



# The Executive Board Agenda

Wednesday, March 14, 2018  
 Centralina Council of Governments  
 9815 David Taylor Drive, Suite 100  
 Charlotte, NC 28262

Chairman Bill Feather will convene a meeting of the Centralina COG Executive Board at 6:30 p.m. on Wednesday, March 14, 2018. A light dinner will be served at 6:00 p.m. The meeting will be held in the *Catawba Room of the Centralina COG Office on the 1<sup>st</sup> floor of the Broadcom building.*

| Time  | Item  | Presenter      |
|---|---|----------------|
| 6:00 p.m.   | <b>Dinner</b><br>Please RSVP to Kelly Weston at <a href="mailto:kweston@centralina.org">kweston@centralina.org</a> or (704) 348-2728 by <b>12:00 p.m. on Monday, March 12<sup>th</sup></b> so that catering can be arranged.  | Kelly Weston   |
| 6:30 p.m.   | <b>Call to Order</b>  | Bill Feather   |
|   | <b>Amendments to the Agenda</b> (if any)  | Bill Feather   |
| <b>Consent Items:</b><br><i>Consent agenda items may be considered in one motion and without discussion except for those items removed by a Board member.</i> |   |                |
| 6:35 p.m.<br><b>Item 1</b><br><a href="#">Pages 4 - 5</a>   | <b>FY2017-2018 Budget Amendment</b><br>A placeholder budget was adopted by the Board of Delegates on February 8, 2017 as required by CCOG Charter. This initial “placeholder” budget is developed prior to receiving information from various state and federal agencies. Amendment to the placeholder budget represents changes to reflect Federal and State grant allocations as of February 26, 2018 as well as contracts received and confirmed since the adoption of the budget. We will continue to update the budget as new allocations/funds are received from new business contracts or grants from state and federal agencies. The attached amendments are to replace the placeholder budget and previous amendments with current and up-to-date funds and expenditures. In general, this budget reflects an improving budget position compared to the same time last year.<br><br><b>Action/Recommendation:</b><br><i>Approval by the Executive Board of the attached budget amendments.</i> | Marsha Sutton  |
| <b>Item 2</b><br><a href="#">Page 7</a>   | <b>CCOG Personnel Manual Updates</b><br>This item is to inform Board Members about updates and revisions to CCOG’s Personnel Policy Manual. Revisions include clarifications to policy statements. CCOG’s attorney has reviewed the updates and revisions.<br><br><b>Action/Recommendation:</b><br><i>CCOG staff recommends that the Executive Board accept these changes to the Personnel Manual.</i>  | Venecia White  |
| <b>Item 3</b><br><a href="#">Pages 9 - 15</a>   | <b>Approval of the January 10, 2018 Executive Board Meeting Minutes</b><br>The minutes of the January 10, 2018 meeting have been distributed to all members of the Executive Board and should be approved if correct.<br><br><b>Action/Recommendation:</b><br><i>I move to approve the January 10, 2018 Executive Board Meeting minutes.</i>  | Bill Feather   |
| <b>Regular Business Items:</b>  |   |                |
| 6:40 p.m.<br><b>Item 4</b><br>15 minutes<br><a href="#">Pages 17 - 21</a>   | <b>Federal Relations Update</b><br>CCOG’s federal relations consultant, Leslie Mozingo, will present reports and seek input regarding upcoming opportunities for CCOG Advocacy in DC.<br><br><b>Action/Recommendation:</b><br><i>I move that the reports from Strategics Consulting and the plans for continuing CCOG’s federal relations work be accepted as presented.</i>  | Leslie Mozingo |
| 6:55 p.m.<br><b>Item 5</b><br>5 minutes<br><a href="#">Pages 23 - 26</a>  | <b>Federal Opportunity Zones</b><br>A new national community investment program that connects private capital with underserved communities across America was included in recent federal tax reform legislation. The Opportunity Zone program encourages private investments through  | Mike Manis     |

# The Executive Board Agenda

| Time   | Item  | Presenter       |
|--|---|-----------------|
|  | <p>tax incentives for investors to re-invest unrealized capital gains into low-income communities throughout the state, and across the country. Opportunity Zones will be designated based on qualifying census tracts throughout each State. Staff will provide a report on this program.</p> <p><b>Action/Recommendation:</b><br/><i>Receive as information and coordinate with County and City Managers on advocacy with Governor and NC Commerce for any local census tracts of note with jurisdiction.</i></p> |                 |
| <p><b>7:00 p.m.</b><br/><b>Item 6</b><br/>10 minutes<br/><a href="#">Pages 28 - 29</a></p> | <p><b>Job Profiling Services Report</b><br/>Natasha Pender, Coordinator of the Senior Community Services Employment Program and authorized ACT Job Profiler, will make a brief presentation on the ACT WorkKeys Job Profiling program, review the Job Profile process and the benefit to regional businesses and to CCOG.</p> <p><b>Action/Recommendation:</b><br/><i>The Board is asked to support the development and expansion of this new service to the Centralina region.</i></p>                             | Natasha Pender  |
| <p><b>7:10 p.m.</b><br/><b>Item 7</b><br/>5 minutes<br/><a href="#">Pages 31 - 39</a></p>  | <p><b>CCOG Conference Update</b><br/>The Executive Board will receive an update on registration, programming, and sponsorship commitments for the April 12, 2018 CCOG Regional Conference.</p> <p><b>Action/Recommendation:</b><br/><i>The Executive Board members commit to registering for the 2018 CCOG regional conference by March 26th and to promoting conference registration within their communities to help ensure the event reaches its goal of 200 paid registrants.</i></p>                           | Kelly Weston    |
| <p><b>7:15 p.m.</b><br/><b>Item 8</b><br/>5 minutes<br/><a href="#">Pages 41 - 42</a></p>  | <p><b>50<sup>th</sup> Anniversary Update</b><br/>The Executive Board will receive a brief report on planning activities for CCOG's 50th anniversary celebration.</p> <p><b>Action/Recommendation</b><br/><i>Receive as information.</i></p>   | Martha Sue Hall |
| <p><b>7:20 p.m.</b><br/><b>Item 9</b><br/>10 minutes</p>                                   | <b>CCOG Attorney Update</b>   | Ron Smith       |
| <p><b>7:30 p.m.</b><br/>5 minutes</p>  | <b>Comments from the Executive Board</b>  | Board Members   |
| <p><b>7:35 p.m.</b><br/>5 minutes</p>  | <b>Comments from the Chair</b>  | Bill Feather    |
| <p><b>7:40 p.m.</b><br/>10 minutes</p>   | <b>Comments from the Executive Director</b>   | Ron Smith       |
| <p><b>7:50 p.m.</b></p>  | <b>Adjournment</b>  | Bill Feather    |

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Centralina Council of Governments

**Item 1**



## Board Agenda Item Cover Sheet

|  |  |                                  |  |   |                 |  |
|--|--|----------------------------------|--|---|-----------------|--|
| <b>Board Meeting Date:</b>   | March 14, 2018                         | <b>Agenda Item Type:</b>         | <b>Consent:</b>  | X | <b>Regular:</b> |  |
| <b>Submitting Person:</b>  | Marsha Sutton                          | <b>Presentation Time (est.):</b> | 5 minutes  |   |                 |  |
| <b>Presenter at meeting:</b>   | Marsha Sutton                          | <b>Phone Number/Ext:</b>         | 704-348-2716   |   |                 |  |
|  |  | <b>Email:</b>                    | <a href="mailto:msutton@centralina.org">msutton@centralina.org</a> |   |                 |  |
| <b>Alternate Contact Person:</b>   | Ron Smith                              | <b>Phone Number/Ext:</b>         | 704-348-2703   |   |                 |  |
|  |  | <b>Email:</b>                    | <a href="mailto:rsmith@centralina.org">rsmith@centralina.org</a>   |   |                 |  |
| <b>Submitting Department:</b>  | <b>Finance</b>                         | <b>Department Head Approval:</b> |  |   |                 |  |
| <b>Board Expectation:</b> <i>(required action or responsibility expected from Board members)</i>   |  |                                  |  |   |                 |  |
| The required action from the Executive Board members is approval of the budget amendments for the FY17-18 operating and grant budgets.   |  |                                  |  |   |                 |  |
| <b>Description of Agenda Item:</b>   |  |                                  |  |   |                 |  |
| As required by general statute, attached is an updated budget amendment for FY17-18 operating and grant budgets.   |  |                                  |  |   |                 |  |
| <b>Background &amp; Basis of Recommendations:</b>  |  |                                  |  |   |                 |  |
| A placeholder budget was adopted by the Board of Delegates on February 8, 2017 as required by CCOG Charter. This initial “placeholder” budget is developed prior to receiving information from various state and federal agencies. Amendment to the placeholder budget represents changes to reflect Federal and State grant allocations as of February 26, 2018 as well as contracts received and confirmed since the adoption of the budget. We will continue to update the budget as new allocations/funds are received from new business contracts or grants from state and federal agencies. The attached amendments are to replace the placeholder budget and previous amendments with current and up to date funds and expenditures. In general, this budget reflects an improving budget position compared to the same time last year. |  |                                  |  |   |                 |  |
| <b>Action / Recommendation:</b>  |  |                                  |  |   |                 |  |
| Approval by the Executive Board of the attached budget amendments.   |  |                                  |  |   |                 |  |
| <b>Time Sensitivity (none or explain):</b>   |  |                                  |  |   |                 |  |
| <b>Budget Impact (if applicable):</b>  | As indicated on attachments            |                                  |  |   |                 |  |
| <b>List of Attachments (if any):</b>   | Operating and Grants Budget Amendments |                                  |  |   |                 |  |





