

NOTES

TO: Honorable Mayor and City Council Members

FROM: Barbara Lipscomb, City Manager 

DATE: May 18, 2016

SUBJECT: Materials for Your Information

Please find attached the following materials for your information:

1. A memo from Gary Fenton, Recreation and Parks Director, regarding Family Fun Day at Greenville Aquatics and Fitness Center
2. A memo from Kevin Mulligan, Public Works Director, regarding mosquito education
3. A memo from Roger Johnson, Economic Development and Revitalization Manager, regarding the small business plan competition process

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Attachments

cc: Dave Holec, City Attorney
Carol Barwick, City Clerk

Memo

To: Barbara Lipscomb, City Manager
From: Gary Fenton, Director of Recreation and Parks
Date: May 18, 2016
Re: Greenville Aquatics and Fitness Center Family Fun Day

The Recreation and Parks Department invites Greenville City Council members and the public to visit the Greenville Aquatics and Fitness Center (GAFC) on Saturday, May 21, 2016 for a Family Fun Day. This event is being planned to provide an easy way for residents who are unfamiliar with the Center and its services to learn about the facility and sample some of the equipment and programs available there.

From 10:00 a.m. to 2:00 p.m. members of the public are invited to meet with center staff to learn about the facility and its programs. In addition, participants will be able to try out some current GAFC programming including pickleball, badminton, swimming, and basketball. The attached flyer provides additional scheduling information.

Those seeking additional information are encouraged to call 329-4041.

Attachment

cc: Merrill Flood, Assistant City Manager

COME AND JOIN US FOR OUR

Family Fun Day

SATURDAY, MAY 21ST 10AM-2PM

Greenville Aquatics & Fitness Center

All Activities Free to the Public!

Amazing Membership Special!

Arts & Crafts for the Kids 10 & 11am

Aqua Classes 10 & 11am

Karate Demonstrations 12 & 1pm

Small Group Trainings 11am & 12pm Zumba Class 1pm

Pickleball 10am & Badminton 11am

Free 1-on-1 Swim Evaluation 12-2pm

Basketball 12-2pm

Celebrating 30 Years of Service!

921 Staton Road, Greenville, NC 252.329.4041

Memorandum

To: Barbara Lipscomb, City Manager
From: Kevin Mulligan, PE, Director of Public Works
Date: May 18, 2016
Subject: Mosquito Education

As temperatures rise, citizens will be in contact with nature's insects. One insect, the mosquito, will make its presence known. Warmer weather will increase adult mosquito populations and renew public concerns about the mosquito-borne infection "Zika". Zika has been and still is in the news. It is a virus that can be transmitted by mosquitoes and affect human health. Two mosquitos are associated with Zika transmission. *Aedes aegypti* is the most common carrier or transmitter of Zika in the world but is not thought to be prevalent in eastern North Carolina. The other mosquito that can transmit the Zika virus is the Asian Tiger Mosquito (*Aedes Albopictus*). This mosquito is prevalent in our area and is considered North Carolina's most bothersome or pestiferous mosquito. The Public Works Department will continue its integrated mosquito control program to minimize the adult mosquito population's adverse effect on outdoor activities. The mosquito control activities include public education, larviciding, surveillance, and adulticiding as addressed below:

Public Education:

Public Works will provide information to residents about mosquito control and personal protective methods through various media channels (pamphlets, GTV, news articles, and social media). The information will be distributed in conjunction with property inspections for mosquito breeding containers and sites.

Larviciding:

The Department's larviciding program will continue to treat stagnant water for pre-emergent control of mosquitoes. This activity releases bacteria that can kill mosquito larva or prevent them from developing into mosquitoes. Larviciding is the preferred control method of most mosquito programs.

Surveillance:

Public Works will operate mosquito traps across the City throughout the season to monitor adult mosquito populations. The data gathered from the traps is used to support the use of adulticiding.

Adulticide:

Chemical spraying is the least effective way to control mosquito populations. Most spraying applications have very little effect on *Aedes Albopictus*. The period of activity for this mosquito is usually during the daytime. The Asian Tiger's active period does not usually coincide with the timing of spray applications that have optimal efficacy rates at dusk or dawn. Weather conditions during summer daylight hours minimize adulticide application efficacy.

