businesses shall have three (3) business days to notify the City of any concerns/objections concerning the proposed film activities.
4. The City representative shall attempt to resolve concerns or objections reported in consultation with the business, the Production Company, and the City Manager.
5. If the permit is issued, the Production Company will notify businesses and residents of the finalized plans no less than three (3) business days before the planned activities.

### **C. RESTRICTIONS**

1. We discourage filming in the downtown business district during the period from Thanksgiving Day through December 31 and during City sponsored special events. If filming is necessary during these times, it should be planned for Sunday or outside normal business hours. Even low-impact filming permits may be denied near merchants whose businesses depend highly on sales during these times or special events.
2. Filming will not be allowed within two (2) blocks of a planned event if the event is an annual event or if expenses have already been incurred before notification of planned film activities. Exceptions may be made for low-impact filming.



3. No more than two (2) film permits shall be issued within the downtown business district for any given time/date. Exceptions may be made for low-impact filming.

#### **VIII. RESIDENTIAL AREAS**

- A. In areas zoned residential, film activities will not begin before 7:00 a.m., and end by 11:00 p.m. on weekdays and Sundays and by midnight on Friday and Saturday, except with special advance permission.
- B. Affected residents in an area not less than two blocks in either direction must be notified by letter or in person not *less* than three (3) business days in advance. Notification should include information concerning the location and duration of the filming activity in question and specifics regarding lights, noise, or any special effects.
- C. All equipment and support vehicles not in immediate use shall be parked so as not to cause any interference to pedestrians or vehicular traffic.
- D. When filming on residential streets that experience traffic congestion as a result of schools opening and closing or the morning and evening "rush" hours, neither pedestrian nor vehicular traffic may be held during these "rush" times, which will be agreed upon in advance by the City, film liaison and the locations' manager.
- E. Production vehicles must not block fire hydrants, driveways, or other access ramps unless authorized by the City or property owner. Ten (10) feet of clearance should be left on either side of affected driveways unless otherwise authorized.
- F. Production vehicles must be parked so as not to impede safe lines of vision at intersections.
- G. Lighting for filming, both during the day and night, should be oriented away from neighboring residences wherever possible and should not interfere with the safe movement of traffic.
- H. Production companies are responsible for cleaning and restoring locations used, including public and private lands, with a minimum amount of noise and disruption.
- I. Production companies blocking off or holding traffic on streets scheduled for garbage pick-up are responsible for:
  - ☐ Moving trash cans to a location accessible to sanitation vehicles and then returning them to their proper owners; or
  - ☐ Coordinating, in advance, a time when sanitation vehicles may access the area affected.
- J. Residents may not charge production companies for the use of the public right-of-way in front of their homes nor prohibit use without justifiable cause. Still, they may reasonably expect the right-of-way to be restored to its' original condition by the production company.
- K. Special effects involving sirens, gunshots, speeding cars, or other loud noises are limited to the hours before 11:00 p.m. unless cleared in advance with the City Manager and the neighbors affected. (SEE attached noise ordinance)
- L. Wherever possible, base camps and dressing room trailers should be parked away from neighboring residences and/or take steps to control noise from generators, slamming doors, engines, etc., in the early morning before 7:30 a.m. and after 9:00 p.m.

**IX. PERMIT FEES:** Each applicant will pay the required fees as established by resolution of the City Council. All fees are subject to change.

A. There is a \$25.00 processing charge for a film permit to reimburse the City for the staff time required to evaluate the application and establish conditions of approval.

Police Officer (2-hour minimum) .....	\$50/hour
Coordinating Fee (for multiple officers) .....	\$250
Police Vehicle (as required) .....	\$50/day
Code Enforcement (4-hour minimum) .....	\$50/hour
Firefighter .....	\$50/hour
Hydrant meter hookup .....	\$65/\$950 Deposit
Water from hydrant meter .....	\$8.00 per 1000 gal.
.....	\$120 minimum
Street Closure .....	\$150/each minimum

- A&B Explosives permit
- C Explosives permit
- Fireworks permit
- Transport A & B Explosives permit

Fire department permits are free; however, applicable federal and state permits must be obtained for using and transporting explosive materials. Contact the Planning and Zoning Office if you have questions regarding these permits.

Facility Rental (varies by location) ..... \$250/day minimum

**CHARGE FOR SERVICES RENDERED ON LATE REQUEST** There will be an additional \$100 charge for City services rendered as a result of requests made with less than two (2) business days' notice.



A contract between the City of Camilla, a municipal corporation acting by and through its Mayor and Council hereinafter known as “City” and House of Hope, Inc. a private non-profit corporation existing under the laws of the State of Georgia acting by and through its Board of Directors hereinafter known as “Corporation”.

