

MINUTES
PTRC Board of Delegates
April 15, 2015

Present

Marikay Abuzuaiter, City of Greensboro
Latimer Alexander, City of High Point
Dwight Atkins, Town of Pilot Mountain
Wayne Atkins, Town of Dobson
Kevin Austin, Yadkin County
Joe Bennett, City of Thomasville
Jimmy Blake, Town of Biscoe
Buddy Boggs, Town of Haw River
Jeff Bullins, Town of Mayodan
Dillard Burnette, City of King
Jim Butler, City of Burlington (*alternate*)
Mary Cameron, Village of Clemmons
Zane Cardwell, Rockingham County
Darryl Carter, City of Eden
Terry Caviness, Town of Liberty
Sharon Conaway, Town of Walnut Cove
John Ferguson, Davie County
Alvin Foster, Town of Yanceyville
Carissa Graves, Town of Green Level
Lestine Hutchens, Town of Elkin
Ernest Lankford, Stokes County
Peggy Leight, Town of Walkertown
Will Marklin, Town of Mocksville
Walter Marshal, Forsyth County
John McDermon, Town of Rural Hall
Billy McHone, Village of Tobaccoville
Wayne Moore, Town of Jonesville
Jackie Morris, Montgomery County
Larry Phillips, Surry County
Brenda Platt, Town of Madison
Damon Prince, Town of Troy
Dan Pugh, Town of Lewisville
Naydine Sharpe, Village of Alamance
Tobin Shepherd, City of Lexington
Tracey Shifflette, Town of Kernersville
Bert Stone, City of Archdale
Don Truell, Davidson County
Larry Ward, Town of Denton
Norman Wilkes, Town of Midway
Lenny Williams, Town of Gibsonville
Steve Yokeley, City of Mount Airy

Absent

Lori Armstrong, Town of Stoneville
William Baity, Town of Boonville
Layton Booker, Town of Candor
Frank Bruno, Town of Stokesdale
Perry Conner, Town of Franklinville
Monta Davis-Oliver, Town of Yadkinville
Mike Dawkins, City of Randleman
John "Jay" Donecker, City of Reidsville
Debra Frazier, City of Trinity
Darrell Frye, Randolph County
Nathaniel Hall, Caswell County
Ed Hooks, City of Mebane
Molly Leight, City of Winston-Salem
Michelle Leonard, Town of Bethania
Linda Massey, Alamance County
Dennis Paschal, Town of Wentworth
John Peterson, Town of Elon
Kenneth Rethmeier, Town of Bermuda Run
Tim Sessoms, Town of Summerfield
Danny Shaw, Town of Ramseur
David Smith, City of Asheboro
Mike Stone, Town of Oak Ridge
Ron Surgeon, Town of Pleasant Garden
Laurence Todd, Town of East Bend
Chip Turner, City of Graham
Keith Volz, Town of Jamestown
Ronnie Wall, City of Burlington (sent alternate)
Branson Webb, Town of Mount Gilead
Janet Whitt, Town of Danbury
Steve Yokeley, Town of Wallburg

Due to Chairman Leight's absence, the meeting was chaired by Treasurer Steve Yokeley. He welcomed the PTRC Board of Delegates and called the meeting to order at 12:00 p.m. He requested a moment of silence and then led the Board in the Pledge of Allegiance.

1. Presentation: Focus on Members – City of Archdale, Zeb Hanner, City Manager

- a. Mr. Yokeley introduced Mr. Hanner and thanked him for giving a presentation. Mr. Hanner began by explaining the location of Archdale. He said that Archdale is located in the northwest corner of Randolph County and in the direct center of the state of North Carolina. He added that Archdale is well positioned for growth and opportunity due to being close to major highways. He then stated some facts about the City:
 - i. Archdale is almost 9 square miles.
 - ii. Archdale was originally settled by Quakers, who named the area Bush Hill.
 - iii. The Bush Hill Festival is every September and celebrates the City's history.
 - iv. Archdale became an official City in July 1969, making it 45 years old.
 - v. Archdale is the 8th safest place in North Carolina.
- b. He then spoke of a few exciting projects that the City had completed or is still working on:
 - i. Brookline Furniture – this was built with a \$110,000 Building Reuse Grant. It relocated 72 jobs and added 11 new jobs. The building is 102,000 square feet and had been vacant for 16 months.
 - ii. Ambella Home Collection – this was built with a 116,000 Building Reuse Grant, totaling an investment of \$1,055,781. There are 12 full-time employees with an average wage of \$41,897.
 - iii. Thomas Bus Expansion – this was an \$11,800,000 total investment between High Point, Archdale, Guilford County, and Randolph County. Archdale invested a total of \$4,030,000 and this added 236 new jobs.
- c. He then spoke of potential new growth and commercial areas. He mentioned that the City has acquired several tracts of open space and natural areas adjacent to its Creekside Park thereby creating a community resource with over 100 acres of ball fields, greenways, playgrounds, and natural areas. Other recreational amenities include a recreation center and gymnasium, meeting space and senior center. He added that in recent years, the City has continued to make improvements to the park by expanding the greenway system and adding an 18-hole disc golf course. He then spoke more about the golf course:
 - i. Designed by Russell Schwarz with Innova Disc Golf and was officially opened in 2011.

