

January 23, 2024 Council Meeting

A Work Session and Briefing to discuss Consent Agenda Items was held at 5:00pm on January 23, 2024 in Room 208 Conference Room, Municipal Building. Mayor Jones, Vice Mayor Rawls, Council Member Lawson, Council Member Pearson, Council Member Mitchell, City Manager Aretha Ferrell-Benavides, Finance Director Mandy McGhee, Utilities Director Durwin Joyce, Human Resources Director Travis Hodge, Public Information Officer Kendall Davis, Sheriff Steve Draper, and Major Laura Hopkins were in attendance.

Discussions were held regarding Finance appropriation of additional grants and a donation along with discussions on the proposed electric rate adjustment.

Barbara Seymore, Chair of the Emergency Housing Committee presented a PowerPoint to update Council on board operations. Human

Informational Update: City of Martinsville Emergency Housing Commission

Barbara Seymour, chair

Commission Activity Updates

Adoption of bylaws

Member appointments:

- Terms for renewal:
 - Lt. Sandy Hines – requesting reappointment
 - Hailey Roberson – requesting reappointment
 - Sharmain Hairston – resigned (time commitment)
- Recommendations for appointment:
 - Craig McCroskey, Director, Financial Stability Programs, United Way of Henry County and Martinsville
 - Ariel Johnson, Director, MHC Warming Center



MHC Warming Center – Operational Updates

• Data represents operations November 1, 2023 through January 10, 2024

Important Information Regarding Data

Source is nightly guest logs

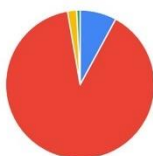
- Imperfect, but directionally correct
- “Apples to apples” comparison year over year
- Diligent use of the Homeless Management Information System (“HMIS”)
 - Currently used by the MHC Warming Center and Danville Redevelopment and Housing Authority (covers the West Piedmont)
 - Community Dream Center and Franklin County Warming Center will be using HMIS within the week
- Use of HMIS crucial for:
 - Rapid rehousing and targeted prevention activities
 - Federal and state funding

Guests by Location – People Served and Night Stays

Majority of the population served identify as residing in the city of Martinsville for the 30 days prior to their stay

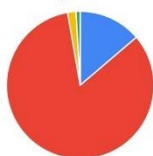
- 109 individual guests served (vs 103 for the '22-'23 season)
- 1061 total night stays

Night Stays



• Henry County • Martinsville City • Patrick County • Roanoke City

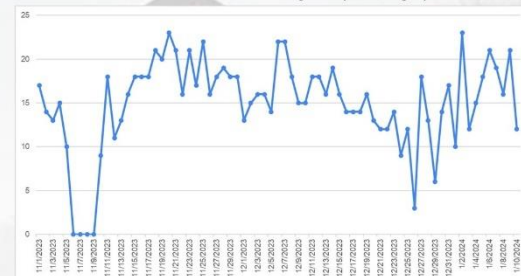
People Served



• Henry County • Martinsville City • Patrick County • Roanoke City

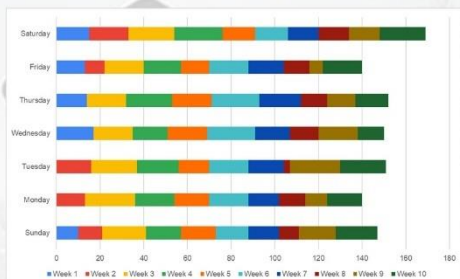
Guest Volume per Night

1061 total stays
Mean = 15 (vs. ADV of 22 in '22-'23 season)
Median = 16
Mode = 18
Range: 0-23 (closed 4 nights)



Guest Volume by Day of Week

No clear trends identified



Unfilled Shifts



WARMING
CENTER
OF MARTINSVILLE & HENRY COUNTY

Additional Services Provided

MHC Coalition for Health and Wellness – providing onsite, mobile clinic services in the morning after closure of the Warming Center

PACE to Recovery, a service of Piedmont Community Services

Continuing Commission Work

Evaluation of funding an additional part-time position for overnight – promising!

