

CITY OF COLLEGE PARK
MAYOR AND CITY COUNCIL
WORKSHOP SESSION
APRIL 17, 2023

MINUTES

Present: Mayor Bianca Motley Broom; Councilmen Ambrose Clay, Joe Carn, Ken Allen and Roderick Gay; City Manager Stanley Hawthorne; City Attorney Winston Denmark; City Clerk Shavala Ames

Absent: None

13 Mayor Motley Broom called the workshop session to order at 5:00 p.m.

18 The workshop session reconvened at 6:01 p.m.

19
20 MAYOR MOTLEY BROOM: Good evening. Welcome to our workshop session. It is 6:01 p.m.
21 and we are back with a full quorum. And the first item on the agenda is a presentation on the
22 state of the ATL Airport District, and I believe Ms. Smoke is going to be heading that up.

1. Presentation on the State of the ATL Airport District Year-to-Date by ATL Airport District President Cookie Smoak.

27 MS. SMOAK: Good evening. So we just wanted to kind of give you a midyear review of where
28 we are from July 1 through December 30th. First and foremost, the meetings and tourism
29 industry is totally back in full swing. We have emerged from the pandemic super healthy and
30 stronger than ever. Several of the things that we've done, we've downsized our office space.
31 Because we found out that being able to work from home, most of the time, prove to be much
32 more efficient, but we still have a home base when we do need to come into the office and have
33 our staff meetings and things of that nature.

35 We are continuing to focus our sales effort on keeping the GICC and the Arena booked with
36 meetings and events, which leads to an increased hotel occupancy in our area. And just so you
37 know, we are totally outperforming all of our peer groups in occupancy, including the city of
38 Atlanta. So we're doing something right. We're also striving to strengthen our partnership with
39 the city of College Park by supporting and marketing our local city events, not only to the
40 visitors but also to the residents.

42 So our mission of the ATL Airport District is to generate economic development for the cities of
43 College Park, Hapeville, and Union City, by effectively marketing the community as a preferred

44 tourism, convention, and meeting destination. Our vision is to be the most accessible customer
45 focused destination in the United States for conventions, events, and tourism.

46
47 Just a little input on the industry updates; according to World Travel and Tourism Council, the
48 forecasting economist intelligence states that global tourism will rise by 30 percent this year.
49 Corporate and business travel is expected to make significant gains this year, and industry events
50 will likely play a starring role. And a number of top 25 markets, including the city of Atlanta,
51 will hit full recovery by May of 2024. I honestly think, though, we are already there. We're ahead
52 of the city of Atlanta. Just to give you an idea on our sales report, the overall sales lead this year
53 were 383 so far, which is a 41 percent increase against last year's numbers which were 272. The
54 total definite room nights is 25,153 compared with last year at 21,522. And that equates to an
55 overall economic impact of 27,861,632 as compared to last year, which was 26,024,536.

56
57 So just so we break it down so you can see how that equates for the city of College Park, because
58 those are all overall numbers for all three cities, the total definite room nights for this year for
59 College Park were 23,405. So that's compared to the total of 25,153. So the city of College Park
60 is getting the lion share of the business. The economic impact for the city of College Park
61 equates to 26.2 million dollars as compared to this year's total so far of 27 million. So the results
62 are in. College Park is doing great. And a lot of it is in response to the Gateway Center. That
63 continues to be a great place to sell but, you know, with the Arena and the GICC, and the hotel
64 packages in that area.

65
66 Some of the top groups that we've booked so far are the Southeast Qualifier and Invitational, the
67 National Funeral Directors and Mortician Association, Varsity Spirit Allstar, which is a
68 cheerleading competition, the International Conference on Missions, Full Gospel Baptist Church,
69 the Young Leaders Conference, and USA Power Lifting 2024 Collegiate Nationals, which is a
70 NCAA Qualifier. So that's just to kind of give you an idea of the type of groups that we are
71 booking collectively in the area. The sales team stays on the road. They have attended 15 trade
72 shows during the first half of the year. And some of those trade shows I listed, you can see.
73 There's a lot of them. I'm not going to go through all of them, but certainly if you have any
74 questions about any of them, we'd be happy to answer them. They are on the road all year long
75 advertising and selling the ATL Airport District.

76
77 Now, we're going to talk a little bit about marketing, and I'm going to bring up our director of
78 marketing, Gabriel Andrews, who I brought with me to kind of go through that for you.

79
80 MS. ANDREWS: Thank you guys for having us today. As Cookie mentioned, both corporate
81 and business travel are and continue to be on the rise. We're seeing this trend having the biggest
82 impact at the Gateway Center. You'll see the GICC has been -- we have been working with the
83 GICC's team to service groups and events that are being held at the GICC and the Arena, by
84 offering them things like welcome graphics on the digital boards, and the airport key card
85 services. We'll do some graphics on some key cards, social media promotion, welcome bags and
86 preshow promotion.

87
88 The partnership that we've been having is not only limited to meetings and events on campus,
89 our team has also worked to market and promote the entire Gateway campus, all their assets, as a

90 whole by, you know, attending our monthly Arena team meetings where we get with the Atlanta
91 Dream and the Sky Hawks, as well as our PR and social teams and we just discuss strategies and
92 initiatives that would be beneficial to the campus as a whole and all the parties involved,
93 especially the city. We've recently partnered with Arches Brewing as well as Atlanta Dream.
94 And we had the Dream Empire beer which was offered, which the only beer offered to a WNBA
95 team. And that was a really good partnership. We recently won an award for that with Georgia
96 Trend magazine. And we have an article coming out later on this month, or later on in the
97 summer, that goes into a little bit more detail about that.

98
99 As far as College Park's events, within the last year, our marketing team has worked hard to
100 ensure a number of key city events, got the PR and marketing support that it deserved. We
101 worked really hard to promote on a number of different levels; Kids Fest, Gospel Fest came up
102 and we did a lot to work with that. We've been working with the Department of Recreation and
103 Culture Arts on the movie series, on Black History month -- the Black History month
104 celebration, Denim & Diamonds; just a lot of different events.

105
106 We've seen if we partner with those departments early on in the process, it definitely helps
107 promote the event a lot better. Recently, last week, we just started -- we geared back up with our
108 Black History month celebration meetings, getting ready for 2024. So it's been super beneficial
109 for us to be involved with that department from the very beginning, talking through strategy,
110 talking through theme.

111
112 This year or next year's theme is 'Empowering our Future by Remembering our Past.' And so,
113 last week, we kind of discussed different ways to get the youth involved, just to make sure that,
114 you know, from top to bottom, you know, College Park is represented the way that they need to
115 be. And the youth can feel the impact of some of these events that we're hosting. We've also have
116 been working with Ginger and the Main Street Association with the Wine Fest and Light up the
117 City and Tinsel Trail. So it's been really fun to get involved in the beginning of these events to
118 help ensure that it's being promoted and marketed the way that it should be. Going back to our
119 partnership with some of these departments and boards, we've been working with Francine
120 Kennedy on Keep College Park Beautiful and that campaign. We've worked to ensure that the
121 last year's sixth annual Ward 4 Festival went off without a hitch and providing graphics for that.
122 And just then really involved with the Office of Public Information to ensure that whatever they
123 need for different initiatives that they have, if we can do anything to help provide that, we're
124 definitely getting involved in the beginning on that.

