



# City of Greensboro

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

## Meeting Minutes - Draft Economic Development Committee

Tuesday, December 13, 2016

4:30 PM

Plaza Level Conference Room

### 1. Call To Order

This Economic Development Committee meeting of the City of Greensboro was called to order at 4:30 p.m. on the above date in the Plaza Level Conference Room of the Melvin Municipal Building with the following members present:

Present: Councilmember and Chairperson Jamal Fox, Councilmembers Marikay Abuzuaiter, and Tony Wilkins.

Absent: Councilmembers Barber and Hoffmann.

Also present were City Manager Jim Westmoreland, City Attorney Tom Carruthers, Economic Development and Business Support Manager Kathi Dubel, Councilmember Sharon Hightower, and Deputy City Clerk Angela R. Lord.

### 2. Approval of Draft Minutes

[ID 16-0976](#) Motion to Approve the Economic Development Committee Meeting Minutes of March 24, 2016

Moved by Councilmember Abuzuaiter, seconded by Councilmember Wilkins to approve the Economic Development Committee meeting minutes of March 24, 2016. The motion carried by voice vote.

### 3. Old Business

[ID 16-0977](#) Economic Development Partner Updates - DGI, East Greensboro Now, PTIA, Greensboro Chamber - Economic Development, and GCEDA

Councilmember Fox recognized Economic Development (ED) partners in attendance; spoke to the concept of economic development; and stated the partners would provide an end of the year update.

Councilmember Wilkins inquired about financial contribution to East Greensboro Now.

Councilmember Fox confirmed the City contributed \$50,000 from the Economic Development Fund; and recognized East Greensboro Now Director of Operations Phil Barnhill to provide an update.

Mr. Barnhill made a PowerPoint presentation; spoke to reviewing the programs successes and priorities; and provided information on the Renaissance Co-Op Grocery.

An East Greensboro Now representative highlighted additional development investments.

Mr. Barnhill spoke to recent economic development projects; spoke to investment dollars; job creation; referenced vacant locations in Greensboro; spoke to affordable housing; highlighted and recognized partners associated with the opening of the Mustard Seed Community Health Clinic; spoke to the Urban Land Institutes commitment to assess Gate City Boulevard from Interstate 40 into East Greensboro; collaboration with stakeholder's and consultants; and referenced recently adopted Economic Development Bonds. Mr. Barnhill spoke to curb appeal; repurposed infill; impact sites; priority areas; increased investments and tax values; and referenced private investors.

Councilmember Sharon Hightower entered the meeting at 4:43 p.m.

Bank of America President Derek Ellington stated he represented the Greensboro Chamber formerly known as the Greensboro Partnership; spoke to restored confidence; new businesses for 2016; job creation; highlighted the Haaco hanger project; Community College partnership's; spoke to workforce training; a Community Committee for aviation; to connectivity with consultants; outlined an upcoming partnership with the High Pont Economic Development Committee in 2017; spoke to the Mega Sites as key areas for the future; stated there were opportunities for branding; voiced the need to align with nationally known companies; and showed a video on the Greensboro and Randolph County Mega Site.

Councilmember Fox expressed appreciation for the partnership.

Piedmont Triad Airport Authority Chairman Steve Shoftey explained the selection of projects by the Urban Land Institute; spoke to tax revenue; economic development region resources; highlighted the leadership and growing number of employees at the Piedmont Triad International Airport (PTIA); spoke to people learning about Greensboro by way of Haaco and Honda; referenced the Fun Run to raise funds for the Harvest Food Bank; and recognized PTIA Executive Director Kevin Baker.

Mr. Baker made a PowerPoint Presentation; stated the airport was a net donor in Greensboro; referenced the salaries of employees at the airport; clarified the entire airport system was paid by investments; highlighted the Haaco project; spoke to funding; referenced the construction of Interstate 73; future development; the City's contribution of water and sewer lines; and stressed that the majority of the project funding was from the state.

Downtown Greensboro Incorporated (DGI) President Zack Matheny voiced appreciation to attend an Economic Development Committee meeting; stated there were positive happenings; distributed a document to the committee regarding 2016 new business openings; commented on businesses that continue to grow; reviewed the estimated investments in Greensboro; spoke to new investments; a higher tax base; provided a map of Downtown development projects; recognized Mac Simms in attendance; shared a video that showcased the Downtown area; spoke to the success of the Festival of Lights event; streetscape bonds; outlined details of a future Economic Development Feasibility Study; and spoke to the focus for 2017.

Councilmember Wilkins asked how much funding the City provided to DGI; and if the City forwarded excess tax revenue to DGI.

Mr. Matheny responded in the negative to the tax revenue; referenced the previous year as a transition time; and stated Guilford County had included DGI into their budget.

City Manager Westmoreland spoke to the reserve fund balance for DGI; and stated that additional information and discussion on the item should occur with full Council.

Discussion took place regarding funding for DGI; events in various cities; International Row; and return of investments.

