



Board of Delegates Agenda

Wednesday, August 12, 2020
 Zoom Meeting/Conference Call
 By computer: <https://zoom.us/j/94450668003>
 By phone: Dial 1-929-436-2866 and enter
 Meeting ID: 944 5066 8003

Chairman Bobby Compton will convene a virtual meeting of the Centralina COG Board of Delegates on Wednesday, August 12, 2020 at 10:00 a.m.

Time	Item	Presenter
10:00 a.m.	Call to Order	Bobby Compton
	Invocation	
	Roll Call	
	Amendments to the Agenda (if any)	
Consent Agenda Items: <i>Consent agenda items may be considered in one motion and without discussion except for those items removed by a Board member.</i>		
10:10 a.m. Item 1 <i>Pages 4 – 12</i>	Approval of the February 12, 2020 and May 13, 2020 Board of Delegates Meeting Minutes The minutes of the February 12, 2020 and May 13, 2020 meetings were distributed to all members of the Board of Delegates and should be approved, if correct. Action/Recommendation: <i>Motion to approve the February 12, 2020 and May 13, 2020 Board of Delegates meeting minutes.</i>	Bobby Compton
Regular Business Agenda Items:		
10:20 a.m. Item 2 25 minutes <i>Pages 14 – 34</i>	FY2021 Workplan Presentation The Executive Director and Centralina staff will present the FY20-21 workplan approved by the Executive Board and highlight specific activities targeted towards member governments. Action/Recommendation: <i>Receive as information.</i>	Geraldine Gardner and Centralina Staff
10:45 a.m. Item 3 10 minutes <i>Page 36</i>	Federal Relations Update Leslie Mozingo of Strategics Consulting will present an update on the federal response to COVID-19 and Centralina’s federal relations activities. Action/Recommendation: <i>Receive as information.</i>	Leslie Mozingo
10:55 a.m. Item 4 15 minutes <i>Page 38</i>	COVID-19 Regional Coordination Update The Executive Director and Centralina staff will provide an update on COVID-19 novel coronavirus regional coordination, response, and engagement. The presentation will focus on updates related to Aging services, distribution of federal Coronavirus Aid, Relief, and Economic Security Act funding and the state’s Coronavirus Relief Fund. Action/Recommendation: <i>Receive as information.</i>	Geraldine Gardner and Centralina Staff
11:05 a.m. Item 5 10 minutes <i>Page 40</i>	CCOG Name Change Approval The Board of Delegates is asked to vote to change the organization’s name to “Centralina Regional Council” and amend the organization’s charter and bylaws with the new name. Action/Recommendation: <i>Motion to officially change the organization’s name to the Centralina Regional Council and update the Council’s charter, bylaws, and other official documents</i>	Geraldine Gardner



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Time	Item	Presenter
	<i>accordingly.</i>	
11:15 a.m. 5 minutes	Comments from the Board of Delegates	Board Members
11:20 a.m. 5 minutes	Comments from the Chairman	Bobby Compton
11:25 a.m. 5 minutes	Comments from the Executive Director	Geraldine Gardner
11:30 a.m.	Adjournment	Bobby Compton

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Centralina Council of Governments

Item 1



**Board of Delegates Meeting Minutes
February 12, 2020**

Jurisdictions with Delegate/Alternate Present	Delegate/Alternate Present	Jurisdictions without a Delegate/Alternate Present
Albemarle	Martha Sue Hall	Ansonville
Anson County	Jarvis Woodburn	Belmont
Badin	Deloris Chambers	Cherryville
Bessemer City	Kay McCathen	Cleveland
Cabarrus County	Lynn Shue	Dallas
Charlotte	Larken Egleston	Faith
Concord	Andy Langford	Gaston County
Cornelius	Thurman Ross	Hemby Bridge
Cramerton	Will Cauthen	Iredell County
Davidson	Autumn Michael	Kings Mountain
East Spencer	Deloris High	Lincolnton
Gastonia	Jennifer Stepp and Charles Odom	Locust
Granite Quarry	Bill Feather and Doug Shelton	Marshville
Harrisburg	Troy Selberg	Matthews
Huntersville	Lance Munger	Mecklenburg County
Kannapolis	Darrell Hinnant	Mineral Springs
Landis	Katie Sells	Mint Hill
Lincoln County	Rich Permenter	Norwood
Lowell	Sandy Railey	Oakboro
Marvin	Jamie Lein	Pineville
McAdenville	Jay McCosh	Ranlo
Midland	John Crump and Darren Hartsell	Richfield
Misenheimer	Jeff Watson	Stanley
Monroe	Angelia James	Stanly County
Mooresville	Bobby Compton	Union County
Morven	Corinthia Lewis-Lemon	Wadesboro
Mount Holly	Christina Pawlish	Weddington
Salisbury	Karen Alexander	Wingate
Spencer	Jonathan Williams and Bob Bish	
Stallings	David Scholl	
Statesville	William Morgan	
Troutman	George Harris	
Waxhaw	Pedro Morey and Anne Simpson	

Call to Order

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

Invocation

Mayor Pro Tem Martha Sue Hall, City of Albemarle, asked for a moment of silence and then gave the invocation.

Amendments to the Agenda

There were no amendments to the agenda.

Mayor Pro Tem Hall made a motion to adopt the agenda as presented. The motion was seconded and carried unanimously.

Consent Agenda

- 1. FY2019-2020 Budget Amendment**
- 2. Approval of the October 9, 2019 Board of Delegates Meeting Minutes**

Vice Chairman Jay McCosh, Town of McAdenville, made a motion to approve the Consent Agenda. Mayor Pro Tem Hall seconded the motion and it carried unanimously.

3. CCOG Overview

Geraldine Gardner, Executive Director, welcomed the new CCOG Delegates and thanked returning Delegates for their service and commitment to the region. She referred the Delegates to the 2018-19 Annual Report and the Delegate Handbook. She presented an overview of the organization, including the mission and strategic priorities. She added that CCOG achieves its mission through three pillars: (1) delivering innovative services, (2) supporting local governments, and (3) creatively solving regional challenges. She introduced the directors of CCOG's departments for an overview on the organization's work related to each pillar.

Linda Miller, Aging Director, explained that Centralina Area Agency on Aging connects people to services; advocates for older adults; provides direct services through programs or funds filtered through counties to community service providers; and educates older adults, caregivers, and others about the aging process, available services, and resources.

