

City of High Point

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



Minutes

Wednesday, July 15, 2020

11:00 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
(Virtual Meeting)*

Chaired by Councilman Hudson

Committee Members: Hudson, Holmes, Jefferson, and Peters

July 15, 2020 - 11:00 a.m.

3rd Floor Lobby Conference Room #302

Minutes

CALL TO ORDER (Virtual Roll Call)

Chairman Chris Williams called the meeting to order at 11:01 a.m. Following a virtual roll call, the following attendance by Committee Members was duly noted.

Physically

Present (2): Chairman Wesley Hudson, and Committee Member Cyril Jefferson

Remotely

Present (2): Committee Member Holmes, and Committee Member Monica Peters [Arrived remotely at 11:08 a.m.]

Also

Physically

Present: Mayor Jay Wagner

Staff Present:

Randy McCaslin, Interim City Manager; Greg Ferguson, Assistant City Manager; Jeron Hollis, Communication and Public Engagement Director; Lee Burnette, Planning and Development Director; and Mary S. Brooks, Deputy City Clerk

Staff Participating Remotely:

JoAnne, Carlyle, City Attorney; Mark McDonald, Transportation Director; Robbie Stone, Public Services Assistant Director; David Briggs, Theatre Director; and Lisa Vierling, City Clerk

Also Participating Remotely:

Patrick Harman, Hayden-Harman Foundation; and Victoria Hensley

PRESENTATION OF ITEMS

[2020-234](#)**Discussion-City's Event Policy (traffic cones and Go Far Race)**

Staff is requested to discuss the City's Event Policy (traffic cones and Go Far Race)

Traffic Cones

Mark McDonald, Transportation Director, reported that the current cone rental rate was \$2 per cone per day; recommended an increase of \$5 per cone per day; explained what was included with the rental of the cones, such as sign trucks and staff; spoke to the comparison of rates completed with the City of Greensboro; said their cone rental rate was lower; and said Greensboro had other fees to offset their lower rental rates.

Chairman Hudson said the City of Winston Salem's rental rate was similar to Greensboro's; and that they recoup their loss in other ways.

Randy McCaslin, Interim City Manager, said the committee would decide on the action to take place in reference to the cone rental rate increase recommendation; and that the decision would not have an impact on the city's budget.

Committee Member Jefferson inquired on the budget impact for replacing lost or damaged cones. Mr. McDonald replied that cones (estimated-several hundred) were purchased annually.

Committee Member Peters recommended requiring a deposit for cone rentals; and opposed to increasing the rental rate.

Chairman Hudson said that option was discussed; and that requirement would result in more workloads for staff.

Committee Member Holmes inquired on reasoning for not implementing the deposit requirement. Mr. McDonald replied that the deposit process was not used frequently in the past; and spoke to the field staff availability concerns in receiving and refunding deposits.

Chairman Hudson advised the committee that no action was needed in order to retain the same rental fee for the cones.

Committee Member Jefferson inquired on other implementations to recoup cost for cones. Mr. McDonald replied and gave an overview of the comparables with Greensboro and Winston-Sale; and said that High Point's other fees were lower; and the fees were not intended to be a money maker.

It was the consensus of the committee to keep the cone rental rate at \$2 per cone per day.

Go Far Race

David Briggs, Theatre Director, spoke to city events being cancelled and/or rescheduled due to COVID-19; requested a fee reduction for the Go Far Race to be held in the fall since the spring race was cancelled; and said it would be a three hour block for the event that required 30 officers and a supervisor.

Discussion took place regarding allocating funds from the spring Go Far Race to the fall Go Far Race; to the impact COVID-19 had on city events; and to the spring Go Far Race being scheduled for next year.

