



City of Greensboro

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

Meeting Minutes - Final City Council Work Session

Tuesday, March 6, 2018

4:00 PM

Plaza Level Conference Room

I. Call To Order

This Work Session of the City of Greensboro was called to order 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:

Mayor Nancy Vaughan, Mayor Pro-Tem Yvonne Johnson, Councilmembers Marikay Abuzuaiter, Sharon Hightower, Nancy Hoffmann, Justin Outling, Tammi Thurm, and Goldie Wells

Absent: Councilmember Michelle Kennedy

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

II. Presentations

1. [ID 18-0129](#)

Housing Our Community Update - Stan Wilson/Cyndi Blue

City Manager Westmoreland provided a history for the item; spoke to partnerships; and recognized Neighborhood Development Director Stan Wilson and Community Planning Manager Cynthia Blue to present an update.

Ms. Blue made a PowerPoint Presentation (PPP); outlined a partnership model including policy changes, innovation, and private/public resources; spoke to the need for affordable housing; to listening sessions held in 2016; the establishment of a Task Force in 2017; the Housing Plan vision; housing initiatives for residents; and to an alignment of resources. Ms. Blue highlighted the impact of working together; reviewed earlier successes; recommendations for City Council and the Community Foundation of Greater Greensboro (Foundation); and outlined the next steps.

Mayor Pro-Tem Johnson inquired about the utilization of staff versus a consultant; and voiced concern with voting on the item until clarity had been provided.

Councilmember Hightower voiced concerns with the plan; the funding of other non-profit organizations; stated the City had staff to oversee the project; spoke to the need for dialogue; for Council involvement; and for clarity.

Councilmember Outling voiced appreciation for the presentation; concerns with voucher provisions; with management and costs; and spoke to best practices.

Ms. Blue provided costs estimates; spoke to shared costs; a dedicated person to work on organizational aspects of the project; and to the range of prospectives included in the plan.

Councilmember Wells referenced the timeline for working on the project; community input; spoke to collaboration with other entities; and to the need for partnerships.

Mayor Pro-Tem Johnson reiterated her concern regarding the responsible party; and the need for a background check on consultants.

Councilmember Abuzuaiter spoke to the need to combat housing problems; to private funding; and asked if staff agreed with the Task Force.

Assistant City Manager Barbara Harris voiced this would be a unique opportunity; the need for revisions; service areas; stated staff would address the concerns of Council; and prepare the item for the March 20th meeting.

Mayor Vaughan referenced the time and effort on the item; spoke to the best way to leverage city dollars; the Foundation partnership; to the need to involve the community to implement bond funds; and referenced the budget challenges addressed at the Council retreat.

City Manager Westmoreland explained additional information would be provided at a future work session; the funding priorities; capital and maintenance costs; and confirmed the need for additional conversations.

Discussion took place regarding clarity on the item; allocation of funds; Council and staff involvement; conditions of the partnership; utilization of the Nussbaum partnership; and the creation of an effective process.

Mayor Vaughan voiced concern that the item would not be ready for the March 20th meeting; stated the need for a budget review; and spoke to discussing options for moving forward.

Assistant City Manager Harris confirmed staff would review the concerns of Council with the Task Force; acknowledged the budget challenges; and stated a new timeline would be created.

Councilmember Wells voiced the need for the item to move forward.

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

2. [ID 18-0130](#)

Aviation Triad Update and 2018 Request - Eric Hungate, WFMY News 2

City Manager Westmoreland provided the history and purpose of Aviation Triad; highlighted job opportunities in Greensboro; funding requests; and recognized WFMY News 2 President and General Manager Larry Audus and WFMY News 2 National/Regional Sales Manager Eric Hungate for a presentation.

Mr. Audus outlined the history of the item; spoke to boosting the workforce; outlined the Aviation Triad development process; and reviewed the scope of outreach to the public for aviation careers.

Mr. Hungate made a PowerPoint Presentation (PPP); reviewed Aviation Triad partnerships; spoke to a downturn in the economy; outlined the marketing campaign; explained project strategies; on—air and digital elements; branding; and an East Coast focus. Mr. Hungate highlighted a new look for 2018; outlined the social media outreach; provided website and digital statistics for 2017; reviewed campaign results; spoke to expectations for 2018; and to advertising on YouTube.

City Manager Westmoreland stated staff recommended the item; spoke to a resource for recruiting; making a difference in aviation; and stated a public hearing would be held on March 20th.

Discussion ensued regarding the impact of the program.

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

3. [ID 18-0148](#)

Recess to Closed Session

Moved by Mayor Pro-Tem Johnson, seconded by Councilmember Abuzuaiter to go into closed session to preserve the attorney-client privilege between the City Attorney and Council; to consult with the City Attorney and to give instructions to legal counsel concerning the handling of a claim or judicial procedure pursuant to N.C.G.S. 143-318.11(a) (3) and to discuss matters relating to the relocation or expansion of industries or other businesses, including potential economic development incentives that may be offered in negotiations, pursuant to G.S. 143-318.11 (a) (4). The motion carried by voice vote.

Mayor Vaughan stated Council would return to open session in the Council Chamber.

Council recessed to closed session at 4:48 p.m.

Council reconvened into open session at 5:34 p.m. with all members in attendance except Councilmember Kennedy.

Moved by Councilmember Abuzuaiter, seconded by Mayor Pro-Tem Johnson to return to open session. The motion carried by voice vote.

III. Adjournment

Moved by Councilmember Thurm, seconded by Councilmember Hightower, to adjourn the meeting. The motion carried by voice vote.

THE CITY COUNCIL WORK SESSION ADJOURNED AT 5:35 P.M.

ANGELA R. LORD
DEPUTY CITY CLERK

NANCY VAUGHAN
MAYOR