

Agenda

Greensboro City Council

Economic Development Committee
Monday, June 10, 2013
9:30 a.m.
Plaza Level Conference Room

1. Call to Order – Chairperson Matheny
2. Motion to approve draft Minutes dated 5/2/13 - Committee
3. East Greensboro Prosperity Zone - Andy Scott
4. Small Business Loan Program – Andy Scott
5. Downtown / Greensboro Signage Update
6. GEDA - Cyndi Dancy
 - Construction ready sites GEDA promotes
 - Project activity update
7. Next Meeting - Set Date

MEMBERS OF COUNCIL

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

2 MAY 2013

The Economic Development Committee of the City of Greensboro met at 9:30 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 Abuzuaiter, Jim Kee and Tony Wilkins. Absent: None.

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

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Chairman Matheny opened the meeting at 9:30 a.m.

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Councilmember Abuzuaiter made a motion to approve the 18 April 2013 minutes. The motion was seconded by Councilmember Wilkins and adopted by voice vote of the members.

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Chairman Matheny stated this was the time to make a conference call to Craig Saperstein of Pillsbury, Winthrop, Shaw, Pittman LLP, Washington, D.C.; to discuss guidance for the Economic Development Taskforce regarding grants and federal funding opportunities.

Mr. Saperstein provided information on emerging opportunities with three agencies: EDA (Economic Development Administration) of the Department of Commerce's Infrastructure and Economic Development Planning grants; a proposed program "Investing in Manufacturing Communities Partnership (IMCP Initiative)" consisting of 25 communities awarded grants of \$200,000 to create manufacturing public/private partnership strategies which in the subsequent year, five to six municipalities would be competitively selected to receive up to \$25 million in grant funding from the US Commerce Department to develop or enhance a manufacturing cluster. Mr. Saperstein referenced the "Make It In America Challenge" grant which focused on the in-sourcing of jobs.

Committee discussed investigating potential workforce development grants with the Department of Labor. Mr. Saperstein stated the arranged meeting with Guilford's Workforce Development Board was very successful; spoke to research of potential FAA discretionary funding for airport projects similar to Kevin Baker's Honda Jet Runway expansion; and agreed to improving communications between Pillsbury and Council.

Mr. Saperstein stated that the EDA latched onto municipalities that were previously funded and referenced Greensboro with the SC2 Grant; and noted that the White House Office of Intergovernmental Affairs was familiar with Mayor Perkins and staff.

Councilmember Wilkins inquired if the \$200,000 grant would require matching funds. Mr. Saperstein responded that the federal share would range between 50-80%; and stated that he had established a relationship with Congressman Mel Watt's staff, but was not familiar with Mayor Fox of Charlotte.

Chairperson Matheny requested more regular communication with Pillsbury and the entire Council; inquired if Pillsbury needed additional Councilmembers advocating for the City in the DC; and requested a plan of attack be devised on the initiatives mentioned during the conference call.

Mr. Saperstein responded that he could prepare periodic activity reports for the Committee; referenced a postponed meeting with a contingent of stakeholders from Greensboro; and stated that he would emphasize Greensboro in upcoming proposals.

Councilmember Kee requested that Councilmember Matheny be included in communications between Pillsbury, staff and Council regarding upcoming opportunities.

Councilmember Matheny inquired about strategically attacking economic development initiatives with a unified front; encouraged proactivity; and emphasized that if Greensboro stakeholders were needed, communicate this fact.

Councilmember Wilkins inquired about the timeline of the \$200,000 grant funding.

Mr. Saperstein stated that the grant had just been announced in the President's Budget of mid-April; the Commerce Department stated there would be six to eight listening sessions on the \$25 million grant opportunity throughout the year and during the next few months; estimated listening sessions over the next two to four months; grant opportunity for \$200K prerequisite grant within the next six months; thereafter, nine months to one-year on the larger \$25 million grant opportunity.

Councilmember Matheny inquired how Greensboro's voice could be heard.

Mr. Saperstein elaborated on how to make an impact that consisted of Pillsbury going to see folks regularly, agency visits by Greensboro stakeholders, and leveraging the congressional delegation to support (letters of support from senators & congresspersons) desired initiatives.

Councilmember Matheny requested bulleted plan of attack about how to capitalize on initiatives that come out; mentioned he would be in DC in June; and encouraged more frequent communication between Pillsbury and the Committee.

Mr. Saperstein would provide a memo regarding the mentioned initiatives and would include a plan of attack.

Councilmember Wilkins inquired about where Greensboro was on Pillsbury's priority list.

Mr. Scott summarized Pillsbury's consultant strata based on cluster industries; and indicated that Mr. Saperstein was easy to contact.