Centralina Council of Governments

## **Item 2**



## Board Agenda Item Cover Sheet

|   |                       |                                  |                                   |
|---|-----------------------|----------------------------------|-----------------------------------|
| <b>Board Meeting Date:</b>  | March 14, 2018        | <b>Agenda Item Type:</b>         | <b>Consent:</b> X <b>Regular:</b> |
| <b>Submitting Person:</b>   | Venecia White         | <b>Presentation Time (est.):</b> | N/A                               |
| <b>Presenter at meeting:</b>  | N/A                   | <b>Phone Number/Ext:</b>         |                                   |
|   |                       | <b>Email:</b>                    |                                   |
| <b>Alternate Contact Person:</b>  | N/A                   | <b>Phone Number/Ext:</b>         |                                   |
|   |                       | <b>Email:</b>                    |                                   |
| <b>Submitting Department:</b>   | <b>Administration</b> | <b>Department Head Approval:</b> | <b>Ron Smith</b>                  |
| <b>Board Expectation:</b> <i>(required action or responsibility expected from Board members)</i>  |                       |                                  |                                   |
| No Action Required.   |                       |                                  |                                   |
| <b>Description of Agenda Item:</b>  |                       |                                  |                                   |
| There is no action required but we wanted to inform Board Members about updates and revisions to CCOG's Personnel Policy Manual. Revisions include clarifications to policy statements.                           |                       |                                  |                                   |
| <b>Background &amp; Basis of Recommendations:</b>   |                       |                                  |                                   |
| CCOG's Personnel Policy Manual is reviewed and revised periodically to ensure it stays current, relevant and understandable to COG employees. Policy updates and revisions have been reviewed by CCOG's Attorney. |                       |                                  |                                   |
| <b>Action / Recommendation:</b>   |                       |                                  |                                   |
| CCOG Staff recommends that Board accept these changes to the Manual.  |                       |                                  |                                   |
| <b>Time Sensitivity</b> <i>(none or explain):</i>   | None                  |                                  |                                   |
| <b>Budget Impact</b> <i>(if applicable):</i>  | N/A                   |                                  |                                   |
| <b>List of Attachments</b> <i>(if any):</i>   | N/A                   |                                  |                                   |



Centralina Council of Governments

### **Item 3**





**Executive Board Minutes  
January 10, 2018**

| Officers Present                                       | Delegates Present   | Delegates Not Present                                      | Centralina Staff  |
|--|---|--|---|
| Bill Feather, Vice Chair<br>Jarvis Woodburn, Secretary | Bobby Compton<br>Martha Sue Hall<br>Bill Lawhon<br>Jay McCosh<br>Martin Oakes<br>Thurman Ross<br>Lynn Shue<br>Ronnie Worley | Frank Aikmus<br>Gene Houpe<br>Michael Johnson<br>Tim Smith | Vicki Bott<br>Debi Lee<br>Mike Manis<br>Linda Miller<br>Michelle Nance<br>Jim Prosser<br>Angel Stoy<br>Kelly Weston<br>Venecia White<br><br><i>Guests</i><br>LaWana Mayfield<br>Leslie Mozingo<br>Ron Smith |

**Call to Order**

Vice Chair Bill Feather, Town of Granite Quarry, called the meeting to order. He welcomed Centralina Economic Development Commission (CEDC) Chair LaWana Mayfield, City of Charlotte, to the meeting.

**Amendments to the Agenda**

Vice Chair Feather noted that staff added to the agenda Item 14, Executive Session to discuss an employee pension matter.

Mayor Pro Tem Martha Sue Hall, City of Albemarle, made a motion to approve the amended agenda. Secretary Jarvis Woodburn, Anson County, seconded the motion and it carried unanimously.

**Consent Items**

- 1. Appointment of Deputy Finance Officers**
- 2. Centralina Economic Development Commission Appointments**
- 3. Approval of the November 8, 2017 Executive Board Meeting Minutes and the November 29, 2017 Executive Board Special Meeting Minutes**

Commissioner Thurman Ross, Town of Cornelius, made a motion to approve the Consent Agenda. Commissioner Lynn Shue, Cabarrus County, seconded the motion and it carried unanimously.

**4. Federal Relations Update**

Leslie Mozingo, Strategics Consulting, reported that the annual grants forecast is now distributed with each quarterly grants update. She pointed out the Congressional calendar included in the Board packet and noted that local meetings between local elected officials and members of the Congressional delegation are having

a huge impact. She also added that she can provide talking points for Mayors attending the upcoming U.S. Conference of Mayors in Washington, DC.

Commissioner Lynn Shue, Cabarrus County, stated that he will be meeting with Representative Hudson and Senators Burr and Tillis.

Commissioner Ronnie Worley, Gaston County, noted that he will be meeting with Representative McHenry.

Vicki Bott, Grants Development Director, reviewed the federal relations plan for the next six months.

Ms. Mozingo also reported on the success of the appropriations language that would increase leverage to COGs in the competitive grants process, noting that the statewide COG association has made this language a priority.

Commissioner Worley made a motion that the reports from Strategics Consulting and the plans for continuing CCOG's federal relations work under the new Executive Director be accepted as presented. Secretary Woodburn seconded the motion and it carried unanimously.

## **5. FY 18-19 Preliminary Budget Report**

Jim Prosser, Executive Director, explained that a few years ago, the Board of Delegates made bylaws changes that allow for adopting a placeholder budget until funding information is received from the state.

Commissioner Oakes made a motion to raise the assessment rate to \$0.25. Mayor Pro Tem Hall seconded the motion.

In response to a question from Commissioner Oakes, Mr. Prosser noted that CCOG reduced the assessment rate from \$0.25 to \$0.24 a few years ago.

Mayor Pro Tem Hall indicated that she would prefer leaving the rate at \$0.24.

Commissioner Shue noted that the cost of membership was one reason Cabarrus County withdrew from the organization.

In response to Commissioner Lawhon's question, Mr. Prosser explained that membership dues account for 8-9% of CCOG revenues. He added that three years ago, the organization began asking Counties to pay for their Aging program match.

Mayor Pro Tem Hall made a motion to recommend to the Board of Delegates the Annual Operating Budget Ordinance in the amount of \$6,595,000. Commissioner Worley seconded the motion and it carried unanimously.

Mayor Pro Tem Hall made a motion to recommend to the Board of Delegates the Annual Pass Through Budget Ordinance in the amount of \$15,404,500 for the Fiscal Year 2018-2019. Commissioner Woodburn seconded the motion and it carried unanimously.

In response to a question from Commissioner Lawhon, Mr. Prosser explained that towns with a population under 3,200 pay a flat membership fee of \$750.00.

Mayor Pro Tem Hall requested information on the number of communities that pay the \$750.00 flat fee.

Commissioner Oakes amended his original motion and moved that the Board look at reducing the minimum membership assessment from \$750.00 to \$600.00. Mayor Pro Tem Hall seconded the motion and it passed on a vote of nine in favor and one opposed.

## **6. Carenect CST Update**

Linda Miller, Aging Director, explained that the National Association of Area Agencies on Aging (n4a) negotiated a partnership with Critical Signal Technologies (CST) for the Carenect Personal Emergency Response System. Under a contract with CST, CCOG will sign up clients for the service and will receive a monthly fee based on the number of users signed. She introduced Angel Stoy, Aging Specialist, who will be the project manager for the program. Ms. Miller noted that staff has worked with CCOG Attorney Bill McNair to follow up on concerns the Executive Board previously expressed about the service. She explained that the contract has changed so there's zero liability to CCOG. Also, Arthur J. Gallagher, CCOG's insurance provider, has given basic parameters to meet insurance requirements. Furthermore, CCOG staff will not be required to install the system equipment for clients.

In response to a question from Mayor Pro Tem Hall, Ms. Miller noted that the Region A Area Agency on Aging is working with the system, but has had trouble with the service operating in mountain areas.

In response to questions from Commissioner Lawhon, Ms. Miller noted that the company and its system have been vetted by n4a.

In response to a question from Council Member Mayfield, Mr. Prosser explained that staff has developed an exit strategy in which staff will identify another organization to take over CCOG's role should it decide to discontinue as an affiliate.

Commissioner Oakes made a motion that with all Executive Board and Legal Counsel questions satisfactorily addressed through the newly updated contract, the Executive Board supports the Executive Director in negotiating and executing a contract with CST for a license to market CST's Carenect equipment and services within the Centralina region. Mayor Pro Tem Hall seconded the motion and it carried unanimously.

## **7. Review of Elections and Caucuses Process**

Kelly Weston, Clerk to the Board, explained that the Board of Delegates will elect officers for Chair, Vice Chair, Secretary, and Treasurer at its February 7<sup>th</sup> Annual Meeting. The Nominating Committee will present the slate of nominees for each office and will open up the floor for additional nominations. The Board will then vote when the presiding officer calls for a motion on the nominations. The new officers will then be sworn in by the Clerk immediately following the election.

Ms. Weston also explained that per the CCOG bylaws, the Executive Board is comprised of the four officers, the Delegate from each County member government, the Delegate from the City of Charlotte, and one municipal Delegate from each County. The municipal members from each County caucus to elect their representative to the Executive Board with two exceptions. First, if there is only one municipal member within a County, the Delegate from that municipality is automatically a member of the Executive Board and a caucus is not necessary. Secondly, the Counties in which a municipal Delegate is among the slate of officer nominees will not need to caucus. A CCOG staff member will facilitate the process for each County that will hold a caucus. Once the process is complete, the presiding officer will announce the names of the Executive Board members elected during the caucuses.

