

Work Session Meeting of the Mayor and City Council held Thursday, March 2, 2006, 6:00 PM, Mayor Eva Galambos presiding.

Mayor Galambos recognized Michael O'Sullivan, Vice President for Weber-Shandwick, and Susan Mays, Corporate Communications Director for Weber-Shandwick Marketing Division.

Media Training

Michael O'Sullivan, Vice President of Weber-Shandwick, stated that this presentation will address common mistakes made when speaking with the media and suggestions to avoid common mistakes. The interaction between the person being interviewed and the interviewer is of most importance. One of the most important points to make sure you make your key points during the interview is do not allow the reporter to make decisions about what you want addressed.

Do not allow your own humor to "create its own story". Respond rather than say "no comment". If you are not able to discuss the topic at that time, you should explain why you have to hold the information until later. Some suggestions are:

- You do not want to "confuse" the issue without having the right information.
- Take your time responding.
- Always follow up when you say you will have that information later.

Objectives

- Discuss and prepare for potential media interactions.
- Understand how the media work and how they prepare for an interview.
- Prepare yourself to positively influence the outcome of interviews.
- Identify techniques and guidelines to help avoid unnecessary mistakes.

Perspective on the Media

- Media interviews do not need to be threatening.
- Interviews are an opportunity.
- You cannot control interviews, but you can influence the outcome.

The Media's Job

- Decide what's news, and what's not
- Decide what to cover or not to cover
- Decide which angle to pursue
- Decide which information sources to use
- Decide whether or not to use your information
- Decide how and when to run the story – if they run the story at all

Your Job

- Prepare, Prepare, Prepare!
- Communicate your messages clearly, concisely, and compellingly - make your 1-3 key points as soon and as often as possible.
- Deliver your message
- Correct misperceptions
- Keep in mind to view the interview as an opportunity
- Influence the outcome of the interview
- Be accessible to people

Things You Should Know and Do

- Who is interviewing you and why

- The reason for the story
- Whether they want to tape or photograph you
- Who else is being interviewed – find out if possible
- When will the story be printed or aired
- Be comfortable with length and location for the interview
- Determine your objectives
- Develop 1-3 key messages
- Learn about the reporter or media outlet
- Gather background materials
- Consider answers to potentially difficult questions
- Consider answers to questions you would like to be asked
- Practice if you have time
- Review stories resulting from past interviews

Interviewing Do's and Don'ts

- If you believe information in a question is wrong, correct any misinformation.
- State the answer positively and constructively
- Do not “over-answer” or fill gaps.
- Do not accept any facts or figures given unless you know they are correct.
- Use anecdotes or examples to illustrate your points.
- Tell the Truth
- Do not mislead through omission or exaggeration.
- If you do not know an answer, say so, then offer to get the information (follow-up)
- Keep your answer short and simple – be quotable
- Do not comment on something someone else allegedly said.
- Do not speak for others or other groups.
- Stick to your topic.
- View each question as a “topic area”.
- Do not use technical jargon.
- Do not repeat an objectionable question in order to refute/deny it
- Use humor cautiously - can be dangerous
- Lead with your most important key message, add important facts and points to support it.
- Do not speculate – it is dangerous
- Do not respond with “no comment”.
- Be cautious about speaking “off the record” (really is no such thing).
- Never say anything you do not want to appear in print or on the air.
- Do not engage in confrontation.

Responding to Questions

- Set your own pace
- Talk conversationally
- Make your point before elaborating
- Feel free to repeat key points
- Keep answers short
- Avoid prefaces such as “honestly” or “to be candid...”
- Ask to have a question rephrased or clarified if necessary
- Assume the appropriate attitude

Talking About Your Organization

- Be Positive – show your conviction
- Be Specific – use facts and examples
- Be Right – do not exaggerate or mislead
- Be Human – be likable and concerned
- Be Quotable – tell stories, do not lecture
- Be Calm – do not lose temper, exercise patience

What to do when a Reporter Calls

- Find out information needs
- Learn deadline – do not feel “pushed” to set a date/time
- Contact Communications Director or Public Information officer
- Determine how to proceed
- Close the loop

Mayor Galambos thanked Michael O’Sullivan and his staff for an enlightening presentation.

Discussion Items

Update on Redevelopment Initiatives

Mayor Galambos stated that the Livable Communities Coalition is going to begin working with the City on the Roswell Road redevelopment.