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Mr. Scott provided an update on the shovel ready loan pool item; stated that the item could be included on the upcoming councilmeeting on May 7th; and reminded the Committee that GEDA had defined the need for shovel ready sites.

John Shoffner spoke to the shovel ready site item; stated that the item was to release a RFP process; stated no principal or interest payments were required until the lot was sold; inquired about the Committee's opinion of the interest rate; #9; repayment after reaching certain threshold; stated that banks were not lending money for speculative purposes.

Councilmember Matheny requested that #6 be removed and #7 be re-written to reflect deferred interest rate; requested a minimum of thirty-acre sites; discussed LIBOR rates; requested wording to include 'minimum of thirty-acres of developable land'; spoke to #8 in that it covered a fee in lieu; and favored a five-year repayment threshold.

Councilmember Kee inquired about infill sites of approximately five-acres.

Bob Mays stated the 100+ acre sites were lacking in Greensboro; and encouraged the specifying of the amount of developable acreage in shovel ready projects.

Councilmember Wilkins supported calculating the interest rate at the point of sale; and inquired about enforcement of recruitment specifications.

Kathi Dubel addressed recruitment specifications that were sourced from the ED Incentive Guidelines; and confirmed 20 employees would involve \$1 million.

John Shoffner referenced a claw back process that potentially could occur years after the point of receiving incentives; and referenced a Winston-Salem claw back example.

Associate Counsel Mike Williams stated that an owner of land could put the clause into a contract.

Councilmember Kee stated he could not support a zero-percent interest rate; and requested that residential developers be made aware of the program.

Mr. Scott addressed the Kotis Properties project as the model for the program and distributed a handout.

Councilmember Matheny spoke in support of incentivizing in-fill homebuilders within the city limits.

Bob Mays inquired about #9 that referenced the appraised value of land with improvements made or if it was only the dirt being appraised; and spoke to a difference between dirt appraisal and the type of appraisal being looked at; and stated that often appraisals did not reflect improvements dollar for dollar.

Mr. Scott confirmed that land was valued as buildable, not with buildings on it; referenced a loan made to a developer in the area of the airport that had not sold; stated the city wanted control over the sales price in the local market, with improvements; and noted that reasonable offers that met prescribed criteria would be considered.

Councilmember Matheny recommended utilizing Treasury plus fifty basis points; it was the consensus of the Committee to accept Councilmember Matheny's recommendation.

The Committee discussed interest rates; Mr. Shoffner suggested Treasury plus a certain number of basis points at the end of the loan term.

It was the consensus of Committee to include the shovel ready item as an addendum to the May 7th councilmeeting agenda.

PROSPERITY ZONES

John Shoffner spoke to enhanced incentives for companies for the Prosperity Zones; recommended looking at current ED Guidelines; and spoke to creating the boundaries of the new zone.

Bob Mays spoke to boundary identification.

Councilmember Kee requested that the White Street Landfill be included in the zone.

Mr. Scott referenced the process of identifying areas to be included in the zone that met the criteria of unemployment and jobs; spoke to the presented map's designated green areas; and spoke to the implications of expanding the zone to areas with higher income/employment adjacent to the Loop.

Councilmember Matheny requested a similar analysis used in the loan pool discussion; and requested staff to bring back a plan/map that defined the geographic region and parameters at the next committee meeting with the intent to vote on the item by May 21.

SIGNAGE

Reggie Delehanty spoke to the federal manual stipulations regarding directional signage; stated a logo or slogan were not allowed on directional signs; that pictographs were permitted on way-finding signage; and provided examples of permissible signage to the committee.

Councilmember Matheny suggested locations for signage: Freeman Mill Road, Battleground/Smith, coming in from Friendly in East Greensboro, coming down Elm Street and coming up from the Brownfield site; and stated he was referencing the 'Downtown 2' mileage signs.

Mr. Scott recommended Transportation staff present a visual display of what could be done and what the Committee wanted to do.

GEDA UPDATE

Cyndi Dancy, VP Business Development Services, stated there were eleven active projects; that the Triad was being considered as a location to consolidate furniture manufacturing operations; spoke to a third visit by another company that was looking for a build-to-suit location consisting of 5-10 acres; and referenced an upcoming developers meeting.

Councilmember Matheny inquired about how to support to push the project over the edge; and invited the ED Committee to an optional meeting at the Partnership Office where Councilmember Matheny would provide an update from the ED Committee on Tuesday, June 4th at 8:30-10 am.

Councilmember Matheny inquired about how the Committee could help GEDA to achieve its goals; and requested top five ideas about Greensboro Economic Development could partner/support GEDA to achieve the goal of reducing unemployment; and expressed support for items other than incentives.

