



The Executive Board Agenda

Wednesday, January 13, 2016
Centralina Council of Governments
525 North Tryon Street, 12th Floor
Charlotte, NC 28202

Chairman Michael Johnson will convene a meeting of the Centralina COG Board of Delegates on Wednesday, January 13, 2016. 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 12th floor of the 525 North Tryon Street building.

Time	Item	Presenter
6:00 p.m.	Dinner Please RSVP to Kelly Weston at kweston@centralina.org or (704) 348-2728 by 12:00 p.m. on Monday, January 11 so that catering can be arranged.	Kelly Weston
6:30 p.m.	Call to Order, Welcome & Declaration of Quorum	Michael Johnson
	Amendments to the Agenda (if any)	Michael Johnson
Consent Items: <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. Item 1 Pages 4 - 7	Approval of the November 17, 2015 Executive Board Meeting Minutes The minutes of the November 17, 2015 meeting have been distributed to all members of the Executive Board and should be approved if correct. Action/Recommendation: <i>I move to approve the November 17, 2015 Executive Board Meeting minutes.</i>	Michael Johnson
Regular Business Items:		
6:40 p.m. Item 2 5 minutes Pages 8 - 10	Preliminary Budget Report The Board Treasurer and Finance Director will present an annual budget proposal for Fiscal Year 2016-2017 for the Board's approval in May 2015 when the Council will have more definitive information. It will also reflect any other further direction provided by the Board. To comply with the charter, however, Management is submitting a Fiscal Year 2016-2017 placeholder budget for approval in January 2016. Management is requesting the Executive Board's recommendation to approve this proposed budget to the Board of Delegates. Action/Recommendation: <i>I move to recommend to the Board of Delegates the Fiscal Year 2016-2017 Centralina COG annual operating budget ordinance proposal in the amount of \$5,062,901 for adoption.</i>	Marsha Sutton
6:45 p.m. Item 3 10 minutes Pages 11 - 17	Critical Signal Technologies Contract Review Offered at a reduced rate to members of the National Association of Area Agencies on Aging (n4A), "carenect" is a monitoring service or personal emergency response system (PERS) for older and disabled adults provided by Critical Signal Technologies, Inc. Carenect enables more cost-effective care for clients, while providing Area Agencies on Aging (AAAs) with an easy and efficient way to start a private pay program. The purpose of this presentation is to provide an overview of this potential new service that the Centralina Area Agency on Aging wants to offer throughout the nine county region, and provide an opportunity for Board discussion of pros/cons of this new service, as well as seek support to sign the contract. Action/Recommendation: <i>I move that the Executive Director be authorized to negotiate and execute a contract with CST for a license to market CST's Carenect equipment and services within the Centralina region provided that such contract first have legal approval-as-to-form.</i>	Linda Miller

The Executive Board Agenda

<p>6:55 p.m. Item 4 10 minutes Pages 18 - 19</p>	<p>Strategic Planning Initiatives Report This item is intended to guide discussion regarding 2016 Strategic Board initiatives. The past year has focused on continuation of efforts to build regional growth framework and strategies to support member communities' efforts in job and economic growth, controlling cost of government and improving quality of life. These efforts have received significant support and recognition within our region, state and nationally. We have developed systems and products which help enable our communities to compete. The challenge for the next year is to sustain that effort, especially in light of limitations of state and federal funding and the need to capitalize in the financial investments made by Centralina in developing our regional framework and strategies.</p> <p>Action/Recommendation: <i>Discuss and refine strategic initiatives. Identify interest for separate strategic planning session to refine these initiatives or develop implementation plans.</i></p> <p><i>Motion to approve 2016 strategic initiatives as approved and direct the officers to prepare an implementation plan with specific assignments for Executive Board members.</i></p>	<p>Jim Prosser</p>
<p>7:05 p.m. Item 5 10 minutes Pages 20 - 24</p>	<p>Federal Relations Action Plan Update CCOG staff will:</p> <ol style="list-style-type: none"> 1. Present a report on recent federal relations activities; 2. Share information about ways CCOG Board members may be asked to help communicate with our region's Congressional Delegation and request feedback on this topic; and 3. Ask Board members to commit to participating in such communications about the value of certain federally-funded programs to our region in preparation for Congressional hearings on appropriations in March 2016. <p>Action/Recommendation: <i>I move that the Status Report be accepted, and that staff and Strategic Consulting be directed to work with Executive Board members and other CCOG Delegates to (a) identify CCOG Delegates willing to act as local elected liaisons to a specific elected member of the Congressional Delegation, and (b) prepare specific materials and coaching for the CCOG liaisons with respect to the anticipated federal appropriations hearings.</i></p>	<p>Vicki Bott</p>
<p>7:15 p.m. Item 6 20 minutes Pages 25 - 27</p>	<p>Private-Sector Fundraising Update CCOG staff will:</p> <ol style="list-style-type: none"> 1. Present a report on philanthropic fundraising activities to implement the Philanthropic Strategic Plan prepared under CCOG's contract with consultant Jennifer Nichols; 2. Ask for Board approval of related contractual matters, contingent upon agreement by the Trustees of the Centralina Foundation. <p>Action/Recommendation: <i>I move that the Status Report be accepted, and contingent upon agreement by Centralina Foundation, that:</i></p> <ol style="list-style-type: none"> (a) <i>the existing contract with Jennifer Nichols be amended to a) treat it as a subcontract under CCOG's contract with Centralina Foundation, and b) extend its term through June 30, 2016; and,</i> (b) <i>CCOG staff be directed to prepare an amended contract with Centralina Foundation for CCOG services specific to subcontracting with Jennifer</i> 	<p>Vicki Bott</p>

The Executive Board Agenda

	<i>Nichols and providing program management of the four regional initiatives. I further move that, should Centralina Foundation not agree by the end of January 2016 to assume responsibility for Jennifer Nichols' contract, that CCOG extend that contract for five months at a cost to CCOG of \$1,000 per month.</i>	
7:35 p.m. Item 7 5 minutes Page 28	Proposal to Establish Ad Hoc Community Advisory Committee Consider proposal to establish an Ad Hoc Community Advisory Committee for the purpose of providing insights into regional policy issues and coordinating fundraising efforts in support of Centralina Council of Government programs and activities. Action/Recommendation: <i>Motion to support establishment of an Ad Hoc Community Advisory Committee.</i>	Michael Johnson
7:40 p.m. Item 8 5 minutes Pages 29 - 31	2015 CCOG Conference Report Staff will present a report on the 2015 CCOG Conference program content, attendance, finances, and attendee feedback. Staff will also seek direction from the Executive Board on proceeding with plans to hold the 2016 Conference. Action/Recommendation: <i>Motion directing staff to proceed with holding the 2016 CCOG Regional Conference on December 8, 2016.</i>	Kelly Weston
7:45 p.m. Item 9 5 minutes Pages 32 - 33	Building Committee Report Staff will present a progress report for Centralina office space options. Action/Recommendation: <i>Review and affirm broker selection, if appropriate.</i>	Jim Prosser
7:50 p.m. Item 10 5 minutes Page 34	Nominating Committee Update Each year, the Executive Board forms a three-member Nominating Committee to select a slate of Officers to serve on the Executive Board. The Committee will provide an update on its activities in advance of the February Board of Delegates meeting. Action/Recommendation: <i>Receive as information.</i>	Jarvis Woodburn, Bobby Compton, and Martha Sue Hall
7:55 p.m. 10 minutes	Comments from the Executive Board	Board Members
8:05 p.m. 5 minutes	Comments from the Chair	Michael Johnson
8:10 p.m. 5 minutes	Comments from the Executive Director	Jim Prosser
8:15 p.m.	Adjournment	Michael Johnson

Centralina Council of Governments complies with the Americans with Disabilities Act (ADA), which prohibits discrimination on the basis of disability. Centralina Council of Governments will make reasonable accommodations in all programs/services to enable participation by an individual with a disability who meets essential eligibility requirements. Centralina Council of Governments' programs will be available in the most integrated setting for each individual. If any accommodations are necessary for participation, please contact the Clerk to the Board, 525 North Tryon Street, 12th Floor, Charlotte, NC 28202, phone (704) 348-2728. Please allow 72 hours advance notice for preparation. Visit our website: www.centralina.org.



