



City of High Point

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Meeting Agenda Special Called Meeting

*Cyril Jefferson, Mayor
Michael Holmes, Mayor Pro Tempore (Ward 6),
Britt W. Moore (At Large), Amanda Cook (At Large), Vickie M.
McKiver (Ward 1), Tyrone Johnson (Ward 2), Monica L. Peters
(Ward 3), Dr. Patrick Harman (Ward 4), and Tim Andrew (Ward 5)*

Monday, February 5, 2024

3:30 PM

3rd Floor Conference Room

CALL TO ORDER, ROLL CALL

ADOPTION OF AGENDA

PRESENTATION OF ITEMS

1. [2024-047](#) Communications and Public Engagement Department Overview
Staff will provide information regarding the Communications and Public Engagement Department.
Attachments: [Communications and Public Engagement Department Overview](#)
2. [2024-043](#) Budget and Evaluation and Financial Services Department Overview
Staff will provide information regarding the Budget and Evaluation and Financial Services Departments.
Attachments: [Budget and Finance Overview](#)
3. [2024-044](#) Closed Session-Attorney Client Privilege
Council is requested to go into Closed Session Pursuant to N.C. General Statute §143-318.11(a)(3) for Attorney-Client Privilege.

ADJOURNMENT



City of High Point

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Master

File Number: 2024-047

File ID: 2024-047

Type: Miscellaneous Item

Status: To Be Introduced

Version: 1

Reference:

In Control: Special Called Meeting

File Created: 02/02/2024

File Name:

Final Action:

Title: Communications and Public Engagement Department Overview
Staff will provide information regarding the Communications and Public Engagement Department.

Notes:

Sponsors:

Enactment Date:

Attachments: Communications and Public Engagement Department Overview

Enactment Number:

Contact Name:

Hearing Date:

Drafter Name: sandra.keeney@highpointnc.gov

Effective Date:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
---------------	--------------	-------	---------	----------	-----------	-----------------	---------

CITY OF HIGH POINT

AGENDA ITEM



TITLE: Information Item – Communications and Public Engagement	
FROM: Jeron Hollis, Managing Director	MEETING DATE: February 5, 2024
PUBLIC HEARING: N/A	ADVERTISED DATE/BY: N/A
ATTACHMENTS: Presentation - Communications and Public Engagement Department	

PURPOSE: To present information about the Communications and Public Engagement Department.

BACKGROUND:

Present an overview of the Communications and Public Engagement Department.

BUDGET IMPACT:

None

RECOMMENDATION /ACTION REQUESTED:

None, this is a presentation item only.



COMMUNICATIONS & PUBLIC ENGAGEMENT

COUNCIL PRESENTATION



CITY OF
**high
point.**

DIVERSITY EQUITY & INCLUSION

COUNCIL PRESENTATION





AREAS OF DEI INTEGRATION

**Organizational
Learning and
Development**

M/WBE

**Human
Resources**

**Community
Partnerships
and
Initiatives**



ORGANIZATIONAL LEARNING & DEVELOPMENT

- **City Council DEI Orientation Sessions (2023)**
- **Department Director, Assistant Director, and other select leadership training (2023)**
- **Workforce Training (2024)**
 - Fire and Police Departments (January – March)
 - Remaining Workforce (April)



M/WBE SUPPORT

- **Disparity Study Process**

- Members of the steering committee
- Assist with Strategic Planning

- **Vendor Engagement and Program Development**

- Internal and external education
- Event support including Minority Enterprise Development Week



HUMAN RESOURCES & TALENT ACQUISITION

- **Talent Sourcing**

- Participation in hiring panels
- Attend career fairs and hiring events
- Analyze job postings

- **Employee Engagement Committee**

- Analyzed 2023 Employee Engagement Survey data
- Development of recommendations for city leadership

- **Policy Review and Data Analysis**

- New hires, training and development, advancement and promotion, recognition, and offboarding



COMMUNITY PARTNERSHIPS & INITIATIVES

- One High Point Commission support
- Community Builders
- Triad DEI Collaborative
- Continuum of Care DEI Committee
- All-American City Task Force

HUMAN RELATIONS

COUNCIL PRESENTATION





FUNCTIONS & SCOPE

Protecting Civil Rights

- Advising on Landlord/Tenant Issues
- Fair Housing Complaint Referrals & Trainings