- ii. Course was made possible by a NCPARTF Grant (North Carolina Parks and Recreation Trust Fund) that the City received in 2007.
 - iii. Course has a 6-hole novice loop designed for beginners and senior adults.
- d. Other exciting things the City have to offer include an orienteering course, a 1.24 mile course where individuals or groups can test their navigation skills, greenways, an annual Independence Day Festival, zip lines, and the Archdale public Library.
- e. He concluded by thanking the Board for their time and invited everyone to visit the City of Archdale.

2. Presentation: Economic Development Partnership of NC, Chris Chung, CEO

- a. Mr. Chung began by stating that he appreciates the opportunity to present to the Board. He said that he just finished his third month of residency in North Carolina and that he represents the Economic Development Partnership of North Carolina (EDPNC). He said that many have probably already heard about the organization and began speaking about the 5 key areas that this new group is tasked with:
 - i. Business recruitment: What are we doing in North Carolina to attract new jobs? He noted that this is the most high profile part of what the EDPNC does, because business is the most high profile part of economic development.
 - ii. Existing employer/industry support: the EDPNC is responsible for getting in front of existing employers all over the state in order to obtain the needed assistance and resources. He noted that we need to make sure we are taking care of the companies in our back yard, because if we do not take care of existing companies, new companies will not come to North Carolina.
 - iii. Promotion of exports from North Carolina: He stated that 11,000 companies are currently exporting some products to overseas markets. The EDPNC is constantly on the lookout to support more of these companies to distribute products all over the world because these dollars flow back to North Carolina. In fact, the EDPNC has a team of individuals who focus finding these businesses.
 - iv. Assistance with small business formation: the EDPNC also has a team of individuals who field calls for people looking to start businesses in North Carolina. This team assists with permits, licenses, paperwork, and anything needed to open doors to a small business. He added that there are about 15,000 phone calls a year from potential small business owners or entrepreneurs.

- v. Tourism promotion: Mr. Chung stated that North Carolina is the most visited state in the country, and it is great to have outside dollars coming in. The EDPNC is trying to influence potential visitors, including targeting conventions, TV production, travel agents, etc. He added that there is a push to market to certain retiree communities.
- b. He then spoke briefly about why the organization was created. He said that historically, this organization was housed within the NC Department of Commerce, however last year North Carolina privatized this into a non-profit organization (and was the 16th state to do so). The EDPNC completes work under contract for the NC Department of Commerce and receive 17.5 million dollars of funding. Due to becoming privatized, they are now free to pursue investment and donations from the private sector, including private investors who are interested in funding day to day operations.
- c. He added that the idea is to promote North Carolina as a product (business location, tourism location, filming location, the beautiful and natural scenery, etc.), and that when you market and sell a product, it takes financial resources to hit the target audience consistently and effectively. He noted that as a result of private fundraising efforts and the ability to marry private sector resources to public funding, the EDPNC can potentially take in a few million each year – he added that he believes this “public-private” partnership of leveraging and harnessing resources from the private sector is the future of economic development. One third of the states in the US have looked at this approach.
- d. To give some insight on how the EDPNC is run, he stated that there are 53 employees who work in North Carolina, and most are housed in Cary. He noted that the local staff are augmented by international offices who are promoting North Carolina exports
- e. He concluded by thanking the Board again for their time and asked for any questions. He added that he thinks there is a huge opportunity in North Carolina and that he fully believes in the product they are promoting, because North Carolina enjoys extremely positive perceptions. He thinks this puts North Carolina way ahead of other states that have the same goals. Lastly he said that he cannot over emphasize the importance of regional governments.
- f. Mr. Walter Marshall expressed his concern, asking for examples of how the EDPNC is improving the quality of life in North Carolina. Mr. Chung replied that this has been adopted by elected officials in both parties, and is not a type of work that has a party label to it, but is about having access to more resources than they would have from just the public sector.