City residents can help reduce the likelihood of disease transmission by emptying containers around their homes on a weekly basis. They can use repellents for protecting themselves and monitoring their property for mosquito breeding sites. Residents should eliminate standing water, discard water holding items, and empty containers that hold water. Some examples are flower pots, gutters, boat tarps, and bird baths.

The CDC has released some information related to Zika. The attached flyer is an important illustration for the prevention of mosquito borne illnesses including Zika. Public Works staff will attend workshops during the year to stay abreast of all mosquito control measures and viruses transmitted by their bite.

Should you have any questions, do not hesitate to contact me.

Attachment

cc: Delbert Bryant, Sanitation Manager

Mosquito Bite Prevention (United States)



Not all mosquitoes are the same. Different mosquitoes spread different viruses and bite at different times of the day.

Type of Mosquito	Viruses spread	Biting habits
 <p><i>Aedes aegypti</i>, <i>Aedes albopictus</i></p>	<p>Chikungunya, Dengue, Zika</p>	<p>Primarily daytime, but can also bite at night</p>
 <p><i>Culex species</i></p>	<p>West Nile</p>	<p>Evening to morning</p>

Protect yourself and your family from mosquito bites

Use insect repellent

Use an Environmental Protection Agency (EPA)-registered insect repellent with one of the following active ingredients. When used as directed, EPA-registered insect repellents are proven safe and effective, even for pregnant and breastfeeding women.

Active ingredient	Some brand name examples*
Higher percentages of active ingredient provide longer protection	
DEET	Off!, Cutter, Sawyer, Ultrathon
Picaridin , also known as KBR 3023 , Bayrepel , and icaridin	Cutter Advanced, Skin So Soft Bug Guard Plus, Autan (outside the United States)
Oil of lemon eucalyptus (OLE) or para-menthane-diol (PMD)	Repel
IR3535	Skin So Soft Bug Guard Plus Expedition, SkinSmart



* Insect repellent brand names are provided for your information only. The Centers for Disease Control and Prevention and the U.S. Department of Health and Human Services cannot recommend or endorse any name brand products.



Protect yourself and your family from mosquito bites *(continued)*



- ◆ Always follow the product label instructions.
- ◆ Reapply insect repellent every few hours, depending on which product and strength you choose.
 - » Do not spray repellent on the skin under clothing.
 - » If you are also using sunscreen, apply sunscreen first and insect repellent second.

Natural insect repellents (repellents not registered with EPA)

- ◆ The effectiveness of non-EPA registered insect repellents, including some natural repellents, is not known.
- ◆ To protect yourself against diseases like chikungunya, dengue, and Zika, CDC and EPA recommend using an EPA-registered insect repellent.
- ◆ When used as directed, EPA-registered insect repellents are proven safe and effective.
- ◆ For more information: www2.epa.gov/insect-repellents

If you have a baby or child



- ◆ Always follow instructions when applying insect repellent to children.
- ◆ Do not use insect repellent on babies younger than 2 months of age.
- ◆ Dress your child in clothing that covers arms and legs, or
 - ◆ Cover crib, stroller, and baby carrier with mosquito netting.
 - ◆ Do not apply insect repellent onto a child's hands, eyes, mouth, and cut or irritated skin.
 - » Adults: Spray insect repellent onto your hands and then apply to a child's face.
 - ◆ Do not use products containing oil of lemon eucalyptus (OLE) or para-menthane-diol (PMD) on children under 3 years of age.

Treat clothing and gear



- ◆ Treat items such as boots, pants, socks, and tents with permethrin or purchase permethrin-treated clothing and gear.
 - » Permethrin-treated clothing will protect you after multiple washings. See product information to find out how long the protection will last.
 - » If treating items yourself, follow the product instructions.
 - » Do not use permethrin products directly on skin.

Mosquito-proof your home



- ◆ Use screens on windows and doors. Repair holes in screens to keep mosquitoes outside.
- ◆ Use air conditioning when available.
- ◆ Keep mosquitoes from laying eggs in and near standing water.
 - » Once a week, empty and scrub, turn over, cover, or throw out items that hold water, such as tires, buckets, planters, toys, pools, birdbaths, flowerpots, or trash containers. Check inside and outside your home.