Centralina Council of Governments

Item 1



Executive Board Minutes

November 17, 2015

Officers Present	Delegates Present	Delegates Not Present	Centralina Staff
Sarah McAulay, Vice-Chair Patsy Kinsey, Secretary	Bobby Compton Bill Deter Martin Oakes Jarvis Woodburn	Michael Johnson, Chair Bill Feather, Treasurer Joe Carpenter Will Cauthen Warren Chapman George Dunlap Martha Sue Hall Gene McIntyre Devin Rhyne Jerry Simpson	Jim Prosser Debi Lee Linda Miller Michelle Nance Kelly Weston Venecia White

Call to Order and Welcome

Vice Chair Sarah McAulay, Town of Huntersville, called the meeting to order. She noted that Chairman Michael Johnson, City of Statesville, was out of town.

Amendments to the Agenda

There were no amendments to the agenda.

Consent Items

Vice Chair McAulay read the Consent Agenda as follows:

1. Approval of the September 9, 2015 Executive Board Meeting Minutes

Secretary Patsy Kinsey, City of Charlotte, made a motion to approve the Consent Agenda. Commissioner Jarvis Woodburn, Anson County, seconded the motion and it was carried unanimously.

2. CONNECT Presentation Proposal

Michelle Nance, Planning Director, presented a communication proposal for making CONNECT Toolkit presentations to 68 member and non-member local governments in the region. She noted that the cost to give the presentations would total \$16,048. She further noted that staff is trying to include the CONNECT presentations in grant funding requests.

Jim Prosser, Executive Director, added that staff will train interns to give the presentations. He noted that Chairman Johnson has suggested focusing presentations on non-member communities such as Cabarrus and Rowan Counties, Kannapolis, and Concord.

Vice Chair McAulay suggested enlisting the assistance of other members of the Board of Delegates in identifying locations for the presentations.

Mayor Bill Deter, Town of Weddington, suggested consolidating presentations in areas with multiple small communities in close proximity to one another.

Commissioner Bobby Compton, Town of Mooresville, suggested sending an email blast to local governments with background information about the previous CONNECT presentations and plans for future presentations.

3. Municipal Member Representation Strategy

Mr. Prosser noted that staff was asked to help identify different approaches that can help the Board of Delegates reach quorum at future meetings. He added that staff is seeking the Executive Board's input on identifying elected officials who could serve as active Delegates and regularly attend Board of Delegates meetings.

Vice Chair McAulay suggested holding one to two Board of Delegates meetings per year instead of four, adding that subcommittees of Delegates could meet during the remainder of the year. She also suggested dividing the Board into regions.

Secretary Kinsey suggested holding meetings in different parts of the region to increase attendance.

In response to Mayor Deter's question, Kelly Weston, Clerk to the Board, noted that Delegates have not cited meeting location as a factor that prohibits them from attending meetings.

Commissioner Woodburn stated that he will contact the Mayor of Wadesboro about attending meetings and the new Mayors from Ansonville and Morven about serving as Delegates.

Vice Chair McAulay requested that staff notify the Clerks of vacant Delegate seats in their communities.

Mr. Prosser asked that one Executive Board member from each county review the 2015 Board of Delegates Meeting Attendance Record included in the agenda packet and identify and contact potential Delegate candidates.

4. 2015 CCOG Conference Report

Vice Chair McAulay reported that the 2015 Conference program will include three Innovation Cafés facilitated by keynote speaker Dr. James Johnson that will explore the impact of changing community demographics, identify barriers and challenges, and uncover opportunities and potential strategies.

She also reported that 161 individuals have registered for the Conference. These registrants include elected officials and staff from local governments across the Centralina region. There are also registrants representing other Councils of Government and Regional Planning Organizations, local Chambers of Commerce and Housing Authorities, colleges and universities in North and South Carolina, and area non-profit organizations. She added that 16 sponsors have committed a total of \$8,200 for the Conference.

Ms. Weston noted that staff has researched potential scheduling conflicts for the 2016 Conference and proposes selecting either December 1, 2016 or December 8, 2016 as next year's date.

Secretary Kinsey made a motion to select December 8, 2016 as the date for the 2016 CCOG Regional Conference. Commissioner Compton seconded the motion and it was carried unanimously.

5. Nominating Committee Update

Commissioner Woodburn reported that the Nominating Committee is in the process of developing a slate of officers to serve on the Executive Board. The recommendations are: Michael Johnson for Chair, Patsy Kinsey for Vice Chair, and Bill Feather for Treasurer. The Committee is considering a candidate for Secretary and will present its report at the Board's next meeting.

Commissioner Compton noted that the Committee is examining committed meeting attendance among Delegates while considering a nominee for Secretary.

6. Recognition of Outgoing Executive Board Members

Mr. Prosser recognized Secretary Kinsey who read aloud honorary resolutions for the late Mayor Lyndell Ingram, Town of Ansonville, and for Vice Chair McAulay.

Vice Chair McAulay expressed her appreciation for the resolution, adding that it has been a joy to serve with the Board members and to work with CCOG staff.

Comments from the Executive Board

There were no comments from the Executive Board.

Comments from the Vice Chair

Vice Chair McAulay reported that over 400 attendees and 40 exhibitors participated in the Centralina Area Agency on Aging's 16th annual conference on October 30th. This year's theme was "Aging in Action."

On November 5th, Centralina Workforce Development and its partners hosted the Allied Healthcare Summit to examine current workforce and patient care training trends in the healthcare industry.

The Planning Department received a grant to implement four CONNECT tools, including public engagement, bike and walk audits, park access audits, and an exploration of potential shared use facilities available to encourage physical activity. The work will focus on areas of high health disparity in Mecklenburg County.

Victoria Rittenhouse, Community and Economic Development Assistant Director, was instrumental in detecting and resolving a problem with Community Development Block Grant funding allotment from the U.S. Department of Housing and Urban Development for the Town of Matthews.

Comments from the Executive Director

Mr. Prosser reported that staff will revisit the Board Communication Committee next year and asked the Executive Board members to contact staff if they are interested in serving on the Committee.

He noted that fundraising consultant Jennifer Nichols has suggested directing fundraising attention to the Centralina Foundation. She is helping staff re-brand the Foundation's work and recommends identifying non-Executive Board officers to serve as Trustees.

Mr. Prosser also noted that the American Planning Association is providing \$140,000 in grant funding for the Centralina Health Solutions Coalition for work in Mecklenburg County. He added that the project can be replicated in other counties if grant funding is available. He further noted that the Area Agency on Aging and the Planning Department have rebranded existing products and services under the name Center for Healthy and Lifelong Communities.

He reported that the recent Federal Highway Administration Freight Peer Exchange was successful and had broad-based representation from the region, including the Cabarrus-Rowan Metropolitan Planning Organization, which is now financially contributing to the Regional Freight Plan.

He also noted that staff had a positive meeting with the new Executive Director of the Charlotte Area Transit System on the Innovation Corridors initiative. He added that next steps will involve securing funding for planning work and initiating attitude surveys.