## **8. Nominating Committee Report**

Secretary Woodburn noted that the Nominating Committee was comprised of Council Member Michael Johnson, Mayor Pro Tem Jay McCosh, and himself. He then presented the following slate of officer nominees:

Chair: Bill Feather, Town of Granite Quarry  
Vice Chair: Bobby Compton, Town of Mooresville  
Secretary: Jarvis Woodburn, Anson County  
Treasurer: Bill Lawhon, Stanly County

## **9. Executive Board At-Large Membership**

Mr. Prosser noted that the Executive Board previously discussed the issue of additional membership to increase regional diversity on the Board. He explained that he sought guidance from Vice Chair Feather in drafting the proposed bylaws change that would allow up to two additional Executive Board members.

Commissioner Oakes noted that the resolution indicates that the At-Large members do not necessarily need to be CCOG Delegates.

Mayor Pro Tem Hall stated that the At-Large members should be Delegates.

Commissioner Compton noted that the At-Large members should be individuals who are dedicated to CCOG and that tends to be Delegates.

Mayor Pro Tem McCosh suggested that the At-Large members should be from CCOG member communities.

Vice Chair Feather noted that the At-Large members should be selected after the Executive Board is determined at the annual Board of Delegates meeting.

Commissioner Oakes made a motion to recommend that the Board of Delegates approve a resolution to amend the Centralina Bylaws to permit appointment of up to two At-Large members by the Chair of the Executive Board with the advice and consent of the Executive Board. Commissioner Ross seconded the motion and it carried on a vote of nine in favor and one opposed.

## **10. CCOG Attorney Hiring Policy**

Mr. Prosser noted that CCOG has only had one attorney since the organization was formed. This item establishes a policy that appoints a corporate attorney with the advice of the Executive Board.

Commissioner Oakes made a motion to establish a policy that the appointment of the Centralina COG corporate attorney shall be subject to the advice and consent of the Executive Board. Commissioner Woodburn seconded the motion and it carried unanimously.

## **11. CCOG Conference Update**

Commissioner Oakes reported that Conference registration is now open and asked the Executive Board members to encourage their fellow elected officials and staff in their communities to register. Rip Rapson, CEO of the Kresge Foundation, will be the morning keynote speaker. Leslie Winner and John Hood, Co-Chairs of the North Carolina Leadership Forum, will be the luncheon keynote speakers and they will discuss leading an effort to get Democrats and Republicans to reach across the aisle. So far, the Conference has raised \$4,750 in sponsorship.

In response to Commissioner Lawhon's question, Mr. Prosser explained that the Conference is open to elected officials and local government staff.

In response to Vice Chair Feather's question, Mr. Prosser noted that marketing efforts will encourage businesses to attend as well.

Commissioner Oakes made a motion that the Executive Board commits to registering for the April 12, 2018 CCOG Regional Conference and encouraging the Board of Delegates, other elected officials, and local government staff to register for the event. Commissioner Ross seconded the motion and it carried unanimously.

### **12. 50<sup>th</sup> Anniversary Update**

Mayor Pro Tem Hall reported that the CCOG 50<sup>th</sup> anniversary celebration will kick off at the February 7<sup>th</sup> Board of Delegates meeting. Former Governor Jim Martin will be the guest speaker. She noted that having Governor Martin speak will set the stage for the rest of the Board of Delegates meetings throughout the year. CCOG will highlight each County per month between March through November, beginning with Anson County. The locations for the May, August, and October Board of Delegates meetings have not yet been determined, but will be venues around the region. Staff is considering hosting a big event as the culmination of the celebration year on November 30<sup>th</sup>. They will identify potential locations for the event which will be reasonable and cost-effective.

Commissioner Oakes suggested holding the August 8<sup>th</sup> Board of Delegates meeting at Beatty's Ford Park on Lake Norman.

### **13. Executive Director Transition Update**

Mr. Prosser reported that staff has developed a transition plan that identifies what the organization does and its systems. Each department is working on strategic plans. Staff has also started pre-scheduling activities on the new Executive Director's calendar.

Mayor Pro Tem Hall suggested adding to the calendar the February 27<sup>th</sup> meeting of the Stanly County municipalities.

Council Member Mayfield suggested adding to the calendar the quarterly Charlotte Delegation breakfast meeting.

### **14. Executive Session**

Commissioner Oakes made a motion to enter Executive Session to discuss a matter related to employee pensions pursuant to N.C.G.S. 143-318.11(a). Mayor Pro Tem Hall seconded the motion and it carried unanimously.

Present: Vice Chair Feather, Secretary Woodburn, Commissioners Compton, Lawhon, Oakes, Ross, Shue, Worley, Mayor Pro Tems Hall and McCosh, Jim Prosser, Kelly Weston, Venecia White, and Ron Smith.

Mr. Prosser presented a report on state legislation regarding contribution-based benefit caps.

The Executive Board members discussed the matter.

Commissioner Lawhon made a motion to end Executive Session and resume open session. Commissioner Worley seconded the motion and it carried unanimously.

Commissioner Lawhon announced that the Executive Board took no action during Executive Session.

### **Comments from the Executive Board**

There were no comments from the Executive Board.

### **Comments from the Vice Chair**

Vice Chair Feather reminded the Executive Board that the Board of Delegates Annual Meeting will be held on Wednesday, February 7<sup>th</sup> at the CCOG office. At this meeting, the Delegates will approve the annual placeholder budget, elect officers, caucus for municipal representation on the Executive Board, review the annual report, and kick-off the 50<sup>th</sup> anniversary. Because the Board of Delegates will vote on critical business items, Delegate attendance at the meeting is essential. He asked the Executive Board to encourage Delegates from other municipalities within their county to attend the meeting or send an Alternate. He added that there will be a Board Orientation session beginning at 5:00 p.m., which new and returning Delegates and Alternates are encouraged to attend.

Vice Chair Feather also reported that beginning in February, CCOG will host CCOG University, a series of seven training sessions that will cover planning topics in the greater Charlotte region that align with the CONNECT Our Future priorities.

Vice Chair Feather thanked Mr. Prosser for his hard work, time and service. He noted that tonight will be the Executive Board's last meeting with Mr. Prosser.

Council Member Mayfield expressed her thanks to Mr. Prosser on behalf of the CEDC.

### **Comments from the Executive Director**

Mr. Prosser reported that the North Carolina Association of Regional Councils of Government has undertaken an inventory of COGs, their membership rates, and services. He asked for the Executive Board's feedback on services other COGs are providing that may be of interest in this region.

He also reported on CCOG's protocol in the event of a government shutdown. Each department director is responsible for maintaining close relationships with funders in federal and state agencies to help track funding. The organization has significantly built up cash balance and has a very efficient system for recovering reimbursements. He added that keeping employees informed of any potential impact of a shutdown is critical.

Commissioner Oakes noted that some counties give a discount for paying real estate taxes early.

In response to a question from Mayor Pro Tem Hall, Mr. Prosser noted that the Aging and Workforce Development departments rely more heavily on federal funding than service contracts within the region.

Mr. Prosser reported that CCOG is undertaking a pay and classification study. He added that the organization needs to be competitive in salaries. The market is not the same for all positions and the organization must compete for positions on a national basis.

He also reported that Ms. Bott is retiring in the next 30 to 60 days. He noted that she has played a big role in developing systems within the organization including federal relations and the grants review process. He further noted that CCOG is looking at reshaping her position.

Mr. Prosser thanked the Executive Board members for the opportunity to work with them. He expressed his appreciation for their confidence in the organization and its staff. He added that it has been a privilege to serve the Board and their communities.

### **Adjournment**

Commissioner Oakes made a motion to adjourn the meeting. Commissioner Worley seconded the motion and it carried unanimously.

The meeting adjourned at 8:21 p.m.

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Centralina Council of Governments

## **Item 4**





## Board Agenda Item Cover Sheet

|  |  |                                  |  |  |                 |   |
|--|--|----------------------------------|--|--|-----------------|---|
| <b>Board Meeting Date:</b>   | March 14, 2018   | <b>Agenda Item Type:</b>         | <b>Consent:</b>  |  | <b>Regular:</b> | X |
| <b>Submitting Person:</b>  | Ron Smith  | <b>Presentation Time (est.):</b> | 15 minutes   |  |                 |   |
| <b>Presenter at meeting:</b>   | Leslie Mozingo   | <b>Phone Number/Ext:</b>         | 202-255-5760   |  |                 |   |
|  |  | <b>Email:</b>                    | <a href="mailto:leslie@strategics.consulting">leslie@strategics.consulting</a> |  |                 |   |
| <b>Alternate Contact Person:</b>   | Ron Smith  | <b>Phone Number/Ext:</b>         | 704-348-2703   |  |                 |   |
|  |  | <b>Email:</b>                    | <a href="mailto:rsmith@centralina.org">rsmith@centralina.org</a>               |  |                 |   |
| <b>Submitting Department:</b>  | <b>Administration</b>  | <b>Department Head Approval:</b> |  |  |                 |   |
| <b>Board Expectation:</b> <i>(required action or responsibility expected from Board members)</i>   |  |                                  |  |  |                 |   |
| <ol style="list-style-type: none"> <li>1. Provide feedback regarding opportunities for CCOG Advocacy in DC.</li> <li>2. Receive Strategics Consulting's regular performance metrics report.</li> <li>3. Provide feedback regarding the recent Grants Workshop held at the CCOG.</li> </ol> |  |                                  |  |  |                 |   |
| <b>Description of Agenda Item:</b>   |  |                                  |  |  |                 |   |
| CCOG's federal relations consultant, Leslie Mozingo, will present reports and seek input regarding upcoming opportunities for CCOG Advocacy in DC.   |  |                                  |  |  |                 |   |
| <b>Background &amp; Basis of Recommendations:</b>  |  |                                  |  |  |                 |   |
| <p>The Executive Board has requested that a Strategics Consulting performance metrics report be presented at each of its meetings.</p> <p>March is a busy time in DC and Leslie will summarize the activities that she has planned regarding CCOG advocacy during this month.</p>          |  |                                  |  |  |                 |   |
| <b>Action / Recommendation:</b>  |  |                                  |  |  |                 |   |
| I move that the reports from Strategics Consulting and the plans for continuing CCOG's federal relations work be accepted as presented.  |  |                                  |  |  |                 |   |
| <b>Time Sensitivity</b> <i>(none or explain):</i>  | None   |                                  |  |  |                 |   |
| <b>Budget Impact</b> <i>(if applicable):</i>   | None   |                                  |  |  |                 |   |
| <b>List of Attachments</b> <i>(if any):</i>  | <ul style="list-style-type: none"> <li>• Introduction to Federal Consulting and Advocacy Services</li> <li>• Strategics Consulting Performance Report January – February 2018</li> </ul> |                                  |  |  |                 |   |



