

MINUTES
PTRC EXECUTIVE COMMITTEE MEETING
February 1, 2012

Present: Vice Chairman Darrell Frye, Randolph County, PTRC Chair
Council Person Molly Leight, City of Winston-Salem, PTRC Vice Chair
Chair Nate Hall, Caswell County, PTRC Treasurer
Councilman Dillard Burnette, City of King
Commissioner Linda Massey, Alamance County
Commissioner Paul Johnson, Surry County
Mayor Dan Pugh, Town of Lewisville
Mayor Pro Tem Steve Yokeley, City of Mount Airy
Commissioner Earnest Lankford, Stokes County
Commissioner Kevin Austin, Yadkin County
Mayor Pro Tem Latimer Alexander, City of High Point
Councilman Alvin Foster, Town of Yanceyville
Chair Jackie Morris, Montgomery County
Commissioner Ken White, Davie County
Commissioner Don Truell, Davidson County
Mayor Keith Volz, Town of Jamestown
Councilman Walter Marshall, Forsyth County

Absent: Commissioner Will Marklin, Town of Mocksville
Mayor Ronnie Wall, City of Burlington
Chair James Kallam, Rockingham County
Mayor Bert Lance Stone, City of Archdale
Mayor Pro Tem Patty Philipps, City of Mebane
Councilman Jimmy Blake, Town of Biscoe

Chair Frye welcomed the PTRC Executive Committee.

1. Approval of November 2, 2011, PTRC Executive Committee Minutes

Chair Frye asked if there were any revisions to be made in the November 2, 2011, PTRC Executive Committee minutes.

There being none, motion was made by Mr. Volz, seconded Ms. Leight, and carried unanimously to approve the November 2, 2011, PTRC Executive Committee minutes.

2. Nominating process for PTRC Officers

Chair Frye presented proposed policy change to the PTRC bylaws:

- Adding four additional Executive Committee members to serve on the nominating committee to recommend a slate of officers for the coming year.
- Appointment of Dillard Burnette, Immediate Past Chair, to serve on the nominating committee.
- Adding the position of Secretary to slate of PTRC officers.

It was the consensus of the Executive Committee to recommend that the PTRC Board of Delegates approve the above changes to the PTRC Bylaws.

3. Piedmont Triad Clean Cities Coalition, by Matthew Dolge, PTRC Executive Director

Staff is requesting direction from the Executive Committee regarding the formation of a regional Clean Cities Coalition or alternatively, participation in a state-wide initiative.

Background

Clean Cities is a program of the US Department of Energy, developed in the 1990s to provide a framework for local governments and private interests to form coalitions of stakeholders focused on improving the market for alternative fuel technologies and reducing dependence on imported petroleum. There are currently 85 designated coalitions operating in 44 states.

In North Carolina, clean cities coalitions have been designated in the Triangle and Charlotte regions, with designation nearing completion in the Asheville area. These three coalitions serve a total of 37 counties within their respective regions.

Designation Process

The designation process is typically a one-three year endeavor, which requires the designation of a coordinator, an inventory of current petroleum displacement activities and the development of a strategic plan to set coalition goals and provide direction for future activities. The formation of a steering committee made up of public and private stakeholders is required to guide the strategic planning process.

Options

The Solar Center at NC State has proposed the formation of a state-wide coalition to serve the remaining 63 counties of the state, including the Piedmont Triad. However, in discussions with regional stakeholders, we have been encouraged to consider the formation of a coalition to serve the 12-county Piedmont Triad Region, independent from the efforts of the solar center.

Given the circumstances and timing, there are several options to consider:

- 1) Participate in the Solar Center's state-wide coalition
- 2) Pursue designation for the Piedmont Triad, serving as the Lead Agency
- 3) Pursue designation for the Piedmont Triad, serving as a supporting agency

Benefits

The potential benefits of establishing a coalition within our 12-county region include access to targeted funding sources for project implementation and the formation of a standing committee of stakeholders focused on the key alternative fuels and air quality issues of most importance to our region. Creation of a Piedmont Triad Clean Cities Coalition would also solidify PTRC's evolving role as the regional leader in alternative transportation, complementing our current expertise in non-motorized transportation. Designated coalitions are eligible to receive a small amount of financial support from the Department of Energy (currently \$25,000 annually).

Costs

The coordinator of a designated Piedmont Triad Clean Cities Coalition would be responsible for organizing meetings, special events, and public outreach activities and the implementation of other strategies related to alternative fuels. Coalitions are required to conduct an annual fleet survey and to reconsider their strategic plan every three years to maintain designation. In most cases, these annual efforts require no more than ½ FTE. The estimated cost to implement the program on a half time staff basis is \$60,000-70,000 per year. The additional funds required to carry out the program (\$35,000-45,000) could come from a variety of grants, community foundations, the region's MPOs and RPOs, and/or through the formation of a coalition of local government and private sector members committed to supporting and implementing air quality and alternative fuel strategies throughout our region.

