

Counties

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

Municipalities

Archdale
Asheboro
Bermuda Run
Bethania
Biscoe
Boonville
Burlington
Clemmons
Cooleemee
Danbury
Denton
Dobson
East Bend
Eden
Elkin
Elon
Franklinville
Gibsonville
Graham
Green Level
Greensboro
Haw River
High Point
Jamestown
Jonesville
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
Staley
Stokesdale
Stoneville
Summerfield
Thomasville
Tobaccoville
Trinity
Troy
Village of Alamance
Walkertown
Walnut Cove
Wentworth
Whitsett
Winston-Salem
Yadkinville
Yanceyville



Piedmont Triad Regional Council

Board of Delegates

Agenda

Wednesday, February 19, 2014

12:00 noon

PTRC Headquarters

1398 Carrolton Crossing Drive
Kernersville, NC 27284

Item**Official****Lunch**

Please note the 12:00 p.m. start time and join us as you are able. RSVP to Cassidy Pritchard at (336) 904-0345 or by email at cpritchard@ptrc.org.

Cassidy Pritchard
Program Assistant

A. Call to Order, Welcome, and Moment of Silence

Molly Leight
Chair

B. Consent Agenda

Molly Leight
Chair

- 1) Request for approval of December 18, 2013 PTRC Board of Delegates Minutes (handout)
- 2) Request to apply for City of Winston-Salem & Community Business Development renewal Sub-grant funds

C. Informational Item

Molly Leight
Chair

- 1) 2014 Caucuses for Municipalities

D. Presentations

- 1) Focus on Members: Stokes County
- 2) Workforce Development System

Rick Morris
Stokes County Manager

Will Collins
Special Assistant for
Workforce Development

- 3) Request of support for the delay of Implementation of the procurement of Adult & DW Services

William Cockerham
Northwest Piedmont
Workforce Development
Board

E. Executive Director's Report

Matthew Dolge
Executive Director

- 1) Financial Pressures for Fiscal Year 2013-2014**

F. Old Business

Molly Leight
Chair

G. New Business

- 1) Triad Tomorrow – Comprehensive Economic Development Strategy Request for Consideration of Adoption**
- 2) Regional Brownfields Program – Request to Enter into contract with environmental service consultants**

Paul Kron
Regional Planning Director

Paul Kron
Regional Planning Director

H. 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.

Molly Leight
Chair

I. Chairman's Remarks and Announcements

Molly Leight
Chair

- 1) PTRC Executive Committee Meeting**
Wednesday, March 5, 2014, 11:45 a.m.
Piedmont Triad Regional Council
1398 Carrollton Crossing Drive
Kernersville, NC 27284
- 2) PTRC Board of Delegates Meeting**
Wednesday, April 16, 2014, 11:45 a.m.
Piedmont Triad Regional Council
1398 Carrollton Crossing Drive
Kernersville, NC 27284
- 3) 2014 PTRC Meeting Dates (attached)**

J. Adjournment

Molly Leight
Chair

Consent Item #1

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

TO: PTRC Board of Delegates
FROM: Robin Howell, Criminal Justice Program Director
DATE: February 19, 2014
RE: Request to apply for FY 14-15 City of Winston-Salem/ Community and Business Development renewal sub-grant funds

The Criminal Justice Department requests approval to apply for \$17,500 in FY 14-15 renewal sub-grant funds from the City of Winston-Salem's Community and Business Development Department. Funds will be used for partial grant match in supporting the "Project Reentry" program.

Submission deadline for FY 14-15 applications is February 7, 2014.

The Criminal Justice Department looks forward to continued partnership with the City of Winston-Salem in providing this important program.

Consent Item #1 Cont.



PIEDMONT TRIAD REGIONAL COUNCIL

1398 CARROLLTON CROSSING DRIVE
KERNERSVILLE, NC 27284
(336) 904-0300

MATTHEW L. DOLGE • EXECUTIVE DIRECTOR

February 5, 2014

Mellin L. Parker
Planning Senior Project Supervisor
City of Winston-Salem
Community and Business Development
P. O. Box 2511
Winston-Salem, NC 27102-2511

Dear Ms. Parker:

Please accept this submission from Piedmont Triad Regional Council for FY 14-15 sub-grant funds from the City of Winston-Salem's Community and Business Development Department. All required written materials and attachments are enclosed for your consideration.