Find yourself in good company

MEMORANDUM

TO: Barbara Lipscomb, City Manager

FROM: Roger Johnson, Economic Development & Revitalization Manager 

DATE: May 17, 2016

RE: Notes to Council

SUBJECT: Small Business Plan Competition Process

During the City Council budget workshop, questions arose regarding the Small Business Plan Competition. As a result, the Office of Economic Development agreed to provide a written summary about the program for purposes of clarity.

The Small Business Plan Competition has been in existence since 2009. It has provided 32 grants, with 25 of the recipients still in business.

INTRODUCTION:

The priority placed on re-seeding Greenville's redevelopment areas with home grown, prosperous commercial enterprises is made clear by the adopted Center City/West Greenville Revitalization Plan which includes broad goals of:

"Increasing the economic competitiveness of the revitalization area" and "Repositioning the downtown as a vibrant activity center for the city and region"

As such, the Greenville Redevelopment Commission authorized the Business Plan Competition to provide an incentive to small business owners and other entrepreneurs to create or expand businesses within the Center City - West Greenville Redevelopment Areas.

Submissions will be accepted twice a year with due dates of **July 1** and **December 1**. Awards will typically be made within 90 days of submission. The availability of grant funds from year to year is based on continued authorization of the program by the Redevelopment Commission and funding from the Greenville City Council.

PURPOSE

The purpose of the Business Plan Competition is to provide an economic incentive to small business owners and other entrepreneurs both from within and without the redevelopment areas to create or expand small business enterprises and create jobs within the bounds of the Center City - West Greenville Redevelopment Areas.

ELIGIBILITY

Business plan submissions are limited to existing or start-up small businesses that are primarily located, or intend to locate within the boundaries of the Center City - West Greenville Redevelopment Areas.

Submitting entities must be a for-profit business whose tangible net worth is not in excess of \$7.5 million, and whose average net income after Federal income taxes (excluding any carry-over losses) for the preceding two completed fiscal years is not in excess of \$2.5 million. Businesses must be registered with the North Carolina Secretary of State's Office.

Examples of eligible uses of grant funding include:

- Working capital or operating funds
- Purchase of equipment, commercial use vehicles or machinery
- Improvements to owner occupied property
- Leasehold improvements
- Expansion of business services or products
- Other uses considered according to business plan

FUNDING

Provided that funding is available, up to four awards of \$15,000, or 10% of the total business investment with a cap of \$30,000 (whichever is greater) may be made at the sole discretion of the Redevelopment Commission in each grant cycle.

Typically, grant awards will be distributed equally between the Center City and West Greenville revitalization areas with as many as two awards made to businesses in each area. Business Plan Competition Grant funds are distributed as a zero interest loan forgivable over a three (3) year period, at one third of the award per year for each year the business operates. Failure to comply with the program guidelines or closing of the business will result in efforts to recapture grant funding on a pro-rata basis.

APPLICATION AND SELECTION

It is mandatory that those entering a submission in the competition enroll in at least three small business seminars provided free of charge by the Greenville office of the Small Business and Technology Development Center (SBTDC), Pitt Community College Small Business Center, or similar business seminars offered by local organizations prior to the submission deadline. The Redevelopment Commission will take into consideration attendance at business seminars such as those described above as part of the "applicant experience".

Business plan submissions must be completed in accordance with the business plan outline and checklist provided in the package. Incomplete submissions will not be awarded an interview, and will be withdrawn from the competition by the program manager.

Business plan submissions must be accompanied by the application, security documents, and financial information included in this package. Each individual owner of 20% or more of the business must sign the application and associated documents.

If a submitting application is found to be incomplete, the applicant will have one week to turn in all missing information. If information remains missing, the application will be rejected, and the applicant may resubmit during the next grant cycle.

Existing companies submitting applications will be required to provide profit/loss statements, federal income tax statements, five-year projections, and other financial documents as necessary to demonstrate compliance with small business and other eligibility requirements. New companies will be required to provide personal tax records from the previous year, and five-year projections.

Fully completed submissions turned in by the applicable deadline will receive an interview by a selection subcommittee made up of City staff and Redevelopment Commission members. An interview with the selection committee is scheduled after the application has been submitted, and all criteria have been met. The interview is the final step in the application process. During this interview, selection committee members will share general comments about the application with the applicant.

