



City of Greensboro

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

Meeting Minutes - Draft City Council Work Session

Tuesday, March 16, 2021

3:30 PM

VIRTUAL

I. Call To Order

This virtual City Council work session of the City of Greensboro was called to order at 3:30 p.m. on the above date.

Mayor Vaughan took a roll call to confirm Councilmembers in attendance. The following members were present:

Mayor Nancy Vaughan, Mayor Pro-Tem Yvonne Johnson, Councilmembers Marikay Abuzuaite, Sharon Hightower, Nancy Hoffmann, Michelle Kennedy, Justin Outling, Tammi Thurm, and Goldie Wells.

Also present were City Manager David Parrish, City Attorney Chuck Watts and Assistant City Clerk, Victoria L. Howell.

II. Presentations

1. [ID 21-0230](#) Wayfinding Update

Transportation Director, Hanna Cockburn made a PowerPoint Presentation (PPP); spoke to the Wayfinding master plan; to the downtown streetscape master plan; to citywide focus; to future locations; to the vision, the design, concepts, drawings, and estimates; to the implementation phases; to signage framework; to the focus on simple, flexible, and legible signs; to color palettes; and to the next steps of implementation.

Discussion took place regarding time frame; estimated cost; 300 identified community-wide locations for signs; restructure of existing signs; signage lighting; and construction plan.

Mayor Pro-Tem Johnson requested staff to research recognition signage for high employment business.

Mayor Vaughan requested staff to provide an implementation timeline; and associated cost.

2. [ID 21-0231](#) Closed Session

Moved by Councilmember Abuzuaite, seconded by Mayor Pro-Tem Johnson, to adjourn to closed session to discuss matters relating to the location or expansion of industries or other businesses in the Greensboro area, including an agreement on a tentative list of economic development incentives that may be offered.

Ayes: Mayor Nancy Vaughan, Mayor Pro-Tem Johnson, Councilmembers Marikay Abuzuaite, Sharon Hightower, Nancy Hoffmann, Michelle Kennedy, Tammi Thurm, and Goldie Wells.

Councilmember Outling requested to be recused due to a conflict of interest.

Moved by Councilmember Thurm, seconded by Mayor Pro-Tem Johnson, to excuse Councilmember Outling from voting on the item due to a conflict of interest. The motion carried by the following roll call vote:

Ayes: Mayor Nancy Vaughan, Mayor Pro-Tem Johnson, Councilmembers Marikay Abuzuaite, Sharon Hightower, Nancy Hoffmann, Michelle Kennedy, Tammi Thurm, and Goldie Wells.

Excused: Councilmember Outling.

Council recessed to closed session at 4:03 p.m.

Council reconvened into open session at 4:59 p.m. with all members in attendance except for Councilmember Outling.

III. Adjournment

Moved by Councilmember Thurm, seconded by Councilmember Abuzuaiter, to adjourn the meeting. The motion carried by affirmation. 8-0

THE CITY COUNCIL ADJOURNED AT 4:59 P.M.

VICTORIA L. HOWELL
ASSISTANT CITY CLERK

NANCY VAUGHAN
MAYOR