For FY 14-15, we are requesting \$17,500 in renewal sub-grant funds to be used as partial grant match in continuing support for "Project Reentry" services in Winston-Salem. "Project Reentry" provides pre- and post-release transitional services to former offenders returning to the community after serving active prison services. Services include customized case management, job readiness and vocational skills training, personal assistance services and referrals/facilitation of family reunification, housing and other treatment needs.

We look forward to continuing work with the City of Winston-Salem as "Project Reentry" grows as a national model for community reentry programming.

Sincerely,

Matthew L. Dolge
Executive Director

Informational Item #1

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

TO: Executive Committee, Piedmont Triad Regional Council
FROM: Matthew Dolge, PTRC Executive Director
DATE: February 19, 2013
SUBJECT: 2014 Caucuses for Municipalities

According to Article III Section 2, regarding the composition of the Executive Committee, it is necessary for caucuses (for municipalities under fifty-thousand in population) to be held for the purpose of selecting a delegate to represent each county. In order to be on the Executive Committee, members need to be available to meet up to sixteen times per year, which will be six board meetings and ten executive committee luncheon meetings.

Caucuses will be held immediately following the Board of Delegates meeting on February 19, 2014.

Delegates from the following municipalities are invited to attend:

Alamance County

Current Executive Committee representative: Patty Philipps, Mebane

Municipalities & delegates eligible:

John Peterson, Elon
Chip Turner, Graham
Carissa Graves, Green Level
Buddy Boggs, Haw River
Patty Philipps, Mebane
Naydine Sharpe, Village of Alamance

Davidson County

Current Executive Committee representative: * Vacant

Municipalities & delegates eligible:

*Vacant, Denton
Tobin Shepherd, Lexington
*Vacant, Midway
Joe Bennett, Thomasville

Davie County

Current Executive Committee representative: Will Marklin, Mocksville

Municipalities & delegates eligible:

Kenneth Rethmeier, Bermuda Run
*Vacant, Cooleemee
Will Marklin, Mocksville

Informational Item #1 Cont.

Forsyth County

Current Executive Committee representative: Dan Pugh, Lewisville

Municipalities & delegates eligible:

Michelle Leonard, Bethania
Mary Cameron, Clemmons
Dan Pugh, Lewisville
Tracey Shifflette, Kernersville
John McDermon, Rural Hall
Billy McHone, Tobaccoville
Peggy Leight, Walkertown

Guilford County

Current Executive Committee representative: Keith Volz, Jamestown

Municipalities & delegates eligible:

Leonard Williams, Gibsonville
Keith Volz, Jamestown
Mike Stone, Oak Ridge
Ron Surgeon, Pleasant Garden
Frank Bruno, Stokesdale
**Vacant, Summerfield*

Montgomery County

Current Executive Committee representative: Jimmy Blake, Biscoe

Municipalities & delegates eligible:

Jimmy Blake, Biscoe
Chris Watkins, Troy
Branson Webb, Mount Gilead

Randolph County

Current Executive Committee representative: Bert Lance Stone, Archdale

Municipalities & delegates eligible:

Bert Lance Stone, Archdale
David Smith, Asheboro
Perry Conner, Franklinville
Terry Caviness, Liberty
Danny Shaw, Ramseur
Mike Dawkins, Randleman
**Vacant, Seagrove*
Debra Frazier, Trinity

Informational Item #1 Cont.

Rockingham County

Current Executive Committee representative: Darryl Carter, Eden

Municipalities & delegates eligible:

Darryl Carter, Eden

Arthur Gwaltney, Madison

**Vacant*, Mayodan

**Vacant*, Reidsville

**Vacant*, Stoneville

Dennis Paschal III, Wentworth

Stokes County

Current Executive Committee representative: Dillard Burnette, King

Municipalities & delegates eligible:

Janet Whitt, Danbury

Dillard Burnette, King

Sharon Conaway, Walnut Cove

Surry County

Current Executive Committee representative: Steve Yokeley, Mount Airy

Municipalities & delegates eligible:

Wayne Atkins, Dobson

Lestine Hutchens, Elkin

Steve Yokeley, Mount Airy- attending

Earl Sheppard, Pilot Mountain

Yadkin County

Current Executive Committee representative: Wayne Moore, Jonesville

Municipalities & delegates eligible:

William Paul Baity, Boonville

Laurence Todd, East Bend

Wayne Moore, Jonesville

Gene Branon, Yadkinville

Executive Director's Report

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

TO: PTRC Board of Delegates
FROM: Matthew Dolge, PTRC Executive Director
DATE: February 19, 2014
RE: Financial Pressures for Fiscal Year 2013-2014

With the completion of our headquarters facility and commencement of loan repayment there are some unusual financial issues we face this budget year.

