

Word on White House

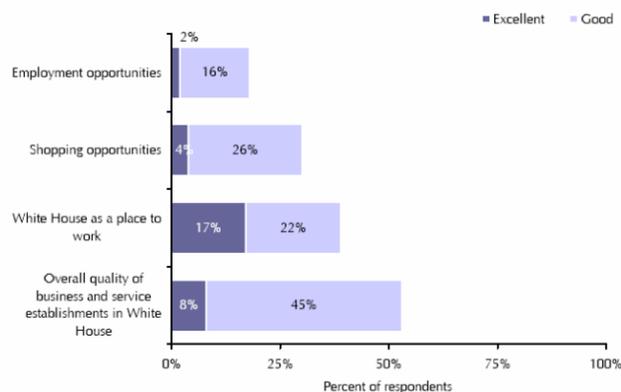
The City of White House is working towards the daily pursuit of excellence in management and delivery of services; while balancing the preservation of our small town atmosphere by nurturing orderly, proactive growth.

Economic Sustainability

The health of the economy may color how residents perceive their environment and all the services that local government delivers. In particular, a strong or weak local economy will shape what residents think about job and shopping opportunities. Just as residents have an idea about the speed of local population growth, they have a sense of how fast job and shopping opportunities are growing.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were overall quality of business and service establishments and White House as a place to work. Receiving the lowest rating was employment opportunities.

FIGURE 25: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES



Residents were asked to evaluate the speed of job growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of job growth in White House 83% responded that it was “too slow,” while 59% reported retail growth as, “too slow.” More residents in White House, compared to other jurisdictions, believed that retail growth was too slow and more residents believed that job growth was too slow.

FIGURE 27: RATINGS OF RETAIL AND JOB GROWTH

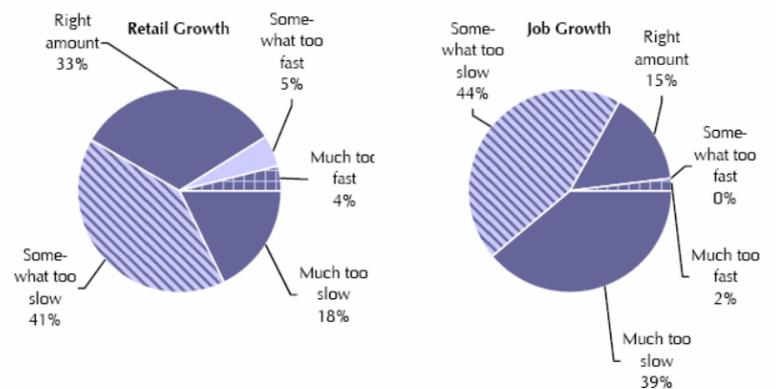
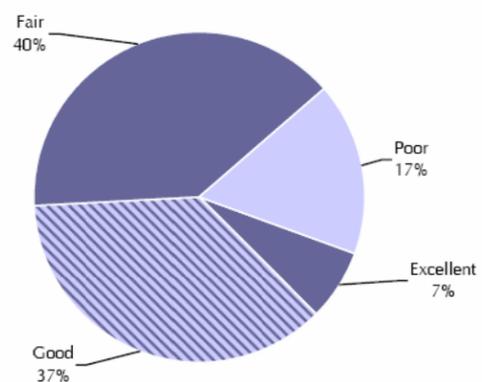


FIGURE 29: RATINGS OF ECONOMIC DEVELOPMENT SERVICES



This information was collected by the National Research Center as part of our National Citizen Survey. This survey is utilized by cities throughout the country and the results are compared to similar sized cities. We hope this will prove to be a useful tool in evaluating what our citizens want from their local government. We will be presenting portions of the National Citizen Survey in upcoming newsletters. The full report is available online at www.cityofwhitehouse.com.



City of White House
 Billy S. Hobbs Municipal Center
 105 College Street
 White House, TN 37188
www.cityofwhitehouse.com
 Phone: 672-4350
 Fax: 672-2939

Current Resident
 White House, TN 37188

What is the City's marketing plan for retail growth? Does the City have a job recruitment plan in place?

Earlier this year, the City of White House in conjunction with the Tennessee Valley Authority retail division, participated in a program known as Consumer Connections. A couple of city staff members along with leading developers and business owners and managers within the community led the effort into creating a marketing plan and strategy for assisting existing retailers along with recruiting additional retail and commercial businesses into the White House community.