Promoting Equal Opportunity

- Human Rights Initiatives & Policies
- Resource Sharing Partnerships

Positive Community Relations

- Inclusive Community Engagement



HUMAN RELATIONS COMMISSION

Advisory Body (9 Residents)

- Commissioners appointed by Council
- Annual work plan approved by Council

Commission Duties

- Advise Council on issues of human rights
- Develop special programs and events
- Promote community understanding/respect



PROTECTING CIVIL RIGHTS

- **92 Landlord/Tenant Issues Addressed**
 - FY22-23: 142 customers
- **8 Fair Housing Complaints referred to NCHRC**
 - FY22-23: 11 complaints
- **4 Fair Housing Trainings conducted**



PROMOTING EQUAL OPPORTUNITY

Fair Housing
Assistance
Program

Presentation to Council
in Feb. 2024

City-Wide
Language Access
Policy

Developed in UNC's Language
Access Collaborative; to be
presented to Council in 2024



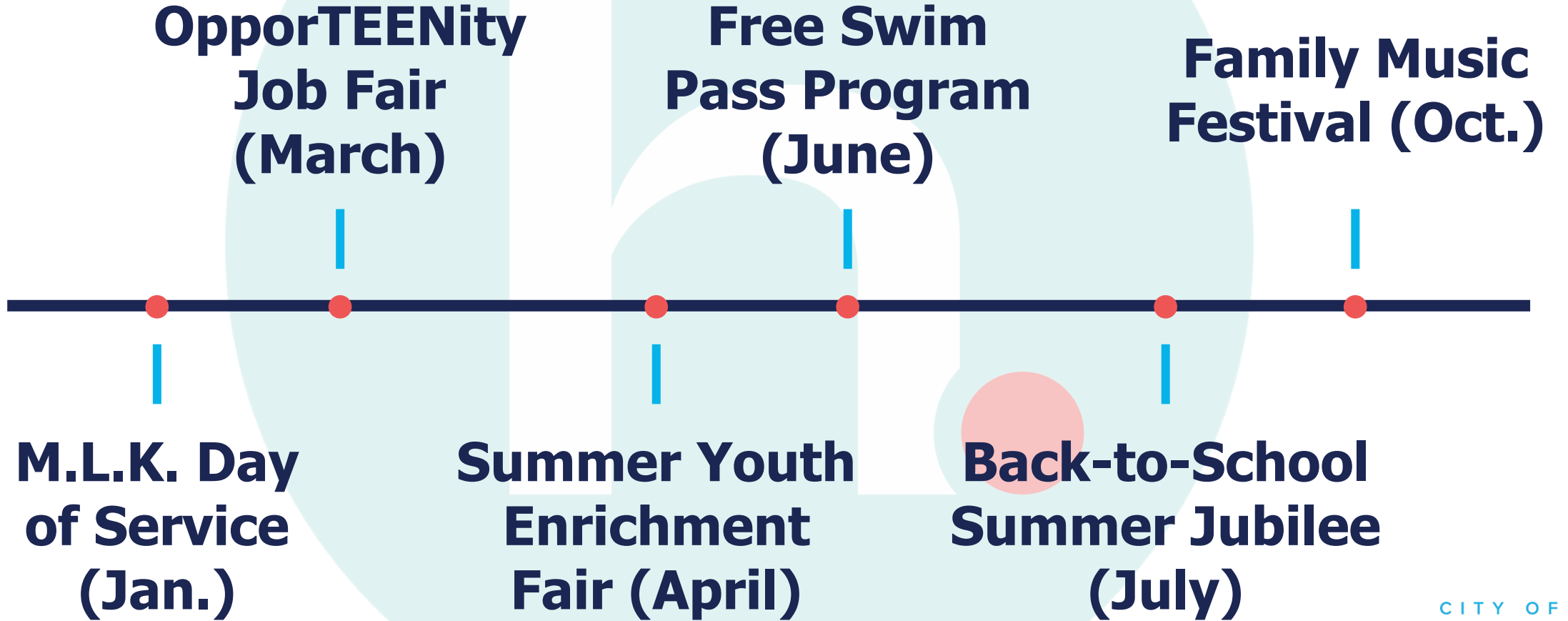
COMMUNITY OUTREACH

- **12 Events Organized/Attended (FY23-present)**
 - FY22-23: 17 events
 - FY21-22: 19 events
- **6,800 Interactions with High Point residents**
 - FY22-23: 3,978 interactions
 - FY21-22: 2,968 interactions





2024 COMMUNITY PROGRAMS



MARKETING & COMMUNICATIONS

What we create in High Point...Changes the WORLD!





