

**MINUTES OF THE
REGULAR COUNCIL MEETING
CITY OF AUSTELL
MONDAY, JULY 2, 2012**

Present: Mayor Joe Jerkins
Kirsten Anderson
Trudie Causey
Virginia Reagan
Martin Standard
Scott Thomas
Suzanne Thomas

The regular meeting of the Mayor and City Council was held on Monday, July 2, 2012 at 7:00 P.M. at City Hall.

Also present were: Scott Kimbrough, City Attorney; Carolyn Duncan, City Clerk; Denise Soesbee, Finance Director; Randy Bowens, Public Works Director; Jim Graham, Community Affairs Director; Bob Starrett, Police Chief; Tim Williams, Fire Chief.

1. CALL TO ORDER

Mayor Jerkins called the meeting to order. Mr. Scott Kimbrough gave the Invocation and Mayor Jerkins led the Pledge of Allegiance. Mayor Jerkins asked the Council if anyone had any items to add to the Agenda. Ms. Reagan stated she would like to add 9C. – Privilege License.

Mr. Thomas move to follow the recommendation of Mayor Jerkins to approve the Item added. Seconded by Ms. Causey. Motion passed (6-0).

Mayor Jerkins presented a Plaque to Antonio Ferguson for his ten (10) years of service to the City. Mayor Jerkins thanked Antonio for his hard work and his loyalty to the City of Austell. Ms. Thomason presented Antonio with a ten (10) year service pin and thanked him for his hard work.

2. CONSENT AGENDA – INFORMATION AND UPDATE

3. CONSENT AGENDA

- A. Approve Bills
- B. Approve Legal Bills \$862.50
- C. Approve Minutes of Regular Council Minutes June 4, 2012

Mr. Thomas moved to follow the recommendation of Mayor Jerkins to approve the Consent Agenda. Seconded by Ms. Reagan. Motion passed (6-0).

4. EXCEPTION TO CONSENT AGENDA

5. CITIZENS REPORT

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Mayor Jerkins asked if anyone would like to speak to the Mayor and Council. Ann Turner stated she would like to speak. Ms. Turner stated she lived at the orange mailbox at 5415 Austell-Powder Springs Road. I usually gripe but tonight I would like to say thank you. The concrete blocks that were covered up pretty much around the base of that one pine tree are put back. One of them is still under the pavilion by the grill pit and it could be moved. But, the tree is looking better and the ground around the tree the weeds have been groomed. The river birch down at the gazebo I am not sure about that one. I don't know if it will make it through the drought. Mayor Jerkins stated, yes, it is getting pretty dry. Ms. Turner stated yes, it is starting to drop the leaves and the other two have begun to drop leaves too but the other one started dropping leaves much too early and that is a sign of stress. Generally, the park is in good shape. There is one trash barrel missing and there are some rectangular blue ones for recycling I have noticed around the ball fields. I have no idea where that thirteenth barrel is. Mayor Jerkins asked Ms. Turner what she thought about the old building being torn down. Ms. Turner stated she had never seen anything disappear so fast in her life. Mayor Jerkins stated Mr. Bowen's department did a good job. Ms. Turner stated they did a fantastic job. Ms. Turner stated down here you have an advantage because everything up north has a cellar and down here you do not. There everything gets knocked down but then they go back to pull everything out of the cellar hole. Everything here is on a slab. Ms. Reagan asked Ms. Turner if she ever got her street light fixed. Ms. Turner stated they called her last week and asked her if she had a non-functioning streetlight. Ms. Turner told them she had no streetlight. She told them it was taken down because it came down. The pole is there but there is nothing on the pole. They said, well, we really don't know. Mayor Jerkins asked Mr. Bowens if this had been reported. Mr. Bowens stated, yes, it had reported five different times. Ms. Turner stated she had called three times. Mayor Jerkins stated Georgia Power is getting pretty bad and they used to respond quick but not now. Ms. Turner stated maybe she would pull rank since she owned some stock in Georgia Power so maybe I will try that tactic. Ms. Reagan asked if the City paid for that light. Mayor Jerkins stated yes we do. Mayor Jerkins stated he had been trying to get an itemized bill from them for several months to see what I am paying for at my residence. Mr. Standard asked Mayor Jerkins if they were under the Public Service Commission. Mayor Jerkins stated, yes they are. Mr. Standard stated usually if you complain to them something will happen. Mr. Bowens stated Mr. Graham and I have gone above and beyond the call of duty to get something done as far as going over their heads to their bosses to replace that light. Mr. Bowens stated to Ms. Turner that what happened was the pole broke and they did have to put up a new pole but no light was installed. We have called them constantly about the light because we are paying for it every month. So, most of my inquiries now have been to verify all of the streetlights we are being charged for throughout the City, so, we can get an idea of what we are paying for streetlights.

