



City of Greensboro

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

Meeting Minutes - Final City Council Special Meeting

Monday, February 24, 2020

9:00 AM

ACC Hall of Champions Board Room

I. Call To Order

This City Council Special Retreat Meeting of the City of Greensboro was called to order at 9:09 a.m. on the above date at The ACC Hall of Champions Board Room with the following members present:

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

Also Present: City Manager David Parrish, City Attorney Chuck Watts, and City Clerk Angela Lord.

1. [ID 20-0219](#) Introduction

City Manager David Parrish covered housekeeping items; recognized Meridith Powell; spoke to the retreat process; and reviewed informational items in a packet provided to Council.

II. February 18, 2020 Work Session Review

2. [ID 20-0220](#) Meridith Powell and City Staff

Ms. Powell outlined items to be reviewed; highlighted topics covered at the work session on February 18th; spoke to the will of Council to draft an updated mission and vision statements for the City; read the current statements; provided examples of vision and mission statements from other municipalities; spoke to the need for a shorter and clearer statement; and requested Council break out into small groups to discuss.

Mayor Pro-Tem Johnson entered the meeting at 9:26 a.m.

Discussion took place regarding drafted vision and mission statements; commonalities between statements provided by the groups; and narrowing the verbiage to form proposed statements.

City Manager Parrish explained the current mission statement was 25 to 30 years old.

The following Vision and Mission statements were the result of Council discussions.

Proposed Vision:

Building on our history as a diverse and forward thinking city, Greensboro is a community with endless economic opportunities and exceptional quality of life for all.

Proposed Mission:

The mission of the City of Greensboro is to shape an inclusive future for equitable economic opportunity and sustainable safe neighborhoods through citizen focused services and programs.

Mayor Vaughan declared a recess at 10:28 a.m. Council reconvened at 10:37 a.m. with all members in attendance.

Discussion took place regarding values; the values submitted by individual groups which included: Inclusive, Compassion; Innovate; Sustainable; Integrity; Compassion; Equity; Respect; Transparency; Creativity; Equity; Respect and Access to Housing; commonalities; narrowed suggestions to focus on equity, respect, inclusion,

safety, and sustainability; and defined each value as listed below:

Safety:

Creating environments where people are free from harm, with access to vibrant livable neighborhoods.

Inclusion:

Greensboro commits to equitable participation for those that live, work or attend school here.

Councilmember Thurm left the meeting at 11:20a.m. and returned at 11:22 a.m.

Respect:

Treat others with compassion, as you would treat yourself and celebrate our histories, cultures, and each other.

Innovation:

To inspire a creative community environment where people and businesses thrive.

Sustainability:

Being good stewards of our resources and protecting our environment.

III. Long Term Goals Discussion

3. [ID 20-0221](#) Strategic Planning - Meridith Powell

Ms. Powell outlined the current long term goals; requested Council to use the proposed values to create new long term goals; and explained the goals should be obtainable within a three to five year time frame.

Councilmembers broke out into groups for discussions; and provided the following as long term goals:

- Economic Development (Megasite)
- Sustainability and Recycling (LEED)
- Public Safety
- Raise per capital household income by 20%
- Affordable housing
- Start up businesses
- Diversity on Boards and Commissions
- Build fund balance
- 1000 new jobs paying \$15 per hour or more
- Reduce violent crime
- Lower vehicle use

Discussion took place regarding an increase of minimum incomes; affordable housing; the fund balance; reduction of violent crime; attraction and support of businesses; transportation; and sustainability.

Ms. Powell directed the conversations toward reaching measurable goals from the common themes.

Discussion continued regarding creating partnerships for affordable housing; allocation of resources; vouchers and tax credits; past performance measures; and employee education.

Neighborhood and Development Director Stan Wilson spoke to realistic expectations; to subsidies; and to the development cycle.

Discussion ensued regarding projected dates; altering short-term goals; implementing incentives; the importance of partnerships; the role of City Council; developers and the market rate; transportation concerns; and Economic Development guidelines.

IV. Lunch Break

Mayor Vaughan declared a break for lunch at 11:37 a.m. Council reconvened from lunch at 12:04 p.m. with all members in attendance.

V. Strategic Plan Development

4. [ID 20-0226](#) Strategic Planning - Meridith Powell

Police Chief Brian James made a PowerPoint Presentation (PPP); spoke to a comparison of the 2018-2019 crimes against people and property; to increased assaults; to car theft; to juvenile crimes; to a 5-year trend of violent crimes; to aggravated assaults; outlined patrol divisions; spoke to a partnership with the Sheriff's Department; to electronic monitoring; to posting bail; and to enhanced relationships. Chief James spoke to the forensics process; stolen weapons and community guns; communication with detectives; response times; and to changes in priority calls.

Councilmember Outling requested staff to provide a complete picture of response times.

Chief James explained response times for outlying areas; spoke to personnel; to grant funding; to the need for equipment; and to working with homeless advocates.

Discussion took place regarding a reasonable expectation of percentages to reduce crime; human trafficking concerns; visibility of police officers in neighborhoods; shovel-ready sites; raising per capita household incomes; attainable goals; revision of incentive guidelines; recommendations for alternate options from using fund balance; a 5% increase each year for 3 years; and the need for \$10 million cash for emergencies. Discussion continued regarding the number of electric buses; property development; roads and bike lanes; dedicated shuttles; the need for multiple hubs; bus capacity; ridership; recycling; the Leadership in Energy and Environmental Design (LEED) program; and elimination of plastic bags.

*Reduce violent crime by 20% by 2022

*Raise per capita median household income by 15% by 2025

*Bring the fund balance to 15% of the annual budget by 2023

*Increase by 20% the number of people that can reach their place of employment without the use of their personal vehicle by 2023

*Implement a long-term plan for recycling by 2023

*Form partnerships to increase committed affordable housing 0-30, and 30-60 Area Median Income (AMI) by 1000 units by 2022

*Implement a plan to receive the GOLD LEED award for cities by 2023

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

VI. Next Steps

5. [ID 20-0227](#) Next Steps

Ms. Powell explained City Manager Parrish and staff would develop short-term goals based on the long-term goals provided by Council; layout an action plan; focus on accountability and measurement strategies; spoke to decisions to move goals forward; and to flexibility in the goals.

City Manager Parrish added staff would provide an update approximately mid-April; spoke to the upcoming budget process; and commended the accomplishments of the day.

VII. Adjournment

Moved by Councilmember Abuzuaiter, seconded by Councilmember Kennedy, to adjourn the special retreat meeting. The motion carried by voice vote.

THE CITY COUNCIL ADJOURNED AT 2:37 P.M.

ANGELA R. LORD
CITY CLERK

NANCY VAUGHAN
MAYOR