



## **Executive Committee**

### **Minutes**

Wednesday, October 4 2023  
Hybrid Attendance (In Person and ZOOM)

**Members Present:**

Councilwoman Marikay Abuzuaiter, City of Greensboro  
Commissioner Kevin Austin, Yadkin County  
Mayor Pro Tem Renee Bryant, City of Randleman (Z)  
Council Member Jane Cole, City of King  
Commissioner Carly Cooke, Guilford County (Z)  
Mayor Rick Cross, Town of Bermuda Run  
Mayor Pro Tem Monta Davis-Oliver, Town of Yadkinville  
Commissioner Benita Finney, Davie County (Z)  
Mayor Alvin Foster, Town of Yanceyville  
Chairman Darrell Frye, Randolph County  
Council Member Dwight Lake, Town of Mayodan  
Chairman Fred McClure, Davidson County  
Commissioner Rick Morris, Stokes County (Z)  
Commissioner Mark Richardson, Rockingham County  
Commissioner John Shaw, Montgomery County (Z)  
Commissioner Pamela Thompson, Alamance County  
*(Z) Denotes attendance via ZOOM*

**Members Absent:**

Mayor Kelly Allen, Town of Haw River  
Council Member Jim Butler, City of Burlington  
Commissioner Carly Cooke, Guilford County  
Commissioner Ethel Gwynn, Caswell County  
Chairman Mark Jones, Davie County  
Councilman Victor Jones, City of High Point  
Councilman John Larson, City of Winston-Salem  
Councilwoman Peggy Leight, Town of Walkertown  
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  
Commissioner Marie Wood, City of Mount Airy (Z)

**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 September 6, 2023 PTRC Executive Committee minutes, Mr. Alvin Foster, Chair**
  
- 2) Action Item: Request for approval to accept Drug-Free Communities (DFC) Grant funding in the amount of \$125,000 per year for five years; total \$625,000 to work with the Surry County All-Stars Prevention Coalition to address youth substance abuse challenges within the County, Ms. Wendy Walker-Fox, Workforce and Economic Development Director**
  - a) The Centers for Disease Control and Prevention (CDC), through Drug-Free Communities (DFC) Support Programs funds community-based coalitions that engage multiple sectors of the community to prevent youth substance use.
  - b) The mission is to reduce youth substance use by promoting awareness, enhancing understanding, and changing perceptions of substance use in Surry County through public advocacy. Primary goals include delaying the onset and reducing the effects of substance use on youth and families using evidenced based primary prevention strategies, facilitating youth involvement and youth centered activities using evidenced based youth empowerment models, participating in community outreach and events; increasing youth involvement and youth centered activities, and being a voice and helping hand for youth and community members who have been impacted by substance use.
  - c) The DFC Support Program provides grants up to \$125,000 per year for five years to community coalitions to strengthen the infrastructure among local partners to create and sustain a reduction in local youth substance use. After five years, community coalitions may re-compete for another five-year cycle. PTRC received a new award to address community challenges facing residents of Surry County.
  - d) Ms. Pam Thompson this program is a real model for state and country.
  - e) Request for approval to accept Drug-Free Communities (DFC) Grant funding in the amount of \$125,000 per year for five years; total \$625,000 to work with the Surry County All-Stars Prevention Coalition to address youth substance abuse challenges within the County.
  
- 3) Action Item: Request for approval to accept funding from the Southeast Crescent Regional Commission in the amount of \$39,000 to perform Local Development District (LDD) duties, Ms. Wendy Walker-Fox, Workforce and Economic Development Director**
  - a) Southeast Crescent Regional Commission (SCRC) covers Alamance, Caswell, Davidson, Guilford, Montgomery, Randolph and Rockingham counties and receives annual appropriations from Congress to invest in economic and infrastructure development projects. The projects are focused on reducing the effects of poverty, unemployment and outmigration.
  - b) The funds are distributed to the Local Development Districts (LDD) and the PTRC is the LDD for our region. Duties of the LDD include:
    - i) Operate as a lead organization serving multicounty areas in the region at a local level
    - ii) Assist the Commission in carrying out outreach activities for local governments, community developments groups, the business community, and the public;

- iii) Serve as a liaison between State and local governments, nonprofit organizations (including community-based groups and educational institutions), the business community, and citizens; and
- iv) Assist the individuals and entities identify, assess and facilitate projects and programs to promote economic development of the region.
- c) As the LDD, PTRC is eligible to receive \$39,000 per year through the Southeast Crescent Regional Commission.
- d) Request for approval to accept funding from the Southeast Crescent Regional Commission in the amount of \$39,000 to perform Local Development District (LDD) duties. Request for approval to enter into contract providing professional planning services from December 2023 to February 2025 with the Town of Oak Ridge for \$79,500.

