



City of Greensboro

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

Meeting Minutes - Final City Council Work Session

Tuesday, April 28, 2015

3:00 PM

Plaza Level Conference Room

1. Call To Order

This City Council work session of the City of Greensboro was called to order at 3:00 p.m. on the above date in the Plaza Level Conference Room of the Melvin Municipal Office Building with the following members present: Mayor Nancy Vaughan, Councilmembers Marikay Abuzuaiter, Mike Barber, Jamal Fox, Sharon Hightower, Nancy Hoffmann, Yvonne J. Johnson, Zack Matheny and Tony Wilkins.

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

Taking the prerogative of the Chair, Mayor Vaughan switched the order of presentations.

2. Presentations

2. [ID 15-0381](#) DGI Update and Fiscal Year 15-16 Budget Request

City Manager Westmoreland spoke to the request by Council for an update by Downtown Greensboro, Inc. (DGI); recognized DGI members Interim President and Chief Executive Officer (CEO) Cyndy Hayworth; and Dawn Chaney; and deferred to Ms. Hayworth for a presentation.

Ms. Hayworth recognized Sherrie Simpson in the audience; distributed the FY 2015-16 budget information; provided the history of DGI; made a PowerPoint Presentation; and outlined the use of the Business Improvement District (BID) funds.

Councilmember Wilkins asked if there had been any competition when the contract was awarded; and asked for confirmation that DGI had been the only entity to request the use of the funds.

City Attorney Carruthers responded there had not; spoke to the Legal Department reviewing the 2004 contract; to additional property taxes; and stated he was not aware of any other entities requesting the BID funds.

Ms. Hayworth spoke to accomplishments; highlighted the Cascade Salon; referenced the National Folk Festival; spoke to showcasing Downtown; the North Carolina Folk Festival in 2018; highlighted First Fridays; the Union Square development; spoke to a neglected area; potential for retail and housing; and to developed guidelines. Ms. Hayworth stated DGI projects could be classified as Economic Development; spoke to client confidentiality; outlined DGI projects along Elm Street; spoke to potential projects; marketing and branding efforts; resumes received for the CEO position; and voiced DGI should be involved in all Downtown projects.

Councilmember Fox inquired about the number of applicants for the position.

Ms. Hayworth stated ten resumes had been received; spoke to funds allocated from the BID tax; City grant funds; Downtown projects; the annual fund drive; and highlighted the explanation of charges.

Discussion took place regarding \$100,000 restricted funds; the City releasing the funds; and the funds being counted as revenue.

Budget and Evaluation Direction, Larry Davis spoke to funds allocated last year; clarified DGI's request to reallocate the funds; and spoke to Council approval for reallocation of funds.

Mayor Vaughan asked for clarification on funds listed in the Economic Development column; about the reallocation of restricted funds; and referenced the draft budget.

Discussion ensued regarding the exclusion of the restricted funds from the DGI budget; how funding had been spent last year; and DGI working in conjunction with future projects.

Ms. Hayworth spoke to being included on projects; stated businesses often contacted the Economic Development Department instead of DGI; referenced personnel expenses; outlined percentages of staff time and dollars allocated to projects; and spoke to audits.

Discussion took place regarding actual dollars spent on Economic Development; allocating money to certain projects; and salaries being allocated to projects.

Councilmember Abuzuaiter stated all BID tax was covering salaries; asked how DGI could justify that; and for something tangible that businesses would say DGI had helped with.

Ms. Hayworth spoke to DGI being instrumental in secure funds from the State.

Discussion continued regarding lobbying for state funds; collaborating with other entities; outdated online and social media information; the DGI contract advertising; and time involved in projects.

Dawn Chaney spoke to being proud of Downtown; referenced conversations regarding jobs; spoke to the food service industries; and to 300 entry level jobs. Ms. Chaney continued by speaking to DGI's budget; grants; board members involvement with Downtown; recruiting new business; return on tax base; and collaboration between City Staff, Council and business owners.

Discussion ensued regarding inclusion of the Comer project; tying DGI to the new jobs; participation in First Friday; funds generated by BID tax; Clean and Green; and park funds being process through Action Greensboro.

Mayor Vaughan requested staff to verify BID revenue and sales tax; to provide information on funding for Clean and Green; the park, DGI; reserved funds; and inquired about the streetscape project.

Ms. Hayworth spoke to branding and marketing; stated the streetscape plan was ready to be signed; and that the project had not been included in the current budget.

Discussion took place regarding rent; parking; Self Help; salary severance; standard audit practices; and additional police funding.

Councilmember Hightower requested staff verify information for the Greensboro Police Department Downtown Control Group.

A copy of the Handout and PowerPoint Presentation is filed in Exhibit Drawer X, Exhibit No.10 which is hereby referred to and made a part of these minutes.