David Hollars, Executive Director of Centralina Workforce Development Board, shared some workforce statistics, noting that last year, the department served over 22,000 individuals and 1,000 businesses. He explained that the department helps businesses and employers find the talent they need and assists career-seekers in finding their path and the training they need for work.

Michelle Nance, Planning Director, explained that her department works with communities to help them engage the public, design plans for the future, and implement those plans. She highlighted current projects in Anson County, and the Towns of Wingate, Marshville, and Dallas. She also noted that CCOG provides training for local planners.

Mike Manis, Community Economic Development Director, explained that his department assists local governments by providing code enforcement services, drug and alcohol testing, Community Development Block Grant (CDBG) administration, and downtown revitalization project support. He added that the department also helps non-entitlement communities apply for CDBG funds.

Emily Parker, Senior Planner, explained that the Government Affairs and Member Engagement (GAME) department provides technical assistance to local governments by assisting them with strategic planning facilitation. She further explained that the department offers professional development opportunities for

local government staff through CCOG U workshops and peer networking such as the Regional Managers Group.

Ms. Gardner noted that CCOG has released a call for nominations for the Region of Excellence Awards to recognize innovative practices across the region. She encouraged the Delegates to submit nominations from their communities.

Ms. Nance gave an overview of the Regional Transit Plan, explaining that it is a joint effort between CCOG and the Metropolitan Transit Commission to improve mobility across the region. She added that the plan will examine expansion opportunities for the region’s rail system and demand response services. She noted that there is a kickoff meeting on February 24th and the Board of Delegates will receive an update on the plan at its May meeting.

4. CCOG Nominating Committee Report and Election of 2020 Officers

On behalf of the Nominating Committee, Mayor Bill Feather, Town of Granite Quarry, explained that the Committee was tasked with identifying the slate of officers for 2020. He added that in addition to himself, the Committee consisted of Commissioner Gene Houpe, Iredell County, and Mayor Pro Tem Deloris Chambers, Town of Badin. He presented the following slate of officers:

Chair:	Bobby Compton, Town of Mooresville
Vice Chair:	Jay McCosh, Town of McAdenville
Secretary:	Jarvis Woodburn, Anson County
Treasurer:	William Morgan, City of Statesville

Council Member Larken Egleston, City of Charlotte, made a motion to accept the Nominating Committee report and elect the slate of candidates. Mayor Pro Tem Hall seconded the motion and it carried unanimously.

5. Installation of New CCOG Officers

Kelly Weston, Clerk to the Board, administered the oath of office to the officers.

6. Board Orientation

Ms. Gardner gave an overview of the key roles and responsibilities of a Delegate, explaining that the role includes decision-maker, advisor, connector, and champion. She also explained that the role of an Executive Board member involves being a leader, collaborator, networker, and advocate. She reviewed the 2020 Board of Delegates and Executive Board meeting schedules.

In response to a question from Council Member Egleston, Ms. Gardner explained that the Executive Board rescheduled its November meeting to Thursday, November 12th because the original date conflicts with the Veterans Day holiday. She added that the Executive Board also rescheduled its March meeting to March 18th to avoid conflicts with the National League of Cities conference.

Ms. Gardner reviewed CCOG’s core values, noting that from staff, the Board can expect transparency, communication, commitment to communities, engagement, and a strategic approach to working within the organization’s budget to achieve its mission.

Chairman Compton encouraged the Delegates to attend the CCOG meetings, noting that he would like to see a quorum at each Board of Delegates and Executive Board meeting. He reviewed the duties of the Board of Delegates and Executive Board, noting the importance of regionalism. He encouraged the Delegates’ involvement and collaboration in continuing to move the organization forward.

Mayor Pro Tem Hall encouraged Delegates to respond to staff's requests for Board action following meetings.

7. Election by County Caucuses of Municipal Executive Board Members

Delegates from Cabarrus, Mecklenburg, Stanly, and Union Counties gathered to select their municipal representatives to the Executive Board. Chairman Compton noted that the Delegates from Anson County would caucus at a later date.

At the completion of the caucuses, Chairman Compton announced the names of the Delegates appointed to the Executive Board:

Cabarrus County Municipalities: Troy Selberg, Town of Harrisburg
Mecklenburg County Municipalities: Autumn Michael, Town of Davidson
Stanly County Municipalities: Deloris Chambers, Town of Badin
Union County Municipalities: Pedro Morey, Town of Waxhaw

8. Public Hearing on Proposed CCOG Budget Ordinances for Fiscal Year 2020-2021

Chairman Compton opened the public hearing and recognized Denise Strosser, Finance Director.

Ms. Strosser presented an overview of the proposed budget, explaining that the proposal includes a membership dues rate of \$0.24 per capita, which has remained the rate for the last three years. She added that the budget is based on the budget and actuals from the current fiscal year. She explained that both the operating and pass-through budget amounts are similar to the current amounts.

Mayor Pro Tem Hall made a motion to close the public hearing. Council Member Egleston seconded the motion and it carried unanimously.

Council Member Egleston made a motion to approve the FY2020-2021 annual budget ordinances as follows: an annual operating budget ordinance in the amount of \$6,934,000; an annual pass-through budget ordinance in the amount of \$15,471.00; and set the assessment rate at \$0.24 per capita, with a minimum assessment of \$750 per member. The motion was seconded and carried unanimously.

9. 2020-24 Aging Area Plan Focus Group

Ms. Miller explained that the Area Agency on Aging is mandated by the Older Americans Act to prepare a regional area plan for 2020-24. She noted that the plan includes a regional needs assessment, demographic data, and surveys. The plan's goals include safety and protection, informing communities, and creating opportunities to improve quality of life for older adults.

Debi Lee, Assistant Director Aging Programs, led the Delegates in an interactive polling exercise.

The Delegates gathered by county to discuss challenges impacting older adults in their communities and brainstorm potential solutions.

Comments from the Board of Delegates

There were no comments from the Board.

Comments from the Chairman

Chairman Compton thanked all for attending the meeting. He encouraged the Delegates to apply for the CLT Aviation Academy that will be held in April and May 2020, noting that participants will gain behind-the-scenes access to airport operations, planning, safety and security, and the National Airspace System.

He also asked Delegates to save the date for the next Board of Delegates meeting, which will be held on May 13th. He added that during the meeting, the Board will participate in an interactive work session to help shape CCOG's FY2021 workplan. He encouraged Delegates to send an Alternate on their behalf if they are unable to attend the meeting.