Project Manager Rick Hirsekorn stated that we are one of four (4) cities selected by the Coalition. Mayor Galambos stated that the eyes of the developers are on this community, and it will prosper. She explained that the International Council of Shopping Centers (ICSC) will be holding a conference about redeveloping Roswell Road on March 29, 2006 at the Intercontinental Hotel in Buckhead at 11:30 AM seating 300 people for lunch. She stated that they are doing this in conjunction with the Urban Land Institute. Councilmember Meinzen McEnery stated that Ruth Cohen is active on their Board.

Mayor Galambos stated that another outreach is in our own Greater North Fulton Chamber of Commerce. She stated that they would like for the City to be very active in the Chamber as does the Sandy Springs Business Association (SSBA). She expressed the City’s appreciation for any help in the Roswell Road corridor.

Mayor Galambos stated that it was her understanding that there are three developers coming to meet with the Planning staff regarding Northwoods and North River Shopping Center. There is a great deal of interest in redevelopment in Sandy Springs. She stated that the article in the Atlanta Business Chronicle was very helpful.

Councilmember Paul stated that there just are not enough locations for development; however, he feels the City is a very attractive venue for development.

Mayor Galambos stated that she and Councilmember DeJulio met with the developer of the Bank of America building. She explained that this is not a conflict of interest because there is nothing on the table such as zoning issues relating to this property. She asked the developer what his expectations of the City are. She asked if he was interested in detailed requirements for the development of this property or simply rules for the use plan for this property. She stated that he answered rules for the use of this property.

Mayor Galambos stated that the Design Review Board looks at each proposed development and decides if it will look good in that location, not that everything must look the same.

Councilmember Meinzen McEnery questioned the difference in design standards and rules. Mayor Galambos explained that the overlay standards are very specific such as providing what the facade will look like.

Councilmember Jenkins stated that developers have expressed the desire to determine what exactly the City wants for the downtown area.

Councilmember Meinzen McEnery stated she did not know that the South of 285 areas had the overlay standards. Councilmember Paul explained that the overlay standards apply to all of Roswell Road.

Mayor Galambos stated that she has asked staff to provide some instruction regarding the Tree Ordinance and it is scheduled for the March 16 work session.

Councilmember Paul stated that the standards are color-coded in the overlay and the areas in yellow are the most stringent. Mayor Galambos recommended that the Councilmembers read the overlay standards in their Code Books.

Councilmember Jenkins asked if there would need to be a follow up on the ICSC, and whether the City was going to do a CID (Capital Improvement District). Mayor Galambos responded that as a member of the SSRI, she worked on a CID and TAD along with Councilmember DeJulio. She explained that a CID is suited to an area where there are fairly large parcels and does not work in areas in which there are lots of small parcels because you must get a large portion of the property owners to agree. She reminded everyone that a CID raises your taxes.

Mayor Galambos explained that a TAD is a way of taking a certain territory and establishing that the extra property taxes collected due to new growth in this area will be used for public expenditures in that area. She stated that bonds could be issued which would be paid off by the extra property tax from the new development in that area. She stated that she was opposed to it because most of the redevelopment would be along Roswell Road and she does not want to defraud the other areas of the community which needs other City services by saying all the extra property tax revenue is going into that area. Discussion followed regarding the chances of getting a TAD.

Mayor Galambos stated that the City has received a request from GMA to write our Congressmen because these funds have been omitted from the proposed budget. She stated that she would like to have a resolution in support of CDBG funds on the next meeting agenda.

Councilmember Paul stated that he ran the CDBG program for two years. He explained that it was started by President Nixon as the only program that involves direct Federal assistance to municipalities. He stated that there is also a program that runs in conjunction with this, Section 108, in which these funds can be leveraged to complete significant projects with low rates; projects such as blight removal and improvement to low to moderate income neighborhoods.

Assistant City Manager Al Crace stated that these funds are now being directed to Fulton County and need to be redirected to the City of Sandy Springs. He stated that this is the City's primary tool to address these older and obsolete apartments. Mayor Galambos asked if we should have a Resolution for it to be on the Agenda next week. There was a consensus that a Resolution in support should be on the agenda for the following week.

Councilmember Dave Greenspan, District 1
Consideration of a Sandy Springs Vanity Tag

Councilmember Greenspan stated that he would like the Council to consider a vanity tag for Sandy Springs once a logo is chosen.

City Attorney Willard explained that the Legislature is holding up the special tags because they may need a constitutional amendment. He stated that they want to allow all cities to participate and create a plan to designate the use of the revenue generated by the sale of these tags. It is probably not going to be in this session.

