

MINUTES
PTRC Board of Delegates
August 19, 2015

Present

Latimer Alexander, City of High Point
(sent alternate-Cynthia Davis)
Joe Bennett, City of Thomasville
Jimmy Blake, Town of Biscoe
Buddy Boggs, Town of Haw River
Frank Bruno, Town of Stokesdale
Jeff Bullins, Town of Mayodan
Dillard Burnette, City of King
Mary Cameron, Village of Clemmons
John Ferguson, Davie County
Alvin Foster, Town of Yanceyville
Ernest Lankford, Stokes County
Molly Leight, City of Winston-Salem
Peggy Leight, Town of Walkertown
Billy McHone, Village of Tobaccoville
Wayne Moore, Town of Jonesville
Jackie Morris, Montgomery County
John Peterson, Town of Elon
Naydine Sharpe, Village of Alamance
Tobin Shepherd, City of Lexington
David Smith, City of Asheboro
Bert Stone, City of Archdale
Mike Stone, Town of Oak Ridge
Don Truell, Davidson County
Larry Ward, Town of Denton
Steve Yokeley, City of Mount Airy

Absent

Marikay Abuzuaiter, City of Greensboro
Lori Armstrong, Town of Stoneville
Dwight Atkins, Town of Pilot Mountain
Wayne Atkins, Town of Dobson
Kevin Austin, Yadkin County
William Baity, Town of Boonville
Layton Booker, Town of Candor
Zane Cardwell, Rockingham County

Absent (continued)

Darryl Carter, City of Eden
Terry Caviness, Town of Liberty
Sharon Conaway, Town of Walnut Cove
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
Carissa Graves, Town of Green Level
Nathaniel Hall, Caswell County
Ed Hooks, City of Mebane
Lestine Hutchens, Town of Elkin
Michelle Leonard, Town of Bethania
Will Marklin, Town of Mocksville
Walter Marshall, Forsyth County
Linda Massey, Alamance County
John McDermon, Town of Rural Hall
Dennis Paschal, Town of Wentworth
Larry Phillips, Surry County *(sent alternate)*
Brenda Platt, Town of Madison
Damon Prince, Town of Troy
Dan Pugh, Town of Lewisville
Kenneth Rethmeier, Town of Bermuda Run
Tim Sessoms, Town of Summerfield
Danny Shaw, Town of Ramseur
Tracey Shifflette, Town of Kernersville
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
Branson Webb, Town of Mount Gilead
Janet Whitt, Town of Danbury
Norman Wilkes, Town of Midway
Lenny Williams, Town of Gibsonville
Steve Yokeley, Town of Wallburg

Chairman Leight welcomed the PTRC Board of Delegates and called the meeting to order at 12:00 p.m. She requested a moment of silence and then led the Board in the Pledge of Allegiance. Mr. Dolge stated that although attendance was low and quorum was not met, the Charter states that action may nevertheless be taken upon any questions which can be decided by an affirmative vote of two-thirds of the delegates, if such action shall be supported by the same absolute number of delegate votes as would be required for action at a meeting at which a quorum is assembled.

1. Presentation: Focus on Members – City of Asheboro, John Ogburn, City Manager

- a. Mr. Ogburn thanked the Board for their time. He began his presentation on the City of Asheboro. An outline of the presentation can be found below:
- b. Community Information
 - i. Asheboro is located in the geographic center of the “Old North State”
 - ii. Medium-sized community of 26,000 people
 - iii. Nestled among the Uwharrie Mountains
 - iv. 3 hours from the NC Coast
 - v. 2.5 hours away from the Blue Ridge Mountains
 - vi. 30 minute drive from NC’s third largest city, Greensboro
 - vii. 1 hour away from Raleigh and Charlotte
- c. Brief History Overview
 - i. City of Asheboro was established on Christmas Day in 1796.
 - ii. By 1912, there were 30 stores, two roller mills, two chair manufacturers, one lumber plant, one hosiery mill, a wheelbarrow factory, and a foundry in Asheboro.
 - iii. The Great Depression and World War II disrupted the growing business tempo.
 - iv. After the war, Asheboro became a manufacturing hub – a flurry of industrial plants opened in former hosiery buildings. Companies in Asheboro were producing textiles, plastics, and furniture.
 - v. Unfortunately, Asheboro has experienced the loss of 7,500 jobs in industry since 1999.
- d. Downtown Asheboro Today
 - i. Asheboro’s Downtown Scene
 1. Recently named a “Great Main Street” by the NC Chapter of the American Planning Association.
 2. Home to many locally owned restaurants including the Flying Pig, Positano’s Italian Restaurant, Bia’s Gourmet Hardware, The Table Farmhouse Bakery, Mike’s Chicago Dogs, The Opra House Saloon, Magnolia 23, Hop’s Barbeque, and Time Square Pizza.
 3. Antique malls, apparel stores, coffee shops, consignment stores, hair salons, and the Randolph Arts Guild adorn downtown streets of Asheboro.
 4. Home to the City’s premier green space, Bicentennial Park – location for many downtown events.