Adjournment

With no further business to be discussed, Chairman Compton adjourned the meeting at 8:23 p.m.



**Board of Delegates Meeting Minutes
May 13, 2020**

Jurisdictions with Delegate/Alternate Present	Delegate/Alternate Present	Jurisdictions without a Delegate/Alternate Present
Albemarle	Martha Sue Hall	Ansonville
Anson County	Jarvis Woodburn	Belmont
Badin	Deloris Chambers	Cherryville
Bessemer City	Kay McCathen	Cleveland
Cabarrus County	Lynn Shue	Cornelius
Charlotte	Larken Egleston	Dallas
Concord	Andy Langford	Davidson
Cramerton	Will Cauthen	East Spencer
Gastonia	Jennifer Stepp	Faith
Harrisburg	Troy Selberg	Gaston County
Huntersville	Lance Munger	Granite Quarry
Iredell County	Gene Houpe	Hemby Bridge
Kannapolis	Darrell Hinnant	Kings Mountain
Marshville	Virginia Morgan	Landis
McAdenville	Jay McCosh	Lincoln County
Mineral Springs	Valerie Coffey	Lincolnton
Mint Hill	Tony Long	Locust
Misenheimer	Jeff Watson	Lowell
Monroe	Angelia James	Marvin
Mooresville	Bobby Compton	Matthews
Mount Holly	Christina Pawlish	Mecklenburg County
Pineville	Amelia Stinson-Wesley	Midland
Salisbury	Karen Alexander	Morven
Spencer	Jonathan Williams	Norwood
Stallings	David Scholl	Oakboro
Troutman	George Harris	Ranlo
		Richfield
		Stanley
		Stanly County
		Statesville
		Union County
		Wadesboro
		Waxhaw
		Weddington
		Wingate

Call to Order

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

Kelly Weston, Clerk to the Board, called roll.

Amendments to the Agenda

There were no amendments to the agenda.

1. FY2021 Workplan Preview

Geraldine Gardner, Executive Director, noted that CCOG staff is in the process of preparing the organization’s workplan for FY2021 and will present the plan for the Executive Board’s approval at its June 10th meeting. She reminded the Delegates to complete the workplan survey, adding that city, town, and county managers have been asked to do the same. She thanked the communities that have responded to the survey so far, noting that the input has been helpful.

2. Region of Excellence Awards Forecast

Ms. Weston explained that the Region of Excellence Awards are CCOG’s way of celebrating the work of its member governments and partner organizations. She gave an overview of the six award categories, which include Cross-Community Collaboration, Local Government Innovation, Improving Quality of Life, Clean Cities, Aging in Action, and James D. Prosser Excellence in Government Leadership. She further noted that the application deadline is June 1st and the award recipients will be announced on August 12th. She asked the Delegates to encourage staff in their communities to submit nominations.

3. CCOG Rebranding and Website Update

Chairman Compton noted that a quorum was not present, therefore the Board would not take action on this item.

Ms. Gardner explained that improving external communications and the website were key findings from CCOG’s strategic review last year. As a result, staff has been working with Moonlight Creative to modernize and polish the organization’s look.

Emily Hickok, Marketing and Communications Manager, noted that the brand changes have not been adopted yet and the public unveiling is not until mid-August. She presented an overview of the rebranding project, noting that the current brand is over ten years old. A new brand will match the organization’s new direction and unite all CCOG sub-brands with a common structure, visuals, and voice. She further explained that to reinforce the regional mission and avoid negative association with the word “government,” staff proposes updating the organization’s name to Centralina Regional Council. She also presented the new logo, brand mark, and the tagline “Our Communities. Our Region. Our Future.” She presented an overview of the new website, which will feature a streamlined, modern look. She noted that staff is planning to combine the August Board of Delegates meeting with the Region of Excellence Awards and the brand unveiling.

Ms. Gardner noted that it was exciting to receive input from the Executive Board and staff during this process. She explained that since a quorum was not present, and because the Executive Board voted previously to proceed with the initial step of filing a Doing Business As designation, staff will proceed with a phased approach to the name change and bring the item back to the Board at its August meeting.

In response to a question from Chairman Compton, Ms. Gardner explained that because of new state regulations regarding electronic meetings, it would be best to wait and vote on the item at the next Board of Delegates meeting.

In response to questions from Council Members David Scholl, Town of Stallings, and Amelia Stinson-Wesley, Town of Pineville, Ms. Gardner noted that the Executive Board expressed support for the new name and the intent to emphasize the regional nature of the organization’s work and its role as a council or group of governments that comes together to make decisions about the region’s future.

In response to a question from Council Member Troy Selberg, Ms. Weston confirmed that the Board was five Delegates short of having a quorum.

4. Regional Update on COVID-19

Ms. Gardner presented an overview of CCOG’s response to COVID-19, noting that the organization has focused on serving vulnerable populations, supporting local governments, and coordinating regional engagement and advocacy. She also noted that the Ombudsman program is seeing an increase in cases in long-term care facilities. She explained that support for local governments has included member outreach to managers and Delegates, summarizing federal and state legislation, providing virtual meeting and reopening guides, and enhanced grants outreach. She further noted that CCOG is working on economic development recovery support and working to reopen the NCWorks Career Centers.

In response to a question from Mayor Pro Tem Martha Sue Hall, City of Albemarle, Leslie Mazingo, Strategics Consulting, explained that the NC General Assembly chose to distribute CARES Act funding to the counties, which will then decide how those funds are distributed to municipalities.

5. COVID-19 Good News

Ms. Weston shared positive stories and examples of resilience in local communities during COVID-19. She noted that several organizations have been helping to meet the rising demand for meals by distributing food to seniors and children. She also noted that local companies have been providing hand sanitizer and manufacturing personal protective equipment for organizations in need. Other examples included Lincoln County Public Library providing virtual enrichment programs for children and South Piedmont Community College offering access to public Wi-Fi.

Comments from the Board of Delegates

Mayor Pro Tem Hall thanked staff for keeping the organization running while working from home. She thanked David Hollars, Executive Director of Centralina Workforce Development Board, for his assistance in troubleshooting an issue.

Secretary Jarvis Woodburn, Anson County, noted that Hornwood, Inc., a local textile manufacturer in Lilesville, has started producing fabric for N95 masks.

Council Member George Harris, Town of Troutman, thanked Ms. Gardner and staff for their assistance in recruiting a new town manager.