MARKETING & BRANDING

- Worked alongside our vendor/partner CivicBrand
- Timeline
 - 2021 CivicBrand was chosen as our partner
 - 2022 Developed the Marketing & Branding Taskforce
 - 2022-2023: Multiple Pop-up Events, Data Collection and Learning Sessions
 - May 1, 2023: Presented branding and implementation plan for approval to move forward
 - Aug 5, 2023: Brand Launched at Truist Point



MARKETING & BRANDING

Implementation

- CivicBrand back onboard to help with implementation
- 2024 Q1 Focus:
 - Develop phased brand merchandise rollout
 - Design, suppliers and software
 - Place brand into the built environment
 - Develop 2024 Pop-up strategy
 - Implement department logos, style guides and implementation plan





MARKETING DIVISION

WHAT WE DO



DIGITAL MARKETING

Website

- Over 100,000 visitors a month
- Top Users from USA, Canada, United Kingdom & India
- Top views are Pay your bill, Public Library, Collection Schedule
- Majority ($\approx 60\%$) of customers connect with a mobile device
- Top days for traffic: Saturday & Wednesday



DIGITAL MARKETING

Social Media

- 1.6M impressions a year across platforms
- Audience is visual - photo and video get most engagement
- Facebook #1 platform
 - 72.10% female audience in the 35-55 age range
 - Top cities are High Point, Greensboro, Thomasville
 - Month of January
 - Post Reach 105,000
 - Post Engagement 17,500
 - 4,600 link clicks



ADVERTISING

- Advertising campaigns for recruiting
 - Huge success with radio, social, geo fencing and retargeting campaigns with Public Services' same day hiring events
- Digital Advertising
 - Geo Fencing
 - Targeted Demographic Advertising
 - IP Advertising
 - Social Media Advertising
- Event Promotion
 - Media Buys
 - Flyer Distribution and Ad Placement

ADVERTISING

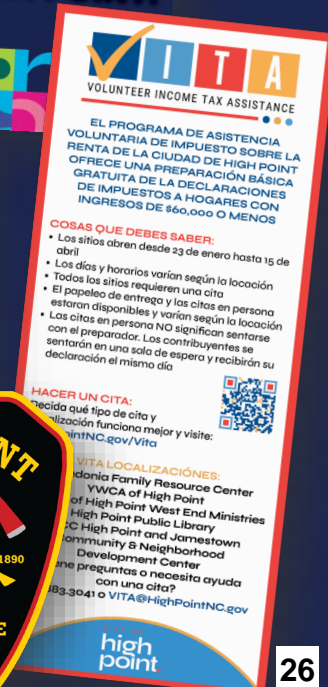
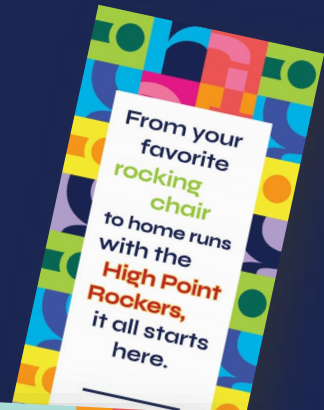


HIGH POINT THEATRE

- Marketing and Advertising Agency for the High Point Theatre
 - **2021/2022 Season:** Remarkable numbers coming out of covid
 - 4 Sellout shows
 - **2022/2023 Season:** Largest grossing box office ticket sales and attendance in the history of the High Point Theatre
 - \$709,000 in ticket sales and total attendance of 61,990
 - **2023/2024 Season:** \$370,000 in ticket sales halfway through the season. We are on track to be around \$740,000 by end of the year, which will again be the largest grossing box office ticket sales and total attendance in High Point Theatre History

GRAPHIC DESIGN

- Flyers
- Banners
- Decals
- Tri-fold Brochures
- Mail Inserts
- Department Reports
- Signage
- Artwork





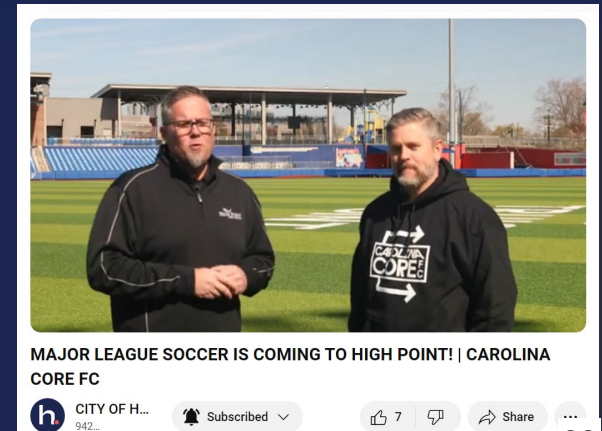
PRINT SHOP

RICOH
imagine. change.

