

City of High Point

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



Minutes

Wednesday, September 15, 2021

9:00 AM

Council Chambers

Prosperity and Livability Committee

Wesley Hudson - Chair

Michael Holmes

Cyril Jefferson

Monica Peters

Jay Wagner, Mayor (Alternate)

Britt Moore, Mayor Pro Tem (Alternate)

NOTICE:

Face Coverings (Face Masks) are now required inside all public places/buildings in Guilford County.

The Guilford County Board of County Commissioners in their capacity as the Guilford County Board of Health Re-Instated a Mandatory Mask Policy which will be effective on Friday, August 13th at 5:00 p.m.

The mandate requires that:

(1) Individuals must wear Face Coverings when indoors in all businesses, establishments, and public places.

(2) All businesses, establishments, and public places must require that all persons wear Face Coverings when indoors on their premises.

For additional information on the Guilford County Mask Mandate, please visit:
www.guilfordcountync.gov

CALL TO ORDER

Chairman Wesley Hudson called the meeting to order at 9:00 a.m. Following a virtual roll call, the following attendance by Committee Members was duly noted.

Present (4):

Chairman Wesley Hudson, Committee Member Cyril Jefferson, Committee Member Monica Peters, and Committee Member Michael Holmes

Also Present:

Mayor Pro Tem Britt Moore

Staff Present:

Tasha Long Ford, City Manager; Randy McCaslin, Deputy City Manager; JoAnne Carlyle, City Attorney; Eric Olmedo, Assistant City Manager; Jeron Hollis Managing Director (attended remotely); Ryan Ferguson, Marketing Manager; Lisa Vierling, City Clerk; and Mary S. Brooks, Deputy City Clerk

Also Present:

Patrick Harman, Hayden-Harman Foundation; and Matt Jensen, WGHP News

The following documents associated with the presentations/handouts, are hereby attached as a permanent part of these proceedings:

1. *Hand Out-Draft-Request for Proposals, Placemaking/Place Branding.*

2. *Presentation-Proposal: "The Bridge Project".*

PRESENTATION OF ITEMS

2021-384 Sponsorship of the Fall 2021 Go Far Race

Staff will facilitate discussion regarding a request by Go Far for the City to sponsor the Fall 2021 Go Far Race scheduled for November 13, 2021.

Eric Olmedo, Assistant City Manager reported that the GO FAR Race organization was requesting the city to sponsor their Fall 2021 GO FAR Race scheduled for November 13, 2021; GO FAR Race Spring event was cancelled last year due to COVID-19; the estimated in-kind cost from the city would be around \$4,400; and that the race would require more resources due to the event being located downtown.

Chairman Hudson made a motion; seconded by Committee Member Holmes to move forward with this matter with a recommendation to go before city council for approval Following a roll call vote by Chairman Hudson, the motion carried by the following 4-0 unanimous vote:

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

2021-385 Update- Marketing & Branding- Request for Proposals (RFP)

Staff will provide an update on the RFP as a part of the Marketing and Branding efforts as assigned to the Marketing & Branding Task Force.

Attachments: [RFP 8011-091021 Branding.docx](#)

Jeron Hollis, Managing Director extended greetings; provided a brief background regarding the creation of the Marketing and Branding Task Force (Task Force); the Task Force included stakeholders from various community groups in efforts to assist with rebranding and marketing efforts; provided a draft copy of the Request for Proposals (RFP) to develop a rebranding effort through a placemaking agency; spoke to a tentative timeline for the RFP process to be completed; and asked the committee to review the RFP and provide direction to move forward to start the process.

Committee Member Holmes voiced excitement regarding the rebranding efforts for the city that were taking place; inquired on the marketing process for the city; and asked would the marketing process use external resources. Ryan Ferguson, Marketing Manager replied that once a brand was established for the city, then the marketing process would begin; explained the difference between branding and marketing; spoke to establishing a story for High Point with a tagline and logo; and said that the city could use external firms to assist with the marketing piece.

Mr. Hollis voiced the importance to assure the vendor that is selected had specific experience in place making/branding for municipalities; and said that this requirement was noted as one of the criteria's needed in the RFP.

Committee Member Jefferson inquired on the timeline for the branding to be put in place; and inquired on the RFP process in regards to changing the timeframe for responses/questions from vendors. Mr. Ferguson replied that the estimated timeframe working with the selected firm would be 9-12 months; and said that after that the branding would be put in place around January 2023. Mr. Hollis replied that staff was working with the purchasing department on the RFP process regarding guidelines and responsive; and that staff would circle back with them for that information.

Mr. Hollis said that after a contract was awarded to the selected vendor, the selected company would begin by collecting data and feedback from the community; and that there would be steps taken to assure the process is done correctly.

Council Member Holmes asked for clarification on the selection process regarding whether the search was regionally or nationally. Mr. Ferguson replied that staff had conducted research on placemaking/branding firms that included firms that are nationally known with experience along with the Task Force Members that are local; and said that the RFP outlined specific conditions on what the city was looking for in terms of placemaking and branding.

