



# City of Greensboro

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

## Meeting Minutes - Final Economic Development Committee

Wednesday, February 22, 2017

4:30 PM

Plaza Level Conference Room

### **1. Call To Order**

This Economic Development Committee meeting of the City of Greensboro was called to order at 4:30 p.m. on the above date in the Plaza Level Conference Room of the Melvin Municipal Building with the following members present:

Present: Councilmember and Chairperson Jamal Fox, Councilmembers Marikay Abuzuaite, Mike Barber, Nancy Hoffmann, (Alternate) and Tony Wilkins.

Absent: None.

Also present were City Manager Jim Westmoreland, City Attorney Tom Carruthers, Assistant City Manager Barbara Harris, Economic Development and Business Support Manager Kathi Dubel, and City Clerk Elizabeth H. Richardson.

### **2. Approval of Draft Minutes**

1. [ID 17-0128](#) Motion to Approve the Economic Development Committee Meeting Minutes of December 13, 2016

Moved by Councilmember Barber, seconded by Councilmember Abuzuaite to approve the Economic Development Committee meeting minutes of December 13, 2016. The motion carried by voice vote.

### **3. Old Business**

There were no old business items on the agenda.

### **4. New Business**

2. [ID 17-0127](#) Overview and Request for Funding for the Triad Aviation Marketing Initiative - News 2 Representatives

City Manager Jim Westmoreland recognized representatives from News 2 WFMY for the Triad Aviation Marketing Effort; stated the City had provided funding for the past three years; spoke to who and what was involved in the partnership; referenced commercials that had aired and the markets the commercials had reached; and stated they were requesting \$35,000 in funding for 2017.

Councilmember Wilkins stated the same Committee had been here in the past; confirmed the service would remain the same; and suggested the Committee approve the requested funding.

Moved by Councilmember Wilkins, seconded by Councilmember Barber to provide funding for the Triad Aviation Marketing Initiative for 2017. The motion carried by voice vote.

Councilmember Barber commended WFMY News 2 for the recent coverage of First Tee; spoke to the entities that First Tee had donated equipment to; and to the generation of interest in the program.

Larry Audis explained the concept for the marketing effort; referenced the work of Kip Blakely with HAECO; spoke to what people in the community saw; and voiced appreciation for the City's support.

City Manager Westmoreland invited the group to attend the March 7th meeting of City Council as the item was scheduled to be on the agenda.

**3. [ID 17-0133](#) Discussion on Council Adopted Economic Development Focus Strategy Plan**

City Manager Westmoreland provided an overview and the history of the item; and made a PowerPoint Presentation (PPP).

Councilmember Wilkins referenced questions he had asked at the Council retreat; if data was collected on projects that the City lost; spoke to the need for a strategy when projects went to other cities; referenced Mayor Vaughan's participation on the GCEDA; and inquired why eight Councilmembers were unaware of any strategy.

City Manager Westmoreland responded that staff was working on a response to Councilmember Wilkins' questions.

Economic Development Manager Kathi Dubel outlined the numerous sources that the requested project information came from; spoke to the process cycle for landing a project; and informed the Committee that the City did not collect and save data if it did not work on the recruitment for a project, but did so once the City engaged in discussions.

Discussion took place regarding the City losing the Boeing project; providing the information once it was received from the Chamber; staff reaching out to the Chamber for a response to Councilmember Wilkins' question; receiving information on projects that were lost; and the need to track information.

City Manager Westmoreland stated the data should be tracked; spoke to project management by site consultants; stated that representatives had been to Washington to research issues the City was running into regarding securing projects; spoke to challenges with the Volvo project in Charleston; efforts to gather information from industry representatives to assist and find out what elements and marketing strategies were necessary to secure projects going forward; and efforts to become more competitive.

Councilmember Wilkins thanked staff for the follow up.

Councilmember Hoffmann voiced concern with not having knowledge of projects that had not come to the City; and voiced the need to know reasons why a company chose to go elsewhere.

Brief discussion took place regarding recent projects that had gone to other cities; a major project that did not come to the City as a result of HB2; expansion and future requests by HAECO; status of the bridge completion; and long term plan for additional property owned by the City to be secured in the vicinity of Regional Road.

City Manager Westmoreland reviewed the vision and mission statement for the Economic Development Focus Strategy.

Councilmember Barber voiced concern with the vision statement; asked if the Committee did not see the City as already established; spoke to people enjoying Greensboro; proximity to other areas in the state; emphasized that Greensboro was a leader in business expansion; and requested that the statement be revised to say "maintain Greensboro as a development leader".

Councilmember Abuzuaiter suggested the first sentence be revised to read "works with" rather than "will work with".

City Manager Westmoreland confirmed that changes would be made; and brought back to the Committee at the next meeting for endorsement prior to going before Council.

Councilmember Fox asked when the airport item would come back to Council; stated he would like to hear the plan; and asked about the status of Federal Express.

City Manager Westmoreland stated he would need to touch base with Federal Express; spoke to the change in the market for aviation package delivery; continued the PPP; provided an overview the Development Focus Area for the airport and Downtown; spoke to the expansion of the Business Improvement District (BID); addition of parking decks and private investment in Downtown; and provided the status of the Cascade Saloon project.

Discussion took place regarding the current and proposed expansion of Downtown boundaries; current boundaries; proposed boundaries for Midtown; information in the Comprehensive Plan; assessment of the Central Business District in the future; what areas were encompassed in Downtown; use of the Greenway and the need for definitive boundaries for Downtown.

City Manager Westmoreland provided an update on the marketplace needs and concepts for the upcoming Phase II for Union Square Campus; the bond program; and the Business Improvement District (BID) expansion schedule for an upcoming agenda.

