



City of Greensboro

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

Meeting Minutes - Final City Council Work Session

Tuesday, October 6, 2020

3:00 PM

VIRTUAL

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I. Call To Order

This virtual City Council work session of the City of Greensboro was called to order at 3:00 p.m. on the above date.

Mayor Vaughan took a roll call to confirm Councilmembers in attendance. The following members were present:

Mayor Nancy Vaughan, Councilmembers Marikay Abuzaiter, Sharon Hightower, Nancy Hoffmann, Yvonne J. Johnson, Justin Outling, Tammi Thurm, and Goldie Wells.

Absent: Michelle Kennedy

Also present were City Manager David Parrish, City Attorney Chuck Watts and Assistant City Clerk, Victoria L. Howell.

II. Presentations

1. [ID 20-0564](#) Council Long-Term Goals/Financial Update

City Manager David Parrish made a PowerPoint Presentation (PPP); spoke to a previous Strategic Planning meeting; to progress and goals; to an upcoming Council retreat in 2021; and recognized Assistant City Manager, Larry Davis.

Assistant City Manager Davis continued the PPP; provided a Council Long-Term goals and financial update; spoke to previous strategic goals set by Council; to vision and mission; to a new vision statement; to raise per capita and median by 2025; to current stats compared to peer cities; to Economic Development (ED) incentives; to internal and external programs; to workforce development; to Minority and Women's Business Enterprise (M/WBE) contracts; to landscape development; to Housing GSO; to violent crimes; to the general fund; to the capital reserve; to fund balance improvement; to alternative transportation strategies for the Greensboro Transportation Authority (GTA); to proposed system improvements; to recycling metrics; to revenue adjustments; and to plans for LEED Gold certification by 2023.

Mayor Vaughan and Councilmember Outling requested staff to research financial metrics degree attainment based median income; and programming of peer municipalities.

Discussion took place regarding staff appreciation; M/WBE participation goals; and the rise of violent crimes.

Councilmember Hightower requested staff to research violent crime in relation to education and economic factors; and economic development residential benefits.

Councilmember Outling requested staff to research criteria for M/WBE participation in regards to service and professional categories.

City Manager Parrish reiterated plans for City Council Retreat in 2021; spoke to goals for the upcoming year; to investments; provided an update on property and sales tax; reviewed revenue resources and Fund balances; and

provided comparisons to peer municipalities.

Discussion ensued regarding District 1 town hall meeting; developable land; and prospect of growth in District 1.

(A copy of the Powerpoint Presentation is filed in Exhibit Drawer C, Exhibit No. 24, which is hereby referred to and made a part of these minutes.)

2. [ID 20-0612](#) Economic Development

City Manager Parrish made an Economic Development (ED) presentation; described the ED landscape of 2020; and spoke to projects and local developments.

Economic Development Planner, Reggie Delahanty continued the PPP; and highlighted a recent ED project for Hops and Nuts.

City Manager Parrish spoke to partners and networking; to long-term goals; and recognized Planning Department Director, Sue Schwartz.

Ms.Schwartz continued the PPP; spoke to important roles for success; to funding programs; to internal/external support programs; to primary programmatic activities; to investments; to funding and budgeted expenses; to projected incentive payments; to potential investors; and to city resources.

Ms. Schwartz recognized Economic Development & Business Manager, Kathi Debul.

Ms. Debul continued the PPP; spoke to Project Origination and supported services; to investment; to potential job creation; to community support; to a reliable workforce; and to land development opportunities.

Staff were requested to provide ED proposed NFI salaries and benefits; clarity on staff recommendations; benchmark data; and criteria of minimum wages.

Ms.Dubel spoke to the business incentive program guidelines adopted in 1994 and amended in 2015; to minimum incentive criteria; to targeted industry clusters; and to retail projects not eligible for consideration.

Discussion took place regarding incentive criteria; established guidelines; modifications; partners updates; investments; the job sector; average wages in peer municipalities; benefits; Urban Development Investment Guidelines; real estate development and redevelopment projects; and grant and loans.

(A copy of the Powerpoint Presentation is filed in Exhibit Drawer C, Exhibit No. 24, which is hereby referred to and made a part of these minutes.)

III. Adjournment

Moved by Mayor Pro-Tem Johnson, seconded by Councilmember Hightower, to adjourn the meeting. The motion carried by roll call vote.

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

Absent: Michelle Kennedy

THE CITY COUNCIL ADJOURNED AT 4:38 P.M.

VICTORIA L. HOWELL

ASSISTANT CITY CLERK

NANCY VAUGHAN
MAYOR