125
126 And here's just a sampling of some of the things that we've worked on like I mentioned. The
127 hiring campaign, the citywide hiring campaign that we worked on, Culture Arts is looking for --
128 they have a recruitment campaign going on, where we're trying to get some people to the board
129 so it's not the same people doing the same things over and over again, just to try and make it
130 fresh and innovative with different ideas, so we're helping them with that. Working with, again,
131 with Main Street Association -- I know College Park is trying to do a larger focus on cycling. So
132 we helped them with the T-shirt design for their upcoming family ride. We now have that bike
133 map on a metal sign so that it can be put out in the public so people can see it, just to continue to
134 promote cycling in College Park. With that, I'll pass it back.

136 MS. SMOAK: I mean, we just wanted you to get a picture of our team. You know, some of you
137 haven't met everybody so you would know them, and see what their roles are. That's it. I mean,
138 we just want to thank you. Do you all have any questions for us? We're certainly glad to answer,
139 or do whatever we can.

140

141 MAYOR MOTLEY BROOM: Well, thank you, Ms. Smoak. We'll start with Councilman Clay.

142

143 COUNCILMAN CLAY: Guys, this is a very, very impressive report. I went through it over the
144 weekend, and it just blew me away. So I think the only question I have is, I'm curious, Cookie,
145 you said it a while back that coming back from COVID, you expected the mix of visitors to
146 change more to local -- and when I say local, maybe regional is a better term, as opposed to
147 countrywide and it certainly appears like you're back.

148

149 MS. SMOAK: We are back.

150

151 COUNCILMAN CLAY: Really back. So my question is, did your prediction come true? Are
152 those numbers being driven by more regional participation -- regional and local?

153

154 MS. SMOAK: I think last year when we were coming out of COVID, we saw a lot more push on
155 the regional traffic. People were staying in the state. They were travelling locally. Now, we're
156 back, we're seeing more people coming from airlines flying in, back to business as normal.
157 Again, you know, back when I said that, that was exactly what was going on. We were definitely
158 seeing a lot of local -- I was one of them. I mean, I didn't go on vacation during COVID. I drove
159 to Savannah, you know. And I think a lot of people were doing that.

160

161 COUNCILMAN CLAY: Let me ask a follow up then. And that is, is part of the success of our
162 business the fact that due to focusing on local, during the COVID -- leaving COVID, let's put it
163 that way, did we retain, maybe, more business from that after people got to know us that maybe
164 had come regionally?

165

166 MS. SMOAK: Well, I think we definitely -- we definitely got a lot of business that we probably
167 wouldn't have prior to, because a lot of business size shrank. So you got groups that were much
168 larger, but because of COVID, they've scaled back, they're smaller now. They fit in our
169 Convention Center, not to mention the fact it's much easier for people to come in, ride the Sky
170 Train, or ride in any of our free transportation to our hotels. They don't have the hassle of getting
171 in a cab or an Uber and going downtown. And they feel safer coming to our areas. So we've
172 definitely recovered, not -- you know, I hate to say it, but downtown is really struggling right
173 now.

174

175 They are really, really struggling. I know you all saw that they lost the Democratic National
176 Convention, which was really sad. And they really thought they had that. And Mercedes and I
177 were involved in some of that planning. We were trying to capitalize on getting some of the
178 events at the GICC. So, you know, it's a struggle right now with downtown, but we're not
179 struggling. We're getting a lot of things that we normally wouldn't get, but it's because of our
180 package. We have a great package. You all had the foresight to build that GICC and that Sky
181 Train and those hotels. I mean, it's just hard to beat.

182
183 COUNCILMAN CLAY: Okay. Thank you.
184
185 MAYOR MOTLEY BROOM: Councilman Carn?
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187 COUNCILMAN CARN: Thank you Cookie. Thanks for coming out. Yeah, looks like we're out
188 of the pandemic, looks like it. Looks like the numbers, at least, look like that, so I'm glad to hear
189 that. You mentioned you downsized your office space. I wanted to know approximately by how
190 much, and what was rental rate change. Did you go from this much rent to that much rent? And
191 what was the percentage of decrease, would you say, in terms of space overall?
192
193 MS. SMOAK: It cut it in half, basically. We had roughly 3,000, 3200 square feet, we're down to
194 like 1600 now. We're in the same office building. We moved right next door, so we didn't even
195 have to change our address. They allowed us to keep the same suite number, which was great. It
196 cut our cost by, roughly, \$4,000 a month, which is money we can use now to buy business to put
197 in the GICC and other facilities in our area. So it's really more beneficial for us to not have to
198 spend all that money on rent when the sales team is on the road, they're travelling, you know,
199 you're out and about.
200
201 COUNCILMAN CARN: Okay. So with that 4k a month reduction, is that a 50 percent
202 reduction?
203
204 MS. SMOAK: Yeah, roughly, yes.
205
206 COUNCILMAN CARN: So it's about commensurate with the reduction of space?
207
208 MS. SMOAK: Yes, sir.
209
210 COUNCILMAN CARN: All right. That's good news. A couple of things I saw in here. The
211 definite room nights, that was a big bump, glad to see that. But I worry about Hapeville and
212 Union City. I'm assuming the other room nights are them?
213
214 MS. SMOAK: They are; yes, sir.
215
216 COUNCILMAN CARN: We want to keep an eye on that, in a sense, you know. At some point, I
217 want -- we'll talk offline about East Point and this situation. I don't want to go into that. I say
218 keep that in mind particularly, because we got three new hotels, potentially, opening up between
219 this year and next year. So that's going to dwindle away more of that yellow, possibly, and I don't
220 want to see what happened again. So I want us to be cognizant.
221
222 MS. SMOAK: Trust me, we're on it.
223
224 COUNCILMAN CARN: And I agree with you when you say we got a good package. I think we
225 do, you know. We all worked hard. I worked very hard to help put the pieces of the puzzle
226 together that we needed. I think we almost have every piece of the puzzle that we need, I think
227 except one.

228 That's the fun factor. The city doesn't have enough -- the fun factor is not here. And that's
229 something I want us to look at working on. And, I guess, you know what I'm talking about, in a
230 sense, you know. You know, stuff to do. I don't want -- we want to keep folks from pulling out
231 of here to fun stuff, you know. Whether it's the Ferris Wheel or the Aquarium, or whatever have
232 you.

233
234 Don't get me wrong, this is top notch world class great stuff, and I know we can't compete with
235 all of that. But we got to start thinking along the lines of some other amenities besides golf. So I
236 want y'all to keep that in the back of your heads. Because I think that's the one missing piece of
237 the puzzle that I think would really send us into orbit. So I think I had one other thing. This
238 National Funeral Directors deal, is this the first time we're hosting this?

