



A Very Good Year Ahead



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Happy New Year! Usually that's the sort of thing you say in January, but a town doesn't run on a calendar year basis. Our new fiscal year began July 1. It's the time of year when folks usually begin wondering if they're going to be paying more in taxes, like so many towns in North Carolina are doing.

Well, you can relax this year.

While it's true that revenues are flat and costs, especially fuel and material costs, are up, we're holding the line on taxes.

In fact, we're trying something that maybe a few others should try—we're going to be spending less this year. About four percent less than last year.

That might not seem like a lot, but when your annual budget comes in at just under

\$38 million, four percent comes out to a lot.

We didn't want to cut spending. Our department heads feel like they're being put through the wringer, but sometimes leadership is about choices. Although we continue to keep focus on our adopted goals, those priorities that make our community special and progressive, we also know that some items may best be deferred to a later date in order to maintain fiscal responsibility.

Our finances have been healthy these last few years, and we plan to keep them that way.

Make a Difference in Your Community - Help the Animals in the Local Animal Shelter

Many residents don't know there is an animal shelter in Clayton.

The shelter is operated by the Johnston County SPCA and provides a haven for homeless, abused and/or neglected animals in our community.

As a 501c3 non-profit organization the shelter is not a department of the Town and does not receive its primary funding from the Town, county or the

state. It relies on community donations and support. The current facility was built in 1986, and can no longer meet the needs of our growing community.

Residents, civic groups and businesses, can support the SPCA through donations and volunteering.

Interested parties should contact the shelter by calling 553-3749 or by e-mail at spcclayton@embarqmail.com.

File photo



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Call...911
For ALL
Police
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and
Rescue
Emergencies

Think Clayton - THINK MARKETING

In today's world, marketing is getting more and more important even for a town.

With that in mind, town leaders, who have worked with a consulting firm on a marketing plan for months, are ready to unveil an idea they like - **THINK CLAYTON.**

They plan to use the slogan to promote every aspect of life here. So, expect to see **THINK CLAYTON-THINK ART**

or **THINK CLAYTON THINK BUSINESS** or even **THINK CLAYTON-THINK DOWNTOWN** on everything from newsletters and web sites to stationery and maybe even ads and billboards.

"I think it's an awesome concept," said Mayor Jody McLeod. "Everyone is happy to be part of the Triangle, but we want people to **THINK CLAYTON.**"

The new concept was presented to the Town Council in May by Arnett Muldrow & Associates, to good reviews. The firm has

also produced a market analysis and wayfinding plan.

"Because of its simplicity, it becomes dynamically implementable," explained Ben Muldrow, a principal with the firm. The new marketing plan has already been endorsed by the Chamber

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Mayor Jody McLeod

of Commerce, who wants it incorporated into marketing and promotional plans. The group told the Town Council it "will represent the community well."

The steering committee who helped come up with the new plan includes Chamber of Commerce president Keith Branch, Downtown Development Association (DDA) Chair Joyce Blackley, DDA Promotion Committee Chair Lyn Austin, Mayor Jody McLeod, Town Manager Steve Biggs, Clayton Center Director Heidi Stump, Planning Director Skip Browder and Downtown Development Coordinator Bruce Naegelen.

Clayton Teen Named "Hometown Hero"

Thirteen-year-old Nick Daino has been proclaimed a "Hometown Hero" by Mayor Jody McLeod for his quick action last month to help a classmate who was run down by a hit-and-run driver at a school bus stop.

In a proclamation presented at the May 19 Town Council meeting, the Mayor said, "Nick Daino's compassion for another human being in a life threatening situation deserves special recognition." "We're all very proud of you," the Mayor said.

Last month on a dark and foggy morning, Daino was waiting for his school bus with a crowd of other youngsters at Lassiter Farms Lane when a hit-and-run driver in a SUV hit and seriously injured 13-year-old



Clayton Mayor Jody McLeod (right) presents Nick Daino (left) a proclamation naming him a Hometown Hero.

Maria Ann Taylor as she crossed the street to the bus. Daino quickly came to the injured girl's aid, then ran for help. Later, he provided an eyewitness account to authorities.

Taylor suffered a severely broken jaw and a broken leg. She is recovering after surgery.

Daino's action "clearly shows the high caliber of his character and willingness to go beyond the call of duty" the proclamation said.



Clayton Youth Theater says, "Bye Bye Birdie, Hello Auditions!"

The Clayton Youth Theater is pleased to announce auditions for its fall musical, *Bye Bye Birdie*. Founded by Nikki Dyke in 2007, and adopted by the Clayton Cultural Arts Foundation, the Clayton Youth Theater was established to showcase the talents of area middle school and high school students, while bringing high quality productions to the community.

CYT presented its inaugural production, *Little Shop of Horrors*, in the summer of 2007, followed by its second production, *Godspell*, in

February of 2008. Both shows had successful runs with over 500 people attending each production.

Auditions for *Bye Bye Birdie* will be held at The Clayton Center on Friday, August 22, at 6:00 p.m. and Saturday, August 23, at 1:00 p.m. Students interested in auditioning must be in seventh-twelfth grade during the 2008-2009 school year.

Complete audition information can be found at www.claytonyouththeater.com. Questions can be directed to Nikki Dyke at director@claytonyouththeater.com.

Upgrades Coming for Computers, Phones

The Town of Clayton is in the process of upgrading its computer and telephone systems in an effort to speed up services and offer residents more services over the internet.