The objectives of the marketing plan are to meet the retail demands of our community by filling retail opportunity gaps to keep residents in the community to shop, to keep sales tax revenue within the city limits to take the pressure off of the residential property taxes, to market our community successfully, to generate more shoppers for existing retailers, and to create a vision statement. Strategies were developed to meet these objectives and are in the implementation phase. The City has improved many of its marketing materials for retail recruitment. An inventory has been taken of all available commercial properties with contact information of the owner or representative of the owner. This information is being utilized to assist potential retailers and developers of commercial properties to review potential sites for development. The City is creating direct contacts with select retailers and marketing the City of White House as an opportunity. In addition, the City continues to market White House at retail conferences and meeting places. Another strategy is to involve existing retailers and property developers in the retail attraction efforts. The Consumer Connections program has assisted the City in obtaining input from existing retailers and the effort must continue. Also, the City must research and remove roadblocks for retail development as well as monitor surrounding communities in terms of requirements, fees, and incentives.

Another topic that the City of White House has focused on this year is developing and promoting economic development and producing an economic sustainable community. The Board of Mayor and Alderman participated in a planning session to identify specific action steps to encourage this. The City has set out to determine the needs of developers which include producing site ready parcels for development creating "competitive advantages" for White House, identifying potential jobs/market targets, identifying potential properties for a business/commerce park with public ownership as an option, creating a concise vision statement for the City's economic development efforts, and working with existing businesses to identify needs and opportunities to help them remain and expand by supporting the White House Industrial Retention League.

The City will be implementing these efforts in the upcoming year. Many changes will be shown on the City's website. The City is setting out to create a new economic development page to show inventory of available properties for both retail and industrial. The City is also creating an existing retail page and all current businesses will be listed on this page. The City wants to help promote those businesses that already are part of the community. Currently different vendors for economic development web pages are being reviewed and the City will be implementing these changes along with Geographical Information Systems (GIS). Many of these strategies and tactics will be put into motion to make White House sustainable and competitive in the region. If anyone has any suggestions or would like comment on any of the economic development strategies, please send those to acarrier@cityofwhitehouse.com.

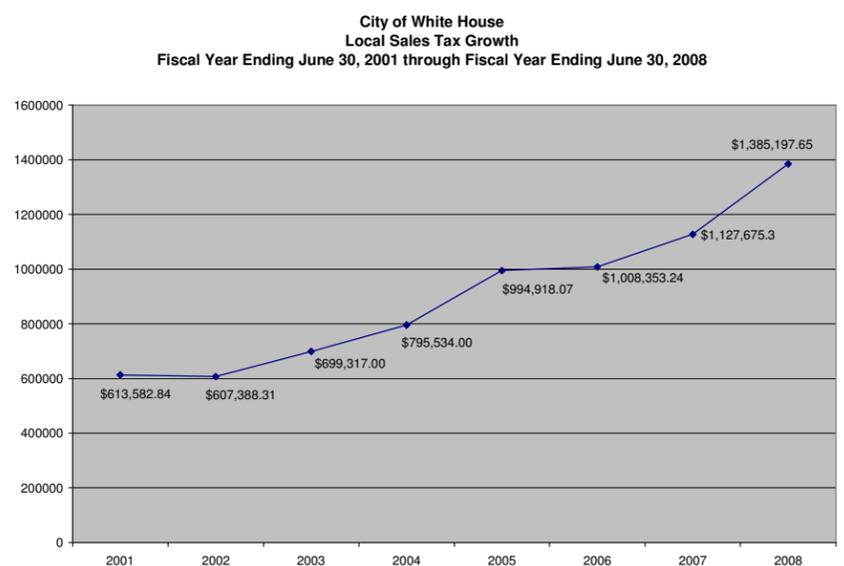


Shop in White House!

You are encouraged to shop within the White House city limits whenever possible. By doing so you are not only supporting our local businesses, but you are also helping to pay the costs for municipal services through sales tax revenues.



Did Someone Say Retail Growth?



