



Executive Committee

Minutes

Wednesday, August 2, 2023
Hybrid Attendance (In Person and ZOOM)

Members Present:

Councilwoman Marikay Abuzuaiter, City of Greensboro (Z)
Mayor Kelly Allen, Town of Haw River
Mayor Pro Tem Renee Bryant, City of Randleman (Z)
Council Member Jane Cole, City of King
Mayor Rick Cross, Town of Bermuda Run
Mayor Pro Tem Monta Davis-Oliver, Town of Yadkinville (Z)
Commissioner Benita Finney, Davie County (Z)
Mayor Alvin Foster, Town of Yanceyville
Chairman Darrell Frye, Randolph County
Commissioner Ethel Gwynn, Caswell County
Councilman Victor Jones, City of High Point
Council Member Dwight Lake, Town of Mayodan
Councilman John Larson, City of Winston-Salem
Councilwoman Peggy Leight, Town of Walkertown
Commissioner Rick Morris, Stokes County (Z)
Commissioner Mark Richardson, Rockingham County
Commissioner John Shaw, Montgomery County (Z)
Commissioner Pamela Thompson, Alamance County
Commissioner Marie Wood, City of Mount Airy (Z)
(Z) Denotes attendance via ZOOM

Members Absent:

Commissioner Kevin Austin, Yadkin County
Council Member Jim Butler, City of Burlington
Commissioner Carly Cooke, Guilford County
Chairman Mark Jones, Davie County
Chairman Fred McClure, Davidson County
Commissioner Tonya McDaniel, Forsyth County
Mayor Howard Morgan, Town of Sedalia
Commissioner Damon Prince, Town of Troy
Commissioner Van Tucker, Surry County
Mayor Larry Ward, Town of Denton

Chairman Alvin Foster welcomed the PTRC Executive Committee and called the meeting to order at 12:00 p.m. The meeting was held virtually via Zoom in addition to in person attendance. Chairman Foster encouraged Mr. Foster requested a moment of silence and then led the Executive Committee in the Pledge of Allegiance.

- 1) **Action Item: Request for approval of the June 7, 2023 PTRC Executive Committee minutes, Mr. Alvin Foster, Chair**

- 2) **Action Item: Request authorization to enter into contract with transportation providers for the period August 1, 2023 – September 30, 2024, Mr. Joe Dzugan, AAA Systems Coordinator**
 - a) ARPA funds provide a unique opportunity to consider needs and service delivery that have the potential to respond to unmet needs of older adults and family caregivers. The PTRC AAA is taking a regional approach in distributing these funds-based on the priorities established by the North Carolina Division of Aging and Adult Services.
 - b) The PTRC AAA made ARPA Transportation Services Grants available in the amount of up to \$150,000 each in all twelve counties. ARPA Transportation Services Grants are intended to assist older adults who cannot provide or arrange their own transportation with maintaining or regaining the ability to live and function as independently as possible by providing transportation to locations, including crossing lines for medical trips, which enable older adults access services and/or carry -out essential daily living tasks. These funds are available to transportation authorities, county entities, or already established contracted partners of PTRC.
 - c) Total Amount Awarded: \$570,000
 - d) The chart indicates funding awards.

County		Types of Funded Services and Target Areas	Funding Award
Caswell	Caswell County Area Transportation System (CATS)	• General/Medical	\$150,000
Davidson	Davidson County Department of Senior Services	• General/Medical	\$150,000
Forsyth	Support Systems of Forsyth County LLC	• General/Medical	\$150,000
Montgomery	Randolph Senior Adults Association (RCATS)	• General/Medical	\$60,000
Randolph	Randolph Senior Adults Association (RCATS)	• General/Medical	\$60,000

- e) Mr. Darrell Frye asked which types of transportation are covered. Mr. Dzugan answered that this covers general and medical trips. It varies based on county but there aren't income limitations. Clients just need to be 60 or older.
- f) Mr. John Larson asked if these are one-time funds? Mr. Dzugan stated these funds are distributed on a reimbursement system. They will be provided on a monthly basis until they expire in September 2024 along with other ARPA funding.
- g) Mr. Dolge added that everyone who applied for this grant was awarded funds. This goes above and beyond their normal funding.