- What is it?
 - Ricoh operated
 - Handles nearly all printing needs
 - Cost control
 - Quick turnaround time
 - Brand control
- Print Capability
 - Banners, Car Wraps, Bound Books/Reports, Flyers, Stickers, Yard Signs, Maps, Business Cards, Flyers, Marketing Materials

VIDEO | PHOTO

- City Department Videos
- One High Point Commission Video
- Instructional and informational organizational videos
- ID Badges
- Event Photography
- Headshots





VIDEO | PHOTO

PEG Channel | Spectrum Channel 8

- State funded Public, Education and Government Channel
- Post video content, PSA's, event flyers
- Outdated system:
 - Can only view if you subscribe to spectrum cable
 - Does not fully support HD
 - Software to run the system is not supported
 - Limited capabilities to operate channel



MEETING PRODUCTION

- City Council Meetings and all Council Committee Meetings
 - Audio Broadcasts streamed to YouTube
 - Available to watch stream at:
www.HighPointNC.gov/VirtualPublicMeeting
- Other Meeting Productions
 - 911
 - Economic Development Announcements
 - Press Conferences
 - Emergency Communications
- Working on a plan to provide capability to stream meetings in the chamber in 2024

COMMUNICATIONS AND PUBLIC ENGAGEMENT

CREATRE

NO
MOTOR
VEHICLES

MAKERS
THROUGH
BEER.

CREATORS
THROUGH
PLACE.

high
point.





City of High Point

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Master

File Number: 2024-043

File ID: 2024-043

Type: Miscellaneous Item

Status: To Be Introduced

Version: 1

Reference:

In Control: Special Called Meeting

File Created: 01/31/2024

File Name:

Final Action:

Title: Budget and Evaluation and Financial Services Department Overview
Staff will provide information regarding the Budget and Evaluation and Financial Services Departments.

Notes:

Sponsors:

Enactment Date:

Attachments: Budget and Finance Overview

Enactment Number:

Contact Name:

Hearing Date:

Drafter Name: sandra.keeney@highpointnc.gov

Effective Date:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:

CITY OF HIGH POINT

AGENDA ITEM



TITLE: Information Item – Budget and Evaluation Department and Financial Services Department Overview	
FROM: Stephen Hawryluk, Budget & Perf. Director Bobby Fitzjohn, Financial Services Director	MEETING DATE: February 5, 2024
PUBLIC HEARING: n/a	ADVERTISED DATE/BY: n/a
ATTACHMENTS: Presentation-Budget and Evaluation Department and Financial Services Department	

PURPOSE:

To Present information about the Budget and Evaluation Department and the Financial Services Department.

BACKGROUND:

Present an overview of the Budget and Evaluation Department and the Financial Services Department to the City Council.

BUDGET IMPACT:

None

RECOMMENDATION/ACTION REQUESTED:

None, this is a presentation item only.

Budget and Evaluation

Stephen M. Hawryluk
Budget and Performance Director





BUDGET AND EVALUATION

- Preparation of annual operating budget
- Preparation of 5-Year Capital Improvement Plan (CIP)
- Assist departments with compilation of performance measures and key performance indicators
- Oversee implementation of strategic plan
- Coordinate annual non-profit funding application process
- Conduct biennial citizen survey
- Perform special projects