W I T N E S S E T H

**WHEREAS**, the City is in receipt of Coronavirus State and Local Fiscal Recovery Funds (“SLFRF”); and

**WHEREAS**, Coronavirus State and Local Fiscal Recovery Funds are intended to provide support for local government in responding to the economic and public health impact of COVID-19; and

**WHEREAS**, the United States Treasury regulations encourage recipients to promote equitable delivery of government benefits to underserved communities; and

**WHEREAS**, the Mayor and Council of the City of Camilla have determined to use a portion of the funds to reduce the negative economic impact of COVID-19 by providing household assistance in the form of utility aid; and

**WHEREAS**, the House of Hope, Inc. a non-profit corporation existing under the laws of the State of Georgia in Mitchell County has agreed to assist the City in administering utility aid to the citizens of the City who qualify.

**NOW, THEREFORE**, in consideration of the mutual covenants and considerations contained herein and both agree as follows:

1. Corporation shall establish eligibility standards for recipients of utility aid provided by the City of Camilla. The assistance shall be provided to disproportionately affected populations and low income households as provided by the Federal Poverty Guidelines for the size of the household based on the most recent published poverty guidelines by HHS or income at or below forty percent of the area median income for Mitchell County and the size of household based on the most recently published data by HUD. Recipients of temporary assistance for needy families (“TANF”), Supplemental Nutritional Assistance Program (“SNAP”), free and reduced priced lunch (“NSLP”), and or School Breakfast Programs (“SBP”), Medicare Part D, low income subsidies, Supplemental Social Security Income (“SSI”), Head Start, Special Supplemental Nutritional Program for Women, Infants and Children (“WIC”), Section 8 Vouchers, Low Income Home Energy Assistance Program (“LIHEAP”), and Pell Grants shall be determined to qualify for utility assistance.

2. Corporation shall screen applicants and if eligible issue a voucher for utility assistance. The voucher shall be delivered to the Customer Service Manager for the City of Camilla. Voucher recipients must be customers of the City of Camilla utilities. Upon receipt of the voucher, City shall take immediate steps to credit the customer’s utility account in the amount of the voucher.

3. Recipients of utility aid must be residents of the City of Camilla.

4. Recipient/households shall only be eligible for assistance once in a twelve month period.

5. The City has allocated \$10,000.00 for utility assistance. This agreement shall be terminated upon the expenditure of all funds allocated unless extended by mutual agreement of the parties. Notwithstanding the foregoing, this contract may be terminated upon thirty days written notice by either party.

6. City shall compensate Corporation in the amount of \$500.00 for the services provided herein. Should the City extend the program, Corporation shall be compensated in the amount of five percent of any amount of utility assistance provided beyond \$10,000.00.

7. **Insurance.** Corporation will maintain the insurance required under the Worker=s Compensation Act of the State of Georgia. Contractor will also maintain with an insurance company satisfactory to City an insurance policy having limits of not less than \$1,000,000 covering public liability and property damage. Contractor agrees to name City as an additional insured on the public liability and property damage policy. In addition, Contractor agrees that said policies shall contain a provision that said policies may not be canceled without giving City notice. City shall be furnished copies of said policies.

8. **Indemnity.** Corporation agrees to indemnify and save the City harmless from any and all claims, suits, causes of action, judgments, and/or damages, on account of bodily injury, sickness, or disease, including death resulting therefrom, sustained by it or any persons and on account of injury to or destruction of property, including the loss of use thereof, caused by, arising out of, or resulting from any act or omission of Corporation, its agents, servants, or employees, whether such acts or omissions be mixed with the negligence of other parties, including the City; provided, however, that Corporation shall not be liable for any damages resulting solely from the affirmative acts of the City. Corporation agrees to defend all actions brought in any court arising out of the above and to pay all costs of same, including attorney fees, and all judgments rendered in such actions.

9. Corporation agrees to be subject to any audit requirements imposed by the City, the State of Georgia, or the United States of America or any agency thereof.

10. This contract shall be governed by the laws of the State of Georgia.

11. Time is of the essence.

This \_\_\_\_\_ day of \_\_\_\_\_, 2022.