Comments from the Chairman

Chairman Compton noted that the next Board of Delegates meeting will be held on Wednesday, August 12th. CCOG staff will reach out to Delegates to gauge their interest in holding this meeting either virtually or in person. He further noted that plans for the meeting will also depend on state and local guidelines for gatherings.

He reminded the Delegates to complete the FY2021 workplan survey.

Chairman Compton noted that CCOG will hold a virtual grant writing workshop on Thursday, June 4th.

Comments from the Executive Director

Ms. Gardner thanked the Delegates for participating in the virtual meeting and for their work in their communities. She also thanked CCOG staff for their work. She thanked Chairman Compton for traveling to attend the meeting in person.

Adjournment

With no further business to be discussed, Chairman Compton adjourned the meeting at 6:00 p.m.



Centralina Council of Governments

Item 2



Board Agenda Item Cover Sheet

Board Meeting Date:	August 12, 2020	Agenda Item Type:	Consent:		Regular:	X
Submitting Person:	Geraldine Gardner	Presentation Time:	25 minutes			
Presenter at Meeting:	Geraldine Gardner and Centralina Staff	Phone Number:	704-348-2703			
		Email:	ggardner@centralina.org			
Alternate Contact:	Kelly Weston	Phone Number:	704-348-2728			
		Email:	kweston@centralina.org			
Submitting Department:	Executive	Department Head Approval:	N/A			
Description of Agenda Item:						
The Executive Director and Centralina staff will present the FY20-21 workplan approved by the Executive Board and highlight specific activities targeted towards member governments.						
Background & Basis of Recommendations:						
The FY20-21 workplan was approved by the Executive Board on June 10, 2020. It guides the work of Centralina's departments in alignment with the three-year strategic goals set last year. In developing the workplan, staff took into consideration input from the member survey, department priorities, and the changing circumstances posed by COVID-19.						
The workplan is organized by goal and includes the specific strategies and implementation tactics the organization will pursue.						
Requested Action / Recommendation:						
Receive as information.						
Time Sensitivity: <i>(none or explain)</i>	None					
Budget Impact: <i>(none or explain)</i>	None					
Attachments: <i>(none or list)</i>	FY20-21 Workplan					



FY21 WORKPLAN

July 1, 2020 – June 30, 2021



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INTRODUCTION

Centralina Council of Governments leads regional collaboration and sparks local action to expand opportunity and improve quality of life. We do this through creative problem solving, innovative service delivery and support to our local governments. Centralina's six departments and associated boards are dedicated to this mission of public service with a regional spirit.

Each community in the nine-county Centralina region is unique, but we share a common set of challenges. We believe that our region thrives when we work together, unified by a common mission for expanding opportunity and improving quality of life. The strong fabric of cooperation, woven by over 50 years of regionalism, must be sustained through robust implementation of localized solutions.

Our Regional Goals

As one of the fastest-growing metro areas in the country, Centralina has a diverse set of guiding plans¹ for the region; with limited resources and capacity, it is critical to prioritize within the ongoing implementation of these plans. We must also respond to the evolving needs of the region, local communities and the individuals that we serve. Last year we worked with the Board of Delegates, Regional Managers and partners across the region to set seven cross-cutting goals to guide our work over three years (2019-2022):

1. **Growth:** Manage cross-jurisdictional collaboration for coordinated regional growth
2. **Mobility:** Expand regional mobility choices and connections
3. **Health:** Improve the health and resilience of individuals, communities and our region
4. **Economic development:** Facilitate business and infrastructure investments in our local communities and regional economy
5. **Talent:** Provide talent tactics and solutions for a qualified and competitive workforce
6. **Innovation:** Support and champion our local governments
7. **Operations:** Enhance Centralina operations, infrastructure and partnerships

Centralina departments have designed workplans for FY21 that advance these goals through specific strategies and implementation tactics. Funding to support our work comes from federal, state and local sources; the Centralina Executive Board will review and approve FY21 workplan in June 2020 and corresponding budget amendments throughout the fiscal year.

¹ CONNECT our Future Regional Growth Strategy (2015); Prosperity for Greater Charlotte Comprehensive Economic Development Strategy (2017-2022); Centralina Area Agency on Aging Area Plan (2020-2024); and the Centralina Workforce Development Board Annual Plan



GOAL 1: Manage cross-jurisdictional collaboration for coordinated regional growth

We work across borders to support regional growth and economic development.

<i>Strategy 1</i>	Lead collaboration and implementation of regional growth and economic development strategies.
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Provide a five-year update on CONNECT Our Future implementation. 2. Maintain website, implementation support and interactive data-portal for the Prosperity for Greater Charlotte Comprehensive Economic Development Strategy. 3. Provide Centralina Economic Development District bi-annual State of the Region report for promoting US. Economic Development Administration (EDA) investments, EDA grants and strategic economic advising services.
<i>Lead Depts.</i>	Regional Planning & Centralina Economic Development District

<i>Strategy 2</i>	Provide tools and services to support planning for cross-jurisdictional growth and its impacts.
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Expand use of the Metrolina Regional CommunityViz Model through expansion of geography, increased use of data, more frequent model runs, incorporation into scenario planning and/or other activities. 2. Research and document how other regions communicate and/or coordinate related to developments of regional impact. 3. Consolidate multiple economic impact model methodologies into a preferred system and implement to illustrate return on investment and potential jurisdiction revenue gains.
<i>Lead Depts.</i>	Regional Planning & Community Economic Development

<i>Strategy 3</i>	Increase understanding of land use and transportation connections and impacts.
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Provide training on best practices for higher density growth and coordination through CCOG University series.



	2. Develop and update transit activity center community types to align with outcomes of the regional transit-oriented development project.
<i>Lead Dept.</i>	Regional Planning

GOAL 2: Expand regional mobility choices and connections

We partner with all levels of government to keep our region moving.

<i>Strategy 1</i>	Increase transportation mobility in the region, contributing to a more comprehensive system where modes and systems are integrated.
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Define a regional transit vision and goals to guide all activities related to the CONNECT Beyond regional mobility initiative. 2. Through extensive analysis and engagement, define preferred high capacity transit corridors for the region (high capacity transit includes commuter rail, light rail and bus rapid transit). 3. Manage a regional, 14-county, bi-state intelligent transportation and traffic incident management project to increase capacity of existing and planned transportation networks through the use of technology.² 4. Engage elected, technical, business and non-profit stakeholders across the region regarding near-term and longer-term public transit investment and improvement. 5. Identify key regional connection points or mobility hubs critical to the interoperability of transportation modes. 6. Provide first-mile / last-mile support to communities in our region through the NC by Train Initiative. 7. Provide support for Regional Freight Plan implementation activities (BUILD grant, Freight Advisory Committee, coordination with metropolitan planning organizations on freight topics, etc.).
<i>Lead Dept.</i>	Regional Planning

² Strategy dependent upon US Department of Transportation BUILD planning grant; grant submitted May 2020; notice of award September 2020.