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Greystone has done a wonderful job because they have them separated by sub-divisions and sections of town. They give us the exact cost of each light they have but Georgia Power says they have that information but we have yet to receive it. Mr. Standard asked if there is a number on the pole. Ms. Turner stated there was a number on the old pole but this one has nothing on it. Mayor Jerkins asked if anyone else would like to speak to the Mayor and Council. No one did.

**6. GAS SYSTEM REPRESENTATIVE
JOE JERKINS**

Mr. Kimbrough stated he attended the meeting last Thursday night. We covered the normal issues and items and adopted the gas rate schedule applicable for this current billing period. We are hoping for a cooler winter as we move in that direction this year. Mayor Jerkins stated the Gas System bought a couple of houses next to the Gas System and Mayor Jerkins asked Mr. Kimbrough if Rob from the Gas System had called him about a demolition permit. Mr. Kimbrough stated, yes, he did. Mayor Jerkins stated, anyway they will be tearing down two houses next to the Gas System. Mr. Bowens stated it would probably be this week. Mayor Jerkins stated the two houses are old and run down and the Gas System purchased this property.

**7. FINANCE DEPARTMENT
VIRGINIA REAGAN, CHAIRPERSON
Denise Soesbee, Director**

A. Financial Report

**8. GENERAL ADMINISTRATION
KIRSTEN ANDERSON, CHAIRPERSON
Carolyn Duncan, Director**

A. No Report

**9. POLICE DEPARTMENT
VIRGINIA REAGAN, CHAIRPERSON
Bob Starrett, Police Chief**

A. Police Report

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- B. Code Enforcement Report
- C. Privilege License – Acapulquito Restaurant/Bar

Ms. Reagan stated she would like to turn this over to Mayor Jerkins at this time. Mayor Jerkins stated he would like to discuss this with the Council and he thought Acapulquito located at 1936 Veterans Memorial Highway has their Attorney with them tonight.

Mr. Kimbrough stated at this time he would like to call for a Public Hearing for Acapulquito Mexican Restaurant/Bar Privilege License issue. Mr. Kimbrough asked who would speak on behalf of the City. Investigator Canada spoke on behalf of the City of Austell. Mr. Jason Kesseo gave his name and stated he is the Attorney. Ms. Duncan asked if she could have the names of the attorney again and the owner of the property. Mr. David Brown gave his name and stated he was the owner of the property. Ms. Anna Ledomet stated her name and stated she was the interrupter. Mr. Moises Del Gado stated his name and he is the owner of the restaurant. Mayor Jerkins asked whose name the business license is in. Attorney Kesseo stated it is in Mr. Moises Del Gado's name. Mr. Kimbrough swore in all parties concerned. Mr. Kimbrough instructed Investigator Canada to speak in reference to the issues involved.

Investigator Canada stated they had been getting several complaints about the noise coming from this restaurant/nightclub. This establishment is located at 1936 Veterans Memorial Highway and in the month of June 2012 we received twelve separate complaints. We believe the complaints are coming from residents living in the Efficiency Lodge next door to the restaurant. Also there were two or three other complaints from people that weren't staying over there. I don't have the exact reports with me but I do from memory know there were a couple of other complaints. The majority of the complaints came from the Efficiency Lodge and has been responded to and right now as I said there have been twelve complaints responded to in June. Sixteen total from 2011 to 2012 but primarily this past June. On Friday night June 30, 2012 there was a call that came in a little after midnight and a complaint about the music being loud. I am a night shift Detective and I went over to the area in a unmarked car and positioned myself behind the business and the music was loud and thumping as usual and I waited for the marked patrol unit to respond to the call when I heard it go out. I position myself about five hundred feet plus behind the business after I made a circle around the Efficiency Lodge. The marked unit had Sergeant Keith Fields and a trainee that was in the car. They asked Raymond the known doorman that we know that works the door there to tell the D.J. to turn the music down because we received a complaint.

