



Executive Board Minutes

September 9, 2015

Officers Present	Delegates Present	Delegates Not Present	Centralina Staff
Michael Johnson, Chair Sarah McAulay, Vice-Chair Bill Feather, Treasurer Patsy Kinsey, Secretary	Joe Carpenter Warren Chapman Bobby Compton George Dunlap Martha Sue Hall Martin Oakes Devin Rhyne <i>Via Phone:</i> Will Cauthen	Bill Deter Lyndell Ingram Gene McIntyre Jerry Simpson Jarvis Woodburn	Jim Prosser Vicki Bott Katie Kutcher Debi Lee Mike Manis Linda Miller Michelle Nance Kelly Weston Venecia White <i>Guests:</i> Leslie Mozingo Jennifer Nichols Pat Riley

Open and Welcome

Chairman Michael Johnson, City of Statesville, called the meeting to order. He noted that Kelly Weston, Clerk to the Board, had declared that a quorum was present.

Recognition of Pat Riley's Contribution to CONNECT Our Future

Chairman Johnson recognized Pat Riley, President and CEO of Allen Tate Realtors, noting he is the best business champion CONNECT Our Future has ever had. He read aloud a proclamation declaring Mr. Riley an Honorary Member of CCOG and a CONNECT Ambassador in honor of his leadership and support for the CONNECT regional growth initiative. Chairman Johnson presented Mr. Riley with a framed copy of the proclamation and a plaque.

Mr. Riley thanked the Executive Board and staff for their commitments to the Centralina region. He added that it has been invigorating to be a part of creating the regional growth framework.

Amendments to the Agenda

There were no amendments to the agenda.

Vice Chair Sarah McAulay, Town of Huntersville, made a motion to adopt the agenda. Commissioner Joe Carpenter, Gaston County, seconded the motion and it was carried unanimously.

Consent Items

Chairman Johnson read the Consent Agenda as follows:

1. **Approval of the June 10, 2015 Executive Board Meeting Minutes**
2. **Approval of the August 3, 2015 Executive Board Special Meeting Minutes**

Commissioner George Dunlap, Mecklenburg County, made a motion to approve the Consent Agenda. Commissioner Bobby Compton, Town of Mooresville, seconded the motion and it was carried unanimously.

3. Merit Pay Authorization

Jim Prosser, Executive Director, explained that at its June meeting, the Board deferred action authorizing merit pay increases. He noted that all of the County members except for one have made the requested Aging program payments. He also noted that CCOG membership dues for this year were based on 2013 Census data instead of the 2010 Census, which produced an additional \$30,000 in revenue. CCOG's revenue situation has improved, but cash flow is expected to be tight during the next few years. He recommended the merit pay increase because CCOG is asking employees to do more work and because the organization is in a position for each department to cover its operational costs. He noted that reducing staff means collecting less grant revenue. Not paying merit increases will affect CCOG's ability to retain and attract high-quality staff.

Commissioner Dunlap made a motion authorizing the provisions of the merit increase. Council Member Martha Sue Hall, City of Albemarle, seconded the motion.

In response to Council Member Hall's question, Mr. Prosser indicated that all County members except for Anson County had made the Aging program payments. He asked the Board members to thank their Counties for going out of their way to make the payments in a timely manner. He noted that the cities paid their dues promptly.

Commissioner Carpenter noted that he has spoken with the Chair of the Cabarrus County Board of Commissioners who is hopeful about the County becoming a member again. He offered to meet with the Board of Commissioners and invited other Executive Board Members to meet as well.

Commissioner Bobby Compton, Town of Mooresville, expressed his appreciation for staff's efforts in operating with fewer staff members.

Vice Chair McAulay pointed out that the increase is retroactive to July 1, 2015.

The motion carried unanimously.

4. Volunteer Transportation Services and Mobility Management Update

Katie Kutcher, Aging Programs Coordinator, presented background information on the Volunteer Transportation Services (VTS) and Mobility Management programs. She thanked the Executive Board members for their fundraising efforts for VTS and noted that the program has the funding needed to cover the required local match. She added that staff will continue writing grants, working with fundraising experts, and will ask the North Carolina Department of Transportation (NCDOT) to reclassify VTS as an 80-20 project requiring only a 20% local match.

