



City of Greensboro

Melvin Municipal Building
300 W. Washington Street
Greensboro, NC 27401

Meeting Minutes - Final City Council Work Session

Tuesday, November 20, 2018

3:30 PM

Plaza Level Conference Room

I. Call To Order

This City Council work session of the City of Greensboro was called to order at 3:30 p.m. on the above date in the Plaza Level Conference Room of the Melvin Municipal Office Building with the following members present: Mayor Nancy Vaughan, Councilmembers Marikay Abuzuaite, Sharon Hightower, Nancy Hoffmann, Yvonne J. Johnson, Justin Outling, Tammi Thurm, and Goldie Wells.

Absent: Councilmember Michelle Kennedy

Also present were City Manager David Parrish, Interim City Attorney Jim Hoffman and Assistant City Clerk Mary Brooks.

II. Presentations

2. [ID 18-0702](#) Downtown Streetscape Plan Preferred Concepts Update

City Manager Parrish stated that the Streetscape Plan update would be first.

Director of Transportation Adam Fischer introduced those who assisted in the Streetscape Plan: Zack Matheny, President/CEO, Downtown Greensboro Incorporated (DGI), Kimley-Horn and Associates, Inc. Dan Greenberg, PLA (VA, MD), ASLA, and Brandon P. White, PLA, ASLA, LEED AP. Mr. Fisher also acknowledged City of Greensboro employees Engineering Manager of Transportation, Chris Spencer and Engineering Supervisor Deniece Conway, who is also the Project Manager and Engineer. Mr. Fischer continued discussion and referenced Mukul Malhotra, MIG's director of urban design who is part of a California based MIG firm and highlighted his experience with streets worldwide.

Mr. Matheny recognized Julia Roach and Ms. Conway for spearheading the process; thanked the Mayor and City Council; and spoke to official support in December.

Mr. White gave a PowerPoint Presentation (PPP) on the Streetscape Plan process; spoke to MIG and DGI's role in the project; gave a recap of the project study area; identified the streets for the project; gave project goals for safety and comfort Downtown; and spoke to the Master Plan being implemented and adopted. Mr. White continued discussion on meetings and workshops held with stakeholders; spoke to online surveys completed; explained how surveys played a key role in what was wanted by the citizens; showed graphics of potential streetscapes; and spoke to maintaining and streamlining the traffic flow for Downtown Greensboro.

Mr. Fischer spoke to identifying priorities of the streets Downtown; and to balancing the need for safety and the Master Plan.

Mr. Matheny spoke to funds that the citizens voted on for the transformative project; to the long term effects; to promoted pedestrian activities and festivals; and to having curbsless streets.

Mr. White continued discussion on implementing the vision; spoke to expanding sidewalks for special events; to having curbsless streets; to adding bike facilities; to entertainment corridors; and to adding more street lights.

Mayor Pro Tem Johnson suggested that colleges and universities be involved in the process as shareholders;

inquired if there was a plan to add more benches; and spoke to universities and colleges painting manhole covers.

Mr. White spoke to adding street furniture; to the feedback from citizens; to prioritizing factors for the key streets; to dollar amounts for construction; and to the economic development bond.

Councilmember Outling inquired about the \$25 million bond referendum used on the streetscape project.

Mr. White stated projects would be paid for by bonds that were approved for the streetscape project.

Mayor Vaughan arrived at the meeting at 3:57 p.m.

Mr. Fischer spoke to the continuance of prior projects; and to future projects.

Councilmember Hightower inquired about the priorities of implementing other projects.

Councilmember Abuzuaiter asked about the effects of having curbless streets.

City Manager Parrish spoke to the next steps to be taken with the Plan; to community involvement; to including other projects; and to engineering curbless streets.

Councilmember Outling inquired about the dollar amount used for Kimley-Horn; spoke to having further discussion with Council; to the timing of the project plan; to assuring other projects were completed; to using bonds funds; and to opportunities for other projects.

Mr. White gave an overview of the prioritization, and adoption of the Master Plan.

City Manager Parrish stated that the Plan was a vision of what staff wanted the streets to become.

Mr. Matheny stated he would further discuss the plan with Council; and spoke to DGI's role in strategies of priorities with investment dollars.

Mayor Vaughan referenced the City of Asheville's streetscape and greenway; and spoke to the leveraging of Downtown investments.

Councilmember Hightower requested more discussion incorporating the University of North Carolina of Greensboro (UNCG).

City Manager Parrish spoke to the planning process with UNCG investments; and to working on smaller projects now.