<i>Strategy 2</i>	Increase transportation planning coordination across the region.
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Facilitate joint meetings of transportation planning boards and committees, such as metropolitan planning organizations. 2. Serve on transportation related committees to provide context and connections among transportation related efforts across many organizations.
<i>Lead Dept.</i>	Regional Planning

<i>Strategy 3</i>	Support the region in enhancing transportation technology, resilience and sustainability.
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Develop staff expertise in transportation demand management (TDM) through training and peer region networking. 2. Begin to develop a framework for a regional TDM program in conjunction with the region's transportation planning organizations (metropolitan planning organizations and transit organizations). 3. Facilitate the Connected and Autonomous Vehicle (CAV) Task Force for local and regional preparedness as a direct implementation of the Centralina CAV Regional Roadmap, including initiation of updates to the Roadmap as guided by the Task Force. 4. Provide information and training related to the deployment of alternative-fueled transit and local government fleet vehicles. 5. Implement Department of Energy Clean Cities Coalition activities for this region in support of local government transportation-related sustainability goals.
<i>Lead Dept.</i>	Regional Planning

<i>Strategy 4</i>	Provide education about transportation options to older adults and people with disabilities.
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Conduct three community educational events to promote mobility options, including transportation fairs, public speaking events, presentations at nutrition sites, etc. annually (includes virtual format).



	<ol style="list-style-type: none"> 2. Conduct one presentation to Region F Aging Advisory Committee each year to provide updates and information on older adult transportation issues. 3. Develop and distribute a Regional Transit Guide for older adults and people with disabilities. 4. Provide support to and manage the Centralina Regional Mobility Management Group, which meets four times a year. 5. Ensure interdepartmental coordination between Regional Planning and Centralina Area Agency on Aging on mobility management efforts, including the CONNECT Beyond Regional Mobility Initiative, walk and bike audits around transit stops and implementation activities from the Mobility Barriers Survey.
<i>Lead Dept.</i>	Regional Planning & Centralina Area Agency on Aging

GOAL 3: Improve the health and resilience of individuals, communities and our region

We advance health and resilience through a holistic approach.

<i>Strategy 1</i>	Expand access to and increase individual participation in evidence-based health promotion programs and disease prevention programs. ³
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Conduct six evidence-based health programs (EBHP) annually at locations easily accessible to low-income senior populations. 2. During the four-year plan period, build new programs capacity to include Chronic Pain Self-Management, Building Better Caregivers and Living Healthy in the Workplace. 3. Develop and implement a marketing plan. 4. Add 30 new lay leaders for all EBHP each year. 5. Add 10 new partners annually. 6. Conduct at least one health and wellness educational opportunity either through a webinar or in-person workshop.

³ Aligns with CAA Area Plan Goal: "Quality of Life: Create opportunities for older adults and their families to lead active and healthy lives."



	7. Utilize GIS regional and county maps to select workshop locations that target high risk and underserved areas and areas that reflect specific chronic conditions.
<i>Lead Dept.</i>	Centralina Area Agency on Aging

<i>Strategy 2</i>	Provide innovative services to enhance the individual resilience of our region's career seekers.
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Increase use of Centralina Career Headlight within the region by 30% to enable individuals to build upon their strengths and interests to achieve self-sufficiency and individual resilience. 2. Provide at least 20 new Finish Line Grants to area community college students that meet the stated criteria for assistance. The grants will help students complete their education and obtain their degree or certificate, increasing their opportunities for employment and thereby achieving self-sufficiency and individual resilience.
<i>Lead Dept.</i>	Centralina Workforce Development Board

<i>Strategy 3</i>	Support local efforts to create healthy, life-long communities.
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Coordinate with Centralina Area Agency on Aging to map community health indicators and at-risk populations. Update GIS maps annually with the latest health data for the region. 2. Incorporate health considerations into technical assistance projects where appropriate, related to park quality and access, walkability/bikeability, health in all policies, food access, etc. 3. Support the development of "Planning for Healthy Communities" educational sessions as part of the Centralina Area Agency on Aging annual conference.
<i>Lead Dept.</i>	Regional Planning

<i>Strategy 4</i>	Guide regional resilience planning and recovery efforts.
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Implement U.S. Economic Development Administration Disaster Recovery Coordinator grant to frame the regional approach to resilience and recovery coordination.



	<ol style="list-style-type: none"> 2. Assist communities in planning for long-term resilience to hazards (natural and/or economic) through interdepartmental coordination. 3. Coordinate with statewide resilience programming lead by the North Carolina Office of Recovery and Resiliency and the North Carolina Association of Regional Councils of Government. 4. Develop the Carolina Alternative Fuel Infrastructure for Storm Resilience plan to enhance alternative fuel vehicles fleet and fueling facility disaster preparedness, recovery planning and resiliency.
<i>Lead Dept.</i>	Community Economic Development & Regional Planning

<i>Strategy 5</i>	Assist the region with planning for and recovery from the COVID-19 pandemic to ensure the best health outcomes for older and disabled adults. ⁴
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Allocate and monitor all Families First Coronavirus Response Act and Coronavirus Aid, Relief, and Economic Security (CARES) Act funds throughout region for spending and programmatic compliance. 2. Hire at least one staff person for all COVID-19 related activities including monitoring, planning, development of resources, education/outreach and technical assistance. 3. Assist aging service/program throughout the year with reopening and planning efforts by providing technical assistance, resources, and guidance from the NC Division of Health and Human Services and the Administration for Community Living. 4. Update current Centralina Area Agency on Aging (AAA) Emergency Response Plan to include goals in response to pandemic and other similar issues. 5. Provide approved COVID-19 resources on Centralina AAA website. 6. Conduct at least three webinars/education sessions on COVID-19 and related issues to aging network and the community. 7. Provide updates to Centralina Executive Board and Board of Delegates upon request.

⁴ Aligns with CAA Area Plan Goals: Covid-19 Response and Quality of Life



<i>Lead Dept.</i>	Centralina Area Agency on Aging
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GOAL 4: Facilitate business and infrastructure investments in our local communities and regional economy

We connect the dots between the public and private sector to unlock funding and stimulate the economy.