Meeting with Henry County leadership – late January

Begin next phases of Commission work:

- Ongoing maintenance and oversight of emergency housing and community support
- Identifying potential solutions for year-round emergency housing and wrap around services: build, buy, or adjoin
- Mental health services oversight for the City: build, buy, or adjoin

Questions?

Human Resources Director Travis Hodge presented a quarterly update and PowerPoint.

Human Resources

CITY OF MARTINSVILLE



Introductions

Travis Hodge
Human Resources
Director

Sherry Hancock
Human Resources
Generalist



Mission

Our office mission is to deliver Human Resource Management services to employees, management, and citizens, embodying values of quality, integrity, responsibility, and sensitivity. This will be achieved through:

- Supporting the mission, goals, and initiatives of the City
- Building strong, positive relationships with those we serve
- Developing, implementing, and administering policies and procedures that attract and retain qualified employees
- Balancing the needs of employees with the needs of the City and our citizens



Key Responsibilities

The Human Resources Department serves as the primary point of contact with directors, supervisors, and employees on matters relating to human resources. Our office provides professional leadership and guidance to over 350 employees in the areas of recruitment, compensation, and benefits. Staff support and encourage personal growth and well-being through individual learning opportunities, wellness initiatives, and other HR-sponsored activities and programs.

The day to day operations of HR consist of a broad range of responsibilities centered around managing a municipality workforce. Some key tasks include **Recruitment and Hiring, Employee Onboarding, Benefits Administration, Policy Implementation and Compliance, and Employee Relations.**



2023 Recap

Recruitment

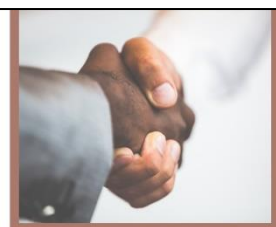
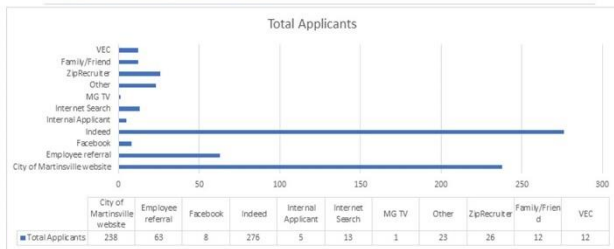
The Human Resources department predominantly employs the TAM (The Applicant Manager) system to streamline the application process. TAM's main role involves not just posting job listings on our website but also distributing them across various job search engines like Indeed, ZipRecruiter, Jobs.com, Simply Hired, and others.

◦ Additionally, for more challenging-to-fill positions, we utilize platforms such as VML (Virginia Municipal League) and GovJobs, targeting specialized applicants for specific job roles.

◦ Human Resources also employs the Handshake program, an online recruitment platform catering to higher education students and alumni. Our Handshake network includes connections with institutions like Patrick and Henry Community College, Virginia Tech, Virginia State University, North Carolina A&T, UVA, and various others.

◦ Lastly, Human Resources receives candidate referrals from the Virginia Workforce Center, which serves as another avenue for potential applicants to be recommended for employment opportunities within our organization.

Recruitment Data



2023 New Hires

Throughout 2023, the Human Resources department recruited and facilitated the onboarding of 48 individuals as full-time employees and 11 individuals as part-time employees.



2023 Retirements

Throughout 2023, the Human Resources department processed 20 retirements within the Virginia Retirement System (VRS). This encompassed the completion of VRS paperwork, submission of the necessary forms to VRS, and the calculation of retirement stipends.

VRS introduced a new capability allowing employees to complete the entire retirement process online. One employee took advantage of the new online feature during that period.



2023 Employee Training

The training initiatives for employees in 2023 centered significantly on enhancing customer service skills. Departments with direct customer interactions, including Utility Billing, the Commissioner of Revenue, and the Treasurer's office, underwent comprehensive online modules focused on fundamental customer service principles.

In November, all staff members were instructed to engage in a specialized training session titled "Culture of Customer Service." The primary objectives of this course were:

- Explore the impact of customer service on organizational success
- Compare average and exceptional customer service
- Review customer service best practices
- Examine effective customer service strategies



Customer Service Training in November



Education Incentive

Employees who satisfactorily complete job-related coursework are eligible for education incentive reimbursements, capped at \$1250.00 per employee each fiscal year. This initiative aims to enhance employees' expertise and abilities, subsequently boosting their job performance. In 2023, five employees utilized this program to advance their careers within the City of Martinsville.



