

NORFOLK, VIRGINIA

MEETING OF COUNCIL

TUESDAY, OCTOBER 1, 2019 – 4:00 P.M.

Mayor Alexander called the meeting to order at 4:00 p.m. with the following members present: Mrs. Courtney R. Doyle, Mrs. Angelia Williams Graves, Mrs. Mamie B. Johnson, Mrs. Andria P. McClellan, Mr. Paul R. Riddick, Mr. Tommy Smigiel, Mr. Martin A. Thomas Jr. and Dr. Kenneth Cooper Alexander.

Mayor Alexander welcomed the Norfolk School Board. The following members were present, Chair, Dr. Noelle Gabriel, Vice-Chair, Carlos Clanton, Tanya Bhasin, Lauren Campsen, Rodney Jordan, Adale Martin, Christine Smith and Acting Superintendent, Dr. Sharon Byrdsong.

Dr. Filer briefly outlined Council's agenda and turned the meeting over to Dr. Byrdsong, Acting Superintendent.

JOINT MEETING WITH NORFOLK SCHOOL BOARD:

Dr. Byrdsong thanked City Council and the School Board for the opportunity to provide an update on Norfolk Public Schools. The opening of the 2019/2020 school year has been successful due to the outstanding and hard-working staff.

A new organizational chart was presented showing the school division's current senior leadership. All departments come under two separate divisions; Division of Operations and Division of Academic Affairs. Mr. Hazelette serves as the Acting Deputy Superintendent of the Division of Operations and Dr. Cataldo serves as the Acting Deputy Superintendent of the Division of Academic Affairs.

Focus for 2019/2020. The administration aligned their goals with the goals and priorities of the School Board, and those are to improve student academic achievement and outcomes; ensure safe, secure and healthy environments; and to strengthen family and community engagement. Efforts are focused on improving student academic achievement and outcomes, with a specific focus on closing

achievement gaps and on increasing reading proficiency. The executive leadership team is comprised of central office administrators from various departments. They use a more hands-on approach to analyze student data throughout the school year. They will look monthly at strengths and areas of deficit, and, as needed, will change the instructional program to better meet the needs of students.

Dr. Cataldo gave a brief overview of Academics. He stated that all schools are using a centered approach to ensure equity is a focus. They are using culturally and relevant teaching practices and making sure they are aligned with School Board goals. Last year's three schools that were conditionally accredited but are now fully accredited: Tanner's Creek Elementary, Coleman Place Elementary, and Lake Taylor High School. He noted that 67 percent of schools are accredited.

A main area of focus has been literacy and ensuring students are learning to read and can get to the point where they are reading to learn. There is strong support for the Preliminary Scholastic Aptitude Test (PSAT), the Scholastic Aptitude Test (SAT), International Baccalaureate (IB) assessments, and, also, for the curriculum. Currently there are two National Math and Science Initiative (NMSI) schools; Booker T. Washington High School and Lake Taylor High School. They receive government funding to ensure that students are taking Advance Placement (AP) courses.

Last year, Norfolk Public Schools had approximately 400 new teachers; 150 who were brand new to teaching. NPS has a strong coaching model working with those new teachers and they have also been working with Human Resources to assist provisionally licensed teachers to help them become fully licensed. Tutoring is provided and funds for materials and textbooks to prepare for their testing. NPS is also working with the Virginia Tiered System of Supports (VTSS) and ODU in looking at bringing socially and emotionally conscious classroom management. Other things NPS has done include awareness for suicide prevention and anti-bullying awareness. NPS also works with our judicial system and with the Norfolk Police Department in looking at a restorative justice practice.

Mr. Hazelette provided a brief update on operations. He stated there are several capital projects underway including: a new roof on portions of Lake Taylor High School; new air conditioners at Ruffner

Middle School, Norview High School, and W. H. Taylor Elementary School; and a new fire alarm system at Ruffner Middle School. The design work has been completed for a new roof on Larrymore Elementary School and Willard Elementary School. They are completing boiler replacements at Fairlawn Elementary School and Tidewater Park Elementary. There are air-quality issues and classroom unit ventilators will be replaced at St. Helena Elementary School, Willoughby Elementary School, and Tidewater Park Elementary School. There are also several repaving projects are underway. New school buses have been purchased and all are now equipped with GPS systems. A new App will be available soon called "Here Comes the Bus" and parents will be able to track their child's bus.