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Sergeant Fields told me this later in person. He did have radio traffic that indicated he had asked them to turn it down. I kept my position back there and this is due to some discussions we had with the Police Department that sometimes or a lot of times when asked to turn it down they do and then as soon as we leave they turn it right back up. We are on patrol out there a lot at night and we do hear it at the same level most all the time, unless we ask for them to turn it down. Most of the time they comply but then it goes right back up again. That may be dependent on what music is playing or what type song is playing. We don't know what that is but they are physically turning it back up based on what the music is but we are still getting the complaints. So, I stayed back there to see if the music changed any and initially it did change just a little bit. Just a few minutes of Sergeant Fields presence the music was just as loud as it had been when we were called. At that point and time I contacted the Chief as I had been instructed to do and he and I had a discussion about it and he came over and we also called for Sergeant Fields and Miquel Velilla who is one of our officers who speaks fluent Spanish. At that point and time the decision was made to temporarily pull the Privilege License until this hearing could be held today. Mr. Kimbrough asked if anyone had any questions of the Detective Canada. Ms. Anderson stated she had one question in our code how late or they allowed to stay open. Did we not approve until 2 A.M. in the morning about three years ago. Ms. Reagan stated she thought it was 3 A.M. and Mayor Jerkins stated he thought it was 3 A.M. Mr. Standard asked if we had done a decibel level on it. I know the County has an Ordinance on noise and the decibel level after 10 P.M. Detective Canada stated we have not conducted a test. Mr. Standard asked if we have the means to do that. Mayor Jerkins stated well, you could do one but when you have people staying in a motel and can't sleep and they do have a right to sleep no matter what it reads. We could do a test but I didn't think it was necessary. Detective Canada stated as it stands we are strictly enforcing this on a complaint without measuring anything. Mr. Standard stated public nuisance basically. Mr. Kesso asked if a Detective Officer came to the business and standing from several distances and test out the music that was being played and how loud it was and was it bothering them in the Lodge. Are you familiar with that at all? Detective Canada stated, no, he was not aware of this at all. Ms. Causey asked if there had been any other problems other than the music. Detective Canada stated yes m'am. Ms. Causey asked what. Mr. Kesso stated we are here for the noise violation and that is all. Mr. Kimbrough stated the Detective can go ahead and state what the other violations are. Detective Canada stated just the usual customary complaints that you have at nightclubs. Also, disorderly behavior and loud behavior and accidents in the parking lot and things like that. Ms. Anderson stated so it is still loud.

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Mayor Jerkins stated there have been some shootings in the parking lot I think. Detective Canada stated yes, just customary events happening in a bar. Ms. Anderson stated shootings are not customary. Mr. Standard asked if the music was inside or outside. Detective Canada stated it was inside. Mr. Kimbrough asked if anyone else had any questions of Detective Canada. No one did.

Mr. Kesso asked Mr. David Brown his name and asked him how he was related to this issue. Mr. Brown stated he was the property owner. Mr. Kesso asked Mr. Brown to explain to the Mayor and Council how he was willing to help Mr. Del Gado so this will not happen again. Mr. Brown stated he was here to help work this out with everyone and make it work. I suggested a couple of things like the decibel machine where he could have on site and monitor the noise. Also, we are thinking about putting up some sort of sound proofing as well. This is just merely suggestions coming from me to the owner of the restaurant. I would also like to say there should be some kind of decibel in place so when you get a complaint and the officer comes up and checks the decibel level and then he would say no it is good so the complaint is not valid. They leave and everything is good. If they come up and the sound is too loud then I understand that. It is hard to say what is loud. What you think is loud and what he thinks might be loud are two different things. There has to be something in place to regulate that. Basically, there is nothing from what I am hearing today. So, with that said I think he is willing to work with everybody to make this work. Now, I know he hasn't owned the establishment but for six months but it has been there for over a year and they have been playing music there for almost two years and all of a sudden we are getting complaints. I don't understand it and I don't expect you to understand it. Mayor Jerkins stated let me correct you on that if he has been there six months then he did not have a license. Now, someone else might have been there but he has had his license about a month. Mr. Brown stated but prior to that they have been playing the music very loud. Mayor Jerkins stated well, we haven't had any complaints from the other owner. Mr. Brown stated well I am just saying we have been playing music there for two years with no complaints. Mayor Jerkins stated well that is true but this gentleman didn't own the business then. Mr. Brown stated more importantly we need something in place to decide when it is too loud. Maybe this will give him an instrument to control the sound and this is all I wanted to say. Mayor Jerkins asked Chief Starrett if we had a decibel machine. Chief Starrett stated no we don't. Ms. Reagan stated she thought we had one at the Fire Department. Mr. Graham stated we do have a Code Ordinance. Mayor Jerkins stated if we start the decibel issue you may not be able to play any music. Mayor Jerkins stated and at night it changes.