**CITY OF CAMILLA**

**HOUSE OF HOPE, INC.**

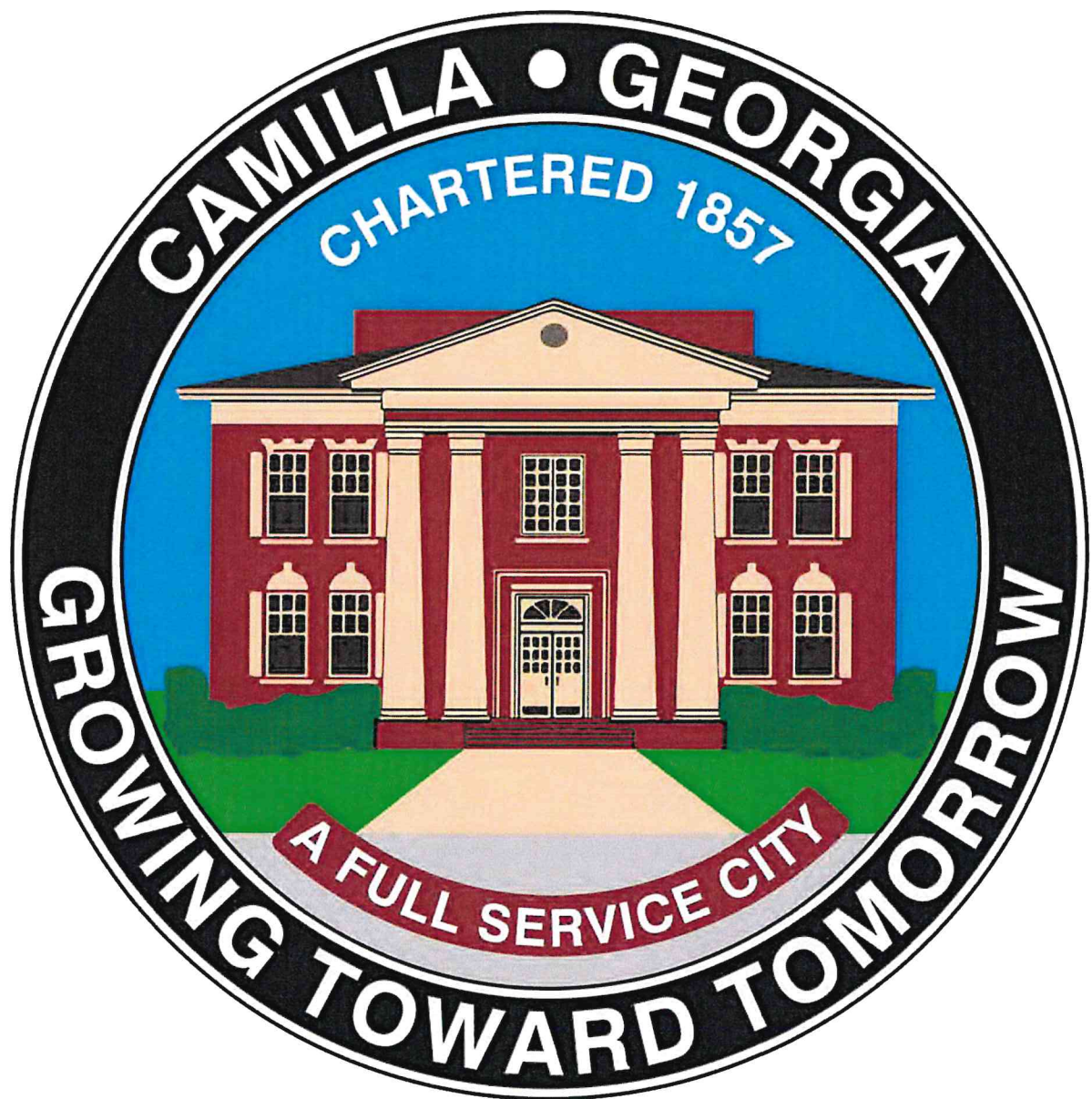
By: \_\_\_\_\_  
Mayor, Kelvin Owens

By: \_\_\_\_\_  
Title: \_\_\_\_\_

Attest: \_\_\_\_\_  
Clerk, Cheryl Ford

Attest: \_\_\_\_\_

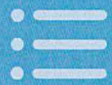




# **CITY OF CAMILLA**

COMMUNICATIONS AND MARKETING PLAN

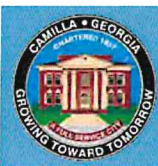
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# TABLE OF CONTENTS

<b>EXECUTIVE SUMMARY .....</b>	<b>1-2</b>
<b>BRAND ANCHORS.....</b>	<b>3-4</b>
Community Survey Results.....	5
Role of Community and Media Relations .....	6
Communication & Marketing Support Process.....	7
Strategic Communication Planning Process.....	8
<b>COMMUNICATION PRIORITIES.....</b>	<b>9</b>
Priority 1 – Lead Strategic Communication Effort.....	10
Priority 2 – Create Opportunities for Effective Stakeholder.....	11
Priority 3 – Provide Open and Timely Communication .....	11
Priority 4 – Reinforce Brand Identity .....	12-13
Priority 5 – Ensure a Well-Informed City Workforce.....	13-14
Priority 6 – Provide Measurements of Progress and Success.....	14
<b>KEY PERFORMANCE INDICATORS.....</b>	<b>15-16</b>
<b>IMPLEMENTATION PLAN .....</b>	<b>17</b>
<b>COMMUNICATION TOOLS.....</b>	<b>18-19</b>





# EXECUTIVE SUMMARY

## PLAN PURPOSE

The purpose of this Communications and Marketing Plan (The Plan ) is to clearly define the messages, priorities, strategies, and tools the City of Camilla will use when communicating with the community.

The Plan matches the City of Camilla's strategic priorities, furthering the City's mission, guiding principles and enhancing community pride.

## PLAN GOAL

The goal of The Plan is to increase stakeholder engagement and community understanding of City services, initiatives, and resources, and to record measurable outcomes that inform future communication. Furthermore, The Plan will help guide the priorities of Camilla's Community and Regional relations.