MARCH 14, 2018

TO: Ron Smith, CCOG Executive Director  
FR: Leslie Mazingo, Strategics Consulting  
RE: Introduction to Federal Consulting and Advocacy Services

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## SCOPE OF SERVICES

Strategics Consulting provides the following services to CCOG and its members:

- Federal Funding:
  - Notices on grant opportunities through regularly published Grants News, Grants Forecasts and individual announcements on major initiatives.
  - Alerts on legislation and executive action where new funding opportunities are created or potential threats to funding are forthcoming;
  - Analyze federal agency grants for areas of opportunities to support CCOG's highest priorities;
  - Where there are no good fits, look for ways to create new opportunities and to raise awareness with Congress to the issues and priorities;
  - Conduct grant workshops to educate members on the competitive process;
  - Review federal grant applications to make them more competitive
  - Garner congressional support for grant applications; and
  - Coordinate federal agency strategy for pre-briefing and de-briefings.
  
- Congressional & Federal Agency Relationship-building:
  - Arrange local meetings for elected officials with members of Congressional Delegation and brief attendees in advance to prepare for those meetings;
  - Prepare briefing materials and customized talking points for meetings with federal officials and staff both in DC and in NC;
  - Coach Executive Board and elected officials to promote active engagement and build stronger relationships with the congressional delegation and federal agencies making funding decisions;
  - Advance staff-to-staff relationships through personal connections;
  - Recommend key federal contacts needed to advance CCOG's priorities;
  - Create tailored strategies for making contacts with federal offices;
  - Prepare Federal Action Plan in coordination with CCOG departments and directors to advance priorities; and
  - Provide federal advocacy advice continuously through weekly calls with management and staff.
  
- Additional Services:
  - Provide written Performance Reports and face-to-face updates to the Executive Board;
  - Attend local meetings and events as requested;
  - Produce specialty documents, such as Congressional Calendars and Elections Analysis; and
  - Serve as a resource to the organization and its members.

## **FEES**

- July 1 - June 30, with annual review and renewal option.
- \$3,500 per month / Net 45 / \$42,000 total.
- No expenses.

## **BENEFITS**

Not all benefits are easily identified, but listed below are a few examples of how CCOG is making noticeable progress.

Overall:

- Developing effective federal advocacy strategies and materials quickly and cost-effectively;
- Identifying opportunities and threats relevant to CCOG's priorities on a regular, ongoing basis;
- Ensuring CCOG's message is appropriately communicated and timely;
- Reaching the right decision-makers and build important relationships;
- Improving staff and Board Member skills for effective visits and communications with federal elected representatives and high-ranking officials;
- Advancing politically astute strategies to achieve objectives; and
- Saving valuable time and resources where in-house expertise is not available.

Specifically:

- Language in House Appropriations Committee Reports directing federal agencies to include regional councils and councils of governments as eligible entities in grant competitions when local governments and non-profits are eligible;
- Members of Congress calling to ask CCOG for input on their questions for Committee hearings;
- Increased participation by local elected officials in meetings with Members of Congress to discuss regional priorities that Strategics scheduled for CCOG both in DC and locally;
- More participation by staff and Members of Congress in CCOG's local meetings and seminars;
- Members of Congress are engaged in the meetings and have recognized CCOG's work in public statements;
- More informative meetings between local elected officials with their Members of Congress;
- Three highly successful Grants Workshops reaching full capacity, each consistently receiving excellent remarks on content and presentation and requests for more workshops and more information; and
- Highly-complimentary feedback regarding Grants News and Grants Forecast as resources for funding opportunities.

## PERFORMANCE REPORT: JANUARY – FEBRUARY 2018

### VALUE TO CCOG

Review and provide feedback on federal competitive grants prior to submission, draft letters of support and organize support strategies.

- ✓ No requests received at this time.

Analyze federal agency grants for areas of opportunities to support CCOG priorities:

- Innovation Corridors
- Career Headlight
- Regional Freight

- ✓ Highlighted areas of the President's Infrastructure Plan worth CCOG's review.

Where there are no good fits, work with CCOG to start creating new opportunities for the priorities listed above.

- ✓ Worked on resubmitting the two legislative requests that must be submitted again as part of the annual Appropriations process.

Alert CCOG to competitive grant funding opportunity announcements.

- ✓ Grants News sent February 7<sup>th</sup> and 28<sup>th</sup>.
- ✓ Annual Grants Forecast updated for second quarter (Apr – Jun 2018) sent February 28<sup>th</sup>.

Alert CCOG to legislation and executive action where new funding opportunities are created.

- ✓ Provided details outlining President's Infrastructure Plan.

Build knowledge of CCOG's positive reputation with Congressional Delegation and Executive Offices.

- ✓ Prepared talking points and packets for those attending the National Association of Counties Legislation Conference in Washington, DC.
- ✓ Updated the Congressional Calendar to use in advance planning for local advocacy meetings.
- ✓ Discussed CCOG Annual Conference with US DOT official.

Connect CCOG with key points of contact.

- ✓ Updated list of contacts in the congressional offices.
- ✓ Communicated State of the District opportunity with Congresswoman Alma Adams.
- ✓ Recommended US DOT official for Annual Conference and assisted with follow-up to secure speaker.

Report quarterly to Executive Board.

- ✓ Reported to the Executed Board on January 10<sup>th</sup>.
- ✓ Prepared performance report for presentation to Executive Board on March 14<sup>th</sup>.

## **VALUE TO CCOG MEMBERS**

Provide notice on competitive grant opportunities for local governments.

- ✓ Grants News sent February 7<sup>th</sup> and 28<sup>th</sup>.
- ✓ Annual Grants Forecast updated for second quarter (Apr – Jun 2018) sent February 28<sup>th</sup>.

Conduct quarterly “Lunch and Learn” grants workshops at CCOG offices.

- ✓ Grants workshop held February 20<sup>th</sup>.

Review and provide feedback on six federal competitive grants brought forward from CCOG members on a first-come-first-serve basis, prior to submission, as well as draft letters of support and organize support strategy for those six applications.

- ✓ Phone call with Town of Granite Quarry to provide advice and guidance on Assistance to Firefighters Grant, as well as follow-up email with additional details to assist with application preparation.

Draft customized talking points for communications with Congressional Delegation and staff members.

- ✓ Prepared talking points for those attending meetings with Members of Congress in Washington, DC during the National Association of Counties annual Legislative Conference.

Additional work performed.

- ✓ Attended January 29<sup>th</sup> briefing session with new Executive Director and prepared six-month timeline for assignments and deliverables.
- ✓ Prepared materials for and attended Board of Delegates meeting on February 7<sup>th</sup>.
- ✓ Attended and provided federal legislative update to the Regional Managers Meeting on February 27<sup>th</sup>.

***For more information, contact Leslie Mazingo at (202) 255-5760 or [leslie@strategics.consulting](mailto:leslie@strategics.consulting).***



