

**HIGH POINT CITY COUNCIL  
SPECIAL MEETING  
APRIL 15, 2019 – 4:30 P.M.  
3<sup>RD</sup> FLOOR LOBBY CONFERENCE ROOM**

**MINUTES**

**Present (9):**

Mayor Jay Wagner, Mayor Pro Tem Jason Ewing (Ward 6); Council Member Britt Moore (At Large); Council Member Don Scarborough (At Large); Council Member Britt Moore (At Large); Council Member Jeffrey Golden (Ward 1); Council Member Chris Williams (Ward 2) [arrived at 4:35 p.m.]; Council Member Monica Peters (Ward 3); Council Member Wesley Hudson (Ward 4); and Council Member Victor Jones (Ward 5)

**Staff Present:**

Greg Demko, City Manager; Randy McCaslin, Deputy City Manager; Randy Hemann, Assistant City Manager; JoAnne Carlyle, City Attorney; Eric Olmedo, Managing Director; Laura Altizer, Budget & Evaluation Manager; Roslyn McNeil, Budget Analyst; Angela Kirkwood, Director of Human Resources; Jeron Hollis, Director of Communications & Public Engagement; Loren Hill, President- High Point Economic Development Corporation; Sandy Dunbeck, Executive Vice President- High Point Economic Development Corporation; Marshall Yandle, Vice President- High Point Economic Development Corporation; Mary Brooks, Deputy City Clerk, and Lisa Vierling, City Clerk

*Mayor Wagner called the meeting to order at 4:30 p.m.*

**2019-169      Closed Session- Economic Development**

Council is requested to go into Closed Session pursuant to N.C. General Statute 143-318.11(a)(4) for economic development purposes.

**Council Member Moore moved to go into Closed Session for economic development purposes. Mayor Pro Tem Ewing made a second to the motion which carried by a unanimous 8-0 vote. [Council Member Williams was not present when the vote was taken to go into Closed Session, but joined the closed session a few minutes later]**

Upon reconvening into Open Session at 4:45 p.m., Mayor Wagner announced there would be no action taken as a result of the Closed Session.

Eric Olmedo, Managing Director, reported the promotion of Laura Altizer to Budget & Evaluation Manager.

Laura Altizer, Budget & Evaluation Manager, then introduced Karen Faulk with ETC Institute, who was present to review the results of the latest City of High Point Citizens Survey.

**2019-170      Results of the Citizens Survey**

The ETC Institute will have a representative at the meeting to brief Council on the results of the recent Citizens Survey.

*Note: A copy of the 2018 Community Survey Presentation and the 2018 High Point Citizen Survey Report will be attached in Legistar as a permanent part of these proceedings.*

Ms. Faulk provided a brief history of the ETC Institute headquartered in Kansas. ETC Institute is a national leader in market research for local government organizations.

Ms. Faulk provided an overview of the results of the latest Citizens Survey and noted there was a lot of positive change between this survey and the last one that was conducted in 2016. She advised the purpose of the survey is to objective assess citizen satisfaction with the delivery of city services; to help determine priorities for the community; to measure trends from previous surveys; and to compare the city's performance with residents in other communities, regionally and nationally.

The surveys consisted of seven pages and many of the questions were asked from the previous surveys. The surveys were administered by mail, online, and phone to a random sample of city residents. Approximately 402 individuals completed the survey with the demographics of the survey respondents accurately reflecting the actual population of the city. The confidence level was at 95% and the margin of error was +/- 4.9% overall.

Ms. Faulk reported that the results of the survey reflect that the city is moving in the right direction and that satisfaction ratings have increased or stayed the same in 82 of 111 areas since the last survey in 2016. High Point rates higher than other communities in the overall quality of city services (18% above the U.S. average and 16% above the Regional average). High Point rates higher than other communities in customer service from city employees (29% above the U.S. average and 31% above the Regional average).

The overall priorities for improvement over the next two (2) years were identified as:

- ✓ Maintenance of streets, sidewalks, and infrastructure
- ✓ Overall quality of economic development
- ✓ Flow of traffic and ease of getting around the city

The **TOP** major categories were identified as:

1. Fire,
2. Library,
3. Police,
4. Trash, and
5. Recycling

The **BOTTOM** categories were identified as:

1. Maintenance of streets,
2. Sidewalks, and
3. Infrastructure

**IMPORTANCE of Satisfaction Ratings:**

**Very High Priority:**

Maintenance of streets, sidewalks, infrastructure (**City services**)  
Efforts to reduce neighborhood drugs/prostitution (**Public Safety & Emergency Services**)  
Visibility of Police in neighborhoods (**Public Safety & Emergency Services**)  
Enforcing removal of dilapidated housing (**Neighborhood Services**)  
Enforcing repair of substandard housing (**Neighborhood Services**)  
Clean-up of junk cars/debris on private property (**Neighborhood Services**)

**High Priority:**

Overall quality of economic development (**City Services**)  
Flow of traffic and ease of getting around the city (**City Services**)  
Efforts to ensure community preparedness (**Public Safety & Emergency Services**)  
Visibility of police in retail areas (**Public Safety & Emergency Services**)  
City's efforts to manage (plan for) growth (**Neighborhood Services**)  
Enforcing mowing/cutting weeds on private property (**Neighborhood Services**)  
Quality of public housing (**Neighborhood Services**)  
Availability of affordable rental housing (**Neighborhood Services**)  
Availability of programs to assist with home ownership (**Neighborhood Services**)  
Condition/maintenance of major city streets (**Transportation and Roadway Services**)  
Availability of pedestrian walkways/sidewalks (**Transportation and Roadway Services**)  
Condition/maintenance of neighborhood streets (**Transportation and Roadway Services**)  
Availability of public transportation services (**Transportation and Roadway Services**)  
Adequacy of city street lighting (**Transportation and Roadway Services**)  
Taste/odor of drinking water (**Environmental and Utility Services**)  
Value received for electrical utility rates (**Environmental and Utility Services**)  
Value received for water/wastewater utility rates (**Environmental and Utility Services**)  
Receiving information on parks and rec programs (**Cultural and Recreation Services**)  
Special events and festivals in the city (**Cultural and Recreation Services**)  
Availability of walking/biking trails in the city (**Cultural and Recreation Services**)  
Recreation centers/programs for adults/seniors (**Cultural and Recreation Services**)

Following the presentation, Ms. Faulk entertained questions.

Mayor Pro Tem Ewing asked if the data was only in one place or if it could be spread out for comparison purposes. Ms. Faulk replied that they do have an electronic piece to the data and suggested it might be something they could do.

Mayor Pro Tem Ewing questioned the 30% satisfaction rate in Cultural and Recreation Services for receiving information on parks and rec programs and pointed out there are many fliers, postings, etc.... constantly circulating of programs/events that are happening.

Council Member Hudson felt one take away from the results is the city's efforts to reduce drugs are not lacking, it's just the public's perception.

Mayor Pro Tem Ewing suggested using ranks instead of rates in future surveys.

There being no further questions/comments, Mr. Olmedo reported that he would send out the results of the survey electronically and would include a link to the GIS maps that show where the questions were answered by geographic areas. Staff will also pursue the online version and comparisons over the years that seem to be of interest. Staff uses the survey results for prioritization purposes to help in decisions made as the budget is being developed.

**ADJOURNMENT**

There being no further business to come before Council, the meeting adjourned at 5:17 p.m. upon motion duly made and seconded.

Respectfully Submitted,

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Jay W. Wagner, Mayor

Attest:

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Lisa B. Vierling, City Clerk