<i>Strategy 1</i>	Assist with federal and state funding for public Infrastructure, disaster recovery, COVID-19 recovery and community development.
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Facilitate local government access to federally funded disaster recovery grants and COVID-19 CARES Act economic impact funding. 2. Serve as the regional liaison with the U.S. Economic Development Administration (EDA) and support applications for EDA public infrastructure grants to support economic development. 3. Market Centralina’s expertise in Community Development Block Grant (CDBG) administration and support local governments applications to North Carolina’s state CDBG program.
<i>Lead Dept.</i>	Community Economic Development

<i>Strategy 2</i>	Promote downtown development and revitalization planning services.
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Assist communities with understanding downtown development potential via advising or developing necessary financial plans, identifying economic trends and securing project grants or funding. 2. Support downtown redevelopment planning through community engagement, mapping and land use analysis, upon request.
<i>Lead Depts.</i>	Community Economic Development & Regional Planning

<i>Strategy 3</i>	Improve Centralina Workforce Development Board Member-NCWorks Career Center relationships and coordinate with the Charlotte Regional Business Alliance (CRBA) on economic development and talent efforts in the region.
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<i>Tactics</i>	<ol style="list-style-type: none"> 1. Expand use of Centralina Virtual Career Marketplace by holding at least 10 events (regional and county/industry specific). Get CRBA to help co-promote these regional events. 2. Increase the number of posted jobs by the 24 Centralina Workforce Development Board Member companies and the use of NCWorks Career Center services by 60% and correspondingly the number of people hired directly through the utilization of Centralina Workforce Services.
<i>Lead Dept.</i>	Centralina Workforce Development Board

<i>Strategy 4</i>	Coordinate services provided to businesses in the region by workforce organizations.
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Provide customized talent services value package for new and expanding businesses. Seek to have 75% of projects involving local economic development commissions approved. 2. Increase the number of approved UpSkill Centralina training grants for incumbent workers by 25%. 3. Implement NC Apprenticeship grant for youth in the region for at least 25 new apprenticeships.
<i>Lead Dept.</i>	Centralina Workforce Development Board

GOAL 5: Provide talent tactics and solutions for a qualified and competitive workforce

We champion career seekers and businesses at the heart our regional economy.

<i>Strategy 1</i>	Provide high quality, customer-focused talent services to career seekers and employers through the eight local NCWorks Career Centers.
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Upgrade and modernize NCWorks Career Center facilities including access to remote/virtual services. 2. Ensure that at least 95% of NCWorks Career Centers customers are satisfied with the services they received.
<i>Lead Dept.</i>	Centralina Workforce Development Board



<i>Strategy 2</i>	Improve or establish our continuum of services or flow of services for both customers and employers with established accounts in NCWorks.
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Provide monthly education/training sessions for NCWorks Career Center staff on improving flow of services for all customers. 2. Add this strategy as action item at monthly NCWorks Career Center meetings.
<i>Lead Dept.</i>	Centralina Workforce Development Board

<i>Strategy 3</i>	Provide services to out-of-school youth and young adults (NextGen) to increase their potential to enter or reenter the workforce.
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Increase work experience opportunities by 40% for all NextGen customers. 2. Seek to have 85% entered employment rate for NextGen customers who exit services.
<i>Lead Dept.</i>	Centralina Workforce Development Board

<i>Strategy 4</i>	Strengthen relationships and expectations of local Senior Community Service Employment Program (SCSEP) host agencies, which include non-profit and government agencies. ⁵
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Hold at least two meetings each year with host agencies. 2. Review and update host agency agreements for changes annually. 3. Partner with host agencies to help them provide training and ongoing assistance with unsubsidized employment placement and make a commitment to hire at least one participant. 4. Assure that host agency preferences and the needs of the participant are a “good fit” by reviewing assessment and placement options prior to placement and at least once during placement. 5. Pursue funding opportunities and host agency contributions to assist with SCSEP match.
<i>Lead Dept.</i>	Centralina Area Agency on Aging

⁵Strategy aligns with CAAA Area Plan Goal: “Quality of Life: Create opportunities for older adults and their families to lead active and healthy lives.”



GOAL 6: Support and champion our local governments

We stand ready to serve our members as a local resource and trusted partner.

<i>Strategy 1</i>	Engage members proactively to provide excellent customer service, information and support.
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Setup member liaisons to build relationships with members and coordinate response across other Centralina departments. 2. Conduct quarterly outreach calls to members to check in and identify needs. 3. Publish annual membership materials and impact profiles. 4. Respond to ad hoc local government questions, requests and informational presentations in front of elected bodies or staff.
<i>Lead Dept.</i>	Government Affairs & Member Engagement (GAME)

<i>Strategy 2</i>	Offer education and professional development opportunities to local government staff and elected officials.	
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Enhance capability and infrastructure to support virtual events. 2. Build out Centralina member webpage with education and professional development content. 3. Design and implement the 2020-2021 CCOG University general government professional development series. 4. Design and implement 2020-2021 CCOG University planning training series. 5. Provide planning and administrative support to the Charlotte Douglas International Airport community initiatives, including the CLT Aviation Academy. 	<p>GAME</p> <p>Regional Planning</p>



	6. Offer community economic development workshop series.	Community Economic Development
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<i>Strategy 3</i>	Convene member government staff and elected officials in peer learning and networking activities.	
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Develop a small towns initiative for how to serve small towns in the region, focusing on communities of 10,000 or fewer people. 2. Lead Regional Managers roundtable series to convene managers and administrators on topics that meet the needs of our member government leadership. 3. Explore the feasibility of establishing new peer networks and affinity groups (e.g. Centralina women’s leadership forum, inclusion leaders network, human resources and communications/public information officer networks) 	
<i>Lead Dept.</i>	Government Affairs & Member Engagement	

<i>Strategy 4</i>	Implement expanded grant outreach and support strategy.	
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Provide unified menu of grant services offered across departments, including strategizing sessions and grants administration. 2. Create expanded list of grant writing resources for members. 3. Continue proactive communication of grant opportunities at the federal level and expand outreach on state funding opportunities. 	
<i>Lead Dept.</i>	Government Affairs & Member Engagement	

<i>Strategy 5</i>	Lead intergovernmental coordination and advocacy.	
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Cultivate relationships with elected officials and staff at the state and federal levels through specific Centralina-led activities. 2. Implement annual Federal Action Plan approved by Executive Board. 3. Develop and implement state-level action plan to guide engagement. 	



