

City Manager's Briefing
August 19, 2024 – 4:00 p.m.
3rd Floor Conference Room – Municipal Building
211 S. Hamilton Street

CALL TO ORDER

Mayor Pro Tem Holmes called the Manager's Briefing to order at 4:00 p.m.

Present: Mayor Cyril Jefferson (arrived at 4:42), Mayor Pro Tem Michael Holmes, At-Large Council Member Amanda Cook, At-Large Council Member Britt Moore (arrived at 4:05 p.m.), Council Member Vickie McKiver, Council Member Tyrone Johnson (arrived at 4:39 p.m.), Council Member Monica Peters, Council Member Patrick Harman, and Council Member Tim Andrew

PRESENTATION OF ITEMS

2024-335 Economic Development Department Overview

Staff will provide an overview of the Economic Development Department.

Peter Bishop, Economic Development Director, provided an overview of the Economic Development Department. He stated the department has annual budget of \$530,000 and reviewed several partnerships such as the Guilford County Economic Development Alliance, Piedmont Triad Partnership, Business High Point, High Point Market, Visit High Point, Forward High Point, GuilfordWORKS, and High Point University.

He explained the core functions of the Economic Development department noting business recruitment, business retention and expansion, and marketing and communications. He spoke about job creation and investments, the building upfit grants, facade grants, and downtown and E. Green Dr. rent reimbursements. He discussed the existing industry expansion and new business recruitment and provided information regarding real estate, client specific workforce, logistics, and cluster analysis. He also spoke about financial programs and incentives and site and community tours and how they connect the company to the community.

Mr. Bishop noted there are 41 active projects and expressed excitement about the future of economic development in High Point.

Mayor Pro Tempore Holmes thanked Mr. Bishop for the presentation.

2024-336 Information Regarding Evaluation Criteria for the Annual Non-Profit Organization Application and Funding Process

Staff will present evaluation criteria that could be utilized during the review of applications for the annual non-profit organization funding process.

Stephen Hawryluk, Budget and Performance Director, presented evaluation criteria that could be utilized during the review of applications for the annual non-profit funding process.

A thorough discussion took place regarding what information is public, the growing request for these funds, reviewing previous entities that have requested the funds, and how other municipalities handle these requests.

Council Member Peters noted that there is a misconception regarding where these funds come from, noting these are tax dollars. She expressed a desire to have staff make recommendations and review the applications.

A discussion ensued regarding educating the public regarding the criteria and requesting organizations that provide the same services to collaborate.

Meghan Maguire, City Attorney, provided information regarding what is considered a public purpose noting requirements from the North Carolina State Constitution and the North Carolina General Statutes. Examples of a public purpose include food and nutrition, housing low and moderate income, mental health, art and museum, public education, recreation, and urban development.

A thorough discussion ensued regarding the general meaning of public purpose, being good stewards of public funds, and if changes are needed providing the information to the public prior to applications being received, as well as what the city receives regarding reporting from these agencies.

Ms. Maguire noted that the City has a right to audit the funds.

Mayor Pro Tempore Holmes thanked everyone for a very informative discussion.

ADJOURNMENT

There being no further business to come before the Manager's Briefing, the meeting was adjourned at 4:52 p.m.

Respectfully Submitted,

Michael Holmes, Mayor Pro Tempore

Attest:

Sandra Keeney, City Clerk