

Agenda

Greensboro City Council

East Greensboro Study Committee

Thursday, May 22, 2014

3:00 p.m.

Plaza Level Conference Room

- I. Welcome
- II. Approval of Draft Minutes – 4/17/14
- III. Purpose Statement
- IV. Infrastructure Update
- V. Demographic Update
- VI. Police Update
- VII. Next Steps – Process
- VIII. Taskforce
- IX. Business Visits
- X. Other items
- XI. Public Comment
- XII. 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

17 APRIL 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; Mayor Nancy Vaughan; and Councilmember Jamal T. Fox. Absent: Mayor Pro-Tem Yvonne Johnson.

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

Staff directives are in bold.

Chairperson Hightower called the meeting to order at 4:00 p.m.

Motion by Councilmember Fox, seconded by Mayor Vaughan, to adopt the draft meeting minutes from March 19, 2014. Motion carried by voice vote of the Committee members.

Committee Purpose

Chairperson Hightower opened the discussion on the committee's purpose.

Assistant City Manager David Parrish summarized the concepts discussed at the previous meeting; referenced the following: improve the quality of life, appearance, job creation, improve housing quality, holistic approach, vision, livable wage, marketability, niche marketing of area, how to market area, give people hope, shaping the committee's vision and purpose of area; and stated he would send out the draft statement to the Committee for feedback.

Chairperson Hightower requested that the purpose statement be completed by the next committee meeting.

Mayor Vaughan left the Conference Room at 4:07 p.m.; and returned at 4:14 p.m.

Demographic Overview & Definition of East Greensboro

Planning Manager Hannah Cockburn presented analysis of the East Greensboro area; emphasized the importance of devising the boundaries of East Greensboro; stated the larger blue map consisted of Census tracts that included city and county geography; and spoke in support of utilizing Census block groups (subset of Census tracts) for trend and projection analysis.

Assistant City Manager Parrish combined Items #4 and 5; inquired the manner in which the Committee desired to establish the boundaries; referenced and explained Census tracts; and spoke in support of including realtors on the taskforce.

Chairperson Hightower defined boundaries on the eastern side of Elm Street consisting of Guilford Township including Murrow Boulevard.

The Committee discussed statistics regarding high unemployment, low income and education levels in Districts 1 and 2; emphasized the need to reverse the underperforming trends and to improve the 2018 prediction; and expressed the desire to involve a representative from Guilford County Schools into discussions.

It was the consensus of the Committee to invite a representative from Guilford County Schools to attend future committee meetings.

Assistant City Manager Parrish was requested to bring back a listing of the Census data available to assist the committee in defining the data; and discussed the statistics on educational attainment.

Mayor Vaughan inquired about the amount of funds remaining in the housing bond; and inquired if the funding could be used for neighborhood stabilization.

Budget Director Larry Davis stated there was approximately \$500,000 remaining.

The Committee requested staff determine how the remaining bond funds could be used; and requested that areas be identified that could use the funding.

Committee discussed working with Workforce Development to retrain residents of East Greensboro; the importance of mentoring to break the downward education cycle; spoke to partnering with Guilford County Schools to reach out to public housing populations; supported linking the city's website to youth mentoring opportunities identified by the Human Relations Department; and suggested a City Council mentoring initiative on Saturdays at City Hall that could be sponsored by the Committee.

Assistant City Manager Parrish inquired which statistics the Committee wanted to consider.

Committee expressed the desire for information on unemployment: drop outs, chronically unemployed, long-term unemployed and/or disabled; and identify the industrial sectors of the East Greensboro workforce.

It was the consensus of the Committee to identify 'East Greensboro' as the area east of Elm Street; along the northern boundary, south of Church Street; to include Freeman Mill and Randleman Roads along the southern boundary; and extend the area to the East with the carve out of the areas in Guilford County.

Assistant City Manager Parrish stated that staff would provide demographic details based on Council's direction.

