



# City of Greensboro

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

## Meeting Minutes - Final Economic Development Committee

Thursday, November 5, 2015

2:00 PM

Plaza Level Conference Room

### 1. Call To Order

This Economic Development Committee meeting of the City of Greensboro was called to order at 2:00 p.m. on the above date in the Plaza Level Conference Room of the Melvin Municipal Office Building with the following members present: Councilmember and Chairman Jamal Fox, Councilmember's Marikay Abuzuaiter, Mike Barber, Nancy Hoffmann, and Tony Wilkins.

Also present were City Manager Jim Westmoreland, City Attorney Tom Carruthers, Councilmember Justin Outling, and Deputy City Clerk Angela R. Lord.

### 2. Approval of Draft Minutes

[ID 15-0878](#) Motion to Approve the Economic Development Committee Meeting Minutes of September 16, 2015

Moved by Councilmember Hoffmann, seconded by Councilmember Wilkins to approve the September 16, 2015 minutes of the Economic Development Committee meeting. The motion carried by voice vote.

### 3. Presentations and Updates

a. [ID 15-0952](#) Piedmont Triad Partnership Activities Update - Stan Kelly/Penny Whiteheart

City Manager Westmoreland recognized President and CEO Stan Kelly and Managing Director Penny Whiteheart of the Piedmont Triad Partnership (PTP) to provide an update on local economy focuses; and referenced partnering on the Greensboro-Randolph MegaSite (MegaSite).

Mr. Kelly provided a brochure to committee members which outlined the PTP's mission and vision on economic growth; spoke to the organization partnering for economic development; good leadership; a focus on execution of projects; voiced appreciation for public services; referenced the legislative session; spoke to an economic development platform; advocating for the regions; claiming success and building on the momentum; increase of the Triad population and jobs over the next thirty years; referenced the colleges and universities in the area; spoke to presenting the Triad as a positive place to live; development at the airport; and to connectivity for the MegaSite.

Councilmember Wilkins asked if PTP was broader than the Guilford County Economic Development Alliance; voiced concern with another overlap; and asked if Mr. Kelly had concerns with an overlap.

Mr. Kelly spoke to representation on the behalf of the region; collaborative efforts with Brent Christensen of the Greensboro Partnership; specific items relative to the region; and to a team effort.

Ms. Whiteheart spoke to an economic system being larger than one county.

Councilmember Hoffmann spoke to an impressive board.

Discussion took place regarding the Board of Directors for PTP.

Councilmember Fox spoke to four key areas for the PTP; asked if the Chatham-Silver City Site and the MegaSite

projects were off the table, what would be their focus.

Mr. Kelly responded PTP would look for additional projects; spoke to advocating; fulfilling various roles; transformative projects; and execution of projects.

**b. [ID 15-0953](#) Economic Development Incentive Guideline Review Update - Kathi Dubel, EDDBS**

City Manager Westmoreland spoke to a follow up for Economic Development guidelines that were discussed at the previous meeting; and recognized Economic Development and Business Support Coordinator Reggie Delahanty to present the item.

Mr. Delahanty made a PowerPoint Presentation (PPP); referenced a handout provided to the committee; spoke to incentive policies in North Carolina; stated information had been received from the University of North Carolina at Chapel Hill School of Government; spoke to tools used throughout the state; and formal incentive policies.

Councilmember Wilkins inquired if Raleigh had guidelines; voiced guidelines would ensure everyone was treated the same; asked about the 8 and 80 participator; and marketing incentives nationally.

City Manager Westmoreland responded there had not been any request for the 8 and 80 incentive; stated marketing would be handled through different venues; and spoke to the need for direct communications.

Councilmember Fox asked if the discussion could be tabled until the next item; and requested staff to organize a planning meeting with Guilford County in order to align the guidelines for consistency.

Mr. Delahanty stated that Raleigh handled incentives on a case by case basis; continued the PPP; spoke to adopting formal incentives; stated Greensboro, High Point, and Guilford County had guidelines; spoke to the economic incentives policy structure; the impact zone; covered guideline comparisons; focused on job based incentives; highlighted targeted zone enhancements; and spoke to incentive qualifiers.

**c. [ID 15-0954](#) City of Greensboro Economic Development Strategic Action Plan Draft Overview - Jim Westmoreland**

City Manager Westmoreland stated Councilmember Fox had challenged staff to develop an economic development strategic action plan which was in draft form; made a PowerPoint Presentation (PPP); spoke to advanced economic development; visiting key businesses; and outlined a vision statement.

