

## MEMBERS

### Counties

Alamance  
Caswell  
Davidson  
Davie  
Forsyth  
Guilford  
Montgomery  
Randolph  
Rockingham  
Stokes  
Surry  
Yadkin

### Municipalities

Archdale  
Asheboro  
Bermuda Run  
Bethania  
Biscoe  
Boonville  
Burlington  
Candor  
Clemmons  
Cooleemee  
Danbury  
Denton  
Dobson  
East Bend  
Eden  
Elkin  
Elon  
Franklinville  
Gibsonville  
Graham  
Green Level  
Greensboro  
Haw River  
High Point  
Jamestown  
Jonesville



**PIEDMONT TRIAD**  
REGIONAL COUNCIL

# Executive Committee

## Agenda

Wednesday, February 7, 2024

12:00 noon

1398 Carrollton Crossing Drive, Kernersville, NC 27284

### **Item**

#### **ZOOM**

Executive Committee  
Please join my meeting from your device.  
<https://zoom.us/j/97334803681>  
+1 646 558 8656 US (New York)  
Meeting ID: 973 3480 3681

### **Official**

**Katie Mitchell**  
*Clerk to the Board*

#### **A. Call to Order, Welcome, Moment of Silence, and Pledge of Allegiance**

**Mark Richardson**  
*Chair*

#### **B. Action Items**

- |                                                                                                                                                 |                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|
| <b>1) Request for approval of December 6, 2023 PTRC Executive Committee Minutes (attachment)</b>                                                | <b>Mark Richardson</b><br><i>Chair</i>            |
| <b>2) Request to authorize receipt of \$35,000 in Grant funding from DWS to support industry sector partnership planning</b>                    | <b>Wendy Walker-Fox</b><br><i>WED Director</i>    |
| <b>3) Request to authorize receipt of \$120,000 in grant funding from IEI – Building a New Digital Economy</b>                                  | <b>Wendy Walker-Fox</b><br><i>WED Director</i>    |
| <b>4) Request for approval to enter into contract with Central Pines Regional Council in the amount of \$4,800 from February 2024-June 2024</b> | <b>Jesse Day</b><br><i>Reg. Planning Director</i> |

## MEMBERS

Kernersville  
King  
Lewisville  
Lexington  
Liberty  
Madison  
Mayodan  
Mebane  
Midway  
Mocksville  
Mount Airy  
Mt. Gilead  
Oak Ridge  
Pilot Mountain  
Pleasant Garden  
Ramseur  
Randleman  
Reidsville  
Rural Hall  
Seagrove  
Sedalia  
Staley  
Stoneville  
Summerfield  
Thomasville  
Tobaccoville  
Trinity  
Troy  
Village of  
Alamance  
Walkertown  
Wallburg  
Walnut Cove  
Wentworth  
Whitsett  
Winston-Salem  
Yadkinville  
Yanceyville

### **5) Request for approval to enter into contract with Cooleemee in the amount of \$3,500 from February 2024-June 2024**

**Jesse Day**  
*Reg. Planning Director*

### **C. New Business**

**Mark Richardson**  
*Chair*

### **D. Roll Call Vote**

**Katie Mitchell**  
*Clerk to the Board*

### **E. Informational Item-High Rock Lake Survey**

**Jesse Day**  
*Reg. Planning Director*

### **F. Executive Director's Report**

**Matthew Dolge**  
*Executive Director*

### **G. Around the Region**

*At this time, Board members are asked to discuss any upcoming events or informational items that pertain to their local government or region.*

**Mark Richardson**  
*Chair*

### **H. Chairman's Remarks and Announcements**

**Mark Richardson**  
*Chair*

#### **1) PTRC Executive Committee Meeting**

Wednesday, March 6, 2024 12noon (Lunch 11: 30a.m) **Hybrid**

#### **2) PTRC Board of Delegates Meeting**

Wednesday, February 21, 2024 12noon (Lunch 11: 30a.m) **Hybrid**

#### **3) 2024 PTRC Meeting Dates**

## **M-E-M-O-R-A-N-D-U-M**

**TO:** Executive Committee, Piedmont Triad Regional Council  
**FROM:** Wendy Walker-Fox, Workforce and Economic Development Director  
**DATE:** February 7, 2024  
**RE:** Division of Workforce Solutions (DWS) Industry Sector Partnership Planning Grant

The North Carolina Department of Commerce Division of Workforce Solutions (DWS) has awarded the Piedmont Triad Regional Council a \$35,000 business services grant to support industry sector partnership planning.