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Mr. Thomas stated if I am in my bedroom and the music invades my bedroom and disturbs my sleep then it is too loud. Mr. Brown agreed. Mr. Thomas stated if the music leaves his building and enters my domain and invades my privacy this is a problem and I don't care what the decibel would be. Mr. Brown agreed again and stated just use the decibel as a gage so it would help regulate that sound so you would not infringe on their rights. Mr. Thomas stated you get a complaint about the music and the people can't even hear their T.V. that is bad. Mr. Brown stated well I know the situation and this is my opinion. Ms. Anderson stated she lives a good block and a half from Margarita's and I hear their music especially Friday and Saturday night's twelve o'clock and one o'clock in the morning and I am not going to complain because I know it's a club that is open and we allow and give them a business license to run that business. I think number one the people in this efficiency building and it is an efficiency building in these apartments and how sound proof are these apartments. Number two you have people in there and who knows why they are in there they might be up tight anyway, and they may have lost their house to foreclosure and every little thing might bother them. I don't know, going with all these complaints from an efficiency and penalizing him for it without having any kind of decibel machine or any kind of order in place is not fair. Ms. Ledomet asked to speak and Mr. Kimbrough asked who she was and she stated she was Mr. Brown's girlfriend and stated these are not just some guys having wild parties at night and the music out of control and loud. This is a group of people families, bothers, cousins, that come together as families to run this business. Because, they said we can work for ourselves instead of having the family scattered all around. The different families bought this place so the families could come in and run this place. So, when you come in and shut something down like that you are affecting an entire family. His sister-in-law has four kids and she went three days without salary. The extra couple of hundred dollars on the weekend she would have made that would have been her groceries to feed her four kids. There needs to be something in place because this is affecting people's lives. This is not just an establishment with a bunch of hoodlums this is a family run establishment. In the afternoon the kids are upstairs running around and in the park behind they are running and playing ball. They come downstairs and play with the dog and it is a family run business and not a bunch of thugs out there allowing drugs and stuff like that to happen. It is not like that at all and I just wanted to paint that picture. Mr. Graham asked if they lived on the premises. Ms. Ledomet stated no, they do not. Mayor Jerkins stated so you think it is o.k. for them to make a living but you don't think they should get any sleep at the efficiency lodge. Ms. Ledomet stated that is not what I said they are willing to comply with the law.

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Also, I think the way it was handled it was inappropriate because there was no written warning or anything. Mayor Jerkins asked Detective Canada how many times have you ask them to turn the music down and then it goes back up. Detective Canada stated in the month of June twelve times. Mayor Jerkins stated now isn't that a warning? Ms. Anderson stated was most of those complaints from the efficiency lodge. Mayor Jerkins stated, yes because they are the ones closest to it. Ms. Anderson stated, right and they are renting a place close to a club who has a business license for that establishment seven nights a week till three in the morning. Detective Canada stated your question was did all the complaints come from the efficiency lodge most of them but not all of them. Ms. Anderson stated and like I said we don't know how sound proof the apartments are there and that is not fair to their restaurant. If I am not mistaken the restaurant used to be the Cigar Place and it was there way before the Efficiency Lodge was built. Mayor Jerkins stated yes, it was the Cigar Pub but they didn't have loud music and it didn't keep the people awake. Mayor Jerkins stated the Efficiency Lodge has been there longer than the Cigar Pub has. Ms. Ledomet stated it would be interesting to see who the complainer is because the people that live facing the property they are all friendly to us. They barbeque and the kids are running around and their kids use our parking lot to ride bikes. We give them food, toys, and clothes. It is not a ill relationship because there is somebody that is provoking us. Mayor Jerkins stated we need to get a decibel machine and I don't know where you can get these at but this is what we need. Mayor Jerkins asked Chief Williams where to buy one and Chief Williams stated Radio Shack. Mayor Jerkins stated we will buy us one and if you want to get you one and we will check it. What I recommend is once we get the decibel machine and let you know what is going on and turn it to a certain level and let you have your license back and open the establishment up again and we will get the decibel machine and check the noise and if it is louder than it should be we will give you one warning. Then the license will be taken again and will not get them back. This is my recommendation and I think this is fair. Ms. Anderson stated I think it would be wise of you to go ahead and sound proof the establishment. Mr. Brown stated we will look into that and see what we can do to accommodate that. Like I said we want to work together. We are not mad at anyone we are just trying to make it work. Mr. Kimbrough asked if anyone had any more questions. Ms. Ledomet stated Mr. Del Gado had a question about the shooting because he didn't know anything about that. Mr. Kimbrough stated Mr. Del Gado can get with the Chief or one of the other officers to discuss this. Mr. Standard asked did we suspend their alcohol license or music license. Mayor Jerkins stated it is called a Privilege License and it can be pulled for any problem that may occur, like selling to a minor we can pull that License and we have a right to do this with a Privilege License.

