



**Executive Board Meeting Minutes
March 20, 2019**

Officers Present	Delegates Present	Delegates Not Present	Centralina Staff
Bobby Compton, Chairman Jay McCosh, Vice Chairman Jarvis Woodburn, Secretary William Morgan, Treasurer	Deloris Chambers John Crump Larken Egleston Bill Feather Trevor Fuller Brent Moser Rich Permenter Lynn Shue <i>Via Phone</i> Gene Houpe	Frank Aikmus Zach Almond Autumn Michael Nick Walsh Jim Watson Ronnie Worley	Geraldine Gardner Emily Hickok Debi Lee Linda Miller Sherika Rich Angel Stoy Kelly Weston Venecia White Bobby Williams <i>Guest</i> Leslie Mozingo, Strategics Consulting

Call to Order

Chairman Bobby Compton, Town of Mooresville, called the meeting to order.

Amendments to the Agenda

There were no amendments to the agenda.

Consent Agenda

- 1. FY18-19 Budget Amendment**
- 2. Approval of the January 9, 2019 Executive Board Meeting Minutes**

Council Member Larken Egleston, City of Charlotte, made a motion to approve the consent agenda. Treasurer William Morgan, City of Statesville, seconded the motion and it carried unanimously.

3. 2019 CCOG Conference Report

Angel Stoy, Aging Specialist, presented a recap of the 2019 CCOG Regional Conference and pre-conference workshop. She noted that there were 65 attendees at the March 7th workshop, including members of the Executive Board. She also noted that there were 175 attendees at the March 8th conference, including individuals from within and outside of the region. She added that she was glad to see many of the Board Members there as well. She further noted that 27 municipalities and 7 counties were represented at both events. Overall, the feedback for both the workshop and conference has been largely positive. She presented a preliminary financial report of the conference and workshop. She noted that there was a major cost savings in the venue rental fees. She also noted that the event did well with sponsorships, raising \$32,100. Overall, revenues exceeded expenditures and the event will have a projected surplus of over \$13,000.

Emily Hickok, Marketing and Communications Manager, presented a summary of marketing activities for the conference. She explained that CCOG rolled out a new conference logo this year and created banners and ads that can be repurposed for other marketing efforts in the future. She noted that the event reached 7,000 individuals via social media.

Chairman Compton stated that staff did a great job with planning the conference and added that the venue was good. He noted that the event showed a lot of good regional collaboration and exceeded the financial goal of breaking even.

4. FY19-20 Strategic Priorities Update

Geraldine Gardner, Executive Director, noted that in her first 12 weeks at CCOG, she has met with 25 of the organization's 58 member communities. She added that it has been insightful spending time gaining a better understanding of the region and its priorities and identifying where opportunities and challenges exist. She explained that between now and June 30th, she would like to work on a strategic review and examine the organization's mission and priorities in a 2-year timeframe. She presented a draft review plan organized as a series of objectives, outcomes and deliverables based on three themes: 1) mission and priorities, 2) internal operations, and 3) branding, external communication, and engagement. She added that there will be a standing item on the Directors Team, Management Team, Executive Board, and Board of Delegates meeting agendas to address key questions and have strategic conversations.

In response to questions from Commissioner Trevor Fuller, Mecklenburg County, Ms. Gardner explained that the Executive Board's role would involve reviewing documents ahead of meetings, bringing feedback to meetings, and helping ensure Delegates attend Board of Delegates meetings or identify other ways to include their voices in the strategic process. She added that to avoid making additional demands of Board Members' time, the plan is focused on using the opportunities in which staff is already engaging with Board Members, though a subcommittee for further engagement would be welcome. She noted that success will have to be defined collectively, but should include conversations with members a year from now about the work CCOG has done in their communities and why they should be members of the organization.

In response to questions from Council Member Egleston, Ms. Gardner explained that the organization needs to build a bigger pipeline so there are more resources to do its work. She added that having more focused priorities will help set the agenda for what the organization is trying to accomplish, which will include identifying linkage points between the work of member communities so CCOG can provide resources to help members achieve their goals. She also added that the organization may need to pick one or two issues to prioritize, but that will need to be a collective decision.

Chairman Compton noted that the region changes with each election cycle, and CCOG needs to change as the region changes.

