



MEMORANDUM

TO: Mayor Greenlaw and Members of City Council
FROM: Beverly R. Cameron, City Manager
DATE: March 18, 2014
SUBJECT: City Manager's Update

Highlights of major activities and other notable developments:

City Hosts First HUBZone Career Fair - The Department of Economic Development and Tourism presented a HUBZone Career Fair on February 28 at the Hyatt Place Eagle Village. Currently certified HUBZone city businesses such as Marstel-Day, LLC, United Global Group, Inc., Global Dimensions, LLC, and Artra, Inc. were among the first to register their businesses to participate. Fairfield Technologies had just received their certification the day before the event and Zenith Aviation is currently seeking their certification.



HUBZone businesses from outside of the city also attended to work the floor to meet city residents. The goal of matching HUBZone businesses with qualified applicants was achieved with over 30 businesses and approximately 75 prospective employees filling the room during the event. Two businesses have expressed interest in relocating to

Fredericksburg, and two localities attended just to see how our Economic Development Department was assisting the businesses of Fredericksburg meet the HUBZone requirement of 35 percent resident employment. The Small Business Administration, Virginia Employment Commission, UMW Small Business Development Center and Germanna Community College Workforce were also on hand to assist the businesses and attendees.

Economic Development and Tourism Department Represents the City and Region at Tradeshows - Traditionally, January and February are busy travel months for City EDT staff and 2014 has been no exception. Tradeshows held in the first two months included Your Military Reunion Connection, where staff had appointments with 34 reunion planners, the American Bus Association, with 30 tour operator appointments, and the National Capital Chapter of the Society of Government Meeting Planners, where 10 meeting planner appointments were scheduled. In addition, staff exhibited at Destination Showcase, a meeting planner event in Washington, D.C., the Philadelphia Inquirer Consumer Travel Show in Valley Forge, Pennsylvania, and locally at the Fredericksburg Hospitality House Wedding Show, and the Fredericksburg Expo and Conference Center "Big Day" Wedding Show.

The Greater Fredericksburg Regional Tourism Partnership also provided financial support to the Fredericksburg Golf Co-op. Members of the co-op attended golf shows in Somerset, NJ, Philadelphia, PA and Pittsburgh, PA.

Police Department Makes Changes in Community Policing Assignments - To address recent staffing shortages and fully integrate the mission of community policing into the Patrol Division, the four current Community Police Officers have each been transferred onto a Patrol Squad effective March 15. The CPOs will report directly to the Squad Sergeant and their primary responsibility will be to respond to calls for service within their assigned [zone](#) of the city. As squad staffing and call volume permits, the squad CPO will engage in problem solving activities in their assigned CPO neighborhood.

To ensure continuity, the CPOs will receive a zone assignment that encompasses the neighborhood corresponding to their existing CPO assignment. As staffing and training allows, the intended goal is to have two squad CPOs assigned to each daytime and evening patrol squad. Sergeant Kuebler will remain as the Community Policing Coordinator and will be in charge of overseeing the citywide community policing strategy. He will also act as the single point of contact for administrative functions of the CPOs. The new assignments are:

A Platoon:

Duty Section 1 (day shift) Officer Camp assigned to Zone 1 and primarily responsible for the Fall Hill Corridor, as well as back-up CPO for Donaldson Properties (Wellington Lakes, Camden Hills, Commons at Cowan Blvd).

Duty Section 3 (evening shift) Officer Swaney assigned to Zone 4 and primarily responsible for Mayfield, as well as back-up CPO for Downtown.

B Platoon:

Duty Section 2 (day shift) Officer Chewing assigned to Zone 4 and primarily responsible for Downtown, as well as back-up CPO for Mayfield.

Duty Section 4 (evening shift) Officer Lloyd assigned to Zone 2 and primarily responsible for Donaldson Properties, as well as back-up CPO for Fall Hill Corridor.

United Way Awards - Once again, the City of Fredericksburg comes out as "Top Dog" for the Local Government Campaign. The "Top Dog" is given to the local government or school system based on average gift, employee per capita giving, percent participation and percentage increase. This is due to all the hard work and generosity of the City's employees who helped raise \$36,965. The Central Rappahannock Regional Library participates in the City's campaign and added \$13,856 to the total amount given to the United Way.

The City also stood out because Melissa Steiniger, from the Human Resources Department, was awarded the Campaign Coordinator of the Year for the Local Government Campaign. Melissa worked hard to coordinate all the activities that ultimately raise the money the City contributes. Along with distributing and collecting all the donation forms, she planned the Cornhole Tournament and served on the Golf Tournament organizing team, among other events. Her efforts are greatly appreciated.



Refuse Pilot Program Implementation Date Delayed - The target date for implementation of the refuse pilot program in the College Heights and Darbytown neighborhoods has been moved to Monday, May 5. Recent weather events and some issues with procurement of the wheeled carts have made this adjustment necessary.

The pilot program will modify current refuse and recycling practices with once/weekly collection, use of wheeled containers provided by the city (one for refuse and one for recyclables) which customers will bring to the curb. At the end of six months, discussions will be held to determine if the pilot program period has been long enough to provide quality information, and what the next steps will be towards implementation of a new collection practice on a broader scale.