Mr. Prosser thanked the Executive Board members for investing their support, time, and interest in CCOG.

Adjournment

With no further business to be discussed, Vice Chair McAulay adjourned the meeting at 7:25 p.m.

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Centralina Council of Governments

Item 2



Board Agenda Item Cover Sheet

Board Meeting Date:	January 13, 2016	Agenda Item Type:	Consent:	Regular:	X
Submitting Person:	Marsha Sutton	Presentation Time (est.):	5 minutes		
Presenter at meeting:	Marsha Sutton	Phone Number/Ext:	704-348-2716		
		Email:	msutton@centralina.org		
Alternate Contact Person:	Jim Prosser	Phone Number/Ext:	704-348-2703		
		Email:	jprosser@centralina.org		
Submitting Department:	Finance	Department Head Approval:			
Board Expectation: (required action or responsibility expected from Board members)					
The required action from the Executive Board members is a recommendation for approval to the Board of Delegates of the Centralina COG Annual Operating Budget Ordinance in the amount of \$5,062,901 for the Fiscal Year 2016-2017.					
Description of Agenda Item:					
<p>The Board Treasurer and Finance Director will present an annual budget proposal for Fiscal Year 2016-2017 for the Board's approval in May 2015 when the Council will have more definitive information. It will also reflect any other further direction provided by the Board.</p> <p>To comply with the charter, however, Management is submitting a Fiscal Year 2016-2017 placeholder budget for approval in January 2016. Management is requesting the Executive Board's recommendation to approve this proposed budget to the Board of Delegates.</p>					
Background & Basis of Recommendations:					
In Item IX Financial, D of the Charter Resolution, the budget for the Council must be adopted by the Council no later than April 15 th of each year. The Board of Delegates meets in February and then again in May, so the adoption must occur prior to or at the February 2016 meeting to comply with the Charter.					
Action / Recommendation:					
I move to recommend to the Board of Delegates the Fiscal Year 2016-2017 Centralina COG annual operating budget ordinance proposal in the amount of \$5,062,901 for adoption.					
Time Sensitivity (none or explain):	As noted.				
Budget Impact (if applicable):	As noted.				
List of Attachments (if any):	Fiscal Year 2016-2017 Budget Proposal				

Fiscal Year 2016 - 2017 Proposed Annual Budget Ordinance

ANTICIPATED REVENUES	FY2014-2015 Unaudited Final Budget	FY2014-2015 Unaudited Actuals	FY2015-2016 Adopted Budget	FY2016-2017 Proposed Budget
Program Revenues				
Federal and State Grants	5,155,871	4,334,426	3,589,535	3,589,535
Technical Assistance Projects	432,357	361,293	421,943	421,943
Contracts	18,000	-	19,947	19,947
Program Revenue	262,899	136,406	252,224	252,224
Total Program Revenue	5,869,127	4,832,125	4,283,649	4,283,649
Other Revenues				
Member Dues Support	726,252	749,226	726,252	726,252
Interest Revenue	3,000	284,922	3,000	3,000
Sales Revenue	95,000	-	50,000	50,000
Total Other Revenues	824,252	1,034,148	779,252	779,252
TOTAL ANTICIPATED REVENUES	6,693,379	5,866,273	5,062,901	5,062,901
EXPENSE APPROPRIATIONS				
Board and Executive Committee	197,123	191,428	232,123	232,123
General Governance	1,595,432	1,699,911	1,477,238	1,477,238
CONNECT Sustainable Communities Initiative	1,238,913	1,117,057	-	-
Information Technology Division	201,558	64,212	219,456	219,456
Community and Economic Development	711,594	676,296	590,349	590,349
Planning Department	938,428	1,003,931	911,341	911,341
Area Agency on Aging	2,304,385	2,274,800	1,968,303	1,968,303
Workforce Development	1,338,785	1,005,833	1,455,349	1,455,349
Indirect Costs Representation	(1,832,839)	(1,713,301)	(1,791,258)	(1,791,258)
TOTAL EXPENSE APPROPRIATIONS	6,693,379	6,320,167	5,062,901	5,062,901
	-	(453,894)	-	-
		Est. Oper Loss**		

**There are two GASB standards that are required to be implemented this year and will create a further deficit

Fiscal Year 2016 -2017 Proposed Grant Projects Budget Proposal

<u>Program</u>	<u>FY2015-2016 Adopted Budget</u>	<u>FY2016-2017 Proposed Budget</u>
Workforce Development		
Adult Services Program Year 2015	1,506,714	-
Dislocated Worker Program Year 2015	1,667,991	-
Youth Services Program Year 2015	1,403,267	-
Adult Services Program Year 2016		1,506,714
Dislocated Worker Program Year 2016		1,667,991
Youth Services Program Year 2016		1,403,267
	<u>4,577,972</u>	<u>4,577,972</u>
Area Agency on Aging		
HCC Block Grant	8,556,735	8,556,735
USDA Supplement	700,000	700,000
Title III-B Legal	76,730	76,730
Family Caregiver	550,968	550,968
Disease Prevention/Health Promotion	45,000	45,000
State Senior Center General Purpose	50,000	50,000
Title V	938,223	938,223
Heat Fan Relief	20,000	20,000
	<u>10,937,656</u>	<u>10,937,656</u>
Total Grant Projects Budget	<u>15,515,628</u>	<u>15,515,628</u>



Centralina Council of Governments

Item 3



Board Agenda Item Cover Sheet

Board Meeting Date:	January 13, 2016	Agenda Item Type:	Consent:	Regular:	X
Submitting Person:	Linda Miller	Presentation Time (est.):	10 minutes with discussion		
Presenter at meeting:	Linda Miller	Phone Number/Ext:	704-348-2712		
		Email:	lmiller@centralina.org		
Alternate Contact Person:	Vicki Bott	Phone Number/Ext:	704-348-2702		
		Email:	vbott@centralina.org		
Submitting Department:	Aging	Department Head Approval:	<i>Linda H. Miller</i>		
Board Expectation: <i>(required action or responsibility expected from Board members)</i>					
Review Critical Signal Technologies (CST) carenect service proposed by Centralina and discuss potential implications for the region. Consider a motion to approve that Centralina enter a contractual relationship with CST.					
Description of Agenda Item:					
Offered at a reduced rate to members of the National Association of Area Agencies on Aging (n4A), “carenect” is a monitoring service or personal emergency reponse system (PERS) for older and disabled adults provided by Critical Signal Technologies, Inc. Carenect enables more cost-effective care for clients, while providing Area Agencies on Aging (AAA) with an easy and efficient way to start a private pay program. The purpose of this presentation is to provide an overview of this potential new service that the Centralina Area Agency on Aging wants to offer throughout the nine county region, and provide opportunity for Board discussion of pros/cons of this new service, as well as seek support to sign the contact.					
Background & Basis of Recommendations:					
<p>As AAAs across the country confront flat and reduced funding, development of new business lines, private pay solutions and funding diversification are essential to maintain and enhance services to the community. Carenect, through a unique partnership between CST and n4a, offers the ability to quickly add a new revenue line for the AAA and help to maintain residents in their homes as they age in their community.</p> <p>Carenect is a personal emergency response and monitoring system which helps to support independence, provide social reassurance, reduce costs by preventing falls and unnecessary emergency room visits, and improve quality of life.</p> <p>Enrolled member AAAs add their own fees to the low carenect private pay prices to create a new and sustainable revenue stream. This program requires no outlay or commitment of COG funds. All equipment is owned by CST, all billing is controlled through CST, and all services and monitoring, except for initial registration and possible installation, is handled through CST. Initially, COG staff time can be covered under other allowable Aging funding sources as well.</p> <p>There are business/legal risks to Centralina associated with this new venture that the Executive Board is asked to weigh against the potential positive benefits and revenue generation. (See Attachemnet 2. Summary of Contract Concerns for review and discussion.)</p> <p>The Executive Committee is asked to support Centralina as they move forward with this new program and authorize the Executive Director to negotiate and execute the CST contract.</p>					



