



City of Greensboro

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

Meeting Minutes - Final East Greensboro Study Committee

Wednesday, January 28, 2015

4:00 PM

Plaza Level Conference Room

1. Call To Order

The East Greensboro Study Committee of the City of Greensboro met at 4:00 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 present: City Manager Jim Westmoreland, Assistant City Manager David Parrish, City Attorney Tom Carruthers and Deputy City Clerk Angela R. Lord.

Chairperson Sharon Hightower called the meeting to order at 4: 06 p.m.

2. Old Business

[ID 15-0111](#) Approval of Draft Minutes from August 22, 2014

Moved by Councilmember Fox, seconded by Mayor Vaughan to adopt the draft meeting minutes of August 22, 2014. The motion carried by voice vote.

3. New Business

[ID 15-0099](#) Staff Overview of Draft Report

Chairperson Hightower spoke to it being a long time since the last meeting; referenced work that had been done in the past several months; and reviewing results today.

Assistant City Manager David Parrish spoke to communications in August and in the months since; referenced the focus groups; spoke to reviewing the report; setting a timeline for feedback; and to working towards completion.

Assistant City Manager Parrish made a PowerPoint Presentation (PPP); provided an overview of East Greensboro boundaries; Focus Group input; spoke to informed recommendations; to poverty levels; boundary consensus; to public and private assets; referenced minimum housing code violations; and spoke to areas that needed attention.

Mayor Vaughan requested clarification that the dots on the maps represented individual locations; and referenced conversations regarding landlords.

Assistant City Manager Parrish confirmed the information provided on the map; spoke to the number of Focus Group participants; stated six sessions had been held; outlined the various groups involved; the questions presented to the groups; spoke to the unity of the community; building wealth in the community; partnerships; changing perceptions; referenced requests made by teens; and highlighted a diverse community.

Discussion took place regarding the perception of the East Greensboro area as viewed by the Focus Groups; roads included in that area; Committee members agreement with the boundaries; and defining East Greensboro.

Assistant City Manager Parrish spoke to a strong community identity; diverse assets; development opportunities; stigmas; outlined input themes; economic opportunity recommendations; emphasized the focus of who, what, when and where; spoke to sharing responsibility; partnerships; and to resources needed.

Chairperson Hightower spoke to incentives; and to incorporating the wants, needs and desires of the community.

Mayor Vaughan spoke to incentives; the City training people; making the area more attractive; and to Economic Development.

City Manager Westmoreland explained the concept of the 8 and 80 as incentive grants; and spoke to return investments.

Assistant City Manager Parrish stated he would send information to Committee members; cautioned against firm boundaries; spoke to needs beyond the boundaries; mid and long-term goals; being proactive; and to partnering with schools.

Councilmember Fox spoke to inviting School Board officials to the discussion; to attending a forum at Bennett College; and stated school involvement was critical to the foundation that was being laid.

Discussion took place regarding the Say Yes program; and Title One schools.

Assistant City Manager Parrish continued the PPP; spoke to community pride; to quality of life; resources; grant opportunities; outlined and provided an example of the Community-Maker Grant; and spoke to small impactful differences.

Councilmember Fox spoke to Difference Maker Grants; to outlining areas not funded under the grant; and referenced other community guidelines.

Discussion continued regarding paint your porch incentives; Beautify Gateway; improving the look of Greensboro; changing perceptions; communication strategies; marketing; curb appeal; researching community center renovations; commercial businesses that needed improvements; involving volunteers; and to reviewing the data again in the future.

[ID 15-0101](#) Next Steps

Assistant City Manager Parrish spoke to the next steps; to who would organize and hold people accountable; to positive steps; challenged Committee members to prioritize strategies; spoke to establishing roles and responsibilities; to setting an implementation timeline; to allocating funds; requested that members read the report, make notes or edits and to send to him; suggested the Committee reconvene in late February or early March to finalize an item to take to Council; and thanked Hanna Cockburn for her efforts on the item.