It seems that people in White House are always anxious to find out what's coming next, with the hope of new places to eat and shop. City employees are frequently asked, "So, are we getting anything new?" That expectation of retail growth is well founded based on the activity of the last seven years. As indicated in the Chart above, White House has enjoyed a 126% growth in the Local Sales Tax base. We have been very fortunate in this area as compared to our neighbors. Goodlettsville has actually seen a 14% decline over the same time period, while Portland has seen a 35% increase, and Hendersonville has enjoyed a 98% increase.

Even as this article is being typed our economic development efforts continue. When deciding where to expand, retail chains consider more than just the demographics of the City. The trade area of approximately a 10 mile radius is taken into account. Our trade area has an excellent outlook with an estimated population growth of nearly 10,000 in the past eight years, and a projection of about 6,000 more in the next five years. While population is a consideration for retail chains in the decision making process, it is certainly not the only factor. Perhaps one of the strongest determining factors in what type of retail growth an area could achieve is the average household income. The average for our trade area has increased from about \$51,000 to \$62,000 over the past eight years, with another \$7,000 projected in the next five years. These increases equate to a 40% increase in the per capita income. These demographics

City Phone Numbers

General Information.....	672-4350 ext. 2101
Animal Control.....	672-4903
Court Clerk, Sharon Jessee.....	672-4350 ext. 2137
Engineering, Ron Bailey.....	672-4350 ext. 2113
Fire Department.....	672-5338
Human Resources.....	672-4350 ext. 2109
Library & Museum.....	672-0239
Parks & Recreation.....	672-4350 ext. 2114
Planning & Codes.....	672-4350 ext.2120
Police Department.....	672-4903
Property Taxes & Business Licenses.....	672-4350 ext. 2100
Public Works.....	672-0215
Senior Citizens Center, Vicky Russell.....	672-4350 ext. 2116
Sewer Department.....	672-3654
Emergency.....	911

City Calendar

June

June 8	Planning Commission	7:00 pm
June 8	Vehicle Emissions Testing ***	9:00 am—12:00 pm
June 11	City Court	9, 10 and 11 am & 1:30 and 2:30 pm
June 16	Board of Zoning Appeals*	7:00 pm
June 18	Board of Mayor and Aldermen	7:00 pm
June 25	City Court	9, 10 and 11 am & 1:30 pm

July

July 2	Leisure Services Board	7:00 pm
July 4	Independence Day	City offices closed
July 7	Cemetery Board	9:00 am
July 9	City Court	9, 10 and 11 am & 1:30 and 2:30 pm
July 9	Library Board	7:00 pm
July 13	Vehicle Emissions Testing***	9:00 am—12:00 pm
July 13	Planning Commission	7:00 pm
July 16	Board of Mayor and Aldermen	7:00 pm
July 21	Board of Zoning Appeals*	7:00 pm
July 23	City Court	9, 10 and 11 am & 1:30 pm

*BZA meetings are held on an as needed basis.

Check the City's website at www.cityofwhitehouse.com to confirm meeting.

***Vehicle Emissions Testing takes place at the Public Works Facility at 427 Industrial Drive. The Sumner County Clerk is also located at City Hall during those times to register vehicles.

Notify Me

The City of White House is utilizing its website to notify residents in the case of an emergency, natural disaster, traffic concerns and other local incidents that may disrupt normal activities. All you have to do to receive these messages is go to the "Notify Me" section of the website and sign up. Notifications will be sent via email. If you have any questions on signing up for the notify me feature of our website, please do not hesitate to contact Christie Odenwald, City Recorder at 672-4350 ext. 2111.

On-line Burn Permits Now Available

In an effort to better serve you, the city of White House Fire Department has made available on-line burn permits. We hope this simplifies the process for homeowners to obtain a permit.

There are however some points that we ask you to consider before using this system.

- You are responsible for understanding and abiding by the rules on the permit.
- You must follow the instructions on the webpage about the process of obtaining a permit.
- When you go to the burn permit section, you will be able to download the form. Fill the form out completely including name, address, and a contact phone number. Make sure to list the start and end times and the start and end dates for the burn.
- Save the file to your computer. Go back to the main burn permit page and click on the email link provided. **If you fail to email the permit back to the fire department, your permit is invalid.** Since no signature is required, the emailed form is proof of your understanding and adherence to the rules set out on the permit.



Trivia

Why are Dalmatians associated with the fire department? Answer in the next edition of *The Word on White House*.