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Mr. Standard stated so they have their license now. Mayor Jerkins stated no, we have their license but the Council can vote to give them back under these circumstances. The Mayor has the right to pull the license and then a hearing has to come before the Council and then the Council decides what they would like to do and vote. The Council can let them have the license back with the condition when we test with the decibel machine and they do not comply this then we will issue a warning and then if another occurrence happens they will not get their license back at all. Ms. Anderson asked is there any way you can tell or find out who this complaint is coming from so you can see if it is the same person complaining constantly. I lived next to people who complain constantly about one thing or another. Mayor Jerkins stated Detective Canada was five hundred feet down the road and he could hear it. Ms. Anderson stated again, I am a block a and half from Margarita's and I can hear it every weekend also but I am not going to call and complain and I can lie in my bed and hear it and yes I can hear my T.V. Mayor Jerkins stated well that is your choice but I wouldn't lay there and listen to it. Mayor Jerkins stated we have a noise ordinance and I think it states it shouldn't be over sixty decibels. Mr. Graham stated it goes down at night.

Mr. Kimbrough swore in Mr. Raymond Maundy and I am the Courtesy Officer and Bouncer for the club. Not this past weekend but the weekend before there was a Sergeant and I cannot remember her name came to the club and stated she had a complaint from Room 206 so we adjusted the music and it seemed to be o.k. and there were no more complaints from Room 206. This was two weeks ago. Mr. Kimbrough asked if anyone had any more questions. No one did. Mr. Kimbrough stated we need a motion to close the Public Hearing.

Mr. Standard moved to follow the recommendation of Mr. Kimbrough to close the hearing. Seconded by Ms. Causey. Motion passed (6-0).

Mr. Standard moved to follow the recommendation of Mayor Jerkins to return the license and allow them to re-open. The City will do a decibel test on Friday and if not in compliance the establishment will receive a written citation which is one warning. The second time after the warning the license will be automatically pulled and the establishment closed down. Seconded by Ms. Reagan. Motion passed (6-0).

**10. FIRE DEPARTMENT
SCOTT THOMAS, CHAIRPERSON
Tim Williams, Fire Chief**

A. Fire Report

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**11. PUBLIC WORKS DEPARTMENT
KIRSTEN ANDERSON, CHAIRPERSON
Randy Bowens, Director**

A. John & Betty Street Sidewalks

Ms. Anderson stated the purpose of this is to install approximately 2, 109 linear feet of new sidewalk along John Street and Betty Street.

Ms. Anderson moved to follow the recommendation of the Public Works Committee to approve the installation of sidewalks along John Street and Betty Street at an estimated cost of \$2,500.00 for materials. Construction of the new sidewalks will be completed by our contractor at \$25.00 per hour. Funding will come from the Special Purpose Local Option Sales Tax, Fund 325, account 4210 (DOT Projects), 54.1400 (Infrastructure.) Seconded by Ms. Reagan. Motion passed (6-0).

Mr. Standard asked if these funds would be coming from the new SPLOST or the prior. Mr. Bowens stated the new SPLOST. Mr. Standard said this is some of the items that were on the list. Mr. Bowens stated, yes it is. Mr. Standard asked why these two sidewalks because there is no schools around. Mr. Bowens stated we did a project down on Mulberry Street and one of the focuses for this year is school safety. A lot of the buses have to go down and pick up the children down Humphries Hill Road and they don't go into the sub-divisions and the project we did on Millstone was basically to clear pedestrian pathway for the kids walking out of that sub-division up to Humphries Hill where the bus collects them right at the corner. That is also the case where Stephens sub-division is where John Street is located. I went over there and checked it out and looked and the kids there have to walk in the street to get to Humphries Hill to catch the bus there. This will be creating a clear pedestrian path to get them out of the street and they can actually get to the bus for pickup.

B. Residential RecycleBank Curbside Recycling

Ms. Anderson stated the purpose is to implement the Recyclebank curbside recycling program for City residents. At this time I would like to introduce Monica Mozley and she will present and explain the Recyclebank Curbside Recycling.

Ms. Mozley presented her presentation on RecycleBank Curbside Recycling. (Please see attached presentation).

