

Agenda

Greensboro City Council

East Greensboro Study Committee

Thursday, April 17, 2014

4:00 p.m.

Plaza Level Conference Room

1. Call meeting to order – Chairperson Hightower
2. Approval of Draft Minutes 3/19/14 – Committee (Attachment #2)
3. Committee Purpose – Chairperson Hightower
4. Demographic Overview – Assistant City Manager David Parrish
5. Define Area – Assistant City Manager David Parrish (Attachment #5)
6. Public Comment Period - Chairperson Hightower
7. Schedule Next Meeting (on or after Thursday, May 22, 10:00 a.m.)
8. Adjourn

MEMBERS OF COUNCIL

NANCY VAUGHAN, Mayor
YVONNE J. JOHNSON, Mayor Pro Tem
MIKE BARBER, At Large
MARIKAY ABUZUAITER, At Large

SHARON M. HIGHTOWER, District One
JAMAL T. FOX, District Two
ZACK MATHENY, District Three
NANCY HOFFMANN, District Four
TONY G. WILKINS, District Five

DRAFT
MINUTES OF THE EAST GREENSBORO STUDY COMMITTEE
OF THE
CITY OF GREENSBORO, NORTH CAROLINA

COMMITTEE MEETING

19 MARCH 2014

The East Greensboro Study Committee of the City of Greensboro met at 4:00 p.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 Sharon Hightower; and Mayor Nancy Vaughan, Mayor Pro-Tem Yvonne J. Johnson; and Councilmember Jamal T. Fox. Absent: None.

Also attending: Assistant City Manager David Parrish; and Deputy City Clerk Diana Schreiber.

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Chairperson Hightower opened the meeting at 4:00 p.m.

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Visions/Goals/Purpose

Assistant City Manager David Parrish explained he would assist in gaining insights about the direction of the committee; and stated he would be the connection between the Committee and staff.

Council discussed marketing, economic development and job creation; favored a holistic approach regarding housing and commercial development; infill opportunities; promoting economic development in the eastern sector of Greensboro; and site selection/construction ready parcels falling under marketing goals.

Assistant Manager Parrish was requested to:

- research Census tracts to determine land values, approximate sizes of sites; discern which were equipped with infrastructure; and to include parcels in the vicinity of the Urban Loop.
- conduct a brainstorm session with major and minority contractors after the data was made available.
- place a listing at Council's desks that identified larger businesses (100+) in East Greensboro and arrange outreach meetings with CEOs, to include Lorillard, Cone, P&G, Kmart Distribution, in order to reestablish good relationships and assess needs.
- research methods of helping M/WBE businesses to become specialized vendors with special certifications.
- research underwriting practices for start-ups with bonding requirements and to obtain information from other cities.
- provide a listing of the types of jobs that were in each department that could be given to M/WBE contractors, with special mention to formal and informal limits.
- provide a M/WBE update at next week's work session.
- research empowerment zones.
- research the possibility of tax abatements for smaller businesses as incentives.
- research best practices on M/WBE contracting.

Council discussed the status of the Cone/Church Street shopping center; spoke to conditions at Golden Gate shopping center and its potential redevelopment by a Canadian developer; and spoke the concept of expanding the Good Repair Ordinance, city-wide.

Assistant City Manager Parrish was requested to:

- research the fresh food retail initiative of New Orleans which was funded by CDBG grant funds.
- advise how to improve the aesthetics of some abandoned shopping centers.
- research how to improve the appearance of Hwy 29 by removing trash, improving the medians, removing barbed wire and improving landscaping.
- devise methods to activate community youth to clean up trash and conduct clean sweeps.

- research ways to identify recycling opportunities.
- make recommendations as to how to improve the appearance of the pedestrian bridge across Hwy 29.
- have an initial conversation with Mike Mills, NCDOT, and invite him to the committee to discuss how to improve NCDOT roadways.
- explore the installation of signage along Hwy 29 to indicate restaurants, gasoline stations, etc.
- research 'Adopt a "whatever" ' for improvements, which special mention of Rotary and Lions Clubs.
- research attaching fines/fees on water bills for parcel cleanups.

Mayor Pro-Tem Johnson volunteered to contact minority and majority contractors to meet for brainstorming sessions; and stated she would send the information to Mr. Parrish who would then forward to TRC, TREBIC and Planning.

Council discussed the property at the juncture of Booker and East Market Street that was in disrepair; it was noted that the property was an heir property; the desire for more restaurants off Hwy 29; conducting market studies to show the businesses would be successful and that the land prices would be good and combine this with tax abatements; inquired if ordinances could be utilized to tweak beautification across the city, especially in East Greensboro; and devising incentives to encourage property owners to clean up their parcels.

