

City of High Point

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



Minutes

Wednesday, April 1, 2020

9:00 AM

3rd Floor Conference Room

Prosperity and Livability Committee

Wesley Hudson - Chair

Michael Holmes

Cyril Jefferson

Monica Peters

Jay Wagner, Mayor (Alternate)

Chris Williams, Mayor Pro Tem (Alternate)

CALL TO ORDER

PROSPERITY & LIVABILITY COMMITTEE MEETING

Chaired by Council Member Hudson

Committee Members: Hudson, Holmes, Peters, and Jefferson

April 1, 2020 - 9:00 a.m.

3rd Floor Lobby Conference Room

MINUTES

Present: Chairman Wesley Hudson and Committee Members Cyril Jefferson, and Michael Holmes

Absent: Committee Member Monica Peters

Staff Present:

Randy McCaslin, Deputy City Manager; Greg Ferguson, Assistant City Manager; Eric Olmedo, Assistant City Manager; Meghan Maguire, Assistant City Attorney; David Briggs, High Point Theatre Director; Lee Tillery, Parks & Recreation Director; James Vervaecke, Police Officer, Master I, Jeron Hollis, Director of Communications & Public Engagement; Ryan Ferguson, Marketing, Manager; and Lisa Vierling, City Clerk

News Media Present:

None

Chairman Hudson called the meeting to order at 9:02 a.m.

Present 3 - Council Member Cyril Jefferson, Council Member Michael Holmes, and Chair Wesley Hudson

Absent 1 - Council Member Monica Peters

PRESENTATION OF ITEMS

2020-133

Discussion- Revisions to the Special Events Policy

Staff will provide information for discussion by the Prosperity & Livability Committee regarding possible revisions to the Special Events Policy relating to the city-sponsored special events list and fee schedule.

Deputy City Manager Randy McCaslin turned the meeting over to David

Briggs, Director of the High Point Theatre, and asked him to report on the information he compiled since the last meeting for city-sponsored special events. He distributed and reviewed a spreadsheet containing data from events held in 2019-2020 (i.e. event, police costs, parks and recreation costs, public services costs, Theatre/Mendenhall Transportation Station costs, and attendance for the events). He stated it was important to note that the Uncle Sam Jam event is comprised of all in-kind services provided by the city.

He explained all these events are things that non-profit organizations within the city put on. He advised the only event that was questioned the last time discussion took place was the bicycle race that had originally been approved for the Criterium. He further explained it has now changed to a charity ride, which is a little different in terms of the scope of the number of people it brings here.

Chairman Hudson mentioned that Committee Member Jefferson had previously asked about the Unity Festival and asked him if he had an opportunity to look at the numbers for this event. Committee Member Jefferson noted that the city did actually end up sponsoring the Unity Festival last year with an estimated \$2,500 and they had approximately 800 in attendance at the event. As a matter of comparison, he pointed out that approximately \$7,000 was put into the Cycling Classic event with only an estimated 400 in attendance. Chairman Hudson spoke to how the Labonte bike ride raised \$40,000 for the Labonte Foundation and most of the money was spent in High Point, so it should be considered a \$40,000 investment in the community as well.

Mr. McCaslin advised the money that was used for the Unity Festival was taken from the undesignated funds that were set aside for non-profit grants and the city actually gave a grant for that amount. Mr. Briggs added that the Committee also recommended that the Uptowne Stroll be sponsored as a city-sponsored event along with the Unity Festival.

Assistant City Manager Eric Olmedo stated there was a question that was posed during the last Committee discussion regarding the Community Development grants that are awarded by the Citizens Advisory Council and he advised that the only group that is on the city-sponsored special events list that was awarded a grant was Go Far; however, they did not receive any money because they chose not to initiate the contract.

Chairman Hudson advised that the last discussion centered around

replacing the cycling classic with the Unity Festival on the list of city-sponsored events. He shared that he had talked with Kristen Labonte and they are happy about putting their name on it, but they have had difficulty getting sponsorships. She welcomed any help from others who might want to take the event over.