Councilmember Barber entered the meeting at 2:38 p.m.

City Manager Westmoreland spoke to a focus on partnerships; the mission statement; creating jobs; outlined strategies; spoke to focused support to new and existing businesses; providing development services; reviewing incentive programs; driving new investment; a proposed re-establishment of a partnership with the Chamber of Commerce; annual investments with partners; establishment of the Guilford County Economic Development Alliance; marketing on a regional and national level; and enhancement of current programs.

Councilmember Wilkins requested that new items to be highlighted moving forward with the presentation.

City Manager Westmoreland spoke to capturing and implementing current programs; continued the PPP; spoke to a website to highlight Economic Development needs; site selection consultants; a new impact zone program; a focus on Workforce Development; recognized Carl Robinson and Lillian Plummer in attendance; and spoke to being responsive to solve workforce development concerns.

Councilmember Barber voiced the plan was promising and comprehensive; inquired about the next steps; spoke to implementation of the plan; asked for a timeline; for specific goals; voiced concerns with the lack of urgency to address problems; referenced the skateboard park project; and stated the need for an implementation plan to be in place by January 1st.

City Manager Westmoreland responded by outlining the kickoff of the program; highlighted plans already in

motion; spoke to using the plan to be more focused on implementation; and to the goals of where the City wanted to be in five years.

Discussion took place regarding changing the culture; the drive of the City team; accomplishing goals; the positive aspect of having a plan and strategy; partnering with the private sector; having the best interest of the City in mind; the lack of follow up in some departments; a negative impact on citizens; and other municipalities that implemented a citizen review process for customer service.

City Manager Westmoreland continued the PPP; spoke to a focus on innovative ideas and partnerships; and the development of a feasibility study for new intermodal rail yard/corporate park in Greensboro.

Discussion continued regarding the SC2 program; timelines on programs for return on investments; funding costs of the program; leveraging assets; responsible parties; possible partnerships; and the status of an employee working with the program.

Councilmember Wilkins stated he would like to know if the employee was still with the City; about implementation of the one of the six programs the City invested in; and spoke to taxpayer investments.

City Manager Westmoreland highlighted M/WBE staff support; continued the PPP; spoke to the development of a minority business accelerator program; quality of life support amenities; streetscaping plans; the expansion of Bryan Park district; and to the Economic Development and Business Support team.

Councilmember Barber spoke to the handicapped community; identity marketing; and to changing the name of his organization.

The committee members discussed the previous item with PTP; submitting feedback; the value in the shaping of the plan; driving the plan throughout the organization; meeting with developers; and positive feedback.

Councilmember Fox spoke to creation of a communication system for Councilmembers to submit feedback to staff; requested staff to condense the plan into five buckets, jobs, marketing and branding, workforce, innovation, and quality of life; the addition of the Greensboro Youth Council and the College Commission; spoke to the mission and vision of the plan; inclusion of job creation; requested staff develop the implementation and monitoring aspects; voiced the plan was a starting point for Council and the community; and spoke to instilling hope into the community.

Ms. Plummer thanked Councilmembers Fox and Wilkins for attending a Workforce Development event; spoke to the next steps; Restoration Academy; and integrating offenders into the community.

Mr. Robinson spoke to obstacles; liability insurance; a House Bill from 2013; and voiced the need to support the bill.

Mac Sims of East Greensboro Market Street spoke to the group's excitement for 2016; stated they were moving forward; spoke to understanding accountability; the name change for the organization; branding and marketing the group; community impact; revision of the mission statement and logo; and to a strong economic plan.

City Attorney Carruthers explained state law regulations; stated incentives presented mirrored state laws; spoke to being job and investment based; a recently adopted economic plan; the City's consideration of investments in infrastructure; borrowing money based on future revenues; asset ownership; providing collateral; justification on borrowing and paying direct incentives; and to projects that did not fit under case or state law.

Discussion ensued regarding economic zones; requirements to own assets; and economically impacted areas of the City.

City Manager Westmoreland spoke to the use of tools as a basis for growth; the types of development; and to developers wanting help through cash incentives.

d. [ID 15-0955](#) Summary of Follow-Up Actions - Chairperson Fox

There were no discussions on follow-up actions.

**4. Committee Discussion**

a. Next Meeting - Set Date

There were no discussions on the scheduling of the next Economic Development Committee meeting.

**5. Adjournment**

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

THE ECONOMIC DEVELOPMENT COMMITTEE ADJOURNED AT 3:30 P.M.

ANGELA R. LORD  
DEPUTY CITY CLERK

JAMAL FOX  
CHAIR