1. [ID 18-0676](#) Cultural Arts Master Plan Update

Councilmember Hoffmann spoke to the Cultural Arts Master (Plan) process; to working with Jacky Gilliam as the co-chair; to putting together a 21 person task force that represented all communities; to feedback from the citizens; and to making a formal recommendation at the December business meeting of Council.

Ms. Gilliam voiced her appreciation for her role in the Plan; and stated she looked forward to learning more about Greensboro and its citizens.

Councilmember Hoffmann introduced Martin Cohen and Linda Flynn from the cultural planning group.

Mr. Martin introduced the consulting team: Jerry Allen and Linda Flynn, PhD; spoke to their work with the task force and subcommittees; to priorities for the community; to cultivating new partners; and to identifying a creative Greensboro.

Ms. Flynn gave a PPP on the Cultural Arts Master Plan update; spoke to the triangulation methodology used for discussion with the community; to creating touch points for inclusion; to feedback from the community; to stakeholder interviews; to equity inclusion; to reflecting the whole community with art and creativity; to networking with other artists; addressing barriers in the plan; to environment and affordable space for artists; to collaboration and networking with diverse artists; and referenced the streetscape project creating a more vibrant place to live in Greensboro.

Mr. Martin gave an overview of the goals in representing Greensboro; spoke to their firm's national work experience; to research built on consensus; to the community's expectations; to an economic development strategy; to creating arts entrepreneurship; to obtaining college graduates in Greensboro; to creating an office of arts and culture commission; and to revenue source. Mr. Martin continued discussion on creating an environment for artists; spoke to a formalized ordinance; and to public and private partnerships.

Councilmember Abuzuaiter asked if City departments were incorporated with the Plan.

Mr. Martin stated yes; and spoke to conversations with the City administration; and to doing workshops with City staff for further discussion.

Councilmember Outling inquired about private and non-profit contributions to the Plan; and asked about recommendations on the use of City assets.

Mr. Martin spoke to adopting and extending an ordinance to private developers; and spoke to how City assets were utilized.

Councilmember Hightower inquired about the public park policy; and spoke to the equity of distribution of funds from the Community Partners Board (CPB).

Mr. Martin spoke to implementing equity; and to working with the City to create additional funding.

3. [ID 18-0738](#) Community Partners Board Update

City Manager Parrish referenced Council discussion regarding the Community Partners Board (CPB) review; and spoke to creating opportunities for nonprofits.

Budget and Evaluation Director Larry Davis gave a PPP on the CPB update; spoke to the current criteria used for the application process; to supporting new and/or small organizations; to having financial reports available online for Council; to funding organizations directly versus pass-through funding; and to funding limits by dollar amount and number of years. Mr. Davis continued discussion on a proposed process for maintaining the current board's role; and to the board providing funding recommendations outside of the budget process for the calendar year.

Councilmember Hightower asked if Council chose the funding amount.

Mr. Davis responded in the affirmative.

Councilmember Abuzuaiter asked about other available sources for organizations.

City Manager Parrish spoke to other options available; to the need for the application process; to programmatic elements; and to economic opportunities.

Mr. Davis spoke to another option that would eliminate the CPB process; and to having a staff driven process.

Councilmember Outling stated his preference on decisions to be made by Council; spoke to assuring eligibility of organizations; and to Council's role.

Discussion took place on the history of the CPB process; on vetting organizations; on requested funds for the

budget; and on prior roles of staff and Council.

Councilmember Hightower spoke to the community wanting support from the City; to organizations' sustainability; to economic development; to staff's role in the process; and voiced concern on organizations participation.

City Manager Parrish spoke to staff's input in the City Manager's budget; and to the proposed budget's goals and priorities.

Councilmember Thurm referenced the Council Retreat on setting goals; spoke to approving the budget without politics; and to having a set dollar amount for the budget at the retreat.

Councilmember Outling spoke to working with staff to vet applications.

Councilmember Hightower voiced concern about the allocated funds from the CPB.

City Manager Parrish spoke to providing annual financial reports to Council.

Councilmember Outling moved to eliminate the CPB; and Councilmember Thurm concurred.

City Manager Parrish stated that request would be discussed at the Council Retreat.

Mayor Pro Tem Johnson left the meeting at 5:21 p.m.

(Copies of the PowerPoint Presentations are filed in Exhibit Drawer A Exhibit No. 24 which are hereby referred to and made apart of these minutes)

III. Adjournment

Moved by Councilmember Abuzuaiter, seconded by Councilmember Thurm, to adjourn the meeting. The motion carried by voice vote.

THE CITY COUNCIL ADJOURNED AT 5:22 P.M.

MARY S. BROOKS
ASSISTANT CITY CLERK

NANCY VAUGHAN
MAYOR