Discussion ensued relative to the Cycling Classic event and how it has changed over the years. Mr. Briggs reported that from a historical perspective when it was known as the Criterium, there were other organizations putting it together; however, they eventually dropped out and the Labontes were left putting the whole event together. As a result, they merged their event with Hi Fest and the Hospital Fun Run.

Chairman Hudson pointed out they normally start organizing the event in January but they have not yet met this year. He believed the cycling event would not be happening in 2020. Mr. Briggs advised they do have a permit in process and are waiting on Council's recommendation.

At this time, Chairman Hudson entertained a motion or further discussion.

Committee Member Jefferson made a motion that the Unity Festival be added to the list of city-sponsored special events for the city's support of \$2,500.

Chairman Hudson reminded the Committee that in order for an event to be added, it would require removal of an event on the list. A question was posed as to if History Rocks @ the Museum is still an active event. Discussion followed and it was determined that the event has been cancelled.

Committee Member Jefferson asked about the possibility of reducing the funding for the Cycling Classic instead of cancelling the city's support entirely. Mr. McCaslin advised this was up to the Committee and ultimately to what the City Council agrees to, and his only concern is that the budget this year would be extremely challenging. He went on to say how it was uncertain whether or not they could still hold the event should the funding be reduced because they will still need the same police coverage at the intersections.

Chairman Hudson advised that he would love to figure out a way to continue support for the Cycling Classic, but he was not sure the event would happen at the same level as in the past. Mr. McCaslin advised

until a determination could be made as to the scope of the event, there is no way to really determine what the cost will be for this event.

Chairman Hudson suggested removing it from the city-sponsored events list and offered to make some calls for interest in sponsorships and participation in the event.

Committee Member Jefferson amended his previous motion. He moved to make a favorable recommendation to the City Council adding the Unity Festival to the list of city-sponsored special events and removing the Cycling Classic/Labonte event from the list. Committee Member Holmes made a second to the motion. The motion carried by the following 3-0 unanimous vote.

Aye (3): Chairman Hudson, and Committee Members Jefferson and Holmes.

Absent (1): Committee Member Peters

Mr. McCaslin asked about the UpTowne Stroll and if it needed to be added to the list. Chairman Hudson stated he felt comfortable with it like it is.

Mr. McCaslin advised that the action that was taken was for the authorized city-sponsored special events list and explained that the policy also covers some additional costs of rental equipment and asked Mark McDonald, Director of Transportation, to make a short presentation on recommendations relative to some changes to the fee schedule.

Mr. McDonald reported that staff looked at the list of equipment rentals and recommend the following changes to the fee schedule:

- 1. Increase the traffic cone rental from \$2 to \$5 each, per day*
- 2. Increase the sign truck with message board from \$18 to \$25 per hour*

Officer Vervaecke added that the Police Department is not requesting an increase but did feel clarity was needed for the police officer fees. The Police Department recommends it be \$40 per hour, per officer.

Mr. McCaslin asked if there were any other adjustments to the policy or any other questions.

Committee Member Jefferson asked about the flexibility for supporting

other events that might take place this year and provided an example of the possible expansion of the Coltrane Jazz Festival. Chairman Hudson explained there is \$10,000 that was set aside in the budget for non-profit requests that may come up during the year. Mr. McCaslin advised that this is where the Council's flexibility comes in to fund events that come up after the non-profit allocations are made as part of the budget process. He suggested the list of city-sponsored special events be reviewed annually.

No objections were voiced regarding the recommendations to the fee schedule for the Special Events Policy.

Committee Recommended Approval

ADJOURNMENT

There being no further business to come before the Prosperity & Livability Committee, the meeting adjourned at 9:24 a.m.

Respectfully submitted,

Lisa B. Vierling, City Clerk

Wesley Hudson, Chairman