**4) Action Item: Request for approval to receive up to \$114,312 in grant funds from the NCDEQ 205 j grant program beginning as early as January 2024 and ending 18 months later, Mr. Adam Shull, Regional Planning Assistant Director**

- a) The Regional Planning Department requests authorization to receive Water Quality Planning Grant Funding under Clean Water Act, section 205j (COG eligible entity); projects that benefit water quality regionally. The following two projects were submitted for consideration by NCDEQ:
  - b) The High Rock Lake (HRL) watershed Clean Water State Revolving Fund (CWSRF) sponsorship development project will provide significant benefit to the HRL watershed. This unique effort (i.e., HRL-CWSRF sponsorship) would bring together a One Water approach for the HRL watershed with a CWSRF funding mechanism used in other states to provide a reliable source of funding for both point source and nonpoint source projects to address the current nutrient issues in HRL. Learning from other planning and collaborative processes such as the Jordan Lake One Water effort, the HRL-CWSRF sponsorship would be a unique combination of regulatory considerations, funding mechanisms to meet both regulatory needs and needs beyond regulatory requirements, and utilize partnerships across local, state, and federal government. This project would be developed by two partnership-oriented organizations – the Yadkin Pee Dee River Basin Association (YPDRBA) and Piedmont Triad Regional Council (PTRC) in a collaborative effort.
    - i) Deliverables: 1) a financial analysis, 2) development of framework alternatives to implement sponsorship and programmatic financing under the CWSRF funding program and 3) an implementation report.
    - ii) Project Duration: 18 months
    - iii) Grant Request: \$69,312 in grants funds, \$7,700 in match funds from the Yadkin Pee Dee River Basin Association
    - iv) PTRC as lead applicant, sub-contract with Yadkin Pee Dee River Basin Association
    - v) Proposal submitted 9/21/2023
  - c) The Rocky River Headwaters Watershed Restoration and Protection Plan will complete a subwatershed Watershed Action Plan and EPA 9-key element plan for the headwater reach of the Rocky River near Liberty. This work will be done in concert with similar watershed planning efforts in the surrounding subwatersheds of the upper Rocky River. This project will perform a more detailed study of potential improvements, restoration and protection methodologies to improve water quality and habitat with the ultimate goal of removing the downstream receiving waters and water supply reservoirs from the impaired waters list and improve Cape Fear shiner critical habitat by reducing pollutant loading into surface waterways. Technical studies and surveys will provide more detailed information to pinpoint areas in the watershed where

implementation and conservation/preservation funding can be targeted to achieve maximum benefit to water quality. We anticipate identifying and prioritizing opportunities for BMP implementation, floodplain and wetland protection and preservation, and aquatic and riparian habitat protection and preservation.

- i) Deliverables: 9-element watershed plan and planning process for the Rocky River Headwaters in Randolph County
  - ii) Project Duration: 18 months
  - iii) Grant Request: \$45,000 in grants funds, \$30,000 in match funds from NC Land and Water Fund
  - iv) PTRC as lead applicant, sub-contract with Piedmont Conservation Council and Consultant
  - v) Proposal submitted 9/21/2023
- d) The PTRC Planning Department requests authorization to receive up to \$114,312 in grant funds from the NCDEQ 205 j grant program beginning as early as January 2024 and ending 18 months later

**5) Action Item: Request for authorization to partner with the NC Community Health Worker Initiative (NCCHWI), led by NC Department of Health and Human Services, Office of Rural Health and serve as lead organization for Region 2 on this project receiving \$3,000 along with 15% for managing funding and tracking budget expenses for project period June 1, 2023 – August 30, 2024, Ms. Eboni Lewis, PTRC Area Agency on Aging Assistant Director**