## FOUNDATIONAL MESSAGING

Communication and Marketing efforts should consistently support Camilla's vision, mission, and goals, as well as align with City Council priorities. The following are taken from the City of Camilla's Strategic Plan, approved in September 2021 by Resolution No. 2021-09-13-4.

## FINANCIAL STABILITY

The goal for any community in planning for economic development success is to create an environment of opportunity. Building a financially sound infrastructure creates the opportunity for prosperity and economic stability.

## ENHANCE QUALITY OF LIFE

Health, comfort, and happiness measure quality of life. Creating an environment of financial security, job satisfaction, family life, health and safety increase community quality of life which in turn promotes growth and prosperity.

## ENVIRONMENTAL SUSTAINABILITY

Sustainability is important for many reasons. To have a healthy community goal for any community in planning for economic development success is to create an environment of opportunity. Building a financially sound infrastructure creates the opportunity for prosperity and economic stability.

## FAIRNESS, EQUALITY & TRUST

Growth in the community begins within and the desire and fortitude to succeed are key. Creating an environment of fairness, equality, and trust provides the foundation for successful collaboration to grow the community.

## TELLING THE CAMILLA STORY

The services delivered by Camilla play a critical role in the lives of those in our community. We have a unique story to tell within each project and program the City oversees. The Community and this plan helps to both create and sustain productive connections between City services and Camilla community members, businesses, and visitors to tell the City's story, and listen to and share our community's stories.

## CITY MOTTO

Camilla's motto has a rich history and is an expression of the community's guiding principles. When appropriate, key messages should embody the city motto.

*"Growing Toward Tomorrow"*



## BRAND ANCHORS

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To guide our storytelling, the City of Camilla should embrace seven “brand anchors” that are based on community and stakeholder engagement. Similar to the City motto, brand anchor messages represent the community and celebrate what makes Camilla unique, and should be considered when communicating with the public.



**Agriculture & Industry:** Our region helps feed the world. Our fertile environment yields many agricultural products. Leading agribusiness companies call Camilla home, as do professionals who are on the cutting edge of improving agricultural production.



**Community:** Camilla has a great sense of community and pride. The fabric of our diverse community is woven together through events, parades, festivals, cultural celebrations, volunteerism and numerous places of worship.



**Location:** Camilla sits in the heart of our region. Camilla's central location makes it easy to visit surrounding areas of interest. Our convenient location is also ideal for distribution and logistics, linking leading food and manufacturing.



**Culture:** Camilla is a cultural hub of Southwest Georgia. Dining and entertainment are at the heart of Camilla's downtown. Enjoy a meal, hear the music of a local artist, catch a locally produced play, and some of the best locally owned shopping around.



**Parks & Outdoors:** Camilla is a great place to stay active. We are a walkable community in addition to numerous parks, and splash pad.



**America's Heroes:** Camilla is proud supporter of our United States Military Veterans. Camilla is a Purple Heart City -- furthering our commitment to our citizens and visitors who served and continue to serve.



**Small Town Feel:** Camilla is making investments to bring big city amenities to our region while maintaining our small town feel.





# COMMUNITY SURVEY

## THE RESULTS

A Community Survey was completed and the results centered around existing and future City communication practices and procedures.

This section provides a snapshot of the community and includes insights about how residents receive information and new communication opportunities for the City to explore.

1

The latest survey suggests residents engage most when contacted by email.



2

The correct tools, policies, and procedures are in place, but an official city-wide communications plan is needed to maximize communication effectiveness.



3

The commuting nature of Camilla residents means that we must communicate with our citizens with multiple tools. *\*About 1500 Camilla citizens are employed outside of the city limits.*



4

The City has an opportunity to partner with community organizations to maximize its communication reach.



5

The City has an opportunity to utilize employees and community “Ambassadors” to be the eyes, ears, and voice of the community and expand the City’s traditional communication reach.







# COMMUNITY AND MEDIA RELATIONS

## ROLE OF COMMUNITY RELATIONS

The role of The Plan is to establish, nurture, and sustain a high level of trust in Camilla's government and among residents, businesses, visitors, and other key stakeholders. The City must maintain its organizational integrity and a positive brand reputation through its strategic communication efforts. We must share relevant information timely and accurately to the people we serve.

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### Strategic Communication Planning Process

Implement City Council's strategic planning goals and guiding principles through thoughtful, essential, and effective communications. This form of communication is about telling the stories of Camilla services and how those services impact the community. By uncovering and sharing the human aspect of the City's work, we illustrate how implied goals are translated into action for our residents and businesses.

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### Communications Support for Departments and Elected Officials

As Elected Leaders and City staff seek communications support for programs and projects, we must ensure that projects, initiatives, and events are communicated through the lens of the Camilla brand.

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### Public Engagement

We must work to develop and carry out successful strategies to engage the public through participation at events, through digital platforms, and with City services.

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### Brand Management

The Camilla brand has to be used consistently and brand messages are used appropriately and often in all communication efforts.

