



**MANAGER'S BRIEFING
(Virtual Meeting)
April 19, 2021 – 4:00 p.m.**

As part of the city of High Point's COVID-19 mitigation efforts, in-person attendance was not allowed at this meeting. Instead, the meeting was live-streamed, and the public was provided a link to listen to the meeting as it was being live-streamed.

www.HighPointNC.gov/VirtualPublicMeeting

Mayor Wagner called the meeting to order at 4 p.m. and proceeded with a virtual roll call. The following council member were present (9).

Following the roll call, the Mayor turned the meeting over to Interim City Manger Randy McCaslin.

Remotely Present:

Mayor Jay W. Wagner; Mayor Pro Tem Britt W. Moore, At Large; Council Member Tyrone Johnson, At Large [Joined at 4:08 p.m.]; Council Member Cyril Jefferson, Ward 1 [Joined at 4:09 p.m.]; Council Member Christopher Williams, Ward 2 [Joined at 4:15 p.m.]; Council Member Monica Peters, Ward 3; Council Member Wesley Hudson, Ward 4; Council Member Victor Jones, Ward 5; and Council Member Michael Holmes, Ward 6

Staff Remotely Present:

Randy McCaslin, Interim City Manager; Eric Olmedo, Assistant City Manager; Greg Ferguson, Assistant City Manager; JoAnne Carlyle, City Attorney; Meghan Maguire, Assistant City Attorney; Jeron Hollis, Managing Director; Jelani Biggs, Diversity, Equity and Inclusion Officer; Tammy Sanders, Administrative Assistant; Aaron Holt, Human Resources Assistant Director; Lisa Vierling, City Clerk; and Mary S. Brooks, Deputy City Clerk

Others Remotely Present:

Marketing & Branding Task Force Committee Members: Ray Gibbs, Forward High Point; Melody Burnett, Visit High Point; and Jessica Wynn, High Point Market Authority

PRESENTATION OF ITEMS

Randy McCaslin, Interim City Manager recognized Jelani Biggs, Diversity Equity and Inclusion Officer to give a presentation on the Diversity Equity and Inclusion Program.

2021-155 Presentation-Diversity Equity & Inclusion (DEI) Program

Staff will discuss the Diversity Equity & Inclusion Program.

Jelani Biggs, Diversity Equity and Inclusion (DEI) Officer extended greetings; made a PowerPoint Presentation (PPP) on the DEI Program; discussed the Program's framework that included: defining and communicating it's organizational commitment, assessment and data collection, internal network, training and implementation; defined and explained DEI; voiced importance to the Program's shared commitment; spoke to having a unified language through "One High Point" (Leveraging the unique qualities and varied experiences of our workforce and community to promote inclusive growth and actualize impactful change); said the first step of the Program would be to conduct an organizational assessment that included workforce-related data collection; spoke to discussions with agencies/municipal partners in regards to their DEI program development and identifying best practices; spoke to providing logistical support for the MWBE such as education, compliance, and community engagement; to developing new systems to support the DEI requirements by coordinating with internal partnerships; to establishing Employee Resource Groups to support the DEI program and staff; and outlined the three phases of the Program as followed:

- *Phase 1: Department Assessment & Engagement*
- *Phase 2: Data & Information Evaluation*
- *Phase 3: Implementation & Collaboration*

Mr. Biggs continued discussion regarding the timeframe for the Program; and said that it should be implemented within 12 to 18 months (October 2022).

Council Member Holmes inquired on the Program's expectations; and asked Mr. Biggs to go over the metrics that would be used for city departments. Mr. Biggs replied that once an assessment has been made, they would have a standardized process; and would be using specific metrics for the city's hiring process.

Mayor Pro Tem Moore inquired on adding staff to Mr. Biggs' Division that would mirror the Human Relations and Human Resource Department's duties. Mr. Biggs replied and spoke to comparisons with other states and how they had multiple positions; and that the job duties for the future staff would have a unique set of responsibilities that will be working with the Human Resources Department; said that they would ensure opportunities; and encourage participation in promoting diversity within the workplace.