Centralina Council of Governments

**Item 5**



## Board Agenda Item Cover Sheet

|   |   |                                  |  |  |                 |   |
|---|---|----------------------------------|--|--|-----------------|---|
| <b>Board Meeting Date:</b>  | March 14, 2018  | <b>Agenda Item Type:</b>         | <b>Consent:</b>  |  | <b>Regular:</b> | X |
| <b>Submitting Person:</b>   | Mike Manis  | <b>Presentation Time (est.):</b> | 5 minutes  |  |                 |   |
| <b>Presenter at meeting:</b>  | Mike Manis  | <b>Phone Number/Ext:</b>         | 704-348-2720   |  |                 |   |
|   |   | <b>Email:</b>                    | <a href="mailto:mmanis@centralina.org">mmanis@centralina.org</a> |  |                 |   |
| <b>Alternate Contact Person:</b>  | Mike Manis  | <b>Phone Number/Ext:</b>         |  |  |                 |   |
|   |   | <b>Email:</b>                    | <a href="mailto:mmanis@centralina.org">mmanis@centralina.org</a> |  |                 |   |
| <b>Submitting Department:</b>   | <b>CEDC</b>   | <b>Department Head Approval:</b> | <b>Mike Manis</b>  |  |                 |   |
| <b>Board Expectation: (required action or responsibility expected from Board members)</b>   |   |                                  |  |  |                 |   |
| Confirm appointment.  |   |                                  |  |  |                 |   |
| <b>Description of Agenda Item:</b>  |   |                                  |  |  |                 |   |
| Federal Opportunity Zones – US Tax Reform Law addition  |   |                                  |  |  |                 |   |
| <b>Background &amp; Basis of Recommendations:</b>   |   |                                  |  |  |                 |   |
| <p>A new national community investment program that connects private capital with underserved communities across America was included in recent federal tax reform legislation. The Opportunity Zone program encourages private investments through tax incentives for investors to re-invest unrealized capital gains into low-income communities throughout the state, and across the country. Opportunity Zones will be designated based on qualifying census tracts throughout each State.</p> <p>The federal tax reform legislation permits the US Treasury to designate up to 25% of a state’s low wealth census tracts and up to 5% of non-low wealth consensus tracts contiguous to low wealth districts to be Opportunity Zones. North Carolina has just over 1,000 qualifying low-income census tracts, and can designate up to 251 census tracts as Opportunity Zones. To view a map of qualified census tracts go to: <a href="http://public.nccommerce.com/oz/#section-zones">http://public.nccommerce.com/oz/#section-zones</a> The Governor’s Office will select these census tracts and is required to submit this information to the US Treasury no later than March 20, 2018.</p> <p>If you are interested in providing suggestions for the development of the qualified Opportunity Zones program or designation of specific census tracts, submit comments to the State by March 8, 2018 at <a href="http://public.nccommerce.com/oz/#section-comments">http://public.nccommerce.com/oz/#section-comments</a></p> |   |                                  |  |  |                 |   |
| <b>Action / Recommendation:</b>   |   |                                  |  |  |                 |   |
| Receive as information and coordinate with County and City Managers on advocacy with Governor and NC Commerce for any local census tracts of note with jurisdiction.  |   |                                  |  |  |                 |   |
| <b>Time Sensitivity (none or explain):</b>  | High – Governor office deadline with US Treasury  |                                  |  |  |                 |   |
| <b>Budget Impact (if applicable):</b>   | None  |                                  |  |  |                 |   |
| <b>List of Attachments (if any):</b>  | <ul style="list-style-type: none"> <li>• OTZ E Blast</li> <li>• OTZ Program Newsletter</li> </ul> |                                  |  |  |                 |   |





# News Flash

*Breaking News and Information that Affects Your Region*

## **New National Community Investment Program Incentivizes Private Investment in Low Income Communities!**

A new national community investment program that connects private capital with underserved communities across America was included in recent federal tax reform legislation. The **Opportunity Zone** program encourages private investments through tax incentives for investors to re-invest unrealized capital gains into low-income communities throughout the state, and across the country. Opportunity Zones will be designated based on qualifying census tracts throughout each State.

The federal tax reform legislation permits the US Treasury to designate up to 25% of a state's low wealth census tracts and up to 5% of non-low wealth consensus tracts contiguous to low wealth districts to be Opportunity Zones. North Carolina has just over 1,000 qualifying low-income census tracts, and can designate up to 251 census tracts as Opportunity Zones. To view a map of qualified census tracts go to: <http://public.nccommerce.com/oz/#section-zones>. The Governor's Office will select these census tracts and is required to submit this information to the US Treasury no later than March 20, 2018.

If you are interested in providing suggestions for the development of the qualified Opportunity Zone program or designation of specific census tracts, submit comments to the State by March 8, 2018 at <http://public.nccommerce.com/oz/#section-comments>

*The Opportunity Zone program encourages private investments in low-income communities, based on census tracts.*

**For further local assistance in evaluating census tracts or help with more detailed information on the Opportunity Zone program including latest updates, please contact Mike Manis, Centralina Council of Governments at (704) 348-2720.**



## OPPORTUNITY ZONES PROGRAM

A new national community investment program that connects private capital with low-income communities across America .....

..... was included in recent federal tax reform legislation, Public Law 115-97 (the "Tax Cuts and Jobs Act"), signed into law on December 22, 2017. This legislation made thousands of changes to the US tax code but one in particular that has caught the attention of the economic development community is the new "Qualified Opportunity Zone" program. The new regulations are designed to encourage investment in businesses that are located in low-income communities by permitting a taxpayer who recognizes gain on the sale of property to gain certain tax benefits.

These new tax incentives for investments in low-income communities allow Investors selling property to defer capital gain taxes otherwise payable arising from the sale of such property so long as they invest any gain amount in a "Qualified Opportunity Fund" within 180 days after the sale. The Act defines a "Qualified Opportunity Fund" as any "investment vehicle" that is a corporation or a partnership (including, presumably, a limited liability company) organized for the purpose of investing in "qualified opportunity zone property" and that holds at least 90% of its assets in qualified opportunity zone property at the required times.

The federal tax reform legislation permits the US Treasury to designate up to 25% of a state's low wealth census tracts and up to 5% of non-low wealth consensus tracts contiguous to low wealth districts to be Opportunity Zones. Generally speaking, a census tract will be eligible for designation as a Qualified Opportunity Zone (QOZ) if it has a poverty rate of at least 20% or a median income that does not exceed 80% of the metropolitan median income or the statewide median income. Certain census tracts that are contiguous to tracts meeting those income requirements are also eligible for QOZ designation.

Designated census tracts encourage private sector investment by offering:

- Taxpayer investment of sale proceeds in an Opportunity Zone Fund will defer capital gain until the earlier of the sale of the taxpayer investment or December 31, 2026.
- Qualified Opportunity Fund Investments held at least five years have 10% of deferred gain eliminated, an additional 5% eliminated for investments held for at least seven years.
- Qualified Opportunity Fund Investments held at least 10 years will not recognize taxable gain on any appreciation of investment value after the initial date of the QOZ investment.

Congress advised governors to give particular consideration to census tract areas that:

- Are the focus of mutually reinforcing state, local, or private economic development initiatives to attract investment and foster startup activity;
- Demonstrate success in geographically targeted programs in the past, such as Promise Zones, New Market Tax Credits, Empowerment Zones, or Renewal Communities; and
- Have experienced recent significant layoffs due to business closures or relocations.



North Carolina has just over 1,000 qualifying low-income census tracts, and accordingly, is authorized to designate up to 251 census tracts as Opportunity Zones. The U.S. Department of the Treasury is still in the process of developing criteria to determine how qualified Opportunity Funds will be certified, and the process they will follow to certify those funds. The U.S. Department of the Treasury has not released a timeline for when capital may begin to flow, but earliest estimates point to late 2018 or early 2019.

The Opportunity Zones program is based on the bipartisan "Investing in Opportunity Act," which was championed by Senators Tim Scott (R-SC) and Cory Booker (D-NJ) and Representatives Pat Tiberi (R-OH) and Ron Kind (D-WI), who led a regionally and politically diverse coalition of nearly 100 congressional cosponsors. The Economic Innovation Group (EIG) originally developed the Concept of Opportunity Zones in 2015.

### **Next Steps and Making Recommendations**

The NC Opportunity Zones Program will be designed encourage job creation, economic activity, housing and other community investments throughout North Carolina. NC Commerce welcomes all ideas for how we can maximize investments in North Carolina to the benefit of underserved communities throughout the state. All businesses, community organizations, investors, and citizens are encouraged to weigh in.

NC Department of Commerce has published a website, <http://public.nccommerce.com/oz/> offering more information on the program and inviting recommendations for the development of North Carolina's proposed Opportunity Zones program or designation of specific census tracts. To view "Eligible and Contiguous Census tracts" or to download a list of these census tracts go to: <http://public.nccommerce.com/oz/#section-zones> . If you're interested in providing suggestions for the development of the qualified Opportunity Zones program or designation of specific census tracts, please submit at: <http://public.nccommerce.com/oz/#section-comments>

### **Important Dates**

February 13, 2018 - Public notice regarding Opportunity Zones is released

March 8, 2018 – North Carolina Suggestion period close

March 20, 2018 - Formal recommendations to US Treasury

For more NC Commerce information and program updates, please contact Business Link North Carolina (BLNC) at (800) 228-8443.

For further local assistance in evaluating census tracts or help with more detailed information on the Opportunity Zone Program including latest updates, please contact Centralina Council of Governments, Community and Economic Development Department at (704) 372-2416.