Above are photos taken at Career Day held at H.B. Williams Elementary School. (Left) Firefighters Jimmy Johnson and Elizabeth Bednarcik are instructing students on different areas of one of the department's fire engines. (Right) Firefighter turnout gear. Photos courtesy of Susan Johnson.

Are you ready for summer?

Summer days are among the most enjoyable of the year. Warm temperatures and cool water seem to go hand in hand. As you get out and enjoy your summer activities, please consider your safety. With warmer temperatures come the danger of heat exhaustion, heat stroke, sunstroke, and death. Be sure you know what the weather forecast is and prepare your day accordingly. Try to do strenuous activities early in the morning when temperatures are cooler, stay indoors as much as possible, wear lightweight and light-colored clothing, drink plenty of water regularly, drink fluids even if you don't feel thirsty, eat small meals and eat more often, and avoid using salt tablets unless directed by your physician. These simple steps may go a long way to keeping you safe in the summer heat. You can also visit the following link for additional information: <http://www.weather.gov/om/brochures/>

Career Readiness Seminar

The City of White House in conjunction with Workforce Essentials, offered a career readiness seminar at the White House Inn Library on April 16th. The seminar addressed proper interview attire, interview techniques and resume writing. Please stop by the Library for more information on the services they are able to offer to assist displaced workers.

Did you know?
The population of White house is 9,891.



On April 21, 2009, the White House Police Department held its 9th annual Citizen's Police Academy Graduation. Chief Gerald Herman and Captain Jeff Mingledorff presented twenty two citizens with their "Certificates of Achievement" during the ceremony. Also in attendance to commemorate the event were; Mayor John Decker, City Administrator Angie Carrier, and Alderman Jim Bracey.

The role of the Academy is to teach community members about the many facets of the WHPD, while enhancing positive relations between the police and the community through education. The Citizen's Academy is thus an important component of community policing.

During this eight week-week course, staff and officers from the department instructed citizens in several areas including Constitutional Law, Crime Prevention, Patrol Procedures, Investigations, Crime Scene Processing, Communications, D.A.R.E., Juvenile Crime, Traffic Enforcement, Recruitment, Firearms Training, and Drug Interdiction. CPA class members were also given an opportunity to observe police patrol work through participation in a ride-along with a police officer.

The Academy is not designed to make participants certified police officers, nor does it give the graduates authority to act as police officers. The focus of the curriculum is to provide an informative overview of the fundamentals of police operations and crime prevention. This two-way communication will certainly be an effective and successful way to build a partnership between the community and the police department. Congratulations to this year's graduates: Julie Grubbs, Alexei Johnson, Ethan Smith, Tina Hawley, Nicholas Fleming, Vicki and Danny Davenport, Holly Finney, Lori Herman, Heather McBride, Michael Jarrett, Mirella Renovato, Allen Beckner, Vera Johnson, Duane and Ann Farnham, Chelsea Hough, Richard Hutcherson, Teresa Combs, Ralph Delmotte, Kendra Pitt and Susan Wiser.

If you are interested in attending a future Citizen's Police Academy and would like an application, they are available for pick-up at the White House Police Department, or for an online application, go to www.cityofwhitehouse.com and click on Citizen Police Academy Application. If you would like more information on this program, please contact Captain Jeff Mingledorff at 616-1064 at the White House Police Department.



The Tennessee Summer Reading theme this year is "BE CREATIVE AT YOUR LIBRARY" This is a program for children of all ages. There will be a magician, a mad scientist and lots more !!!!! These programs begin on June 10th and registration is required.

There will be Brown Bag lunches sponsored by the UT Extension ,Robertson county every other Monday. This will continue June 1st, with topics such as stretching your food budget, family fun activities, gardening, home projects and lots more. Please call the Library at 672-0239 for information.

White House Inn Library
Hours:
Monday, Tuesday, Wednesday and Friday 10:00 a.m. to 5:30 p.m.
Thursday 12 noon to 8:00 p.m.
Saturdays 10:00 a.m. to 4:00 p.m.

COME IN AND CHECK US OUT !!!!

The next Library Board Meeting will be held on July 9th at 7:00 PM at the Billy S. Hobbs Municipal Center.

Remember the Book Club meets on the last Thursday of every month.