- g. Ms. Peggy Leight asked if the EDPNC was working with smaller internet specific companies. Mr. Chung replied that he is not sure of specifics since they get so many calls.
- h. Mr. Ernest Lankford asked if the EDPNC was trying to get some of the business back that has gone abroad. Mr. Chung replied that there are certain global economic trends where some jobs will never come back. As an example, he mentioned that consumer electronics left a long time ago. The EDPNC's job is to look for high growth potential industries and pursue them due to the highest probability for success.
- i. Ms. Althea Hairston agreed that North Carolina is a great place to work and has plenty of resources. She asked if the EDPNC is selective on the companies they are targeting to move here. Mr. Chung said that they are being deliberate and intentional and are looking at economic impact potential from companies that are paying decent wages.
- j. Mr. Dan Pugh asked Mr. Chung if there were measurables for success, to which Mr. Chung replied 'yes' – there are specific metrics to report on each year.
- k. Treasurer Yokeley asked the Board to move on to the next presentation in the interest of time and thanked Mr. Chung for the presentation.

3. Presentation: FY 13-14 Audit Review, Richard Tamer, Partner

- a. Mr. Richard Tamer stated that Cannon & Company has completed their audit of the general purpose financial statements of the PTRC. He summarized the results, which are listed below:
 - i. The assets of the Council exceeded its liabilities and deferred inflows of resources at the close of the fiscal year by \$3,223,959.
 - ii. The Council's total net position increased by \$32,283
 - iii. As of the close of the current fiscal year, the Council's governmental funds reported combined ending fund balances of \$1,972,825, a decrease of \$2,281,401 in comparison with the prior year. This decrease in fund balance includes closing the capital project which had a balance of \$1,959,166. Of this total amount, no funds are available for spending at the Council's discretion due to the restricted amounts required for Stabilization of State Statutes.
 - iv. At the end of the current fiscal year, unassigned fund balance for the General Fund was \$1,483,022.
- b. He added that it has been a privilege to work closely with the accounting and administrative staff at PTRC and that he recommends them for a job well done. He thanked the Board for the opportunity to serve as their auditors.

- c. There being no questions, Treasurer Yokeley stated that the audit must be voted on.

4. Action Item: Request for approval of FY 13-14 PTRC Audit, Robin Shelton, Finance Director

- a. *Please see above for audit details.*
- b. A motion was made by Mr. Dan Pugh.
- c. The motion was seconded by Mr. Zane Cardwell.
- d. The FY 13-14 Audit was approved.

5. Consent Items

- a. Mr. Dolge stated that all of these items were favorably recommended by the Executive Committee.
 - i. Request for approval of December 17, 2014 PTRC Board of Delegates minutes, Steve Yokeley, PTRC Treasurer
 - ii. Request for authorization to submit FY 15-16 renewal contract bids on NCDPS, Robin Howell, Criminal Justice Programs Director
 - iii. Department of Labor's Face Forward 3 Grant, Jeffery Mosley, WIA Assistant Director
 - iv. Appalachian Regional Commission grant, Jeffery Mosley, WIA Assistant Director
- b. There being no questions, a motion was made by Mr. Ernest Lankford.
- c. The motion was seconded by Mr. Terry Caviness.
- d. Consent agenda items were approved.

6. Executive Director's Report

- a. NC Tomorrow Update: Mr. Dolge reminded the Board of the upcoming NC Tomorrow Summit in Raleigh. He stated that there are a few open seats left. He instructed for members to contact Cassidy Pritchard at cpritchard@ptrc.org to become registered.
- b. ARC Emerging Opportunities Applications Recommended for Funding
 - i. Mr. Dolge provided the Board with a proposed list of projects, and asked the Board to give the Executive Committee authority to approve any additional funding. **See pages 7-8 for list.*
 - ii. There being no questions, a motion was made by Mr. Zane Cardwell.
 - iii. The motion was seconded by Mr. Ernest Lankford.
 - iv. The recommended projects were approved.

Mr. Yokeley reminded the Board of the next meeting date. There being no other business, the meeting was adjourned.

Piedmont Triad Regional Council ARC Emerging Opportunities Applications Recommended for Funding