5. Thriving art community with the presence of the Randolph Arts Guild and many downtown murals and sculptures.
 6. Asheboro's first wine bar, Lumina, is downtown and the City's first microbrewery, Four Saints Brewing Company, opened this spring.
- ii. COA Recreation
1. 8 municipal parks in the City of Asheboro
 2. Lake Lucas – open May – Oct. for kayaking, fishing, and boating activities
 3. Asheboro Municipal Golf Course – a nine-hole golf course designed by Donald Ross in 1935.
 4. Tennis center, skate park, ball fields, disc golf course
 5. Downtown Asheboro Farmers' Market
 6. Asheboro Classic Motorcycle Museum
 7. NC Aviation Museum and Hall of Fame
- iii. Awards & Recognitions
1. All-America City Finalist for 2015
 2. Great Main Street Award Recipient for 2015
 3. Spirit Award by the United Way of North Carolina
 4. North Carolina Certified Retirement Community (received 2012)
 5. Preserve America City (designated in 2010)
- iv. Upcoming Events/Major Events
1. Finishing up the Summer Concert Series (May – September)
 2. "Movies in the Park" (July – August)
 3. Asheboro Fall Festival (October)
 4. Pigs & Pedals (July/August)
 5. Christmas on Sunset (December)
 6. Out & About (April – October)
 7. Trick-or-Treat in the Park (October)
 8. Sunset Cultural Series (January – May)
 9. Rolling in Randolph (September)
 10. Kids Summer Movies (June – August)
 11. Friday Night Bluegrass (year-round)
 12. Thrifty Thursday Movies (year-round)
- v. COA Projects
1. Recently renovated 1930's movie house
 2. \$1.9 million renovation
 3. Now showcases interior renovations and exterior restorations
 4. Popular destination for traveling theatrical groups, corporate meetings, weddings, and community events
 5. Community theatre performances are held at Sunset Theatre
 6. Thrifty Thursday movies are shown twice a month
 7. Friday Night Bluegrass is also hosted at Sunset Theatre

8. All events are up-to-date at www.sunsettheatre.org
- vi. Top Three Sectors
 1. Manufacturing: Making up 31.7 percent of the workforce.
 2. Education, Health Care, and Social Assistance: Making up 18.2 percent of the workforce.
 3. Arts, Entertainment, Recreation, Accommodation, and Food Service: Making up 11 percent of the workforce.
- vii. Major Employers
 1. Randolph Hospital – 1,195 employees
 2. Technimark – 1,089 employees
 3. Klaussner Furniture – 950 employees
 4. Hughes Furniture – 739 employees
 5. Asheboro City Schools – 660 employees
- viii. Healthcare Industry
 1. Asheboro is centrally located in North Carolina, making it a short driving distance from some of the best health care facilities in the country. It's home to Randolph Hospital, specializing in orthopedic and cancer care. Others in the area include:
 2. High Point Regional Hospital
 3. Wake Forest Baptist Medical Center
 4. Cone Health
 5. Duke University Medical Center
 6. WakeMed Health & Hospitals
 7. UNC Hospitals
 8. FirstHealth Moore Regional Hospital
 9. Presbyterian Hospital
- ix. Transportation
 1. Asheboro is located in the geographic center of the state, so it has access to several highways and three international airports including:
 2. I-73/74: Piedmont Triad International Airport
 3. I-85: Raleigh-Durham International Airport
 4. I-40: Charlotte-Douglas International Airport
 5. US – 52: Asheboro Regional Airport
 6. US – 64
 7. US - 1
- x. Asheboro Attractions
 1. North Carolina Zoological
 2. Largest natural habitat zoo in the world
 3. Features native animals from North America and Africa
 4. New polar bear exhibit
 5. Two new lion cubs that were born last year
 6. Giraffe feeding deck
 7. Featuring a new Dinosaur exhibit (animatronics, May – October)
 8. New Kid's Zone area

9. NC Aviation Museum & Hall of Fame
 - a. Features military artifacts.
 - b. Civilian memorabilia from WWI to the present.
 - c. Collection of military vehicles, weapons, equipment, uniforms and a flight simulator.
 - d. Piper J-3 "Flitfire" flown by Orville Wright.
 - e. Annual Fly-In events
- e. There being no questions, Mr. Ogburn thanked the Board again for their time.