Save the Date: Safety Day
September 7, 2009, 10:00 am - 2:00 pm

2009 Holiday Sanitation Pickup Schedule

Weeks or days when sanitation pick-up is altered due to holiday

Week of June 29-July 3	Mon & Tues routes will be picked up on their regular schedule. Wed & Thurs routes will be picked up on Wed July 1 st .
Week of September 7-11	Mon & Tues routes will be picked up on Tues September 8 th . Wed & Thurs routes will be picked up on their regular schedule.
Week of October 12- 16	Mon & Tues routes will be picked up on Tues October 13 th . Wed & Thurs routes will be picked up on their regular schedule.
Week of November 9-13	Mon and Tues routes will be picked up on their regular schedule. Wed & Thurs routes will be picked up on Thurs November 12 th .
Week of November 23-27	Mon & Tues routes will be picked up on Mon November 23 rd . Wed & Thurs routes will be picked up on Tuesday November 24 th
Week of December 21-25	Mon & Tues routes will be picked up on Mon December 21 st . Wed route will be picked up on Tue December 22 nd . Thurs route will be picked up on Mon December 28 th

Books, Books, Books!

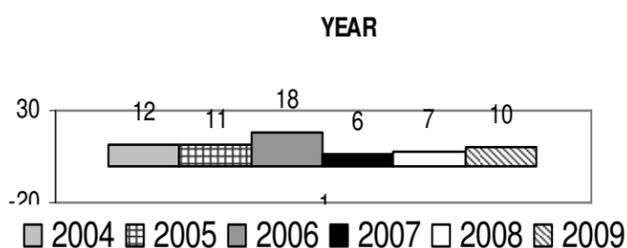
What is a Library without books? In this age of technology, some say libraries are an endangered species. This could be true if it wasn't for books. The magic of our imagination for romance, adventure, and all of the excitement of just being around books are amazing things.

The library needs help. They are experiencing a severe need for books along with a shortage of funds. The increased activity at the library has created a demand for more books.

The Library Board wants to create a fund-raising plan for this purpose. All of the people who love books are encouraged to join the effort. See Judy Speight and she will be pleased to accept donations that will allow the library to purchase new and much needed books. Thank you in advance for your gracious help.

Mayor John Decker

Single Family Permits for the month of April



The number of single family permits issued for the month of April 2009 was higher than the number of permits issued in April of 2007 or April of 2008.

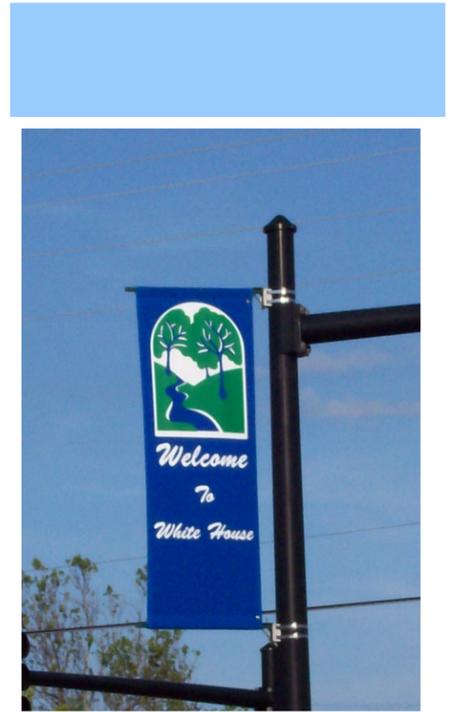
Spring Clean-up

There were a total of 242 citizens who participated in the spring clean-up held April 18th through the 25th.

Recycle Compact Fluorescent Bulbs

You can now recycle your compact fluorescent bulbs (CFLs) at any Home Depot Store. Simply bring your bulbs in a plastic bag and deposit them in the orange bins located in the store. There is no cost to recycle the bulbs. For more information on this service, please go to:

www6.homedepot.com/ecoptions/index.html



Have you see our new banners through out the city?

Did you know?