UPDATE ON EAST AREA PLAN

Bob Mays provided an update and presented maps; recapped the Timmons Group identification of large tracts that held potential to be developed or to create more product shovel ready in East Greensboro; that the project included areas consisting of areas near and north of the White Street Landfill; estimated 300 acres of developable land; stated that the ROW purchases had been completed for the Urban Loop; estimated a million and half square feet potential along the gateway; and encouraged support of water/sewer/road infrastructure.

Councilmember Matheny requested Transportation and Water department directors provide estimates on infrastructure costs; stated he planned on putting forth ED and Downtown bonds for consideration next year; and reiterated the desire to determine what could be done now and in the next twelve months.

Mr. Scott inquired about factoring infrastructure into CIP decisions.

Councilmember Kee spoke to opportunities with the Governor's Economic Development funds and tying those to transportation funds; and stated that updates regarding potential funding would be provided.

Councilmember Matheny inquired about the status of the energy taskforce.

Mr. Scott stated he would contact the ED Taskforce with an update.

GATEWAY TO GATEWAY

Sue Schwartz, Director of Planning and Community Development, updated the Committee on the initial 8.8 mile corridor plan stretching from I-40/East Lee to I-85 on the West; spoke to proactive leveraging of investment at the NanoCenter's activity center; and expressed a desire to get a sense of priorities from the Committee on focal points along the corridor.

Councilmember Wilkins inquired if Groometown Road was in Phase 2 or 3. Ms. Schwartz responded that Groometown Road was in Phase 2.

Councilmember Matheny agreed that the Gateway Campus was an important entry area; and referenced the High Point Road area from the Interstate to the Wyndham/Sedgefield area.

Ms. Schwartz proposed that the Gateway and the High Point Road/Sedgefield area required attention simultaneously.

The next committee meeting was not scheduled.

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 11:07 a.m.

Diana Schreiber
Deputy City Clerk

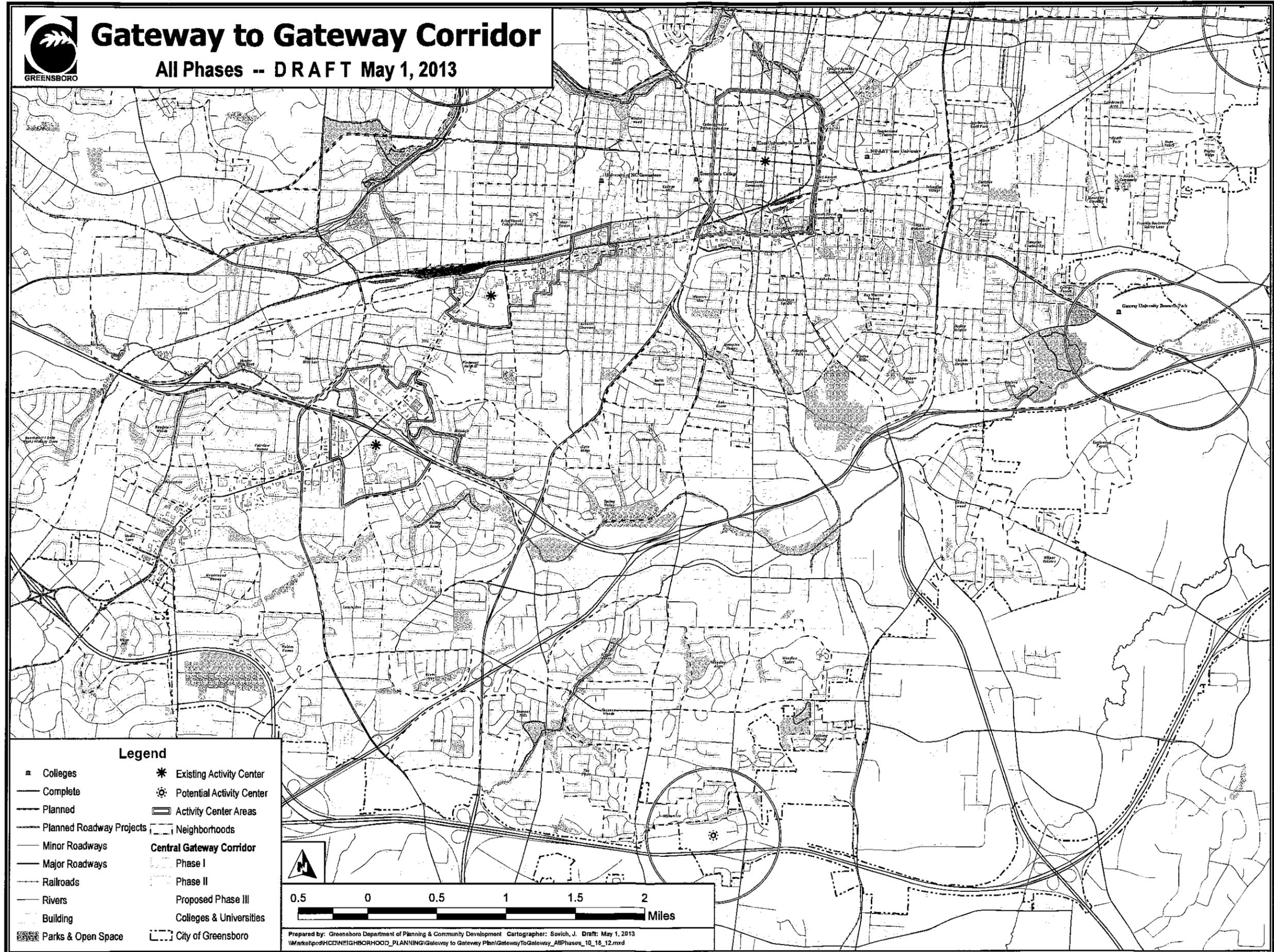
Zack Matheny
Chairperson & Councilmember