Once completed, the upgrades to the computer system will allow town departments to communicate with each other much better through a central database, plus allow residents to do things such as pay bills, obtain utilities service, obtain permits and licenses and communicate with the town about needs and problems on-line. The town will also have the

capability to add other services on-line in the future.

"With Clayton growing like it has, we've outgrown our old computer system," explained Finance Director Nancy Medlin.

The lease on the town's present telephone system has expired, so telephones are being included in the upgrade.

"We need to keep up with technology," she said. The telephone component of the \$823,000 project should be completed by the end of summer, she said, and the computer upgrade will be phased in over the next year.

PD Carries Flame of Hope for Special Olympics

Each summer law enforcement officials carry the *Flame of Hope* across the state in *The Torch Run Final Leg*, culminating in the lighting of the cauldron to officially open the *Special Olympics North Carolina Summer Games* in Raleigh. The 2,000-mile, 15-day *Torch Run Relay* involves more than 2,500 law enforcement officers and personnel representing more than 200 law enforcement agencies across North Carolina.

The *NC Law Enforcement Torch Run for Special Olympics* unites officers from law enforcement agencies and corrections departments across the state in an effort to raise funds and awareness for *Special Olympics North Carolina*.

The *Law Enforcement Torch Run for Special Olympics* is officially

endorsed by the International Association of Chiefs of Police and the North Carolina Association of Chiefs of Police.

The *Torch Run* raises funds through corporate sponsorships, t-shirt and hat donations and other fundraising events. Donations can be made by purchasing the official *North Carolina Law Enforcement Torch Run* t-shirts (\$13) and baseball caps (\$15) at the Clayton Police Department at 201 S. Barbour Street or by calling Susan Allen at 919-553-7410.

More than 1,200 deserving *Special Olympics* athletes from across the state came to Raleigh and Cary June 6-8 to compete in athletics, aquatics, gymnastics, powerlifting, softball and volleyball.



RUNNING WITH THE FLAME OF HOPE

Despite sweltering 95 degree heat, Clayton police officers volunteered their time to further the cause of the *Special Olympics*. They were joined by Town Manager Steve Biggs in the run through Clayton on Hwy 70 Business westbound to the vicinity of the Wake County line, where the torch was handed to officers there for continuing its journey to Raleigh.

Top photo: Volunteers at the beginning of the run. Photos center and right: Pounding the pavement for a good cause.



2007 Water Quality Report Now Available

The Town's annual *Water Quality Report* is now available to our customers. This edition covers all testing completed from January 1 through December 31, 2007.

We are dedicated to delivering drinking water that meets all state and federal drinking water standards.

We strive to provide the best quality drinking water.

With your help we can achieve this goal as we meet the new challenges of water conservation.

Community education is one way we can address these and other concerns as we continue to serve the needs of all our water users. Feedback and comments are welcome.

A copy of the 2007 report has been mailed to all water

service customers. Copies are also available at the Customer Service department at The Clayton Center, 111 East Second Street, or at the Operations Center, 653 Hwy. 42 West. The report is posted on the Town's web page at townofclaytonnc.org.

For additional information please call Byron Poelman, Utility Service Superintendent at 553.1530.

Water Conservation Tips

Having entered a record setting drought last year, the following simple steps allow everyone to join the effort to conserve our valuable water resource and may enable an average family to reduce their monthly water usage significantly. The Town of Clayton's Public Works Department hopes you find these tips useful. Using less water saves you and the entire system money and most importantly, protects one of the most vital resources we have. Also, be reminded that irrigation control continues to be in place.

- Consider installing water efficient appliances and fixtures in place of conventional ones:

- ~Vintage toilets (manufactured before 1978) 4 to 6 gallons per flush

- ~Conventional (manufactured between 1978-1994) 3.5 gallons per flush

- ~Water efficient toilets (manufactured after 1994) 1.5 gallons per flush

- ~Conventional showerhead

- 3 to 10 gallons per minute

- ~Low flow showerhead

- 2 to 2.5 gallons per minute

- ~Faucet aerator (manufactured before 1978) 3 to 6 gallons per minute

- ~Flow regulating aerator 0.5 to 2.5 gallons per minute

Data supplied by AWWA, 1999

- Even if you do not replace an older toilet, you can save a gallon per flush by placing two half gallon milk jugs filled with water in the tank.

- Repair leaking faucets and toilets. One drop of water every five seconds is equal to five gallons per day from a leaking faucet. A leaking upper valve in a toilet can leak up to 200 gallons per day. You may check for leaks in the toilet by placing several drops of food color in the tank, if the color appears in the bowl after 30 minutes you have a leak. You may also check for leaks by recording your water meter reading and waiting for two hours and recording the reading again, if the meter has changed without water use you have a leak in your system.

- Take a shower instead of a bath; a bath uses between 30 and

50 gallons of water. A five minute shower with a low flow showerhead would use 10 to 15 gallons of water. For even more savings turn off the water while lathering or place a small bucket in the shower and use it for hand watering outside.

- Do not leave the water on while shaving or brushing your teeth. Use a cup to wash out your toothpaste.

- Only run washing machines and dishwashers when the units are full.

- Use a compost pile or trash can instead of the garbage disposal; these units can consume a great deal of water.

- Use native plants which are drought resistant for landscaping and gardens and use mulch in the garden to retain moisture. Use soaker hoses when watering your garden or landscaping and water during the cool periods of the day because much of the water used in landscaping can be lost to evaporation.

- Do not leave a water hose running when washing a car.