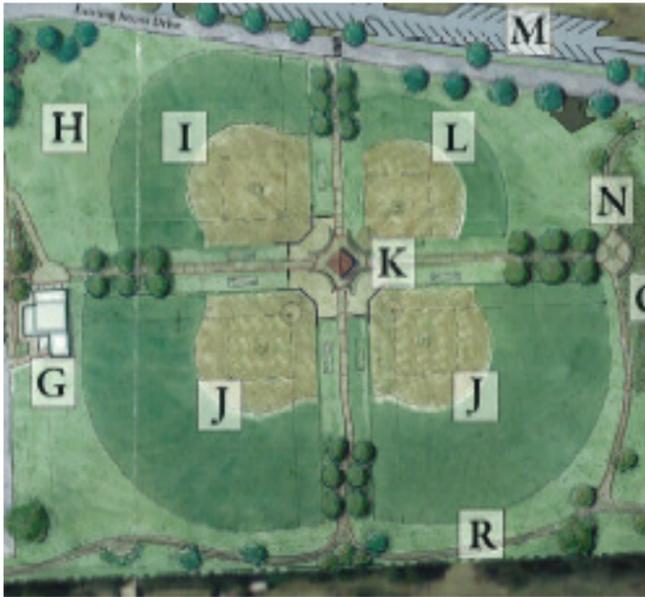
The Public Works Facility located at 427 Industrial Drive accepts used motor oil for recycling purposes free of charge.

Building Permit Information Since 1996

Since 1996, there have been 59 new Commercial Permits issued and 22 Industrial Permits issued.

Building Permits	Single Family	Multi-Family
1996	205	10
1997	137	4
1998	151	12
1999	238	2
2000	115	4
2001	122	
2002	109	
2003	76	
2004	120	
2005	163	
2006	202	31
2007	91	50
2009	52	15
2009 (January-April)	17	
Total	1,798	128

Multi-Family consists of apartments, duplexes, condos and town-houses.



Municipal Park Renovations-LPRF Grant

Design work for the Municipal Park Renovations, Phase I is well underway. A public input workshop was held on April 21st to gain input from the community regarding the plans. A steering committee of citizens, Leisure Services board members, and City staff has been selected to help provide insight so that the finished product meets the desired objectives as well as possible. Committee members are Kim Manlove, Bill Gash, Cliff Hutson, Farris Bibb, Keith Futch, Mark Smith, John Scannell, Jerry Kirby, Charles Abbott, Ashley Smith, Addam McCormick, Joe Palmer, Steven Russell, and Joe Best. City staff will be reviewing documents and providing comments for incorporation into the plans during June. Early July is the tentative month for bids to be received.

Drawing provided by Littlejohn Engineering.

9th Annual Independence Day 5K



The event will be held July 4, 2009. Early Bird Registration extends May 11th through June 18th. All early bird registrants are guaranteed a collector's t-shirt. The cost is \$25 each through June 18th or \$30 each after the early bird deadline. Family rate is \$65 for a family of 4, or \$75 after the early bird deadline. Awards will be given in 5 year increments for 1st, 2nd, 3rd place from 10 and under to 75+ years of age. Download a registration form online at www.cityofwhitehouse.com.

Challenger Basketball

This program is for our special kids!

Five players from our 2008 league were team members on the 2009 Special Olympics Basketball team that won the state of Tennessee Special Olympics Championship Tournament. White House resident Larry Fisher coached the winning team. For more information on the Challenger Basketball program, please contact the Parks Department at 672-4350, ext. 2114.



Vandalism Prevention

The Parks Department is asking for your help to prevent vandalism throughout the Park System. In the event that you see people loitering or engaging in disorderly conduct, call the Police Department at 672-4903. To report graffiti and indecent writing on any park amenities, call the Parks Department immediately at 672-4350 ext. 2114. Thanks for your help.

Did you know?

On average, the Parks Department disposes of over 14,000 lbs of trash per month that is left throughout the park system during ball seasons.



Annual Easter Egg Hunt

Thank you to all of the children who participated in our annual Easter Egg Hunt, which was sponsored by Northridge Church. Three hundred thirty-five children attended the event. Eight bicycles, gift certificates, and other prizes were awarded to boys and girls ranging in age from toddlers to age 11.

Fall Baseball and Softball

Registration begins 6/8/09 and ends 7/16/09. Registration fee is \$75 for city residents or if the youth participated in the 2009 White House Dixie Youth League. \$87 for non-residents or non Dixie Youth participants. Divisions will be 4, 5, 6 Tee ball, 7 & 8 baseball and softball, 9 & 10 baseball and softball. Tee ball is designed to help each player, participating in a game, to become more involved during the game. Tee Ball greatly helps the batter to develop a level swing when hitting the ball.