Health and Wellness

We provide financial incentives via HSA contributions to encourage employee wellness. Those who undergo a physical exam receive a \$220 contribution, while those completing an online health assessment through Anthem receive a \$250 contribution.

In October, the City partnered with the Martinsville-Henry County Coalition for Health and Wellness to organize a convenient drive-thru flu vaccination clinic. Thirty-three employees took advantage of this opportunity to receive vaccinations.

Our healthcare plan prioritizes preventive care, covering all vaccinations at 100% to underscore the importance of proactive health measures.



Mental Health and Employee Assistance

We maintain our partnership with Sentara EAP (formerly Optima EAP) to deliver our employee assistance program. This program offers confidential counseling for employees and their household members at no cost. Additionally, our employee assistance program provides a range of resources, including:



- Comprehensive information covering various behavioral health topics
- Articles on personal and professional development, crafted by Sentara EAP clinical staff
- Extensive access to articles, videos, and a multitude of resources
- Self-assessment tools for evaluating symptoms like depression, anger, substance use, and more



United Way Campaign

Human Resources functions as the campaign management office for the City of Martinsville's United Way giving campaign. During the 2023 campaign, the City raised a total of **\$9,458.00**.

Human Resources offers incentives for contributions to the United Way, such as gift card rewards, vacation day rewards, parking space privileges, and a range of other incentives.



Employee Appreciation Luncheon held in March 2023.



2024



Open Enrollment

Estimated in March, the initial discussions for Open Enrollment will kick off. Pierce Group Benefits, our current insurance broker, will start disseminating crucial information regarding the performance metrics of our health insurance plan in 2023. Subsequently, our Health Insurance committee will convene to review and discuss these findings, leading to a decision on the best course of action for our insurance coverage. Open Enrollment for employees is anticipated to commence around early May.



Planned Employee Training



We're presently exploring supervisory and management training tailored for mid and senior-level staff, emphasizing handling challenging employees, retention strategies, conflict resolution, and cultivating a positive workplace culture.

The City has also partnered with the Harvest Foundation Initiative, *Diverse Perspectives: Empowering Inclusion in MHC*. Through this joint effort, the City is actively exploring avenues to expand the integration of Diversity, Equity, and Inclusion (DEI) within our organization, considering training initiatives and workshop modules.



VRS Informational Sessions

HR periodically contacts VRS to conduct workplace training sessions on VRS benefits. The most recent session, held in September 2022, specifically targeted VRS Hybrid Members (employees hired after January 1, 2014). In 2024, we intend to invite VRS representatives back to provide updates to eligible employees. The focus will include discussions on the Line of Duty Act (LODA), an introduction to VRS, Understanding Contributions, and other pertinent information beneficial to employees.



Medicare Information Sessions (BOST Benefits)

During 2023, Human Resources extended an invitation to BOST benefits to conduct Medicare Informational Sessions for employees eligible for Medicare (including spouses) or anticipated to be eligible within 18 months. The intention is to continue hosting these Informational Sessions in 2024. The sessions cover various topics, including:

- Fundamentals of Medicare and its functioning
- Decision-making between staying on a group health plan or transitioning to a Medicare Plan
- Understanding Enrollment Periods
- Evaluating current Medicare plans and considering changes during open enrollment



Employee Self Service

During 2023, Human Resources and Information Services initiated the implementation of Employee Self Service. This web-based platform enables employees to electronically access their paystubs, tax information, personal details, and elected benefits. While modifications cannot be made through this service, employees can verify the accuracy and currency of their information.

HR began distribution of this information to employees and aims to achieve full implementation by the start of the fiscal year 24-25 (July 2024).



Pay Study



PayScale is a U.S.-based company specializing in compensation software and data. Their services aid employers in handling employee compensation while also assisting employees in gauging their value within the job market.

HR utilizes PayScale to consistently track market rates for our positions. Additionally, we're collaborating closely with the City Manager to potentially conduct a comprehensive compensation study this year.