239
240 MS. SMOAK: No, it's the second time. They came back.

241
242 COUNCILMAN CARN: All right. I thought that was a new one.

243
244 MS. SMOAK: It's a repeat piece of business. But, yes, it's a good piece of business.

245
246 COUNCILMAN CARN: And these groups book -- I'm assuming this was you all and the GICC
247 team collectively?

248
249 MS. SMOAK: We work very closely with the GICC.

250
251 COUNCILMAN CARN: That's good to know.

252
253 MS. SMOAK: Definitely.

254
255 COUNCILMAN CARN: Also, with the -- you say we got digital boards at Hartsfield Jackson
256 that we're advertising on right now?

257
258 MS. SMOAK: We're not advertising, but we have -- they have digital boards on their baggage
259 claim turnstiles. So when a group, like when we had the AKA's in the GICC, we did a welcome
260 graphic that the airport put on those baggage claims screens that it said the ATL Airport District
261 welcomes AKA's to... That's what we use it for. They let us use that for welcoming groups. It's
262 not really for advertising, but it's to welcome groups.

263
264 COUNCILMAN CARN: What's to stop us from doing that with every client of certain large
265 number?

266
267 MS. SMOAK: Nothing. We do it for larger clients. Most of the ones that are on this list are on
268 that screen at the airport.

269
270 COUNCILMAN CARN: And I know I've seen other digital boards at Hartsfield Jackson. Let me
271 ask you this: The largest -- the jumbotron board when you're coming off the interior transit train
272 there up to baggage claim, you know the gigantic one that used to have the painting, but it's now
273 a digital board. Do they allow advertising on that one?

274
275 MS. SMOAK: If they do, it's probably very, very expensive but, yeah.
276
277 COUNCILMAN CARN: I'd like us to find out if they do. I'd like you to find out if they do,
278 number one. Number two, if they do, I'd like to know how much. Because, you know, we're still
279 trying to spend all this money annually, so I'm sure it may be expensive, but that point, that pinch
280 point, is pretty much everybody is coming off of an airplane, if I'm correct; is that right?
281
282 MS. SMOAK: Yes.
283
284 COUNCILMAN CARN: Every single person; right?
285
286 MS. SMOAK: Going to baggage claim.
287
288 COUNCILMAN CARN: Or going out to --
289
290 MS. SMOAK: There's a welcome sign above it that we welcome groups on too. There's a screen
291 above that one.
292
293 COUNCILMAN CARN: Well, let's see if there's any advertising opportunities on that bigger
294 screen. I know it's sort of coming into the city of Atlanta but, technically, it should say welcome
295 to College Park. But I don't think we would win that battle, but --
296
297 MS. SMOAK: No, I don't think so either.
298
299 COUNCILMAN CARN: The other thing, have we ever -- I don't know if College Park TV, if we
300 could put together just some type of promotional video promoting the Gateway Area itself and
301 some of the things --
302
303 MS. SMOAK: We have a College Park video that's on our -- is it still on our website?
304
305 MS. ANDREWS: It's on our website.
306
307 MS. SMOAK: But we are now in the process of doing a new one that we're going to roll out on
308 August 30th at our annual meeting. So you need to save that date. We're going to be giving you
309 more information, but we are rolling out a new -- focused on meeting planners that will sell the
310 Gateway area.
311
312 COUNCILMAN CARN: And I wondered if any of those videos would be something that we can
313 use for our local television station where people could see. And I don't know if we have
314 something playing right now, you know, showcasing the Arena itself on CP 23, but I don't think
315 we do. But if you've already got something that you produced, send it on over.
316
317 MS. ANDREWS: We have our 360 tour, but the College Park video that we have on our site, it
318 was made before the Arena opened. So we would need to have some new access created.
319

320 COUNCILMAN CARN: We don't have a ring of video -- what they call sizzle reel?

321

322 MS. ANDREWS: Right before COVID and then COVID hit so we were kind of a little bit
323 limited on.

324

325 COUNCILMAN CARN: Well, that might be something good to put together.

326

327 MS. SMOAK: It's going to be part of this video that we are working on right now that's supposed
328 to be completed by the end of May. And then we're going to air it for the first time at our annual
329 meeting, and it will have the Arena in it, definitely.

330

331 COUNCILMAN CARN: Sounds good.

332

333 MAYOR MOTLEY BROOM: Councilman Allen?

334

335 COUNCILMAN ALLEN: Well, you know how I feel about you all. You all do a fantastic job
336 and, you know, anytime you put Cookie together with Mercedes and Gabby, and people like that,
337 that are out selling our city, you do an awful lot of good. You do things that people don't realize,
338 stuff for Kids Fest -- I mean, I still have a backpack with you all's name on it that you all were
339 giving away to kids. The Gospel Festival, all of them, you're out there putting posters together,
340 putting signage out there, which is very good to see. So appreciate every single thing that you all
341 do. You have a great crew. Missy and AT here, but I'm sure she's working on --

342

343 MS. SMOAK: She needed a much -- she's on a much needed vacation right before Spin the
344 District. She's coming back tonight, don't worry. We're going to wear her out in the next two
345 weeks.

346

347 COUNCILMAN ALLEN: You know, Spin the District is also very good. But you have a lot of
348 new things that you can promote for the south side. And whatever is good for the south side is
349 good for College Park. If you promote, like the new Porsche track, and things like that, that'll
350 bring people out. And like you show, a lot of people stay in College Park.

351

352 MS. SMOAK: They do.

353

354 COUNCILMAN ALLEN: Just appreciate everything you all do.

355

356 MS. SMOAK: The Delta Museum is another great attraction out here. People love it. We want to
357 keep them out here, really, if we can.

358

359 COUNCILMAN ALLEN: Like Councilman Carn was talking about, if we can get them here in
360 College Park, they're places where they can go. There are great places to eat. There's the Porsche.
361 There's Chick-Fil-A. There's a lot of different places where they can go around in the area.

362

363 MS. SMOAK: And great restaurants too. Let's now forget that.

364

365 COUNCILMAN ALLEN: Fantastic restaurants. Thank you for everything that you all do.

366 Appreciate it very much.

367

368 MAYOR MOTLEY BROOM: Councilman Gay?

369

370 COUNCILMAN GAY: Well, I do agree with everyone else that DMO is going beyond
371 increasing visitation and vetting off the lines of residents, and I see that in the many programs
372 that y'all support. I also have a question and a comment and a request. The question is, when you
373 were explaining about GICC, how does the GICC's sales team work collaboratively with the
374 DMO sales teams? And how do you all quantify who's contributing to the revenue? Which effort
375 is contributing to the revenue?

376

377 MS. SMOAK: Well, we work very closely. For example, back in August, we did a trade show.
378 And Mercedes was in the booth with myself and Christian Snyder, our VP of sales. So we
379 worked together in tandem. The new director of sales at the GICC, Ricki VanDuvall, I've known
380 Ricki for over 20 years. We collaborate together. We target business. We're both dialing for
381 dollars, but we work together to bring it to fruition. We do sites together. Our team might find a
382 customer at a trade that they bring in. We collaborate with the GICC.