- a) In April 2023, NC AHEC launched a twelve-month learning collaborative that engages multi-sector teams that include representatives from healthcare, community-based organizations (CBO), and additional sector (e.g., school, criminal justice system, public health) organizations from each NC Medicaid region. The learning collaborative is structured into four quarterly learning and action cycles. CHW leaders and system allies, trained and mentored in CHW culture, equity, and Results Based Accountability™ (RBA) by national experts, provide individual coaching to each team. Learning collaborative programs “support and hasten the diffusion and implementation of innovation, clinical evidence, and effective models of care.” (Mary Nix, Peggy McNamara, et al. Learning Collaboratives: Insights and a New Taxonomy from AHRQ’s Two Decades of Experience. Health Affairs, Vol. 32(2), Feb 2018. The current state of CHW integration in NC is at risk of being centered around and led by healthcare entities whose primary focus of intervention and expertise is in the realm of clinical services. The design of this learning collaborative program intentionally lifts the expertise of CHWs and the power of authentic CHW culture to demonstrate to system participants the full potential of community-based solutions and CHW models. The aim is to influence the approach to CHW integration in NC. CHW leaders and system allies will coach each team in applying the RBA framework to their community health improvement project. RBA process intentionally involves engaging community members in describing the problem and shaping the specific solutions used to address it. In addition, each team will include a community-based organization and CHWs. The standard that has been set for teams is that at least 50% of their team members should be CHWs. CHWs “are trusted, knowledgeable frontline health personnel who typically come from the communities they serve.” (American Public Health Association [APHA] Definition). The presence of CHWs on the team also brings the voice of community into the work.
- b) The Piedmont Triad Regional Council (PTRC) serves as the lead CBO for the Region 2 project which centers around improving access to care, services, and resources for the Downtown Health Plaza patients in Winston-Salem, NC, a high risk, high needs population for which CHWs are key to assessing their health-related social needs (HRSN) and working with them, their caregivers, and their families to address those social determinants/drivers of health (SDOH)

identified. PTRC will receive \$3,000 to use through June 2024 to support this project and will receive an additional 15% for managing funding and tracking budget expenses.

- c) Request for approval to serve as lead organization for Region 2 on this project and receive \$3,000 along with 15% for managing funding and tracking budget expenses.

**6) Action Item: Request for authorization to partner with Duke Family Medicine and Community Health on outreach in Randolph and Guilford Counties targeting Hispanic, Latino or Latinx in Affordable Care Act health plan or Medicaid for grant period September 2023- August 2024 in the amount of \$1,200, Ms. Eboni Lewis, PTRC Area Agency on Aging Assistant Director**

- a) PTRC AAA has partnered with Duke Family Medicine and Community Health in a Community Health Worker initiative project called Fostering Insurance Enrollment among Latinos in North Carolina (FEIL-NC). This project focuses on increasing Health insurance enrollment among the Latino/s communities in Randolph and Guilford Counties.
- b) The lack of health insurance is one of the many systemic barriers to health services that results in disparities in health and wellness. During this project the aim is to increase enrollment of currently uninsured-but eligible -members of the community who identify as Hispanic, Latino, or Latinx in Affordable Care Act (ACA) health plan or Medicaid.
- c) We have contracted out our Spanish Speaking CHW, Laura Quiceno, to provide 20-25 hours total for this project. During this time, Laura will provide community education and assist in health insurance enrollment efforts.
- d) Training will begin September 2023 and the project will continue until August 2024. This is considered a mini grant as other CHWs within other CBOs will be working on this project as well in the other counties. PTRC AAA CHW will only work within Randolph and Guilford Counties.
- e) The total partnership is in the amount of \$1200.00 which will cover the 20-25 hours of the work of Laura's time.
- f) Request for authorization to partner with Duke Family Medicine and Community Health on outreach in Randolph and Guilford Counties targeting Hispanic, Latino or Latinx in Affordable Care Act health plan or Medicaid for grant period September 2023- August 2024 in the amount of \$1,200.

**7) Action Item: Request for authorization to apply for and, if awarded, accept \$250,000 in Community Planning Grant funds for design work involving a proposed greenway in Walnut Cove. The application is submitted to the Neighborhood Access and Equity (NAE) program within the US Department of Transportation's Reconnecting Communities and Neighborhoods (RCN) Program, Mr. Adam Shull, Regional Planning Assistant Director**

- a) The PTRC's Planning Department is seeking approval for submitting a Community Planning grant application to fund design work and preliminary engineering of a proposed greenway in Walnut Cove. The PTRC is the lead applicant, providing grant writing and administration services in partnership with the town.
- b) The planning study area links the East Walnut Cove Community Park to downtown Walnut Cove, passing through the Walnut Tree neighborhood. In 2022, the Northwest Piedmont Rural Planning Organization, in coordination with NC DOT, conducted a feasibility study to explore greenway construction options to create a safer and more direct route to downtown for residents of southern Walnut Cove.
- c) The application qualifies for the NAE program only, which emphasizes certain project and community characteristics, such as:
  - i) Prioritizing disadvantaged communities;

- ii) Aiming to improve access to daily needs such as jobs, education, healthcare, food, and recreation;
- iii) Fostering equitable development and restoration;
- iv) Reconnecting communities by removing, retrofitting, or mitigating highways or other transportation facilities that create barriers to community connectivity, including to mobility, access, or economic development.
- d) If awarded within the NAE program, there will be no local match requirement, since the project activities take place in a disadvantaged community.
- e) Final applications were due by Thursday, September 28th.
- f) The PTRC Planning Department requests authorization to apply for and accept, if awarded, the US Department of Transportation's Neighborhood Access and Equity (NAE) program within the U.S. DOT's Reconnecting Communities and Neighborhoods (RCN) program for \$250,000.