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



Gateway to Gateway Corridor

All Phases -- DRAFT May 1, 2013



Legend

- Colleges
- Complete
- Planned
- Planned Roadway Projects
- Minor Roadways
- Major Roadways
- Railroads
- Rivers
- Building
- Parks & Open Space
- * Existing Activity Center
- ⊙ Potential Activity Center
- ▭ Activity Center Areas
- ▭ Neighborhoods
- Central Gateway Corridor**
- ▭ Phase I
- ▭ Phase II
- ▭ Proposed Phase III
- ▭ Colleges & Universities
- ▭ City of Greensboro



Prepared by: Greensboro Department of Planning & Community Development Cartographer: Sovich, J. Draft: May 1, 2013
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Figure 2D-19. Example of a Community Wayfinding Guide Sign System Showing Direction from a Freeway or Expressway

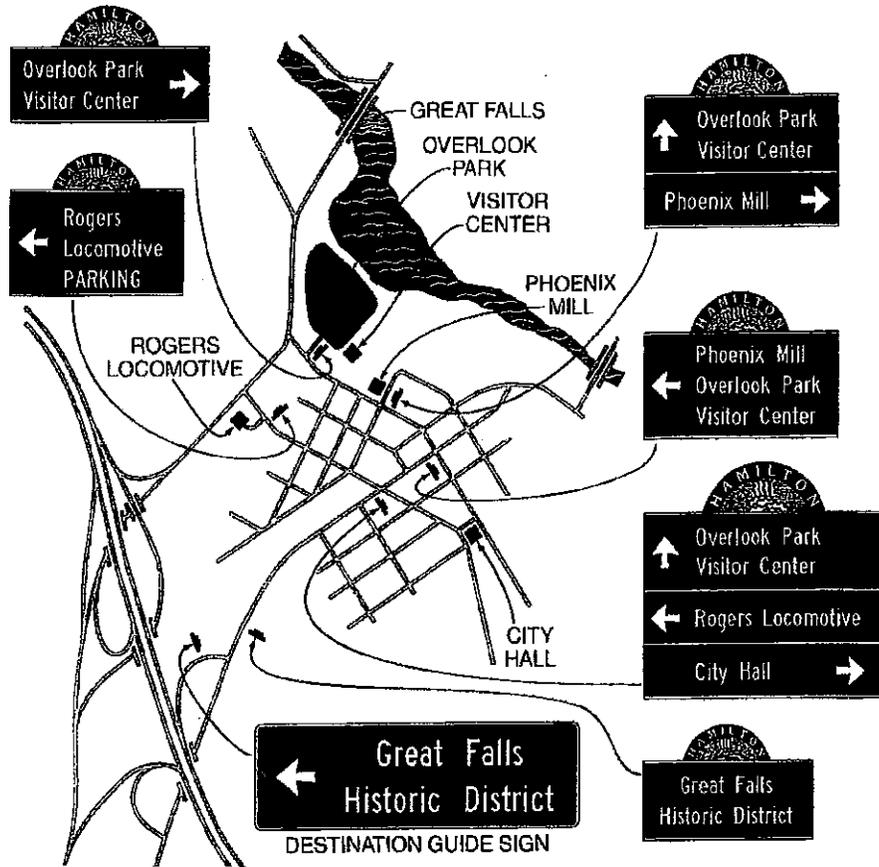


Figure 2D-18. Examples of Community Wayfinding Guide Signs

A - Community Wayfinding Guide Signs with Enhancement Markers



B - Destination Guide Signs for Color-Coded Community Wayfinding System

