

MINUTES
PTRC Executive Committee
August 21, 2013

Members Present

Commissioner Kevin Austin, Yadkin County
Commissioner Bill Bencini, Guilford County
Councilman James Blake, Town of Biscoe
Mayor Buddy Boggs, Town of Haw River
Commissioner Gene Branon, Town of Yadkinville
Councilman Dillard Burnette, City of King
Councilwoman Mary Cameron, Village of Clemmons
Mayor James Cardwell, Town of Mayodan
Commissioner Zane Cardwell, Rockingham County
Mayor Terry Caviness, Town of Liberty
Commissioner Sharon Conaway, Town of Walnut Cove
Mayor Perry Conner, Town of Franklinville
Councilman Alvin Foster, Town of Yanceyville
Chairman Darrell Frye, Randolph County
Councilwoman Carissa Graves, Town of Green Level
Commissioner Nathaniel Hall, Caswell County
Mayor Pro Tem Roger Howerton, Town of Oak Ridge
Mayor Lestine Hutchens, Town of Elkin
Commissioner Paul Johnson, Surry County
Mayor Bert Lance Stone, City of Archdale
Commissioner Ernest Lankford, Stokes County
Commissioner Walter Marshall, Forsyth County
Commissioner Linda Massey, Alamance County
Councilman John McDermon, Town of Rural Hall
Mayor Billy McHone, Village of Tobaccoville
Commissioner Wayne Moore, Town of Jonesville
Chairman Jackie Morris, Montgomery County
Mayor Scotty Morris, Town of Denton
Alderman John Peterson, Town of Elon
Mayor Pro Tem Patty Phlipps, City of Mebane
Mayor Dan Pugh, Town of Lewisville
Mayor Bernita Sims, City of High Point
Mayor David Smith, City of Asheboro
Councilwoman Sue Stephens, Town of Midway
Commissioner Don Truell, Davidson County
Mayor Pro Tem Steve Yokeley, City of Mount Airy
Mayor Lenny Williams, Town of Gibsonville

Members Absent

Councilman Wayne Atkins, Town of Dobson
Commissioner William Paul Baity, Town of Boonville
Mayor Joe Bennett, City of Thomasville
Mayor Carlton Boyles, City of Trinity
Mayor Mark Brown, Town of Summerfield
Councilman Frank Bruno, Town of Stokesdale
Councilman Darryl Carter, City of Eden
Alderman Mike Dawkins, City of Randleman
Mayor James Festerman, City of Reidsville
Alderman Art Gwaltney, Town of Madison
Mayor Allen Hale, Town of Seagrove
Mayor Pro Tem Yvonne Johnson, City of Greensboro
Alderwoman Dana Jones, Town of Kernersville
Councilwoman Molly Leight, City of Winston-Salem
Commissioner Peggy Leight, Town of Walkertown
Councilwoman Michelle Leonard
Mayor Pro Tem Will Marklin, Town of Mocksville
Councilman Dennis Paschal, Town of Wentworth
Councilman E. Lewis Phillips, City of Lexington
Commissioner Terry Renegar, Davie County
Mayor Kenneth Rethmeier, Town of Bermuda Run
Commissioner Steve Rollins, Town of Staley
Mayor Lynn Rumley, Town of Cooleemee
Mayor Pro Tem Naydine Sharpe, Village of Alamance
Mayor Danny Shaw, Town of Ramseur
Mayor Earl Sheppard, Town of Pilot Mountain
Councilman Jerry Smith, Town of Stoneville
Mayor Carla Strickland, Town of Pleasant Garden
Commissioner Laurence Todd, Town of East Bend
Councilman Chip Turner II, City of Graham
Mayor Keith Volz, Town of Jamestown
Mayor Ronnie Wall, City of Burlington
Commissioner Chris Watkins, Town of Troy
Commissioner Branson Webb, Town of Mount Gilead
Mayor Janet Whitt, Town of Danbury

Chairman Darrell Frye welcomed the PTRC Board of Delegates and called the meeting to order at 12:10 p.m. Chairman Frye mentioned that the Mayor of Jonesville, Lindbergh Swaim, had passed away the night before. He requested a moment of silence and then led the Executive Committee in the Pledge of Allegiance.

1. “Focus on Members – City of Winston-Salem”, Derwick Paige, Assistant City Manager