**8) Action Item: Request for authorization to apply for and, if awarded, accept up to \$3,000,000 to provide financial and technical assistance to eligible healthy food retailers and food enterprises. The application would be submitted to the America's Healthy Food Financing Initiative (HFFI) – Local and Regional Healthy Food Financing Partnership Program (HFFI Partnerships Program), Mr. Adam Shull, Regional Planning Assistant Director**

- a) The PTRC's Regional Planning Department and Piedmont Triad Regional Food Council (PTRFC) is seeking approval to submit a grant application to the HFFI Partnerships Program for up to \$3,000,000 to support eligible food retailers and food enterprises. The overall goals of the grant program are to build the capacity of locally- and regionally-focused partnerships centered on incentivizing financial investment in eligible (healthy) food retailers and enterprises.
- b) The program offers financial assistance for capacity building activities and credit-enhancement activities to partnerships that include governmental or nonprofit entities working with financial lenders, such as Community Development Financial Institutions (CDFIs). Grant funds do not provide loan capital to food-focused entities, but rather fund supportive and incentivizing structures that work to increase loans, and other financial assistance tools, benefitting such entities in underserved areas.
- c) The PTRC and PTRFC is forming an HFFI Partnership with Self-Help Credit Union, and other relevant partners, to propose a guarantee pool or loan loss reserve for loans to food entities in the Piedmont Triad region. Our HFFI Partnership is also seeking funds to provide a host of capacity building activities, such as staff training, outreach materials and convenings. A portion of the capacity building funding will support staff and program activities of the PTRFC.
- d) No matching funds are required and final applications are due Friday, November 3, 2023.
- e) The grant's period of performance for projects with capacity building and credit enhancement activities is within 3-5 years with time allowed for servicing applicable financing activity.
- f) The PTRC Regional Planning Department requests authorization to apply for and, if awarded, accept the America's Healthy Food Financing Initiative (HFFI) – Local and Regional Healthy Food Financing Partnership Program (HFFI Partnerships Program) for up to \$3,000,000.

**9) Roll Call vote for the above-mentioned Action Items 1-8**

- a) A motion was made by Mr. Rick Cross.
- b) The motion was seconded by Mr. Mark Richardson.
- c) Roll call vote- Ayes: Councilwoman Marikay Abuzuaiter, Commissioner Kevin Austin, Alderwoman Renee Bryant, Council Member Jane Cole, Commissioner Carly Cooke, Mayor Rick

Cross, Mayor Pro Tem Monta Davis Oliver, Commissioner Benita Finney, Mayor Alvin Foster, Chairman Darrell Frye, Council Member Dwight Lake, Chairman Fred McClure, Commissioner Rick Morris, Commissioner Mark Richardson, Commissioner John Shaw, Commissioner Pamela Thompson.

- d) Nays: none
- e) Action Items 1-8 are approved.

**10) Executive Director's Report, Mr. Matthew Dolge, Executive Director**

- a) Mr. Dolge reminded everyone of the Awards Presentation on October 18<sup>th</sup> at the Blue Heron Event Venue in High Point. We will have a short agenda and a presentation and then make our award presentations. We encourage you to invite your board members because this is a great opportunity to learn about our programs and recognize award recipients.
- b) We would like to express appreciation to Senator Dave Craven for his work on our appropriation request for our building expansion. It was kicked out on the very last day of negotiations. Mr. Mark Richardson was also instrumental in this and we appreciate his work. We will be moving forward with the church property next door for the best short-term solution
- c) Mr. Matt Reece reported that we have submitted the site plan for the next phase of annexation. The Development Review Committee of Kernersville will meet to consider those plans. We will receive an answer in late December and be fully annexed in January if all goes smoothly.

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

- a) Ms. Jane Cole invited everyone to Kingfest on October 7<sup>th</sup> at Central Park.
- b) Mr. Rick Cross introduced Town of Bermuda Run Council Member Mike Brannon.

**12) There being no other business, the meeting was adjourned with general consensus at 12:29 p.m.**

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**Alvin Foster, PTRC Chair**

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**Katie Mitchell, Clerk to the Board**