Co-ed Church Volleyball League

The Church Co-ed Volleyball League has been completed. Temple Baptist Church #1 was the winner during the regular season. In the post season, the Temple Baptist Titans handed the Temple Baptist team #1 their first loss of the season in winning the tournament championship. There were thirteen church teams that participated in this year's league.

Adult Flag Football -- NEW!

Registration period is May 19th--June 19th. Must be 16 or older to play. Games will be played on Saturdays, beginning July 11th. Fee is \$400 per team, 6 teams in league. For more information, call 672-4350 ext. 2114.

ZUMBA Fitness

Fee \$3.00/class
Monday 9:00-10:00 am
Tuesday 9:15-10:15 am
Wednesday 6:00-7:00 pm
Certified ZUMBA Instructor, Tina Bishop (CZ1)

ZUMBA GOLD Fitness (a class designed for older, active adults)
Monday 8:30-9:00 am.

Cost is \$2.00/class
Instructed by Tina Bishop
For registration and further information please call the Parks Office at: 672-4350 ext. 2114.

Circuit Blast Aerobics Circuit Blast Aerobic Classes – COME AND JOIN THE FUN!!

Instructed by Sara Hope, CPT
Tuesday & Thursday night
6:30-7:30 pm
\$3.00/class
Combines cardio and strength building to blast away calories and tone muscles!
Call 672-4350 x2114 for more information

White House Senior Citizens Center

The center is open Monday thru Thursday from 7:30 until 5:30. If you would like a monthly newsletter come by the center or go on line at www.cityofwhitehouse.com, click on Departments/Services, then on Senior Center, then on Senior Activities, then click on senior citizens newsletter. The newsletter is put out on the last week of the month.



This is at our Antique Show and Tell. Several of the Senior Citizens brought in antiques. Such as quilts, eye glasses, dishes, items from other countries and old post office keys from the White House Post Office.

Did you know ...

We have an average of 60 Senior Citizens weekly that eat lunch with us on Wednesday? If you would like to join us on Wednesday then call on Mondays by 12:00pm, the cost for seniors 55 and older is \$2.50 per person. Younger than 55 it is \$5.00.

EVENTS AND FUTURE TRIPS

June 2009

- ◇ On Tuesday, June 23rd join our trip to The Center in Springfield for the Dairy Month Taste and Tell Luncheon. This luncheon will have sample dishes from a recipe booklet. All the dishes are made out of a dairy product. An admission fee will be charged. You will receive a recipe booklet with your admission. Sign up sheet will not be out until the last week in May.
- ◇ On Tuesday, June 9th join us for a Fishing Trip at the home of the Senior Center Coordinator. If you would like to come you will need to bring a sack lunch and a pole if you have one. We will depart the center at 10:00 am. Sign up sheet will not be out until the last week in May.

July 2009

- ◇ On Tuesday, July 14th be part of our outing to Scottsville, Kentucky's Mennonite Community to purchase fresh produce. We will depart at 9:00 am. On the way back we will stop for lunch at the American Bistro in Franklin, Ky. The maximum for this trip is 10 so that we will have room for the produce. The minimum will be 6. Sign up sheet will not be out until the last week in June.

If you have any questions regarding the White House Senior Center Activities, please contact Vicky Russell at 615-672-4350 ext. 2116 or you may email her at vrussell@cityofwhitehouse.com.

Monthly Activities

Consider joining the Senior Center for one of the following monthly activities:

Creative Cards and Scrapbooking	Water Aerobics
Birthday Potluck	Bingo
Sittersize	Zumba Gold
Blood Pressure Checks	Dance Lessons

Contact Vicky Russell at 615-672-4350, ext. 2116 or check our website for more information on days and times at www.cityofwhitehouse.com.

Sewer issues affect everyone– and not in the way you may think!

Inflow and infiltration, or stormwater entering the sewer system, costs treatment facilities and consumers large amounts of money in operating expenses. All water entering a water treatment facility must be treated as wastewater causing an increase in operating costs proportional to the amount of clean water entering the sanitary sewer system due to inflow and infiltration. For example, the City typically receives 530 thousand gallons of wastewater per day from its sanitary sewer systems. During a rainstorm the load on the sewer systems can double to 1.1 million gallons of wastewater per day or more. Costs associated with processing the added clean water from inflow and infiltration are eventually passed back to the consumer in the form of rate increases.