Centralina Council of Governments

## **Item 6**



## Board Agenda Item Cover Sheet

|   |  |                                  |  |  |                 |   |
|---|--|----------------------------------|--|--|-----------------|---|
| <b>Board Meeting Date:</b>  | March 14, 2018                         | <b>Agenda Item Type:</b>         | <b>Consent:</b>  |  | <b>Regular:</b> | X |
| <b>Submitting Person:</b>   | Natasha Pender                         | <b>Presentation Time (est.):</b> | 10 minutes   |  |                 |   |
| <b>Presenter at meeting:</b>  | Natasha Pender                         | <b>Phone Number/Ext:</b>         | 704-348-2713   |  |                 |   |
|   |  | <b>Email:</b>                    | <a href="mailto:npender@centralina.org">npender@centralina.org</a> |  |                 |   |
| <b>Alternate Contact Person:</b>  | Linda Miller                           | <b>Phone Number/Ext:</b>         | 704-348-2712   |  |                 |   |
|   |  | <b>Email:</b>                    | <a href="mailto:lmiller@centralina.org">lmiller@centralina.org</a> |  |                 |   |
| <b>Submitting Department:</b>   | Aging                                  | <b>Department Head Approval:</b> | Linda Miller   |  |                 |   |
| <b>Board Expectation:</b> <i>(required action or responsibility expected from Board members)</i>  |  |                                  |  |  |                 |   |
| This presentation is meant to inform the Board about Job Profiling/Job Analysis, a new service being offered by Centralina COG.   |  |                                  |  |  |                 |   |
| <b>Description of Agenda Item:</b>  |  |                                  |  |  |                 |   |
| Natasha Pender, Coordinator of the Senior Community Services Employment Program and authorized ACT Job Profiler, will make a brief presentation on the ACT WorkKeys Job Profiling program, review the Job Profile process and the benefit to regional businesses and to CCOG.   |  |                                  |  |  |                 |   |
| <b>Background &amp; Basis of Recommendations:</b>   |  |                                  |  |  |                 |   |
| Business, organizations, and government agencies within the Centralina region confront many challenges as they recruit, hire, train and develop their employees. Assessing the right employees for Job Profiling is a service that offers Work Ready communities a means to profile jobs in an effort to reduce the costs associated with hiring, assist in reducing turnover, providing recommendations for incumbent training, and providing Human Resource Managers with validity reports that may be used as a basis for writing job descriptions and training plans. Job Profiling is an extension of the CCOG's Assessment Centers. |  |                                  |  |  |                 |   |
| <b>Action / Recommendation:</b>   |  |                                  |  |  |                 |   |
| The Board is asked to support the development and expansion of this new service to the Centralina region.   |  |                                  |  |  |                 |   |
| <b>Time Sensitivity (none or explain):</b>  | N/A                                    |                                  |  |  |                 |   |
| <b>Budget Impact (if applicable):</b>   | N/A                                    |                                  |  |  |                 |   |
| <b>List of Attachments (if any):</b>  | Job Profiling/Job Analysis Sales Sheet |                                  |  |  |                 |   |



# Job Profiling/Job Analysis Reduces Hiring Costs

Determine the best fit for high skilled positions

## The Challenge

Selecting the best candidate to hire or promote is one of the most important decisions a business can make. Skill shortages are an expensive, time-wasting barrier to effective hiring and training. The cost of onboarding and training the wrong candidate not only has financial implications, but it can also be demoralizing and disruptive.

## Achieve a Competitive Advantage

For more than 20 years, the Centralina Council of Governments Professional Promotion and Hiring Assessment Centers have been helping local governments hire and promote the right person for the job. CCOG is now expanding our workforce development and job candidate assessments through ACT® Job Profiles. ACT® Job Profiling brings the specifics of a job into focus. It provides businesses with:

**A detailed, customized task list** – the first step in developing a comprehensive job description, training materials, performance appraisal instruments and other human resources tools.

**A customized content validity report** – your report contains detailed rationale linking job tasks to ACT® WorkKeys® skill levels.

**Useful information for hiring, promotion and training** – Job Profiling establishes content validity for the WorkKeys® assessments, so businesses can feel confident in candidate selection, achievement and training decisions.

**Employee support** – employees participate in the profiling process, increasing the likelihood of buy-in and implementation.

With job analysis, business can identify skills needed for current and prospective employees to be successful on the job. Based on the analysis, individuals can develop job related goals and trainers and trainees can identify strengths and set appropriate training goals.

“The Job Profile validity report is an invaluable tool which has helped us to identify, train and promote the right candidates.”

**Linda Miller, Director - Centralina Area Agency on Aging**

“We have found the job profiles to be a great complement to our most recent Pay & Class Study - the reports hold invaluable information, useful and timely.”

**Venecia White, Human Resources – Centralina Council of Governments**

For more information contact Natasha Pender, Centralina Council of Governments,  
or email [npender@centralina.org](mailto:npender@centralina.org). Website: [www.centralina.org](http://www.centralina.org)

at 704-348-2713



Centralina Council of Governments

**Item 7**



## Board Agenda Item Cover Sheet

|   |  |                                  |  |  |                 |   |
|---|--|----------------------------------|--|--|-----------------|---|
| <b>Board Meeting Date:</b>  | March 14, 2018   | <b>Agenda Item Type:</b>         | <b>Consent:</b>  |  | <b>Regular:</b> | X |
| <b>Submitting Person:</b>   | Kelly Weston   | <b>Presentation Time (est.):</b> | 5 minutes  |  |                 |   |
| <b>Presenter at meeting:</b>  | Kelly Weston   | <b>Phone Number/Ext:</b>         | 704-248-2728   |  |                 |   |
|   |  | <b>Email:</b>                    | <a href="mailto:kweston@centralina.org">kweston@centralina.org</a> |  |                 |   |
| <b>Alternate Contact Person:</b>  | Ron Smith  | <b>Phone Number/Ext:</b>         | 704-348-2703   |  |                 |   |
|   |  | <b>Email:</b>                    | <a href="mailto:rsmith@centralina.org">rsmith@centralina.org</a>   |  |                 |   |
| <b>Submitting Department:</b>   | <b>Administration</b>  | <b>Department Head Approval:</b> | Ron Smith  |  |                 |   |
| <b>Board Expectation:</b> <i>(required action or responsibility expected from Board members)</i>  |  |                                  |  |  |                 |   |
| The Executive Board will receive an update on planning activities for the April 12, 2018 CCOG Regional Conference. Board Members are also asked to register for the event and to assist CCOG staff in promoting conference registration, helping the event reach its attendance goal of 200 paid registrants.   |  |                                  |  |  |                 |   |
| <b>Description of Agenda Item:</b>  |  |                                  |  |  |                 |   |
| The Executive Board will receive an update on registration, programming, and sponsorship commitments for the April 12, 2018 CCOG Regional Conference.   |  |                                  |  |  |                 |   |
| <b>Background &amp; Basis of Recommendations:</b>   |  |                                  |  |  |                 |   |
| <p>The CCOG Regional Conference, “Creative Solutions for Thriving Communities,” is designed to provide elected officials and local government staff with practical tools and solutions to address their communities’ biggest challenges. On Thursday, April 12, 2018, CCOG will hold the fourth annual Conference at the Harris Conference Center in Charlotte.</p> <p>Local governments will have an opportunity to support the event by reserving VIP tables, which will include eight complimentary registrations plus a reserved VIP table in all plenary sessions.</p> |  |                                  |  |  |                 |   |
| <b>Action / Recommendation:</b>   |  |                                  |  |  |                 |   |
| The Executive Board members commit to registering for the 2018 CCOG regional conference by March 26 <sup>th</sup> and to promoting conference registration within their communities to help ensure the event reaches its goal of 200 paid registrants.  |  |                                  |  |  |                 |   |
| <b>Time Sensitivity</b> <i>(none or explain):</i>   | Early registration ends March 26, 2018. After this date, registration rates will increase to \$125.00 for government/non-profits and \$149.00 for for-profit entities. |                                  |  |  |                 |   |
| <b>Budget Impact</b> <i>(if applicable):</i>  | The 2017 Conference produced a profit of \$17,269.67, exceeding its goal of financially breaking even. Staff hopes the 2018 Conference will build on this success.     |                                  |  |  |                 |   |
| <b>List of Attachments</b> <i>(if any):</i>   | Conference Sneak Peek Brochure   |                                  |  |  |                 |   |



Pre-Conference  
**SNEAK PEEK**  
CLICK HERE TO REGISTER!



# Creative Solutions FOR Thriving Communities

CENTRALINA COUNCIL OF GOVERNMENTS

**REGIONAL CONFERENCE**

THURSDAY, APRIL 12, 2018

Harris Conference Center • 3216 CPCC Harris Campus Drive • Charlotte, NC

A networking and educational opportunity  
for local government elected officials, staff and others  
who contribute to building stronger communities.



GROWING JOBS AND THE ECONOMY

CONTROLLING COST OF GOVERNMENT

IMPROVING QUALITY OF LIFE



# Inspiring, Practical Keynote Addresses

## Opening Keynote

### Accelerating Opportunity Through Partnerships



**RIP RAPSON**  
*Kresge Foundation CEO*

Rip Rapson is the CEO of the Kresge Foundation, a private, national foundation dedicated to expanding opportunities in American

communities through grantmaking and social investing. Rapson will share how the foundation's "American Cities Practice" is using effective and inclusive community development practice to turn communities into accelerators for opportunity for people with low incomes, providing jobs, education, housing, human-serving systems, city services and quality public spaces.

Rapson and the foundation provided central support to the "Grand Bargain," an unprecedented partnership between the philanthropic community, city pensioners, the State of Michigan and the Detroit Institute of Arts, to propel Detroit's successful emergence from municipal Bankruptcy in 2014. Rapson is a former president of the McKnight Foundation.

## Luncheon Keynote

### Is there Room for Politeness in Politics?

Leslie Winner, the co-chair of the North Carolina Leadership Forum, is a former state senator from North Carolina and the former executive director of the Z. Smith Reynolds Foundation. When she retired from Z. Smith Reynolds in 2016, Winner celebrated nearly 40 years of public service to the state. She is the past recipient of the Governor's Order of the Long Leaf Pine award for outstanding service. Winner served as vice president and general counsel of the University of North Carolina for seven years and was general counsel to the Charlotte-Mecklenburg Board of Education. Winner received a bachelor's degree in psychology from Brown University and her juris doctorate from Northwestern University School of Law.



**LESLIE WINNER**  
*North Carolina Leadership Forum Co-Chair*



**JOHN HOOD**  
*North Carolina Leadership Forum Co-Chair*

John Hood, the co-chair of the North Carolina Leadership Forum, is president of the John William Pope Foundation, a Raleigh-based grantmaker, and founder and chairman of the board of the John Locke Foundation, a think tank where he served as president for two decades. Hood writes a syndicated column on politics and public policy for 70 daily and community newspapers across North Carolina. He also serves as a weekly panelist on "NC SPIN," a political talk show broadcast each week on UNC-TV. Hood is the author of seven books and writes and comments frequently for national media outlets. Hood received his bachelor's degree in journalism from the University of North Carolina at Chapel Hill.

