

# Agenda

## Greensboro City Council

### **Economic Development Committee**

**Thursday, May 2, 2013**

**9:15 a.m.**

**Plaza Level Conference Room**

- I. Call to Order – Chairperson Matheny
- II. Approval of April 18, 2013 Draft Minutes – Committee
- III. Conference call with lobbyist Craig Saperstein – Andy Scott
- IV. Shovel-ready site revolving loan pool – John Shoffner
- V. Prosperity Zone – John Shoffner
- VI. Signage Update – Options for new Downtown directional signs – Reggie Delahanty
- VII. GEDA Update
- VIII. Staff Update - Andy Scott, Kathi Dubel, John Shoffner
- IX. Next Meeting - Set Date

### **MEMBERS OF COUNCIL**

**ROBBIE PERKINS, Mayor**  
**YVONNE J. JOHNSON, Mayor Pro Tem**  
**NANCY VAUGHAN, At Large**  
**MARIKAY ABUZUAFER, At Large**

**T. DIANNE BELLAMY-SMALL, District One**  
**JIM KEE, District Two**  
**ZACK MATHENY, District Three**  
**NANCY HOFFMANN, District Four**  
**TONY G. WILKINS, District Five**

DRAFT  
MINUTES OF THE ECONOMIC DEVELOPMENT COMMITTEE  
OF THE  
CITY OF GREENSBORO, NORTH CAROLINA

COMMITTEE MEETING

18 APRIL 2013

The Economic Development Committee of the City of Greensboro met at 9:00 a.m. on the above date in the Plaza Level Conference Room of the Melvin Municipal Office Building with the following members present: Councilmember and Chairman Zack Matheny; and Councilmembers Marikay Abuzuaiteer, Jim Kee and Tony Wilkins. Absent: None.

Also attending: Assistant City Manager Andy Scott; Economic Development Manager Kathi Dubel and John Shoffner; and Deputy City Clerk Diana Schreiber.

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Chairman Matheny opened the meeting at 9:30 a.m.; welcomed everyone in attendance including the new committee member Councilmember Abuzuaiteer, and guests Dan Lynch (GEDA) and Kevin Baker (PTIA).

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Councilmember Abuzuaiteer made a motion to approve the 4 April 2013 minutes. The motion was seconded by Councilmember Kee and adopted by voice vote of the members.

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Chairman Matheny requested updates from staff.

Assistant City Manager Andy Scott addressed the Camp Burton item; noted he had been in contact with Senator Trudy Wade; stated that the State Surplus Committee meeting was being held this week; and that the Senator would update the City Manager's Office when information became available.

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Assistant City Manager Scott provided an update on the proposed meetings between regional elected officials; and stated that logistics and protocol issues were of concern to staff.

Chairman Matheny indicated that he primarily wanted to meet with Kernersville and High Point; and inquired about the procedure related to contacting area elected officials.

Dan Lynch, GEDA, indicated that Forsyth County provided water and High Point, sewer, in the I-40 triangle; confirmed he had been in contact with area municipalities of Winston, Kernersville and High Point; and confirmed there was interest in collaborating on economic development at the I-40 juncture.

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Reggie Delahanty, Economic Development, provided an update on directional Downtown signage; stated he had spoken with GDOT staff who confirmed that the signs were ordinary green/white sourced from the sign shop.

Chairman Matheny requested that Mr. Delahanty determine cost and location of updated, colorful signage, possibly with the Downtown skyline; and recommended that three cost options be presented.

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Assistant City Manager Scott stated that a conference call with lobbyist Craig Saperstein could be arranged for the next meeting of the Committee. It was the consensus of the Committee to proceed with the call and for it to be the first item on the next meeting's agenda.

Councilmember Kee stated he had spoken with individuals at the Chamber who discussed the taskforce and would be instrumental in bringing NC A&T State University to the table to develop an energy taskforce.

Dan Lynch stated that Pat would reach out to the Chancellor and put together a meeting.

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Chairman Matheny inquired about the status of the solar panel idea.

Mr. Scott stated it depended on the direction by the energy taskforce.

Bob Mays stated that the solar industry was depressed; that federal credits were not assured; that the merger of Duke and Progress Energy had affected the green rate; and spoke to selling energy back into the grid sourced by methane gas.

Chairperson Matheny inquired about the status of reopening the energy taskforce.

