



City of Greensboro

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

Meeting Minutes - Final City Council Work Session

Thursday, July 16, 2015

12:00 PM

Plaza Level Conference Room

1. Call To Order

This City Council Work Session of the City of Greensboro was called to order at 12:05 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, Mayor Pro-Tem Yvonne J. Johnson, Councilmembers Marikay Abuzaiter, Jamal Fox, Sharon Hightower, Nancy Hoffmann and Tony Wilkins. Absent: Councilmembers Mike Barber and Justin Outling.

Also present were City Manager Jim Westmoreland, City Attorney Tom Carruthers and City Clerk Elizabeth H. Richardson.

Councilmember Wilkins asked about an article in the News and Record regarding the selection of local brewers for the National Folk Festival; how much money the City had contributed; and voiced concern with a Winston-Salem brewer being selected rather than a local Greensboro brewer.

City Manager Westmoreland responded that the City had committed \$75,000 over the past two years; and added that he did know how the selection had been made.

Mayor Vaughan interjected that the entire Council had been invited to the announcement; and that the selection may have had something to do with those selected being the top craft brewers in North Carolina.

City Manager Westmoreland was requested to research how the brewers were selected for the Festival.

2. Presentations

[ID 15-0590](#) Workforce Development Update

City Manager Westmoreland introduced Workforce Development Director Lillian Plummer to provide the Workforce Development update.

Ms. Plummer spoke to the need for an updated agreement between Guilford County and High Point; to what had changed since her update last year with regard to a reorganization; added that none of the employees had been displaced as a result of the reorganization; and provided an overview of the changes made as a result of the action that was taken by Congress last year. Ms. Plummer outlined what had been solidified in the One Stop system; spoke to new signage at the centers in North Carolina; stated that the Eugene and Raleigh Street locations had been certified through the state; that the Greensboro location would be located on Meadowview Street in the near future; and clarified that the emphasis of the law was that they needed to focus on more service with businesses and bringing them to the table.

Councilmember Fox arrived at the meeting at 12:19 p.m.

Ms. Plummer provided an overview of the services that Workforce Development provided; what they would focus on moving forward; the need to provide a quality workforce; requested that Workforce Development be at the table when Council spearheaded economic development; and added that her staff had several employees that made weekly visits to area businesses to better understand the needs of employers to assist them in recruiting and connecting them with the North Carolina Work System.

Discussion took place regarding the recent meeting with Proctor and Gamble.

Councilmember Hightower asked if they had an opportunity to work with the Industries for the Blind.

Ms. Plummer responded that they had worked with them in the past; asked that Council let her know if there were businesses they needed to reach out to; addressed the process for working with different types of companies; explained the goals, criteria and priorities for Workforce Development; highlighted grants that could be obtained for training; and added that they were in the process of developing a Memorandum of Understanding to utilize with companies.

Councilmember Fox thanked Ms. Plummer for her work over the years; and asked if companies contacted Workforce Development or the EDBS office first.

Ms. Plummer responded that companies would contact the EDBS office prior to coming to them; stated that Workforce Development developed the workforce for both today and the future; that she was in discussions with the Guilford County Manager regarding County involvement; and stated it was her hope that the relationship with Guilford County would be strengthened.

Councilmember Hightower inquired about the process for working with ex-offenders.

Ms. Plummer stated that they were working with FOX to provide information regarding job fairs and other services that they provided; verified that Workforce Development was aware of the network and persons who worked with ex-offenders; that they would continue to meet with all parties at the table to connect the dots in the proper order to educate ex-offenders; added that they worked with a lot of agencies to remove the barriers; and emphasized they were committed to assisting ex-offenders find jobs.

Councilmember Fox requested City Manager Westmoreland provide Council with information regarding job fairs.

Ms. Plummer closed by explaining that they had touched over 51,000 people over the past year; stated that people had used their services more than one time; addressed in classroom training that was provided; stated they kept an emphasis on nursing and technical positions as those jobs continued to grow; was; outlined the funding that was provided for adult and displaced programs as well as youth programs; and stated she would provide a report to Council.