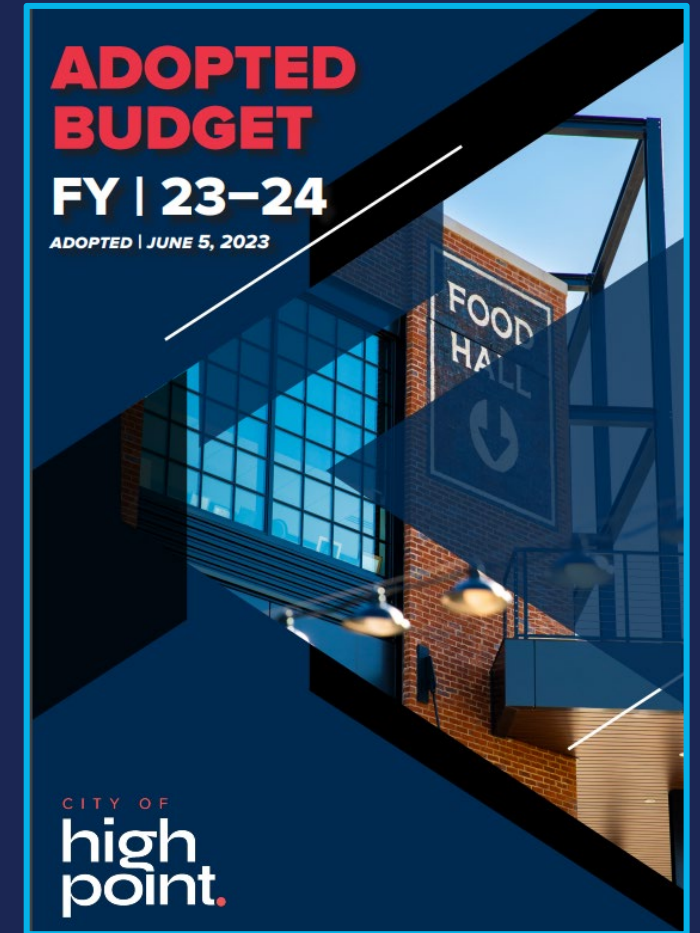
BUDGET AND EVALUATION

Staff

- Budget and Performance Director
- Strategic Initiatives Manager
- Budget Analysts (2)

Documents

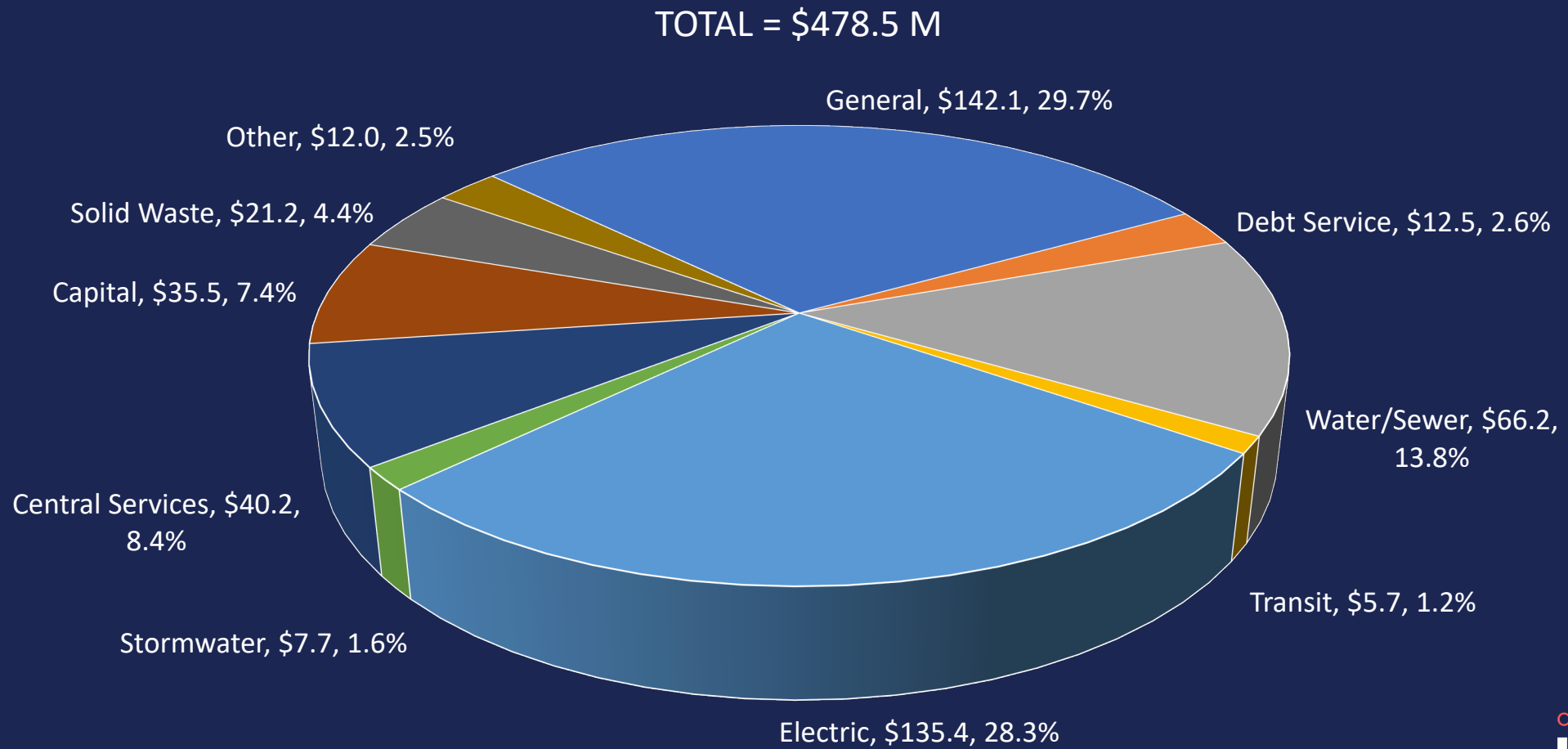
- Annual Adopted Budget
 - Includes 5-Year Capital Improvement Plan (CIP)
- Comprehensive Fee Schedule
- Reports/Studies as requested and conducted



