

DRAFT
MINUTES OF THE EAST GREENSBORO STUDY COMMITTEE
OF THE
CITY OF GREENSBORO, NORTH CAROLINA

COMMITTEE MEETING

22 AUGUST 2014

The East Greensboro Study Committee of the City of Greensboro met 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: Councilmember and Chairperson Sharon Hightower; Mayor Nancy Vaughan; and Councilmember Jamal Fox.

Absent: Mayor Pro-Tem Yvonne Johnson.

Also attending: Assistant City Manager David Parrish; Interim City Attorney Tom Carruthers; and Acting Deputy City Clerk Angela Lord.

Staff directives are in bold.

Chairperson Hightower called the meeting to order at 3:40 p.m.; acknowledged the absence of a couple of committee members and bypassed the approval of minutes until additional members arrived.

Focus Group Update

Assistant City Manager David Parrish provided an update on the formation of the East Greensboro Focus Groups; stated staff was working on a plan of action; referenced a graph showing a plan for hosting groups; spoke to trained facilitators, Gwen Torain and Teresa Lockamy leading the process; people identified to be a part of the Focus Group; and looking into locations to host groups.

Chairperson Hightower spoke to the foundation of setting up the Focus Groups; and splitting groups into categories.

Assistant City Manager Parrish continued by identifying the plan for 7 to 10 focus groups (realtors, youth, development leaders, neighborhood leaders, faith leaders, key business leaders, and young professionals); stated the potential list of participants would be emailed to committee members for input; spoke to identifying East Greensboro with maps; the Strengths, Opportunities, Aspirations and Results (SOAR) process; organization of groups by interest; managing group size; and plans to begin hosting meetings in September.

Discussion ensued regarding time of meetings for Focus Groups; defining roadways and getting a different perception for defining East Greensboro.

Councilmember Fox entered the meeting at 3:48 P.M.

The Committee discussed expanding the list for Focus Groups; incorporating people interested in economic development; being intentional to keep groups together by interest; Economic Development being framed around East Greensboro; soliciting individuals for Focus Groups; the list of potential participants from the Neighborhood Development Department; and including people from neighborhood associations.

Assistant City Manager Parrish spoke to the slow start of the Focus Groups due to summer schedules; locations and logistical issues; the need for Committee members to contribute names; a test meeting with the Committee members; SOAR being a strategic plan; the changing of borders and effecting boundaries; making the data attractive and user friendly; and the color graphics being ‘cool’.

Discussion continued regarding a Ride Along on Thursday, August 28th 1:00 p.m. – 4:00 p.m.; a farewell to Police Chief Miller on the 28th; drawing out what East Greensboro looked like; the purpose of the Focus Groups; properties in east Guilford County; scheduling a meeting for a test session; Focus Group categories; and not having all minorities in the focus groups.

M/WBE Update

Assistant City Manager Parrish spoke to the hiring of Gwen Carter for the M/WBE Office; the advertising for additional staff; the need for outreach with community and the Council; a proposed presentation from Ms. Carter at a September Council meeting; and in-house training.

Councilmember Fox spoke to conversations with elected school board members; and requested Assistant City Manager Parrish **to set a meeting with the School Board members, Commissioners and High Point Interim Assistant City Manager Bob Morgan to work together with a M/WBE process.**

East Greensboro Study

Chairperson Hightower spoke to the East Greensboro Study only identifying District 2; utilizing staff to identify areas of District 1 that should be incorporated; identifying assets; asking focus groups to identify underdeveloped areas; the Partnership being a part of a study; and filling in the gaps.

Mayor Vaughan spoke to developers not being knowledgeable of City owned land; the development and organized growth of East Greensboro; and Department of Transportation funding.

Councilmember Fox spoke to his position on the East Greensboro Study; transforming East Greensboro; and stated Bob Mays had been asked to present information.

Bob Mays spoke to his work on the East Greensboro Study; the attempt to include District 1; balancing infill and new site development; to interchanges in Greensboro; creating opportunities, jobs and increasing household income; multipurpose development; length of time for permission to do study and time to revisit; stated he served on the Solid Waste Task Force; the importance in ensuring the landfill remained closed; areas included in the study; high impact zone; and showed the committee maps of areas referenced in the presentation.

Approval of Draft Minutes – 4/22/14

Chairperson Hightower asked for a motion to approve the minutes from April 22, 2014. Motion made by Mayor Vaughan, seconded by Councilmember Fox, to adopt the draft meeting minutes from April 22, 2014. Motion carried by voice vote.

Chairperson Hightower asked attendees to sign up for Focus Groups by seeing Acting Deputy City Clerk, Angie Lord, after the meeting.

The following showed interest in participating in the Focus Groups:

Aaron Harris - 336-209-2314 - aajharris@traid.rr.com – interest in youth/business group

Elmer L. Chishelm – 336-587-6226 – E.L.Chishelm@BWCCConsulting.com – interest in Economic Development and M/WBE

Wilson Lester – 404-520-2660 – Wilson.lester@jccoud.com

Gerry McCants – 301 N. Elm Street, Ste 268, GSO, 27401 – Gerry@blackpagesUSA.com

Public Comment

Linda Vaughn, a realtor spoke to East Greensboro boundaries; her knowledge of the area; identifying the strengths and distressed areas of the neighborhood; location to Government facilities; low cost opportunities; vacant or condemned properties; campaigning to block out the blight; curb appeal and value; and a campaign to “Bring Back Bimbo”.

Chairperson Hightower voiced the need to think outside the box.

Aaron Harris, Southeast Guilford Community Association spoke to getting updates on East Greensboro projects.

Discussion ensued regarding concerns about a business in the Martin Luther King area; areas needing revitalization; people working without permits; and code enforcement.

Jerry McCants inquired about the next Committee meeting; and thanked Council and Staff on the M/WBE hire.

Assistant City Manager Parrish spoke to scheduling the next East Greensboro Study Committee meeting after the Committee has had a test meeting with the Focus Group facilitators.

Adjournment

Motion by Councilmember Fox, seconded by Mayor Vaughan, to adjourn. Motion carried by voice vote.

The meeting adjourned at 4:48 p.m.

ANGELA LORD
ACTING DEPUTY CITY CLERK