General facility conditions. In 2017, a facility condition assessment was conducted on most school buildings. The purpose was to assist NPS in developing a preliminary capital improvement budget plan. The study provided NPS with scores on various building systems ranging from electrical and plumbing to HVAC and structural matters. The data is also used to help NPS plan long-term and short-term goals for construction needs.

Last year, HBA Architecture and Interior Design and Cooperative Strategies completed Phase One of the Maury High School replacement renovation study analysis. Phase One developed educational specifications and that process included exploration of current and future educational programs.

NPS is now moving to Phase Two which is a feasibility study. The study incorporates the work of the educational specifications and analyzes the current building condition and space needs. It will recommend solutions for what is best for students for a 21st Century learning environment. Maury High School is over 100 years old and needs significant repairs. The Request For Proposal (RFP) has been released and once a contract is awarded a report is expected back within six months.

Councilman Riddick asked when did Maury High School supersede the Career and Technical Education (CTE) School? Mr. Hazelette answered that work for both is being done parallel with each other. Councilman Smigiel stated he has heard from citizens concerning conditions at Maury High School and Booker T. Washington High School. He noted that the Booker T. Washington High School Alumni Association has come before City Council. Mr. Hazelette stated that

the condition of Maury High School is part of the study in Phase Two. He added that next week a meeting is scheduled with the community to address concerns about conditions at Booker T. Washington High School.

Dr. Gabriel stated that the vision of a State-of-the-Art CTE school has been discussed for nearly 20 years. She stated that our region continues to need skilled workers to fill well-paying jobs that are vacated by retiring workers. New businesses are looking for regions that can supply the best employees. The current workforce demands that are projected in the next 20 years are going to be astounding and we want NPS graduates to be the best suitable to answer those demands.

Recently, Governor Northam spoke before members of the business community and shared that Virginia was named as America's top state to do business in. He went on to praise Norfolk and commended our efforts to establish a career technical high school. The possibility of significant state investment in this regional workforce development project is shaping up to be a real possibility. We hope conversations to fund this \$120 million vision are a real possibility. Funding to this endeavor has been the missing piece. If state funding can be matched by the city and philanthropic funds, a new CTE school can become a reality.

Dr. Gabriel reiterated that the School Board stands with City Council in having a new a CTE school. NPS has not bypassed the needed renovations and attention to the other schools that desperately need attention, but funds are limited. First and foremost, schools must be safe; then focus is on academic outcomes. The facility condition index report revealed that Larrymore Elementary School was ranked number one for needed repairs.

Councilman Riddick stated if Larrymore Elementary School is ranked number one, they should be doing those repairs first. He added that a study should be started for Booker T. Washington High School, too, because parents have been complaining for two years about conditions and to just now be meeting with them is unacceptable.

Mr. Clanton agreed with Councilman Riddick. Phase one of the study was completed with Maury High School, but there was not the same consideration for Booker T. Washington. They are committed to the community, and to move closer in that direction they want to bring

together a working group of school staff, School Board, and citizens, to talk about the programming and to begin to address the concerns that have been stated. Mr. Clanton stated that Maury High School is in critical condition and there have been several renovations and the bricks were not replaced. This has now caused a significant safety situation. There are similar situations at Booker T. Washington High School. Funding is the major concern and major roadblock.

Councilman Smigiel asked when did the CTE location change because, for years, Council was told it was going to be at Lake Taylor High School. Today Council is hearing it's going to Booker T. Washington High School. He added that the Booker T. Washington High School Alumni has come before City Council and asked that the CTE school not be located Booker T. Washington High School. Mayor Alexander stated in the CNI application to HUD, the NRHA leveraged the CTE school possibly being located at Booker T. Washington High School, but it was not definitive.