Committee Member Jefferson moved to forward this matter to the City Council with a favorable recommendation and place it on the July 20, 2020 City Council Agenda for approval. Committee Member Peters made a second to the motion. Following a roll call vote by Chairman Hudson, the motion carried by the following unanimous 4-0 vote:

Aye (4): Chairman Hudson, Committee Member Jefferson, Committee Member Holmes, and Committee Member Peters

2020-235

Presentation-Kensington Stormwater Project

Staff is request to give a presentation on the Kensington Stormwater Project

Robbie Stone, Public Services Assistant Director, provided a background for the Kensington Stormwater Project; said this project had been in discussion and design for numerous years; the original focus was to alleviate water concerns at the Country Club and Westchester area; a public hearing was held in 2014 informing the surrounding area about the project that resulted in more concerns from citizens on flooding and erosion which expanded the project; there was also resistance from homeowners opposing the project; spoke to other failed options; and on meeting with a consultant to discuss focusing on the impacts at the Kensington area that resulted in no negative results.

Randy McCaslin, Interim City Manager, informed the committee this has been an ongoing project; spoke to the concerns from homeowners; to addressing the storm water issues; and to having a smaller project.

Committee Member Jefferson inquired on what phase the project was in. Interim City Manager McCaslin replied that there will be another public meeting for the next phase; and that the homeowners were aware of the scope of the project. Mr. Stone replied that this project would focus on the homes affected by the storm water issues.

Chairman Hudson inquired on the timeframe that Kensington would be closed. Mr. Stone replied that he does not have that information at this time, but estimated the timeframe for two weeks; explained that the total closure at Kensington was due to safety concerns; said detour routes have not been addressed at this time; and provided a timetable for the project that included pre-bids and bids; and estimated 6 to 8 months before construction would begin.

Committee Member Peters asked what were the reasons the homeowners opposed the project. Mr. Stone replied homeowners wanted the storm water flow to be averted to another location.

Interim City Manager McCaslin inquired on a cost estimate for construction; and for the larger project. Mr. Stone replied that an estimate, subject to change, for construction would be less than a million dollars; and an estimate for the larger project would around \$2.5 to \$3 million.

Interim City Manager McCaslin advised the committee that this presentation was for information purposes only; and would come back to council at the first of next year.

Discussion- Surplus Bookmobile Donation to Growing High Point

ADDED-Library Book Mobile Donation

Committee Member Jefferson moved to suspend the rules and add an agenda item to discuss the donation for the Library's Book Mobile. Committee Member Peters made a second to the motion. Following a roll call vote by Chairman Hudson, the motion carried by the following unanimous 4-0 vote:

Aye (4): Chairman Hudson, Committee Member Jefferson, Committee Member Holmes, and Committee Member Peters

Committee Member Jefferson introduced Patrick Harman, Hayden-Harman Foundation, and Victoria Hensley to present the committee with a proposal for the Book Mobile donation.

Victoria Hensley extended greetings; said this request was for Growing High Point in response to the impacts of COVID-19; said there would be a mobile grocery store for citizens with limited access to healthy foods, and fewer transit options; said the prices of the produce and household essentials would be affordable with contactless service; they would also incorporate food education, and other resources for other needs; and asked the committee to recommend this request to the mayor and city council for approval.

Joanne Carlyle, City Attorney asked was the organization a nonprofit. Ms. Hensley replied yes.

Randy McCaslin, Interim City Manager said the estimated value for the Book Mobile was between \$4,000 and \$6,000.

City Attorney Carlyle advised the committee that they city would have to post a notice to the public five day before council's approval; and that the legal department would prepare the public notice and resolution for the request.

Committee Member Jefferson moved to forward this matter to the City Council with a favorable recommendation for approval. Committee Member Peters made a second to the motion. Following a roll call vote by Chairman Hudson, the motion carried by the following unanimous 4-0 vote:

Aye (4): Chairman Hudson, Committee Member Jefferson, Committee Member Holmes, and Committee Member Peters

[2020-236](#)

Update-Sign Ordinance Revisions

Staff is requested to give an update on the Sign Ordinance Revisions

Lee Burnette, Planning and Development Director, gave a background on the Sign Ordinance; said the sign development ordinance was revised in 2017 for legal reasons; in 2018 Cooper Consulting was hired; the consultants reviewed the current ordinance; held interviews and meetings with stakeholders, council, and staff; they also conducted surveys for feedback from the community; the draft for the revised ordinance began last year and would be completed late summer; a legal review would be completed by an outside consultant; spoke to options for engagements; provided the project's webpage address www.highpointncgov/signs <<http://www.highpointncgov/signs>> that would provide more information for the public for feedback; and to making necessary revisions if needed.