Recommendation

Staff recommends a deeper exploration of the costs and benefits of designation with our regional stakeholders before making a long-term commitment of significant funds or to serve as the Lead Agency. This should include identification of potential public- and private-sector Coalition members, their level of interest in participating in the Coalition, and their long-term funding preferences.

Motion was made by Mr. White, seconded by Mr. Marshall, and carried unanimously, for staff to further develop a proposal with additional details on staffing and funding regarding the formation of a regional Clean Cities Coalition.

4. Sustainable Communities Regional Plan Update– Matthew Dolge

Mr. Dolge stated that the HUD Sustainable Communities Regional Planning Grant is heading into the second year of the three-year project. In the first year, the project team has been formed; the consortium committee made up of representatives from twenty-nine non-profit and municipal, county and state agencies held its inaugural meeting; and workgroups in nine focus areas have been launched to identify key data and trends related to sustainable practices in our region.

Over the next several months, civic forums will be held in each county to engage a wide cross-section of the public in the regional planning process. These two hour session give participants an opportunity to share their ideas and thoughts about what's most important in our region, and our greatest challenges.

Civic Forums, by County

County	Date	Time	Location
Alamance	Mar. 12	4:00-8:00 PM	Elon University, McKinnon Hall in Moseley Center
Caswell	Feb. 16	Evening	Municipal Town Hall, Yanceyville
Davidson	Early Mar.	TBD	TBD
Davie	Jan. 31	4:00-6:00 PM	Davie County Library, Mocksville
Guilford	Jan. 31	5:30-7:30 PM	Greensboro Central Library
	Feb. 9	5:30-7:30 PM	Culler Senior Center, High Point
Forsyth	Feb. 21	5:30-7:30 PM	Forsyth County Central Library
Montgomery	Feb. 9	5:30-7:30 PM	Economic Development Commission, Main St., Troy
Randolph	Feb. 21	6:00-8:00 PM	South Asheboro Middle School Library
Rockingham	Feb. 20	6:00-8:00 PM	Ag Center in Wentworth
Stokes	Feb. 23	4:00-6:00 PM	YMCA in King
Surry	Feb. 7	3:00-7:00 PM	Surry Community College, Viticulture Center, Dobson
Yadkin	Feb. 28	6:00-7:30 PM	YVEDDI Main Office, Boonville

In addition to the civic forums, a 'virtual town hall' website has been established: **PiedmontVoice.org**. This interactive site allows users to share ideas and provide feedback about a broad variety of topics related to our region. The site is unique in that internet access isn't required: participants can call or text (336) 939-6151 to participate in the conversation.

Mr. Dolge stated that participation in the civic forums and Piedmont Voice is welcomed and encouraged.

5. Office Space Proposals Matthew Dolge

Mr. Dolge presented the following office space options to the PTRC Executive Committee for consideration.

After considerable discussion, it was the consensus of the PTRC Executive Committee to give Matthew Dolge, PTRC Executive Director, permission to move towards purchasing the property at the Carrollton Crossing site in Kernersville, NC located in the center of a 50 mile, 12 county region of the Piedmont Regional Council. This site is located 0.4 miles off Interstate 40 and offers the PTRC a cost-effective and custom designed facility. This property has superior accessibility and is centrally located in the heart of the Triad. The site is located in an area with numerous amenities as well as convenient access to the region. Nearby offsite amenities include hotels, restaurants, retail shops, gas and shopping. Carrollton affords the PTRC the ability for future expansion if needed.

6. Consolidated Financial Statement – Jarrod Hand

Jarrod Hand, PTRC Accountant, presented the combined financial statements for the Northwest Piedmont Council of Governments and the Piedmont Triad Council of Governments ending June 30, 2011. He stated that as of June 30, 2011, the combined net assets of the PTRC was \$2,282,563.

7. Old business

There was no old business.

8. New business

Mr. Dolge requested that the PTRC Executive Committee appoint a Joint Regional Forum member. He stated that Chris Jones, Councilman from the Village of Clemmons, and James Festerman, Mayor, City of Reidsville were presently serving in this capacity.

Motion was made by Ms. Leight, seconded by Mr. Kallam, and carried unanimously to appoint Mr. Jones as the Joint Regional Forum member with James Festerman serving as alternate.

9. Chairman's remarks and announcements

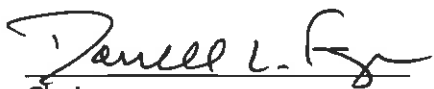
- February PTRC Board of Delegates meeting –
Wednesday, February 15, 2012, 12:00 Noon
Paul J. Ciener Botanical Gardens, 215 South Main Street
Kernersville, NC
- March PTRC Executive Committee meeting –
Wednesday, March 7, 2012, 12:00 Noon
Paul J. Ciener Botanical Gardens, 215 South Main Street
Kernersville, NC

10. Informational Items

There were no information items.

11. Adjournment

There being no other business, the meeting adjourned at 1:10 p.m.


Chair


Executive Director

