



**Executive Board Meeting Minutes
January 8, 2020**

Officers Present	Delegates Present	Delegates Not Present	Centralina Staff
Bobby Compton, Chairman Jay McCosh, Vice Chairman	Deloris Chambers Martha Sue Hall Lynn Shue Ronnie Worley <i>Via Phone</i> Gene Houpe Rich Permenter	Zach Almond John Crump Bill Feather Larken Egleston Trevor Fuller William Morgan, Treasurer Brent Moser Jim Watson Nick Walsh Jarvis Woodburn, Secretary	Jeremy Farris Geraldine Gardner Emily Hickok Debi Lee Mike Manis Linda Miller Denise Strosser Sherika Rich Kelly Weston Venecia White <i>Guests</i> Leslie Mozingo, Strategics Consulting Dawn Newsome, Moonlight Creative Group Heather Wullenweber, Moonlight Creative Group

Call to Order

Chairman Bobby Compton, Town of Mooresville, called the meeting to order. He explained that because a quorum was not present, all agenda items would be received as information only.

Invocation

Mayor Pro Tem Martha Sue Hall, City of Albemarle, gave the invocation.

Amendments to the Agenda

There were no amendments to the agenda.

Consent Agenda

- 1. FY20 Budget Amendment**
- 2. Approval of Regional Transit Plan Consultant Agreement**
- 3. Centralina Economic Development District Appointments**
- 4. Approval of the November 13, 2019 Executive Board Meeting Minutes**

The Consent Agenda was received as information.

Mayor Pro Tem Hall noted an error in the November 13, 2019 meeting minutes incorrectly listing her jurisdiction.

5. Brand and Website Project Update

Chairman Compton noted that other North Carolina COGs have changed their name. He added that if the Executive Board wants to proceed with the name change, the Board of Delegates would need to vote to approve the change at its May meeting.

Heather Wullenweber, Moonlight Creative Group, explained that since CCOG is over 50 years old and the current brand is over 10 years old, rebranding is crucial to staying current and making sure the organization is set up for continued growth. She further explained that her firm is proposing changing CCOG's name to Centralina Regional Council to emphasize its regional focus and mission. She added that the change would avoid any negative association with the word "government" and reinforce the Centralina name. She also explained that her firm has spent several weeks working with internal teams to create new logos. She presented two options for the parent logo and department logos.

Vice Chairman Jay McCosh, Town of McAdenville, noted that both options are well done. He added that the second option is a synthesis of CCOG's sub-brands.

Mayor Pro Tem Hall inquired if CCOG's market and audience would appreciate the structure of the first option or the abstractness of the second option.

In response to a question from Commissioner Rich Permenter, Lincoln County, Dawn Newsome of Moonlight Creative Group explained that the rebranding project follows a complex, intense timeline to meet the August 12th launch date.

In response to a question from Mayor Pro Tem Hall, Geraldine Gardner, Executive Director, explained that all funds budgeted for the project have been allocated. She added that staff could send out the options to the Board Members for feedback.

Commissioner Lynn Shue, Cabarrus County, suggested moving forward with the unanimous direction from the Board Members present.

Vice Chairman McCosh suggested including the Executive Board comments made during the meeting and Moonlight Creative Group's talking points in the information sent to the Board Members for feedback.

Mayor Pro Tem Hall added that the request for feedback should address the CCOG name change.

Commissioner Gene Houpe, Iredell County, noted that he was fine with either logo option, but preferred the second option.

Chairman Compton explained that staff would send out the logo options and requested information to all Executive Board Members so they can submit their vote electronically.

6. Federal Relations Update

Leslie Mazingo, Strategics Consulting, reviewed the federal relations performance report for November through December 2019. She noted that Congressional staffers participated in the December 18th Regional Managers Group meeting. She gave an overview of the 2020 Congressional calendar. She also presented a map of the new Congressional districts for the 2020 election, noting that the region is gaining a district.

In response to a question from Mayor Pro Tem Hall, Ms. Mazingo explained that the region's delegation will increase from seven to eight members of Congress.

Chairman Compton noted that the performance report will be received as information.

Ms. Mozingo presented the 2020 Federal Action Plan, noting that priorities from 2019 are being carried over into the second session of Congress. She further noted the addition of the Workforce Investment Opportunity Act reauthorization to the plan's priorities. She also highlighted key dates in the 2020 federal calendar.

Ms. Gardner introduced Jeremy Farris, Government Affairs and Member Engagement Coordinator, noting that he will be working with Ms. Mozingo on federal relations.

Mr. Farris presented a draft itinerary for an Executive Board trip to Washington, DC in the spring.

Ms. Gardner explained that by the end of January, staff needs to know which Executive Board members are interested in participating in the trip.

In response to a question from Mayor Pro Tem Hall, Vice Chairman McCosh explained that the trip was originally intended for Executive Board Members and Delegates from smaller communities but would not exclude anyone from participating.

Ms. Mozingo noted that she will provide materials to Board Members participating in the trip so they will be well-informed for meetings while in Washington.

7. FY21 Budget Preview

Denise Strosser, Finance Director, presented the financial report for December 2019. She also presented the placeholder budget for FY 2021.

In response to questions from Mayor Pro Tem Hall, Ms. Strosser explained that the FY 2020 and FY 2021 operating budgets are about the same. She added that for the FY 2021 pass-through budget, the Workforce Development budget is higher than last year.

