



**Executive Board Minutes
March 14, 2018**

Officers Present	Delegates Present	Delegates Not Present	Centralina Staff
Bill Feather, Chair	Larken Egleston Martha Sue Hall Michael Johnson Jay McCosh Brent Moser Nick Walsh	Frank Aikmus Bobby Compton, Vice Chair John Crump Trevor Fuller Gene Houpe Bill Lawhon, Treasurer Martin Oakes Tim Smith Lynn Shue Jarvis Woodburn, Secretary Ronnie Worley	Katie Kutcher Debi Lee Mike Manis Natasha Pender Ron Smith Marsha Sutton Kelly Weston Venecia White <i>Guests</i> Leslie Mozingo Dan Sample

Call to Order

Chairman Bill Feather, Town of Granite Quarry, called the meeting to order. He noted that a quorum was not present.

Ron Smith, Executive Director, explained that several of the Board’s County Commissioners were attending a meeting at the White House. He noted that because a quorum was not present, the Executive Board will receive all of the agenda items as information only. He added that the Consent Agenda cannot be adopted as presented.

Amendments to the Agenda

There were no amendments to the agenda.

Consent Items

- 1. FY2017-2018 Budget Amendment**
- 2. CCOG Personnel Manual Updates**
- 3. Approval of the January 10, 2018 Executive Board Meeting Minutes**

Chairman Feather explained that the Executive Board will consider these items at its next meeting.

4. Federal Relations Update

Leslie Mozingo, Strategies Consulting, explained that the Executive Board will have an opportunity to renew the contract for federal advocacy at its April meeting. She reported that she has been working on advocacy efforts on behalf of CCOG at the Regional Conference of Mayors, National Association of Counties, and National League of Cities meetings in Washington, DC. She added that elected officials from Mooresville, Salisbury, and Cabarrus County attended meetings on Capitol Hill. She distributed 25 briefing

packets containing talking points and information on regional initiatives to federal representatives, adding that the packets help in getting CCOG's message out in a strong way. She also reported that the next edition of CCOG Grants News and Grants Forecast will be distributed soon.

5. Federal Opportunity Zones

Mike Manis, Community and Economic Development Director, presented an overview of the Opportunity Zone program. He explained that the federal program originated through the Tax Cuts and Jobs Act passed in December. The program provides tax incentives for investments in low-income communities by the investors selling property that can defer capital gains taxes into a qualified opportunity fund entity. Each state's governor can elect up to 25% of their qualifying census tracts as Opportunity Zones. North Carolina can have up to 250 census tracts, so the Governor's Office is working with NC Commerce to nominate the tracts.

In response to questions from Mayor Pro Tem Martha Sue Hall, City of Albemarle, Mr. Manis explained that in selecting the Opportunity Zones, the state will identify census tracts in locations that are likely to attract private investors. As an example, he noted that in the City of Kannapolis, three of the community's seven low-income census tracts, including parts of the downtown area, could be eligible for the program.

Council Member Michael Johnson, City of Statesville, noted that the program increases the tax base in entitled areas.

Mr. Manis added that the deadline for submitting Opportunity Zone nominations to the state is March 27th.

6. Job Profiling Report

Natasha Pender, Senior Employment Program Manager, presented an overview of CCOG's job profiling services. She explained the service uses ACT's work key assessments to address skill gaps and ensure that employers are able to hire and retain employees. The assessments help employees gain credentials that they can take to other employers to show they have the necessary soft skills for the jobs they are seeking. Ms. Pender further explained that in the profiling process, she observes a job, meets with focus groups, and prepares a validity report that the employer can use for hiring, retention, and training. She added that ACT is behind the Work Ready Communities program. These communities have access to workforce data, processes, and tools that drive economic growth. In the Centralina region, Gaston, Iredell, and Lincoln Counties are certified Work Ready Communities. She noted that Cabarrus, Rowan, and Union Counties have task forces that are working on Work Ready certification. Ms. Pender further noted that CCOG provides job profiling along with other human resources offerings such as assessment centers.