Recruiting Efforts

**In 2024, 33 current employees will be eligible for either reduced or unreduced retirement.*

In 2024, our recruitment strategies will continue to be designed to attract top talent, support diversity and inclusion, and fulfill staffing needs across various departments. Our strategy will encompass multiple channels and approaches to engage prospective candidates effectively.

• **Diversity Initiatives:** Implement targeted efforts to enhance diversity in our candidate pool, including outreach to diverse networks such as HBCU centers and partnerships with diversity-focused organizations.

• **Social Media Campaigns:** Continue to collaborate with our Public Information Officer to run campaigns on platforms like LinkedIn, Facebook, etc., to promote job openings and company culture.

• **Networking Events:** Participate in job fairs, conferences, and networking sessions to connect with potential candidates.

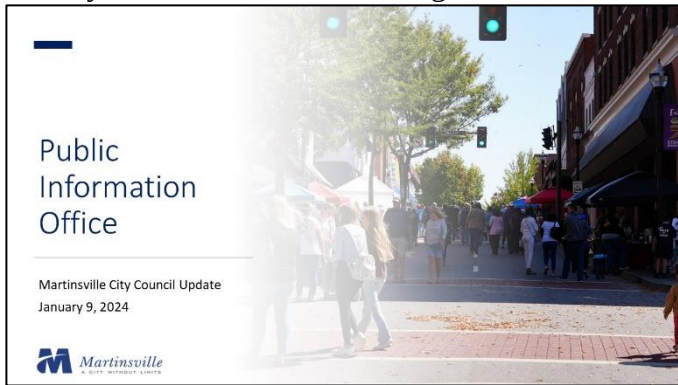


Questions? Comments?

City of Martinsville Human Resources
55 West Church St.
Rt. Box 1112
Martinsville, VA 24114
Office: 776-403-5181
Email: hr@ci.martinsvilleva.us



Public Information Officer Kendall Davis presented a quarterly update and PowerPoint.



Public Information Office

Martinsville City Council Update
January 9, 2024

 Martinsville
A CITY WITHOUT LIMITS

Overview

- Manage Social Media Management for the City and Departments
- Website and MGTV management
- Establish and maintain City and Media Relationship
- Freedom of Information Act Officer

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How was 2023?



Social Media Growth

Reach on Facebook grew by 29%

Facebook page visits grew by 66%

Page like and Followers grew by 5%



Content Strategy

Creation of 'Up to Date/w the City of Martinsville'

Use of Rudy's Girl Media Studio

Increased effort to cover weekend and after hour events



Website Management

Publishing of website articles

Quarterly page updates

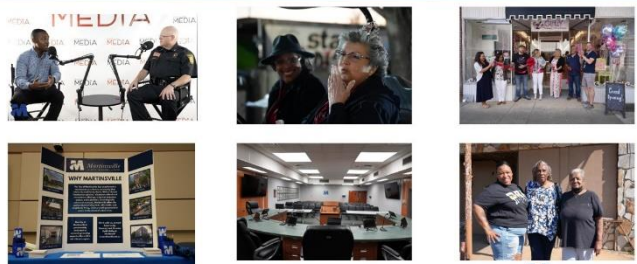


FOIA Request

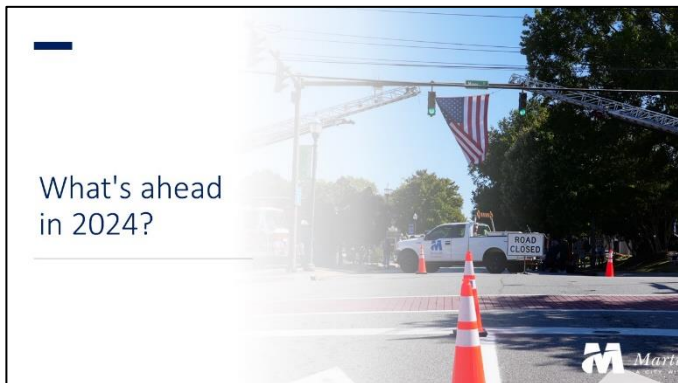
Received 42 FOIA requests

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How was 2023?



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What's ahead in 2024?

