

CITY OF HIGH POINT

AGENDA ITEM



Title: Proposed Amendment – Guilford County Economic Development Alliance contract

From: Deputy City Manager Randy McCaslin
High Point EDC President Loren Hill

Meeting Date: May 2, 2016

Public hearing: no

Advertising Date: n/a

Attachments: proposed amendment / GCEDA roster

Advertised by: n/a

PURPOSE:

Officials with the City of Greensboro have proposed an amendment to the contract officially establishing the Guilford County Economic Development Alliance.

BACKGROUND:

- The High Point City Council, the Greensboro Council, and the Guilford County Board of Commissioners met jointly on November 20, 2015, and approved the creation of the Guilford County Economic Development Alliance.
- On March 21, 2016, the High Point Council approved the GCEDA contract. The Greensboro City Council, the Guilford County Board of Commissioners, and the Greensboro Partnership also approved the contract (as a department of the City of High Point, the High Point EDC did not sign the contract separately).
- On behalf of his city council, on April 19 Greensboro City Manager Jim Westmoreland sent the GCEDA Leadership Group the attached proposed amendment – which if adopted would authorize each of the participating governments to have two appointees to the GCEDA Business Advisory Council.
- Currently the GCEDA Business Advisory Council is a 12-member group made up of the director of the Guilford Workforce Board, the president of Guilford Tech, five appointees by the High Point EDC chair, and five appointees by the Greensboro Partnership chair [see the attached roster of GCEDA Leadership Group members and Business Advisory Council members].
- On April 28, 2016, the GCEDA Leadership Group voted 5-3 to recommend that each of the GCEDA parties consider this proposed amendment promptly.

BUDGET IMPACT:

There is no impact.

RECOMMENDATION / ACTION REQUESTED:

The GCEDA Leadership Group is requesting that the High Point City Council authorize the mayor to sign this proposed amendment to the GCEDA contract.

GUILFORD COUNTY ECONOMIC DEVELOPMENT ALLIANCE

As of April 21, 2016

LEADERSHIP GROUP

The Leadership Group serves as the “board of directors” of the GCEDA.

| <i>Jurisdiction / organization</i> | <i>Member</i> | <i>On the Leadership Group due to holding these positions</i> |
|---|-------------------------------------|--|
| Guilford County | The Honorable Jeff Phillips | Chair of the board of commissioners |
| | The Honorable Ray Trapp | Commissioner (chair’s alternate) |
| | Marty Lawing | Guilford County manager |
| City of High Point | The Honorable Bill Bencini | High Point mayor |
| | The Honorable Jeff Golden | Council member (mayor’s alternate) |
| | Greg Demko | High Point city manager |
| City of Greensboro | The Honorable Nancy Vaughan | Greensboro mayor |
| | The Honorable Jamal Fox | Council member (mayor’s alternate) |
| | Jim Westmoreland | Greensboro city manager |
| High Point Economic Development Corp. | Ken Smith , 2016 GCEDA chair | High Point EDC chair |
| | Loren Hill | High Point EDC president (<i>ex officio</i>) |
| Greensboro Partnership | Lee Lloyd , 2017 GCEDA chair | Partnership chair |
| | Brent Christensen | Partnership president (<i>ex officio</i>) |

BUSINESS ADVISORY COUNCIL

The GCEDA Business Advisory Council provides input and offers expert technical/business advice to the Leadership Group. The BAC is also charged with supporting the economic development work of the Guilford County Economic Development Alliance, the Greensboro Partnership, and the High Point EDC.

OFFICERS (who serve on the Business Advisory Council due to the countywide position each holds)

- **Randy Parker**, 2016 Chair – President / Guilford Technical Community College
- **Lillian Plummer**, 2017 Chair – Executive director / Guilford Workforce Development Board

APPOINTEES OF THE GREENSBORO PARTNERSHIP CHAIR

- **John Brandberg** – Greensboro finance manager / Procter & Gamble
- **Derek Ellington** – Triad market president / Bank of America
- **Kathleen Evans** – Regional director, external affairs / AT&T
- **Samantha Magill** – Academic affairs and inclusion & diversity / Honda Aircraft Co.
- **Robert Singer** – Attorney / Brooks, Pierce, McLendon, Humphrey & Leonard

APPOINTEES OF THE HIGH POINT EDC CHAIR

- **Darlene Leonard** – Managing partner / Smith Leonard, PLLC
- **Leah Price** – Senior vice president and High Point market president / BB&T
- **Scott Tilley** – Senior vice president / Merrill Lynch Global Wealth Management
- **Royster Tucker, III** – CEO / North State Communications
- **Jim White** – President / White Funding, Inc.

DIRECTOR

The GCEDA Director heads the GCEDA staff (the employees of the High Point EDC and the Greensboro Partnership). The Greensboro Partnership president serves as GCEDA Director in even-numbered years; the High Point EDC president, in odd-numbered years.

Proposed Administrative Amendment to the Guilford County Economic Development Alliance Agreement

Section 5. Technical Expertise and Community Involvement

Modify:

From: B. The twelve (12) member Business Advisory Council shall be composed of:

To: B. The eighteen (18) member Business Advisory Council shall be composed of:

Add:

- Two (2) members appointed by the Guilford County Commissioners, who shall serve a one-year term and shall be eligible for reappointment for one additional one-year term.
- Two (2) members appointed by the High Point City Council, who shall serve a one-year term and shall be eligible for reappointment for one additional one-year term.
- Two (2) members appointed by the Greensboro City Council, who shall serve a one-year term and shall be eligible for reappointment for one additional one-year term.

4/19/16