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### Emergency Communication

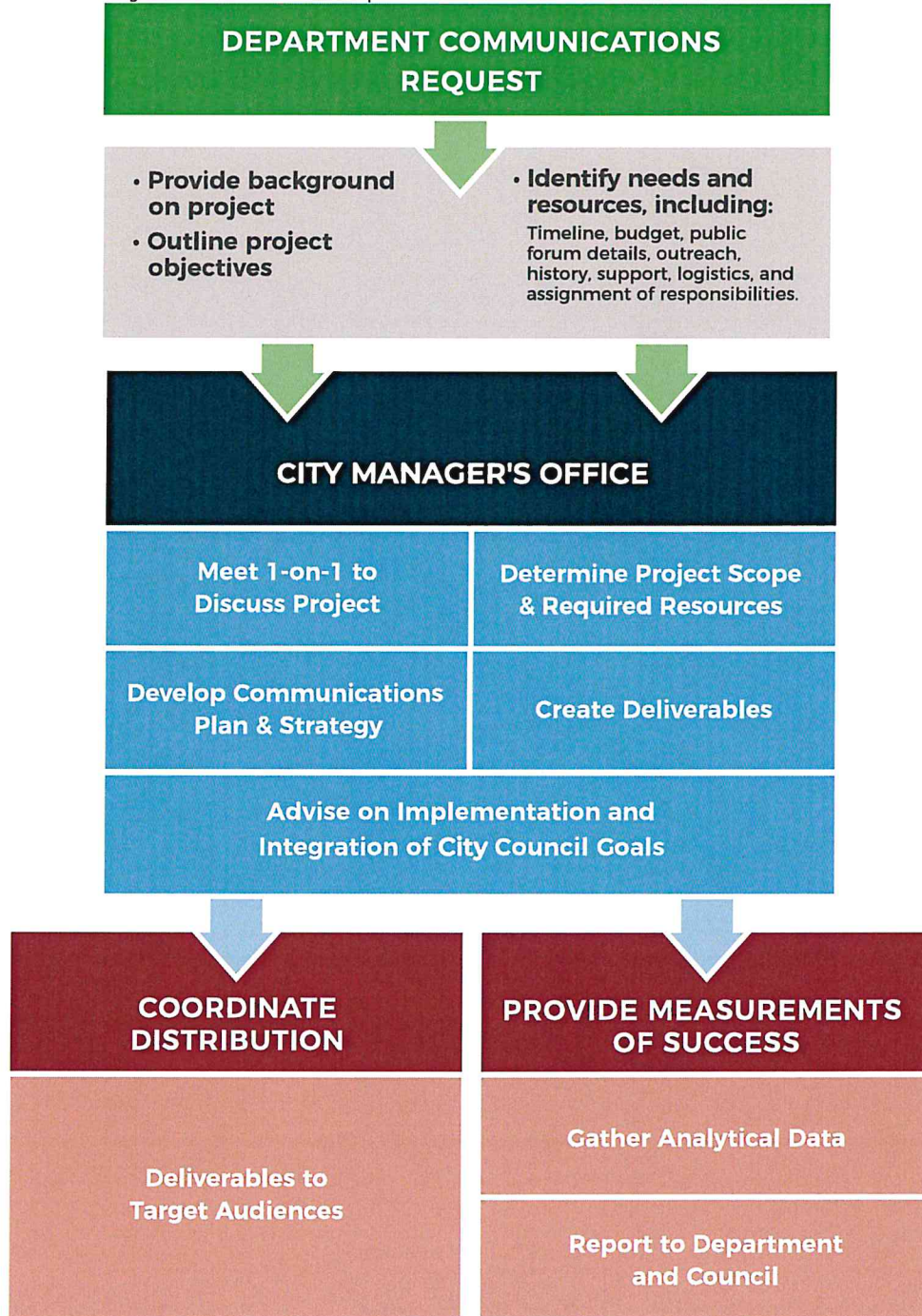
This form of communication occurs unexpectedly and takes many forms. When a crisis occurs, coordination with emergency management will help ensure that emergency messages are correctly and effectively disseminated to prepare department leaders, elected officials, emergency responders, and manage media relations.

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# THE COMMUNICATION & MARKETING PROCESS

Use this chart to better understand how communication and marketing requests flow and the responsibilities of each city staff member. Communications from the Mayor's Office (The Official Spokesperson) and city council will begin at the "Meet 1-on-1" stage with the City Manager and ultimately with the City Council when required.





## STRATEGIC COMMUNICATION PLANNING PROCESS

To ensure an open line of communication and utilizing this process to intake ideas, coordinate key messages and create high-quality content in order to effectively communicate and engage the residents of Camilla.







# COMMUNICATION PRIORITIES

## **PRIORITY #1: Lead Strategic Communication Efforts**

Work directly with Council, staff, and partners to ensure communication and outreach efforts, objectives, and outcomes align with the strategic goals of the organization and promote community understanding.

## **PRIORITY #2: Create Opportunities for Effective Stakeholder Participation and Collaboration**

Encourage engagement through audience-appropriate, two-way communication and opportunities for constructive feedback.