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Ms. Anderson moved to follow the recommendation of The Public Works Committee to approve the implementation of the RecycleBank program for the City residents. Residents are currently charged \$2.98 per month for recycling services. This rate has not changed in the past three years. The new rate will increase by 11 cents, to \$3.09. Seconded by Ms. Reagan. Motion passed (6-0).

C. Mulberry Street and City Hall Parking Lot Resurfacing (Information Only)

Ms. Anderson stated the purpose is to ratify a previous action to approve the resurfacing of Mulberry Street and the City Hall parking lot.

On June 14, 2012, a telephone pole was conducted asking for the permission to proceed forward with the resurfacing of Mulberry Street and the City Hall parking lot, Since resurfacing of Broad Street was being done as part of the LCI project, it was necessary to obtain a price quote from the same contractor in order to combine the entire paving project into one.

Funding will come from the Special Purpose Local Option Sales Tax, Fund 325, account 4210 (DOT Projects), 54.1400 (Infrastructure).

Ms. Anderson moved to follow the recommendation of the Public Works Committee to approve the attached proposal in the amount of \$21,432.00 and authorize payment to C&S Paving, Inc. Seconded by Ms. Reagan. Motion passed (6-0).

**12. PARKS DEPARTMENT
SCOTT THOMAS, CHAIRPERSON
Jim Graham, Director**

A. No Report

**13. COMMUNITY DEVELOPMENT DEPARTMENT
SUZANNE THOMASON, CHAIRPERSON
Jim Graham, Director**

A. Organization of “Austell Women’s Beautification Society”

Ms. Thomason stated Ms. Causey and myself are requesting approval and support from Mayor Jerkins and other members of the City Council in the organizing of a “Women’s Beautification Society”.

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The proposed group would consist of local volunteers and would meet the 3rd Saturday of each month at 8:00 a.m. in the ‘Old Jail’ on Broad Street.

We also request permission to be designated as an eligible City group to use and supervise people assigned or sentenced to do Community Service Work.

The function and goal of the Austell Women’s Beautification Society would be to help beautify the city by picking up trash and cleaning out landscaped areas...along with any other chores that would improve the looks of our downtown area.

Ms. Thomason moved to follow the recommendation to approve the Austell Women’s Beautification Society. Seconded by Ms. Reagan. Motion passed (4-2 Abstain).

- B. Presentation of 10 Year Service Award to Antonio Ferguson

14. ATTORNEY – DUPREE & KIMBROUGH

- A. No Report

15. MAYOR’S REPORT

- A. CMA MEETING NO MEETING
TIME:
LOCATION:

- B. Garrett Middle School

Mayor Jerkins stated Dr. Harris had contacted him and they didn’t spend but three hundred and something dollars out of the twenty-five hundred that we approved them to have. They spent it on uniforms and some other things they needed. They would like to take twelve hundred and eighty dollars of the money left to spend on some other items they need.

Ms. Anderson asked if we knew what projects they would be using the money for. Mayor Jerkins stated they would be having meetings there for different projects and they would be using the money for that. They may have an Art program and they will furnish food for that event. They could not get the money from the school system so they asked to use the money the City gave them. I can get ask for an itemized statement on what the expenses will be if necessary.

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Ms. Anderson moved to follow the recommendation of Mayor Jerkins to approve Garrett Middle School to spend \$1,280.00 for other projects to their discretion. Seconded by Ms. Causey. Motion passed (6-0).

16. ADJOURN

Mr. Thomas moved to follow the recommendation of Mayor Jerkins to adjourn the meeting. Seconded by Mr. Standard. Motion passed (6-0).



June 20, 2012

Joe Jerkins
Mayor
City of Austell
2716 Broad Street
Austell, GA 30106

RE: Residential Recyclebank Curbside Recycling Proposal

Dear Joe,

Thank you for allowing Republic Services/Allied Waste the opportunity to discuss and propose an enhancement to the current Residential Recycling program.

The following will outline our proposal for extending our service Agreement for an additional (3) years.