- h) Request for authorization to enter into contract with transportation providers for the period August 1, 2023 – September 30, 2024.

3) Action Item: Request authorization to enter into contract with family caregiver providers for information and program marketing promotion grants for the period August 1, 2023 – September 30, 2024, Mr. Joe Dzugan, AAA Systems Coordinator

- a) ARPA funds provide a unique opportunity to consider needs and service delivery that have the potential to respond to unmet needs of older adults and family caregivers. The PTRC AAA is taking a regional approach in distributing these funds-based on the priorities established by the North Carolina Division of Aging and Adult Services.
- b) The PTRC AAA made seven ARPA grants of \$45,000 each available for NC Caregivers – Information and Program Marketing Promotion. Four agencies were awarded grants.
- c) The goals of the Family Caregiver Support Program are for caregivers to: be empowered through education; be informed of services available to them that can support their own well-being; and be connected to a support system that can help reduce their level of stress, social isolation, and caregiver burden. Awarded grantees will advance the visibility of the Family Caregiver Support Program (FCSP) within the Region to family caregivers with the objective of increasing the number of family caregivers accessing the program. In addition, grant awardees will engage in specific activities to build new partnerships on behalf of family caregivers and reach new family caregivers who have not been served by the FCSP in the past.
- d) Total Amount Awarded: \$146,500
- e) The chart indicates funding awards:

County	Agency	Funding Award
Alamance	Alamance ElderCare	\$34,500
Davidson	The Life Center of Davidson County	\$45,000
Forsyth	Senior Services	\$45,000
Rockingham	Aging, Disability Transit Services (ADTS)	\$22,000

- f) Ms. Peggy Leight asked if any applicants weren't awarded. Mr. Dzugan answered that there were five applicants and one did not meet the criteria of the grant.
- g) Mr. John Larson asked if there are any compliance issues? Mr. Dzugan stated that we do the monitoring for these programs here in house. When the NCDHHS reviews our monitoring, we receive a clean monitoring report. Mr. Jarrod Hand added that it falls under the normal part of our audit and is something we track regardless.
- h) Request for authorization to enter into contract with family caregiver providers for information and program marketing promotion grants for the period August 1, 2023 – September 30, 2024

4) Action Item: Request for authorization to receive \$10,000 in funds from Visit High Point and administer the funds towards Meta and Google Search campaigns, Mr. Adam Shull, Regional Planning Assistant Director

- a) The Regional Planning Department has applied for and received a \$10,000 grant from Visit High Point made available in the organization's year-end grants cycle. The destination management and marketing organization announced a one-time grants program at the end of their fourth fiscal quarter ending June 30th for projects that promote tourism and economic development.

