



# City of Greensboro

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

## Meeting Minutes - Draft Economic Development Committee

Tuesday, January 26, 2016

10:00 AM

Plaza Level Conference Room

### 1. Call To Order

This Economic Development Committee meeting of the City of Greensboro was called to order at 10:19 a.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 Jamal Fox, Councilmember Marikay Abuzuaite, Councilmember Mike Barber, and Councilmember Tony Wilkins.

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

### 2. Approval of Draft Minutes

[ID 16-0056](#) Motion to Approve the Economic Development Committee Meeting  
Minutes of November 5, 2015

Moved by Councilmember Abuzuaite, seconded by Councilmember Barber to approved the Economic Development Committee meeting minutes of November 5, 2015. The motion carried by voice vote.

### 3. Presentations and Updates

a. [ID 16-0057](#) Piedmont Triad Airport Authority Update - Kevin Baker, Executive  
Director, PTIA

City Manager Westmoreland thanked Piedmont Triad Airport (PTI) representatives; and recognized Executive Director Kevin Baker and Chairman Steve Showfety to speak to the item.

Mr. Showfety made a PowerPoint Presentation (PPP); offered a brief update on airport operations; provided a history of the item; outlined the makeup of the board; stated municipalities did not contribute any tax dollars to the operational budget; provided information on the number of daily departures, gates and cargo areas; spoke to the number of passengers served; the two primary missions of the airport; and deferred to Mr. Baker to continue the presentation.

Mr. Baker referenced previous updates; spoke to the efforts for State and Federal funding; continued the PPP; spoke to a laser focus on mission; economic benefits of the airport; investment in the airport; the birthplace of aviation; current progress and what's next; outlined average salaries; the average household income in Guilford county; spoke to the number of PTI employees; the State payroll tax; and the aviation investment by the State of North Carolina. Mr. Baker spoke to ticket and user fees; airport employees that live in Guilford County and the City of Greensboro; property taxes; revenue for the community; spacing concerns; provided images of the airport and surrounding highway constructions; spoke to long range planning; highlighted the taxiway construction; spoke to the size of property involved; surface transportation; access for Rockingham County; and referenced discussions when Downtown Greensboro, Inc. President and CEO and former Councilmember Zack Matheny chaired the ED Committee.

Discussion took place regarding commercial flight marketing and budgets; the Fly East campaign; competitive airline rates; passenger studies; upcoming improvements to concessions; the placement of billboard ads; fuel cost; early booking; the airlines closing down hub stations; geographical benefits; and the potential effect to the golf course.

Councilmember Wilkins requested Mr. Baker provide information on the number of people that fly into PTI for the furniture market; and for information on property tax.

Councilmember Fox requested Council support to move forward with investing the \$ 2.5 million; and requested Councilmember Wilkins to reach out to High Point and Guilford County for funding, Councilmember Barber to reach out to Winston Salem and Forsyth County for funding, and Councilmember Abuzuaiter to organize a meeting with everyone.

Councilmember Barber requested staff to provide speaking points for the meetings.

City Manager Westmoreland spoke to the development of a resolution for the February 2nd meeting of Council; and to presenting a strong Council action to other municipalities.

Discussion continued regarding waiting on additional funding partners before taking action; the length of time the item had been in the works; how the funds would be used by the airport; the Economic Development Bond; leveraging local dollars; grants; and federal and state funding.

Councilmember Barber requested staff to include funding amounts being requested from other municipalities in the talking points; and spoke to reaching out to local townships for partnership opportunities.

Councilmember Abuzuaiter suggested inclusion of the Economic Development Alliance.

Councilmember Wilkins requested clarification on the use of the ED Bonding funds outside the City limits.

City Attorney Carruthers confirmed; and referenced language in the resolution.

Mr. Matheny spoke to the history of the item; referenced the number of jobs at airport; the number of employees that lived within Guilford County and the City of Greensboro; spoke to previous meetings with other municipalities; stated the item was Greensboro's MegaSite; suggested the committee move forward to stimulate interest from other municipalities; and offered additional assistance on the project.

Discussion ensued regarding the resolution; regional conversations; continuing the project Mr. Matheny had begun; the momentum of the project; and the placement of the item on the February 2nd City Council agenda.

Moved by Councilmember Barber, seconded by Councilmember Abuzuaiter for staff to draft talking points; for the committee to reach out to municipalities; and to place the item on the February 2nd City Council agenda. The motion carried by voice vote with Councilmember Wilkins voting 'no'.

(A copy of the handout and PowerPoint Presentation is filed in Exhibit Drawer \_\_\_\_, Exhibit No. \_\_\_\_ which is hereby referred to and made a part of these minutes)

**b. [ID 16-0058](#) Greensboro-Randolph Megasite Update - Bonnie Renfro, President, Randolph County, EDC; Brent Christensen, President and CEO, Greensboro Partnership**

Economic Development Corporation President Bonnie Renfro recognized The Greensboro Partnership (the Partnership) Brent Christensen and Lorren Hill of the High Point Economic Development Corporation; spoke to a smooth partnership; water and sewer extensions; made a PowerPoint Presentation ( PPP); spoke to connectivity; location benefits; outlined leverage assets; surface and air transportation; low cost utilities; spoke to a business friendly State and community; outlined a regional partnership; spoke to site acquisition; and development priority. Ms. Renfro provided a listing of committed partners; spoke to the total net employment increase over a twelve year period; transforming the economy; targeting car manufactures; revenues that would be generated; provided an image and overview of the site; outlined the transportation accesses for road, rail and ports; stated approximately 1450 acres had been or were being been purchased; spoke to the railroad commitment; vetting process; site evaluation; a national site consultant assessment; site certification; and the marketing plan.

