

Counties
 Alamance
 Caswell
 Davidson
 Davie
 Forsyth
 Guilford
 Montgomery
 Randolph
 Rockingham
 Stokes
 Surry
 Yadkin
 Municipalities
 Archdale
 Asheboro
 Bermuda Run
 Bethania
 Biscoe
 Boonville
 Burlington
 Candor
 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
 Sedalia
 Stokesdale
 Stoneville
 Summerfield
 Thomasville
 Tobaccoville
 Trinity
 Troy
 Village of Alamance
 Walkertown
 Wallburg
 Walnut Cove
 Wentworth
 Winston-Salem
 Yadkinville
 Yanceyville



Piedmont Triad Regional Council

Executive Committee

Minutes

Wednesday, March 6, 2019

12:00 noon

PTRC Headquarters

1398 Carrollton Crossing Drive

Kernersville, NC 27284

Members Present:

Councilwoman Marikay Abuzuaiter, City of Greensboro
 Commissioner Kevin Austin, Yadkin County
 Mayor Jimmy Blake, Town of Biscoe
 Mayor Buddy Boggs, Town of Haw River
 Alderwoman Renee Bryant, City of Randleman
 Mayor Alvin Foster, Town of Yanceyville
 Councilman John Larson, City of Winston-Salem
 Councilwoman Peggy Leight, Town of Walkertown
 Councilman Rick McCraw, City of King
 Commissioner Reece Pyrtle, Rockingham County
 Councilman Donald Scarborough, City of High Point
 Commissioner Don Truell, Davidson County
 Commissioner Brent Ward, Town of Mocksville
 Commissioner Steve Yokeley, City of Mount Airy

Members Absent

Commissioner Eddie Boswell, Alamance County
 Commissioner Alan Branson, Guilford County
 Council Member Jim Butler, City of Burlington
 Councilman Darryl Carter, City of Eden
 Commissioner Fleming El-Amin, Forsyth County
 Chairman Darrell Frye, Randolph County
 Commissioner Nathaniel Hall, Caswell County
 Commissioner Wayne Moore, Town of Jonesville
 Mayor Scott Needham, Town of Pilot Mountain
 Commissioner Mark Richardson, Rockingham County
 Commissioner Dottie Robinson, Montgomery County
 Councilwoman Ann Schneider, Town of Oak Ridge
 Commissioner Van Tucker, Surry County
 Mayor Larry Ward, Town of Denton

Chairman Steve Yokeley welcomed the PTRC Executive Committee and called the meeting to order at 12:14p.m. He welcomed guests in attendance: Ms. Polly Long, Mt. Airy High School NextGen Coordinator and Reece Prytle, the alternate delegate for Rockingham County. Mr. Yokeley requested a moment of silence and then led the Executive Committee in the Pledge of Allegiance.

1) Action Item: Request for approval of February 6, 2019 PTRC Executive Committee minutes, Steve Yokeley, PTRC Chairman

- a) There being no questions, a motion was made by Mr. Buddy Boggs.
- b) The motion was seconded by Ms. Peggy Leight.
- c) Request for approval of the February 6, 2019 PTRC Executive Committee minutes was approved.

2) Action Item: Request approval for the PTRDC Board Member appointment, Jesse Day, Regional Planning Director

- a) Larry Johnson has been appointed by the Surry County Board of Commissioners to fill the vacancy left by Larry Phillips on the PTRDC Board.
- b) Rockingham County has also appointed their Economic Developer, Leigh Cockram to fill the vacancy left by Jan Critz-Yokeley.
- c) Both of these terms will end in December of 2019.
- d) There being no questions, a motion was made by Mr. John Larson.
- e) The motion was seconded by Ms. Marikay Abuzuaiter.
- f) Request for approval of the PTRDC Board Members was approved.

3) Action Item: Request for approval to enter into contract providing professional planning services to the Town of Kernersville in preparation for updating the Kernersville 2020 Vision plan. The current fiscal year budget request is \$2,200, Jesse Day, Regional Planning Director

- a) Mr. Jesse Day stated that the Planning Department requests to enter into a contract for planning services with the Town of Kernersville in the amount of \$2,200.
- b) They would work with the Town of Kernersville planning and development staff and Chamber of Commerce in early 2019 to develop the Vision for 2020 and update the community survey, website and Story Map/Book, Steering Committee facilitating techniques, Task Force brainstorming/facilitating format; and out-reach calendar and assignments to civic meetings and other functions.
- c) A scope of services on the same effort for the upcoming fiscal year will be requested at a future meeting, once the Town approves the contract amount and specific set of services.
- d) There being no questions, a motion was made by Ms. Peggy Leight.
- e) The motion was seconded by Mr. Jimmy Blake.
- f) Request for approval to enter into contract providing professional planning services to the Town of Kernersville in preparation for updating the Kernersville 2020 Vision plan. The current fiscal year budget request is \$2,200 was approved.