Council Member Hall made a motion authorizing CCOG to sign the Fiscal Year 2016 contract with NCDOT to continue Mobility Management work and VTS. Commissioner Dunlap seconded the motion.

In response to a question from Commissioner Martin Oakes, Lincoln County, Ms. Kutcher explained that Mobility Management coordinates services with existing transportation providers in the region. CCOG connects citizens seeking transportation options with providers in their local area. Staff is developing aging and disability awareness programs for transportation providers and drivers.

Commissioner Dunlap noted that he attempted to connect Mecklenburg County Department of Social Services with VTS to prevent duplication of services.

Mr. Prosser indicated that such partnerships provide leverage for federal funding. He added that CCOG is not satisfied with the program's growth rate and is working with a fundraising consultant on funding opportunities.

In response to a question from Treasurer Bill Feather, Town of Granite Quarry, Ms. Kutcher noted that there is quite a bit of work for VTS to do in rural communities.

Commissioner Dunlap suggested holding a press conference to inform the community about VTS.

Secretary Patsy Kinsey, City of Charlotte, suggested distributing VTS marketing materials to libraries, senior centers, and churches. She added that she could distribute materials at neighborhood meetings in her community.

The motion carried unanimously.

5. Regional Transit - Innovation Corridors Planning Report

Michelle Nance, Planning Director, presented a summary of the August 28th Innovation Corridors Planning Session. Attendees included representatives from federal and state agencies and all indicated that they would support the initiative moving forward.

Mr. Prosser added that this project will develop a framework for helping transit succeed for future generations by identifying best practices for building transit corridors.

Discussion ensued about local transportation plans.

In response to Vice Chair McAulay's question, Mrs. Nance noted that staff will meet with the Charlotte Area Transit Authority to discuss next steps for this initiative.

Mr. Prosser added that these next steps will include developing an economic model, engaging the state as a partner, and holding focus group discussions with elected officials throughout the region.

In response to Commissioner Oakes' question, Mr. Prosser noted that CCOG will play a role in reconciling the different regional growth models that exist.

Commissioner Dunlap asked staff to place an Innovation Corridors roundtable discussion on the October 14th Board of Delegates meeting agenda.

6. Federal Relations Consultant Update

Vicki Bott, Grants Development Director, introduced Leslie Mazingo, Strategics, LLC, for a presentation on the draft Strategic Plan for Federal Funding of CCOG's top issue areas and initiatives.

Commissioner Dunlap noted that it would be helpful for the Delegates to know what issues they should discuss with their federal delegation when visiting Washington, DC for meetings.

In response to Commissioner Carpenter's question, Ms. Mazingo indicated that there will be federal funding for freight movement. She added that a new bill in the U.S. Senate will require that 100% of Transportation Alternatives Program funding be directed to localities instead of giving the state half of those funds to use towards state highways.

In response to Chairman Johnson's question, Mr. Prosser stated that staff will talk to the freight consultant about examining corridors in the freight study. He noted that there will be equal weight between geographical and tactical issues in the study.

Vice Chair McAulay made a motion to approve the Strategic Plan for Federal Funding of CCOG Priority Initiatives as presented. Council Member Hall seconded the motion and it was carried unanimously.

7. Private-Sector Fundraising Update

Vice Chair McAulay noted that CCOG has market-ready products and services and is in need of fundraising assistance. She introduced fundraising consultant Jennifer Nichols, adding that Ms. Nichols will help the organization build relationships with local funding sources.

Ms. Nichols explained that CCOG's philanthropic efforts will involve dispelling the idea of government seeking funding and instead focus on packaging community programs. The donor philanthropic community wants to see measurable outcomes. She forecasted that Board Members will be asked to build relationships that could open the door for funding opportunities.

Ms. Bott noted that Ms. Nichols will focus on four priority projects. She added that Ms. Nichols will assist in coordinating CCOG Regional Conference sponsorship with requests for funding for strategic initiatives.

Ms. Nichols listed the four priority projects that will be her focus: Career Headlight, Community-based Housing Strategy, Regional Freight Study, and VTS. She noted that there is interest in the Career Headlight tool because it allows users to see how they can be involved in the region's development, while freight companies that move product are interested in the Freight Study. She added that the strategy for VTS will involve partnering the funding request with the request for program volunteers.