Council Member Jefferson thanked staff for their efforts with the DEI; and spoke to having a comprehensive Program with strategic improvements.

2021-156 Discussion-Marketing & Branding Task Force Initiative-City's Level of Commitment

Staff will provide information for discussion on the city's level of commitment regarding the Marketing & Branding Task Force Initiative.

Randy McCaslin, Interim City Manager recognized Council Member Holmes to speak on the city's level of commitment regarding the Marketing & Branding Task Force Initiative.

Council Member Holmes (Chairman of the Marketing & Branding Task Force) spoke to having discussions regarding on whether the marketing initiatives should stay in-house, or require assistance from outside agency experts; the city's level of commitment; spoke to the time and resources required for a marketing campaign; to seeking guidance from council and staff on the determination; and entertained questions and/or comments.

Council Member Jefferson voiced excitement for the strategic marketing efforts; importance of building momentum; spoke to having a good in-house marketing team; to attracting and retaining young professionals to High Point; and to making downtown a success.

Council Member Peters spoke to the city's aged marketing and branding; said it was 20 years old; spoke to determining whether to focus on one area, or the entire city; and to how different groups would fit under one marketing umbrella.

Council Member Holmes spoke to the current campaigns; to unifying all campaigns; addressing the city's logo and tagline; to the mission of the Task Force; to determining what resources to commit to for the campaign; to the increased workload the city's marketing team would acquire if the marketing campaign was done in-house; to conducting a hybrid campaign; and to having questions answered before the Task Force's retreat.

Mayor Wagner asked Jeron Hollis, Managing Director (Task Force Committee Member) his thoughts on his department's (Marketing Team) capacity to handle the marketing campaign in house; or would he recommend outsourcing it. Mr. Hollis replied that the marketing campaign would need to be refined with specifics, on how it wanted to move forward; and that he would require more time to come back with recommendations.

Council Member Holmes recognized the Task Force members in attendance to speak on the marketing campaign.

Ray Gibbs, Forward High Point (Task Force Committee Member) said that his agency formed a committee that planned downtown events; spoke to getting the public excited with logos and slogans; to hiring a potential marketing consultant in the new Fiscal Year budget; to having sponsors assist with funding; said that his agency submitted an application for funding from the county; and spoke to the overlapping marketing campaigns in the city.

Jessica Wynn, High Point Market Authority (Task Force Committee Member) said the scope of work, and marketing campaigning process she used was different from the city of High Point's; the Market Authority had a marketing team that handled projects; and that they used an outside agency to assist with the logistics of their projects.

Council Member Holmes spoke to the resources that had been created for the campaign; to determining how to unify them; and to adding a line item in the city's budget for marketing and branding.

JoAnne Carlyle, City Attorney advised that the Task Force was not a formally organized group; and could not request a budgetary line item; said that Meghan Maguire, Assistant City Attorney would be assisting with matters of the Task Force; and noted that Ms. Maguire was experienced in that area.

Ms. Maguire voiced the importance of the city's ownership of their taglines, logos, etc...; spoke to how other agencies had their own programs, funds, and goals; said the city could learn from them; to focusing on a citywide perspective, and on understanding as a municipality; commended Council Member Holmes for his efforts; and stated that the legal department would offer their support in the marketing and branding efforts.

Council Member Holmes stated that he wanted to assure discussion was done before the next Task Force meeting; invited everyone to attend the meeting scheduled for April 27, 2021 at 4 p.m.; and said that the committee would be discussing defining the scope of the campaign; and spoke to having directives for the upcoming budget year.

Mayor Pro Tem Moore asked for the list of the Marketing & Branding Task Force committee members, and a list of Forward High Point's partners. Council Member Holmes, and Mr. Gibbs replied that they would provide him with that information.

Mr. McCaslin concluded with an FYI regarding the budget plan that would be presented to council on May 3rd; public hearing at May 17th council meeting; to having budget workshops; tentative dates to be announced.

There being no further business to discuss, the meeting adjourned at 4:54 p.m. upon motion duly made and seconded.

Respectfully Submitted,

Mary S. Brooks,
Deputy City Clerk