In response to a question from Vice Chairman Jay McCosh, Town of McAdenville, Ms. Gardner noted that CCOG departments currently provide a number of informative training opportunities such as CCOG U, which covers cutting-edge planning topics for the region's planners. She added that there may be other trainings CCOG can offer from a government operations standpoint through partnerships with UNC School of Government and UNC Charlotte that will help local communities control the cost of government.

Vice Chairman McCosh noted that part of the role of the Executive Board is to support the success of the organization. He further noted that smaller communities may find value in their membership through the training offerings.

Secretary Jarvis Woodburn, Anson County, noted that because the councils in member communities have changed over the years, they could also benefit from a re-education of CCOG services in addition to training opportunities.

Commissioner Rich Permenter, Lincoln County, noted that defining success has to involve an elevator speech that communicates the inherent value of CCOG.

Chairman Compton noted that a lot of information came out of the CONNECT Our Future project, which ended five years ago. The project's website has 75 best practice tools that Executive Board Members can share with their communities. He also noted that training for newly elected officials may be beneficial.

Vice Chairman McCosh suggested simplifying the CCOG 10 Fast Facts marketing collateral.

Chairman Compton asked the Board Members to review the Strategic Planning Process Overview to help continue the conversation about strategic priorities.

5. Federal Relations Update

Leslie Mazingo, Strategics Consulting, presented the performance report of federal relations activities from January and February. She also presented a draft Federal Action Plan. She explained that the plan directs her federal advocacy activities and also provides direction to federal elected officials and their staff on behalf of CCOG.

Ms. Gardner added that the plan will help shape action around advocacy meetings during Congress's August recess.

Commissioner Permenter noted that the plan represents value added for CCOG membership and sends a cohesive, regional message to federal legislators.

Chairman Compton asked the Board Members to review the draft Federal Action Plan and provide comments prior to the next Executive Board meeting.

Vice Chairman McCosh made a motion to accept the Strategics Consulting performance report for January through February 2019. Treasurer William Morgan, City of Statesville, seconded the motion, and it carried unanimously.

6. Chairman's Appointment of At-Large Members to the Executive Board

Chairman Compton reported that he selected Council Member Michael Johnson, City of Statesville, and Mayor Pro Tem Martha Sue Hall, City of Albemarle, to fill the two at-large seats on the Executive Board for a one-year term. He noted that Council Member Johnson is CCOG's representative to the North Carolina Association of Regional Councils of Government's Forum board and current chair of the Charlotte Regional Transportation Planning Organization, a role that brings him into contact with people who can help with the regional transportation plan. Chairman Compton also noted that Mayor Pro Tem Hall has been involved with CCOG since the 1990s and is involved with the North Carolina League of Municipalities. He added that both are past CCOG Chairs and their experience will be helpful to him as the new Chair and to Ms. Gardner as the new Executive Director. He further noted that he is not opposed to appointing new individuals to the Executive Board in the future.

Secretary Woodburn and Treasurer Morgan agreed that both were good selections.

Comments from the Executive Board

There were no comments from the Board.

Comments from the Chair

Chairman Compton noted that the next Executive Board meeting will be held at the CCOG office on April 10th. He added that Kelly Weston, Clerk to the Board, will send the Board Members a scheduling poll to identify an earlier time for the meeting. He also noted that the next Board of Delegates meeting will be held on May 8th at the CCOG office. The Delegates will discuss the strategic review at that meeting.

He also reported that he had considered forming a Membership Committee, but will not move forward with it at this time. In the meantime, he asked the Board Members to encourage Delegates from communities in their counties to attend meetings.

Treasurer Morgan requested a list of municipalities that are not members of CCOG.

Mayor Pro Tem Deloris Chambers, Town of Badin, noted that several communities have withdrawn from CCOG over the years, and there must be something the Board can do to bring them back.

Commissioner Lynn Shue, Cabarrus County, noted that smaller communities receive the same membership benefits as larger communities and counties.

Commissioner Fuller noted that engaging local government staff may make it easier to get buy-in from elected officials.

Comments from the Executive Director

Ms. Gardner reported that former CCOG Treasurer and former Weddington Mayor Bill Deter attended the Weddington Town Council meeting last week to speak on behalf of CCOG since the town is considering withdrawing its membership in the organization.

Ms. Gardner also reported that Denise Strosser has been promoted to Chief Financial Officer.

Adjournment

Mayor Feather made a motion to adjourn the meeting. Commissioner Fuller seconded the motion, and it carried unanimously.

The meeting adjourned at 7:33 p.m.