383

384 I mean, honestly, they're our arms. We couldn't do it without the GICC. And that's why I have
385 Mercedes on speed dial. Trust me. I have her cell phone, her home phone, and her work phone
386 because we work collectively. And when we say those are the room nights we booked -- of
387 course, the GICC is not as concerned with room nights, we are. We're funded by hotel/motel tax.
388 So we have to put heads in beds. But we can't do it if we don't fill the GICC. And when we do
389 fill the GICC, it all -- you know, rising tides lifts all boats. So that's -- I mean, we are a very
390 cohesive team. You had another question?

391

392 COUNCILMAN GAY: I do. And just to piggyback on that, I bring that up because we're in
393 budget session. And what I realized is that, we subsidized the GICC, approximately -- I can be
394 corrected if I'm wrong -- I thought it was approximately 4 million dollars that we -- how much is
395 it? Can somebody tell me?

396

397 MS. PHILORD-BRADLEY: About 2 million.

398

399 COUNCILMAN GAY: About 2 million. So I was just looking at the two efforts where can cost
400 be contained, or cut, in all departments, not just yours. The request I have is that, we have, what,
401 one more budget session? I'm asking, can the financial reports for DMO be presented at our last
402 budget session?

403

404 MS. SMOAK: No, sir. Unfortunately, because it is hotel/motel tax, it's restricted. And we have a
405 board that we pass our budget through that has a representative from each of you that approves,
406 or disapproves, our budget. So it's not something that we can do with you. But we do it and we
407 wait until your finance director tells us what our budget is going to be for next year. They give us
408 the number that we then budget around for the next year. But we certainly can share with you,
409 once it's approved, our budget, all of that. We're transparent. We'll share anything with you want
410 to see, including our audit. We have nothing to hide.

411

412 COUNCILMAN GAY: Oh, no, I wasn't suggesting that. But because we are in a budget, and
413 because the city --

414
415 MS. SMOAK: I understand.

416
417 COUNCILMAN GAY: -- does audit its budget, and because you all do receive our tax, I just
418 thought it makes perfectly good sense to look at it contemporaneously.

419
420 MS. SMOAK: I think it gets convoluted because you have two other cities that are in partnership
421 with us. But it can't be perceived that the city controls our budget. That's the issue.

422
423 COUNCILMAN GAY: So you're saying after we give you the revenue that you all to expect in
424 2023, you'll come back and share your projections, your budget?

425
426 MS. SMOAK: We will establish our budget once we get it from yourselves, from Hapeville, and
427 from Union City. We're getting ready to get in our budget process now. We will establish what
428 our budget is going to be and then we will present it at our board meeting and we will get the
429 approval, and then it will be set and we can share it with you if you'd like to see it; more than
430 happy to.

431
432 COUNCILMAN GAY: They may want to see it.

433
434 MS. SMOAK: Sure. I'll share it with -- I mean, like I said, we're very transparent, Councilman
435 Gay. We don't want to end up on the front page of AJC.

436
437 COUNCILMAN GAY: The recommendation I had, since we are talking about going beyond
438 increased visitation, the recommendation I have is that I would like to see an opportunity to
439 market Main Street more as it goes down to Hershel. Because what happens is that the
440 hospitality district is on that new part. And we did get the way finder signs, Ms. Miller, and that
441 made a difference. But I would like to see -- and what that could look like is maybe y'all can do
442 some stuff down there. Maybe you can do some stuff in the GICC property.

443
444 We have our parcels down there. Because visitors who come and go, they don't necessarily stay
445 here. So they may not be around for some of the events that we have. So I would like to see more
446 of an effort out of DMO dollars to market the hospitality district, which is what I call it, which is
447 now Main Street.

448
449 MS. SMOAK: Right.

450
451 COUNCILMAN GAY: The second thing is that -- I was reading about a DMO in the city that
452 took some of its dollars and started a student -- started training students. That was an allowable
453 use of their dollars, so I would like to see what that could look like.

454
455 MS. SMOAK: You know, we took on an intern a few years ago. We couldn't pay them. We can't
456 salary them, but we can certainly take on an intern here and there and let them work with us if
457 they're interested in getting into the hospitality industry; yeah, definitely.

458 COUNCILMAN GAY: We have a school coming up here next year, the B High School. That
459 may be an opportunity. I know they've got their agenda set with Metropolitan Community
460 College. But there may be an opportunity to start talking with them about introducing our
461 community to hospitality and see how we can support that. And then the final thing is that,
462 speaking of our appointees approving you all's board --

463

464 MS. SMOAK: Approving our budget?

465

466 COUNCILMAN GAY: I would like to see -- and just for the record, I would like to bring out
467 that late Lonnie Kirk is Ward 4 founding board member. So I want to give his shout out. He's
468 gone on to glory. Our Ward 4 was the founding board for DMO. But the final comment I was
469 going to make is that, the DMO board members, I'd like to see more of how we can support
470 them. I don't know that you can pay them, but to, you know, the service they provide and
471 approving million dollar budgets and showing up; I don't know if that looks like training, if they
472 can go on training stipends. I just feel like they need more than just rubber stamping and just
473 showing up.

474

475 MS. SMOAK: Yeah. Well, I mean, we have to be very -- again, we have to be very careful how
476 we do that, because it's hotel/motel tax, and it is very, very restricted funding and it must be used
477 for marketing.

478

479 COUNCILMAN GAY: I met with the State Rep that supports who sponsored the DMO for
480 College Park. So maybe one day we'll have a workshop and have a conversation about just how
481 restricted those funds are. It's a lot of ambiguous language in that. So maybe we can sit down and
482 find out, be creative on how much we can do with those dollars.

483

484 MAYOR MOTLEY BROOM: Ms. Smoke, thank you so much for your time tonight.

485

486 MS. SMOAK: Mark your calendars for the 30th, Spin the District, crawfish boil, and August
487 30th. So this month and August.

488

489 MAYOR MOTLEY BROOM: Thank you so much.

490

491 COUNCILMAN ALLEN: Let me just mention, if you've never been to the GICC when they
492 have those cheerleading competitions, with those kids running around everywhere, buying
493 Mercedes' food. I love that. They spend a lot of money on food. In fact, I don't know how much
494 they spent a couple of weekends ago.

495

496 MS. SMOAK: Well, that Allstar Challenge has been coming to the GICC for 20 years. They
497 come back every year. So that tells you something, right? We're retaining business too. We're
498 getting new business, but we're retaining business, and that's thanks to Mercedes and her team.

499

500 MAYOR MOTLEY BROOM: Fantastic. Thank you so much. We appreciate it. Have a great
501 evening.

502

503 a) **Discussion of the Consent Agenda Items.**

504 **a. Consideration of and action on a bid approval for the GICC/Arena**
505 **Campus Entrance "Sails" Structure Refurbishing Project.**

506 MAYOR MOTLEY BROOM: We will move on to the consent agenda. The first item is
507 consideration of bid approval for the GICC Arena campus interest on the sales structure
508 refurbishing project. Questions for Ms. Miller on this issue, any?