Action / Recommendation:	
<p><i>I move that the Executive Director be authorized to negotiate and execute a contract with CST for a license to market CST's Carenect equipment and services within the Centralina region provided that such contract first have legal approval-as-to-form.</i></p>	
Time Sensitivity (<i>none or explain</i>):	N/A
Budget Impact (<i>if applicable</i>):	<p>No expense budget impacts. There is no prepayment or outlay of funds. Staff time for initial development and marketing of the program is covered under current Aging funding.</p> <p>There is potential for revenue increase, although amounts will depend on number of units and levels of monitoring services purchased by clients through Centralina. Increased revenue and earnings may lead to some tax consequences.</p>
List of Attachments (<i>if any</i>):	<ol style="list-style-type: none"> 1. Carenect Flyer 2. Summary of Contract Concerns



carenect

Your Care Connection

Our Personal Emergency Response System is not just for emergencies...

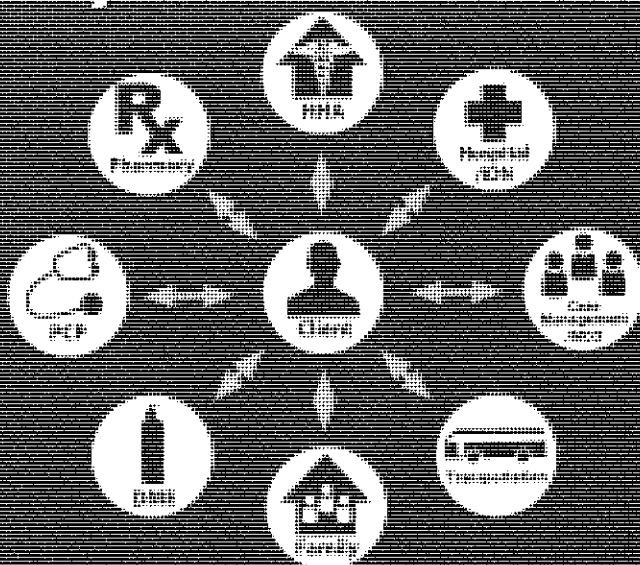
How carenect Benefits Your Clients:

- Helps support independence at home and in the community
- Provides social reassurance
- Prevents unnecessary emergency room visits, unnecessary hospitalizations, frequent physician office visits and premature institutionalization
- Supports knowledge of chronic disease
- Reduces isolation
- Improves quality of life

How carenect Benefits You:

- Cost efficient, low monthly rate
- Clients receive the right care, at the right time, in the right place
- Ongoing monthly communication with clients via CST Care Center
- Increased awareness of client's conditions 24/7
- Detailed client's activity reports illustrating trends, which can be isolated by population or individual clients
- Optional customized branding including greeting, device label and other marketing materials

24/7 connection to all stakeholders



carenect

Is NOT Just for Emergencies:

Their Own

- ✓ Assistance With Prescription Refills
- ✓ Simply Not Feeling Well
- ✓ Feeling Lonely or Want to Talk to Someone
- ✓ Scheduling A Next Doctor's Appointment
- ✓ Arranging Transportation
- ✓ 24/7 Personal Assistant
- ✓ Emergencies
- ✓ For Anything Needed... Yes Anything!



Right Care  Right Time  Right Place



Available for clients with or without traditional landline telephone service

How it Works:



press
press your
help button



connect
care center representative
any time you need them



24/7 help
stay connected

Pulled From Actual Call Interactions

Patient fell tripping on the cord while vacuuming. Automatic fall detection connected patient to CST Care Center. Representative was able to speak with patient via two-way voice and stayed on line with patient as she got up. The family member who lived nearby, was relieved service was in place. If it had been a more serious fall, CST would have been able to streamline assistance even if patient had been unconscious.

- Patient with Michigan Home Health Agency

Patient activated device to verify physician appointment. CST representative confirmed physician appointment and placed reminder note on patient's account. Representative will provide patient with a reminder of upcoming appointment.

- Patient with Managed Care Organization in Florida

Patient activated device and indicated she hears someone breaking into her residence. CST representative immediately dispatched the police. It was in fact an intruder, and the police were able to apprehend suspect. The patient, who was alone in her room, was unharmed in the incident.

- Patient with Florida Managed Care Organization

Patient activated device in need of transportation to his appointment with a specialist. Representative scheduled pickup via partner's preferred transportation provider, and notified patient of pick up time.

- Patient with Hospital Program in Michigan

Patient activated device with questions regarding his absentee ballot for upcoming election. Representative stayed on the line with the patient and assisted him with completing the process.

- Patient with Home Health Agency in Ohio

CST Total Readmission Avoidance 2013

Avoided Readmissions	3,400 +
Total Healthcare Cost Savings	\$48M +

Comparable Home Health Group Stats

% of Census with Avoided Readmissions Each Month	7.1%
Average Total Healthcare Dollar Savings Each Month	\$750K +
Average Total Savings Per Patient for Avoided Readmissions	\$13K +

Emergent Most Frequent Outcomes

Intervention with Patient Contact	49%
Intervention with Nurse	32%

Non-Emergent Frequent Outcomes

Coordinating Patient Services	46%
Social Reassurance	30%

Additional Stats

Times Button Utilized per Month (Avg)	2
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Emergency Room Avoidance • Care Transition • Re-admission Management
Heather Robertson - 855.567.1000 - carenect@CSTLTL.com

CST carenect Contract Concerns:	
Mission and purpose	Being a reseller of goods and services provided by a private-sector entity needs to be examined from the perspective of CCOG's governmental purpose (and/or Centralina Foundation's public charity purpose,) and particularly in light of the proposed sole-source referrals.
Revenue and taxes	Revenue generated from such activities may be taxable.
Legal Risk	<p>The financial risk associated with COG's promoting and marketing of CST's equipment and/or monitoring services should they not function as promised, or malfunction, could be very significant. For example, if a malfunction resulted in a patient fatality or permanent physical damage, and even though CST is agreeing to indemnify CCOG, this will not fully protect CCOG should it be sued for its own alleged role in such event. Further, even if CST alone is sued by a CCOG client/patient, this may expose CCOG to significant damage to its reputation, good will, and credibility with CCOG's stakeholders and clients.</p> <p>What due diligence have we conducted to assess CST's goods/services and their other concerns to include: track record? (e.g., failure rates for the equipment/services, length of time CST's been in business, # of other Authorized Providers, how long have they been re-selling these CST g/s, what has their experience been, have we tested the g/s?)</p> <p>What liability insurance coverage does CCOG currently have and is it adequate for this purpose? If not, what is the annual cost of securing adequate insurance?</p> <p>Would it be helpful to have CAAA conduct this sales/marketing business through a separate non-profit corporation?</p>



