



# City of Greensboro

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

## Meeting Minutes - Draft City Council

Tuesday, August 19, 2014

4:00 PM

Plaza Level Conference Room

### SPECIAL MEETING

#### 1. Call to Order

This City Council special meeting of the City of Greensboro was called to order at 4:00 p.m. on the above date in the Plaza Level Conference Room of the Melvin Municipal Office Building with the following members present:

Present: 9 Mayor Nancy Vaughan, Mayor Pro Tem Yvonne J. Johnson, Councilmember Marikay Abuzuaiter, Councilmember Mike Barber, Councilmember Jamal T. Fox, Councilmember Sharon M. Hightower, Councilmember Nancy Hoffmann, Councilmember Zack Matheny and Councilmember Tony Wilkins

Also present were City Manager Jim Westmoreland, Interim City Attorney Tom Carruthers, and Acting Deputy City Clerk Angela R. Lord.

Mayor Vaughan opened the meeting at 4:05 p.m.

#### 2. Presentations

##### **ID 14-0553** Update from The Greensboro Partnership

City Manager Jim Westmoreland introduced the item; stated Council would receive a presentation for a proposed re-organization by The Greensboro Partnership (the Partnership); informed Council the Partnership would provide an update on staffing changes; services provided; would be requesting feedback from Council on what the Partnership should be doing; and recognized Lee Lloyd, Chairman Elect and Pat Danahy, President and Chief Executive Officer (CEO) of the Partnership for a presentation.

Councilmember Mike Barber entered the meeting at 4:07 p.m.

Mr. Lloyd informed Council that Chuck Burns was out of town; explained that City Manager Westmoreland and Mayor Vaughan were Board members; stated the Partnership was requesting feedback from Council on succession planning; the search for a new CEO; how to focus efforts going forward; and provided his experience and employment history.

Councilmember Zack Matheny entered the meeting at 4:08 p.m.

Mr. Lloyd spoke to corporate reorganization and staffing changes; retirement of Dan Lynch and Pat Danahy, both to be effective at the end of the year; stated this provided an opportunity to reexamine staffing and operations; spoke to the Partnership's focus and allocation of budgeted dollars; the need to focus on consolidating and creating a cohesive organization; outlined the responsibilities of the CEO; provided a handout to Council of the proposed reorganization; and provided an overview of what that reorganization would look like.

Mayor Nancy Vaughan opened the floor for questions.

Councilmember Wilkins questioned the placement of Action Greensboro on the handout.

Mr. Lloyd spoke to Action Greensboro providing their own funding and projects; explained that the Partnership's Executive Committee was a formal Board; that the Chief Operating Officer (COO) served as a liaison for Action

Greensboro; explained the communication between organizations; and reviewed the breakdown in the difference between responsibilities of the CEO and COO positions.

Councilmember Fox asked for clarification of the three primary areas; what the partnerships did; inquired about the success level in economic development; and job creation.

Mr. Lloyd spoke to the responsibilities of Governmental Affairs, Marketing and Greensboro Partnership Economic Development (GPED); effectiveness of partnerships; improving governmental efforts; the CEO being externally focused; the COO being internally focused; effective marketing and branding in the community; and collaborating with the City. Mr. Lloyd outlined the qualities the Partnership would be looking for with a new CEO; offered to share annual reports; spoke to the programming offered by partnerships; explained the Partnership Board's thinking of the Partnership as a four legged stool which included Entrepreneurship, the Chamber of Commerce, Action Greensboro and Economic Development; and addressed Council's interaction with companies approaching the City for incentives to move into Greensboro.

Discussion ensued regarding responsibilities of the CEO, COO and Director of Governmental Affairs; collaborative relationships with City officials, County officials and staff; promoting a COO from within while hiring a CEO externally; outreach for Economic Development and small businesses; number of employees at the Partnership, GPED, Chamber of Commerce, Governmental Affairs, Action Greensboro, and Marketing and Economic Development; small business not joining Chamber of Commerce due to cost; availability of Entrepreneur Connect; Council being contacted by small businesses and working on relationships; and bridging gaps for small businesses.

City Manager Westmoreland stated he would be providing information at the August 26th Work Session regarding development of a plan for Council's goals and priorities.

Mayor Vaughan spoke to identifying economic development partners; duplication of services; and the need for an upcoming discussion on economic development.

Mr. Lloyd spoke to the need for better dialogue between the Partnership and City and County officials; and voiced the importance of setting the right communication tone with the new CEO.

Councilmember Hoffmann asked Mr. Lloyd to review the key points and specifications involved in the search of a CEO.

Mr. Lloyd stated the Partnership was not there yet; that they would be doing an aggressive national search; announced that the first meeting of Search Committee would take place on August 28, 2014; that he would forward a position statement to City Council; added that Mayor Vaughan was a member of the Search Committee; and stated that the Partnership would name a County representative to work with Search Committee.

Interim City Attorney Tom Carruthers entered at the meeting at 4:40 p.m.

Mayor Vaughan asked Council to send suggestions to her prior to the August 28th meeting.

Mr. Lloyd concluded that City Manager Westmoreland had sent questions to City Council regarding suggestions for the Partnership; reiterated that the primary goal today was to update Council on the proposed reorganization; stated that the Partnership was open to future discussions; and would be working with developers on economic development efforts.

City Manager Westmoreland stated he attended a developer meeting; added that developers were committed to Greensboro; spoke to focused alignment in leadership to move the community forward; and requested feedback from City Council for economic development for the City.

(A copy of the Handout is filed in Exhibit Drawer W, Exhibit No. 17 which is hereby referred to and made a part of these minutes)

### **3. Adjournment**

Moved by Councilmember Fox, seconded by Mayor Pro-Tem Johnson, to adjourn the meeting. The motion carried by voice vote.

THE CITY COUNCIL ADJOURNED AT 4:45 P.M.

ANGELA R. LORD  
ACTING DEPUTY CITY CLERK

NANCY VAUGHAN  
MAYOR