

**HIGH POINT CITY COUNCIL
SPECIAL MEETING
July 11, 2019 –3:00 P.M.
3RD FLOOR LOBBY CONFERENCE ROOM**

MINUTES

Present:

Mayor Jay Wagner, Mayor Pro Tem Jason Ewing (Ward 6)[Arrived at 3:26 p.m.]; Council Member Don Scarborough (At Large); Council Member Britt Moore (At Large), Council Member Jeffrey Golden (Ward 1) Council Member Chris Williams (Ward 2); Council Member Monica Peters (Ward 3); Council Member Wesley Hudson, and Council Member Victor Jones (Ward 5)

Staff Present:

Greg Demko, City Manager; Randy McCaslin, Deputy City Manager; Randy Hemann, Assistant City Manager; Eric Olmedo, Managing Director; Laura Altizer, Budget & Performance Manager; Loren Hill, President- High Point Economic Development Corporation; Sandy Dunbeck, Executive Vice President-High Point Economic Development Corporation; Jeron Hollis, Communications & Public Engagement Director; Heidi Galanti, Planning Administrator; Chris Andrews, Development Administrator; JoAnne Carlyle City Attorney; Lisa Vierling, City Clerk, Mary Brooks, Deputy City Clerk

Others Present:

Ilana Preuss, Founder & CEO, Recast City; Felicia Jones, Keith Allen, Tony Collins, and Tyrone Harley

News Media:

Lee Sanderlin, *High Point Enterprise*

Mayor Wagner called the meeting to order at 3:04 p.m.

PRESENTATION OF ITEMS

2019-319 Small-Scale Manufacturing report from Smart Growth America

Smart Growth America will provide a report on Small-Scale Manufacturing.

Sandy Dunbeck, Executive Vice President-Economic Development Corporation, spoke to the Small-Scale Manufacturing and Place Based Economic Development Plan; to a three day community assessments and interviews with small-scale manufacturers; to the grant received from Smart Growth America (SGA)(for technical assistance to create an action plan to redevelop the industrial area in the southwest quadrant of the Core City); to the team effort from the following departments: Planning & Development, Community Development & Housing, Library, City Manager's Office, and the Economic Development Corporation. Ms. Dunbeck recognized and provided a background for Ilana Preuss (Consultant), Founder & CEO of Recast City; stated she worked with real estate developers, city and other civic leader to integrate manufacturing space for small-scale manufacturers; provided a map that outlined the Southwest Downtown area plan; to a report and recommendations put together by SGA and Ms. Preuss to assist in making

strategic decisions; spoke to enhancing small-scale manufacturing and improving economic revitalization; to areas that are underutilized with great industrial capacity; and requested Council to consider accepting the report.

Ms. Preuss extended greetings; spoke to positive feedback from the community; expressed appreciation for the City of High Point's team work; spoke to direct engagement with small business owners and the community; referred small-scale manufacturing as being hidden gem; to benefits that would rebuild economies; to having inclusiveness for business owners; to increasing property values; to marketing efforts that would attract more business owners; stated the report included feedback from the community; to building on existing infrastructure; to the existing small business resources; to higher education opportunities; and outlined challenges faced in the community as follows:

- Missing details for peacemaking*
- No vision for the SW Quad economic development,*
- Poor regional perception*
- Strong divisions within the city*
- Potential for displacement*
- Gap in small business and small manufacturing business support,*
- Extremely car oriented*

Ms. Preuss explained how production in the city is key to having a strong local economy with strong neighborhoods; and provided steps on recommendations for how the process worked as follows:

- Create a comprehensive vision for economic development in SW quad of Core City. (Industrial Mainstreet)*
- Invest in an anchor space or catalyst project to establish the vision.*
- Partner with nearby neighborhoods and service providers to help more residents become entrepreneurs.*
- Launch a city-wide program to promote, train, and help scale existing small-scale manufacturing businesses.*
- Remove policy barriers and create incentives for innovation that promote more business launches in High Point (Incentives, reinvesting)*

Ms. Preuss spoke to building momentum and spreading opportunities throughout community; and to short-term and long-term wins.

Mayor Wagner asked about investing in properties for the plan, converting store fronts; and inquired on technical assistance versus financial assistance. Ms. Preuss replied that purchasing property would be important for development; spoke to property values that would change quickly when the city invests in it; spoke to the process of purpose-driven funds and grants; recommended starting a 12-week start up boot camp; and suggested finding 10-person businesses to explore their financial needs.

Council Member Jones suggested running this through the Chamber of Commerce.

Ms. Dunbeck outlined the history and dollar amounts of the properties located on the map provided in the SW quadrant; stated the Mayor is in the process of appointing a task force that would present recommendations of the process in said location at a future date.

Mayor Pro Tem Ewing suggested the Grimes/Green intersection might make a good central point.

Council Member Moore asked if the study included population, density, and household income. Ms. Preuss replied it did not; and explained it was more about a network of vendors they could be connected to.

City Manager Demko spoke to having guidance from council on accepting the support and moving forward with task and steps; voiced the importance of formalizing a target and goal as we reshape the economy; to having positive feedback from the community; to staff formalizing the next steps; and to improving the housing stock in the city.

Mayor Pro Tem Ewing spoke to opportunity zone meetings; to what zone investors were looking for in small area plans; and to leveraging funding sources.

Council Member Peters voiced support for the plan; spoke to raising the quality of life for the community; to creating jobs; to engaging in economic development; and to the area having lots of assets and challenges.

Mayor Pro Tem Ewing suggested discussing properties and specific target areas in a closed session.

Motion by Council Member Moore, second by Council Member Williams to accept the Plan and request staff to start the next steps. The motion carried by a 9-0 unanimous vote as follows:

Aye (9): Mayor Wagner, Mayor Pro Tem Ewing, Council Member Moore, Council Member Scarborough, Council Member Golden, Council Member Williams, Council Member Peters, Council Member Hudson, and Council Member Jones.

ADJOURNMENT

The meeting adjourned at 3:54 p.m. upon motion duly made by Council Member Moore and seconded by Council Member Williams.

Respectfully Submitted,

Jay W. Wagner, Mayor

Attest:

Mary S. Brooks, Deputy City Clerk