Centralina Council of Governments

Item 4



Board Agenda Item Cover Sheet

Board Meeting Date:	January 13, 2016	Agenda Item Type:	Consent:	Regular:	X
Submitting Person:	Jim Prosser	Presentation Time (est.):	10 minutes		
Presenter at meeting:	Jim Prosser	Phone Number/Ext:	(704) 748-2703		
		Email:	jprosser@centralina.org		
Alternate Contact Person:	None	Phone Number/Ext:			
		Email:			
Submitting Department:	Executive	Department Head Approval:			
Board Expectation: <i>(required action or responsibility expected from Board members)</i>					
Strategic Planning Initiatives					
Description of Agenda Item: Development of 2016 strategic Board initiatives.					
Background & Basis of Recommendations:					
<p>This item is intended to guide discussion regarding 2016 Strategic Board initiatives. The past year has focused on continuation of efforts to build regional growth framework and strategies to support member communities' efforts in job and economic growth, controlling cost of government and improving quality of life. These efforts have received significant support and recognition within our region, state and nationally. We have developed systems and products which help enable our communities to compete. The challenge for the next year is to sustain that effort, especially in light of limitations of state and federal funding and the need to capitalize in the financial investments made by Centralina in developing our regional framework and strategies.</p> <p>With this background, the following suggested initiatives are provided:</p> <ol style="list-style-type: none"> 1. Focus on fundraising. The addition of Jennifer Nichols to guide private and philanthropic fundraising has moved rapidly to develop a strong basis to begin funder meetings. There will be a very specific need for our Executive Board to play a key role in these efforts. 2. Recruit new members. Cabarrus and Rowan Counties, and the cities of Kannapolis, Concord and Harrisburg would add approximately \$87,000 - \$144,000 annually. Our Board Members are in the best position to influence the elected leaders from these governments to join Centralina. 3. Retain existing members. We have experienced some membership erosion without clear understanding of why members have withdrawn. Our Board Members are in the best position to meet and develop better means to communicate the value of Centralina to existing members. 4. Promote Centralina services. Centralina has developed a broad spectrum of products and services for individual local government units as well as others serving local governments. Promoting use of these services helps our member communities and generates much needed revenue. 5. Build stronger relationships. Building relationships with our state and federal delegation, member communities and collaborating organizations is essential to achieving our long-term goals. 					
Action / Recommendation:					
<p>Discuss and refine strategic initiatives. Identify interest for separate strategic planning session to refine these initiatives or develop implementation plans.</p> <p><i>Motion to approve 2016 strategic initiatives as approved and direct the officers to prepare an</i></p>					



<i>implementation plan with specific assignments for Executive Board members.</i>	
Time Sensitivity <i>(none or explain):</i>	No specific time sensitivity although this will provide direction for the Board going forward.
Budget Impact <i>(if applicable):</i>	No specific budget impact for the current year. Diversification of revenue sources has been a key objective for several years. In addition, there is a need to replenish fund and cash balances. These initiatives will help achieve that objective.
List of Attachments <i>(if any):</i>	None.



Centralina Council of Governments

Item 5



Board Agenda Item Cover Sheet

Board Meeting Date:	January 13, 2016	Agenda Item Type:	Consent:	Regular:	X
Submitting Person:	Vicki Bott	Presentation Time (est.):	10 minutes		
Presenter at meeting:	Vicki Bott	Phone Number/Ext:	(704) 348-2702		
		Email:	vbott@centralina.org		
Alternate Contact Person:	Jim Prosser	Phone Number/Ext:	(704) 348-2703		
		Email:	jprosser@centralina.org		
Submitting Department:	Grants Development	Department Head Approval:			
Board Expectation: <i>(required action or responsibility expected from Board members)</i>					
<ol style="list-style-type: none"> 1. Receive a report on federal relations activities under the adopted Federal Relations Strategic Plan. 2. Provide feedback on ways Board members may be asked to participate in efforts to communicate with Congressional Delegation members. 3. Consider a request for Board members to undertake specific communication with Congressional Delegation members about federal programs important to our region that need to occur before anticipated March appropriations hearings. 					
Description of Agenda Item:					
<p>CCOG staff will:</p> <ol style="list-style-type: none"> 1. Present a report on recent federal relations activities; 2. Share information about ways CCOG Board members may be asked to help communicate with our region's Congressional Delegation and request feedback on this topic; and 3. Ask Board members to commit to participating in such communications about the value of certain federally-funded programs to our region in preparation for Congressional hearings on appropriations in March 2016. 					
Background & Basis of Recommendations:					
<p>In June 2015, the CCOG Executive Board approved entering into a contract with Strategics Consulting, Inc. to provide consulting services in support of building stronger federal relations for the 12-month period beginning July 1, 2015. In September 2015, the Executive Board approved the Federal Relations Strategic Plan developed by Strategics Consulting and CCOG staff.</p> <p>The Strategic Plan is being implemented through the activities included in the Federal Relations Status Report presented as part of this agenda item. Some of the activities aim at enhancing relations between CCOG Board members (as local government elected officials) and elected members of the Centralina region's Congressional Delegation, while others aim to build working relationships between CCOG staff and Congressional staff. For both sets of relationships, some efforts focus on how CCOG can be a helpful resource to our Congressional Delegation, while others ask them to help CCOG and our region. An example of the former is the newly-launched series of webinars called "Regional Connections", and an example of the latter is the efforts made in November to request "Report Language" for two bills under consideration in Congress.</p> <p>In preparation for the anticipated March 2016 Congressional hearings on appropriations for federal FY2017 (Oct 2016 – Sep 2017), Strategics Consulting is working with CCOG staff to prepare CCOG Delegates for their role in communicating to our Congressional Delegation the value of the federal programs upon which our region relies. Feedback from Executive Board members will be very helpful to ensure effective efforts.</p>					



Action / Recommendation:	
I move that the Status Report be accepted, and that staff and Strategics Consulting be directed to work with Executive Board members and other CCOG Delegates to (a) identify CCOG Delegates willing to act as local elected liaisons to a specific elected member of the Congressional Delegation, and (b) prepare specific materials and coaching for the CCOG liaisons with respect to the anticipated federal appropriations hearings.	
Time Sensitivity (<i>none or explain</i>):	Elected official-to-elected official communications need to take place in January and February well in advance of anticipated March appropriations hearings.
Budget Impact (<i>if applicable</i>):	None.
List of Attachments (<i>if any</i>):	<ul style="list-style-type: none"> • Federal Relations Status Report • CCOG Delegates Building Federal Relations <p><i>Note: Link to Regional Connections webinar series and first webinar recording may be found at www.centralina.org by clicking on “Congressional Delegation” under the Programs & Initiatives heading, or at https://www.youtube.com/watch?v=pqtq5lh0IsA.</i></p>



Federal Relations Status Report

July 1 – December 31, 2015

Completed:

- Assessment & Federal Action Plan development
- First “Report Language Request” (re Transportation Act and Omnibus Appropriations)
- Assisted w/ development of first “Regional Connections” webinar for Congressional Delegation staff (re CCOG & CONNECT)
- Presentations:
 - USDA Workshop presenter
 - CSTC Conference panelist
 - December meeting of Regional City & County Managers
- Communications:
 - CDC funding email campaign
 - E-blast re EDA/White House recognition of CEDS’ best practices
- Coaching/advice re Congressional Members/staff and local events
 - Congress’ August recess Town Hall meetings
 - CCOG e-vehicle charging stations events
 - 2015/2016 Congressional calendars shared
- Regular updates on Congressional action & federal grant competition announcements

Next Steps:

January-March

- Identify Federal Relations champions (CCOG Delegates)
- Develop talking points re March 2016 appropriations hearings
- February Board of Delegates Meeting presentation “Delegates’ Role in Building Federal Relations”
- Assist w/ development of 2nd “Regional Connections” webinar
- Develop Federal Relations/Grants workshops for Spring/Fall 2016
- Assist w/ development of CDBG strategies
- Assist w/ information for January meeting of Regional County Managers
- Monitor: Older Americans Act re-authorization, Water Resources Development Act
- Assess Federal Action Plan and adjust as needed
- Ongoing updates on Congressional action & federal grant competition announcements



GROWING Jobs and Our Economy | CONTROLLING Cost of Government | IMPROVING Quality of Life

CCOG Delegates Building Federal Relations

CCOG is working to develop strong working relationships with our region's Congressional Delegation. As a CCOG Delegate, assisting in this effort will benefit your community and the region by enhancing your Congressional Members' understanding of:

- ◆ the value of our regional collaboration in growing jobs and the economy, controlling cost of government, and improving quality of life; and,
- ◆ how specific federal grant programs and technical assistance are being used by CCOG to benefit your community's residents and businesses.