Mr. Scott stated that Councilmembers would need to bring nominations to the next regular meeting of Council; that each Councilperson would be permitted to make one appointment; added that there were currently three standing members: Bob Mays, Tony Davies, and Vic Nussbaum; and that the energy taskforce would be asked to address the issue of solar power in conjunction with the ED Committee members.

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Mr. Scott spoke to funds for shovel-ready site RFP slated for discussion at the May 7 Councilmeeting; and explained the concept of the shovel-ready site revolving loan pool consisting of \$1 million of interest-free loans. It was the consensus of the Committee to support the concept and requested that information be included in an IFYI.

Chairman Matheny expressed support for the loan pool.

John Shoffner/Economic Development addressed surplus funds previously allocated to CISCO for water/sewer improvements.

Assistant City Manager Scott referenced the procedure to be utilized for clients outside the city limits, a fee in lieu would be charged which would have to be established by Guilford County; and summarized the unspent balance for ED bonds was \$5.5 million prior to funding being removed for the loan pool.

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Chairman Matheny introduced Kevin Baker, Executive Director, of the Piedmont Triad International Airport for his presentation.

Mr. Baker made a PowerPoint presentation including maps; expressed support the funding of shovel-ready sites with airport access; compared the attributes of the Greenville/Spartanburg Airport and the Global Transpark at Kinston to PTIA; spoke to the 2010 through 2012 Master Plan with respect to economic development, infill and roadway access; referenced capital investment and employment projections; and addressed a shovel-ready site, under construction, to be completed in 2016.

Discussion focused on the number of lost jobs associated with unrealized projects due to the lack of shovel-ready sites in the area; referenced the two remaining sites with airfield access; and spoke to the realignment of Bryan Boulevard to enhance taxi-ways to the Airport's north/west corner.

Committee members expressed support for shovel-ready sites at the airport; noted there was a finite amount of money for investment; spoke to moving forward with utilizing economic development bond funds for job creation; and referenced potentially funding forty-acres at the airport with economic development bond funds.

Dan Lynch, GEDA, referenced a priority, sixty-acre site that was considered the most saleable.

The next committee meeting was scheduled for Thursday, May 2<sup>nd</sup> at 9:15 a.m. in the Plaza Level Conference Room.

Councilmember Kee made a motion to adjourn. The motion was seconded by Councilmember Wilkins and adopted by voice vote of the Committee.

The Committee adjourned at 10:50 a.m.

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Diana Schreiber  
Deputy City Clerk

Zack Matheny  
Chairperson & Councilmember

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(Copy of the Kevin Baker's PTIA Powerpoint presentation is on file in the Clerk's Office; and which is hereby referred to and made a part of the minutes.)



May 2, 2013

**TO: Economic Development Committee**

**FROM: Kathi Dubel**

**SUBJECT: Duke Energy Site Readiness Program**

#### Duke Energy Site Readiness Program

Duke Energy sponsors a program to evaluate and improve industrial sites in the counties Duke Energy serves in North Carolina and South Carolina. The Site Readiness Program is not just another "site certification" program. This program is intended to identify, assess, improve, and increase awareness of industrial sites in the Duke Energy region. The goal of the program is to increase the inventory of industrial sites throughout the Carolinas, and to advance the state of readiness of these sites. To qualify for the Site Readiness Program, a site must be a legitimate industrial site (usually 75 acres or more) and Duke Energy must be able to compete for service to the site. The site can be either a single site for a large industrial facility or a potential industrial park (multi-tenant site).

The program includes:

- Initial assessment of industrial sites (existing or potential) from the perspective of a top site selection consultant, McCallum Sweeney Consulting.
- A more detailed "buildability" assessment and development of conceptual plans for the sites by expert land use and site planners, O'Brien Adkins and Stimmel & Associates.
- For each site the studies validate as viable for a large industry, Duke Energy will provide a matching grant for implementing improvements recommended by the studies.

Since its inception in 2005, Duke Energy's Site Readiness Program has identified and performed assessments on approximately 96 industrial sites, spread out over 38 different counties across the Carolinas.

Greensboro and Guilford County have participated in this program in the past. A site in Rock Creek Center was submitted early in the program as well as a large site at the intersection of W. Market Street and Brigham Road. Other Greensboro/Guilford County sites have been considered for this program, but land owners declined to participate.

It is the recommendation of staff to submit an East Greensboro developable site that meets the criteria for this program in the 2014 cycle.