Councilmember Greenspan stated that this was a good way to generate revenue and he feels that the residents of Sandy Springs would jump on this idea. There was a consensus that this would have to wait until the next Legislative Session.

St. Patrick's Day Proclamation

Councilmember Greenspan requested that a St. Patrick's Day Proclamation be placed on the next meeting agenda.

Update on the Parks initiative

Councilmember Greenspan stated that he had a meeting with Leonard Box to discuss the Parks Initiatives.

Councilmember Rusty Paul, District 5

Fulton County Local School Council

Councilmember Paul requested to defer to a future work session.

Staff Discussion Items

Gene Wilson, Police Chief

Purchase of Police radios

Police Chief Wilson requested approval to purchase 90 handheld radios and 64 radios to be placed inside the vehicles, for a negotiated total of \$555,983.64. He stated that the Police Department did not have a budget for these and they just negotiated for the best deal. The Police Department could get these for about \$50,000 total savings.

Councilmember Dianne Fries stated she heard somewhere that the radio signal could be a difficulty for us. Chief Wilson stated that there may be dead spots, but those could be anywhere, not just here. He explained that the Fulton County's system is a great system.

Discussion followed regarding the purchase of a frequency.

Deputy City Manager Bovos explained that the City pays a fee to use Fulton's 800MHz system.

Councilmember Meinzen McEnery asked if there is a service agreement, and how long the radios could be expected to last.

Police Chief Wilson replied that there is a service agreement, and he expects to get 5-8 years of service out of these radios. He explained that it is a state-of-the-art system, all digital, cutting edge, technology.

Police Facility – Overview of process and budgetary impacts

Assistant City Manager Al Crace led a discussion of methodology of the Police facility. He stated the City adopted this entirely with the decision to go ahead and move with Public Safety, and that it is down to the last three steps. He stated that we moved Public Works out of the transition office so the Police Chief could use that space in January and February with the build-up in March, April and May.

Assistant City Manager Crace stated that an Organizational Chart will be used to prepare a programming document and review the needs of the department. He also explained that there was also a need for consideration of secured parking for employees and a patrolmen's area for the fleet cars. He stated that staff will turn this programming document over to the real estate market and that step will be taken within the next two weeks. He explained that this information will be brought back to the Mayor and Council to include costs and schedules.

Mayor Galambos thanked Assistant City Manager Crace and Police Chief Wilson for their presentation and thorough work.

Nancy Leathers, Community Development Director

Interim Amendment to the Tree Preservation Ordinance redefining tree recompense for specimen trees

Deputy Director of Community Development Tom Wilson stated that this interim amendment to the Tree Protection Ordinance provides a method of calculation the cost of recompense for activities which threaten the long-term survivability of specimen trees where the tree has not been removed from the site. He stated that this represents a modification to the current formula for recompense, which does not differentiate between the total and complete loss of a specimen tree and activities that affect the survivability of trees which have not been removed or destroyed.

Deputy Director Wilson explained that the current recompense is based on total amount of recompense as prescribed by the current tree ordinance. He further explained that the proposed change would reduce the total cost of recompense by 50% if the tree has not been removed from the site. Of that amount, half would be placed in the City's tree replacement fund as restitution for the offense. The other half would be placed in an escrow account and if the tree is still living in two years, the money would be returned. He also explained that a prescription must be provided by an arborist to maintain that tree during the two-year period. He explained that this would only apply to trees that, in the opinion of the City's arborist, have a 50% chance of survival for at least two years.

Councilmember Meinzen McEnery stated that gives the incentive to make sure that the tree survives.

Deputy Director Wilson explained that this prevents the property owner from incurring the total recompense up front and would provide some incentive to ensure survivability.

Assistant City Manager Al Crace stated that the City adopted the Fulton County Ordinance and began enforcing it. He stated that the surveyors are supposed to identify a formula designed for the "specimen" tree. He explained that everything begins when one applies for a permit.

Mayor Galambos acknowledged that this requires further study. Councilmember Greenspan commented that this seemed to be an overly expensive cost to the property owner.

Councilmember Meinzen McEnery stated that this only applies when an owner pulls a permit or a developer pulls the permit.

City Attorney Wendell Willard

City Attorney Willard stated that, in regard to the Police facilities, we have a bill going through the Senate, the Facilities Authority Bill, which would allow the City to look at a different form of financing versus a bond issue and let the Authority do the acquisition and building. He stated that an intergovernmental agreement would then be put in place for the use of the building. It could be any type of public building the City desires to build.