Delegates may be asked to help in three ways, with support from CCOG staff and federal relations consultant:

1) Local Events -- Meet your Member of Congress at local events when they are home from Washington, DC:

- ◆ 1st meeting: introduce yourself as your jurisdiction's representative on the CCOG Board of Delegates; emphasize the importance of regional collaboration;
- ◆ Subsequent meetings: provide a brief progress update on 1 or more regional initiatives of CCOG, and/or provide a photo op, and/or thank them for supporting CCOG efforts.

CCOG will provide a copy of Congress' current schedule, progress update/thank-you talking points, and reminders of when your delegation members may be home from DC.

2) Trips to DC – Arrange to meet with your Member of Congress when you are planning to be in DC for other business:

- ◆ Purpose(s): If 1st meeting, see above, plus provide a brief progress update on 1 or more regional initiatives of CCOG, and/or request specific assistance for CCOG matter, and/or invite them to tour a local project, and/or thank them for supporting CCOG efforts.

Let CCOG staff/consultant know when you have a trip to DC coming up so we can assist with arranging the meeting. We will confer with you to identify a relevant main purpose for the meeting, and will provide you with talking points in advance.

3) Time-sensitive/Critical Issues – CCOG may from time to time ask you to email or phone your Member of Congress to relay an urgent message on an issue of critical importance to CCOG and the region:

- ◆ All-delegation messages – all CCOG Delegates are asked relay a message within a set timeframe, when the issue warrants attention from the entire Congressional Delegation;
- ◆ Delegate-specific messages – specific CCOG Delegates are asked to relay a message within a set timeframe, when the issue pertains only to a particular Member of Congress representing the CCOG Delegate's jurisdiction, or who sits on a particular Congressional Committee.

CCOG staff/consultant will send an email notice requesting CCOG Delegate action, along with the suggested message text to be given to Members of Congress.

*CCOG staff/consultant contacts: Vicki Bott (vbott@centralina.org) or Leslie Mozingo (leslie@strategics.com)
Please see over for a table of our Congressional Delegation aligned with CCOG Delegates' jurisdictions.*



Centralina Region's U.S. Congressional Delegation

District	Member of Congress	Contact Info	CCOG Member Jurisdiction [Non-member]	CCOG Delegate	Contact Info
Senate 1	Richard Burr (R)		All jurisdictions	All	(see Delegates list)
Senate 2	Thom Tillis (R)		All jurisdictions	All	(see Delegates list)
5	Virginia Foxx (R)		<u>Counties:</u> Iredell, Rowan <u>Munis:</u> Statesville, Salisbury		
8	Richard Hudson (R)		<u>Counties:</u> Anson, Cabarrus, Mecklenburg, [Rowan], Stanly, Union <u>Munis:</u> Albemarle, Badin, China Grove, [Concord], Granite Quarry, Hemby Bridge, [Kannapolis], Landis, Locust, Midland, Misenheimer, Monroe, Morven, Oakboro, Red Cross, Salisbury, Stanfield, Wadesboro		
9	Robert Pittenger (R)		<u>Counties:</u> Iredell, Mecklenburg, Union <u>Munis:</u> Charlotte, Cornelius, Davidson, Huntersville, Indian Trail, Marvin, Matthews, Mint Hill, Mooresville, Pineville, Stallings, Troutman, Waxhaw, Weddington, Wesley Chapel		
10	Patrick McHenry (R)		<u>Counties:</u> Gaston, Lincoln <u>Munis:</u> Bessemer City, Cherryville, Cramerton, Dallas, Gastonia, High Shoals, Kings Mountain, Lincolnton, Lowell, McAdenville, Belmont, Mount Holly, Spencer Mountain, Stanley		
12	Alma Adams (D)		<u>Counties:</u> Cabarrus, Mecklenburg, Rowan <u>Munis:</u> Charlotte, East Spencer, Salisbury, Spencer		



Centralina Council of Governments

Item 6



Board Agenda Item Cover Sheet

Board Meeting Date:	January 13, 2016	Agenda Item Type:	Consent:	Regular:	X
Submitting Person:	Vicki Bott	Presentation Time (est.):	20 minutes		
Presenter at meeting:	Vicki Bott	Phone Number/Ext:	(704) 348-2702		
		Email:	vbott@centralina.org		
Alternate Contact Person:	Jim Prosser	Phone Number/Ext:	(704) 348-2703		
		Email:	jprosser@centralina.org		
Submitting Department:	Grants Development	Department Head Approval:			
Board Expectation: <i>(required action or responsibility expected from Board members)</i>					
<ol style="list-style-type: none"> 1. Receive a status report on philanthropic fundraising activities under the adopted Philanthropic Strategic Plan. 2. Consider approval of related contractual matters. 					
Description of Agenda Item:					
<p>CCOG staff will:</p> <ol style="list-style-type: none"> 1. Present a report on philanthropic fundraising activities to implement the Philanthropic Strategic Plan prepared under CCOG’s contract with consultant Jennifer Nichols; 2. Ask for Board approval of related contractual matters, contingent upon agreement by the Trustees of the Centralina Foundation. 					
Background & Basis of Recommendations:					
<p>In September 2015, CCOG contracted with Jennifer Nichols to provide philanthropic fundraising services for a six-month period (August 1, 2015 – January 31, 2016) at a cost of \$6,000. In November 2015, CCOG approved a Strategic Plan for Philanthropic Initiatives developed by Ms. Nichols, setting a combined fundraising goal of \$800,000 for four selected initiatives: Career Headlight/Attainment & Career Pathways, Centralina Connection/Volunteer Transportation Services, Community-Based Housing Strategies, and Regional Freight Mobility.</p> <p>The Strategic Plan recommends that Centralina Foundation be the “lead organization” in implementing the Strategic Plan with CCOG as its operations partner/vendor to carry out the initiatives as funds for such activities are raised. The consultant has suggested that to be credible as the lead organization, Centralina Foundation needs three things:</p> <ol style="list-style-type: none"> 1. Its own branded identity (including logo, collateral materials and website) consistent with its mission; 2. A more diverse Board of Trustees, including members from the private sector (non-profit and for-profit); and, 3. A more structured relationship with CCOG that provides for the Foundation to use the funds it raises for the regional initiatives to be used to pay for CCOG’s initiative-specific operational services. <p>These changes will then require that CCOG enter into a more structured contract with Centralina Foundation to reflect a partnership specific to these four regional initiatives in which CCOG services will include operational/program management services specifically related to the four regional initiatives and implementation of the Philanthropic Strategic Plan. Operating costs associated with the four regional initiatives would be charged to the Centralina Foundation.</p> <p>The Foundation Trustees have been apprised of the Strategic Plan and these recommendations and are</p>					



being asked to accept them. They are also being asked to take on the responsibility for the ongoing work with Jennifer Nichols, development of the Foundation’s branded identity, and production of Foundation-branded collateral materials. If the Foundation agrees to the proposals as outlined here, the Foundation would reimburse CCOG for its out-of-pocket costs totaling \$8,500 (excluding staff time). The Foundation will also be asked to be responsible for any costs associated with extension of the contract through June 30, 2016.

