

City of High Point

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



Minutes

Wednesday, March 4, 2020

9:00 AM

3rd Floor Conference Room #302

Prosperity and Livability Committee

Wesley Hudson - Chair

Michael Holmes

Cyril Jefferson

Monica Peters

Jay Wagner, Mayor (Alternate)

Chris Williams, Mayor Pro Tem (Alternate)

**Prosperity and Livability Committee - Council Member Wesley Hudson,
Chair**

PROSPERITY & LIVABILITY COMMITTEE MEETING

Chaired by Council Member Hudson

Committee Members: Hudson, Holmes, Peters, and Jefferson

March 4, 2020 - 9:00 a.m.

3rd Floor Lobby Conference Room

MINUTES

Present:

Chairman Wesley Hudson and Committee Members Cyril Jefferson, and Monica Peters

Absent:

Committee Member Michael Holmes

Staff Present:

Randy McCaslin, Deputy City Manager; Greg Ferguson, Assistant City Manager; Eric Olmedo, Assistant City Manager; David Briggs, High Point Theatre Director; Karen Rimmer, Special Events Coordinator; Tracy Pegram, Parks & Recreation Assistant Director; Lee Tillery, Parks & Recreation Director; Kenneth Shultz, Chief of Police; James Vervaecke, Police Officer, Master I; Mary Brooks, Deputy City Clerk

News Media Present:

Pat Kimbrough, *High Point Enterprise*

CALL TO ORDER

Chairman Hudson called the meeting to order at 9:05 a.m.

PRESENTATION OF ITEMS

[2020-101](#)

City Approved Event Selection List

The Prosperity & Livability Committee will receive information from staff regarding the City Approved Event Selection List.

Attachments: [Special Event Policy.Fee Schedule.List of Special Events](#)

Randy McCaslin, Deputy City Manager, provided a brief overview of the Special

Events Policy; provided a list of recommended and non-recommended city sponsored events for the committee to review and decide if there would be any changes made to assure it would be allocated in the annual budget.

Kenneth Shultz, Chief of Police, said the policy was a fair and consistent way in responding to non-profit and for-profit event request.

Committee Member Peters spoke to long term objective goals in having more events in the city; to having an event friendly city; to sending positive energy to the public; and to feedback that the city was not conducive in hosting events.

David Briggs, High Point Theatre Director, said the High Point Theatre does not provide marketing for events; and that the Theatre is just a location.

Committee Member Jefferson spoke to a goal at the Council Retreat to engage and recruit people to the city through marketing; spoke to the impact it would create; to supporting the Cultural Festival; and inquired about the Forward High Point Block Party Events.

Mr. McCaslin said the Forward High Point Block Party events received corporate sponsors to cover most of their cost; and that they were in the process of raising funds.

Committee Member Peters inquired on adding a full-time Event Coordinator into the budget.

Mr. Briggs said that Karen Rimmer was the Special Events Coordinator and House Manager for the Theatre; and has expertise in that field.

Committee Member Jefferson asked for information on the Special Events Coordinator position for review.

Mr. McCaslin said he would provide that information.

Chief Shultz said the High Point Police Department (HPPD) had a full-time Special Project Coordinator, James Vervaecke, Police Officer, Master I.

Committee Member Jefferson spoke to having events in the Core City that were not on the list; recommended adding the Washington Street Unity Festival Event; and asked if the Human Relations Department will be having the High Fest event this year.

Discussion took place regarding taking a fresh look at the event list; to how some of the events have changed; the impacts special events have on the city; and having a goal of bringing more people to the city.

Mr. Briggs said the Special Events Committee helps manage the events held; and that the committee includes the Parks & Recreation, Police, Transportation, and Theatre departments.

Lee Tillery, Parks & Recreation Director, said the Parks & Recreation Department did not recruit special events; and that they do communicate and discuss events with staff.

Committee Member Jefferson inquired on the reason the Go Far 5K Spring Event was recommended, and the Go Far 5K Fall Event was not; spoke to adding the Go Far 5K Fall Event; inquired on shifting the cost for the Go Far 5K Spring Event into the Go Far 5K Fall Event to even it out; and to gearing for events in the Core City. James Vervaecke, Police Officer, Master I, replied that the Go Far 5K Fall required more staffing for security.

Mr. McCaslin spoke to the issues with shutting down streets for this event; and with runners following the routes designated.

Chief Shultz spoke to the HPPD having a policy in place in regards to dictating the number of officers, barricades, and other requirements that may be needed such as the Fire Department.

Mr. McCaslin asked if the committee would like to take any action today on the recommended City Sponsored Event list.

Chairman Hudson recommended adding the Unity Festival and removing the Cycling Classic Event.

Committee Member Peters recommended keeping the Cycling Classic Event for this year; and inquired if there would be a High Fest; and if not, suggested doing the Unity Fest in its place. Eric Olmedo, Assistant City Manager replied that there would be a High Fest event this year.

Committee Member Jefferson requested more information on the cost for adding and removing events to consider the cost effectiveness; and the impact the events made on the city; spoke to engaging a diverse population; to the High Fest as being a diverse event; to having a holistic approach when choosing special events; and to assuring everything aligns with the strategic mission.

Committee Member Peters requested the numbers on what the Cycling Classic Event paid for out of their pocket. Mr. Olmedo replied he would provide that information.

Chief Shultz replied that Mr. Vervaecke would provide funding information.

Chairman Hudson spoke to voting on the list at the April 8th committee meeting to assure it would be included in the budget.

Committee Member Jefferson requested to change the next committee meeting date.

It was the consensus of the Prosperity and Livability Committee to change the meeting date from April 8, 2020 to April 1, 2020 at 9 a.m. in the 3rd Floor Lobby Conference Room, #302.

ADJOURNMENT

There being no further business to come before the Prosperity & Livability Committee, the meeting was adjourned at 9:41 a.m.

Respectfully submitted,

Mary S. Brooks, Deputy City Clerk

Wesley Hudson, Chairman