City Manager Westmoreland stated that an item regarding the Consortium Agreement would come before Council in the near future.

ID 15-0591 Sports Tourism/Soccer Update

City Manager Westmoreland recognized Parks and Recreation Director Wade Walcutt to speak to the item.

Mr. Walcutt made a PowerPoint Presentation (PPP) which highlighted the economic impact of soccer on the community; the use of the Bryan Park Soccer Complex; stated that this would be an opportunity to make improvements to the Complex; spoke to the City's investment; outlined what would be discussed; and recognized Pete Polonsky with the Greensboro United Soccer Association (GUSA) to speak.

Mr. Polonsky provided the history of the Association; number of participants in the Association; growth rate of soccer; outreach efforts; and addressed the use of underserved land as soccer fields within the community.

Councilmember Wilkins inquired about the construction of soccer fields at Griffin Park in District 5.

Assistant City Manager Chris Wilson asked for the opportunity to research that; added that there may be land restrictions; and stated staff was engaged in dialogue regarding the next phase of Griffin Park at this time.

Mr. Polonsky continued the PPP by outlining the national soccer events that had taken place at the Complex since the 1990's; explained the decrease in economic impact as a result of not updating the Complex; emphasized that improvements needed to be made to attract the events back to Greensboro; that additional restroom facilities were needed; spoke to the layout of the Complex; provided an overview of the strengths of the Complex; the advantages of holding events in Greensboro; and the impact as a result of events being held in

other cities that were previously held in Greensboro. Mr. Polonsky provided an outline of the improvements that would need to be made which included two backup artificial turf fields; lights; and upgrades to the size of the fields in order to meet the criteria for national events.

Mr. Walcutt explained the Conceptual Plan for the improvements; provided the breakdown of the cost; and the timeframe for the improvements.

Discussion took place regarding the use of soccer fields for lacrosse; damage to and recovery time for fields after being used for lacrosse; and whether the fields would be utilized year round.

Mr. Polonsky stated that there were two major events that took place during July and August that they were bidding on for 2017; and spoke to the economic impact should Greensboro get those events.

Councilmember Fox inquired about expansion over the next five to ten years.

Mr. Walcutt stated that the item would be before the Parks & Recreation Commission in August prior to coming before Council; spoke to a larger concept in partnering with Guilford County; stated staff was looking at Northeast Park as well as Keeley Park; added that the Sports Plex had indoor facilities; that they were looking at larger regional concepts; and spoke to the challenges of tournament organizers in hosting events.

Mr. Polonsky mentioned a sponsorship that GUSA was closing in on; spoke to partnering with area venues to begin youth soccer programs; utilization and investment in Gibson Park in High Point; and the advantages of public/private partnerships.

Councilmember Fox requested that City Manager Westmoreland research other areas within the City that would be available to host youth soccer programs.

ID 15-0587 Heritage House Update

City Manager Westmoreland recognized Assistant City Manager David Parrish for an update.

Assistant City Manager Parrish stated that meetings had been held in April; spoke to the process in going back before the Redevelopment Commission; verified that there were 177 condominium units on 6.7 acres; provided a PowerPoint Presentation which outlined the history of the complex; reviewed the existing conditions of the structure; highlights of the plan; boundaries and features; possible future land use; a breakdown of the estimated costs for acquisition, demolition and disposition of the structure; and the proposed method of financing.

Council discussed uses of the Nussbaum Housing Partnership funds; the length of time the structure would remain before demolition; and accumulation of a reserve.

Planning Director Sue Schwartz explained the process for acquiring the units which was prescribed by state law.

Discussion ensued regarding the timeframe for acquiring the units; what District 1 residents wanted on the site; the need for senior housing in the area; the need for the property to be utilized; possible uses for the property once the City took control; and the need to see the homeowners made whole as quickly as possible.

Assistant City Manager Parrish explained that staff would move as quickly as possible with the acquisition process.

Councilmember Hightower asked how quickly the acquisition process could be completed.