## Final Plenary Session

### Transportation: Remaining Globally Competitive

Transportation choice was identified as a top priority in the CONNECT Our Future process and continues to be an ever-evolving topic in the greater Charlotte region. What regional systems need to be in place to ensure that we remain globally competitive while providing quality of life to our residents? A prestigious panel of federal, state, and local officials weigh in on these issues and the future of transportation in our region.

- **Jim Ray**, Special Advisor to the Secretary for Infrastructure, USDOT, Federal Highway Administration (FHWA)
- Representative **John A. Torbett**, District 108, NC General Assembly
- **Tony Lathrop**, At Large Member, NCDOT Board of Transportation
- **Michael Johnson**, Chair, Charlotte Regional Transportation Planning Organization
- Moderator: **Mike Holder**, PE, VP Transportation Services, Gannett Fleming



JIM RAY



JOHN A. TORBETT



TONY LATHROP



MICHAEL JOHNSON



MIKE HOLDER

# Preliminary Agenda-at-a-Glance

|                     |  |  |   |
|---------------------|--|--|---|
| 8:00 - 8:30 AM      | Registration and Networking Continental Breakfast  |  |   |
| 8:30 - 9:45 AM      | Welcome and Opening Keynote  |  |   |
|                     | <p style="text-align: center;"><b>Accelerating Opportunity Through Partnerships</b><br/><b>Rip Rapson, CEO Kresge Foundation</b></p> <p>Economic opportunity and social mobility are leading issues in all our communities. Rip Rapson will share how the foundation's "American Cities Practice" is using effective and inclusive community development practice to turn communities into accelerators for opportunity – integrating jobs, education, housing, human-serving systems, city services and quality public spaces.</p>  |  |   |
| 9:45 - 10:00 AM     | Transition Break   |  |   |
| 10:00 - 11:00 AM    | <b>Creative Ways to Engage Your Community</b>  | <b>Regional Transit – Expanding Mobility for Economic Opportunity</b>                  | <b>Fighting the War on Talent</b>           |
| 11:00 - 11:15 AM    | Transition Break   |  |   |
| 11:15 AM - 12:15 PM | <b>Preparing Your Community for Autonomous and Connected Vehicles</b>  | <b>Cyber Security for Local Governments</b>  | <b>Dementia Friendly Community Planning</b> |
| 12:15 - 1:45 PM     | Luncheon Keynote   |  |   |
|                     | <p style="text-align: center;"><b>Is there Room for Politeness in Politics?</b><br/><b>Leslie Winner and John Hood</b></p> <p>In an era of partisan divisiveness, is there room for politeness in politics? John Hood and Leslie Winner have opposing political views, but they are leading an innovative effort to get leaders in North Carolina to reach across the political aisle, changing the political discourse. The two co-chair the North Carolina Leadership Forum (NCLF), which brings together NC civic, business, and political leaders from across the political spectrum to engage in thoughtful dialogue and attempt to find common ground on political issues.</p> |  |   |
| 1:45 - 2:00 PM      | Transition Break   |  |   |
| 2:00 - 3:00 PM      | <b>Air Quality After Attainment – What's Next?</b>   | <b>Getting to an Inclusive, Regional Economic Development and Opportunity Strategy</b> | <b>Winning at Social Media</b>              |
| 3:00 - 3:15 PM      | Transition Break   |  |   |
| 3:15 - 4:00 PM      | Final Plenary Session  |  |   |
|                     | <p style="text-align: center;"><b>Transportation: Remaining Globally Competitive</b></p> <p>Transportation choice was identified as a top priority in the CONNECT Our Future process and continues to be an ever-evolving topic in the greater Charlotte region. What regional systems need to be in place to ensure that we remain globally competitive while providing quality of life to our residents? A prestigious panel of federal, state, and local officials weigh in on these issues and the future of transportation in our region.</p>   |  |   |
| 4:00 - 4:15 PM      | Wrap Up  |  |   |

# Sessions by Category

## Economic Growth

- Getting to an Inclusive, Regional Economic Development and Opportunity Strategy
- Fighting the War on Talent

## Transportation

- Preparing Your Community for Autonomous and Connected Vehicles
- Regional Transit – Expanding Mobility for Economic Opportunity

## Community Identity

- Dementia Friendly Community Planning
- Creative Ways to Engage Your Community

## Natural Resources

- Air Quality After Attainment – What’s Next?

## Data and Technology

- Cyber Security for Local Governments
- Winning at Social Media



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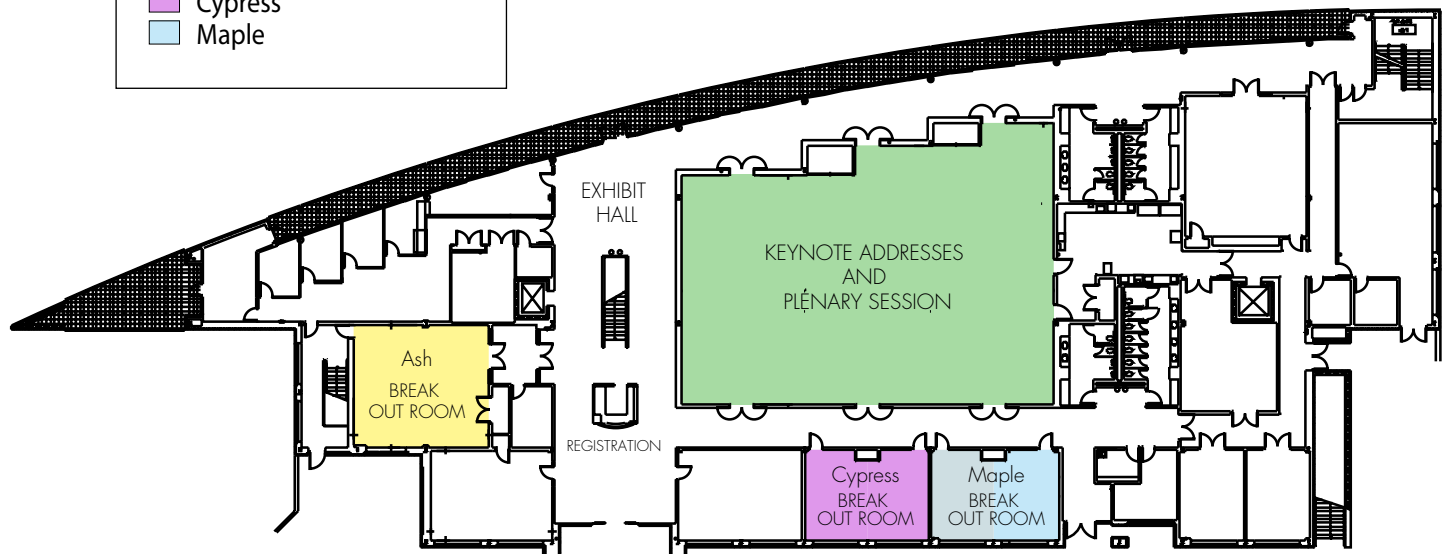
### Registraton

Located in main lobby

■ **Keynote Addresses and Plenary Session**

### Breakout Rooms

- Ash
- Cypress
- Maple





# Conference Breakout Sessions and Plenary\*

Below is preliminary information currently available about the sessions.

We have applied for continuing education credits through the American Institute of Certified Planners. Upon approval, AICP members will be eligible for 6 Certification Maintenance (CM) credits by attending this conference.



8:30 – 9:45 a.m.

## Accelerating Opportunity Through Partnerships Opening Keynote: Rip Rapson, CEO Kresge Foundation

Economic opportunity and social mobility are leading issues in all our communities. Rip Rapson will share how the foundation's "American Cities Practice" is using effective and inclusive community development practice to turn communities into accelerators for opportunity – integrating jobs, education, housing, human-serving systems, city services and quality public spaces.

CM | 1.00\*

10:00 – 11:00 a.m.

## Creative Ways to Engage Your Community

Building off the 2017 Peter Kageyama keynote address, how can your residents and businesses express their love for community? Involvement is the first step and communities are using new technologies and a good dose of face-to-face community building to get quick, but meaningful feedback on projects, programs, and controversial topics. Open Streets 704 is a half-day, FUN community building event allowing neighbors to demonstrate the importance of health, the need for more walkable and bikeable streets, and the need for equitable access to active living.

CM | 1.00\*

10:00 – 11:00 a.m.

## Regional Transit – Expanding Mobility for Economic Opportunity

Moving people across the region for jobs, housing, and services is a key economic opportunity and economic development focal point. Learn about CATS' 2030 Plan update and how two major transit systems are working together to develop connections across multiple jurisdictions. Learn about key transit concepts and modes, hear the results of the 2017 region-wide listening tour and transit survey, and learn about next steps towards a regional transit system for the Greater Charlotte region.

CM | 1.00\*

10:00 – 11:00 a.m.

## Fighting the War on Talent

Communities in the Centralina region struggle every day with ensuring that the individuals who live in those communities have the skills, education, and talent to be successfully employed. Likewise, recruitment of talent by businesses is a puzzle – there are many pieces that are part of a comprehensive strategy. For each of these customers, the Centralina NCWorks Career Center system is one of the pieces of the solution. Centralina Workforce Development Board Director David Hollars and Centralina Workforce Services Project Director Ken McCoy, will provide information on the creative solutions that the Centralina WDB and its local NCWorks Career Centers can provide to help your community retain and grow the talent needed to continue to grow strong.

