



# City of Greensboro

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

## Meeting Minutes - Final City Council Special Meeting

Thursday, November 21, 2019

3:30 PM

Center for Advanced Manufacturing at GTCC

### **I. Call To Order**

This Special Joint City Council meeting between the City of Greensboro and the City of High point was called to order on the above date at the Center for Advanced Manufacturing at Guilford Technical Community College.

High Point Mayor Jay Wagner called the High Point City Council Special Economic Development joint meeting to order at 3:35 p.m.

Greensboro Mayor Nancy Vaughan called the Greensboro City Council Special Economic Development joint meeting to order at 3:35 p.m.

High Point City Council in attendance: Mayor Jay Wagner, and Councilmembers Don Scarborough, Britt Moore, Chris Williams, Monica Peters, and Victor Jones.

High Point City Councilmembers absent: Council Members Jeff Golden, Wesley Hudson, and Mayor Pro-Tem Jason Ewing.

Also Present from the City of High Point: City Manager Greg Demko, City Attorney JoAnne Carlyle, and City Clerk Lisa Verling.

Greensboro City Council in attendance: Mayor Nancy Vaughan, Councilmembers Marikay Abuzuaiter, Sharon Hightower, Nancy Hoffmann, Justin Outling, and Tammi Thurm.

Greensboro City Councilmembers absent: Mayor Pro-Tem Yvonne Johnson and Councilmember Michelle Kennedy.

Also present were City Manager David Parrish, City Attorney Chuck Watts, and City Clerk Angela Lord.

### **II. Presentations**

#### **1. [ID 19-0778](#) Resolution Authorizing an Economic Development Incentive to The Fresh Market, Inc. in an Amount Not Exceeding \$301,000**

City of High Point, Economic Development Coordinator Loren Hill spoke to a collaborative project; to the retention of a local company in Guilford County; to innovative projects; and to international attention to the alliances in Guilford County.

City of Greensboro, Economic Development and Small Business Enterprise Manager, Kathi Dubel spoke to the opportunity to maintain a home grown company in Greensboro; to incentives; retained and new jobs; funding investments; stated The Fresh Market met Greensboro criteria for an incentive; outlined annual average wages; spoke to a performance and economic development based agreement; to Minority Women Business Enterprise (M/WBE) guidelines; to the economic impact of high paying jobs; and to staff recommendations.

Mr. Hill recognized The Fresh Market President and Chief Executive Officer Larry Appel for comments.

Mr. Appel spoke to the history of The Fresh Market in Greensboro; stated The Fresh Market headquarters had always been based in North Carolina; spoke to shopping experiences; to the store's community involvement; to the

geographical location of the headquarters; voiced appreciation to both municipalities and to Guilford County for support for the project; and spoke to competitive incentives.

Greensboro City Councilmember Sharon Hightower arrived at the meeting at 3:44 p.m.

Mayors Wagner and Vaughan opened the floor for the Public Hearing.

Former Greensboro Mayor Jim Melvin provided a historical perspective of The Fresh Market; extended appreciation to Mr. Appel; and spoke to the location of the corporate headquarters.

The public hearing was closed by consensus by both the City of Greensboro and the City of High Point.

Mayor Wagner moved that the High Point City Council authorize up to \$301,000 in performance-based incentives for the Fresh Market corporate project; and to authorize the city manager to execute a performance agreement with the company containing benchmarks for the company to achieve and a schedule for the payment of such financial incentives. The motion carried by a 5-1 vote with Councilmember Peters voting 'No'.

Councilmember Peters commended the collaboration between the City of High Point and the City of Greensboro; and voiced concern regarding the location selection.

Mr. Hill confirmed The Fresh Market would participate in High Point job fairs; and with food alliances.

Mayor Vaughan read the Greensboro resolution into the record.

Moved by Mayor Vaughan, seconded by Councilmember Hoffmann to adopt the resolution to approve the performance based incentive to The Fresh Market in an amount not the exceed \$301,000. The motion carried by voice vote 8 – 0.