509
510 COUNCILMAN CARN: I had a couple. Glad we're getting this done, obviously. Things have
511 been hanging in for a long time. I see the outfit that you got here, they look pretty good. My
512 question is this: Is there any way you could inquire with them about adding some type of a
513 warranty on -- even if it's -- I see they're under a hundred thousand dollars which is a good thing.
514 But my thought was, if they would be willing to add some type of a warranty on to the package.
515 As long as you can keep it under a hundred thousand, that way maybe we got four or five years,
516 at least, if something else gets spotted, they can come and patch it up or something. What do you
517 think?

518
519 MS. MILLER: I'll have to ask Mr. Moody. Mr. Moody, can that be added to the RFP?

520
521 COUNCILMAN CARN: And I know everyone submitted a package. I didn't see a warranty in
522 any of them. But can we ask for a warranty?

523
524 MS. MILLER: Mr. Moody said it's 20 years on the packet.

525
526 MR. MOODY: I believe in the packet, we did ask for a warranty on the paint or the primer
527 portion of it. But I'll go back and check to make sure. It'll be longevity once they -- due to
528 COVID -- and painting of it.

529
530 COUNCILMAN CARN: So you're saying this one that we're looking at, the Metro outfit, they
531 have a 20 year?

532
533 MR. MOODY: It should be already included with the selected paint, but I'll double check with
534 them.

535
536 COUNCILMAN CARN: Well, I hear 20 year on the paint. But does that mean in 15 years, if
537 things are chipping -- I understand the paint is warranty for 20 years, but will they come back
538 and do the patchwork, or whatever it is? I guess it's two different things, I suppose.

539
540 MR. MOODY: There could be many factors. They might not even last that long. I just don't
541 know with the structure. So we'll go back out if we have to.

542
543 COUNCILMAN CARN: But the warranty that you say we have, it's in writing with them; right,
544 or it'll be in writing with them?

545
546 MR. MOODY: It will be.

547
548 COUNCILMAN CARN: So it's going to be specific in terms of what they will come back and do
549 that we don't have to pay for?

550
551 MR. MOODY: Correct. This one entails pressure washing off all the diesel from the airplanes,
552 going back and adding a new coat, seal coat, paint, rehabilitate them so they look fresh brand
553 new going back into the campus.
554
555 COUNCILMAN CARN: And it sounds good and thorough. I'm just asking if that seal coat goes,
556 does that warranty kick in and they come back out here and, you know, put another seal coat on
557 it, and put a partial coat on, whatever?
558
559 MR. MOODY: We'll make sure to look into that; that they'll come back and do any touch ups if
560 something was to happen before that.
561
562 COUNCILMAN CARN: Well, let's make sure we get the warranty that they have we got
563 specified, you know, so that if it does. Hopefully, it lasts the full 20, that would be great. I just
564 want to make sure we have something in writing where they can come back and make repairs
565 after a certain amount of time. I mean, 20 sounds long.
566
567 MS. MILLER: 20 years is how long the last sails. This month marks 20 years that the GICC has
568 been open. So it's lasted for 20 years.
569
570 COUNCILMAN CARN: All right.
571
572 MAYOR MOTLEY BROOM: Councilman Allen?
573
574 COUNCILMAN ALLEN: I just want to make sure they're not going to interfere with any of the
575 events that you have going on or anything like that?
576
577 MS. MILLER: No, sir.
578
579 COUNCILMAN ALLEN: Just wanted to make sure.
580
581 MS. MILLER: Actually, the Dream wants to wrap them. But we have to get them cleaned and
582 get them up to par before anybody can deal with them. So they're really a money maker but we
583 have to get them back up to par.
584
585 COUNCILMAN ALLEN: Absolutely, I agree.
586
587 COUNCILMAN CARN: With the warranty, let's make sure if we wrap them, it doesn't void the
588 warranty. That's a prime example. We want to make sure, you know. And they say, well, you had
589 this outfit wrap them so the warranty is void.
590
591 MS. MILLER: Well, if they wrap them, they have to provide us insurance.
592
593 COUNCILMAN CARN: Okay.
594
595 MS. MILLER: And they'll be responsible.

596
597 COUNCILMAN CARN: Good deal.
598
599 MAYOR MOTLEY BROOM: Any other questions for Ms. Miller?
600
601 COUNCILMAN CLAY: Yes, I only have one. And that is, Mercedes, we had a problem with
602 lighting strikes a while ago. At least, it appeared to be a failure of the sails lighting induced by
603 the lightning strikes.
604
605 MS. MILLER: That was about six, seven years ago.
606
607 COUNCILMAN CLAY: Can we, if we have not already, when they do the work on the sails,
608 look at properly grounding them? I'm pretty knowledgeable, but I'm not a certified expert on
609 protecting against lightning strikes. Maybe they need a small lightening rod on top. Maybe the
610 sails have to be grounded differently. Maybe you've already taken care of that; don't know. But,
611 especially, if we're going to put money in, it's not a huge amount of money compared to
612 everything else, but it's still significant. And I would like to sleep a little bit better the next time a
613 storm roll through to know that we've done everything we can to protect the electronics that
614 drives that.
615
616 MS. MILLER: We actually have to use another company for the electronics of it. They're
617 cleaning the sails and they are going to be scraping them and doing just the sails, not the lights or
618 the electrical parts of it. But I will check on that. But I think --
619
620 COUNCILMAN CLAY: Well, let me throw that in. Is it a possible add? Maybe if you haven't
621 done that already, you ought to bring in a consultant, just for consideration. It's up to City
622 Manager what he wants you to pursue, but I'll throw that out as a suggestion.
623
624 MS. MILLER: We can get the power department to look at them.
625
626 COUNCILMAN CLAY: That's all I have.
627
628 MAYOR MOTLEY BROOM: Councilman Gay?
629
630 COUNCILMAN GAY: Ms. Miller, I had a recommendation and a question. When I was looking
631 through the package, I saw a landscape company withdrew their bid. But they submitted a price
632 at 19,000. My question is, is there any reason why they read the scope to think that this could
633 only be 19,000?
634
635 MS. MILLER: From my understanding, we did send them information to make sure they
636 understood. They did not understand the scope of work, and that's why they mis-bid on it and
637 they pulled out.
638
639 COUNCILMAN GAY: Okay. And my recommendation would be, I saw in another city -- could
640 you look into if it's possible to do digital lighting on our sails for particular events, say, Fourth of
641 July, or Christmas? I seen a light show on sails in Las Vegas. It's just a way to promote us.