	<p>4. Offer engagement opportunities between members and state agency staff/statewide partner organizations, such as North Carolina League of Municipalities and North Carolina Association of County Commissioners.</p> <p>5. Actively participate in the North Carolina Association of Regional Councils of Government and support statewide efforts to increase the profile of COGs as a state implementation partner.</p>
<i>Lead Dept.</i>	Government Affairs & Member Engagement

<i>Strategy 6</i>	Foster dialogue and support local governments on topics of regional significance, including COVID-19 recovery.	
<i>Tactics</i>	1. Support local government managers and department staff in COVID-19 recovery including peer learning, federal grants management and research.	Regional Planning, GAME, Community Economic Development
	2. Coordinate with adjacent Councils of Government to find a solution to the Piedmont radar gap issue.	GAME
	3. Assist local governments with Census 2020 related activities including data availability and impacts, trainings, etc.	Regional Planning

<i>Strategy 7</i>	Provide creative and innovative services that help local governments meet their administration, community planning and economic development needs.	
<i>Tactics</i>	1. Target and market local government administration and recruitment services to members.	GAME
	2. Provide planning assistance to local governments to address a variety of issues related to growth, land use, transportation, housing, public engagement and governance.	Regional Planning
	3. Provide administrative support to the Lake Wylie Marine Commission.	



	4. Administer Community Development Block Grant (CDBG) entitlement programs in partner counties and support local governments in CDBG application process.	Community Economic Development
	5. Provide code enforcement services and administration of essential single-family rehabilitation program.	
	6. Expand use of Centralina Virtual Career Marketplace.	Centralina Workforce Development Board
	7. Promote virtual enrollment and chat features as part of NCWorks.gov.	

<i>Strategy 8</i>	Support communities in the implementation of Chapter 160D of the North Carolina General Statutes (NCGS) planning law modifications to ensure community compliance.
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Provide 160D related information and training for local government staff. 2. Provide direct code writing technical assistance to incorporate NCGS 160D provisions. 3. Assist communities in developing initial comprehensive land use plans and/or updating existing plans to comply with the new laws.
<i>Lead Dept.</i>	Regional Planning

GOAL 7: Enhance Centralina operations, infrastructure and partnerships

We seek opportunities to improve how we work together and with our partners in support of our mission.

<i>Strategy 1</i>	Enhance employee engagement in support of our core values.
<i>Tactics</i>	1. Implement a Centralina day of service or volunteer hours.

	<ol style="list-style-type: none"> 2. Conduct periodic staff surveys / “suggestion box” concept per our Culture & Development (CD) Team. 3. Host monthly staff engagement activities and informal opportunities to build team connections (e.g. all-staff meetings, team building, virtual water cooler). 4. Develop coordinated, cross-department professional development training and health/wellness programming. 5. Enhance our internal and external work towards diversity, inclusion and equity.
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<i>Strategy 2</i>	Streamline operational services, policies and procedures.
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Complete update of policy and procedures manual, especially IT, procurement, contracting and communications sections. 2. Develop new teleworking policy for the organization. 3. Generate efficiencies in operations, creating less paperwork (e.g. Bernie portal, online support work requests).

<i>Strategy 3</i>	Improve internal IT coordination and external vendor services.
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Implement IT security, governance and standards recommendations from IT strategic planning process. 2. Engage external IT vendor and explore options to improve service. 3. Establish organization-wide standards for purchasing hardware, software and licenses. 4. Implement an asset tracking system. 5. Explore a suitable customer relationship management system that supports communications and partnership goals. 6. Offer staff training on software, hardware and A/V systems.

<i>Strategy 4</i>	Enhance finance and revenue diversification infrastructure.
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Implement quarterly department revenue forecast and system to track contract/technical assistance requests from local governments.



	<ol style="list-style-type: none"> 2. Pursue business development opportunities, grants and other external funding sources by department (e.g. EDA grant for transit-oriented development, intelligent transportation systems plan). 3. Coordinate with Centralina Foundation to pursue funding for Goal #3 health and resilience activities. 4. Pursue partnerships with outside organizations to support workplan strategies and tactics. 5. Utilize AccuFund core evaluation to fully utilize the various features currently not used or needing improvement. 6. Streamline AccuFund data to reduce detail overload on reports and ensure better utilization of subledgers. 7. Offer AccuFund report writing training and implementation to improve functionality and value of report output.
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<i>Strategy 5</i>	Implement and enforce a consistent contracting process.
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Clarify contract review and signature process and provide training to staff on procedures. 2. Implement e-signature process. 3. Implement contract status tracking system. 4. Work with attorney to clarify by-laws on approval thresholds for certain types of contracts.

<i>Strategy 6</i>	Complete name change to Centralina Regional Council and promote with stakeholders.
<i>Tactics</i>	<ol style="list-style-type: none"> 1. Work with attorney to complete a “Doing Business As” name change as an interim step. 2. Update legal documents, accounts and other business documents to implement full name change following Board of Delegates approval.

<i>Strategy 7</i>	Enhance Centralina’s external communications activities and the internal infrastructure to support it.
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<i>Tactics</i>	<ol style="list-style-type: none"> 1. Complete rebrand and website project culminating in the August 12 launch event. 2. Coordinate with departments to design and update sales sheets, brochures and other collateral to meet new brand standards. 3. Pursue activities and develop publications that focus on impact and storytelling (e.g. revised annual report, success stories, social media). 4. Develop policies and offer staff training for website updates, usage brand standards, social media and other areas to guide organization-wide adoption.
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<i>Strategy 8</i>	Coordinate with Broadcom building management on safety improvements and operations.
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<i>Tactics</i>	<ol style="list-style-type: none"> 1. Conduct monthly meetings with building management to coordinate on ongoing issues and special projects, including Americans with Disabilities Act compliance improvements. 2. Coordinate on COVID-19 building response and recovery, including planning for future shutdowns. 3. Create opportunities for greater collaboration between building tenants (e.g. safety training, audit, etc.).
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<i>Strategy 9</i>	Determine organization's space/building needs in light of upcoming lease terms, COVID-19 and teleworking experience.
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<i>Tactics</i>	<ol style="list-style-type: none"> 1. Review best practices and latest industry thinking in office space design and teleworking policies post-COVID-19. 2. Engage realtor to explore alternative locations that meet financial and operational needs. 3. Utilize Culture & Development Team to engage staff.
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<i>Strategy 10</i>	Strengthen agency compliance and awareness for the privacy and security issues surrounding the Medicare/Medicaid reimbursable programs conducted by Centralina Area Agency on Aging (AAA) and associated confidentiality in all services provided by Centralina.
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<i>Tactics</i>	<ol style="list-style-type: none"> 1. Ensure through the Brighflow PII portal that 100% of aging and assigned finance/admin staff associated with the Medicare/Medicaid reimbursement programs delivered by Centralina AAA have scores greater than 700 on security tests and ongoing satisfactory scores for additional micro-testing, phishing and other related scam training. 2. Conduct annual assessment of the HIPPA preparedness across the organization. 3. Update, as necessary, the HIPPA addendum to Policies and Procedures for Centralina/Centralina AAA. 4. Update, as necessary, the Area Plan strategic plans associated with HIPAA compliance. 5. Maintain encrypted email/fax capacity for incoming and outgoing correspondence for staff associated with Medicare, Medicaid and Medicare Advantage reimbursement programs.
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Reporting Our Progress