Greensboro City Council discussed economic development proposals and success; a historical venture; collaborative efforts; the need for a grocery store in east Greensboro; collaboration with North Carolina Agriculture and Technology State University; return on investments; regional cooperation; and an upcoming meeting with Guilford County to join the alliance.

Councilmember Abuzuaiter read a statement from Mayor Pro-Tem Johnson voicing support for the project.

335-19 RESOLUTION AUTHORIZING AN ECONOMIC DEVELOPMENT INCENTIVE TO THE FRESH MARKET, INC. IN AN AMOUNT NOT EXCEEDING \$301,000

WHEREAS, on May 17, 2005, the City Council adopted Economic Development Guidelines whereby the City may participate financially in the development of certain private improvements to promote economic development in accordance with the Guidelines and NCGS Section 158-7.1;

WHEREAS, The Fresh Market, Inc. (the Company) is considering Greensboro in addition to other cities located in the United States for the location of a new headquarters;

WHEREAS, the Company is considering a new office location within the corporate limits of Greensboro;

WHEREAS, the Company has requested that the City provide for an economic development incentive grant based in the amount of \$1,000 per job for the creation of 53 new jobs in Greensboro on or before December 31, 2024 and retention of 248 existing jobs;

WHEREAS, it is further anticipated that the Company and the property owner will invest nearly \$2,000,000 dollars in equipment and the up-fit of an existing building in downtown Greensboro;

WHEREAS, but for the City's grant, the Company will not locate in Greensboro;

WHEREAS, the addition of 53 new jobs and the retention of 248 existing jobs are expected to generate public benefit to the City of Greensboro by positively impacting the sales tax revenues, increasing taxable property and employment, in addition to increasing business prospects for the City and surrounding area, the City Council will commit to an Economic Development Incentive Grant of up to \$301,000 and not to exceed \$1,000 per job if the company chooses to locate in the City of Greensboro;

WHEREAS, the project will be subject to the City's Minority/Women's Business Enterprise Program;

WHEREAS, a public hearing was held on November 21, 2019, in accordance with N.C.G.S. 158-7.1 setting out the particulars of the request and the public benefits to be derived from said improvements; and

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GREENSBORO;

(1) That in accordance with the City's New Economic Development Incentive Guidelines, and pursuant to N.C.G.S. 158-7.1, a grant reimbursement and participatory agreement between the City of Greensboro and The Fresh Market, Inc. for the creation of up to 53 new jobs and retention of 248 existing jobs, with a combined average annual wage of \$86,000, in an amount not to exceed \$1,000 per job is hereby approved.

(2) The City Manager is hereby authorized to execute, on behalf of the City of Greensboro, the proper agreement.

(3) The grant shall be paid in five consecutive installments not to exceed \$60,200 per year and \$301,000 in total. The 248 existing jobs shall be retained for a period of 10 years (the Job Retention Period). The 53 new jobs shall be retained from the date of creation through the expiration of the Job Retention Period.

(4) The incentive will expire if the jobs are not created by December 31, 2024.

(Signed) Nancy Vaughan

### **III. Adjournment**

Mayor Wagner asked for motion to adjourn the City of High Point special meeting.

Moved by Councilmember Jones, seconded by Councilmember Williams to adjourn the special joint meeting. The motion carried by voice vote.

Upon motion by Council Member Jones and second by Council Member Williams, the meeting was adjourned at 4:04 p.m. The motion to adjourn carried by a 6-0 unanimous vote of the High Point City Council.

The City of High Point meeting adjourned at 4:04 p.m.

Mayor Vaughan asked for a motion to adjourn the City of Greensboro special meeting.

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

THE CITY COUNCIL ADJOURNED AT 4:04 P.M.

ANGELA R. LORD  
CITY CLERK

NANCY VAUGHAN  
MAYOR