642
643 MS. MILLER: It is capable.
644
645 COUNCILMAN GAY: Ma'am?
646
647 MS. MILLER: It is capable. We've had our marketing director to get some training on using the
648 lights. But it is a way to put wording on the lights and do other things on them.
649
650 COUNCILMAN GAY: Can you get images up there?
651
652 MS. MILLER: I'll find out. I don't know. But I know we can do more than we've been doing.
653
654 COUNCILMAN GAY: Good deal.
655
656 COUNCILMAN ALLEN: You have to keep in mind if you do some kind of light show that
657 you're coming in right over the airport. So you have to make sure the FAA and everybody else is
658 on -- okay.
659
660 MAYOR MOTLEY BROOM: Any other questions for Ms. Miller?
661
662 COUNCILMAN CARN: A couple. Would that be cheaper for us than the wraps, if we were to
663 look at something along those lines?
664
665 MS. MILLER: The wraps would not be paid for by us. The wraps, which would be paid by the
666 company that wants to do it, and it would be insured by them.
667
668 COUNCILMAN CARN: But we would charge them to put the advertising up there?
669
670 MS. MILLER: We charge them to put it up, but they would pay to have it done.
671
672 COUNCILMAN CARN: They'd pay for the materials and the installation?
673
674 MS. MILLER: And they would maintain it the same way they do inside the Arena. They
675 wrapped the inside of the Arena, and every year, they repaint it.
676
677 COUNCILMAN CARN: If we can look at some future lighting that would light up the sails and
678 put wording on them, that's something to look at, maybe that's another amenity we can add to
679 customers that take -- you know something in the future to look at. One other thing I thought
680 about with the power department. What they will do every few years is, the telephone poles in
681 the city, they would dig down, I don't know, one or two feet, and rewrap the poles with that
682 mesh. And it's to keep, obviously, the wood from rotting.
683
684 Now, the sails are metal in the ground, concrete footers, I'd imagine, or whatever have you. But
685 over 20 years, you know -- so just a thought. I don't know. Maybe it'd be good for them to come
686 and look at it. Because, you know, over time, even metal can -- I don't know if that would make
687 sense at all. It wouldn't hurt to maybe have some of them coming over there and take a look and

688 see what they think since we're refurbishing, if they do it for the poles, maybe they dig down and
689 put some kind of special wrap, you know, to keep the base solid. I think it wouldn't hurt to have
690 them take a look.

691
692 MS. MILLER: No problem.
693

694 MAYOR MOTLEY BROOM: Any other questions for Ms. Miller? Hearing none, we'll move to
695 Item 4(b). Thank you, Ms. Miller.

696
697 **b) Consideration of and action on a request for approval of Axon Enterprise, Inc.**
698 **annual contract in the amount of \$371,411.12 for the Police Department.**

699 MAYOR MOTLEY BROOM: Consideration of a request for approval Axon Enterprise's annual
700 contract for the amount of \$371,411.12 for the Police Department. Questions for the Chief,
701 anyone?

702 COUNCILMAN CARN: I've got one, Chief. I know we talked about this early, early this year.
703 Again, these body cams, they're going to come with their own GPS system that, I thought, we
704 said would eliminate the need for the vehicles GPS. What was that called, A something, you
705 called it, in the vehicles?

706 COUNCILMAN CLAY: That's the GNSS that's in there. It's souped up GPS system.

707 COUNCILMAN CARN: So would this eliminate the need for the car version?

711 CHIEF ROGERS: No, it will have a car version, as well. And all of the body cameras have been
712 upgraded and installed. The car cameras, we're waiting for the remaining four to come in,
713 because they will only come out one time. So we're waiting the other remaining four new
714 vehicles to come in. And then when they come in to install in the vehicle, they'll give training to
715 staff. So the upcoming vehicles we will have coming in will have staff who would know how to
716 upgrade in the vehicles moving forward.

718 COUNCILMAN CARN: And the GPS with these body cams, it only functions if they turn it on,
719 or does it function regardless?

721 CHIEF ROGERS: There's a GPS in the vehicle that functions at all times.

724 COUNCILMAN CARN: In the vehicles. But I'm saying on the body cams?

726 CHIEF ROGERS: Yes. Once they're activated.

728 COUNCILMAN CARN: Got it. All right. Okay.

730 MAYOR MOTLEY BROOM: Any other questions for Chief Rogers?

731 COUNCILMAN CLAY: I gave her a list of questions and she responded to them this afternoon.
732 In fact, that was part of the answer. The one part that you didn't answer -- well, I've got a follow

734 up to that, and that is, when are the four cars going to be in so that this process -- because you're
735 holding up everything on the cars --

736

737 CHIEF ROGERS: Because they're only going to come out one time.

738

739 COUNCILMAN CLAY: They're only going to come once. So those four cars are holding up
740 everything?

741

742 CHIEF ROGERS: I'm anticipating them being in next week.

743

744 COUNCILMAN CLAY: Next week?

745

746 CHIEF ROGERS: Yes, sir.

747

748 COUNCILMAN CLAY: Okay. That's good news.

749

750 CHIEF ROGERS: And then we will schedule for them to come out to do the install for the whole
751 25, the new 25 fleet.

752

753 COUNCILMAN CLAY: So now the other part of my question that I don't think you did answer
754 was, what about the things like artificially intelligence analysis that's been on the body camera
755 footage, you know? In other words, if you flag this face as being a perp, every time that perp
756 appears in the footage, you want it to scan the footage and automatically flag. That was one of
757 the analytical techniques that were part of the package, as I recall. Are those installed yet?

758

759 CHIEF ROGERS: They are. Because they are part of the body cameras. Only thing that's not
760 installed is the actual upgrade to the vehicles. And we've just been waiting for those remaining
761 four to come in.

762

763 COUNCILMAN CLAY: So once that is in place, we'll be able to livestream footage, if we
764 choose to, from a body camera via relay from the car?

765

766 CHIEF ROGERS: My anticipation is, as soon as we get the first car installed, I'm going to invite
767 you out so you can take a look at it.

768

769 COUNCILMAN CLAY: Yeah, I'm looking forward to see all of this.

770

771 CHIEF ROGERS: Yes, sir.

772

773 COUNCILMAN CLAY: I mean, this is tremendously effective and efficient. The amount of
774 time the officers can save going through that footage to prepare information for trial, evidence
775 for trial, has got to be significant from what I have observed.

776

777 CHIEF ROGERS: From what it was, it would be significant decrease in time that's managed that
778 is spent.

779

780 COUNCILMAN CLAY: Okay. Good. Thank you.

781
782 CHIEF ROGERS: You're welcome, sir.
783

784 MAYOR MOTLEY BROOM: Any additional questions for Chief Rogers?

785
786 COUNCILMAN GAY: I have a question. This question may not necessarily pertain to you, but
787 it pertains to all of the contracts that are before us on the consent agenda.

788
789 CHIEF ROGERS: Yes, sir.

790
791 COUNCILMAN GAY: And I spoke with the City Attorney about this. Oftentimes, we see
792 lawsuits that resulted from something that may have been missed. What I would like to see in
793 order for me to vote on anything going forward, are the following: I would like to see if this is a
794 sole source procurement. If you got them from -- and it's not just you -- if the contract was
795 picked from some State register.

796
797 However, I, as the final person to vote on it would like to know how we arrived to these
798 contracts. All I'm seeing is just how much it cost, and give them the hundreds of thousands of
799 dollars. There's nothing about bids. There's no bid performance information. I don't even know if
800 the City Attorney's office has looked at these contracts.