Curbside Residential Recycling (With Recycle Bank Program)

Republic/Allied Waste propose:

Weekly curbside recycling	\$3.09 per home
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Base service includes:

New 65-gallon residential recycling cart per home for recycling 1x per week service

Recyclebank

THE LEADER IN INCENTIVE BASED RECYCLING FOR AUSTELL

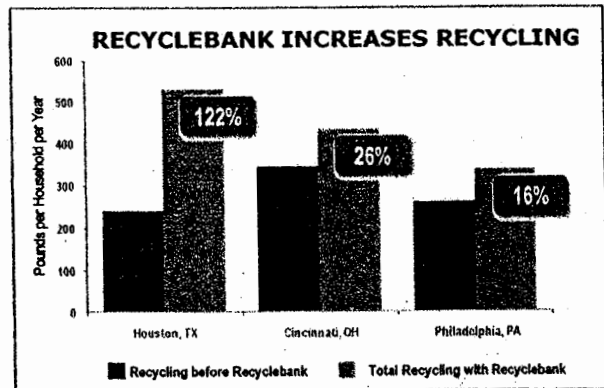
Republic Services is pleased to offer Austell an award winning incentive-based recycling program that motivates residents to recycle. In nearly three million homes across 30 States and the United Kingdom, Recyclebank has dramatically increased recycling, decreased the cost of solid waste disposal, and added substantial value for residents and their communities. Recyclebank will enhance curbside recycling in Austell in order to:

- Dramatically increase recycling
- Provide each household with \$100–200 in potential reward savings per year
- Deliver structured outreach and engagement strategies to residents and the community
- Provide a suite of performance reports on program results including participation rates, recycling weights, reward redemption, environmental impact and local economic impact

THE MORE RESIDENTS RECYCLE, THE MORE THEY EARN

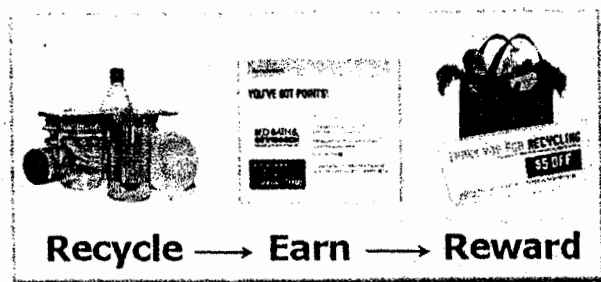
Recyclebank has a proven track record of success, helping to significantly increase recycling rates in hundreds of diverse communities across the United States and United Kingdom. In Austell, Recyclebank will reward each home with valuable points for the amount of material recycled. The more residents recycle, the more points they will earn.

Recyclebank proposes to implement its incentive-based recycling rewards program based on a semi-automated, single stream collection service that utilizes 65-gallon recycling containers. Each time neighborhood recycling is collected the amount is weighed and converted to Recyclebank Points. When residents report their recycling participation to Recyclebank (online or via mobile application), they receive their share of the points. Residents receive 2.5 Recyclebank Points for each pound of material recycled.



LOCAL, REGIONAL AND NATIONAL REWARD PARTNERS FOR AUSTELL

Residents in Austell can redeem their points for discounts and rewards at hundreds of local, regional and national businesses. Recyclebank will provide an extensive portfolio of high quality national reward partners. Below is a select group of national retailers from our current national reward partner portfolio:



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Note: Sample represents a selection of current Recyclebank partners. All partners are subject to change.

Recyclebank will invite local businesses in Austell to participate as reward partners. By including local reward partners, residents are connected to the incentive based program in a relevant and meaningful way; this drives superior community recycling engagement. The goal of the local reward program is to strengthen the overall value proposition to residents, increase member engagement and drive household recruitment.

GREEN SCHOOLS PROGRAM DONATION OPPORTUNITY

The Recyclebank Green Schools Program is a cornerstone of the Recyclebank Rewards program and our commitment to social responsibility. It is an environmental grant program designed to educate and motivate children and teachers to live a greener lifestyle. The program is centered on schools submitting a grant proposal for a project with a green focus. All projects submitted must support an environmental initiative and action.

THE RECYCLEBANK WEBSITE - WWW.RECYCLEBANK.COM

The Recyclebank website is designed to ensure that residents enjoy their online experience. Whether it means monitoring a Recyclebank point balance, shopping for rewards, or exploring green educational media, the structure and content at www.recyclebank.com has been designed with the resident in mind.