All submitting entities will receive notification as to their status. If an applicant is missing information and does not receive an interview, they can reapply during the next cycle. First time applicants that are not selected for funding are required to wait a minimum of six (6) months before applying again. If the applicant is not selected upon their second submission, they must wait twelve (12) months before resubmitting their business plan. (Applicants are eligible to submit business plan proposals for substantially different projects at any time.)

SCORING

Scoring factors that are taken into consideration by the Redevelopment Commission include:

- **Cash flow** – Evidence that the business venture is or will bring in more revenue than expenditures at the end of an accounting period.
- **Credit History** – Applicant/s should have demonstrated the responsible use of credit either as individuals or for their business ventures. Applicant/s should not have any active liens or judgments on their credit.
- **Employees** - The number of full- or part-time, low and moderate income employees that the proposed business intends to hire. The income test for this purpose will include any employees whose total annual income in the previous tax year did not exceed 80% of the area median income.
- **Equity** - Level of equity brought by applicant/s to the project. Equity may include cash, real estate, equipment, or inventory.
- **Experience** - Applicant's level of experience with the specific business type as well as other general employment, educational, and management experience. Attendance at small business seminars such as those described in section 5.1 may be cited in place of or in addition to other formal education or business related experience.

Following the submittal, applicants are interviewed by a panel. The panel is a subset of the Redevelopment Commission members. This panel is voted on and approved by the RDC. Importantly, panelists are provided applications before the interview for review. Applicants attend a 30-minute interview to provide a brief overview of the company, provide additional information about the business, and answer questions for clarity. After all interviews are complete the panel discusses the interview results and makes a recommendation on which applicants to fund.

After the Small Business Panel received feedback about the process, they changed procedures. As a result, it is now standard operating procedure that those not recommended for funding are contacted by phone and provided suggestions for improving their next submittal.

The small business panel brings funding recommendations to the RDC. The RDC votes on the panel recommendations. Once recommendations are approved (or not), the project manager processes the paperwork for each winning applicant and grants are provided.

Submittal Tribulations

The predominant reason businesses are not funded is the lack of financial understanding and planning, demonstrating the knowledge on how to operate a business, and cost estimation for inventory and expenses. Other reasons have included business plan needs refining, lack of industry knowledge, or some applicants viewing this small business opportunity as a grant as opposed to seed funding for a sustainable business.

Program Accomplishments

- 29 of 32 funded businesses survived 3 years
- 25 of 32 funded are still in business
- 102 Full-time jobs in West Greenville and Uptown
- 227 Part-time jobs in West Greenville and Uptown

cc: Merrill Flood, Assistant City Manager

Business	Amount Granted	Busines Year	Still in Business	Closed
Appogee	\$15,000	2010	X	
Art Avenue	\$15,000	2013	X	
Blue Ox Games	\$15,000	2011	X	
Campus Cookie	\$15,000	2014	X	
Campus Corner	\$15,000	2015	X	
Castillo Language Services	\$15,000	2009	X	
Copper and Vine	\$15,000	2011		X
Core Fitness and Wellness Inc	\$15,000	2010		X
Courtside	\$30,000	2013		X
Cory Kennedy- State Farm	\$30,000	2014	X	
Crossfit Greenville	\$15,000	2014	X	
CynthRich Vending	\$15,000	2009	X	
Dickson Ave. Public House	\$15,000	2014	X	
Dulcinea Wholesale	\$15,000	2009		X
East Carolina Labor	\$15,000	2011	X	
E-Audit	\$15,000	2013	X	
Gametheory	\$15,000	2014	X	
Gold Post Restaurant	\$15,000	2009	X	
Greenville Times	\$15,000	2008	X	
iTeach	\$15,000	2011	X	
La Bendicion Bakery	\$15,000	2012		X
Laced Boutique	\$15,000	2015	X	
Longleaf Brewery	\$15,000	2014	X	
Nelson Arrington Completes	\$15,000	2009	X	
Purple Blossom Yoga	\$15,000	2013	X	
Red, White, and Blue Cab	\$15,000	2010		X
The Scullery	\$15,000	2011	X	
Third Degree Signs	\$15,000	2015	X	
Tier2 Technology	\$15,000	2012		X
Vickis' Auto	\$15,000	2011	X	
Winslow's Deli	\$30,000	2010	X	
Wright School of Music	\$15,000	2014	X	