Committee Member Peters inquired on having the stakeholders involved with the consultants to speed up the process. Mr. Burnette replied that the stakeholders would be provided with the public notice as well as the public for feedback; and spoke to engaging with the public.

Committee Member Jefferson inquired on best practices on timelines for sign ordinance revisions; impediments to the community when applying for sign permits; and on the sign standards for each district. Mr. Burnette replied that the ordinance would generally be updated every 20 years; spoke to balancing legal issues when doing so; said that biggest issue with permits was temporary signs because of the adjustments that needed to be made; and spoke to embracing market areas with different types of signs needed.

[2020-237](#)

Discussion-Possible amendment to the City's Incentive Policy

Staff is requested to discuss the possible amendment to the City's Incentive Policy

Mayor Wagner reported that he, Randy McCaslin, Interim City Manager; Greg Ferguson, Assistant City Manager; the Economic Development staff; and the Tim Elliot group developed the amendment to the incentives policy that would be a targeted downtown office incentives policy that would expire on July 31, 2021, for companies applying for consideration; would like to present to council at the next regular, July 20, 2020, meeting for approval; provided some of the qualifications to be approved; types of incentives such as job creation and rental assistance; said this incentive would not apply to real property; and that applicants would still have to go through the current incentive program process.

Committee Members Peters, and Jefferson voiced appreciation for the policy that would recruit businesses to the downtown area.

Committee Member Jefferson moved to forward this matter to the City Council with a favorable recommendation and place it on the July 20, 2020 City Council Agenda for approval. Committee Member Peters made a second to the motion. Following a roll call vote by Chairman Hudson, the motion carried by the following unanimous 4-0 vote:

Aye (4): Chairman Hudson, Committee Member Jefferson, Committee Member Holmes, and Committee Member Peters

[2020-258](#)

Discussion Regarding a Marketing Campaign Focused on Diverse Groups, Events, and Quality of Life

This is a short-term goal that was established by the City Council at the Council Retreat held on February 12 and February 13, 2020. The time frame for this short-term goal was determined to be six months and the steps to reach the goal were identified as follows:

1. Do market research to determine asset inventory, target market, competition.
2. Establish partners.
3. Establish budget.
4. Determine effective platforms and media.
5. Focus on culture, diversity, quality of life, entrepreneurial spirit.
6. Ensure long-term focus on the plan.

Another goal that was established was to "Recruit 50 new office jobs and five (5) new investors for the catalyst project." The time frame for this goal was also set at six months and the steps to reach this goal were identified as follows:

1. Meet with executives of the city's top 20 employers (private sector).
2. Host prospective investor events (#number).
3. Create a national advertising campaign for downtown opportunities.

Accountability:

1. Monthly reports from staff to Council.
2. Events scheduled and held.
3. Advertising campaign in place.

Measurement:

1. Reaction to advertising campaign- hits/impressions/likes.
2. Investments increase for catalyst project.
3. New office jobs created.

Jeron Hollis, Communication and Public Engagement Director, extended greetings; spoke to the designing a marketing campaign goal that focused on diverse groups and the quality of life; expressed the difference in the environment now, due to COVID-19, from the retreat held in February; spoke to refining the goal; to defining what is trying to be done; to pinpointing needs; to having further discussion to focus on moving forward; to establishing the budget; and conduct more research as the next steps.

Committee Member Jefferson recommended including outside organizations with future discussions; and spoke to having a positive effect on the community.

Mr. Hollis spoke to being strategic; to having synergy with outside organizations; and to having support from the community.

Chairman Hudson suggested a work group that would include Mr. Hollis, Mayor Wagner, Interim City Manager McCaslin, and himself, that would bring recommendations back to the committee at a future meeting; and stated that the committee would also make recommendations and decisions with the next steps.

Committee Member Peters recommended including Forward High Point to assist with marketing ideas.

It was the consensus of the committee to discuss the next steps at a future committee meeting.

ADJOURNMENT

There being no further business to come before the Prosperity & Livability Committee, the meeting was adjourned at 12:11 p.m.

Respectfully submitted,

Mary S. Brooks, Deputy City
Clerk

Wesley Hudson, Chairman