Planning Director Sue Schwartz stated staff would provide maps to the Committee highlighting the designations for Downtown; and provided an overview of the history for Downtown boundaries.

Councilmember Fox inquired about designating the Revolution Mill area as the Mill District.

City Manager Westmoreland provided an overview on the development focus area for the Revolution Mill Area; spoke to progress that had been made on the apartments in the area; the market demand for said apartments; prospective developers looking at the Printworks Mill; highlighted infill development areas; to the need to identify the top three areas for infill development; spoke to leveraging infrastructure for private development; and clarified redevelopment sites that would, or would not be, considered for infill development.

Ms. Dubel provided an update on the status of the \$600,000 loan for the Samet shovel ready site on the border of the City; and spoke to the process and remediation status for cleanup for environmental issues on the southwest corner of the property.

City Manager Westmoreland referenced communications staff had with Samet regarding the marketable site; spoke to the need for more corporate/industrial shovel ready sites within the City limits; highlighted discussions that had taken place at the Economic Development Alliance level; and referenced available sites in High Point.

Discussion took place regarding uses of the property in the vicinity of the water park; proximity of said parcel to Interstate 85; and daily traffic count in the area.

City Manager Westmoreland provided an update of the Gateway University Park Joint School of Nanoscience and Nanoengineering area; and stated research was being done for further advancement of the park.

Councilmember Hoffmann asked about activities for the park; voiced the importance for a master plan for the area as it was the final growth area for residential, commercial and retail; and in knowing what the community wanted in the area.

Ms. Schwartz explained that a team visit was planned to the site in March or April; that there had not been community discussions to date; and stated staff hoped to do more work over the summer to have a plan ready for adoption in the fall.

City Manager Westmoreland provided an overview of business recruitment; spoke to streamlining Development Services; provided examples for business support to various entities; the Minority and Women's Business Enterprise (M/WBE) program; and highlighted the City's marketing and branding concept to market Greensboro for recruitment purposes.

Discussion took place around the Leafy G Logo for the City; timeline and partners that would be involved in developing a simplified concept of what they wished to accomplish; and assistance from local marketing firms.

Councilmember Barber requested he be invited to meetings with outside entities.

City Manager Westmoreland verified that the City would not be the lead on the redesign of the logo for the unified theme for the area, but would be for the City's logo; spoke to the role of the City in the process; and referenced discussions that had taken place with regard to the logo.

Councilmember Fox requested that young people have a voice and be invited to the table during marketing discussions.

City Manager Westmoreland stated the challenge would be open to everyone who wanted to participate; spoke to the makeup of the group; deployment of resources; and confirmed that the Convention and Visitors Bureau (CVB) would be a major resource agent and contributor to the effort.

Councilmember Fox asked City Manager Westmoreland to provide an update on the performance indicators for the Committee's review.

Ms. Dubel stated staff was working with the Planning Department; provided maps for the Committee to review on three of their focus areas; spoke to the three focus areas identified on the maps in order for staff to provide benchmark indicators; and confirmed staff was looking at poverty rates, median income, investments, and job creation.

Community Planning Manager Hanna Cockburn outlined and explained the boundaries highlighted on the maps; spoke to baseline data; to economic activity as a result of the Greenway; and to the focus areas.

Discussion continued regarding defining and identifying the location of the Midtown area; inclusion of Friendly Center in the proposed Midtown area; focus areas shown on the maps; corridor study focus groups; development potential in the Green Valley and Lawndale vicinities; walkability and park development in the Lawndale area; and the vision of Marty Kotis for Midtown.

Councilmember Barber requested that staff develop a proposed map for greater Midtown; and inquired whether the City asked for feedback or conducted a formal survey from partners such as the Chamber of Commerce, Downtown Greensboro Inc. (DGI) and other entities the City interacted with.

Ms. Schwartz stated staff would provide a map proposal; explained the process for acquiring and reviewing feedback from a planning perspective; and confirmed that staff did not have a formal survey but could research the possibility of creating one.

Ms. Dubel outlined the City's current process for follow up and interaction with consortium partners with regard to services provided.

City Manager Westmoreland added that the City valued its relationships with its partners; advised there were focus groups for recruiting other businesses; voiced that a survey was a good idea; and confirmed that the City had developed mature relationships with said entities.

Councilmember Barber suggested a survey be developed; and voiced the value in close working relationships.

Additional discussion took place regarding exit surveys for Development Services; making the City more business friendly; and to possibly getting a text amendment on the books to accomplish that.

Councilmember Fox stated that the following items be brought back to the Committee: text amendments related to making the City more business friendly; a revised mission statement to include the requested amendments; map for the Midtown designation and boundaries; outline for the Mill District; Downtown designation; a proposed survey to go out to business partners; and asked if the Committee had any other items for discussion.

Discussion took place regarding the BID boundary area; data and tax collection areas; and if people were requesting expansion of the BID.

City Manager Westmoreland stated that Councilmember Hoffmann had raised the idea for recruitment of a Trader Joes; asked if there were any additional businesses the Committee wanted staff to reach out to and

connect with; voiced the need to identify and map relationships with businesses and company leaders; and emphasized the importance in spreading the City's message.

(Copies of the PowerPoint Presentation are filed in Exhibit Drawer Z, Exhibit No. 6, which is hereby referred to and made a part of these minutes.)

### **5. Adjournment**

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

THE ECONOMIC DEVELOPMENT COMMITTEE ADJOURNED AT 5:45 P.M.

ELIZABETH H. RICHARDSON  
CITY CLERK

JAMAL FOX  
CHAIRPERSON