Mr. Christensen continued the PPP; stated the site was not just for the automotive industry; spoke to job creation;

Duke Energy power lines; a development for a large user; training facilities; testing perimeter; outlined the vision for the MegaSite; spoke to the location selection; the number of property owners involved; key transportation; property status; utility service commitments; stated the NCDOT roadway improvement planning was underway; spoke to the allure of the project; site certification process; marketing strategies; and stated the website had been completed.

Ms. Renfro referenced a meeting in Randolph County that evening; stated citizens could share comments on the website; spoke to the project activity; interest on the State level; and to the value of the first high impact project program.

Discussion took place regarding shared property tax incomes; the revenue stream; construction of water and sewer lines; and right of way acquisitions.

Joseph M. Bryan Foundation President, Jim Melvin spoke to the amount of water and sewer being provided; and growth of Greensboro southern Guilford County.

Ms. Renfro stated the environmental assessments were located on the website; spoke to easy access of information; commended City staff; and stated Greensboro had set the mark high for others to follow.

Mr. Melvin spoke to jobs lost over a 15 year period; regionally challenges; real estate; the partnership between Greensboro and Randolph County; a positive project; stated North Carolina did not have an automotive plant because a site had not been made available; and thanked staff for all their work on the project.

(A copy of the PowerPoint Presentation is filed in Exhibit Drawer \_\_\_, Exhibit No. \_\_\_ which is hereby referred to and made a part of these minutes)

d. [ID 16-0060](#) Aviation Triad (marketing initiative) Year 3 Funding Request - Larry Audas, General Manager, WFMY News 2; Eric Hungate, Multimedia Sales Manager, WFMY News 2

City Manager Westmoreland spoke to the partnership with WFMY News 2; a marketing initiative for aviation in Greensboro; and recognized General Manager Larry Audas to speak to the item.

Mr. Audas provided a brief summary of the project; outlined objectives; spoke to connectivity; promotion of the project; and project partners.

Councilmember Barber left the meeting at 11:38 a.m.

Mr. Audas made a PowerPoint Presentation (PPP); spoke to the targeted areas; mentioned the focus on a military aspect; spoke to marketing partners; foundational support; investment cost of WFMY; digital marketing; a video branding campaign; and recognized Multimedia Sales Manager Eric Hungate.

Mr. Hungate spoke to the partnerships; continued the PPP; spoke to the importance of the item to WFMY; outlined investments; spoke to high profile ad segments; shared commercial video clips; provided the project website as <http://www.aviationatriad.com/> ; highlighted the digital stats; spoke to web site visitors from other states and countries abroad; an extended reach network; regional and behavioral targets; and recognized Director of Sales, Dan Scutari to continue the presentation.

Mr. Scutari continued the PPP; spoke to target ads for the military; provided ad examples; spoke to job inquires; outlined to the next steps for 2016; provided positive partner feedback; commented on the global recognition; spoke to a nomination for the Regional Innovation award; and to the benefits for the city.

Discussion took place regarding private partners; investment of other media outlets; the duration of the project; and the uniqueness of the project.

Moved by Councilmember Abuzuaiter, seconded by Councilmember Wilkins to have the item placed on the February 2nd City Council agenda. The motion carried by voice vote.

Councilmember Fox requested staff to provide a comparison report of outside partners.

Councilmember Wilkins requested staff to include options for additional packages to be presented to Council.

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

c. [ID 16-0059](#) Guilford County Economic Development Alliance Update - Jim Westmoreland

City Manager Westmoreland distributed an Economic Development Alliance (the Alliance) agenda for the January 28th meeting; stated it would be the second meeting for the group; spoke to the organizational meeting; recognized Mr. Hill and Mr. Christensen for their participation; outlined the expectations of the Alliance; spoke to assistance with developments; updating plans; the appointments to be made for the Business Advisory Council; clarified the open meetings would be held on the fourth Thursday of each month at 8:30 a.m.; spoke to location information; and potential closed sessions.

Councilmember Wilkins inquired as to the length of the meetings.

Mr. Christensen responded that the meetings were expected to be approximately two hours.

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

#### **4. Committee Discussion**

a. [ID 16-0061](#) ED Report Ideas Discussion - Chairman Fox

Councilmember Fox spoke to the expiration of the ED Bond; and to defining ideas for key investments.

Discussion to place regarding allocation of funds for the airport and Revolution Mills; the balance on the bond; involvement of the East Greensboro Study Committee; and bond usage for site development purposes.

Councilmember Fox staff to coordinate a strategic plan including the East Greensboro Study Committee and focusing on five key areas (Cone Boulevard/US 29, East Gate City Boulevard, South Elm Eugene, Downtown, and PTI Airport); provide an ED reporting mechanism using the Partnership model for citizens.

Councilmember Wilkins requested a brief presentation on the Hotel/Motel Tax.

#### **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 12:07 P.M.

ANGELA R. LORD  
DEPUTY CITY CLERK

JAMAL FOX  
CHAIRPERSON