- The adjustment loan structure requires a loan payment this fiscal year which our initial projections called for next year.
- Sales tax reimbursement for landscaping and signage will not be realized until fiscal year 2014-2015.
- Operational costs are slightly higher than projected.

I have worked with our finance staff and management team to make some adjustments that will help us mitigate the impact on our fund balance in this budget cycle.

- To the extent possible, each program is absorbing the "double" facility costs within their current revenue stream.
- I have instituted several cost cutting measures to reduce other expenditures.
 - Travel for required meetings only
 - Reduced reimbursement rates for travel.
 - Restrictions on other costs in region.
 - Reduced mobile phone reimbursements/cancelation of phone service.
 - Reduced merit payments.
 - Evaluation and filling of vacancies.
- Possible additional actions;
- Delay salary adjustments.

Implications moving forward:

- Many of these issues are one time occurrences
- Management will continue to look at cost reduction strategies
- Finance staff is working on structure for cost sharing which will spread costs in an equitable and sustainable way over the next five years.

New Business Item #1

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

TO: PTRC Board of Delegates
FROM: Paul M. Kron, PTRC Regional Planning Director
DATE: February 19, 2014
RE: Triad Tomorrow – Comprehensive Economic Development Strategy
Request for Consideration of Adoption

The PTRC Planning Department requests the Board of Delegates consider adoption of *Triad Tomorrow*, the Comprehensive Economic Development Strategy (CEDS) for our 12-county Piedmont Triad region. This plan has been developed by PTRC, as part of the larger, statewide *NC Tomorrow Initiative* aimed at creating a more uniform, coordinated approach to economic development planning across our state. Regional CEDS have been developed by each of the 16 regional councils across North Carolina, with the ultimate goal of combining them to create a statewide strategic plan. PTRC adoption of this CEDS will benefit communities in our region in three important ways:

1. Upon approval of our CEDS by the Economic Development Administration (EDA), organizations and communities in our region will be eligible to compete for assistance under several EDA funding programs;
2. The CEDS highlights key priorities which communities across our region can work on together to share resources, build partnerships and achieve results in critical areas;
3. The CEDS identifies cross-cutting regional interests which communities can use to demonstrate how the funding of local projects can help to support and advance broader regional interests.

In mid-January 2014 a draft version of the CEDS was sent to a wide range of city, county and regional economic development stakeholders for their review and comment. On February 5, 2014 the PTRC Executive Committee received a presentation of the draft CEDS and voted unanimously to send a revised version of the *Triad Tomorrow* CEDS (see www.ptrc.org) to the full PTRC Board of Delegates for its consideration for adoption.

New Business Item #1 Cont.

TRIAD TOMORROW - PIEDMONT TRIAD COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

Triad Tomorrow, the Piedmont Triad Comprehensive Economic Development Strategy (CEDS), serves as the foundational economic development element of our region's sustainable communities planning effort, *Piedmont Together*. The CEDS is designed to help stakeholders form partnerships to leverage existing resources that will revitalize the communities of our region. Building on existing regional and local economic development plans, *Triad Tomorrow* strategies focus on supporting collaboration among local and regional stakeholders within the economic development community, private industry, educational institutions, local government, foundations and the private sector. The CEDS is a responsive and flexible five-year strategic economic development plan, designed to be easily adjusted to meet the changing needs of communities throughout the region.