Mayor Pro-Tem Johnson requested that after conducting legwork and discussions with community/businesses, that the committee devise one or two things that it could say would happen; stated that Inspections Department could be contacted and that fines be levied; and for enforcement, liens could be placed on properties.

Mayor Vaughan spoke to public safety initiatives at nightclubs in Districts 1 and 2; and needed to find a way to address the problem.

Council discussed community policing; the desire to incorporate faith leaders and service providers into the outreach process; and advocated for building relationships between business, residential and police.

Mayor Vaughan spoke to the coordination of another East Greensboro Summit at Dudley High School.

Mayor Pro-Tem Johnson added that once an agenda or workplan was finalized by the Committee, that the community be invited to comment and volunteer to work on various segments.

Assistant City Manager Parrish spoke to sponsoring business or lunch networking sessions with businesses to discuss assistance available on a quarterly and/or semi annually basis in specific districts; and spoke to ways to target blighted areas or empty lots with a program called "Lots of Potential", involving landscaping and artwork.

The Committee spoke to efforts by Greensboro Beautiful in Southside and Westerwood; and the possibility that volunteers could partner with Greensboro Beautiful to plant flowers along MLK.

Assistant City Manager Parrish summarized the purposes/themes and requested Committee feedback as follows:

- Devise a holistic approach
- Appearance: focus on addressing trash/graffiti and appearance along Hwy 29
- Business retention, recruitment and site-development
- Community development with housing
- Community involvement
- Ordinance enforcement
- Public safety
- Marketing & promotion of East Greensboro
- Recycling

Councilmember Fox spoke to working with juveniles charged with graffiti tagging in East Greensboro and utilizing their skills as public art.

Next Meeting

Thursday, April 17th at 4-5:30 p.m. in the Plaza Level Conference Room.

Introductions were made of the attendees on the sidelines: Ed McKeever; Goldie Wells; Gary McCantz; Ghali Hasan and John Reed of Paradigm Energy.

It was suggested that public comment be included in future committee meetings.

Adjournment

The meeting adjourned at 5:00 p.m.