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Social Media

- Increase in quality content, less shared posts
 - Valuing quality content and post what will drive engagement and increase reach
- Facebook Lives
 - Utilize Facebook Live on a frequent bases to promote events
- Weekend Coverage
 - Capturing pictures and videos of events during the weekend to highlight activity in the City
- Live Events
 - Providing live coverage and information during major events.

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Marketing Martinsville

- Creating branded materials
 - Shirts, bags, hat, etc.
- A media/marketing kit that provides an overview of the City
- Launching 'A City Without Limits' campaign

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Hosting and Attending Events

- Fill in gaps between events hosted by outside agencies
- Drives in person foot traffic to the area, as well as drives social media traffic
- Creating more annual events
- Holding events for significant moments
- Hosting tables at more expos and events
- Use events to build a reputation in other municipalities
- Create marketing and informational materials



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Utilizing MGTV



Becoming the first source of information for residents

Programming MGTV to serve as an informational hub for the City but updating news and meetings. MGTV is now available on Comcast On Demand and on the City's website.



Cablecast system allows us to schedule programming

Scheduling shows and content throughout the day and week so residents can watch program they missed at various times of the day.



Programming categories:

Informative: Council meetings, Podcasts, PSA's
Business: Content that promotes economic development in the City
Education: Content that highlights and provides updates from the school system.



Website

- Consistently active website
- Anything posted on the City Facebook page will be posted on the website.
- Create new user habits, encouraging users to visit at least once a month outside of necessity.
- Check with department directors monthly for staffing updates



Freedom of Information Act

- Obtaining Virginia FOIA certification
- Implementing new system for FOIA process



Questions?



Sheriff Steve Draper presented a quarterly update and PowerPoint.



Martinsville Sheriff's Office




History

- The original Jail, building one, was built in 1968. This is the brick building. It had 18 beds and 3 isolation cells. The cells were double bunked in the late 1970's adding 18 more beds giving us a total of 36 beds.
- The metal building, building two, was constructed in 1997 to assist with overcrowding. This facility has 48 beds in three pods of which one is a female pod. Each pod has 16 beds.
- The Clearview Drive facility, formally the City Farm now the Annex has 44 beds which are divided into two pods. This facility was built in 1925. The City Farm Operation consolidated into the jail in 1997.



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Housing Determination

- We use a Classification System to determine where to house persons who are incarcerated within the City Jail. Consideration is given to their current charge, their criminal history and their responses to questions about special needs, etc.
- Building one is our maximum security facility.
- Building two is our medium security facility.
- The Annex is our minimum security facility.
- Those who are assigned to the Annex make up our work crews.

City of Martinsville



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Work Crews

- For the period of July 1, 2023 through December 31, 2023 these crews provided 17,165 hours of labor. At minimum wage of \$12 an hour this equates to \$205,980 in labor provided.
- Crews provide mowing and maintenance services for 55 different locations within the city or city involved properties.
- Crews also provide various services throughout city departments as needed such as moving furniture, painting, making repairs, etc.
- These services are also provided to non-profit organizations throughout the community.
- They also provide a wood program to those who qualify through Grace Network in the winter months.



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Roof Repair Needed

- Building two began to leak when we had rain over Christmas Holidays. Our control room is in this building. This room houses our main cameras and controls for building one and two
- A request for sealed proposals was sent out with a bid meeting held on January 11th.
-



A CITY WITHOUT LIMITS



The regular meeting of the Council of the City of Martinsville, Virginia was held at 7:00pm in Council Chambers, with Mayor LC Jones presiding. Other Staff Members present included Clerk of Council Karen Roberts, Police Chief Rob Fincher, Community Development Director Keith Holland, Public Works Director Greg Maggard and City Attorney Dan Siegel of Sands Anderson who participated by phone.

Pledge of Allegiance by Council Member Kathy Lawson

Invocation by Rev. Joe Gravely.

Mayor Jones called the meeting to order and welcomed everyone to the meeting, stating that printed agendas could be found in the back of the room and on the City website for those watching from home.