2. Consent Items, Molly Leight, PTRC Chair

- a. Request for approval of June 17, 2015 PTRC Board of Delegates minutes, Molly Leight, PTRC Chair
- b. Request for authorization to approve contract with NC Forest Service for Healthy Forests for Clean Waters Symposium, Joy Fields, PTRC Planner II
- c. Request for authorization to apply for \$29,920 in grant funds from the Winston-Salem Foundation's Women's Fund, Robin Howell, Criminal Justice Programs Director
- d. Request for approval of Workers' Compensation Agreement, Robin Shelton, PTRC Finance Director
- e. Request for authorization to modify Guilford County and Greensboro Rehabilitation Agreement, Michael Blair, PTRC Housing Director
- f. Request for authorization to enter into agreement with the City of High Point to provide classification and pay services for a fee of \$21,000 for FY 2016, Matt Reece PTRC Assistant Director
- g. Request for approval of fourth (final) budget revision for FY 2014-2015 (found on pages 11-12 of the minutes), Robin Shelton, PTRC Finance Director
 - i. There being no questions, a motion was made by Ms. Peggy Leight.
 - ii. The motion was seconded by Mr. Ernest Lankford.
 - iii. The Consent Items were approved.

3. Action Item: Request for authorization to apply for 2015 US EPA 2015(j) water resource planning grants, Cy Stober, PTRC Senior Regional Planner

- a. Mr. Paul Kron, PTRC Regional Planning Director, spoke on behalf of Mr. Stober. He stated that the PTRC Planning Department is requesting authorization to pursue up to two (2) 2015 205(j) grants totaling no more than \$40,000 for regional water resources planning purposes. He added that the NC Department of Environment and Natural Resources administers these funds on behalf of the US Environmental Protection Agency exclusively to lead regional organizations such as the PTRC for water quality planning purposes.
- b. The PTRC has a successful and consistent record of being awarded these funds and applying them to create valuable products on behalf of the local governments of the Piedmont Triad region, including being awarded a 2012 National Association of Development Organizations Innovation Award and

creating local watershed plans that are eligible for federal support to address local water quality regulatory matters.

- c. Lastly he added that these grants do require 10% match, which will be met through in-kind contributions of indirect services and travel costs. The projects are not yet defined, but will serve at least one river basin of the five in the Piedmont Triad and benefit multiple local government units. The projects will be anticipated to begin in Spring of 2016 and last no more than eighteen (18) months.
- d. There being no questions, a motion was made by Mr. Joe Bennett.
- e. The motion was seconded by Ms. Peggy Leight.
- f. Request for authorization to apply for 2015 US EPA 2015(j) water resource planning grants was approved.

4. Executive Director's Report, Matthew Dolge, PTRC Executive Director

- a. Weatherization Assistance Program Reimbursement
 - i. Mr. Dolge stated that he had filled the Board in previously that the PTRC Weatherization Department was having issues with the NC Department of Environment and Natural Resources (DENR). He said that unfortunately, PTRC has had to go through a long process with them. He provided the Board with a copy of PTRC's written response to the issue, adding that PTRC is moving forward by checking with the auditors every step of the way and sending notification of the issue to a cognizant agency at the federal level. He added that he wanted to give the Board any opportunity to ask questions about PTC's approach before moving forward. Lastly he stated that DENR has basically put the finding on hold.
- b. Piedmont Triad Regional Development Corporation Status Update
 - i. Mr. Dolge announced to the Board that the Piedmont Triad Regional Development Corporation (PTRDC) had finally received designation as an Economic Development District (EDD) and showed the Board a photo from the designation meeting. He added that Phil Paradise, Regional Director at the Economic Development Administration (EDA), was here to administer the designation.
 - ii. He stated that the EDD would be stationed at the PTRDC Board and it is important because now the entire 12-county region will automatically qualify for EDA grants without any other pre-qualification efforts. He noted that as these funding cycles become available, PTRC will push that information out to the Board.
 - iii. Lastly he mentioned that it was great to have the EDA here at the Kernersville headquarters and it was a great milestone.

5. New Business: PTRC Planning Department Presentation, Paul Kron, PTRC Regional Planning Director

- a. Mr. Kron gave the Board a presentation on the PTRC Planning Department. An outline of his presentation can be found below.