Respectfully submitted,

Diana Schreiber
Deputy Clerk

| <u>Business Name</u> | <u>Council District</u> | <u>Address Line 1</u> | <u>Address Line 1</u> | <u>Number of Employees</u> |
|--|-------------------------|--------------------------|---------------------------|----------------------------|
| A C CORPORATION | 1 | 301 CREEK RIDGE RD | GREENSBORO, NC 27406-4421 | 500 |
| ABCO AUTOMATION INC | 2 | 6202 TECHNOLOGY DR | BROWN SUMMIT, NC 27214 | 125 |
| BANKNOTE CORP OF AMERICA INC | 2 | 6109 CORPORATE PARK DR | BROWNS SUMMIT, NC 27214 | 109 |
| BILL BLACK CHEVROLET CADILLAC INC | 2 | 601 E BESSEMER AVE | GREENSBORO, NC 27405 | |
| BOBBYS CONCRETE INC | 1 | 310 CONCORD ST | GREENSBORO, NC 27406 | |
| BONSET AMERICA CORPORATION | 2 | 6107 CORPORATE PARK DR | BROWNS SUMMIT, NC 27214 | 135 |
| BRADY TRANE SERVICE INC | 2 | 1915 N CHURCH ST | GREENSBORO, NC 27405 | |
| BUDD GROUP INC | 1 | 218 INDUSTRIAL AVE | GREENSBORO, NC 27406 | |
| CITY OF GREENSBORO | 1 | 5450 MILLSTREAM RD | MCLEANSVILLE, NC 27301 | 600 |
| CONE DENIM LLC | 2 | 2420 FAIRVIEW ST | GREENSBORO, NC 27405 | 298 |
| COOPER ELECTRICAL CONST CO | 2 | 1706 E WENDOVER AVE | GREENSBORO, NC 27405-0000 | 141 |
| CRACKER BARREL OLD COUNTRY STORE INC #564 | 1 | 3701 ELMSELY CT | GREENSBORO, NC 27406 | 137 |
| ELASTIC FABRICS OF AMERICA | 1 | 3112 PLEASANT GARDEN RD | GREENSBORO, NC 27406 | 170 |
| EVONIK CORPORATION | 1 | 2401 DOYLE ST | GREENSBORO, NC 27406-0000 | 265 |
| GATEWAY UNIVERSITY RESEARCH PARK (JSNN) | 1 | 801 GREENHAVEN DR | GREENSBORO, NC 27406 | 124 |
| GREENHAVEN HEALTH & REHABILITATION CENTER | 1 | 1921 W LEE ST | GREENSBORO, NC 27403 | 200 |
| GREENSBORO COLISEUM | 1 | | | |
| GUILFORD COUNTY SCHOOLS | 1 | 2041 WILLOW RD | GREENSBORO, NC 27406 | 149 |
| GUILFORD HEALTH CARE CENTER | 1 | 2912 S ELM-EUGENE ST | GREENSBORO, NC 27406 | 113 |
| HOME DEPOT #38651 TAX DEPT | 1 | 2401 SOUTH SIDE BLVD | GREENSBORO, NC 27406 | 400 |
| KINDRED HOSPITAL GBO FOOD SVCS | 1 | 2401 SOUTH SIDE BLVD | GREENSBORO, NC 27406 | 360 |
| KINDRED HOSPITAL-GREENSBORO | 1 | 300 PENRY RD | GREENSBORO, NC 27405 | 194 |
| KMART DISTRIBUTION CENTER | 2 | 2525 E MARKET ST | GREENSBORO, NC 27401 | 1,456 |
| LORILLARD TOBACCO CO | 2 | 109 W ELMSELY DR | GREENSBORO, NC 27406 | 130 |
| LOWES HOME CENTERS INC #2222 | 1 | 2005 E CONE BLVD | GREENSBORO, NC 27405 | 109 |
| LOWES HOME CENTERS INC #2771 | 2 | 308 W MEADOWVIEW RD | GREENSBORO, NC 27406 | 225 |
| MAPLE GROVE HEALTH & REHABILITATION CENTER | 1 | | | |
| NC A&T | 1 | 2600 PHOENIX DR | GREENSBORO, NC 27406-0000 | 200 |
| NORTH STATE FLEXIBLES LLC | 1 | 1921 W LEE ST | GREENSBORO, NC 27403 | 200 |
| OVATIONS FOOD SERVICES LP | 1 | 4750 MCCONNELL CENTER DR | GREENSBORO, NC 27406 | 292 |
| O'REILLY AUTO PARTS DISTRIBUTION CENTER | 1 | 301 E MEADOWVIEW RD | GREENSBORO, NC 27406 | 241 |
| PRECISION FABRICS GROUP INC | 1 | 6200 BRYAN PARK RD | GREENSBORO, NC 27214 | 633 |
| PROCTER & GAMBLE MANUFACTURING | 2 | 6104-B CORPORATE PARK DR | BROWNS SUMMIT, NC 27214 | 150 |
| QUALITY ASSOCIATES PACKAGING INC | 2 | 1089 KNOX RD | MCLEANSVILLE, NC 27301 | 445 |
| REPLACEMENTS LTD | 1 | 5920 SUMMIT AVE | BROWN SUMMIT, NC 27214 | 125 |
| SERVANTAGE DIXIE SALES INC | 2 | 1614 E MARKET ST | GREENSBORO, NC 27401 | 270 |
| SHIPMAN FAMILY HOME CARE INC | 2 | | | |

| Company Name | Quantity | Address | City, State, Zip | Amount |
|----------------------------------|----------|----------------------------|---------------------------|--------|
| SHOW PROS ENTERTAINMENT SERVICES | 2 | 1921 W LEE ST | GREENSBORO, NC 27403-0000 | 170 |
| SOUTHERN OPTICAL CO | 2 | 1909 N CHURCH ST | GREENSBORO, NC 27405 | 250 |
| THOMPSON ARTHUR DIVISION | 2 | 300 S BENBOW RD | GREENSBORO, NC 27401 | 1,995 |
| UNITED PARCEL SERVICE INC | 1 | 3100 FLAGSTONE DR | GREENSBORO, NC 27406 | 250 |
| VEOLIA TRANSPORTATION | 1 | 223 W MEADOWVIEW RD | GREENSBORO, NC 27406 | 150 |
| VF JEANSWEAR | 2 | 1421 SOUTH ELM STREET | GREENSBORO, NC 27401 | 351 |
| WAL MART SUPERCENTER #3658 | 2 | 2107 PYRAMIDS VILLAGE BLVD | GREENSBORO, NC 27405 | 381 |
| WAL MART SUPERCENTER #5320 | 1 | 121 W ELM SLEY DR | GREENSBORO, NC 27406 | 230 |
| ESTES EXPRESS LINES, INC. | 2 | 2800 ELECTRA DR | GREENSBORO, NC 27405 | |