Discussion ensued regarding economic and education opportunities; targeting groups to assist; the Urban Loop; developing a master plan; hard assets; underdeveloped areas; identifying infrastructure; the Red Rock Study; land availability issues; prime manufacturing locations; and engineering studies.

City Manager Westmoreland spoke to hard assets; underdeveloped areas; and developable areas around interchanges.

Mayor Vaughan referenced lift stations and pipes; \$16 million from the County for water and sewer; and requested to see how the money had been spent.

Budget and Evaluation Director, Larry Davis spoke to East Greensboro CIP cluster maps; identified needs; and confirmed information would be provided to the Committee.

Councilmember Fox voiced his appreciation of the Focus Groups; concerns with moving forward; stated he was not concerned with the level of investment but about the quality of investment; and that he did not want to wait two months for another meeting.

Assistant City Manager Parrish responded that the Committee needed to decide what they wanted to tackle first; stated assets, partners and funding needed to be identified; spoke to prioritizing; to the Committee responding with suggestions by next Thursday; and to proceeding with a final product.

Discussion took place regarding quick action; getting people trained and into the workforce; community grants; neighborhoods assisting with community grants; connectivity; the investment for the item; soliciting endorsements; and providing information on the City website.

Mayor Vaughan asked Assistant City Manager Parrish to superimpose maps; and spoke to defining the boundaries.

Assistant City Manager Parrish reminded Committee members to submit strategies and/or suggested policies; and spoke to scheduling a meeting.

Public Comment

John Jones, 2901 Dove Street voiced concerns with the division of East Greensboro; and spoke to previous years when Elm Street and Market Street divided the City.

Chairperson Hightower spoke to Elm Street being the dividing line; to Randleman Road being a part of East Greensboro; and to community involvement to capture a good picture.

Lewis Beverage stated the report was interesting; voiced concerns with the strength of the people and the City not being accounted for; spoke to engaging the community; to communication issues; developing for the next generation; to a deliberate process; to leadership; to citizens understanding the financial aspects; chaos in the schools; and educating parents.

Discussion took place regarding assisting schools; to reaching as many entities as possible; presenting information to Neighborhood Associations; and the Human Relations Department having Neighborhood Association contact information.

Celestine Simmons, 612 Martin Luther King Drive spoke to well developed areas; to special needs areas; voiced concerns with the Ole Asheboro Neighborhood Association; with the Family Dollar store; requested someone from the City to call her; spoke to the associations doing leg work for the City; and referenced speaking at a City Council meeting.

Discussion ensued regarding invigoration of the neighborhood association; the Neighborhood Congress monthly meetings; zoning notifications; and communication strategies.

Councilmember Fox spoke to attending some of the neighborhood meetings; the association knocking on doors; and the approval to move forward.

John Green, 454 Gorrell Street spoke to signage for the Family Dollar meetings; stated he was a member of the Concerned Citizens of East Greensboro; and spoke to a rundown neighborhood.

Discussion took place regarding MWBE guidelines; the City throwing out projects due to the lack of MWBE participation; and implementing an audit at the end of a project to hold contractors accountable.

Assistant City Manager Parrish referenced MWBE outreach done by Director Gwen Carter.

Mac Sims, 601 East Market spoke to various studies done in the past ten years; an ongoing process; thanked members of the committee; spoke to looking for good projects; people leading the effort; referenced Monday night meetings; the COOP; and spoke to Economic Development.

4. Adjournment

Moved by Councilmember Fox, seconded by Mayor Vaughan, to adjourn the meeting. The motion carried by voice vote.

THE EAST GREENSBORO STUDY COMMITTEE ADJOURNED AT 5:40 P.M.

ANGELA R. LORD
DEPUTY CITY CLERK

SHARON HIGHTOWER
CHAIRWOMAN AND COUNCILMEMBER