Agency	Contact	Title	Budget ARC	Total Budget	Purpose	Top Local Priority	Number of ARC Emergencies Addressed	Direct or Indirect Job Creation	Overmatch	Private-Sector Investment	Tier 1 County
Town of Jonesville	Scott Buffkin	NC 67 Sidewalk Engineering and Design	\$10,000	\$20,000	To take sidewalk recommendations from Jonesville Pedestrian Plan and get a better idea of obstacles and cost in implementing the sidewalk projects that will provide safe and convenient opportunities for pedestrians along NC 67 in Jonesville.	x	4 (1.1, 1.2, 1.3, 1.4)	Indirect	N	N	N
Town of Elkin	Laura Gaylord	Broadband Improvements Downtown	\$10,000	\$14,500	To enhance the desirability of downtown Elkin for current and future businesses, tech professionals, and visitors/tourism, and to ensure Elkin can draw essential business opportunities	x	3 (1.3-1.5)	Indirect	N	N	Y
Dave County	Andrew Meadwell	Mocksville Wayfinding Sign Plan	\$10,000	\$20,000	Plan, design and implement a system of destination and directional signage to guide visitors to attractions in Mocksville	x	3 (1.3, 1.4, 1.5)	Indirect	N	N	N
City of King	Homer Dearmin	Sidewalk and lighting improvements	\$20,000	\$70,000	Construction of sidewalk and aprons, purchase of decorative streetlights and benches	x	3 (1.3, 1.4, 1.5)	Indirect	Y	N	N
Stokes County	Rick Morris	Stokes County Government Center Sidewalk Project	\$10,000	\$20,000	Sidewalk project that will connect the Stokes County Government Center complex with the Danbury Library and provide a safe pedestrian route for overflow parking.	x	2 (1.4, 1.8)	Indirect	N	N	N
Winston Salem	Ken Milliett	Facade Improvements in Disadvantage Commercial District	\$ 20,000	\$ 80,000	Matching grant program for Northwest Blvd/Thurmond Street, Indiana Avenue/Polo Rd and Patterson Ave/Glenn Ave. These corridors are located in distressed census tracts	x	4 (1.2, 1.5)	Indirect	Y	Y	N
Total			\$80,000	\$200,000							
Contingency			\$20,000	\$100,000							
Funding Available											

Other Piedmont Triad Regional Council ARC Emerging Opportunities Applications

Agency	Contact	Title	Budget ARC	Total Budget	Purpose	Top Local Priority	Number of ARC Bridges Addressed	Direct or Indirect Job Creation	Overmatch	Private-Sector Investment?	Tier 1 County
Town of Elkin	Leslie Schlander	Display and Interpretation equipment for YVHA & T	\$50,000	\$69,500	Display & interpretation equipment needed for Yadkin Valley Heritage, Arts & Trails Center		3 (1.3, 1.4, 1.8)	Indirect	N	N	Y
Downtown Mount Airy	Lezie Morrison	Wayfinding Signage and App Development	\$50,000	\$124,000	A new comprehensive wayfinding plan and brand is required for our City due to the fact that Main Street is one way and has been bisected with thoroughfares so there is not a clear gateway to our Downtown. In addition Mount Airy Downtown (MAD) extended our boundaries to include the historic Spencer's Mill Redevelopment Project on the west side. Fabrication and installation of a package of strategically placed tourism-oriented wayfinding signs consistent with the established and NCDOT-approved Yadkin Valley brand and design.	X	4 (1.1, 1.3, 1.4, 1.6)	Indirect	Y	Y	Y
Surry County	Kim Bates	Yadkin Valley Signage Project	\$50,000	\$71,428	Develop a regional watershed stewardship plan that builds partnerships among non-profit citizen groups, municipalities and government agencies concerned with natural resources and economic development. Address source point pollution that has and could further compromise our clean water.	X	3 (1.1, 1.3, 1.4)	Indirect	Y	N	Y
EYTA (Elkin)	Stuart Taylor	Wayfinding Signage and App Development	\$29,500	\$43,300	Visitor signage to historic, cultural, outdoor and visitor asset destinations	X	4 (1.1, 1.4, 1.6, 1.8)	Indirect	Y	N	Y
Town of Elkin	Leslie Schlander	Wayfinding Signage and App Development	\$14,000	\$20,000	Visitor signage to historic, cultural, outdoor and visitor asset destinations		3 (1.1, 1.3, 1.4)	Indirect	N	N	Y
Davie County	Andrew Meadwell	Wayfinding Signage and App Development	\$19,000	\$38,000	Provide wireless in County owned buildings and horseback riders and create a visitor map guide that identifies current facilities.		2 (1.4, 1.6)	Indirect	N	N	N
EYTA (Elkin)	William Blackley	Tourism Map and Support Facility	\$14,000	\$20,000	Economic Impact Analysis to support project which has undergone the master planning stage and is fully supported by local, regional and national stakeholders.		4 (1.3, 1.4, 1.5, 1.8)	Indirect	N	Y	Y
Town of Elkin	Leslie Schlander	Economic Impact Analysis to support the YVHA & T	\$10,000	\$13,900	Beautification, improvements, and restoration of historical buildings in the historical downtown, as well as redevelopment of upper levels for living space. Alleyways (and building facades that back up to alleyways) can also be considered for this beautification/redevelopment process.		4 (1.1, 2.3, 1.4, 1.5)	Indirect	N	N	Y
Town of Elkin	Laura Gaylord	Facade and Building Improvement Grants	\$10,000	\$15,000			4 (1.2-1.5)	Indirect	N	Y	Y