By reducing inflow and infiltration, capital and operating costs can be lowered. Minimizing inflow and infiltration can also increase the lifetime-capacity of a treatment facility and wastewater transportation system. The pumps that are involved with wastewater treatment and transport operate 24 hours a day seven days a week; however they must work harder as the sewer system's water level load increases. This puts an unneeded strain on the pumps and shortens the life expectancy of these expensive pumps.

Some of you may be wondering what you can do to help. Be sure that you do not have illegal sewer connections from footing/foundation drains, roof drains or leaders, downspouts, drains from window wells, outdoor basement stairwells, drains from driveways or sump pumps. These instruments are often illegally connected to the sewer system and cause unnecessary strain on the wastewater system.

Home and business owners are required to make the necessary improvements at their home or place of business to ensure that stormwater is not pumped or drained into the City's wastewater collection system. For questions about inflow and infiltration, contact Bill Crusenberry, Wastewater Director, at 672-3654. Below are some examples of illegal sewer connections in homes and businesses.



Above are examples of inflow from sump pumps and illegal sewer connections.

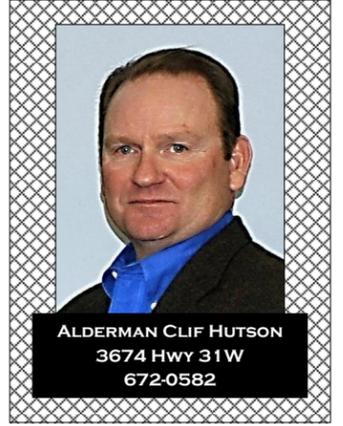
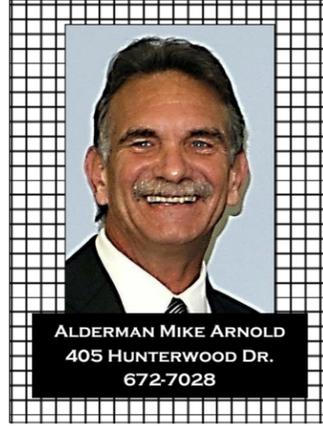
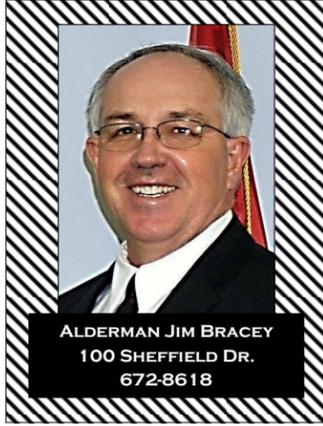
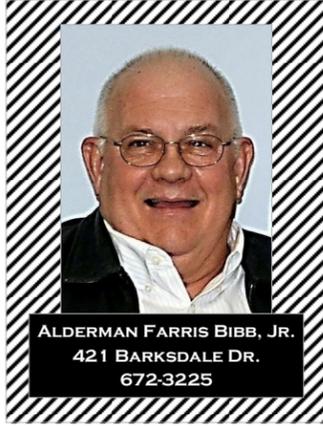
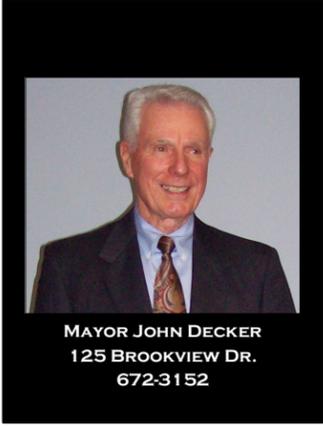


Above are examples of infiltration from groundwater into the sewer system.

"The test of success is not what you do when you are on top. Success is how high you bounce when you hit bottom."

~George S. Patton

Do You Know Your Mayor and Aldermen?



The Board of Mayor and Aldermen are the legislative and policy-making body of the City.
 The next election for three members, including the Mayor, is scheduled for November 2, 2010.
 Unless otherwise rescheduled, the Board of Mayor and Aldermen meet on the third Thursday of every month at 7:00 p.m. at the Billy S. Hobbs Municipal Center, located at 105 College Street. If you have any questions regarding which alderman you should contact, please call the City Recorder at 672-4350 ext. 2111.