Mr. Jordan stated that several occasions over the last year there was some effort to have a joint work session to discuss all capital improvement needs. He added that finding funding for a CTE school has been challenging. Another challenge has been the turnover of mayors, city managers, superintendents, and school boards. He added that there were meetings that discussed strategic initiatives around trying to attract Amazon here to the city. There were meetings looking at economic development strategies and opportunities to grow the Military Highway/Lake Taylor corridor. Parallel to that, development initiatives were being considered for the St. Paul's quadrant redevelopment. There were also discussions about growth and opportunity along the Booker T. Washington High School/Norfolk State University footprint. Mr. Jordan added that these discussions were in open meetings and the School Board recommended that the superintendent and others move forward with more discussions. Councilman Riddick suggested the School Board consider closing Lake Taylor High School and Lake Taylor Middle School and selling that property and then those funds could be used for other needs.

Councilwoman McClellan asked about the CTE school's curriculum and what will be taught to our students for jobs of the future. Ms. Goshen, Senior Director, Career and Technical Education Department, answered that the CTE school has always been looked at as an advanced pathway center for children and adults. In 2018, a

presentation was given to talk about the academy structure. Staff visited the best CTE programs countrywide. Currently, there is career and technical education at every high school. In terms of the curriculum, preparing for the “now” and “next” was started eight years ago. NPS is not waiting to start the CTE program with a new building. They have overhauled not only core content but career and technical education. The curriculum is higher learning and includes dual enrollment, national credentials, and advanced placement. There is work-based learning where our students are doing job-shadowing, youth-registered apprenticeships, and paid and unpaid internships.

Ms. Goshen added that we have worked with Hampton Roads Workforce Development Council for over ten years, and each year they provide updated, regional workforce demands. There have been discussions about a regional maritime industry, a Governor’s health and medical sciences academy, Governor’s STEM academy, and an enriched business and I.T. Academy.

Ms. Goshen noted there is also rigorous and relevant STEM education happening in the middle schools. This year they started introduction to computers, computer science, and they have high school credit-bearing digital application robotics. NPS is steadily building a strong pipeline for the successes of tomorrow and will continue to move forward with the CTE program.

Councilwoman Doyle noted that some school buildings have been taken offline and added that in the past some empty buildings have been returned to the city. She asked what the plan is for those buildings because they should be turned into revenue generating potential. Dr. Byrdsong answered the Administration and the School Board have not had that discussion. She added that earlier today at a meeting with NPS deputies, they discussed the need for a location for their in-house professional development because it’s costly to do it off-site and in hotels, etc. They briefly discussed maintaining a building offline for that purpose, but no decision was made.

Councilwoman Johnson stated we need to move forward with the Southeastern Cooperative Educational Programs (SESEP) that is a part of the Broad Creek Master Plan. She added that citizens are confused about the CTE school plans and there needs to be better communication.

Dr. Byrdsong thanked City Council for the opportunity to have the joint meeting and stated that they are looking forward to working closely with them and welcome their input and collaboration.

COUNCIL REQUESTS:

Councilman Riddick asked the City Manager to investigate:

- Why a project proposed by Brinshore Development for Block 20, St. Paul's Redevelopment, was rejected by the Architectural Review Board.
- Racism and racial insensitivity in the Department of Utilities and the Department of Waste Management.
- City employee morale in general.

VISITNORFOLK UPDATE:

Presenter: Mr. Kurt Krause, President and CEO, VisitNorfolk

Mr. Krause presented an update as follows:

Performance goals:

- Annual hotel room revenue to \$120 million (increase from \$115 million).
- Occupancy to 69 percent.
- Average Daily Rate (ADR) to grow to \$98.92.
- Attract 2.7 million visitors.
- Develop by year end LiveWorkPlayNorfolk.com website that is informative for viewers and visitors with respect to opportunities for employment, residential and education needs, and lifestyle choices.

Mr. Krause reported that in July, Norfolk had the highest Average Daily Rate (ADR) and highest occupancy in the city's history. Projections for room revenues show slightly over \$121 million and possibly to \$122 million. The Virginia Tourism Corporation said that Norfolk's growth to date is unprecedented in the Commonwealth of Virginia. To help us accomplish our marketing goals and initiatives, we are now working with Sway Creative Labs.