Activities under the current CCOG contract with Jennifer Nichols include:

- a. CCOG is currently working with a communications design firm recommended by Jennifer Nichols to develop proposed branding and website design for Centralina Foundation at a cost of \$2,500. Foundation Trustees have been kept informed of these activities and will be asked to consider reimbursing CCOG for this cost.
- b. For January, “intentional initial approaches” are planned with four to five top tier prospects targeting a total of about \$350,000 in potential funding requests, which could take three to 12 months to produce specific grant awards.

Extension of the contract beyond January would allow for the appropriate follow-ups to those initial approaches and initiation of approaches to the next tier of prospects in February (totaling another ~\$300,000.)

Action / Recommendation:

I move that the Status Report be accepted, and contingent upon agreement by Centralina Foundation, that:

- (a) the existing contract with Jennifer Nichols be amended to a) treat it as a subcontract under CCOG’s contract with Centralina Foundation, and b) extend its term through June 30, 2016; and,*
- (b) CCOG staff be directed to prepare an amended contract with Centralina Foundation for CCOG services specific to subcontracting with Jennifer Nichols and providing program management of the four regional initiatives.*

I further move that, should Centralina Foundation not agree by the end of January 2016 to assume responsibility for Jennifer Nichols’ contract, that CCOG extend that contract for five months at a cost to CCOG of \$1,000 per month.

Time Sensitivity (<i>none or explain</i>):	Existing contract with Jennifer Nichols will lapse after January 31, 2016 if not extended before then.
Budget Impact (<i>if applicable</i>):	Potential reimbursement of \$8,500 in CCOG out-of-pocket costs. Potential increase in net income from program management of Foundation-funded regional initiatives.
List of Attachments (<i>if any</i>):	Philanthropic Fundraising Status Report



Philanthropic Fundraising Status Report

Goal:

- \$800,000 in private-sector funding for CCOG's four priority regional initiatives
 - \$300,000 Career Headlight
 - \$325,000 Community-based Housing Strategies
 - \$210,000 Regional Freight Study
 - \$ 65,000 Volunteer Transportation Services (VTS)

Completed:

- Assessment & Strategic Plan development, with prioritized regional initiatives, fundraising goals, gift charts, and initial prospect lists
- Identity branding development for Centralina Foundation
- Initial intentional inquiry (for VTS: Sanger Health Clinic)

Next Steps:

January

- Complete Centralina Foundation collateral materials design/production
- Initiate intentional inquiries/game plan (for top-tier prospects):
 - Bundled projects (2-4): J.M. Belk Endowment
 - Bundled projects Housing/Freight: National Gypsum
 - Housing Strategies Pilots: Lowes Foundation
 - Freight Study: Norfolk Southern, Duke Energy/PNG
- Stakeholder Prospecting:
 - VTS: Lincoln County
 - Freight Study: lower-tier prospects (freight providers, logistics firms, manufacturers, distributors)
 - Housing Strategies Pilots: major employers, builders/developers
- Centralina Foundation Board Development

February

- Follow-up/game plan for initial set of top-tier prospects (Belk Endowment, National Gypsum, Lowes Foundation, Blue Cross/Blue Shield, Norfolk Southern)
- Initiate intentional inquiries/game plan (for additional top tier prospects):
 - Bundled projects (all 4): High Wealth Advisors/Brokers
 - Housing Strategies Pilots: Major Employers, Builders/Developers
 - Career Headlight: Golden Leaf, Fifth Third Bank
 - VTS: Blue Cross/Blue Shield
- Initiate intentional inquiries/game plan for lower tier prospects:
 - Freight Study: some freight providers, logistics firms, manufacturers, distributors
 - Housing Study: smaller employers, realtors, banks
- Develop Case for Projects:
 - Career Headlight/Attainment & Career Pathways (Lumina): integrate & develop joint Gift Chart, prospects lists, including Career Headlight 2.0 launch
- Board recruitment/development
 - Centralina Foundation
 - Centralina Connections (VTS)



Centralina Council of Governments

Item 7



Board Agenda Item Cover Sheet

Board Meeting Date:	January 13, 2016	Agenda Item Type:	Consent:	Regular:	X
Submitting Person:	Jim Prosser	Presentation Time (est.):	5 minutes		
Presenter at meeting:	Michael Johnson	Phone Number/Ext:			
		Email:			
Alternate Contact Person:		Phone Number/Ext:			
		Email:			
Submitting Department:	Executive	Department Head Approval:			
Board Expectation: <i>(required action or responsibility expected from Board members)</i>					
Discussion regarding concept of appointing an Ad Hoc Community Advisory Committee.					
Description of Agenda Item:					
Consider proposal to establish an Ad Hoc Community Advisory Committee for the purpose of providing insights into regional policy issues and coordinating fundraising efforts in support of Centralina Council of Governments programs and activities.					
Background & Basis of Recommendations:					
Centralina bylaws (Article VI. B.) provide for the establishment of advisory committees to assist the Board as needed. Our strategic movement to diversify revenues includes a focus on private-sector, individual and foundation fundraising. Centralina Foundation is an existing 501(c)3 organization established for this purpose. Upon the advice of Jennifer Nichols, we will be focusing our fundraising requests through this Foundation. Previously, the Centralina Foundation Board members have been officers of the Executive Board. Recent proposed changes will add board members that are not board members to the Foundation Board. In order to assure the alignment of these efforts with the Executive Board and gain insights related to general regional and community issues, it is proposed that a Community Advisory Committee be established. The advisory committee would include any member of the Foundation that is not also a member of the Executive Board. Members of the Ad Hoc Community Advisory Committee would be ex-officio (non-voting) members of the Executive Board. If this action is acceptable to the Executive Board, the Chair will appoint members to the Ad Hoc Community Advisory Committee to reflect the composition of the Centralina Foundation.					
Action / Recommendation:					
Motion to support establishment of an Ad Hoc Community Advisory Committee.					
Time Sensitivity	None specific.				
Budget Impact	There is no budget cost for this action.				
List of Attachments (if any):	None.				



Centralina Council of Governments

Item 8



Board Agenda Item Cover Sheet

Board Meeting Date:	January 13, 2016	Agenda Item Type:	Consent:		Regular:	X
Submitting Person:	Kelly Weston	Presentation Time (est.):	5 minutes			
Presenter at meeting:	Kelly Weston	Phone Number/Ext:	(704) 348-2728			
		Email:	kweston@centralina.org			
Alternate Contact Person:		Phone Number/Ext:				
		Email:				
Submitting Department:	General Government	Department Head Approval:	Jim Prosser			
Board Expectation: <i>(required action or responsibility expected from Board members)</i>						
The Executive Board is asked to receive a report on the 2015 CCOG Regional Conference and provide direction for the 2016 Conference.						
Description of Agenda Item:						
Staff will present a report on the 2015 CCOG Conference program content, attendance, finances, and attendee feedback. Staff will also seek direction from the Executive Board on proceeding with plans for the 2016 Conference.						
Background & Basis of Recommendations:						
<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 December 3, 2015, CCOG held the second annual Conference in Gastonia, NC with a program that focused on economic and social resilience. The event featured nationally recognized speakers and presented best practices and resources for implementing the growth framework set out through the three-year CONNECT Our Future planning process.</p> <p>At its November 17, 2015 meeting, the Executive Board selected December 8, 2016 as the date for the next Conference. At the Board’s direction, staff will proceed with planning efforts for this event.</p>						
Action / Recommendation:						
Motion directing staff to proceed with holding the 2016 CCOG Regional Conference on December 8, 2016.						
Time Sensitivity <i>(none or explain):</i>	Conference planning needs to begin as soon as possible if a December 2016 event is to be held.					
Budget Impact <i>(if applicable):</i>	The 2015 Conference had a revenue deficit of approximately \$11,400. CCOG will also repay a \$7,000 loan from the Centralina Foundation for Conference expenses. A financial plan for increasing registration and sponsorship revenue will make the 2016 Conference a self-funding event.					
List of Attachments <i>(if any):</i>	<ul style="list-style-type: none"> • 2015 Post-Conference Summary Report • CCOG Conference Financial Report Comparison 					



