

**HIGH POINT CITY COUNCIL
SPECIAL MEETING
May 22, 2024 – 4:00 P.M.
3rd Floor Conference Room – Municipal Building**

CALL TO ORDER, ROLL CALL

Mayor Pro Tempore Holmes called the meeting to order at 4:00 p.m. and stated that Mayor Jefferson and Council Member McKiver would be participating virtually.

Mayor Cyril Jefferson (virtually), Council Member Michael Holmes, Council Member Britt Moore, Council Member Amanda Cook, Council Member Vickie McKiver (virtually), Council Member Tyrone Johnson (arrived at 4:13), Council Member Monica Peters, Council Member Patrick Harman, and Council Member Tim Andrew

ADOPT AGENDA

A motion was made by Council Member Peters, seconded by Council Member Cook, to adopt the agenda as presented.

The motion carried with the following vote:

Aye: Council Member Holmes, Council Member Moore, Council Member Cook, Council Member Peters, Council Member Harman, and Council Member Andrew

Mayor Jefferson and Council Member McKiver did not vote as they were attending virtually.

Absent: Council Member Johnson

PRESENTATION OF ITEMS

2024-203 Presentation of Fiscal Year 2024-25 Budget - Downtown High Point, Inc.

Staff from Downtown High Point, Inc. will present information on the Fiscal Year 2024-2025 budget.

Rebekah McGee, President and CEO of Forward High Point, provided a PowerPoint presentation and stated a strategic plan was completed in October of 2023, and as a result, two new events were created which are Social Saturdays and Carolina Brew Festival. She noted a new development team has been engaged for Show Place West and highlighted some partnerships.

She provided four goals that resulted from the strategic plan which are:

- *Downtown focused marketing,*
- *Business development, recruitment, and retention*
- *Placemaking*
- *Clean and Safe*

Ms. McGee spoke to projects & partnerships and noted how those correlated with the four strategic goals; Showplace West/One Plaza Center being designated as an historic

building and that a developer is interested in the property; and a possible future project regarding the creation of a Small Business Downtown Grant.

She explained that the Downtown Business Owners/partners meetings are held in various locations and provided logistics of Social Saturdays noting there are 14-17 businesses participating and there were over 200 trolley riders in May. Carolina Core Brews Festival was a success with 1.6k attendees and 35 Breweries participated.

Council Member Johnson arrived at 4:13 p.m.

Ms. McGee reviewed the budget and stated there were not significant changes and it is staying the same as the previous year. She noted expenses are staying the same minus staff expenses noting a part time position has not been filled and that position is now a full-time position.

A discussion ensued regarding the budget, trolley ridership, small business grant, and branding.

Mayor Pro Tempore Holmes thanked Ms. McGee for her presentation.

2024-204 Presentation of Fiscal Year 2024-25 Budget - Visit High Point

Staff from Visit High Point will present information on the Fiscal Year 2024-2025 budget.

Melody Burnett, President of Visit High Point, provided a PowerPoint presentation. She explained the occupancy tax overview noting there is some anticipation of 1% growth at the end of the fiscal year and said projections were coming in fairly strong.

She provided the revenues for Visit High Point, noting most of the funding comes from the occupancy tax. She reviewed new revenues thanking the Mayor and City Council for the ARPA funds which will be used for interactive art installation. Mr. Burnett provided an organizational chart and explained the need for an Event Manager. She provided an overview of the expenses and noted that operational cost expenses will increase by 18%. She spoke to direct booking expenses, increases in tourism promotion expenses and provided information regarding High Point being a certified destination for travelers with autism.

A thorough discussion ensued regarding autism, interactive art, community partners, tourism promotion expenses, and the progression in the diversity of events.

2024-205 Presentation of Fiscal Year 2024-2025 Budget - Market Authority

Staff from the Market Authority will present information on the Fiscal Year 2024-25 budget.

Tammy Nagem, President and CEO, provided a PowerPoint presentation. She reviewed areas of focus which are: cultivating new buyer targets, ensuring a frictionless guest experience, long range technology improvements that are customer focused, and nourishing the next generation of home furnishings professionals.

She reviewed the budget noting the FY24-25 budget includes infrastructure dollars and provided an expense analysis highlighting no increase in staff, a change in registration contractor, and continuing with one night of national act concert each market.

A discussion ensued regarding residents' access to the market, apprenticeships, as well as market dates and attendance.

2024-206 FY 2024-25 Proposed Budget - City of High Point

To continue discussion on the City of High Point proposed Fiscal Year 2024-2025 budget.

Tasha Logan Ford, City Manager, stated this budget session is for staff to answer questions and address concerns by the Mayor and City Council, and introduced Stephen Hawryluk, Budget and Performance Director.

Mr. Hawryluk spoke to salary increases, travel increases, the City of Greensboro property reevaluation, last year's budget, and provided clarification regarding capital projects.

Bobby Fitzjohn, Finance Services Director, spoke to the general fund and using fund balance to balance the budget as well explained the bond ratings.

A thorough discussion ensued regarding capital expenses, salaries, electric fund, and past and future capital projects.

Mayor Jefferson spoke to employee operational cost and ensuring the City's job market remains competitive, downtown revitalization, greenways, and bond ratings.

A discussion ensued regarding the effects of lowering the tax increase, economic development trends, private partnerships, the shared use kitchen, and water and sewer funds.

ADJOURNMENT

There being no further business to come before the City Council, the meeting adjourned at 6:28 p.m.

Respectfully Submitted,

Michael Holmes, Mayor Pro Tempore

Attest:

Sandra Keeney, City Clerk