CM | 1.00\*

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## 11:15 a.m. – 12:15 p.m. **Preparing Your Community for Autonomous and Connected Vehicles**

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While there is disagreement on the timing for a fully autonomous fleet, industry and government leaders do agree that communities should understand the potential impacts of the technology and begin preparations. What are the North Carolina Department of Transportation and other regions doing to prepare for this game-changing technology? Learn about the Greater Charlotte region's Autonomous and Connected Vehicle Roadmap and how new technologies could impact the physical layout of development sites and impact long-standing community revenue sources. **CM | 1.00 \***

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## 11:15 a.m. – 12:15 p.m. **Cyber Security for Local Governments**

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Cybersecurity is too often focused on the latest hack, but this panel is intended to help participants prepare for the cybersecurity issues they will face in years to come. Crafted for decision makers responsible for their IT policies and practices, this session helps you know what questions to ask and the experts that you need to hire. Hear about lessons learned from recent cyberattacks and understand key technology and industry cybersecurity challenges to be expected in the future. Join us to get concrete advice and takeaways on what local governments should be doing to prepare themselves for the next security breach. **CM | 1.00 \***

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## 11:15 a.m. – 12:15 p.m. **Dementia-Friendly Community Planning**

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As our population ages, Alzheimer's disease and related dementias are becoming more prevalent and one in seven persons with dementia lives alone. Communities across the country are experiencing an urgent call to support these individuals and their caregivers by becoming dementia-friendly. North Carolina is one of the last states to develop a mandatory dementia-friendly state-wide plan and early adopters are development best practices for others to follow. Hear why this movement is important and how communities are working across sectors to increase awareness and create places where people can live, age, and thrive. **CM | 1.00 \***

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## 12:15 – 1:45 p.m. **Is There Room for Politeness in Politics?** **Luncheon Keynote: Leslie Winner and John Hood**

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In an era of partisan divisiveness, is there room for politeness in politics? John Hood and Leslie Winner have opposing political views, but they are leading an innovative effort to get leaders in North Carolina to reach across the political aisle, changing the political discourse. The two co-chair the North Carolina Leadership Forum (NCLF), which brings together North Carolina civic, business, and political leaders from across the political spectrum to engage in thoughtful dialogue and attempt to find common ground on political issues. **CM | 1.00 \***

---

## 2:00 – 3:00 p.m. **Air Quality After Attainment – What's Next?**

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The Charlotte region currently meets all regulatory, health-based air quality standards. So where does this leave air quality efforts? During this interactive session, participants will learn more about primary sources of air pollution and how local efforts can lead to cleaner air. Participants will then work in small groups to prioritize strategies from the CONNECT Our Future project and other stakeholder initiatives that reduce air pollution. Your input will be used to create the region's Path Forward, a plan for how our region will maintain and further improve our local air quality. **CM | 1.00 \***



2:00 – 3:00 p.m.

## Getting to an Inclusive, Regional Economic Development Strategy

The economic development landscape is changing in the era of the Amazon HQ2 proposal and Amazon's criteria for "winning" communities and regions. What have we learned from this experience and how can this region collaborate for future economic opportunities? What strategies can your community implement from the 2017-2022 Prosperity for Greater Charlotte report and how can we forge stronger economic ties between the economically robust urban core and rural communities at risk of being left behind?

2:00 – 3:00 p.m.

## Winning at Social Media

Has your local government embraced social media? If not, or if with some hesitation, this session is for you. Speakers will provide the foundation for why having a social media presence, when done with some best practices in mind, is more important than ever. Additionally, you will learn what the incorporation of social media into your communications strategy looks like, such as selecting the number and type of platforms to use, when social media is/is not your best option to address real world scenarios your community may face, and specific tactics for crisis management through social media platforms based on real world experience. Takeaways will also include the importance of telling your community's story via social media, how to handle internet "trolls," and the strategic value of online messaging when growing and strengthening your community brand.

CM | 1.00

3:15 – 4:00 p.m.

## Transportation: Remaining Globally Competitive

Transportation choice was identified as a top priority in the CONNECT Our Future process and continues to be an ever-evolving topic in the greater Charlotte region. What regional systems need to be in place to ensure that we remain globally competitive while providing quality of life to our residents? A prestigious panel of federal, state, and local officials weigh in on these issues and the future of transportation in our region.

CM | 1.00 \*

**MODERATOR:** Mike Holder, PE, VP Transportation Services, Gannett Fleming

### PANELISTS:

- Jim Ray, Special Advisor to the Secretary for Infrastructure, USDOT, Federal Highway Administration (FHWA)
- Representative John A. Torbett, District 108, NC General Assembly
- Tony Lathrop, At Large Member, NCDOT Board of Transportation
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Centralina Council of Governments

## **Item 8**





## Board Agenda Item Cover Sheet

|   |   |                                  |  |  |                 |   |
|---|---|----------------------------------|--|--|-----------------|---|
| <b>Board Meeting Date:</b>  | March 14, 2018                                | <b>Agenda Item Type:</b>         | <b>Consent:</b>  |  | <b>Regular:</b> | X |
| <b>Submitting Person:</b>   | Kelly Weston                                  | <b>Presentation Time (est.):</b> | 5 minutes  |  |                 |   |
| <b>Presenter at meeting:</b>  | Martha Sue Hall                               | <b>Phone Number/Ext:</b>         |  |  |                 |   |
|   |   | <b>Email:</b>                    |  |  |                 |   |
| <b>Alternate Contact Person:</b>  | Kelly Weston                                  | <b>Phone Number/Ext:</b>         | 704-348-2728   |  |                 |   |
|   |   | <b>Email:</b>                    | <a href="mailto:kweston@centralina.org">kweston@centralina.org</a> |  |                 |   |
| <b>Submitting Department:</b>   | <b>General Government</b>                     | <b>Department Head Approval:</b> | Ron Smith  |  |                 |   |
| <b>Board Expectation: (required action or responsibility expected from Board members)</b>   |   |                                  |  |  |                 |   |
| Receive an update on the CCOG 50 <sup>th</sup> anniversary.   |   |                                  |  |  |                 |   |
| <b>Description of Agenda Item:</b>  |   |                                  |  |  |                 |   |
| The Executive Board will receive a brief report on the CCOG 50 <sup>th</sup> anniversary celebration schedule and marketing and communication efforts to highlight each county within the region.   |   |                                  |  |  |                 |   |
| <b>Background &amp; Basis of Recommendations:</b>   |   |                                  |  |  |                 |   |
| 2018 marks the 50 <sup>th</sup> anniversary of the passage of federal legislation establishing Regional Councils of Government. CCOG kicked off the year-long celebration at the February 7, 2018 Board of Delegates with special guest speaker and CCOG's first Board of Delegates Chair, Former NC Governor Jim Martin. |   |                                  |  |  |                 |   |
| CCOG will highlight one county in the region per month through a marketing and communications plan that is designed to tell the stories of those communities and their collaboration with CCOG over the years.  |   |                                  |  |  |                 |   |
| <b>Action / Recommendation:</b>   |   |                                  |  |  |                 |   |
| Receive as information.   |   |                                  |  |  |                 |   |
| <b>Time Sensitivity (none or explain):</b>  | None.   |                                  |  |  |                 |   |
| <b>Budget Impact (if applicable):</b>   | None.   |                                  |  |  |                 |   |
| <b>List of Attachments (if any):</b>  | Updated 50 <sup>th</sup> Celebration Timeline |                                  |  |  |                 |   |



Centralina Council of Governments

### 50<sup>th</sup> Anniversary Celebration Timeline

| Date                          | Activity  |
|-------------------------------|---|
| February 7, 2018              | <ul style="list-style-type: none"> <li>• Celebration Kickoff at Board of Delegates Annual Meeting at the CCOG office</li> </ul>   |
| March 2018                    | <ul style="list-style-type: none"> <li>• Highlight county #1 – Anson</li> </ul>   |
| April 2018                    | <ul style="list-style-type: none"> <li>• Highlight county #2 – Iredell</li> </ul>   |
| May 2018                      | <ul style="list-style-type: none"> <li>• Highlight county #3 – Mecklenburg</li> <li>• Highlight counties 1-3 (Anson, Iredell, Mecklenburg) at May Board of Delegates meeting               <ul style="list-style-type: none"> <li>○ Possible meeting location: Levine Senior Center – Matthews</li> </ul> </li> </ul>         |
| June 2018                     | <ul style="list-style-type: none"> <li>• Highlight county #4 – Union</li> </ul>   |
| July 2018                     | <ul style="list-style-type: none"> <li>• Highlight county #5 – Rowan</li> </ul>   |
| August 2018                   | <ul style="list-style-type: none"> <li>• Highlight county #6 – Gaston</li> <li>• Highlight counties 4-6 (Union, Rowan, Gaston) at August Board of Delegates meeting               <ul style="list-style-type: none"> <li>○ Possible meeting locations: Gastonia Conference Center, Mt. Holly City Hall</li> </ul> </li> </ul> |
| September 2018                | <ul style="list-style-type: none"> <li>• Highlight counties #7 – Lincoln</li> </ul>   |
| October 2018                  | <ul style="list-style-type: none"> <li>• Highlight county #8 – Cabarrus</li> <li>• Highlight counties 7-9 (Lincoln, Cabarrus, Stanly) at October Board of Delegates meeting               <ul style="list-style-type: none"> <li>○ Possible meeting locations: Concord, Kannapolis City Hall</li> </ul> </li> </ul>           |
| November 2018                 | <ul style="list-style-type: none"> <li>• Highlight county #9 – Stanly</li> </ul>  |
| November 30 / December 1 2018 | <ul style="list-style-type: none"> <li>• Big Event</li> </ul>   |