Council Member Peters voiced appreciation to the Task Force and staff for not duplicating efforts regarding marketing and branding.

Council Member Jefferson asked if there was a budget allocation for the draft RFP. Mr. Hollis replied that the Task Force discussed funding for the project; that there was not a budget established yet; and that the RFP included language specifically regarding cost for which the vendor would respond with.

Tasha Logan Ford, City Manager, said that the scope for the project could be narrowed down based on proposals received; and then begin the negotiation process to establish a budget through a standing committee.

[2021-386](#)

Presentation- "The Bridge Project"

Patrick Harman with the Hayden-Harman Foundation will make a presentation on "The Bridge Project."

Attachments: [The Bridge.pdf](#)

Patrick Harman, Hayden-Harman Foundation extended greetings; made a PowerPoint Presentation (PPP) on a proposal for “The Bridge Project” (Project); said that Project was a collaboration of partners in the community; recognized some of those partners in attendance that included the following: High Point University (HPU), Triad Health Project, YWCA, The Greater High Point Food Alliance, High Point Library, D-UP, and Growing High Point; and mentioned the High Point Community Read, with the Hayden-Harman Foundation, and Resilience High Point, that took place last night regarding the book titled “Trust First” by Bruce Deel; said the book outlined extending trust into the community. Mr. Harman said that the Project would have a highly comprehensive community-based center, would address healthy food access, health services access, job skill training, AgriBusiness development, and youth development; there would be an advisory committee that would guide the development and support for the operation of the Project; the Project included three major partners: Hayden-Harman Foundation, Growing High Point, and Resilience High Point; the Hayden-Harman Foundation has invested over \$2.5 million in the ‘27260’ zip code over the past decade; said that Growing High Point focused on urban development; and Resilience High Point encouraged collaborative initiatives that supported a compassionate community. The overall objective is to bridge the gaps for community resources; High Point University (HPU) conducted a food access study in the 27260 zip code; resulted in a quarter of the residents that were challenged in meeting their food needs; health services needs were challenged as well; and that the census tracked the life expectancy that resulted in a 17-year difference in the community. The scope for the proposal is to increase healthy food access through the development of a local food system; increase access to health services; and increase support for the youth; spoke to partnering with the city to use its existing assets (former police station, and the Morehead Recreational Center).

Mr. Harman concluded with an overview of proposed staffing; said that there would be five positions, and that the Foundation was asking for a five-year commitment of ARP funds; and for in-kind city services for maintenance and utilities as follows:

| Year | Staffing | Operational | Capital |
|--------------|--------------------|--------------------|--------------------|
| One | \$560,000 | \$117,000 | \$600,000 |
| Two | \$560,000 | \$117,000 | \$350,000 |
| Three | \$560,000 | \$117,000 | \$200,000 |
| Four | \$336,000 | \$70,200 | \$0 |
| Five | \$224,000 | \$46,800 | \$0 |
| TOTAL | \$2,240,000 | \$468,000 | \$1,150,000 |

Committee Member Holmes thanked Mr. Harman for his presentation; voiced concerns for the life expectancy with a 17-year difference within the city; concerns for the challenges regarding available resources that are needed; and asked if there was an estimate for the renovations/upfits for the former police department. Mr. Harman replied

yes; it would be in the operational expense section; and spoke to receiving funding from other sources as well.

Chairman Hudson noted other reasons that connected to life expectancies.

Committee Member Jefferson thanked everyone for their efforts; voiced agreement for the concerns in the zip code 27260; asked if any of the partners would like to speak (everyone in the audience gave a thumbs up); and asked if the Morehead Recreational Center would be closed for traditional services by the Parks and Recreation Department. Mr. Harman replied “no”, the Center would not be closed; the intent was to utilize the Center for community programs; and that the Foundation would work out the details with the Parks and Recreation Department.

Committee Member Peters spoke to the Project’s presentation; said that it was amazing; and asked if the ARP funding that the city received has been allocated yet. Tasha Logan Ford, City Manager, replied that the ARP funding had not been allocated yet; and that staff would come back before council at a later date, after the final guidance from the government, with more information.

Committee Member Jefferson spoke to the economic impact for the initiatives presented; voiced a need for community feedback; and requested staff to report back at a later date regarding options on conducting community surveys for the public’s feedback before the final guidance is received regarding the use of the ARP funding. City Manager Logan Ford replied and explained the process for holding public meetings; that there would need to be a consensus from council on what type of public meeting to use; then provide guidance to staff; staff would plan from there; and advised that staff would be bringing back options/recommendations for conducting surveys/having public meetings at the first council meeting in October.

Chairman Hudson thanked Mr. Harman and everyone in attendance for their hard work and efforts.

ADJOURNMENT

There being no further business to come before the Prosperity & Livability Committee, the meeting was adjourned at 9:49 a.m.

Respectfully Submitted:

Wesley Hudson, Chairman

Attest:

Mary S. Brooks, CMC
Deputy City Clerk