1. [ID 15-0358](#) Outside Agency Fundings Process

Councilmember Wilkins referenced the debt service; and spoke to equal representation.

Mayor Vaughan spoke to the use of BID funds to leverage bonds; and requested staff to calculate and research bonds that could be financed.

City Manager Westmoreland spoke to an update on outside funding; the existing process; review of outside agencies; available resources; the City's grant and loan business; and to appointment of committee members.

Assistant City Manager Vigue made a PowerPoint Presentation; provided a brief history; spoke to funding sources; and to the Economic Development fund.

Mayor Vaughan inquired about encumbered funds.

Assistant City Manager Vigue continued by highlighting the FY 2015-16 Budget development; spoke to commitments; provided funding requests; outlined the next steps; and spoke to comparing other municipalities for improving the current process.

Mayor Vaughan asked if non-profits submitted audits; referenced the cost involved with audits; and inquired about how the City tracked in-kind funds.

Assistant City Manager Vigue spoke to losing the Jaycees; the Internal Audit Department managing audits; compliance review; stated the City did not release funds until audits had been verified; and spoke to kind-in funding.

City Manager Westmoreland spoke to allocation of funds by other cities; and referenced business audits.

Councilmember Wilkins asked if the in kind information could be provided to Council.

Assistant City Manager Vigue continued with the fixed allocations process; referenced a Community Partner Board; outlined responsibilities of the board; highlighted the process for proposed agency requests; spoke to future funding being based on availability; appointments made by Council; and to the formality of the board.

City Manager Westmoreland spoke to a higher level of accountability; and to a reporting process.

Mayor Vaughan referenced a previous board; spoke to doing things differently; stronger deadlines; referenced nonprofits that did not follow the process; and to a requirement for yearly requests.

Discussion took place regarding coordination between the board and the Audit Committee; the Internal Audit Department; annual events; large scale projects; Council appropriating Economic Development funds; allocation for capital projects; participatory funds; placing a cap on available funding; and the City saving money.

Mike Barber left the meeting at 4:05 p.m. and returned at 4:19 p.m.

Mayor Pro-Tem Johnson left the meeting at 4:06 p.m. and returned at 4:09 p.m.

City Manager Westmoreland stated the budget process was based on Council directives; spoke to the implementation of the process; setting a benchmark for available funding; to the increase or reduction of funding; looking ahead to allocation of the second year budget; and staff providing recommendations to Council.

Discussion continued regarding DGI funding; diverting funds; receiving more requests than available funds; creating an open process; Council endorsement; making appointments at May meetings; and to the appeals process.

Assistant City Manager Vigue spoke to the next steps; and bringing the item to a Council meeting for approval.

Council discussed requirements of board members; Boards and Commissions challenges; Council appointing competent members; and the number of board members from each district.

A copy of the PowerPoint Presentation is filed in Exhibit Drawer X, Exhibit No.10, which is hereby referred to and made a part of these minutes.

3. [ID 15-0359](#) Capital Improvements Program (CIP)

City Manager Westmoreland spoke to the Capital Improvements Program (CIP) for FY 2016-2025; and recognized Budget and Evaluation Director Larry Davis to make a presentation.

Mr. Davis made a PowerPoint Presentation; provided a CIP summary; a recent referenda status update; and spoke to unissued bond projects.

Discussion took place regarding the importance of bond distributions.

Mr. Davis continued by referencing water infrastructure; cluster strategies; Economic Development in East Greensboro and the airport; highlighted the debt issue schedule; spoke to creating debt service increases; the City's borrowing practices; future budget conversations; highlighted identification of funding for additional capital needs; spoke to maintenance; street resurfacing; bridge repairs; available bond funding; and outlined future CIP projects.

City Manager Westmoreland stated Council priorities had been followed with regards to the CIP.

Councilmember Fox asked about the Summit Avenue streetscape project; and requested the project to be accelerated.

Transportation Director, Adam Fischer spoke to improvements north of Cone Boulevard; and to growth anticipation.

Assistant City Manager Parrish voiced the commitment of staff to advance.

Mayor Vaughan requested to see something concrete.

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Councilmember Abuzuaiter announced the pre-opening ceremony for the Family Justice Center on Thursday at 1 p.m.

Councilmember Wilkins referenced an article in the News and Record regarding Greensboro hunger issues; and requested an item to be scheduled at a future work session.

Discussion took place regarding the survey; a meeting at the Civil Rights Museum; the backpacks for kids program; zoning for Urban Gardens; and funding for food product.

3. Adjournment

Moved by Mayor Pro-Tem Johnson, seconded by Councilmember Fox, to adjourn the meeting. The motion carried by voice vote.

THE WORK SESSION ADJOURNED AT 4:31 P.M.

ANGELA R. LORD
DEPUTY CITY CLERK

NANCY VAUGHAN
MAYOR