On a quarterly basis, staff will share updates with the Board of Delegates on our progress related to the strategies and tactics associated with each goal. The workplan will also inform how the organization prepares the required Annual Report. Each department works with various performance indicators and metrics based on the requirements of various funding sources. As a whole, Centralina seeks to define its impact on the individuals, communities and region we serve.





Centralina Council of Governments

Item 3



Centralina Council of Governments

Board Agenda Item Cover Sheet

Board Meeting Date:	August 12, 2020	Agenda Item Type:	Consent: <input type="checkbox"/> Regular: <input checked="" type="checkbox"/> X
Submitting Person:	Kelly Weston	Presentation Time:	10 minutes
Presenter at Meeting:	Leslie Mozingo	Phone Number:	202-255-5760
		Email:	leslie@strategics.consulting
Alternate Contact:	Geraldine Gardner	Phone Number:	704-348-2703
		Email:	ggardner@centralina.org
Submitting Department:	Government Affairs and Member Engagement	Department Head Approval:	Geraldine Gardner
Description of Agenda Item:			
Leslie Mozingo of Strategics Consulting will present an update on the federal response to COVID-19 and Centralina's federal relations activities.			
Background & Basis of Recommendations:			
Since 2015, Centralina has contracted with Strategics Consulting for federal relations consulting services.			
Requested Action / Recommendation:			
Receive as information.			
Time Sensitivity: <i>(none or explain)</i>	None		
Budget Impact: <i>(none or explain)</i>	None.		
Attachments: <i>(none or list)</i>	None		



Centralina Council of Governments

Item 4



Board Agenda Item Cover Sheet

Board Meeting Date:	August 12, 2020	Agenda Item Type:	Consent:		Regular:	X
Submitting Person:	Geraldine Gardner	Presentation Time:	15 minutes			
Presenter at Meeting:	Geraldine Gardner and Centralina Staff	Phone Number:	704-348-2703			
		Email:	ggardner@centralina.org			
Alternate Contact:	Kelly Weston	Phone Number:	704-348-2728			
		Email:	kweston@centralina.org			
Submitting Department:	Executive	Department Head Approval:	N/A			
Description of Agenda Item:						
The Executive Director and Centralina staff will provide an update on COVID-19 novel coronavirus regional coordination, response, and engagement. The presentation will focus on updates related to Aging services, distribution of federal Coronavirus Aid, Relief, and Economic Security Act funding and the state's Coronavirus Relief Fund.						
Background & Basis of Recommendations:						
The purpose of this briefing is to share information with the Board of Delegates about important regional coordination efforts that Centralina is engaged in and share updates on specific services impacted by the COVID-19 novel coronavirus.						
Requested Action / Recommendation:						
Receive as information.						
Time Sensitivity: <i>(none or explain)</i>	None					
Budget Impact: <i>(none or explain)</i>	None					
Attachments: <i>(none or list)</i>	None					



Centralina Council of Governments

Item 5



Board Agenda Item Cover Sheet

Board Meeting Date:	August 12, 2020	Agenda Item Type:	Consent:		Regular:	X
Submitting Person:	Geraldine Gardner	Presentation Time:	10 minutes			
Presenter at Meeting:	Geraldine Gardner	Phone Number:	704-348-2703			
		Email:	ggardner@centralina.org			
Alternate Contact:	Emily Hickok	Phone Number:	704-348-2702			
		Email:	chickok@centralina.org			
Submitting Department:	Executive	Department Head Approval:	Geraldine Gardner			
Description of Agenda Item:						
<p>The Board of Delegates is asked to vote to change the organization’s name to “Centralina Regional Council” and amend the organization’s charter and bylaws with the new name.</p>						
Background & Basis of Recommendations:						
<p>The Board of Delegates has received information and participated in key decisions of the rebranding process since October of 2019. The ten-month process concludes on August 12th with the release of the new website, logos, and tag line. A critical aspect of the rebranding process is the name change to Centralina Regional Council. The name change strongly emphasizes the regional focus of the organization’s mission and better reflects our values of innovation, collaboration, connection, and service. Other COGs around the country, including one in North Carolina, have recently changed their names to Regional Councils. The Board of Delegates was notified of the proposed name change during rebrand project briefings at the Board’s February and May meetings.</p> <p>At the March Executive Board meeting, the Executive Director presented three options for pursuing the name change based on advice from legal counsel. After a discussion, the Executive Board approved filing for an Assumed Business Name certificate to enable the name change to proceed and authorize Centralina Regional Council to be used in the rebranding process. The second step in the renaming process was for the Board of Delegates to vote on the name change to amend the organization’s bylaws and charter. This item was scheduled for the May Board of Delegates meeting, however, since quorum was not established at that meeting, the item was moved to the August meeting agenda. If the Board of Delegates does not approve the full name change, then the organization will continue to use Centralina Regional Council for external purposes only and retain Centralina Council of Governments on legal documents (i.e. charter and bylaws) and accounts. For consistency and clarity, legal counsel advises utilizing one name.</p>						
Requested Action / Recommendation:						
<p>Motion to officially change the organization’s name to the Centralina Regional Council and update the Council’s charter, bylaws, and other official documents accordingly.</p>						
Time Sensitivity: <i>(none or explain)</i>	None.					
Budget Impact: <i>(none or explain)</i>	Legal costs associated with the name change are included in FY21 budget.					
Attachments: <i>(none or list)</i>	None.					