7. CCOG Conference Update

Kelly Weston, Clerk to the Board, presented a brief overview of the CCOG Conference schedule. She noted that early registration ends on March 26th. After that date, the government/non-profit rate will increase from \$99 to \$125. She also noted that the attendance goal for this year is 200 paid registrants, adding that reaching this goal will make for a rich experience for attendees. She distributed a copy of the list of event registrants to date.

In response to a question from Council Member Larken Egleston, City of Charlotte, Chair Feather noted that the Executive Board should encourage other elected officials and members of the private sector to attend the Conference.

Mr. Smith added that he has emailed the City, Town, and County Managers in the region asking them to encourage their elected officials, staff, and planning board members to attend. He also noted that having 200 attendees will help the Conference's sponsorship efforts in future years.

Ms. Weston noted a few ways the Executive Board can help increase Conference attendance. First, Board members can give CCOG staff permission to register them for the event and invoice their community. Second, if they have already registered, Board members can commit to registering one guest from their community. Third, if they will not be able to attend the Conference, Board members can commit to sending another elected official from their community on their behalf. Fourth, they can present the Conference to their elected board. Lastly, they can forward Conference email notices to their network of leaders in the public and private sectors. Ms. Weston also noted that to date, CCOG has received \$17,200 in confirmed sponsorship commitments from 13 sponsors. The sponsorship goal for 2018 is \$35,000.

8. 50th Anniversary Update

Mayor Pro Tem Hall reported that Mr. Smith presented a proclamation to the Anson County Board of Commissioners on March 6th. She noted that CCOG will highlight Iredell County in April instead of Rowan County, which will be highlighted later in the year. She also reported that the staff planning committee has decided to hold the Region of Excellence Awards ceremony as a stand-alone luncheon on November 30th. The event will feature new award categories that celebrate community projects from the past 50 years. The 50th Anniversary Advisory Committee will meet between now and May to discuss plans for the event.

9. CCOG Attorney Update

Mr. Smith reported that he has talked to CCOG attorney Bill McNair about his future plans, and Mr. McNair has indicated that he intends to retire soon. Mr. Smith will talk to David Hood, attorney for Western Piedmont COG, and look into other attorneys. He asked for the Executive Board's feedback, adding that he will bring an update to the Board at a future meeting.

Mayor Pro Tem Hall noted that Mr. Hood will have knowledge of COG operations. She expressed concern about working with an attorney outside of the region.

Council Member Johnson noted that one drawback of working with Mr. Hood is that he had indicated that he would not attend CCOG meetings.

The Executive Board members provided names of other attorneys for Mr. Smith to contact.

In response to a question from Mayor Pro Tem Hall, Debi Lee, Assistant Director of Aging Programs, explained that the Ombudsman program is required to have an attorney on retainer. The annual cost is \$800 per year.

Mr. Smith presented the Executive Board with a copy of CCOG's legal fees since 2013.

Chair Feather and Council Member Johnson noted that the \$96,000 in legal fees in 2013 was due to the CabAire litigation and provided some history on the case.

Comments from the Executive Board

Mayor Pro Tem Hall thanked Mr. Smith for attending the Stanly County COG meeting on February 27th.

Comments from the Chair

Chair Feather reported that CCOG, in partnership with the Metropolitan Transit Commission, will host a regional transit summit on May 17th at UNC Charlotte.

He also reported that the Centralina Area Agency on Aging will hold its Annual Aging Conference on Thursday, October 25th at Friendship Missionary Baptist Church in Charlotte.

Comments from the Executive Director

Mr. Smith reported that the proclamation for Anson County was well-received at the Board of County Commissioners meeting. He added that instead of presenting the Rowan County proclamation to the Board of County Commissioners, he will deliver the proclamation to the County Manager per the Manager's request.

He reported that he attended an NCDOT Board of Transportation event last week where Jessica Hill, Assistant Planning Director, gave a presentation on regional freight and Jason Wager, Planning Program Supervisor—Sustainability, gave a presentation on autonomous connected vehicles. He added that representatives from the City of Concord attended the event and he is working on cultivating a relationship with them.

Mr. Smith also reported that he received a letter and resolution from Indian Trail expressing the town's intent to withdraw its membership from CCOG. He added that he is working with staff on the best way to communicate the organization's value to its members.

Adjournment

With no further business to be discussed, Chair Feather adjourned the meeting at 7:59 p.m.