



# City of Greensboro

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

## Meeting Minutes - Final Economic Development Committee

Wednesday, September 16, 2015

2:00 PM

Plaza Level Conference Room

### 1. Call To Order

The Economic Development Committee of the City of Greensboro was called to order at 2:00 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 Chairman Jamal Fox, Councilmembers Marikay Abuzuaier, Mike Barber, Nancy Hoffmann, and Tony Wilkins.

Also present were City Manager Jim Westmoreland, Assistant City Attorney Jennifer Schneier, Deputy City Clerk Angela R. Lord, and Councilmember Justin Outling.

### 2. Approval of Minutes

[ID 15-0796](#) Motion to Approve the Economic Development Committee Meeting  
Minutes of March 2, 2015

Moved by Councilmember Barber, seconded by Councilmember Abuzuaier to approve the March 2nd minutes of the Economic Development Committee meeting. The motion carried by voice vote.

### 3. Presentations and Updates

a. [ID 15-0807](#) Review of City Economic Development Incentive Guidelines - Kathi Dubel, EDBS

City Manager Westmoreland referenced the handout distributed to committee members; spoke to the Financial Assistance Guidelines; thanked Council for the Qouvo item at the September 15th meeting; spoke to the Economic Development program; various guidelines for three jurisdictions; a uniform guideline; and recognized Economic Development and Business Support Manager, Kathi Dubel to present the item.

Ms. Dubel spoke to a focus on Economic Development (ED); made a PowerPoint Presentation (PPP); spoke to standard incentive guidelines; proactive steps; an ED foundation; financial assistance programs; outlined the guidelines; spoke to evaluations of development and redevelopment projects; Urban Development Investment; and performance based incentives.

Councilmember Fox asked about the success rate of programs.

Ms. Dubel provided examples of successful projects; spoke to the history of the item; job creation; investment of businesses; underdeveloped areas in need of attention; preparation of shovel ready sites; and the timeframe for onset of payments.

Councilmember Wilkins inquired about the loan assigned to Samet Corporation; and asked for additional approved company incentives that had not been utilized.

Discussion took place regarding recent communication with Samet; environmental work; plans to annex the selected location; the number of incentive requests received; collaboration with the Greensboro Partnership; and recasting the net for additional interest.

Ms. Dubel continued the PPP; spoke to assistance qualifications; impact zones; the 'but-for' clause; highlighted the job creation qualifications; average wage standards; spoke to broadening the net; and referenced the

minimum investment qualifications.

Discussion continued regarding staff benchmarking where the City ranked in comparison to other communities; identifying state wide rankings; overlap of and proactive notifications of impact zones; tools to utilize with partners; targeted clusters; updating the strategic plan; and companies that had taken advantage of incentives.

Councilmember Abuzuaiter asked for an estimate of companies that received approved incentives which were never used.

City Manager Westmoreland confirmed that the information would be provided.

Ms. Dubel spoke to identifying clusters; investment based incentives; technology based or innovative manufacturing incentives; impact zones; provided a history of the program; spoke to Urban Development investment guidelines; the scoring system; impact on tax base; funding; eligible locations; coinciding with Connections 2025; lower thresholds; and to ED being a component for affordable housing.

City Manager Westmoreland spoke to defining the two programs; high ED pursuits; flexibility of the Urban Development guidelines; lower investments; and meeting the needs of businesses.

Councilmember Wilkins inquired about legal options to offer additional incentives that would be considered In-Kind incentives.

City Manager Westmoreland spoke to the legal parameters; the 8 for 80 concept; State law requirements; the prerogative of Council to increase incentives; building and development services; purpose of the implemented guidelines; and to water and sewer services for larger projects.

Discussion ensued regarding the County, City and State being in alignment; and continued conversations with the County regarding the item.

**b. [ID 15-0808](#) Review of Current Industry Recruitment Clusters - David Ramsey, Greensboro Partnership**

City Manager Westmoreland introduced the Greensboro Partnership President and CEO, Brent Christensen and Vice President of Economic Development, David Ramsey to provide information on previous marketing strategies for the City and the County; and recognized Mr. Christensen to present the item.

Mr. Christensen spoke to the Quovo project; marketing Guilford County as a whole; and leveraging resources.

Councilmember Barber spoke to the item being in limbo; relying on the experts; and confidential challenges.

City Manager Westmoreland referenced an upcoming meeting with Guilford County and High Point on September 24th.

Councilmember Wilkins left the meeting at 2:42 p.m.

Mr. Ramsey made a PowerPoint Presentation (PPP); spoke to a North Carolina incentive program; fund matching; performance based incentives; auditing companies; highlighted strategies; spoke to local and state partnerships; the lack of a property data base in Guilford County; the need for shovel ready sites; a user friendly system; spoke to college collaboration; job creation; engaging with companies; import and export opportunities; defined strategies and goals; and stated all three focus areas had to be equal. Mr. Ramsey continued with outlining the Rapid Response Team partners; spoke to the launching of the Advisory Council on September 24th; opportunities for growth; industry outreach; outlined next steps for 2015/2016; spoke to community involvement; invited committee members to call the Partnership to provide suggestions or receive updates; and spoke to quarterly reports.

Councilmember Barber asked for clarification on the multi-government concept.

Mr. Ramsey spoke to the working relationship with Greensboro; and stated Ms. Dubel was the point of contact.

c. [ID 15-0809](#) Update on Efforts to Develop a County Wide Economic Development Alliance - Jim Westmoreland

City Manager Westmoreland spoke to the focus on a Guilford County Economic Development Alliance; a round table discussion involving the City, County and High Point; a county-wide entity; the involvement of the Greensboro Partnership (the Partnership); developing good relationships; funding resources for an alliance; recognized existing partners; spoke to a contract agreement; marketing strategies for the three parties; stated an updated ED study would be needed; and defined the structure framework.

Councilmember Barber voiced concerns with Greensboro losing its identity; and inquired as to the name for the alliance.

Discussion took place regarding the name of the alliance; an updated study for the City of Greensboro, Guilford County, and the City of High Point; potential companies touring the triad area; a trusting relationship; concerns of competition between the three entities; the Partnership's vision; and the availability of resources for economic development.

Councilmember Abuzuaite spoke to the newly appointed positions; and the working relationship between the Partnership and the City.

Discussion continued regarding the ability to market the region; government funds; joining of the two cities; the cost of two county seats; continued conversations on the alliance; allocated funds for economic development services; and the Partnership's investment.

d. [ID 15-0810](#) Summary of Follow-Up Actions - Chairperson Fox

Discussion took place regarding committed funding; current proposals; additional Piedmont Triad funding; and future conversations to discuss incentive guidelines.

Councilmember Fox requested staff to include funding allocation items for the Partnership and the Guilford County Regional Alliance on a future City Council agenda.

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

a. Next Meeting - Set Date

The Committee set October 28, 2015 at 2:00 p.m. as the next Economic Development Committee meeting.

Councilmember Fox asked staff to invite Piedmont Triad International Director, Kevin Baker and Downtown Greensboro, Inc. President and CEO, Zack Matheny to the next Economic Development Committee meeting; and requested town hall meetings to be organized including the Neighborhood Congress to discuss economic development.

#### **5. Adjournment**

Moved by Councilmember Barber, seconded by Councilmember Abuzuaite, to adjourn the meeting. The motion carried by voice vote.

THE ECONOMIC DEVELOPMENT COMMITTEE MEETING ADJOURNED AT 3:33 P.M.

ANGELA R. LORD  
DEPUTY CITY CLERK

JAMAL T. FOX  
CHAIR