801
802 These are like \$300 -- this thing says, three hundred and twenty-something dollars for five years.
803 So we vote on it, and then there's an issue. And then we say, well, I didn't see it. I didn't look at
804 it. So what I'm saying, and I'm sure everyone would agree with us, for me, I would like to see the
805 source of this award. Meaning, is it sole source, is a State register, or if it was bidden, then I want
806 to see the unsuccessful bidders. I want to see the score sheets. All right. If there's a contract for
807 the successful bidder, I'd like a copy of the contract to be included. That's what I'm going to need
808 to see before I can vote on any other cost for these taxpayers.

809
810 MR. MOODY: If you recall, Councilman, you and the rest of the council members did approve
811 the Axon in January. So this is year two of that agreement, which is already sole sourced to
812 Axon.

813
814 COUNCILMAN GAY: And you're right, but see, the problem is, I can't remember like that.
815 Because, see, if that was the case, you wouldn't brought it back tonight. Tonight, there's an action
816 that's needed. So, for me, whether I approved it last week or last month, I need to remind me
817 through some type of documentation, because I think that -- not for all different departments.

818
819 MR. MOODY: And I believe this is to pay the contract for this year on that renewal. But we'll
820 make sure --

821
822 COUNCILMAN GAY: I don't disagree with what you're saying. I'm just saying, Attorney, City
823 Manager, going forward, a copy of the bond. We've had a lawsuit where we didn't check the
824 bond. I'd like to see the performance bond or pay bond, or whatever the bond that's required for
825 these contracts. Should the contract go belly up, too, I want to see if -- I see they were going -- I

826 don't see where they went through the law office, who sees this through. So if there's a contract --
827 and like you said, we may have did that five years ago or three years ago, but just remind us in
828 some kind of presentation. And, four, when there's contracts where there were unsuccessful
829 bidders, I would like to know who they were, and I'd like to see your score sheet.

830

831 MR. MOODY: Are we talking about sole source, or we talking about everything in general?

832

833 COUNCILMAN GAY: Everything in general.

834

835 MR. MOODY: All right. Thank you.

836

837 MAYOR MOTLEY BROOM: Any other questions for Chief Rogers?

838

839 COUNCILMAN CARN: Not particularly for Chief Rogers. But, City Manager, there's
840 something I was thinking about. We made a lot of strides with the police department over the
841 last, over the last year and a half, actually -- this technology package that we purchased was a
842 pretty major package that's coming in phases still. And for some of this stuff, it's some of the first
843 time we've had some of this stuff. We've had another generation of body cams, but some of the
844 other stuff is really good stuff. We're also getting -- that was the largest fleet vehicle purchase
845 last year, since I've been up here, since '05, which is a big deal as well.

846

847 And the thought in my head was maybe, you know -- at the end of the day, Public Safety is still
848 number one with residents, you know, no matter how you slice it. I thought it'd be good to maybe
849 put something together where they could see the type of investment we put into Public Safety, in
850 particular, the 20 percent raise, the 911 operators up to standards. And I saw in my mind,
851 Stanley, we've got 25 brand-new shiny new vehicles. I saw in my head, you know, lining those
852 things up where the public could see it and film it so that they know this tax money that they are
853 paying is going to doggone good use. And a lot of time, it's good to see it. And, I mean, I think
854 that's worth talking about and bragging about.

855

856 I always say, if you don't toot your own horn, I guarantee you, your neighboring cities aren't
857 going to toot it for you. So the package, you know, that we've put together, the Fire Department,
858 as well, got some new trinkets and toys and raises. I think it's worth talking about. I don't know if
859 we could put something together to talk about that. But we almost have a brand-new, completely
860 brand-new, fleet which we've never had at one swoop, fell swoop. I think that's something that
861 we need to put together and do a press conference on it, or get out there at the Public Safety
862 parking lot and line everything up so people can see, here's what we doing, here's what you're
863 getting, here's what you're going to see on the blocks. To let people know if they're not watching
864 the detail of this stuff on TV. So it's just something to think about. I think that would be
865 reassuring to a lot of folks to know that we're not just up here twiddling our thumbs. Just food for
866 thought.

867

868 MAYOR MOTLEY BROOM: Additional questions for Chief Rogers? All right. She's got the
869 third item on the agenda, as well.

870

871 c) Consideration of and action on a request for approval to pay Central Square

872 **Technologies for the annual maintenance and technical services to maintain the**
873 **updates and service for the One Solution RMS, CAD systems in the College Park**
874 **Police Department.**

875
876 MAYOR MOTLEY BROOM: Additional questions for Chief Rogers? All right. She's got the
877 third item on the agenda, as well. Consideration of and a request for approval to pay Central
878 Square Technologies for annual maintenance and technical services to maintain the updates and
879 service for one solution RMS CAD systems. Questions for the Chief on that issue?

880
881 COUNCILMAN CLAY: This is the Central Square issue.

882
883 CHIEF ROGERS: Yes, sir.

884
885 COUNCILMAN CLAY: I have no questions on that.

886
887 MAYOR MOTLEY BROOM: Anyone else have any questions?

888
889 COUNCILMAN CARN: I had just a comment. That's lot of licenses. I always talk about this
890 software stuff, but I know you need them all. I'm assuming all of them are very crucial. They
891 sound very important. The aided dispatch systems, the whole nine. So this is an ongoing contract
892 with the same outfit?

893
894 CHIEF ROGERS: Yes.

895
896 COUNCILMAN CARN: I guess, and one thing Roderick did touch on, sometimes, are there
897 things that we can -- could we have looked at this contract and said, oh, we're not satisfied with
898 how things are going, we're going to put it out for bid and see what else is out there. Or if we say,
899 well, things seem like they're going okay.

900
901 CHIEF ROGERS: That has been discussed. And that will be looked at for the next budget. And
902 the only reason why now it was coming up, and I didn't want this particular contract to expire
903 and we'd be left with no RMS or CAD. But that is up for discussion for the next budget.

904
905 COUNCILMAN CARN: That's good to know. And some of these things are important. They've
906 got to be continuous to a point, to extent, with software upgrades and stuff. Everything ends at
907 some point. But I always say, you know, when we can put out something for bid, even if, even if
908 you're satisfied with it, I think sometimes, it's a good idea to put that out when you can just to let
909 folks know, hey, you guys are doing okay, but we're still looking for a better deal so they don't
910 get too comfortable, and the next year renewal rate is such and such. If they know you're going
911 out for bid, that next year renewal, they're going to think about that; right?

912
913 CHIEF ROGERS: Fire Chief and Mr. Hicks and I had a conversation about that earlier. And the
914 only reason, like I said, why not, because we did not want to be left -- I did not want to be left
915 without a CAD or RMS, if we decided not to go with them and then it would take long with the
916 bidding. But that will be something up for consideration on the next budget.