The grant funding will assist in facilitating the convening of local and regional partners and employers to plan and develop strategies and initiatives for evidence-based, in-demand industry sector partnerships to meet the needs of businesses. These efforts will be specifically targeted towards the subsectors of Advanced Manufacturing and clean energy.

**ACTION REQUESTED:**

Authorize receipt of \$35,000 in grant funding from DWS to support industry sector partnership planning.

**M-E-M-O-R-A-N-D-U-M**

TO: Executive Committee, Piedmont Triad Regional Council  
FROM: Wendy Walker-Fox, Workforce and Economic Development Director  
DATE: February 7, 2024  
RE: Building a New Digital Economy (BAND-NC) Grant

The Institute of Emerging Issues (IEI) at North Carolina State University has awarded the Piedmont Triad Regional Council a \$120,000 grant to develop and implement a regional Digital Equity and Inclusion Plan. The goal of this effort is to bridge the digital divide within the region ensuring equitable access to internet services and technology opportunities for all residents.

The initial funding (\$60,000) will be used for conducting needs assessments, community engagement, and overall plan development. The remaining funds (\$60,000) will be used for implementation of the developed regional plan.

PTRC has issued an RFP to identify qualified consultants and/or inclusion and equity consultants to construct a well-structured, comprehensive Digital Equity and Inclusion Plan.

**ACTION REQUESTED:**

Authorize receipt of \$120,000 in grant funding from IEI for development and implementation of a regional Digital Equity and Inclusion Plan.

## **M-E-M-O-R-A-N-D-U-M**

TO: Executive Committee, Piedmont Triad Regional Council  
FROM: Jesse Day, Regional Planning Director  
DATE: February 7, 2024  
RE: Contract with Central Pines Regional Council for JLOW Administration

The Piedmont Triad Regional Council planning department wishes to enter into contract with the Central Pines Regional Council to complete the following activities related to the Jordan Lake One Water organization activities:

- 1) Assist CPRC with the administration of the JLOW collaborative process for watershed management, particularly in the upstream reaches of the watershed;
- 2) Stakeholder identification, outreach, and communication;
- 3) Serve as the JLOW point of contact for communities, organizations, local government staff, elected officials and stakeholders in the PTRC region;
- 4) Meeting facilitation; and
- 5) Development and distribution of communication and outreach resources;

The contract is for \$4,800 and goes from now until June 30, 2024. We anticipate further support in the upcoming fiscal year for this organization and the activities being undertaken to support water quality in the Jordan Lake watershed and our engagement with member governments in the upper watershed.

**ACTION REQUESTED:**

Request for approval to enter into contract providing professional planning services to Central Pines Regional Council from February 2024 to June 2024 to **for \$4,800**.

**M-E-M-O-R-A-N-D-U-M**

TO: Executive Committee, Piedmont Triad Regional Council  
FROM: Jesse Day, Regional Planning Director  
DATE: February 7, 2024  
RE: Ordinance Assistance to Cooleemee

Town of Cooleemee Ordinance Update - The Regional Planning Department requests to enter into contract for planning services with the Town of Cooleemee for 160D and other needed updates to the Zoning and Subdivision Ordinances. The services will include modifications to the ordinance to update G.S. references and required changes to be in line with State Statutes.

**ACTION REQUESTED:**

Request for approval to enter into contract providing professional planning services from February 2024 to June 2024 to **Cooleemee for \$3,500**. The Town of Cooleemee has signed an agreement letter.