- b) Grant funds will be used to pay for targeted, High-Point-centric ad campaigns on Meta platforms and in Google Search campaigns promoting content via NCTriadOutdoors.com. Detailed geographic and demographic data from these campaigns will inform a tourism strategic planning, research and development project with two primary goals: 1) support Visit High Point with data and research into the role outdoor recreation plays into High Point's tourism economy, and 2) leverage NCTriadOutdoors.com and its social media as a regional asset enhancing the outdoor recreation economy and outdoors tourism in the PTRC region.
 - c) The grant project runs through December 2023 and has a \$10,000 in-kind match from staff time creating online content, conducting surveys, and compiling a final report.
 - d) Mr. Shull introduced our Digital Marketing Intern, Carter Schenck. He will be working on this project and bringing creativity and digital marketing to Local Government!
 - e) The PTRC Regional Planning Department requests that the Executive Committee authorize staff to receive \$10,000 in funds from Visit High Point and administer the funds towards Meta and Google Search campaigns
- 5) **Action Item: Request for authorization to apply for and receive \$25,000,000 in funds from the US Department of Transportation and administer the allocation of said funds, Mr. Jesse Day, Regional Planning Director**
- a) The PTRC planning department requests to apply for and if successful receive up to \$25,000,000 from the US Department of Transportation for planning and construction funds for bicycle and pedestrian infrastructure in Jonesville and Elkin, located in Yadkin and Surry Counties respectively. The Multimodal Project Discretionary Grant (MPDG) has a stated goal of "improving and expanding the surface transportation infrastructure in rural areas." Specifically, the proposal includes linking the towns of Elkin and Jonesville via construction of a bicycle and pedestrian bridge over the Yadkin River in addition to sidewalk, side path, and greenway construction and/or expansion throughout the two communities.
 - b) **About the Grant:** The Multimodal Project Discretionary Grant common application (MPDG) provides Federal financial assistance to highway and bridge, intercity passenger rail, railway-highway grade and separation, wildlife crossing, public transportation, marine highway, and freight and multimodal projects, or groups of such projects, of national or regional significance, as well as to projects to improve and expand the surface transportation infrastructure in rural areas. The Department seeks to:
 - i) Fund projects under the MPDG common application that reduce greenhouse gas emissions and are designed with specific elements to address climate change impacts
 - ii) Award projects under the MPDG common application that address environmental justice, particularly for communities (including rural communities) that may disproportionately experience consequences from climate change and other pollutants.
 - iii) Award projects under the MPDG common application that proactively address equity and barriers to opportunity, including automobile dependence as a form of barrier, or redress prior inequities and barriers to opportunity.
 - c) Mr. Mark Richardson asked about the ability to secure \$5million. Mr. Day affirmed that \$1million is already in the bank for this and there are talks with legislation to provide match. The Town Managers are working with their state legislators. They are confident that they will be able to secure the funds.
 - d) Ms. Peggy Leight asked if this is all or nothing? Mr. Day answered that the strategy is \$700million nationwide. 70% is going to projects of more than \$25million.
 - e) The PTRC Planning Department requests that the Executive Committee authorize staff to apply for and receive \$25,000,000 in funds from the US Department of Transportation and administer the allocation of said funds. The request addresses the 80% share of project expenses to be

paid by the federal government. The other 20% of match is being sought through local and State efforts. The geography associated with the project is along the banks of the Yadkin River in Elkin and Jonesville and an expansion of bicycle and pedestrian facilities into southeast Jonesville.

6) Action Item: Request for approval of Local Technical Assistance Projects: Mayodan LDP, Pleasant Garden LDP, Alamance County Current Planning and Yadkin Riverkeeper Map Hosting, Mr. Jesse Day, Regional Planning Director

- a) Alamance County Planning Support: The Regional Planning Department requests to enter into contract with Alamance County to provide planning support for an estimated two months while the County searches for a planning director. The services will focus on larger and more technical development proposals to ensure watershed, floodplain, subdivision and other local and State regulations are followed with ongoing and forthcoming development proposals.
- b) Request for approval to enter into contract providing professional planning services from *August 1 to September 30, 2023* to **Alamance County for at least \$7,200**. Hours over and above 80 hours over the two months will be billed at a per hourly rate.
- c) Mayodan LDP: The Regional Planning Department requests to enter into contract for planning services with Town of Mayodan to update and create a new and improved Land Development Plan (LDP) with the following scope: Map and Analyze Existing Conditions, Public Involvement and Consensus Building, Land Development Report and Maps and Plan Review and Adoption. The updated Land Development Plan will allow the Town of Mayodan to identify a vision for future growth rooted in community input for several years in the future, building on the assets and investment taking place in and around the Town.
- d) Request for approval to enter into contract providing professional planning services from *March 2024 to February 2025* with the **Town of Mayodan for \$37,250**. The Town approved the contract amount at their June Council meeting.
- e) Pleasant Garden LDP: The Regional Planning Department requests to enter into contract for planning services with Town of Pleasant Garden with a similar scope of services above for the Town of Mayodan. The unique vision of Pleasant Garden will be based on the community input from Pleasant Garden citizens and utilized into the future growth plan for the Town.
- f) Request for approval to enter into contract providing professional planning services from *January 2024 to December 2024* with the **Town of Pleasant Garden for \$37,500**. The Town of Pleasant Garden has signed an agreement letter.
- g) Yadkin Riverkeeper: The Regional Planning Department created a Yadkin River State Trail Map both in print and online for the Yadkin Riverkeeper. The ongoing hosting and maintenance of the online mapping site utilizes PTRC's ARCGIS online mapping system. There is an annual cost to the license and maintenance of the system. We are requesting support from the Yadkin Riverkeeper to maintain the site and provide hours for collection of field data or map updates throughout the year.
- h) Request for approval to enter into contract with the **Yadkin Riverkeeper for \$5,000** from *July 2023 to June 2024* to host online map and provide up to 20 hours of field work or GIS maintenance services over and above the maintenance of existing data for hosting services.