ANNUAL BUDGET PROCESS



FY 2023-24 ADOPTED BUDGET BY FUND

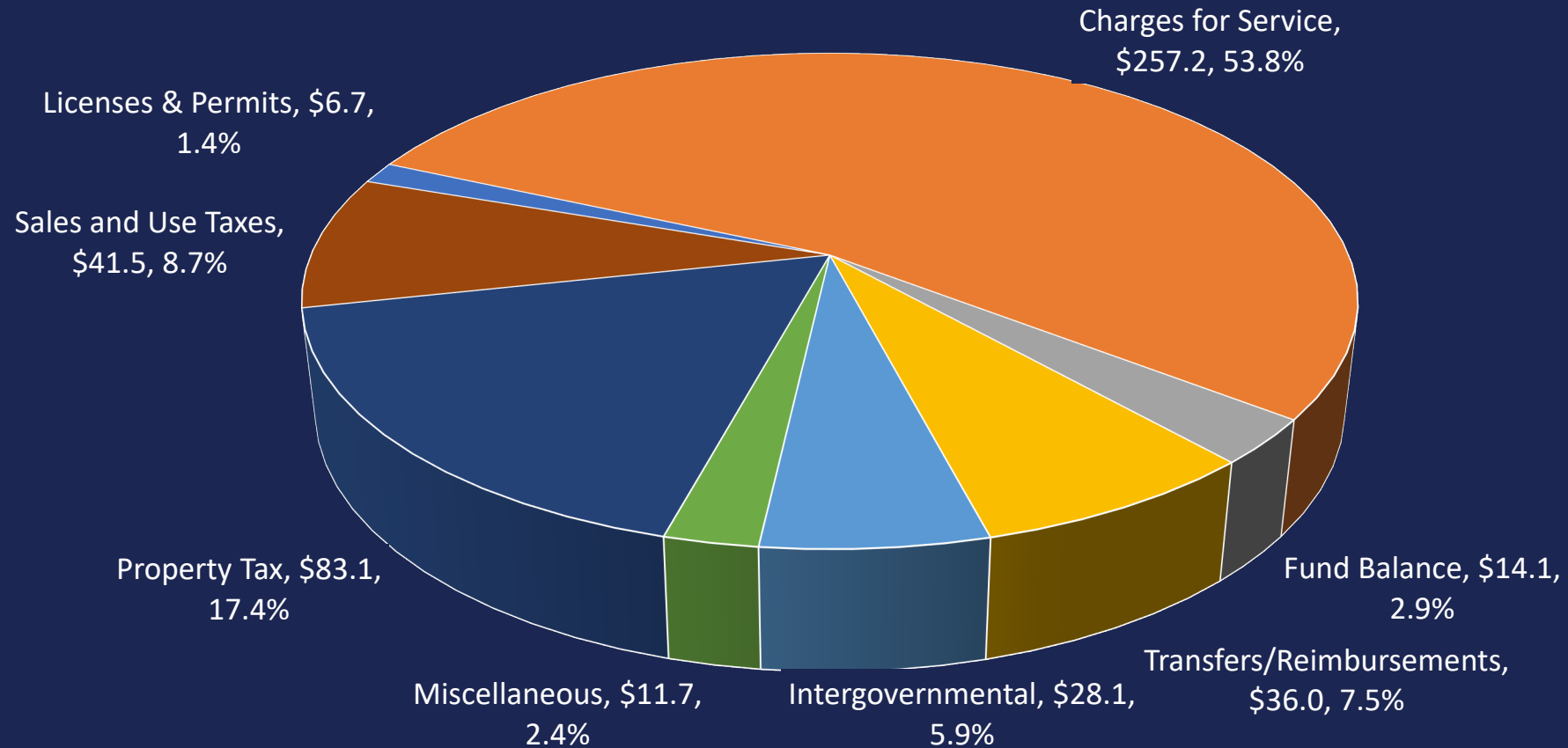


* Amounts are millions

** Other includes Economic