## **PRIORITY #3: Provide Open and Timely Communication**

Share accurate, non-biased information promptly through a variety of communication channels.

## **PRIORITY #4: Reinforce Brand Identity**

Develop consistent messaging that builds Camilla's brand and tells the City's story with one voice.

## **PRIORITY #5: Ensure a Well-Informed City Workforce**

Keep City employees informed and involved in public engagement so they can assist in telling the Camilla story.

## **PRIORITY #6: Provide Measurements of Progress and Success**

Track metrics to evaluate communication efforts and effectiveness in order to guide future communications programs and projects.



## **PRIORITY #1: Lead Strategic Communication Efforts**

Work directly with Council, staff, and partners to ensure communication and outreach efforts, objectives, and outcomes align with the strategic goals of Camilla and promote community understanding.

### **STRATEGIES**

Create a better understanding of City Council goals and priorities. By clearly and consistently outlining the goals and vision for the City of Camilla -- residents will have a better understanding of why and how public policy decisions are made and actions are implemented by the local government, and will trust that their suggestions and feedback is considered in policies, procedures, and programs.

Work directly with department leaders, staff, and elected officials to ensure messaging and communication efforts support the City's Strategic Plan and City Council priorities. Just as City projects and initiatives should align with Council's priorities and tie into the City's long-range planning initiatives, all communication efforts should also reflect and support City goals. This includes internal communication initiatives for employees, external communication to community members, and communication shared with partner organizations. This coordination ensures consistency, strengthens strategic message delivery, and enhances mutual understanding.

### **TACTICS**

#### **1. Meetings with Departments**

Meet quarterly with each department to discuss the issues and opportunities coming up in the next quarter and beyond, identify communication priorities and resources, and develop key messaging and communication strategies.

#### **2. Share Goals and Vision on Social Media Website**

The City's Facebook page and website are where residents go for information about Camilla, and it's important to clearly outline the vision and central goals of the City on the site. This is a simple and effective way to show the guidelines that government officials refer to when making decisions and how they are working to shape Camilla for the future.

#### **3. Integrate Vision, Goals, and Strategies into Communication Efforts**

The main vision, goals, and strategies of the City should be presented in all forms of communication. By sharing these points with residents, the City can regularly articulate how services and actions are related and help achieve its goals.



## **PRIORITY #2: Create Opportunities for Effective Stakeholder Participation and Collaboration**

Encourage engagement through audience-appropriate, two-way communication and opportunities for constructive feedback.

### **STRATEGIES**

Use interactive communication approaches to maintain ongoing dialogue between constituents and City government. Provide opportunities for two-way communication whenever possible. It's important to solicit feedback on how the City is doing and how it can best serve the community and its constituencies. Put tools in place that make it easier for residents to engage with their local government, gain a better understanding of City services, and achieve greater consensus for programs.

Expand outreach to audiences in targeted areas and special groups. The residents of Camilla are diverse and come from many cultural and socio-economic backgrounds. Use a variety of communication methods and leverage partnerships to reach a broader audience. Utilize the platforms the audience prefers to more effectively distribute information.

### **PRIORITY #3: Provide Open and Timely Communication**

Share accurate, non-biased information promptly through a variety of communication channels.

#### **STRATEGIES**

Provide information that is convenient, timely, and easily accessible for the target audience. Camilla should be prompt in publishing information in a variety of channels appropriate for key audiences so that the public is informed as quickly as possible. Timely and effective distribution of relevant information will reinforce the City's commitment to transparency and demonstrates that public feedback is highly valued.

Promote accurate, comprehensive local and regional media coverage. Building relationships between the City and local media is helpful to the community. By working with the media to establish greater trust, the City will have more influence over the accuracy of information that is communicated to the public and increase the likelihood of stories about Camilla receiving appropriate media coverage.



## **PRIORITY #4: Reinforce Brand Identity**

Develop consistent messaging that builds and solidifies Camilla's brand and tells the City's story with one voice.

### **STRATEGIES**

Empower and train employees to use the City brand correctly in order to tell the City's story with "one voice." Employees can be empowered to help reinforce the City's brand by incorporating personal stories in media interactions and online engagements. Reinforce the City's motto in everyday work. Every interaction a staff member has with the public is an opportunity to build brand awareness, whether it is through email, a phone call, or face-to-face interactions.

Implement effective strategies for increasing brand awareness through marketing and advertising. With the City's diverse demographics, the most communication impact will come from using both traditional and innovative digital communication tools. Reinforce the notion that the City brand is not the logo, tagline, and motto in-and-of themselves; it's our story, told in many ways over time.

### **TACTICS**

#### **1. Collaborate with Community Organizations to Market the City for Broader Awareness**

Meet with social influencers and stakeholder groups to find common interests and collaborative ways to market the City of Camilla and highlight all the great things the community has to offer. Example partners could include: Camilla Chamber of Commerce, Mitchell County Economic Development, Downtown Development Authority, and the Camilla Development Authority. Reach out to industry or trade groups that reflect the Camilla market to align storytelling efforts.