The Piedmont Triad Regional Council undertook development of *Triad Tomorrow* as part of the statewide *NC Tomorrow Initiative*, which aims to create a more uniform, coordinated approach to economic development planning across our state. In this initiative, led by the North Carolina Association of Regional Councils, regional CEDS are developed by each of the 16 regional councils across the state, with the ultimate goal of combining them to create a statewide strategic plan. This CEDS will benefit communities in our region in three important ways:

1. Upon approval of our CEDS by the Economic Development Administration (EDA), organizations and communities in our region will be eligible to compete for assistance under several EDA funding programs;
2. The CEDS highlights key priorities which communities across our region can work on together to share resources, build partnerships and achieve results in critical areas;
3. The CEDS identifies cross-cutting regional interests which communities can use to demonstrate how the funding of local projects can help to support and advance broader regional interests.

The Triad Tomorrow CEDS includes four strategic economic development focus areas:

- Competitive Advantage & Leverage – Sectors of the Piedmont Triad's regional economy vital to our economic mix which are growing or emerging, and/or unique to the region. These include market clusters, entrepreneurship support systems and our quality of life. The primary goal related to competitive advantage and leverage is to build on and improve the economic sectors that are authentic to the Piedmont Triad region.
- Regional Infrastructure – Fixed assets of the region including transportation, utilities, support systems, broadband and the natural environment. The primary goal related to infrastructure is to build on and improve the fixed assets of the region.
- Vibrant Communities – The characteristics of communities with a high quality of life, including local leadership, housing stock, and community amenities. The primary goal related to vibrant communities is to



New Business Item #1 Cont.

provide resources that support a high quality of life in the region.

- **Talent** – The human assets of the region, including our workforce, education and healthcare systems and access to capital. The primary goal related to talent is to invest in the region’s human assets and support systems.

Though the Piedmont Triad Regional Council has taken the lead role in developing the Piedmont Triad CEDS, it will take the concentrated energy, resources and knowledge of many strategic partners to accomplish the goals and complete the objectives and strategies outlined in the plan. The CEDS contemplates a five-year horizon (2014-2018), while recognizing that achieving the plan’s goals will, in most cases, be more long term. The plan will require update and renewal as its five-year term ends. This CEDS is a starting point, which takes the good work already being done in the region and moves it forward, bringing the public and private sectors together to continue to achieve great things. As the plan is implemented, it will be reworked, retooled and refined, to better reflect the economic development goals and aspirations of our region, now and in the future.

Piedmont Tomorrow identifies and values a wide range of economic assets, resources, and opportunities – urban and rural, large and small, wealthy and underserved. This CEDS underscores the importance of equity among our citizens, sustainable growth, and building more resiliency in our local economies and communities. It acknowledges and shows appreciation for our region’s past and exhorts all of us to aggressively pursue the new technologies and thinking of the future. It outlines our key challenges while advocating for the implementation of tangible solutions. And finally and foremost, this plan affirms our strong belief in the strength of collaboration and our willingness to work together for a better Piedmont Triad Tomorrow.

SUMMARY OF TRIAD TOMORROW GOALS & OBJECTIVES

COMPETITIVE ADVANTAGE & LEVERAGE

GOAL: Build on and improve sectors of the Piedmont Triad’s regional economy which are vital to our economic mix, are growing or emerging, or are unique to our region.

- Objective 1:** Assess and affirm the most promising urban and rural industrial clusters of the region.
- Objective 2:** Develop select low location-quotient areas of opportunity in the region.
- Objective 3:** Develop “Talent Clusters” through education, mentoring and internship programs.
- Objective 4:** Develop collaborative economic development processes.
- Objective 5:** Establish a strong focus on entrepreneurship & self-sustaining economic development efforts.

REGIONAL INFRASTRUCTURE

GOAL: Build on and improve the fixed assets of the region – transportation, utilities, connectivity, healthcare, support systems and the natural environment.

New Business Item #1 Cont.

- Objective 1:** Expand the reach and increase the upload/download speeds of broadband internet service throughout the region.
- Objective 2:** Enhance transportation options.
- Objective 3:** Maximize the efficiency of public utilities and solid waste management efforts.
- Objective 4:** Encourage reduced energy use.
- Objective 5:** Prepare industrial land for development.
- Objective 6:** Encourage increased healthcare facility access.

VIBRANT COMMUNITIES

GOAL: Provide opportunities for a high quality of life in communities throughout the region.

- Objective 1:** Enhance the vitality of the region's downtowns.
- Objective 2:** Promote greater connectivity among local farms and with the urban core.
- Objective 3:** Promote greater community connectivity.
- Objective 4:** Develop connections in and among communities for cultural & recreational facilities & programming.
- Objective 5:** Promote the efficient and sustainable use of land and resources.