Chairman Compton noted he had a discussion with Vice Chairman McCosh about the minimum assessment rate. He explained that because it is late in the budget process, changes to the rate would adversely affect the FY 2021 budget.

Mayor Pro Tem Hall noted that the \$750 minimum assessment is not a large amount if CCOG can show the relevance of membership in the organization.

In response to a question from Mayor Pro Tem Hall, Ms. Gardner noted that staff recently received letters of withdrawal intent from the Town of Weddington and the Town of Hemby Bridge.

Vice Chairman McCosh noted that communities have to have proponents of CCOG on their boards and councils who support membership in the organization.

Commissioner Houpe noted the challenges of communicating information about CCOG to communities.

Chairman Compton noted the item would be received as information.

8. State Relations Update

Kelly Weston, Clerk to the Board, explained that at its September meeting, the Executive Board directed staff to explore working with a state government relations consultant. She noted that CCOG does not have funds in the current budget to hire a consultant but can allocate the appropriate funds in the next fiscal year at the Executive Board's direction. She also noted that staff wants to continue partnering with the NC League of Municipalities (NCLM) and the NC Association of County Commissioners (NCACC), adding that both groups participated in the last Regional Managers Group meeting. She further noted that CCOG's

state relations strategy could focus on three areas: advocating for the organization, advocating for resources on behalf of the region, and commenting on pending state legislation.

In response to a question from Chairman Compton, Ms. Gardner noted that CCOG partners with other COGs through its membership in the NC Association of Regional Councils of Government.

Mayor Pro Tem Hall suggested reviewing the history of CCOG's past legislative committee.

Commissioner Shue noted that the funds for a state consultant would be well spent. He added that the state associations are concerned with statewide issues, while CCOG would focus on regional issues. He suggested collaborating with NCLM and NCACC on these interests. He further noted that having a state consultant could be a selling point for communities considering membership in CCOG.

9. Nominating Committee Update

Commissioner Houpe noted that the Nominating Committee is comprised of Mayor Bill Feather of the Town of Granite Quarry, Mayor Pro Tem Deloris Chambers of the Town of Badin, and himself. He reported that the Committee members conferred amongst themselves and reached out to the current CCOG officers, who all confirmed they are willing to serve another term. He added that no other Delegates have expressed to the Committee an interest in serving as an officer. He further noted that the proposed slate that the Committee will present at the February 12th Board of Delegates annual meeting will be:

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

10. 2020 Board Meeting Schedule

Ms. Weston reviewed the 2020 Board meeting calendar. She explained that the August Board of Delegates meeting will be a member appreciation event that will feature the Region of Excellence Awards, the launch of the new CCOG brand and website, and a guest speaker. She added that Moonlight Creative Group has suggested holding the event during lunchtime.

Chairman Compton explained that the March 11th Executive Board meeting needs to be rescheduled because the date conflicts with the National League of Cities conference in Washington, DC.

Ms. Weston noted that staff identified Thursday, March 12th and Wednesday, March 18th as options for rescheduling the meeting.

Vice Chairman McCosh and Mayor Pro Tem Hall suggested moving the meeting to March 18th.

Ms. Weston noted that the November Executive Board meeting date conflicts with Veterans Day and most of the Wednesdays that month could be problematic for rescheduling due to elections, conferences, and the Thanksgiving holiday. She noted staff has identified Thursday, November 12th as an option for rescheduling.

Chairman Compton noted that moving the meeting to November 12th would be the best option. He added that the updated schedule will be distributed to the Board Members.

Comments from the Executive Board and CCOG Staff

Mayor Pro Tem Hall noted that Ms. Gardner has been with CCOG as its Executive Director for one year. She added that Ms. Gardner and Emily Parker, Senior Planner, have been assisting the City of Albemarle with strategic planning.

Comments from the Chair

Chairman Compton reminded the Executive Board that the Board of Delegates annual meeting will be held on February 12th. He asked the Board Members to encourage Delegates in their counties to attend the meeting.

He also encouraged Board Members to apply for the 2020 CLT Aviation Academy, noting that it is a fun and exciting opportunity to visit areas of the airport that are not accessible to most. He added that applications are due February 21st.

He thanked the Board Members and staff for their support during his first year as Chair.

In response to a question from Mayor Pro Tem Hall, Chairman Compton noted that he will reach out to the clerks in the communities with low Delegate attendance.

Commissioner Houpe cautioned against upsetting Delegates who have been absent from meetings.

Comments from the Executive Director

Ms. Gardner reported that she and the Executive Directors from Piedmont Triad Regional Council and Western Piedmont Council of Governments are setting up a meeting with staff from NC Emergency Management to get feedback on potential state funding and assistance for the NC Radar Project. She added that they are also considering a feasibility study to understand the project's needs and costs. She also added that they have received feedback from federal contacts that there is no federal funding available for the project.

She also reported that staff has secured funding for the Regional Transit Plan from six planning organizations across the region.

Ms. Gardner reported that staff is piloting a free manager search and recruitment process for the Town of Troutman.

She noted that the City of Kannapolis has confirmed they are interested in rejoining CCOG, adding that they will be invited to the February Board of Delegates meeting.

Ms. Gardner thanked the Executive Board for their support during her first year at CCOG.

Adjournment

With no further business to be discussed, Chairman Compton adjourned the meeting at 8:24 p.m.