#### **2. City Messaging**

Establishing core messages about the community as well as City administration and departments, will support staff and Council efforts to help tell the Camilla story. When possible, tie City messages back to the seven brand anchors and City motto.

**3. Employee  
Ambassador  
Program**

Empower employee “storytellers” to be the eyes, ears, and voice of the organization and expand upon the City’s traditional communication reach. These employees serve as champions, helping to spread information about important topics, listening to community concerns and ideas, and reinforcing the City’s brand.

**4. Brand Education  
for Employees**

Train employees to utilize the City’s brand. At least annually and as-needed, offer training and education on the City’s brand, brand pillars, and importance of brand consistency.

**PRIORITY #5: Ensure a Well-Informed City Workforce**

Keep City employees informed and involved in public dialogue so they can assist in telling the Camilla story.

**STRATEGIES**

Provide employees with regular opportunities to learn about the issues, challenges, and decisions affecting both the City’s operations and the work environment. Communicate with employees on as many platforms as necessary so all employees receive consistent and timely messages. Provide relevant and accurate information to employees in the office and in the field.



## TACTICS

<b>1. Regular Employee Information</b>	Develop and distribute regular employee newsletters, email blasts, and messages from the City Manager and other leadership team members.
<b>2. Provide Employee “Storyteller” Training</b>	Every community meeting is an opportunity for City employees to be on the record representing the City, and thus an opportunity for news media and community networks to quote them. Training for employees will strengthen their professional skills while improving their effectiveness as representatives.
<b>3. Develop Regular Face-to-Face Meetings with Employee Groups</b>	It’s important for City management to meet with employees in town halls, tailgates, awards events, and shift changes to strengthen familiarity and trust within the organization. At the same time, these are opportunities for employees to ask questions and get straight answers.
<b>4. Celebrate Employee Accomplishments</b>	As teams and individuals accomplish significant milestones, we will provide opportunities for the workforce and the community to understand and appreciate these achievements.

### PRIORITY #6: Provide Measurements of Progress and Success

Track metrics to evaluate communication efforts and effectiveness in order to guide future communications programs and projects.

## STRATEGIES

There are a variety of standard metrics, also known as key performance indicators, which will be used to track the success of the City’s communication techniques. The City will evaluate these metrics on a regular basis and compare them to previous statistics to understand what techniques are working well and which need improvements, refinement, or further implementation.

Less standard metrics that are quite a bit more challenging to monitor include behavior changes, attitude changes, and awareness changes. These metrics are attached to considerable effort, but may give a better picture of outreach effectiveness.

As part of our ongoing communication planning process and ahead of each major project launch, staff will set goals then outline the key performance indicators that will be used to identify success, measure effectiveness, and refine future plans.



# KEY PERFORMANCE INDICATORS

## MEDIA COVERAGE

News Releases	The number of releases reacted to by the media.
News Sentiment	The sentiment of mentions, articles or interviews published by the media.
Reach	The reach of advertisements (both paid and unpaid) and news stories in media outlets. Examples include ads and news stories in print and online and the number of people who saw it based on the number of publications printed or the number of people who visited the webpage where the content is located.

## E-BLASTS / E-NEWSLETTERS

Subscribers	The number of people who have signed up to receive the communication.
Open Rate	The average percentage of recipients who open the email or notification.
Click-Through Rate	The average percentage of recipients who click on an active link within the email or publication.

## WEBSITE

Unique Visits	The number of distinct individuals visiting the site.
Page Views	The number of times a page on the site has been viewed.
Top Pages	The pages that are visited most frequently – the top 5-10 should be tracked regularly.
Bounce Rate	The percentage of people that navigate away from the site after only viewing one page. A lower bounce rate means that people are exploring the page and finding the information they need.
Search Terms	The more frequently a term is searched, the more likely it is that visitors are not finding what they need, and suggest it may need to be displayed more prominently.



## **SOCIAL MEDIA**

Followers	The number of people who subscribe to, and follow the City's pages.
Engagement	The number of people who take action by interacting with the City's pages including likes, comments, tags, or shares.
Reach	The number of people who saw the City's posts.
Quantity and Quality of Posts	Number of posts and metrics on content, including photos, videos, events, and polls.

## **PRINTED MATERIALS AND PAID ADVERTISEMENTS**

Distribution Rates	The number of places a printed piece can be found – both physical and online – and the actual number of pieces distributed.
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## **OTHER METRICS**

Quantity of survey responses

Council feedback

Reduction in unsolicited inquiries to departments (demonstrating that the proactive messaging is working at effectively delivering the message)

Digital billboard effectiveness

Video views

Poll results that demonstrate community understanding and engagement

Consistency in brand use across departments

Event and forum attendance

Positive community or industry response to advisory groups (quantity and frequency of participation)

Quantity of community complaints



# IMPLEMENTATION PLAN

## HIGH PRIORITY

Institute an engaging Employee Storyteller Program

Identify ways to bring brand training to employees

Integrate City vision, goals, and strategies into communication efforts

## MEDIUM PRIORITY

Collaborate with community organizations to market the City, serving as ambassadors of the Camilla brand

Collaborate with an external partners (either formal or informal) to ensure effective communication and marketing within the community

Attend quarterly department meetings in order to create project-specific communications plans

Outline the City's Strategic Plan elements on the website

Research and establish editorial calendars, along with a process of developing content.