2015 POST-CONFERENCE SUMMARY REPORT

Conference Program

- Morning and luncheon keynote speakers
- Nine Breakout Sessions emphasizing locally-relevant topics with creative, practical take-aways

Conference Attendance

- Attendance total: Approximately 200
 - 130 general participants
 - CCOG Delegates registered: 14
 - Elected Officials registered: 41
 - Managers registered (includes Deputies and Assistants): 27
 - 29 speakers and presenters
 - 10 sponsors (excluding sponsors only there to display)
 - 32 CCOG staff members

Conference Feedback

- 14 respondents have completed the online evaluation. Ratings are based on a scale of 1-5, with 5 being highest.

Category	Ratings				
	1	2	3	4	5
Overall Satisfaction	0%	14.29%	7.14%	35.71%	42.86%
Relevance to your work	0%	14.29%	7.14%	35.71%	42.86%
Opportunity to network	0%	7.14%	21.43%	42.86%	28.57%
Keynote speakers	0%	0%	0%	42.86%	57.14%
Session panelists	7.14%	0%	28.57%	50.00%	14.29%
Presentations, handouts, and other visual aids	0%	14.29%	28.57%	50.00%	7.14%
Conference date	14.29%	0%	7.14%	35.71%	42.86%
Conference registration	7.14%	0%	0%	35.71%	57.14%
Venue	7.14%	0%	7.14%	35.71%	50.00%
Catering	0%	7.14%	14.29%	50.00%	28.57%

Social Media

- The plenary room featured a live Twitter wall that allowed participants to view Conference tweets in real time.
- Using the hashtag #CCOGConf15 Conference content reached over 150,000 Twitter users from as far away as Miami, Washington, D.C., and New York City.

CCOG Conference Financial Report Comparison

EXPENSES	2014		2015	
	Budgeted Total	Actual Total	Budgeted Total	Actual Total
Venue (space rental, food, A/V, WiFi)	\$ 16,700	\$ 22,847	\$ 13,000	\$ 10,965
Speaker Fees & Travel Expenses	\$ 10,000	\$ 8,111	\$ 10,000	\$ 11,419
Conference Consultant	\$ -	\$ -	\$ 3,940	\$ 1,435
Advertising, Graphic Design, Printing & Materials (Also includes website and copywriting)	\$ 7,200	\$ 10,905	\$ 9,500	\$ 7,000
Credit Card Fees	\$ -	\$ 1,429	\$ 1,500	\$ 1,027
AICP Credits	\$ -	\$ 825	\$ 1,000	\$ 700
In-kind Services (Printing)	\$ -	\$ 2,500	\$ 2,000	\$ 1,100
CCOG Staff Meals (\$25.95 per person)			\$ 780	\$ 838
Miscellaneous (Contingency)	\$ 1,450	\$ -	\$ 2,060	\$ 503
Total Estimated Expenses	\$ 35,350	\$ 46,617	\$ 41,780	\$ 34,987

REVENUE	2014		2015	
	Budgeted Total	Actual Total	Budgeted Total	Actual Total
Registrations (based on 190 registrants @ \$89 each)	\$ 17,800	\$ 16,398	\$ 17,000	\$ 12,801
CCOG Staff Meals (\$25.95 per person fee paid by CCOG)			\$ 780	\$ 838
Cash Sponsorships	\$ 18,500	\$ 20,750	\$ 23,000	\$ 8,650
In-kind Services (Printing)		\$ 2,500	\$ 2,000	\$ 1,100
Miscellaneous (Book sales, etc.)	\$ 200	\$ -	\$ -	\$ -
Contingent Sponsorships (up to \$10k)	\$ -	\$ 6,969		\$ -
Total Estimated Revenue	\$ 36,500	\$ 46,617	\$ 42,000	\$ 23,389

NET SURPLUS /(DEFICIT)	\$ 0	\$ (11,598)
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Centralina Council of Governments

Item 9



Board Agenda Item Cover Sheet

Board Meeting Date:	January 13, 2016	Agenda Item Type:	Consent:	Regular:	X
Submitting Person:	Jim Prosser	Presentation Time (est.):	5 minutes		
Presenter at meeting:	Jim Prosser	Phone Number/Ext:	(704) 748-2703		
		Email:	jprosser@centralina.org		
Alternate Contact Person:	Linda Miller	Phone Number/Ext:	(704) 348-2712		
		Email:	lmiller@centralina.org		
Submitting Department:	Executive	Department Head Approval:			
Board Expectation: <i>(required action or responsibility expected from Board members)</i>					
Review progress of facilities options for Centralina operations.					
Description of Agenda Item:					
Progress report for Centralina office space options.					
Background & Basis of Recommendations:					
<p>The current lease for Centralina office space at 525 North Tryon expires in May of 2018. Board of Delegates members have previously suggested that the Executive Board develop options to renew the current lease, which has an annual cost of \$360,000.</p> <p>While May of 2018 seems like a long time in the future, some options for lease renewal will require lead time of up to two years. Accordingly, Centralina Executive Board has directed staff to develop options for building space in anticipation of our current lease expiration. A Building Committee comprised of Sarah McAulay, Devin Rhyne, Bill Feather and Joe Carpenter is providing oversight on this process.</p> <p>The Building Committee has met several times since April. Key issues discussed include suggested criteria for evaluating office space options including:</p> <ol style="list-style-type: none"> 1. Budget impact 2. Operating cost savings (lease/debt service, including meeting space expense, parking expense, financing options, energy costs, maintenance) 3. Travel time for members and staff 4. Parking availability 5. Visibility 6. Program space requirements (including ability to recover fees for program use of meeting space) <p>Options to be considered will include renewing the current lease, leasing building space at another location, building and owning office space and purchasing/remodeling office space. Additionally, the Board has directed staff to identify organizations that may co-locate with Centralina.</p> <p>The office space program (space requirements) has been reviewed by staff and the Building Committee. The Committee has begun selection process for the Real Estate Broker. The key selection issues identified by the Committee for the broker include abilities to identify special (reduced cost) options for land or building acquisition/lease within location parameters established by the building committee, renegotiate current lease, and negotiate early lease termination.</p>					



The Executive Board has approved a contract with LaBella Associates (formerly Pease Engineering and Architects) to provide services including development of a report outlining the office space requirements and a concept plan. Their work would include preparation of an initial draft report and editing draft based on feedback from the Board and staff. The cost for this work is \$5,000 payable within 18 months of project initiation.

The committee will also be developing a survey that will seek input for the decision criteria from member communities. Delegates that have an interest in serving on the Building Committee should contact Kelly Weston at (704) 348-2728 or kweston@centralina.org.

Action / Recommendation:

Review and affirm broker selection, if appropriate.

Time Sensitivity (<i>none or explain</i>):	It is intended that the Facilities Study, including options, be completed for consideration by the Executive Board by summer 2016. Authorization to proceed with identifying building location options for this phase of work would support this timeline.
Budget Impact (<i>if applicable</i>):	The budget impact will be determined as part of the study process.
List of Attachments (<i>if any</i>):	None.



Centralina Council of Governments

Item 10

Presentation to be made at Executive Board meeting.