- i. Program Highlights
 - 1. Local Technical Assistance
 - a. Land Use Plans
 - b. Development Ordinances
 - c. Strategic Plans
 - d. Park & Trail Plans
 - e. Bike & Pedestrian Plans
 - 2. Transportation Planning
 - a. Plans
 - b. TIPs
 - c. Data & Maps
 - d. Public Involvement
 - e. Regional Coordination
 - 3. Water Resource Planning & Outreach
 - a. Watershed Prioritization
 - i. Conservation Areas
 - ii. Stress Areas
 - b. Watershed Plans
 - c. Stormwater SMART
 - i. Outreach
 - ii. Education
 - iii. Public Involvement
 - 4. GIS – Data, Analysis & Mapping
 - a. Project Support
 - b. Online Web Mapping
 - c. GPS/Utility Mapping
 - 5. Regional Initiatives
 - a. Triad Tomorrow
 - i. Competitive Advantage
 - ii. Vibrant Communities
 - iii. Regional Infrastructure
 - iv. Talent
 - b. Piedmont Together
 - i. Jobs
 - ii. Housing
 - iii. Transportation
 - iv. Healthy Communities
 - v. Places & Spaces
 - 6. Brownfields Redevelopment
 - a. Program Funding
 - i. 3-year/\$600,000 EPA Grant
 - ii. October 2013 – September 2016
 - iii. Business-85/I-85 Corridor

- b. Initial Coalition Partners: Archdale, Greensboro, Jamestown, Lexington, Thomasville, Trinity, Davidson County, Guilford County, Randolph County
- c. What is a Brownfield? Real Property – the expansion, redevelopment, or reuse of which – may be complicated by the presence of an environmental contaminant.
- d. Why Brownfields?
 - i. Place-based Economic Development
 - ii. Catalyst for re-investment in Communities
 - iii. Public Health & Safety
 - iv. Improved quality of life
 - v. Increased tax base
 - vi. Job creation
- e. Process:
 - i. Community Engagement
 - ii. Brokers & Developers
 - iii. Prioritize and Assess Sites
 - iv. Redevelopment Planning
- f. Benefits to Prospective Developers:
 - i. Phase I & II Assessments
 - ii. Brownfield Agreement
 - iii. Reduces Uncertainty
 - iv. Provides Potential Tax Incentives
 - 1. NC Brownfield Tax Incentives
 - 2. NC & Federal Historic Tax Credits
 - 3. Federal New Market Tax Credits
- g. Examples of Projects:
 - i. Jamestown – Oakdale Mill
 - ii. Thomasville – Thomasville Furniture – Plant L & Plant B
 - iii. Greensboro – Newman Machine Company (Lees Chapel Road) & Newman Machine
- h. Top Priority Sides:
 - i. Greensboro – South Eugene Street
 - ii. Lexington – Lexington Home Brands Furniture Plant
 - iii. Mount Airy – Spender’s Mill
- i. Outcomes (to date):
 - i. Phase I Assessments (10)
 - ii. NC BFP Applications (8)
 - iii. EPA Eligibility Approvals (8)
 - iv. Phase II Assessments (2+8 in progress)
 - v. BFA (1 near completion)
- j. Keys to Success:
 - i. High potential redevelopment sites

- ii. Community Champions
- iii. Prospective Developers
- iv. Redevelopment Planning
- k. Proposed Focus Areas: Bethania, King, Mount Airy, Pilot Mountain, Rural Hall, Tobaccoville, Winston-Salem, Clemmons, Danbury, Dobson, Elkin, Kernersville, Lewisville, Walkertown, Walnut Cove, Surry County, Stokes County, Forsyth County
- l. Contact information if interested:
 - i. Paul Kron, PTRC Regional Planning Director
 - ii. 336.904.0300
 - iii. pkron@ptrc.org
 - iv. www.ptrc.org/brownfields

6. New Business: Introducing Marketing Services, Allison Brown, PTRC Aging Program Planner

- a. Ms. Brown announced that PTRC is looking into providing marketing services for their members. This includes:
 - i. Communications Support:
 - 1. Communications Plan
 - 2. Regular, Frequent, Proactive
 - 3. Variety of Media: online, press, e-newsletter, blog
 - 4. Newspaper Column
 - 5. Online Press Room
 - 6. Website Audit
 - ii. Media Relations:
 - 1. Press Relationships
 - 2. Press Conferences
 - 3. Press Items: Releases, Media, Advisories, Op-Eds
 - 4. Crisis Communications
 - 5. New Media Channels: Cause Marketing, Content Marketing, Online Marketing (Social Media, Blogging, Press Room)
 - iii. Community Events Support:
 - 1. Promotion
 - 2. Publicity
 - 3. Partnerships
 - iv. Education & Training Opportunities:
 - 1. Marketing at the Next Level
 - 2. Fundraising
 - 3. Speakers Bureau
 - 4. Brand/Image Review
 - 5. E-Newsletters
- b. She concluded by providing the Board with her contact information if they had any questions. (Allison Brown, abrown@ptrc.org, 336.904.0300)