# INFORMATIONAL ITEM

Dear Friends of High Rock Lake & Advisors to PTRC's Regional Planning Department,

I've included you on this email because I value your ongoing commitment to improving water quality in Central NC. Your participation in the DEQ's High Rock Lake Nutrient Management Strategy process, One Water gatherings, or related meetings – and the comments and feedback you provided – were especially helpful to me throughout 2023 in developing the next steps for the [1HRL project](#), a Section 205(j)-funded partnership between the Piedmont Triad and Centralina COGs. I wanted you to be among the first to be aware of a survey invitation (see forwarded iContact message below), which I sent this afternoon to about 200 local government contacts (namely town managers and public works or planning staff) in communities large and small throughout the High Rock Lake watershed. Your input in related matters has had a positive and important influence on this project.

We originally envisioned [this survey for One High Rock Lake](#) would go out in fall of 2023, but staff changes necessitated an extended timeline. I am pleased to announce that the project is moving forward with our new Water Resources Planner, Hope Stuart. With Hope on board, we are ready to move forward with our goal to create a roadmap for implementing One Water principles in HRL. The roadmap is intended to identify both *barriers to* and *opportunities for* water quality improvements; its content will be the result of survey responses, follow-up interviews, and community case studies. The first round of the survey will close at the end of February, and the responses received in this round are the most critical. Beginning in March, Hope Stuart and I will be conducting follow-up interviews with local government staff and other stakeholders in communities where public administrators have indicated an interest in being more involved in the discovery process for One Water in High Rock Lake.

The survey is not limited to local government staff; we will be sending it out to a wider audience of stakeholders in a variety of ways, with modifications to the survey if needed. Please feel free to view or complete the survey at any time, to forward it to those you know, or to reach out to Hope or myself with questions or feedback as we move forward. Thank you again; if you're on this email, you exemplify to me the spirit of collaboration and partnership, and I truly appreciate your unique contributions to our field.

Sincerely,  
Danica

 <p><b>PIEDMONT TRIAD</b> REGIONAL COUNCIL</p>	<p><b>Danica Heflin</b> Environmental Programs Coordinator t : 336.904.0300 e: <a href="mailto:dheflin@ptrc.org">dheflin@ptrc.org</a>   w: <a href="http://www.ptrc.org">www.ptrc.org</a> a: 1398 Carrollton Crossing Drive, Kernersville, NC 27284</p> 	<p><b>Hope Stuart</b> Environmental Planner t : 336.594.0007 e: <a href="mailto:hstuart@ptrc.org">hstuart@ptrc.org</a>   w: <a href="http://www.ptrc.org">www.ptrc.org</a> a: 1398 Carrollton Crossing Dr, Kernersville, NC 27284</p> 
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We are writing to request your help for an important and time-sensitive project in the High Rock Lake watershed. Please give 10 minutes of your workday to complete a survey about water-related issues in your community:

[One High Rock Lake Survey](https://www.surveymonkey.com/r/8YD5CG)  
<https://www.surveymonkey.com/r/8YD5CG>

Your participation helps us identify the resources that will be most helpful for you and your community in the (very) near future. New nutrient management regulations are imminent, and the effects of excess nutrients in High Rock Lake are already impacting those who live, work, and play in the High Rock Lake watershed.



# 2024 Meeting Dates

1398 Carrollton Crossing Drive

Kernersville, NC 27284

12noon

<b>PTRC Executive Committee 1<sup>st</sup> Wednesday</b>	<b>PTRC Board of Delegates 3<sup>rd</sup> Wednesday</b>
January - none	January - none
February 7, 2024	February 21, 2024
March 6, 2024	March - none
April 3, 2024	April 17, 2024
May 1, 2024	May - none
June 5, 2024	June 19, 2024
July - none	July - none
August 7, 2024	August 21, 2024
September 4, 2024	September - none
October 2, 2024	October 16, 2024
November 6, 2024	November - none
December 4, 2024	December 18, 2024