7) New Business: Stokesdale Discussion, Mr. Matthew Dolge, Executive Director

- a) Mr. Matthew Dolge shared that the Town of Stokesdale has been a member for a number of years. They are located in the Northwest area of Guilford county. They haven't paid their dues for two years. It may be helpful to have a local official sit down with them and discuss the value of being a member.

- b) Mr. Mark Richardson stated he knows some people there and will reach out to them. Ms. Marikay Abuzuaiter and Mr. Alvin Foster offered their help as well.

8) Informational Items

- a) Ms. Wendy Walker-Fox invited everyone to the lunch and learn on August 23rd to Get to Know Your Workforce Development Board.
- b) Ms. Walker-Fox stated that she has been making visits to all of the new areas. They had their first Workforce Development meeting with our three new counties and had a full room. WED has been working hard to fill board seats and meet face to face with NCWorks. So far, we have had really good participation and feedback.

9) Roll Call vote for the above-mentioned Action Items 1-6

- a) A motion was made by Mr. Mark Richardson.
- b) The motion was seconded by Mr. Dwight Lake.
- c) Roll call vote- Ayes: Councilwoman Marikay Abuzuaiter, Mayor Kelly Allen, Alderwoman Renee Bryant, Council Member Jane Cole, Mayor Rick Cross, Mayor Pro Tem Monta Davis-Oliver, Commissioner Benita Finney, Mayor Alvin Foster, Chairman Darrell Frye, Commissioner Ethel Gwynn, Councilman Victor Jones, Council Member Dwight Lake, Councilman John Larson, Councilwoman Peggy Leight, Commissioner Rick Morris, Commissioner Mark Richardson, Commissioner John Shaw, Commissioner Pamela Thompson, Commissioner Marie Wood.
- d) Nays: none
- e) Action Items 1-6 are approved.

10) Executive Director's Report, Matthew Dolge, Executive Director

- a) Mr. Dolge asked Mr. Michael Blair to give an update on the new Home Consortium. Mr. Blair stated that they were ready to submit the agreements on June 30th however on July 4th they asked for 31 municipalities to be added. We were informed that the municipalities in each county also needed a resolution to join the Consortium. Without resolutions we would not be able to spend money in those cities and towns. We have been given a new deadline of August 15th. Everyone had been contacted and so far, we have received 11 resolutions from municipalities. If anyone doesn't join, they will have to wait three years before the opportunity to join again. We want to serve as many people as possible so we are working hard.
- b) Mr. Dolge provided an update on the church property next door. We are working towards zoning the property into city limits. This process will take time and may not be complete until December. We are unable to use it for office space until that rezoning comes through. We are holding a public meeting here this month to answer any questions from neighbors. Things are moving, just not as quickly as we'd like.
- c) We have reengaged with our architects of this building. We hope to hold an Expansion meeting soon.

11) Around the Region, Mr. Alvin Foster, Chair

- a) Ms. Marikay Abuzuaiter invited everyone to the NC Folk Festival on September 8-10th in Greensboro. It is an amazing event with over 300 artists. Trolleys will run every seven minutes to transport attendees.
- b) Ms. Pamela Thompson invited everyone to the Balloon Festival on September 8-10th in Burlington.

- c) Mr. Victor Jones shared that the Veterans Event was a huge success. 548 Veterans filed for benefits and over 500 cases were closed. The VA thought it was so successful that they are planning to return next year. This is a huge win for the Region.

12) There being no other business, the meeting was adjourned with general consensus at 12:51 p.m.



Alvin Foster, PTRC Chair



Katie Mitchell, Clerk to the Board