- a. Mr. Paige began with a brief overview of Winston-Salem’s history. He mentioned that in 1913, the population was a mere 24,900 people. Today, there are more than 240,000 people that call Winston-Salem home.
- b. Mr. Paige then spoke about staff from Winston-Salem including the Mayor, Mayor Pro Tem, City Council, and other key staff.
- c. He then listed major private employers in Winston-Salem, which included:
 - i. Wake Forest University Baptist Medical Center
 - ii. Novant Health
 - iii. Reynolds American
 - iv. Wells Fargo
 - v. Hanesbrands
 - vi. BB&T
 - vii. Wake Forest University
 - viii. Lowes Foods
 - ix. Forsyth Tech
 - x. BE Aerospace
- d. Other significant employers include Krispy Kreme, US Airways, Pepsi, and Caterpillar.
- e. A brief history of Winston-Salem’s economic transition was discussed. Mr. Paige explained that in 1982, the city was dominated by manufacturing. Six of the city’s top 10 employers were related to manufacturing and accounted for 71% of jobs. Today, Winston-Salem has a diverse economy founded on medicine, technology, finance, and manufacturing. He added that manufacturing companies now only represent 3 of the top 10 employers and account for only 16.5% of jobs.
- f. Mr. Paige discussed many highlights of the area, including higher education, city amenities, privately owned attractions, and community culture. He then discussed the priorities of Winston-Salem, which include:
 - i. Supporting Technology Initiatives that Promote Growth;
 - ii. Economic Development; and
 - iii. Downtown Development.
- g. Mr. Paige concluded by remembering the City of Winston-Salem’s Centennial celebration, which took place earlier this year. Winston-Salem is celebrating their 100th year (1913-2013) of existence. Events such as a City Hall Open House, Documentary Premiere, Centenarian Luncheon, parties, and parades took place. Winston-Salem is proud to continue celebrating their centennial and looks forward to what the next 100 years will bring.

2. Introduction of Management Services Staff, Matt Reece, Director of Administration and Member Services

- a. Mr. Reece introduced 3 new PTRC staff members. PTRC is extremely pleased to welcome Mr. David Hill, Mr. Bob Carter, and Mr. Kim Newsom as Management Consultants available through PTRC.
- b. He mentioned that periodic training opportunities will be offered to our members and to keep an eye out for upcoming events.

3. Consent Agenda

- a. Chairman Frye stated that the consent agenda contained a lot of information. He did point out item number 8, which was regarding an incentive bonus for early completion of PTRC's new building. The new completion date will allow PTRC's new building to be completed by November 15, 2013. This date is two months early from the original move-in date, and will cost \$25,000. This will ultimately save PTRC over \$30,000 per month due to consolidation of equipment and service leases in multiple office locations.
 - i. **Item #1: Request for approval of June 19, 2013 PTRC Board of Delegates Minutes**
 - ii. **Item #2: Request for authorization to apply for \$30,000 in grant funds from the Winston-Salem Foundation's Women's Fund.**
 - iii. **Item #3: PTRC AAA request to apply for \$90,000 and if awarded, enter into contract with the North Carolina Division of Aging and Adult Services for Local Contract Agency Funding for the Period of July 1, 2013 to September 20, 2014, Matthew Dolge, PTRC Executive Director**
 - iv. **Item #4: PTRC AAA request for authorization to apply for \$46,215 and if awarded, enter into contract with the North Carolina Department of Insurance for Medicare Improvements for Patients and Providers Act 2008 (MIPPA), funding for the period of October 1, 2013 to September 20, 2014, Matthew Dolge, PTRC Executive Director**
 - v. **Item #5: Request for approval of Landscape Contract with Larmore Landscape, Matthew Dolge, PTRC Executive Committee**
 - vi. **Item #6: Request for approval of Moving Contract with Facility Services, Matthew Dolge, PTRC Executive Committee**
 - vii. **Item #7: Request for approval of Low Voltage Contract with AV Solutions**
 - viii. **Item #8: Incentive Bonus for early completion of PTRC Office, Matthew Dolge, PTRC Executive Director**
- b. Chairman Frye added that there was one new item needing attention. PTRC is negotiating a best interest instalment loan up to \$350,000 to acquire low voltage wiring and other associated improvements to PTRC's new building. Chairman Frye noted that this has not gone through the Executive Committee and the Board is being asked for approval to pursue this opportunity. The Executive Committee will be presented with an agenda item at the September 4th meeting.
- c. Chairman Frye then asked the Board if there were any questions. There being none, he asked the Board for a motion.
- d. A motion was made by Mr. Paul Johnson.

- e. The motion was seconded by Ms. Bernita Sims.
- f. The Consent Agenda was approved.

4. Smart Math and Placemaking, Joe Minicozzi & Charles Marohn

- a. Mr. Dolge introduced Mr. Chuck Marohn and Mr. Joe Minicozzi. Mr. Marohn and Mr. Minicozzi began by explaining the natural evolution of cities related to progress, the historical way of building cities, and investment opportunity. They noted that there are 2 very powerful incentives involved in developing cities:
 - i. The initial cost to the public is minimal; and
 - ii. There is a large benefit to the public budget.
- b. They continued explaining these concepts by looking at real world examples. Most of the examples resulted in large amounts of time for recouping of the public expense from the tax base, and huge increases in property taxes.
- c. Mr. Minicozzi and Mr. Marohn explained multiple serious implications for the future with this approach:
 - i. The “mechanisms of growth we have become accustomed to are waning;
 - ii. Local governments are going to be forced to absorb the local costs of the current development pattern; and
 - iii. With the current pattern of development, the costs cannot be rebuilt without large tax increases and/or large cuts in services.
- d. They then went into potential solutions for these problems. One solution was for towns and cities to “copy what they know”. This has been done for thousands of years by adopting local materials.

5. Chairman Frye asked the Board if they had any questions and thanked Mr. Marohn and Mr. Minicozzi for attending. There being no other questions, the meeting was adjourned at 1:22 p.m.