# COMMUNICATION TOOLS



## EFFECTIVENESS TOOL COLOR KEY

- Most effective tool for this audience
- Potentially effective tool for this audience
- Least effective tool for this audience

## AUDIENCES

	City Website	Community E-Newsletter	Employee E-Newsletter	Flyer/Poster	Bill Insert/Postcard (Printed piece that is mailed directly to households)	Brochure (Found in public display racks or on counters where business transactions occur)	Location Signage (Displays at the physical location of a project to communicate what's taking place. Ex: construction site or a new city amenity)	Media Advisory (Emailed directly to a targeted media list)	Press Release for Website Homepage News (Newsflash worthy of being added to the website)	Facebook	Instagram	Twitter	Next door (Nextdoor.com - Social media platform targeted to neighborhoods)	Fact Sheet (Quick, high-level overview of a project for external audiences)	One-Minute Meeting (Quick, time-sensitive messages for internal audiences)	Individual or Small Stakeholder Briefings (Ideal for 1-on-1 communication when feedback from constituents is needed)	Digital Billboard (Located along HWY 19 South)	Photography (Use in storytelling to get your message across more visually. Can be shared digitally or in print)	Public Meetings/Open Houses	Tele- or Web Town Hall (Used when direct feedback from constituents is needed but in-person gathering wouldn't be efficient)	Print Advertising	Digital Advertising (Social Media)	Video Short Format (Short format that can easily be shared on social media or the City's website)	Agenda (Targeted communication to City Council)
City Council																								
Community Wide																								
Generation Z																								
Millennials																								
Generation X																								
Boomer																								
Non-English Speakers																								
Rural-Agriculture																								
Urban																								
Internal Employees																								
Event Promotion																								

## COMMUNICATIONS MATRIX

The communications matrix is a resource that both the Staff and City Council can use to identify the best tools available to reach a particular audience segment.

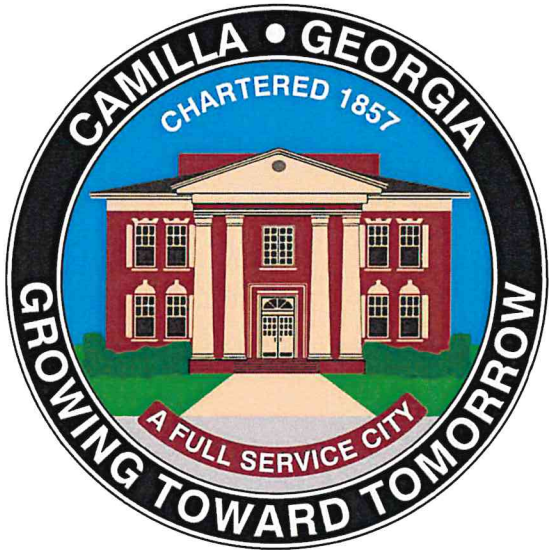




# COMMUNICATION TOOLS

## COMMUNICATIONS AND MARKETING MATRIX

This matrix is a resource that both the Staff and City Council can use to identify the best tools available to reach a particular media outlet.



### MEDIA TIER

	Projects < \$100K	Projects > \$100K	Employee Recognition	Elected Official Recognition/ Council Meetings	City Recognition	City Event Promotion	City Service Interruption
Local News	LN	LN	LN	LN	LN	LN	
Regional News	RN	RN	RN	RN	RN	LN	
Statewide News	SN	SN			SN		
Website	WB	WB	WB	WB	WB	WB	WB
Social Media	SM	SM	SM	SM	SM	SM	SM



## Stones Aquatic Weed & Algae Removal, LLC

P O Box 4465  
Valdosta, GA 31604 US  
+1 2294154030  
paige.stonespondcleaning@yahoo.com



## Estimate

ADDRESS  
Gary Boley  
City of Camilla  
465 Bay St  
Camilla, GA

ESTIMATE 4425  
DATE 08/10/2022  
EXPIRATION DATE 09/10/2022

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
	Pond Cleaning	on the water working with use of the boat to remove aquatic vegetation	10	2,000.00	20,000.00
	Excavator Work	use of mini excavator with rubber bumper to protect liner to move debris from shoreline to dump site on property	10	1,000.00	10,000.00
	Crane In/Out Service	crane in service for the boat on the first day	1	1,000.00	1,000.00
	Crane In/Out Service	crane out service for the boat on the last day	1	1,000.00	1,000.00

\*\*\*Pond 3 - Vegetation Removal\*\*\*

TOTAL

**\$32,000.00**

Payment is due in full at completion of services.

Thank you for the opportunity, we look forward to doing business with you!

Accepted By

Accepted Date







**Mike Atkinson**

**Subject:**

**FW: Spray field pond**