918 COUNCILMAN CARN: Well, that's an exception with that situation.
919
920 CHIEF ROGERS: Yes
921
922 COUNCILMAN CARN: Okay.
923
924 MAYOR MOTLEY BROOM: Any other questions for the Chief? All right. Thank you, Chief.
925

926 **d) Consideration of an action on a request to upgrade/replace the current Cisco
927 and Enterprise phone services for departments throughout the City using
928 Windstream.**

929 MAYOR MOTLEY BROOM: We'll move on to Item 4(d), consideration of a request to upgrade
930 or replace the current Cisco and Enterprise phone services for the departments throughout the
931 city and using Windstream instead. Good evening, Mr. Hicks.
932

933 MR. HICKS: Good evening, Mayor and Council.
934

935 MAYOR MOTLEY BROOM: Questions for Mr. Hicks? Councilman Clay?
936

937 COUNCILMAN CLAY: I got my questions answered. And it's not a cost increase, it's a cost
938 savings.
939

940 MR. HICKS: Absolutely.
941

942 COUNCILMAN CLAY: So it's hard to argue with it. I think the Convention Center has been
943 using the technology for quite some time and I haven't heard Mercedes complaining about it. I
944 don't know Mercedes is not out there anymore. But if she had a problem, I would have heard
945 about it, I'm pretty sure.
946

947 So I think this sounds like a great move. You answered my questions with regard to what
948 happens if we get off with the internet, we can still make phone calls locally. And it also
949 introducing the ability to do four-digit dialing across the campus, so I'm a happy camper.
950

951 MR. HICKS: Absolutely.
952

953 MAYOR MOTLEY BROOM: Councilman Carn?
954

955 COUNCILMAN CARN: So we can just do extensions without having to dial in the rest all the
956 way, at the Convention Center too?
957

958 MR. HICKS: Yes. Right now, we're doing four-digit dialing throughout the network. That means
959 from City Hall to Public Works to Fire Station 2 & 3, we can do that now. We're still going to be
960 able to do that. So we'll be able to increase that by expanding that to include the GICC. Right
961 now, we don't have four-digit dialing to that. But we'll have the same phone system that they
962 currently have. If you guys can remember, I was on that team to upload and upgrade the phones
963 at the GICC. So it's been tried and tested.

964
965 COUNCILMAN CARN: I knew we could do four-digit dialing here. But I didn't even know we
966 could do it at the Public Works building.
967
968 COUNCILMAN CLAY: You can't now.
969
970 COUNCILMAN CARN: But he's saying we can do it at Public Works and stuff now, well,
971 Public Safety complex. I didn't we could go over there. Well, that's news to me. And this adds
972 the Convention Center, additionally?
973
974 MAYOR MOTLEY BROOM: Councilman Allen?
975
976 COUNCILMAN ALLEN: No. We talked about this a couple of weeks ago. You explained
977 everything to me, answered questions, so I'm fine.
978
979 MAYOR MOTLEY BROOM: Councilman Gay?
980
981 COUNCILMAN GAY: Director Hicks, I got a question. I need clarification on two things. And
982 I'm okay with the selection that you made, that's not my motive for the question. My question is,
983 explain how you or how this is saving us \$97,000?
984
985 MR. HICKS: I'll tell you.
986
987 COUNCILMAN GAY: Be specific.
988
989 MR. HICKS: Yes, sir. Currently, we have two different systems. We have our local and long
990 distance carrier which is Windstream. And we have our Cisco phone system. Windstream has
991 said, Mr. Hicks, we can give you this full package and you don't have to pay two different
992 vendors. We'll give you the full package for less than what you're already paying. So when you
993 look at those numbers that I put inside of the packet, it calculates a tremendous savings. If we
994 didn't go this route, we've got to pay for Cisco and we gotta still pay for Windstream.
995
996 COUNCILMAN GAY: My second question is, Cisco is separate from Windstream; correct?
997
998 MR. HICKS: Yes, sir.
999
1000 COUNCILMAN GAY: We currently use Windstream for some of our other IT applications;
1001 correct?
1002
1003 MR. HICKS: We use it for long distance and local. When you pick up the phone from your
1004 office and dial, you're using Windstream portal.
1005
1006 COUNCILMAN GAY: Is that why this didn't go out to bid, because they are our current vendor
1007 for another service?
1008
1009 MR. HICKS: Yes, sir. And I filled out the sole source form. I dotted all the I's and crossed the
T's. It went through finance. I completed the sole source form and it went through the attorney.

1011
1012 COUNCILMAN GAY: All right. So then, I would like for us to start bringing those up here so
1013 we can have them, so we can vote intelligently; okay?
1014
1015 MR. HICKS: Okay. Yes, sir.
1016
1017 COUNCILMAN GAY: That's all I have.
1018
1019 COUNCILMAN CARN: Mike, you mentioned long distance carrier. You mean -- we don't still
1020 pay for, like, long distance, long distance, like we used to right now?
1021
1022 MR. HICKS: No, no. And, also, one of the other things I wanted to add is, we're getting all new
1023 phones and all new service in customer service. So, remember our customer service team, when
1024 they come in, in the morning, they log into a system that takes calls from customers. They're
1025 going to get all new equipment as part of the system, as well.
1026
1027 COUNCILMAN CARN: I thought long distance came with every phone package nowadays, like
1028 your cell phone?
1029
1030 MR. HICKS: But you've got to have a carrier for it.
1031
1032 COUNCILMAN CLAY: You still need to get to the internet. Somebody has to provide the
1033 communication link to the internet.
1034
1035 COUNCILMAN CARN: That's true. My daughter, they're grown now, but they didn't believe
1036 that -- I said, you know I used to pay per minute for long distance phone calls. They said, what
1037 are you talking about? And I find an old bill to prove it to them, and they were like, wow, you
1038 know. They were shocked. I said, oh, yeah, you paid for every minute of long distance. Because
1039 they don't consider a call to Texas as long distance. I said, it was a long distance. Okay.
1040
1041 MAYOR MOTLEY BROOM: Councilman Gay?
1042
1043 COUNCILMAN GAY: Will there be any interruption in service? Like, will we be down?
1044
1045 MR. HICKS: No, sir, we will not. As a matter of fact, we're going to go with a project plan to
1046 roll this project out. And we may do it department by department as opposed to doing it totally
1047 enterprise. Because I want to make sure these phones works in a certain area before I roll them
1048 out to everything. So there will be a project plan.
1049
1050 COUNCILMAN GAY: And what do you do with the Cisco system? Do we just throw it away or
1051 sell it?
1052
1053 MR. HICKS: No. We could see if we can sell it on the market or something to get something
1054 from it. Or I may use a couple of phones as enterprise emergency back up or something. But for
1055 the most part, we're going to see could we salvage it. We can't use it.
1056
1057 COUNCILMAN GAY: All right. Thank you.

1058

1059 MAYOR MOTLEY BROOM: Thank you, very much, Mr. Hicks. We'll see everybody at 7:30.

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CITY OF COLLEGE PARK

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Bianca Motley Broom, Mayor

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1072 **ATTEST:**

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1077 **Shavala Ames, City Clerk**

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