Councilmember Fox stated the Guilford County Economic Development Alliance update would follow the Economic Development Focus Strategy Plan.

#### **4. New Business**

##### [ID 16-0978](#) Germany Update - Chair/Councilman Fox

Councilmember Fox provided details from a recent trip to Germany; stated he highlighted opportunities and assets in North Carolina; spoke to continued growth for Greensboro; referenced conversations regarding manufacturing; companies returning to the states; spoke to representation from South Carolina advocating for business in that state; the history of the Focus Strategy Plan; and to getting full Council approval.

##### [ID 16-0979](#) Economic Development Focus Strategy Plan

Economic Development and Business Support Manager Kathi Dubel made a PowerPoint presentation (PPP); highlighted the City of Greensboro vision and mission; spoke to development focus areas; stated development was a strategic process; spoke to attracting private investment; job creation; and redevelopment opportunities.

Councilmember Fox spoke to the Revolution Mill area; and to the Mill district.

Ms. Dubel outlined key elements for the focus areas; spoke to opportunities for local suppliers; the return on investment for Downtown; the recent bond referendum; stated infill development areas provided for industrial areas; and spoke to a focus in east Greensboro. Ms. Dubel highlighted the Joint School of Nanoscience and Nano-engineering Area (JSNN) known as Innovation Village; and recognized Planning Director Sue Schwartz to speak to the project.

Ms. Schwartz made a PPP; defined Innovation Village; spoke to networking assets; provided examples of locations that had been researched for innovation quarters; highlighted the study area; spoke to demographics; land use and constraints; market analysis; and public investments.

Discussion took place regarding income diversity; low income neighborhoods; and demographics.

Ms. Schwartz highlighted the next steps; stated technical assistance had been requested, spoke to the vision for Innovation Village; favorable ratings; the assembly of a Steering Committee; establishment of baseline measures; transportation; and public input.

Ms. Dubel continued with the PPP; spoke to the recruitment and support of businesses; funding of small business programs; entrepreneurial programs; branding and marketing; the impact of City participation; and continued collaboration with partners.

Discussion took place regarding the City of Greensboro logo. Committee members requested the discussion for the logo to be placed on the next Economic Development Committee meeting agenda.

Ms. Dubel spoke to innovative ideas; the search for new partnerships; attracting young professionals; the Workforce Development Board; and the alignment of new opportunities.

Councilmember Fox spoke to the importance of the Guilford Apprenticeship Program (GAP); to performance indicators; referenced comments from the January committee meeting regarding a request for an update on how the City fared in the market; spoke to the MAP plan; and to how the Committee could measure successes going forward.

Discussion continued regarding modification of development areas; the apprenticeship program; collaborated training; and the GAP process.

Councilmember Abuzuaiter commended City partners; and recognized Marlene Sanford of TREBIC in attendance.

Councilmember Fox spoke to forwarding the Economic Development Focus Strategy to City Council.

Councilmember Hightower requested the item to be updated to reflect the renaming of East Market to East Greensboro Now.

Moved by Councilmember Abuzuaiter, seconded by Councilmember Wilkins to move the item for Council consideration on the December 20th City Council agenda. The motion carried by voice vote.

Councilmember Fox recognized City Manager Westmoreland to provide an update on the Guilford County Economic Development Alliance (GCEDA).

City Manager Westmoreland provided the Marketing Blueprint for Guilford County paper presentation; spoke to a countywide focus; to common threads; manufacturing; stated the aviation sector was ready for takeoff; referenced the Mega sites; furniture market; and an emerging Downtown. City Manager Westmoreland outlined optimal

targets for Guilford County; the industry groups as the core target area; highlighted a joint and strategic approach; a focused approach to attract national and overseas companies; mapped out partnership relationships; spoke to identifying measures for inquiries; qualified leads; and recognized the GCEDA for the receipt of the Excellence in Economic Development Award.

Councilmember Wilkins inquired about receiving a copy of the full presentation; and about the funding for the consultant that provided the presentation information.

City Manager Westmoreland spoke to qualified resources; confirmed a full presentation would be provided to the committee; stated the GCEDA paid for the consultant; spoke to stakeholder investments; to a combined plan; a continuation of plans that the committee had begun; and a focus to drive towards implementation.

Councilmember Fox requested Deputy City Clerk Angela Lord to poll the committee members for the next committee meeting to take place in the new year; spoke to future potential discussion on infill; requested staff to research the Cone Boulevard area and corridors entering the City; and commended Russ Clegg from the Planning Department for work he had done for the committee.

(A copy of the handouts and PowerPoint Presentations are filed in Exhibit Drawer Y, Exhibit No.3 which is hereby referred to and made a part of these minutes.)

**5. Adjournment**

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

THE ECONOMIC DEVELOPMENT COMMITTEE ADJOURNED AT 6:15 P.M.

ANGELA R. LORD  
DEPUTY CITY CLERK

JAMAL FOX  
CHAIRPERSON