



**Revenue Workshop Notes:** *January 27, 2010*

**MEETING OBJECTIVE;**

... "To make decisions (consensus) for implementing tactics that create revenue in support of our Town and Master Plan and which include clear actions and time lines for completion"...

**DISCUSSION – Service fees**

1. Apply to Everyone
2. Only charge users that are not paying (this was eliminated after discussion due to legal compliance)
3. A tax of \$.065 per \$100.00 of property tax instead of User fees
4. Those getting two trash pick-ups but not paying for the service to be charged a fee
  - a. One hundred eleven are using this service as of today
  - b. \$13.50 per month would result in a break even cost position

**Pending decision(s)**

- To charge those using the service for an extra pick up
- \$15.00 per month was suggested
- Implement in July 2010 or in conjunction with the expiration of the Main Street tax
  - o Estimate of gaining a user fee for two trash pickup and the Main Street tax expiring is a deficit neutral proposition.

**DISCUSSION – Recycle program**

1. Could be a strong source of revenue
2. Fees could be implemented that some on the council believed would find little public resistance
3. Will require a capital investment of approximately \$75,000 for a truck
4. State of NC is providing support in terms of encouraging citizens to recycle
5. Could expand services into Ruth and Spindale to gain more

**Key questions to be answered**

- What is the return on investment (ROI)?
  - o Keith and Rus to work up a cursory analysis
- Citizens must understand "What's in it for me" or what is the benefit.

**DISCUSSION – Eliminate/Reduce/Expand services**

1. Offer recycling services to Ruth and Spindale (see recycle program discussion)
2. No service areas were identified for elimination

**Consensus**

- There are no services that can but cut or reduced any further that would make a significant change in revenue.



**SUMMARY – What was agreed to?**

1. Town Services need to be paid for by those benefitting from them
2. Increased fees or taxes will generate some level of complaints from Citizens.
3. Pet Fees were eliminated from further
4. Taxes provided more revenue benefit than service fees

**NEXT STEPS**

1. Update the recycling program estimates (Keith and Rus)
2. Create a cost/benefit analysis for 2<sup>nd</sup> trash pick-up (Keith and Rus)
3. Schedule Council meeting to continue work on revenue generation (Karen)
5. Research potential for increasing revenue in Fire Service tax district. Current rate is \$.08 and could be as high as \$.15 (Tommy and Stan)