Review with City Council the revisions involved in setting up a Fire Department Authority

City Attorney Willard stated that per existing Title 36, Chapter 75, a local government may establish an authority that addresses Homeland Security. He stated that this includes the Fire Department.

He explained that the new cities, Johns Creek and Milton, will have the same issues. He stated that the City will eventually have the need for our own fire department and we could be the beginning party to set up the Fire Department Authority for North Fulton County. He stated that it could be open-ended so that others could join it. He explained that the City of Roswell is much different from anyone else around. They have a "volunteer" fire department that actually only employs the officers. He stated that they then use station personnel on their days off to staff the department. He explained that this authority allows for bonding up to \$50 million.

City Attorney Willard stated that there is another bill coming through by Senator Dan Weber addressing the incorporation of Dunwoody to call for a formula for acquisition of certain properties, such as parks or fire departments

that were owned by the County and will now be used by the municipality. He stated that he is going to change the bill to include the cities that are now in a period of transition. He explained that the City of Sandy Springs is under no obligation to purchase any asset of Fulton County.

Mayor Galambos stated that Transition Consultant Oliver Porter is to be commended for his work on this. She stated that he has been meeting with Senator Weber on this matter.

Review of Potholes and other types of Nuisance Claims

City Attorney Willard spoke about the potholes issue. He stated that the critical thing is that the City has to have knowledge the pothole is there. He explained that the City has to have received notice prior to an incident in order to have any liability.

Executive Session Item

Councilmember Meinzen McEnery asked if it is permissible in Executive Session to bring up a real estate transaction that no one is aware of yet.

City Attorney Willard responded that you can only discuss things permitted to be reviewed in Executive Session.

HB 913

Mayor Galambos referred to the Tax Lien legislation and when the City could expect payment.

City Attorney Willard replied that HB 913 establishes the criteria and administration of the tax executions that are to be sold. He gave some background on tax executions.

City Attorney Willard stated that the House passed a bill today regarding the Tax Assessors. He explained that nominees for tax assessors should be made by nomination to the Chairman, and approved by the Board as a whole. He stated that it has been a five member decision and there is currently no oversight for the qualifications of people as Tax Assessors. He explained that one person needed to be ultimately responsible.

Mayor Galambos questioned the status of the City's Board member on the Tax Assessors Board.

City Attorney Willard, referring to Bill Huff, stated that the law requires him to resign.

Mayor Galambos stated there is interest in Lindsay's Bill in terms of capping the assessments.

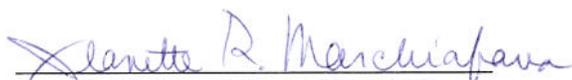
City Attorney Willard replied that it affects commercial property the most. Mayor Galambos stated that the City electorate does not wish the Council to oppose it. She stated that the tax audit stated that property was undervalued in North Fulton County.

Executive Session

Motion and Vote: Councilmember Jenkins moved to adjourn into Executive Session to discuss potential litigation and real estate issues. Councilmember Meinzen McEnery seconded the motion. There was no Council discussion. The motion passed unanimously.

Executive Session began at 9:00 PM.

Date Approved: April 4, 2006


Jeanette R. Marchiafava, City Clerk


Eva Galambos, Mayor

CITY OF SANDY SPRINGS, GA

STATE OF GEORGIA
FULTON COUNTY

March 2, 2006

AFFIDAVIT FOR CLOSURE

Personally comes Eva Galambos, Mayor of the City of Sandy Springs, who on oath says that to the best of her knowledge and belief, on the 2nd day of March, 2006, in the city aforesaid, a meeting of the Council was closed to the public for the following reason(s):

Attorney/client privilege in order to consult and meet with legal counsel pertaining to pending or potential litigation, settlement, claims, administrative proceedings or other judicial actions brought or to be brought by or against the agency or any officer or employee or in which the agency or any officer or employee may be directly involved, pursuant to O.C.G.A. 50-14-2(1).

Future acquisition of real estate pursuant to O.C.G.A, 50-14-3(4);

Except for the foregoing, no portion of the closed meeting involved discussion, presentation, or action on any other matter.

Eva Galambos

Eva Galambos, Mayor

Sworn to and subscribed before me,

this 2nd day of March, 2006.

Jeanette R Marchiava

Notary public (SEAL)

JEANETTE R MARCHIAFAVA
Notary Public, Fulton Co., GA
My Commission Expires August 29, 2009