Council Member Hall made a motion that a) the Executive Board encourage staff and the consultant to proceed with the contract's Statement of Work as presented, b) the prioritization of initiatives for private-sector fundraising be accepted as presented, and c) the Private-Sector Fundraising Committee be charged with reviewing the Strategic Plan for Private-Sector Funding and monitoring progress. The motion was seconded by Council Member Devin Rhyne, City of Lincoln, and carried unanimously.

8. 2015 CCOG Conference Report

Vice Chair McAulay noted that at its last meeting, the Executive Board agreed to assist in recruiting sponsors for the CCOG Conference. She asked the Board Members to select a potential sponsor to contact from the list distributed, noting that an additional \$19,000 in sponsorship funds is needed to reach this year's sponsorship goal. She stated that she will contact Lake Norman Economic Development and the Lake Norman Chamber of Commerce to discuss sponsorship opportunities. Vice Chair McAulay also asked the Executive Board to register for the Conference before October 21st. She circulated a sign-up sheet and encouraged the Board Members to sign it if they would like for CCOG staff to register them for the Conference. She added that the theme for this year's event is "Economic Resilience in a Changing Region." The program will include breakfast and lunch keynote speakers, nine breakout sessions, and a late afternoon legislative plenary session.

Ms. Weston added that the Executive Board's support with registration efforts will be a step towards reaching the first registration goal of 100 registrants by September 30th and the overall goal of 250 Conference registrants. Registration fees comprise over 40% of the Conference revenue needed for the event to break even financially.

9. Nominating Committee Formation

Chairman Johnson explained that the Nominating Committee needs to be in place by the November 17th Executive Board meeting so that the Board of Delegates can elect officers at its February 2016 meeting.

Commissioner Compton volunteered to serve on the Committee and stated that he will follow up with Commissioner Woodburn and Council Member Hall about serving as well.

Vice Chair McAulay made a motion to appoint Commissioner Compton, Commissioner Woodburn, and Council Member Hall as the Nominating Committee. Commissioner Dunlap seconded the motion and it was carried unanimously.

Comments from the Executive Board

Council Member Hall asked the Executive Board members to distribute save-the-dates for the September 30th Planning for Healthy Communities Conference and the October 30th Area Agency on Aging Conference.

Comments from the Chair

Chairman Johnson asked staff to present a proposal and timeline for web-based CONNECT presentations to the Delegates' home boards and councils at the next Executive Board meeting. He noted that the CONNECT Consortium meeting was phenomenally good, adding that Dwayne Marsh highlighted how well CCOG demonstrated the strength of the region's collaborative effort and sought input from communities across the region. He also noted that WRT, one of the CONNECT subcontractors, was recently highlighted in the American Planning Association's Sustainability newsletter.

He reported that the Centralina Area Agency on Aging received one of ten grants awarded nationwide that will help with the Evidence-Based Health Program (EBHP). Annette Demeny and Linda Miller will speak on the Centralina EBHP model during the October National Council on Aging webinar. The Center for Military Families and Veterans acknowledged Natasha Pender, Senior Employment Program Manager, for her work with the Title V Program. Laurie Abounader, Regional Ombudsman, assisted a family in obtaining a refund after being over-charged for a family member's stay at an assisted living facility.

Chairman Johnson noted that the North Carolina Association of County Commissioners recognized Commissioner Jerry Simpson, Union County, for meeting the requirements for the Practitioner level in the Local Elected Leaders Academy.

He also noted that the U.S. Department of Commerce cited Centralina's Comprehensive Economic Development Strategy (CEDS) as a great example of a strong CEDS. He further noted that CCOG has fundraising initiatives and grant facilitation and added that the organization is coming into light years because of the Board Members' participation.

Comments from the Executive Director

There were no comments from the Executive Director.

Adjournment

With no further business to be discussed, Chairman Johnson adjourned the meeting at 8:28 p.m.

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, kweston@centralina.org or phone (704) 348-2728. Please allow 72 hours advance notice for preparation. Visit our website: www.centralina.org.