Proclamations And Presentations: Recognize City Employees who retired in 2023 - Human Resources Director Travis Hodge read the names of the retirees and presented retirement gifts to those in attendance. Proclamation for February Black History Month – Mayor Jones shared the theme of this year’s Black History Month. The proclamation was read by Council Member Mitchell and presented to Charisse Hairston, Executive Director of FAHI. Hairston shared details on what to expect from FAHI in the near future including a 20th Anniversary Gala.

Consent Agenda – City Manager Aretha Ferrell-Benavides explained that items on the consent agenda have been previously discussed and require no additional discussion. This new format is a way to move through Council business smoothly. Council may choose to make a motion to remove an item from the Consent Agenda, at which time it would be moved to the Public Session. Council Member Mitchell made a motion to approve the consent agenda, including the appropriation of additional grants and a donation as well as approval of an electric rate adjustment; Council Member Lawson seconded the motion with all Council Members voting in favor.

Communications From Visitors/Business from The Floor – Bobby Price, owner of American Patriot Liquidation at 101 East Main Street and Chairman of the Citizen Advisory Board summarized the purpose behind the CAB board. The board still has several vacancies; they need the Council and the community's help to fill those seats and explain where to find the

January 23, 2024 Council Meeting

application and the meeting schedule. Mayor Jones thanked the members for their work and for stepping up to help make changes to the community, especially those members who show up for every meeting. Patrick H. Wright of 1201 Spruce Street said that he may be interested in participating in the CAB and wished Council a Happy New Year.

Comments By Members of The City Council – Council Member Mitchell reiterated Ms. Hairston's comments regarding FAHI, stating that black history is not just black history, it affects everyone, and it has all throughout history and will continue in the future. Mitchell encourages residents to do their research. Council Member Pearson congratulated Delegate Eric Phillips who was sworn in this past weekend to represent the 48th district; he will represent our district with integrity and leadership. Thank you to the City employees for their retirement; they've built a great foundation for the City. Council Member Lawson said she is happy to have someone from Henry County to represent the local area. Lawson offered condolences to the family of Frank Draper, a retired fire department employee who passed away this past week. Lawson has received calls questioning the speed limit reduction on Spruce Street; she said this lower speed is to help prepare for the new crosswalk installation. Lawson asked the City Manager for a monthly update on legal fees for Council's review. Vice Mayor Rawls shared that Council would be meeting with the School Board tomorrow and he invited residents to attend. Mayor Jones thanked those who attended or watched from home. Thank you to the retirees; 500 years is a long time of combined service. Jones thanked the City Manager and the administrative staff for implementing changes to help provide a better service to the citizens.

Communications – City Manager Aretha Ferrell-Benavides welcomed back Greg Maggard as the Public Works Director. Greg has a history of overseeing public works and has also served as a City Manager in other communities. Ferrell-Benavides explained that the City is making strides in assessing and evaluating procedures, Council will see changes because Martinsville is a City moving forward. She looks forward to recognizing retirees going forward at future Council meetings. Council Member Mitchell asked about the surveying on Fayette Street. Ferrell-Benavides said she was unsure of the details behind the survey and that it was not a City crew doing that, but she would investigate that and would update Council when she knows more.

Monthly Financial Update – City Manager Aretha Ferrell-Benavides stated that transparency is important to her and to Council. Mandy McGhee, Finance Director, has been working diligently to provide Council with updated information. McGhee presented a PowerPoint presentation updating Council on the general fund, revenue, and expenditure analysis as of December 31, 2023, along with a detailed breakdown of revenue and expenditures, the Sales Tax Analysis, Meals Tax Trend Analysis, Utility Funds including Refuse, MiNET, Water, Sewer, and Electric funds. McGhee shared that the audit was complete, and they are in the process of scheduling City Council Members to meet with the auditors from Robinson Carter Fox. Council Member Pearson stated that she is happy to get the updated budget information on a regular

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basis and asked if there was anything from McGhee's perspective that jumps out or needs attention. Ferrell-Benavides pointed out that MiNET must be an enterprise and be self-sustaining, so they'll be working to do that. The financial information will be online for residents to review with a system implemented soon where the citizens can interact. McGhee recognized the Finance staff for their work on the update.

Adjournment - There being no further business, Council Member Lawson made a motion to adjourn the meeting at 7:55 pm.

Karen Roberts, Clerk of Council

LC Jones, Mayor