(A marketing video was presented.)

The NextFactor Survey was presented to gather input from many sources; residents, corporate partners, visitors, residents, meeting planners, the Press, etc. Approximately 300 surveys have been received.

NextFactor Survey

To remain an accredited Destination Marketing Organization, we need to:

- Develop and maintain a current strategic plan.
- Conduct a broad-based assessment of the destination, adopt a strategic plan that addresses the needs and opportunities identified.

NextFactor Survey Timeline

October 4, 2019

- Review Results of the survey

October 8, 2019

- Workshop with a variety of community stakeholders to:
 - Discuss Opportunities
 - Destination Stewardship
 - Community Alignment
 - Review Findings
 - ID and Rank Key Priorities for Norfolk
 - Develop major goals for the next three years
 - Refine vision and mission

Another initiative, Campus Norfolk, looked at how to make Norfolk a “College Town” and to energize economic growth through the attraction of college students to study, explore, experience, and find employment in Norfolk.

Campus Norfolk

Conversations over the two days focused on three areas:

- Marketing: Increased promotion of Norfolk as a place to go to school in marketing materials for students and parents.
- Welcome festival: Welcoming college students through a festival that gets them off campus early in the school year; acquaints them with downtown Norfolk; and creates a sense of Norfolk as a college town for students, residents and businesses.
- Internships: Building student-employer connections for mentoring, internships and jobs in order to grow the talent pipeline in Norfolk and get students to see their professional futures in the city.

Mr. Krause stated the Visitor Center has been renovated and the Grand Re-Opening will be in November with a ribbon-cutting event. He noted that Travel & Leisure Magazine has looked at Norfolk as America's Favorite City and we are the third friendliest city in the country. In another poll, we have been ranked as the fifth city for millennials to move to.

Mr. Krause presented a photograph of one of Norfolk's ads in New York City in Times Square with Mayor Alexander. He added that New York City is becoming one of our major markets of attraction into Norfolk.

Councilwoman McClellan asked if they had conducted any studies on how a new casino might impact room rates, occupancy, projected revenues, et cetera. Mr. Krause stated there have been no studies done and that he will support and welcome Council's direction. He added he is not aware that casinos will bring lower room rates and would welcome another 700-room convention hotel in downtown Norfolk.

Councilman Smigiel suggested they include Ocean View beach in ads promoting Norfolk.

Councilwoman Johnson suggested they also highlight Norfolk's great neighborhoods.

RECREATION PARKS AND OPEN SPACE AWARD:

Presenter: Mr. Darrell Crittendon, Director, Recreation, Parks and Open Space

Mr. Crittendon introduced Mr. Neelay Bhatt, Board Member, National Recreation Park Association.

Mr. Bhatt stated the National Recreation and Park Association is the largest member association for Park and Recreation professionals in the world, with 65,000 plus members from approximately 8,000 agencies. Only 165 of those are nationally accredited and Norfolk is one of them. For the "Best of the Best" agency recognition, Norfolk submitted their qualifications to address health and wellness, conservation, social equity, and economic impact. Norfolk was a

finalist and recognized for having one of the best agencies in the country. They received the National Gold Medal Award for Excellence in Park and Recreation Management (NRPA).

Mr. Bhatt noted that Mr. Matthews, Assistant Director of Norfolk's Recreation, Parks and Open Space, has been recognized as an emerging young professional and has been a national visitor for the Commission for Accreditation of Park and Recreation (CAPRA). CAPRA looks at other accreditation for agencies and helps curate programs for the largest Park and Recreation conference in the country. In addition, Mr. Crittendon is a recent inductee to the American Academy for Park & Recreation Administration (AAPRA).

Mr. Crittendon noted that the department recently won an award at the state level for innovation and creativity, so they are garnering not only national awards but state awards, too.