7. New Business: Mike Stone

- a. Mr. Mike Stone announced that he would like the Board members to reach out to their Legislators regarding House Bill 79. He stated that if the delegates have a historic district in their area they will be able to opt out. He added that this bill has been resurrected from April and would affect every historic district in North Carolina. He said that this bill does not have a dollar amount attached to it, and encouraged everyone to read the bill and contact their legislators until the City and Towns have a chance to chime in.

8. Chairman's Remarks & Announcements

- a. Mr. Dolge reminded the Board about the Triad Park meeting on October 21, 2015. He added that Board members may bring additional guests to this event, and to RSVP to Cassidy Pritchard with a headcount.

There being no other business, the meeting was adjourned.

Molly Leight, PTRC Chair

Cassidy Pritchard, Acting Clerk

PIEDMONT TRIAD REGIONAL COUNCIL
BUDGET ORDINANCE 2014 - 2015
4th Revision 8/5/15

Be it ordained by the Piedmont Triad Regional Council (PTRC):

Section 1. The following amounts are hereby appropriated in the General Fund for the operation of PTRC and its activities for the fiscal year beginning July 1, 2014 and ending June 30, 2015 in accordance with the Chart of Accounts heretofore established for PTRC:

General / Council	\$	63,810
TOTAL GENERAL FUND APPROPRIATION	\$	63,810

Section 2. It is estimated that the following revenues will be available in the General Fund for the fiscal year beginning July 1, 2014 and ending June 30, 2015:

Fund Balance	\$	-
COG Dues		63,110
Interest		700
TOTAL GENERAL FUND ESTIMATED REVENUES	\$	63,810

Section 3. The following amounts are hereby appropriated in the Special Revenue Fund - Grant Project Fund for the operation of PTRC and its activities for the fiscal year beginning July 1, 2014 and ending June 30, 2015 in accordance with the Chart of Accounts heretofore established for PTRC:

Administration	\$	254,460
Crime Control and Public Safety		1,134,046
Environmental Protection		418,375
Health and Human Services (Aging)		12,607,304
Housing		4,646,634
Planning		132,854
Transportation		241,631
Workforce Development		7,101,563
Weatherization		2,782,332
TOTAL GRANT PROJECT APPROPRIATION	\$	29,319,199

Section 4. It is estimated that the following revenues will be available in the Special Revenue Fund - Grant Project Fund for the fiscal year beginning July 1, 2014 and ending June 30, 2015:

Federal Grants		21,969,313
State Grants		6,708,778
Appropriated Fund Balance		-
Dues		519,839
Interest		-
Local Projects & Fees		121,269
TOTAL GRANT PROJECT ESTIMATED REVENUES		29,319,199

Section 5. The following amounts are hereby appropriated in the Special Revenue Fund- Local Projects Fund for the operation of PTRC and its activities for the fiscal year beginning July 1, 2014 and ending June 30, 2015 in accordance with the Chart of Accounts heretofore established for PTRC:

Administrative Services	486,256
Crime Control and Public Safety	583,646
Environmental Protection	110,100
Health and Human Services (Aging)	147,000
Housing	15,332
Misc. Local Projects	680,935
Planning	343,562
Workforce Development	167,812
Weatherization	1,633,817
TOTAL LOCAL PROJECTS APPROPRIATION	4,168,460

Section 6. It is estimated that the following revenues will be available in the Special Revenue Fund - Local Projects Fund for the fiscal year beginning July 1, 2014 and ending June 30, 2015:

APPROPRIATED FUND BALANCE	-
COG DUES and INTEREST	213,596
LOCAL PROJECT FUND FEES	3,954,864
TOTAL LOCAL PROJECT ESTIMATED REVENUES	4,168,460

TOTAL APPROPRIATIONS 33,551,469

Section 7: The Executive Director is hereby authorized to transfer appropriations as contained herein under the following conditions:

- a. He may transfer amounts between line item expenditures within a grant without limitation and without a report being required.