Development, Market Authority, Special Revenue, and Parking Funds

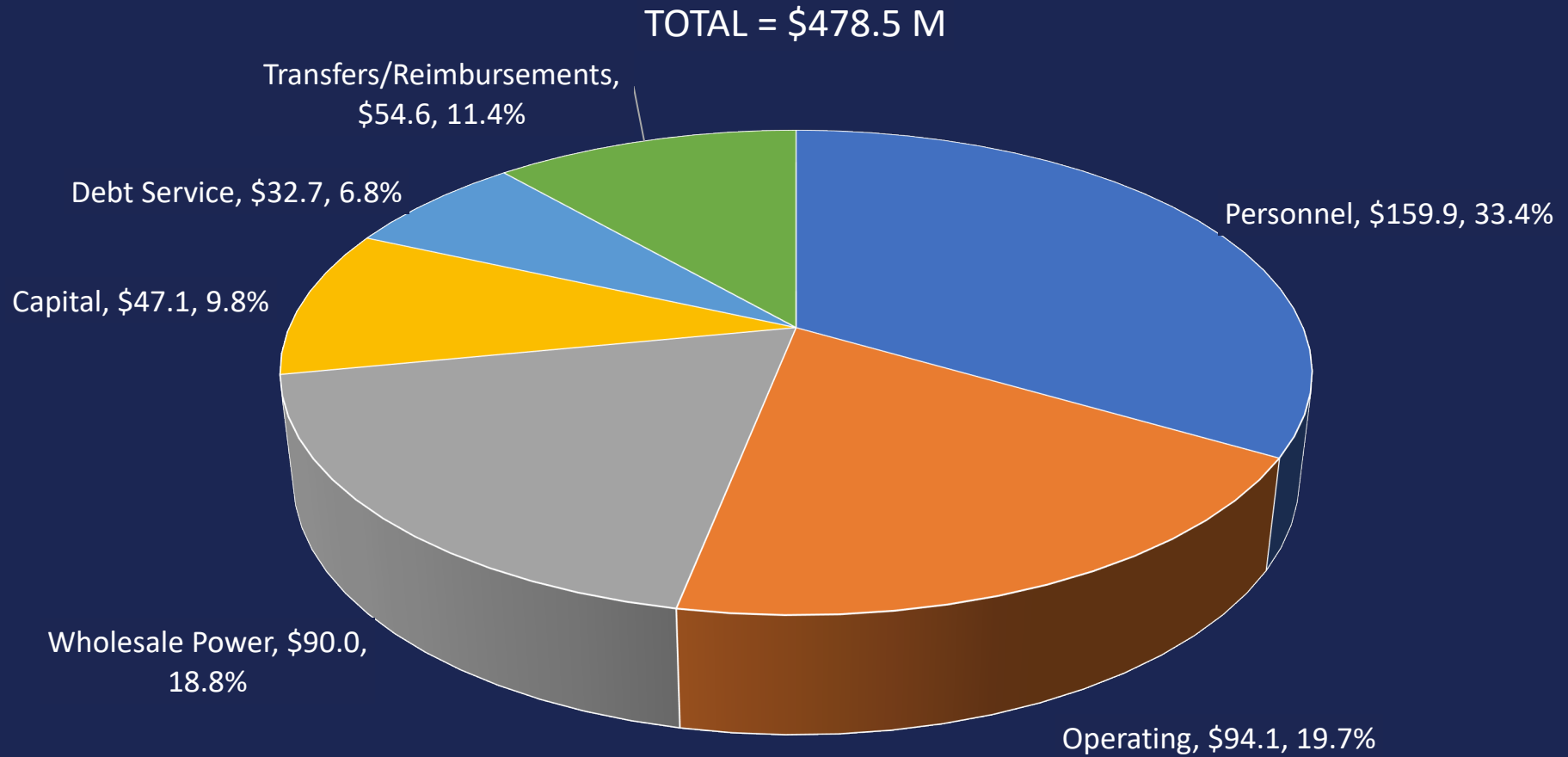
FY 2023-24 ADOPTED BUDGET BY REVENUE CATEGORY