TALENT STRATEGIES

GOAL: Invest in and develop the human capital of the region – the youth, workforce, disenfranchised, and those with underdeveloped capacity.

- Objective 1:** Promote excellent baseline education.
- Objective 2:** Provide accessible and affordable supplemental education for workplace engagement.
- Objective 3:** Develop greater levels of economic capacity through greater educational attainment, more knowledge, and networked relationships.
- Objective 4:** Promote increased civic engagement.
- Objective 5:** Encourage the Inclusion of Prosperity-Enhancing Components Beyond Wages in Economic Development Recruitment and Local ED Contracts

New Business Item #2

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

TO: PTRC Board of Delegates
FROM: Paul M. Kron, PTRC Regional Planning Director
DATE: February 19, 2014
RE: Regional Brownfields Program – Request to enter into contract with environmental service consultants

The Planning Department requests the Board of Delegates authorize PTRC to enter into contract with environmental service consultants to assist in its Regional Brownfields Program.

PTRC received a 3-year, \$600,000 EPA Brownfield Assessment Coalition Grant on October 1, 2013. In partnership with its local government members, the NC Brownfields Program and the U.S. Environmental Protection Agency, PTRC is building a regional brownfields assessment and redevelopment program for the Piedmont Triad. This program will facilitate the assessment, cleanup and redevelopment of abandoned, idled or underused brownfields sites in communities throughout the Piedmont Triad and strive to bring them back to productive use. Program efforts will focus on areas posing the most risk to human and environmental health, yet with the most potential for redevelopment and reuse. Special emphasis will be placed on properties located in and around municipal core areas within coalition communities located along the B-85/I-85 corridor including Archdale, Greensboro, Jamestown, Lexington, Thomasville and Trinity – and the 3 Counties in which they are located – Davidson, Guilford and Randolph. Over time, additional members may be added at the discretion of the coalition.

PTRC has completed its RFQ, interview and selection process and requests authorization to enter into contract with two highly qualified environmental service consulting teams for the remainder of the 3-year grant period. These teams will assist PTRC staff and coalition partners in the identification, selection and assessment of top-priority brownfield redevelopment sites.



PIEDMONT TRIAD BROWNFIELDS PROGRAM

The Piedmont Triad Regional Council (PTRC) received a 3-year, \$600,000 EPA Brownfield Assessment Coalition Grant on October 1, 2013. In partnership with its local government members, the NC Brownfields Program and the U.S. Environmental Protection Agency, PTRC is building a regional brownfields assessment and redevelopment program for the Piedmont Triad.

Program Mission

PTRC will facilitate the assessment, cleanup and redevelopment of abandoned, idled or underused brownfields sites in communities throughout the Piedmont Triad and strive to bring them back to productive use while protecting public health and the environment.

Program Goals

The program will pursue strategic investments in catalyst areas to stimulate the redevelopment of brownfield sites and surrounding properties, to improve quality of life, increase tax base, create jobs, and provide greater housing and transportation choices in communities throughout the region.

Program Focus

Program assessment and clean-up efforts will focus on areas posing the most risk to human health and the environment, yet with the most potential for redevelopment and reuse. Special emphasis will be placed on properties located in and around municipal core areas.

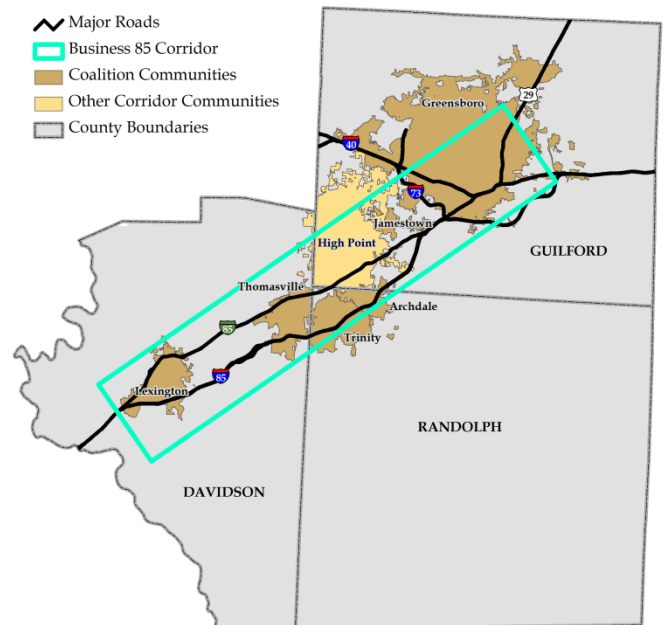
Inventory

Potential brownfield sites have been identified in communities throughout the region. Please share information on additional sites to add to our inventory of redevelopment opportunities.