A video was presented announcing that Norfolk will host the annual Virginia Recreation and Park Society Conference, October 3rd - 6th, 2020 at the Downtown Marriott Hotel. Mr. Crittendon added that they are bidding to host the next USA Boxing Eastern Elite Qualifier and Regional Open Championships at Scope Arena.

PLANNING UPDATE:

Presenter: Mr. George M. Homewood, Director of Planning

Mr. Homewood updated City Council on three upcoming Zoning Text Amendments as follows:

Smoke or vape shops

- Currently permitted by-right as retail goods establishment
- Creating separate use to more clearly regulate
- Will now require a Conditional Use Permit (CUP) in all cases

Convenience stores

- Currently permitted generally by-right (few districts require CUP)
- Will now require a CUP in all cases

Amusement or gaming devices

- Businesses with more than four devices currently regulated as commercial recreation center requiring a CUP
- Creating separate accessory use for 1 - 4 devices
- Accessory use would require CUP in most cases (excepting restaurant-like uses)

All three amendments are tentatively scheduled for the October 22nd City Council Public Hearing.

Councilwoman Doyle asked the City Attorney to examine how we might collect tax revenue on gaming devices.

Councilman Smigiel stated that constituents are concerned about the number of vape shops masking themselves for gaming. One location had very few vaping products but had at least 30 gaming machines.

COUNCIL VOTE

A letter from the City Attorney appointing Bonnie P. Lane as an Assistant Attorney II, effective October 28, 2019.

ACTION: Appointment confirmed.

Yes: Doyle, Johnson, McClellan, Riddick, Smigiel, Thomas and Alexander.

No: None.

Absent: Graves

CLOSED SESSION

Motion for closed session was approved for purposes which are set out in **Clause 3** of subsection (A) of Section 2.2-3711 of the Virginia Freedom of Information Act, as amended:

(3) Discussion of the disposition of publicly held property in the Shore Drive/East Little Creek Road area.

Yes: Doyle, Johnson, McClellan, Riddick, Smigiel, Thomas and Alexander.

No: None.

Absent: Graves.

SPECIAL MEETING

The Mayor called the special meeting to order at 6:30 p.m., with following members were present: Mrs. Courtney R. Doyle, Mrs. Angelia Williams Graves (participated telephonically), Mrs. Mamie B. Johnson, Mrs. Andria P. McClellan, Mr. Paul R. Riddick, Mr. Tommy Smigiel, Mr. Martin A. Thomas Jr. and Mr. Kenneth Cooper Alexander.

TELEPHONIC PARTICIPATION

A Resolution entitled, "A Resolution approving the telephonic participation of Councilwoman Angelia Williams Graves in the council meeting of October 1, 2019," was introduced in writing and read by its title.

ACTION: The Resolution as introduced was **adopted**, effective October 1, 2019.

Yes: Doyle, Johnson, Graves, McClellan, Riddick, Smigiel, Thomas, and Alexander.

No: None.

CERTIFICATION OF CLOSED MEETING

A Resolution entitled, "A Resolution certifying a closed meeting of the Council of the City of Norfolk in accordance with the provisions of the Virginia Freedom of Information Act," was introduced in writing and read by its title.

ACTION: The Resolution as introduced was **adopted**, effective October 1, 2019.

Yes: Doyle, Johnson, McClellan, Riddick, Smigiel, Thomas, and Alexander.

No: None.

Abstain: Graves.

R-1

A Resolution entitled, "A Resolution establishing Capital Improvement Projects at Booker T. Washington High School and Maury High School as the first priority for the expenditure of revenues if and when received from the development of a Resort Casino in Norfolk," was introduced in writing and read by its title.

The following people spoke in opposition to this matter: Lisa Suhay, 1651 Longwood Drive; Ashley Barnett, 737 Pennsylvania Avenue; Jackie Glass, 2747 Vincent Avenue and Danny Lee Ginn, 3844 Dare Circle.

ACTION: The Resolution as introduced was **adopted**, effective October 1, 2019.

Yes: Doyle, Graves, Johnson, Riddick, Smigiel, Thomas, and Alexander.

No: McClellan.

With no further business to discuss, the Mayor adjourned the meeting.