Recyclebank uses best in class e-commerce standards to provide a superior consumer experience. Recyclebank members in Austell can:

- Search for rewards in fifteen well-organized categories
- Filter searches according to brand, point value, and reward fulfillment methods: standard mail, print at home, online promotion code
- Check out 'deal of the day' offerings and 'featured rewards'
- Enjoy constant enhancements to our award-winning platform

INCENTIVE PROGRAM SERVICE OVERVIEW

Recyclebank will work with Republic Services to implement the incentive-based recycling rewards program:

- A. Recyclebank will enable each resident who self reports recycling activity to earn points based on the amount of recyclables collected by Republic Services on each collection day.
- B. Point Allocation:

Self Report Point Distribution	
Points for reporting	10 points for each pick-up reported; awarded immediately
Requirement to earn weight points	All points awarded if Member reports recycling effort at least once during month
Points for recycled weight	Points distributed based on monthly community weight total
Weight calculation	2.5 points per pound collected; allocated based on participation rate
Timing of distributing weight points (after receipt of recycling tonnage data)	First week of subsequent month
Back reporting	Current week only

- C. Recyclebank points are converted to rewards. Each household will have access to the Recyclebank network of national, regional and local partners. Residents can obtain their rewards online or over the phone and redeem the rewards with Recyclebank partners, including the Green Schools donation opportunity.
- D. Recyclebank will provide customer service for reward redemption and fulfillment:
 - Recyclebank will track reward points and provide member access via Recyclebank's website and toll free telephone customer service center.
 - Recyclebank Customer Service will field all Recyclebank related calls via toll-free lines and respond to email inquiries from the residents – Monday through Thursday, 8am to 9pm, and Friday 8am to 7:45pm, Eastern Time. Recyclebank provides member care in both Spanish and English. Recyclebank has 24/7 automated phone support for registration and redemption inquiries.
 - Recyclebank will manage and fulfill resident reward requests via the Recyclebank website, phone and mail systems.

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REPORTING

A complete suite of reports, including detailed analysis of recycling and reward program performance will be provided to Austell on a monthly basis. The reporting suite is outlined below in more detail:

- **Monthly Households Summary** - Total number of households that are active in the program-- the activation rate
- **Participation Details** – Percent of carted households that report to have recycled once or more per month
- **Weight Summary** - Total pounds recycled in a given month, average monthly weight per household (including all households)
- **Points Summary** - Total points credited per month and number of points spent by members
- **Rewards Summary** - Total rewards ordered, top reward category redemptions, other reward program performance details

MARKETING & COMMUNICATION

Recyclebank recognizes that effective marketing and communication are essential parts of any successful recycling program. Working in collaboration with Republic Services and Austell, Recyclebank will employ various tactics to drive initial and ongoing interest in the incentive based curbside recycling program to positively affect household recruitment, engagement and retention. Below are tactics for initial outreach and household recruitment that can be employed in Austell:



- Letter from Mayor or other City Official to all residents introducing the program
- Recyclebank registration mailer sent to all homes describing how the program works
- 300 point bonus for Austell residents that add 'Home Recycling' as an Earn Opportunity

Also in collaboration with Republic Services and Austell, Recyclebank intends to leverage multiple communication tools and channels to engage residents throughout the lifecycle of the program. Below are examples of ways to maintain engagement and retention throughout the program:

- Ongoing expert administration of all aspects of the incentive based rewards program
- Program announcement in all appropriate Austell communications, i.e. website, newsletters, social media sites
- Periodic outreach to residents: postcards, flyers, direct mail, etc. (optional service)
- Ongoing web engagement with Members via 'The Village Green' newsletter, 'Transaction Summary' notifications, etc.
- Post Launch Public Relations to engage citizens in the recycling program, acknowledge Austell's leadership in environmental focus and innovation, and sustain household participation levels

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IMPLEMENTATION

Recyclebank has a proven, structured, 120-day implementation process to successfully launch the Recyclebank program in Austell. Below is a high level outline of the plan:

Days	Activities
Project Commencement	<ul style="list-style-type: none"> ▪ Agreement signed and received by all parties ▪ Recyclebank program team identified
1-30	<ul style="list-style-type: none"> ▪ Kickoff meeting <ul style="list-style-type: none"> ○ Route & address lists ○ Marketing & communication plan ○ Local reward partner recruitment ○ Ongoing weekly status calls scheduled ▪ Implementation timeline confirmed ▪ Communications plan developed ▪ Cart delivery plan developed
31-60	<ul style="list-style-type: none"> ▪ Communication pieces designed ▪ Initial press released distributed ▪ Local reward partner outreach ▪ City letter to residents sent
61-90	<ul style="list-style-type: none"> ▪ Recyclebank program information sent ▪ Customer service introduction & training ▪ Local reward partner outreach ▪ Account registration begins
91+	<ul style="list-style-type: none"> ▪ First rewarded pick-up begins ▪ Community outreach events ▪ Account registration continues

The Recyclebank implementation is carefully planned, coordinated and executed. A dedicated Recyclebank Project Manager functions as the main conduit for the implementation and is the operational knowledge base for the duration of the implementation.