TOTAL = \$478.5 M



* Amounts are millions

FY 2023-24 ADOPTED BUDGET BY EXPENSE CATEGORY



* Amounts are millions



Financial Services

Bobby Fitzjohn

Financial Services Director



Department Overview

- Accounting and Financial Reporting
- Treasury Operations
- Procurement and Minority and Women-owned Business Enterprise Program
- Risk Management
- Capital Planning/Financing

Financial Services Department



* Recruitment underway

Accounting and Financial Reporting

- Timely Financial Record Keeping
- Summarize and Analyze Data
- Grant/Policy/Statutory Compliance
- Preparation and Audit of the Annual Comprehensive Financial Report
- Other Reporting



Treasury Operations

- Payroll Administration
- Timely Payment of Obligations
- Tax Compliance
- Employee Travel
- Cash Management
- Investment of Idle Funds



Procurement and MWBE

- Centralized Purchasing
- Advertise Bid Opportunities
- Policy/Statutory Compliance
- MWBE Outreach Program
- Disparity Study (City-wide Effort)
- P-Card Administration
- Central Warehouse



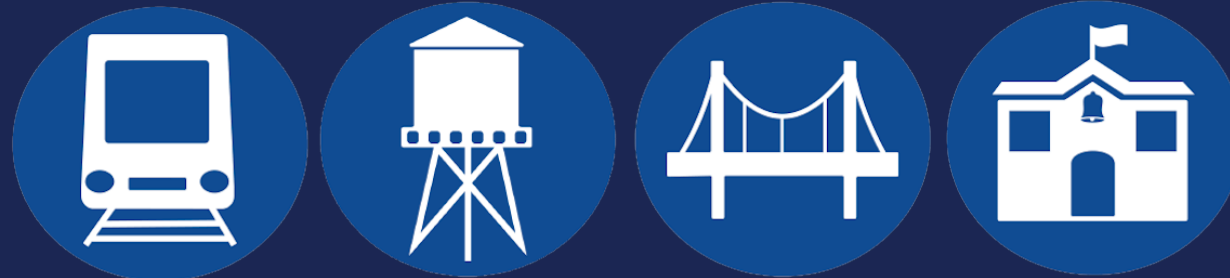
Risk Management

- Claim Management (TPAs)
- Risk Transfer (Policies)
- Cost Recovery/Subrogation
- Employee Safety
- ADA Compliance



Capital Planning/Financing

- Advise Management and Council on Funding Capital Projects
- Debt Issuance/Management
- Long and Short Range Planning for Debt Service
- Debt Refundings
- Aa1/AAA/AA+ GO Ratings, AAA with S&P since 2008
- Aa2/AAA/AA+ Revenue Bond Ratings, AAA with S&P since 2012. RB program started in 2004.



#BUILT *by* BONDS

Highlights

- Certificate of Achievement for Excellence in Financial Reporting
- Sustained Professional Purchasing Award
- Participation in State/National Professional Organizations
- Annual Training/Continuing Education





City of High Point

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Master

File Number: 2024-044

File ID: 2024-044

Type: Miscellaneous Item

Status: To Be Introduced

Version: 1

Reference:

In Control: Special Called Meeting

File Created: 01/31/2024

File Name:

Final Action:

Title: Closed Session-Attorney Client Privilege
Council is requested to go into Closed Session Pursuant to N.C. General Statute §143-318.11(a)(3) for Attorney-Client Privilege.

Notes:

Sponsors:

Enactment Date:

Attachments:

Enactment Number:

Contact Name:

Hearing Date:

Drafter Name: sandra.keeney@highpointnc.gov

Effective Date:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
---------------	--------------	-------	---------	----------	-----------	-----------------	---------