4) Action Item: Request for approval to apply for up to \$200,000 in WIOA Program Enhancement Grant funding through the Division of Workforce Solutions in support of a pilot adult degree completion program for Forsyth and Guilford Counties, Matthew Dolge, Executive Director

- a) Mr. Matthew Dolge explained that in Phase 3 of the Triad Talent Alignment Strategy from early 2018, one of the recommended goals centered on engaging discouraged and disengaged populations in the workforce and offering increased upskilling opportunities. One of those recommendations focused on implementing a region-wide degree completion effort as a way to engage the disengaged workforce.
- b) The WIOA Program Enhancement Grant Application presents an opportunity for local Workforce Development Boards to apply for funding, build capacity, create systemic change within their workforce system and improve career development access and workforce services to individuals and businesses.
- c) This funding provides an excellent opportunity to implement a pilot version of an adult degree completion program in partnership with local community colleges and 4-year institutions. The initial program will be directed toward unemployed and underemployed adults across 2 (Forsyth and Guilford) of our 12 counties and a partnership with the long-term goal being to expansion into all 12 counties.
- d) Mr. Dolge added that this initiative will be called “Triad Finish” and we will hire counselors who would be engaged with Community Colleges and four year institutions so they could help determine the best options for people who want to finish their degree. This falls right in line with the big push that just came from the Governor’s office for degree completion.
- e) Part of this is going toward advertising.
- f) Ms. Peggy Leight asked how this will be advertised and if you will seek information from universities? Mr. Dolge responded that some of this grant will go towards advertising. The initial strategy will be digital. While we won’t preclude ourselves from working with universities, ownership will not be exclusive to them. It will be about what is the best fit for the person.
- g) Mr. Buddy Boggs asked what the time frame is for the 10 other counties. Mr. Dolge answered that as we get this up and running and have the capability to branch out, we will. We want this to be sustainable over the years by making relationships with universities with the hope that they will be a part of the funding model moving forward.
- h) Mr. John Larson asked where the point of contact with county or city will be. Mr. Dolge answered that the location has not yet been set but we know it is important to have various locations. Much like our Workforce Department, we want to go to the people. We have communicated with Kansas City who have had much success with this program and they have moving offices.
- i) Mr. Kevin Austin asked when the grant will be awarded. Mr. Dolge answered that this is state level funding so we anticipate it to move quickly. We hope to have it up and running within three months.
- j) There being no more questions, a motion was made by Ms. Marikay Abuzuaiter.
- k) The motion was seconded by Ms. Peggy Leight.
- l) Request for approval to apply for up to \$200,000 in WIOA Program Enhancement Grant funding through the Division of Workforce Solutions in support of a pilot adult degree completion program for Forsyth and Guilford Counties funds was approved.

5) Executive Director's Report, Matthew Dolge, Executive Director

- a) The 2019 Piedmont Legacy Trails Summit will be held on March 15th. There will be great speakers to share on topics like how to organize volunteers and recreation best practices. It will be held at the Salem Lake Marina.
- b) In conjunction with PTRDC and the Federal Reserve, PTRC is hosting an Opportunity Zones Training Workshop on March 28th. It will feature national level speakers that will discuss what Opportunity Zones mean for local governments and other entities. These zones allow you to defer any taxes on capital gains or investments by keeping money in the project. This is a great opportunity for key folks looking for investment opportunities and could be a mechanism to stretch the impact.
- c) At our last meeting this board approved funding for the Career Academy in Surry County. We would like to provide an update on where that all stands. As you remember our partners in this project are Mt. Airy and Surry County School Systems and Providence Kitchen. Mr. Dolge showed a site plan that will be presented at the next Mt. Airy Commissioners meeting. In our last meeting with the city they were excited but expressed concerns over some structural issues in part of the building. They asked if PTRC would be interested in taking ownership of part of the building. We know that the Community College is interested in partnering with us for use of this space. We would need to have a structural engineer come in and assess the space. Through Brownfields, we've done a study and found no issues. Jarrod Hand will bring us some numbers to look at but we need to know what other information you all would need to feel comfortable in moving forward with partnering with Mt. Airy to develop this space. If this were to happen ownership would be transferred to our PTRDC which was set up for these opportunities.
 - i) Ms. Peggy Leight asked who owns the space and would they move forward without PTRC owning part of the space. Mr. Dolge answered that the City of Mt. Airy owns it and they would consider the space as part of the match.
 - ii) Mr. Steve Yokeley added that there have been many plans on what to do with this space. Part of it is being turned into apartments. There will also be an event center and a hotel. A culinary school would be a perfect match.
 - iii) Ms. Peggy Leight asked if the PTRDC currently owns anything like this. Mr. Dolge answered no, this would be a new venture.
 - iv) Ms. Marikay Abuzuaiter asked if there would be demolition. Mr. Dolge answered no, not in the portion we are talking about. But we do need to look at the effects any demolition in other areas would have on it structurally.
 - v) Mr. John Larson stated that this project is an anchor in Mt. Airy and it's appropriate that we are involved, however, we should be careful of taking ownership unless many logistics are worked out. Mr. Rick McCraw agreed.
 - vi) Mr. Rick Morris asked if this could possibly generate income. Mr. Dolge answered that after some work, that would be possible. Mr. Dolge added that the first floor is not usable so we would need to work on that first.
 - vii) Ms. Polly Long added that two studies were done first and culinary was shown to be needed in the area. Then when this location became available it seemed like a great fit. This area is a big part of the revitalization efforts in Mt. Airy.

- viii) Mr. Don Scarborough added that High Point University did something similar in High Point. They took ownership of land and now there's a baseball field, restaurants, and more revitalizing their downtown.
- ix) Mr. Jimmy Blake stated that with more information and time it sounds like a worthy cause.
- x) Mr. Dolge added that he would have numbers and other information to share with the Board. He would keep everyone apprised every step of the way to ensure comfort.

6) Around the Region

- a) Ms. Marikay Abuzuaiter announced that the Ladies ACC Tournament started today at the Greensboro Coliseum.
- b) Mr. Rick McCraw announced that King is having a half marathon on Saturday to benefit food banks. He will be participating in it!
- c) Mr. Jimmy Blake announced that PTRC is coming to Montgomery County on the 26th of this month. They are excited to host everyone.

There being no other business, a motion of adjournment was made by Mr. Rick McCraw and seconded by Ms. Marikay Abuzuaiter. The meeting was adjourned at 1:11 p.m.

Steve Yokeley, PTRC Chair

Katie Mitchell, Clerk to the Board