Assistant City Manager Parrish referenced the committee's efforts to visit corporations in East Greensboro; referenced visits to Evonik; stated that he was interested in attending future visits; and spoke in support of including corporate representatives in a focus group and/or taskforce.

Chairperson Hightower addressed the topic of a taskforce; and encouraged participation of appraisers, lenders, realtors and corporations.

Mayor Vaughan spoke to the need to address blight; and that reinvestment was driven by improvements made in neighborhoods.

Assistant City Manager Parrish acknowledged the Committees desire to conduct focus groups for each of the following: schools, realtors, appraisers.

Councilmember Fox requested a map that showed East Greensboro's assets consisting of Parks and Recreation, Police, Fire, and infrastructure.

Assistant City Manager Parrish was requested to bring a map consisting of hot spots or areas of high crime; and stated the Chief could discuss crime statistics and community policing with the Committee.

Assistant City Manager Parrish stated that Empowerment Zones existed but that the federal funding for the program was no longer available.

Assistant City Manager Parrish was requested to research Byrne Grant, Choice and Promise Zones.

It was the consensus of the Committee to take an East Market Street Walk and a Summit/Bessemer Walk; to visit Kendrick and UPS; and requested that Cyndi Hayworth at Junior Achievement be invited to brief the Committee on mentoring programs.

Assistant City Manager Parrish summarized the Committee's directives: invite a representative from the Guilford County Schools and the County Commissioners; to carve out detail from the Census figures; to push the development of a taskforce; to bring in a staff person from Police regarding crime stats; and to put recycling bins at the center of islands of gas stations.

Councilmember Fox challenged Councilmember Hightower on a recycling collection match.

Mayor Vaughan expanded on the concept to include the biggest percentage of increase for a quarter or half year; go out to elementary schools with recycling samples; and to get publicity support from Public Affairs.

Councilmember Fox requested information on the M/WBE process.

Assistant City Manager Parrish spoke to his departments' efforts in contracting; referenced the construction manager method; and stated that Ms. Dubel was going to present a small business guideline discussion with the ED Committee.

Public Comment

Katina Amadi addressed the concept of inspiration districts as a method of building neighborhood and improving the quality of life; spoke to inspiring students by veterans; and banking funds from employment for investing into Districts 1 and 2.

Bob Mays, 807 Blanton Road, requested that there be a connection between the East Greensboro Study Committee and the Economic Development Committee; and requested a representative from the East Greensboro Study Committee to report on activities to the ED Committee meetings; referenced studies on the Solid Waste Commission that would include a study on the reuse of White Street; and stated that I-840 and Huffine Mill Road would be in view of the Landfill and that the Commission meetings were beginning on April 23rd.

Mayor Vaughan recommended the second Tuesday of the month be utilized for the Solid Waste Commission meetings to allow for Council attendance at the meetings.

Chairperson Hightower spoke to finishing the East Greensboro study to include District 1 and 2.

Jerome Gray, Executive Director of Greensboro Community Development Fund, referenced efforts with small business readiness series for his organization; and noted the organization's successes.

Gary McCann, 2192 McGlaughlin Drive, announced the Gateway University Center Symposium and Outreach Program that related to the M/WBE program on Thursday May 1, 10 a.m. – 3 p.m.; noted that ground had broken on the Hayes Taylor YMCA.

Ed McKeever addressed community investment; noted the Attorney General's initiative on community policing; and spoke to the impact of crime on the community, hospitals and the individual.

Chairperson Hightower requested that the speakers leave their names and emails with staff for information on future taskforce meetings.

Next Meeting

Thursday, May 22nd at 4:00 p.m. in the Plaza Level Conference Room.

Adjournment

Motion by Mayor Vaughan, seconded by Councilmember Fox, to adjourn. Motion carried by voice vote of Council.

The meeting adjourned at 5:50 p.m.

Respectfully submitted,

Diana Schreiber
Deputy Clerk

(Copies of PowerPoints and maps are hereby referenced and made part of the minutes.)

DRAFT