First Steps

Initial program efforts will begin in coalition communities located along the B-85/I-85 Corridor. Numerous sites have been identified in this corridor to date, including abandoned mills, gas stations, vehicle repair facilities, dry cleaners, and a wide range of unknown uses. A more detailed inventory and site prioritization process will be underway soon. Founding coalition members include Archdale, Greensboro, Jamestown, Lexington, Thomasville

Regional Brownfield Coalition Members



and Trinity - and the 3 Counties in which they are located - Davidson, Guilford and Randolph. Over time, additional members may be added at the discretion of the coalition.

Contact Information

For more information about this exciting regional initiative contact Paul M. Kron, PTRC Regional Planning Director - pkron@ptrc.org - 336.904.0300 - www.ptrc.org/brownfields

Land Recycling with the Brownfields Program

The NC Dept. of Environment and Natural Resources, Division of Waste Management



The Problem

We have all seen abandoned, idled, or underused properties. Why aren't they being reused? In some cases it is because past users have left the property with chemical contamination from their past operations. Uncertainty in the cost of site cleanup keep prospective developers of these properties away. The result are properties that remain both contaminated and abandoned.

It is past time that we find a way to safely reuse these properties. For every brownfields property redeveloped a greenspace property is preserved.

If you are a prospective developer of potentially contaminated properties, you know that environmental liability can cause big headaches. Uncertain site cleanup costs (that often can exceed the property value) can erect barriers to financing that make redevelopment of these properties nonstarters.

Developers of these sites have asked, why make me as liable as the polluter for cleanup of these sites?

The Solution

Now there is a program in North Carolina that you should know about that can help you break the environmental liability barrier. It creates a win-win-win scenario for the public, the environment, and prospective developers...

The North Carolina Brownfields Program Can:

- Treat you, the prospective developer, not as the site polluter but as an ally in the safe redevelopment of these properties
- Provide you a brownfields agreement that defines up front those actions necessary to make the site safe for the reuse proposed, eliminating cleanup uncertainty and breaking the barrier to financing. Usually, these "safemaking" actions are less costly than a site cleanup that would be imposed on a polluter.
- Provide significant property tax relief for the first five years after redevelopment of the site.
- Ensure that the redevelopment is done in a manner that is safe for the public while helping the local community to establish jobs, increase the tax base, and improve the quality of life in the surrounding neighborhood.

Success For Redevelopers

Already the program has produced 38 Brownfields agreements that have allowed over \$500 million worth of private investment at sites such as:

- A Food Lion Grocery Store that is vital for the quality of life in an urban neighborhood in Winston-Salem
- Redevelopment of a crumbling turn-of-the-century textile mill on the National Register of Historic Places into commercial offices in Raleigh
- Redevelopment of abandoned historic manufacturing buildings into the Design Center of the Carolinas in Charlotte

Can it work for you?

If you have interest in redeveloping an abandoned, idled, or underused property and did not cause or contribute to its contamination, you might just be eligible. Visit us at www.ncbrownfields.org to find out more or call us at (919) 508-8400.

Meeting Dates 2014
1398 Carrollton Crossing Drive
Kernersville, NC 27284
12:00 noon

PTRC Executive Committee 1st Wednesday	PTRC Board of Delegates 3rd Wednesday
January – none	January - none
February 5, 2014	February 19, 2014
March 5, 2014	March - none
April 2, 2014	April 16, 2014
May 7, 2014	May 21 - none
June 4, 2014	June 18, 2014
July – none	July - none
August 6, 2014	August 20, 2014
September 3, 2014	September - none
October 1, 2014	October 15, 2014
November 5, 2014	November - none
December 3, 2014	December 17, 2014