City Attorney Carruthers explained that redevelopment was a very prescribed process; outlined the process that would be used once staff had permission to move forward; possible lawsuits that could occur should the property not be taken voluntarily; the need for appraisals to be done; spoke to the court process which was unlike the quick-taking of other acquisitions; and verified that the complete legal process would need to be completed before the City would own the entire property.

Assistant City Manager Parrish explained that the issue would go before the Redevelopment Commission in

August and then come back to Council.

Ms. Schwartz spoke to the two key pieces regarding funding issues and moving forward with the Plan; explained the impact to the Redevelopment Plan should the item not receive Council approval; and verified there would need to be some allocation of funds.

City Attorney Carruthers spoke to the need to be proactive.

City Manager Westmoreland interjected he would recommend that staff move forward with the proposal; move this along as quickly as possible; and convey their intent to the proper parties.

Councilmember Hightower asked if staff saw any problems with Planning or Redevelopment.

Ms. Schwartz verified there would be a public hearing; spoke to different scenarios; verified that there had been a lot of discussions to date; and that the recommendations would be made to Council.

Councilmember Hightower verified that there would be a public hearing process; and thanked staff for their work on the issue.

ID 15-0588 East Greensboro Report

City Manager Westmoreland recognized Assistant City Manager David Parrish for an update.

Assistant City Manager Parrish provided a PowerPoint Presentation which provided the boundary and data, focus group input, findings and recommendations; stated Council had seen this previously; highlighted the agreed upon boundary lines for East Greensboro; reviewed the map which showed poverty levels; outlined what had taken place in the focus group sessions; what staff had heard from citizens; key input themes; and reviewed the economic opportunity, education, community pride and quality of life recommendations. Assistant City Manager Parrish spoke to the considerations and next steps moving forward as well as available vacant sites.

Discussion took place around the work of East Market Street Development Company in East Greensboro.

Councilmember Hightower asked about working with Ms. Plummer with regard to teen job training and placement.

Ms. Plummer provided an overview of Workforce Development's priority for youth and the focus on dropouts and young people who fell into the education pockets.

Councilmember Wilkins left the meeting at 1:30 and returned at 1:37 p.m.

Assistant City Manager Parrish stated the item would come before Council in August; and thanked Council and staff who served with the East Greensboro Study Committee.

Councilmember Hightower voiced appreciation to Assistant City Manager Parrish for his work with the committee; and commended staff as well as the members of the committee for their work.

ID 15-0589 HOME Funds Update

City Manager Westmoreland recognized Neighborhood Development Director Barbara Harris for the HOME Funds update.

Ms. Harris made a PowerPoint Presentation; spoke to the requirements for commitment of HOME Funds and CHDO funds; HUD commitment status; spoke to the partners in the HOME Consortium; referenced the projects that fell out during the year; stated staff had a short window of opportunity to get funds reprogrammed for this year for different projects which included Community Housing Solutions, Partnership Homes, and East Market Street Development Corporation; and spoke to what staff was asking Council to commit to today. Ms. Harris explained that the items would be on the July 21st agenda; and outlined the next steps as well as budget adjustments to move said funds.

Mayor Vaughan asked if there were other organizations that would have qualified as well.

Ms. Harris responded that staff had looked at all five; emphasized that these three projects were ready to go; and could be in construction within twelve months.

Councilmember Hightower clarified that the funds could only go to CHDO projects; stated that Mr. Simms was present; and that the funding for East Market Street Development would go towards Phase II of the Jonesboro project.

Ms. Harris stated that the Servant Center received their funding through partners.

(Copies of the PowerPoint Presentations are filed in Exhibit Drawer X, Exhibit No. 18 which are hereby referred to and made a part of these minutes)

3. Adjournment

City Manager Westmoreland stated staff was hoping to get the July 21st agenda out later this afternoon; added it was a very full agenda; and encouraged Council to call on staff before the meeting should they have questions.

Mayor Vaughan reminded Council of the July 21st Work Session at 4:00 p.m.

City Manager Westmoreland advised as to the content of the Work Session.

THE CITY COUNCIL ADJOURNED AT 1:46 P.M.

ELIZABETH H. RICHARDSON
CITY CLERK

NANCY VAUGHAN
MAYOR