

OFFICIAL MINUTES
CITY COUNCIL PLANNING RETREAT
CITY OF GREENVILLE, NORTH CAROLINA
FRIDAY, JANUARY 24, 2020



The Greenville City Council held their annual Planning Retreat from Friday, January 24, to Saturday, January 25, in the Gallery Room, located on the third floor at City Hall, with Mayor P. J. Connelly presiding. Mayor Connelly called the meeting to order on Friday, January 24, at 4:35 pm.

Those Present:

Mayor P. J. Connelly, Mayor Pro-Tem Rose H. Glover (arrived 4:45 p.m.), Council Member Daniels, Council Member Will Bell, Council Member Rick Smiley, Council Member William F. Litchfield, Jr. and Council Member Brian V. Meyerhoeffer, Jr.

Those Absent:

None

Also Present:

City Manager Ann E. Wall, City Attorney Emanuel D. McGirt, City Clerk Valerie Shiuwegar, Assistant City Manager Michael Cowin, Assistant City Manager Ken Graves

MAYOR'S WELCOME

Mayor Connelly welcomed everyone to the City Council's 2020 Planning Retreat, remarking positively on the past years' growth and progress, and stating his anticipation for the upcoming 2020-2022 period.

PUBLIC COMMENT PERIOD

Mayor Connelly opened the public comment period at 4:40 pm, explaining procedures which should be followed by all speakers. Seeing none, he concluded the public comment period at 4:41 p.m.

EAST CAROLINA UNIVERSITY AND THE CITY OF GREENVILLE



Interim Chancellor Ron Mitchelson illustrated the relationship between the growth of East Carolina University (ECU) and the growth of the City. He stated that as the City grows, the University grows, and vice versa. Increasing the City's profile helps recruit students to ECU, as research has shown that limited information about Greenville is often listed as a detractor of student choice.

He stated that ECU ranks high in supporting social mobility, taking many rural students from Tier 1 and Tier 2 students that have displayed strong class performance. He stated that ECU receives the most students from Wake County, followed by Pitt and Mecklenburg, respectively. He stated that the market is becoming more competitive as there are fewer high school students.

Chancellor Mitchelson listed factors that are crucial to the success of the City and ECU: a robust and vibrant downtown environment, more jobs and industries, increased population. ECU will continue to increase their recruiting efforts and concentrate on strengthening their programs with community colleges and distance education. He noted that increased flexibility in setting out-of-state tuition rates would help the University become more competitive out of state, but would have to be granted by the Board of Governors.

Chancellor Mitchelson listed upcoming projects for the University, including a partnership with Pitt County Schools, a proposed hotel between Third & Fourth Streets, and ECU's Millennium Campus.

He stated that the University will partner with Pitt County Schools and help manage South Greenville Elementary School. He stated that this partnership is the first of its kind and was proposed by the State because of ECU's strong relationship with Pitt County Schools. He stated that the University will be bringing many resources to the school, including potential participation from their medical and dental school.

Mayor Pro-Tem Glover requested additional details about this project and about ECU's involvement with the Intergenerational Center.

City Manager Wall stated that she would reach out to Chancellor's Mitchelson's suggested contact and coordinate a meeting.

Chancellor Mitchelson stated that the Millennial Campuses will be an asset to the University as well as the community because it will help encourage development and help Greenville as a destination. He stated that elements in the Warehouse district, such as the smoke stack and water drum, will remain intact. He stated that the University would like to take advantage of tax credits before they expire, so some demolition will begin this summer. He stated that the University is still very interested in a performing arts center but they will need to find a funding source.

The City Council thanked Chancellor Mitchelson for his presentation.

CITY COUNCIL GOALS



City Manager Wall stated that the City Council had previously identified 2018 – 2020 goals and priorities for the City:

GOALS

1. Be a safe community
2. Build great places that thrive by:
 - a. Creating and sustaining complete neighborhoods
 - b. Growing a green, resilient city
 - c. Making and healthy and vibrant city
 - d. Capturing “both sides of the river”
3. Grow the economic hub of eastern North Carolina through proactive recruitment of business
4. Enhance accessible transportation networks and public building, public infrastructure development
5. Build a high-performing organization, and govern with transparency and fiscal responsibility.

CITY COUNCIL PRIORITIES

1. Proactive economic development including the seven recommendations from staff and a disparity study
2. Infrastructure (strategic with roads/sidewalks)
3. Arts/Entertainment
4. Cleanliness and beautification
5. Develop and implement a comprehensive approach to storm water management
6. Continue to implement the Town Common Master Plan
7. River access, Tar River Vantage Points, and Tar River Legacy Plan Additions
8. Enhance public safety through street lighting, cameras, and community police relations
9. High performing organization

Staff presented action steps taken over the 2018-2020 period to meet each priority (see Appendix A).

Receiving the updates provided in staff’s presentation on priorities and action steps, the City Council requested that staff follow up on the following:

- Remind businesses about the outdoor dining option
- Consider the ability to go vertical for the City employee lot
- Provide a solidified timeline on the last phase of the Arlington Boulevard construction project (Phase 2)
- Monitor the mowing and litter cleanups and litter on both sides of the Green Street Bridge



- Assess the possibility of adding brighter lights on South End Drive and examine ways to address lighting issues on Hooker Road

City Manager Wall outlined the next steps. She stated the work on the horizon could be visualized as “buckets” that contain multiple projects:

Economic Development

- Greenville-ENC Alliance
- Site Development
- Economic Development Tools

Infrastructure

- Town Creek Culvert
- South Tar River Greenway
- Greenway Expansion

Recreation

- Pool
- Adventure Park
- Greenway Expansion

BUILD Grant

- 5th Street
- Town Creek Connector
- Greenway Expansion

Center City

- Imperial Development
- Boutique Hotel
- Millennial Campus

Public Safety

- Fire Station 7
- Fire Station 1 Bay Expansion
- Crime Reduction Strategies

Transportation

- Public Transportation
- NCDOT Project Delays

Organization



- Class and compensation study
- Employee Benefits

She stated that efforts would be dedicated to understanding the scope of each project and seeing them through to completion.

Assistant City Manager Cowin provided a quick update on the General Fund. He stated that revenues are projected to exceed expenses up to \$1 million by the end of the year. He stated that the revenue numbers could be attributed to sales tax funds and operating expenses that came in under budget. He cautioned that increases from sales tax should not be factored in for long-term impact, comparing its nature to a bubble.

Council Member Bell made a motion to recess the City Council Planning Session. Council Member Smiley seconded the motion and it carried unanimously. Mayor Connelly recessed the City Council Planning Session at 6:20 p.m.

PROPOSED MINUTES
CITY COUNCIL PLANNING RETREAT
CITY OF GREENVILLE, NORTH CAROLINA
SATURDAY, JANUARY 25, 2020



Mayor Connelly reconvened the City Council Planning Session on Saturday, January 25, 2020 in the Gallery Room, located on the third floor at City Hall at 8:37 a.m.

Those Present:

Mayor P. J. Connelly, Mayor Pro-Tem Rose H. Glover, Council Member Daniels, Council Member Will Bell, Council Member Rick Smiley, Council Member William F. Litchfield, Jr. and Council Member Brian V. Meyerhoeffer, Jr.

Those Absent:

None

Also Present:

City Manager Ann E. Wall, City Attorney Emanuel D. McGirt, City Clerk Valerie Shiuwegar, Assistant City Manager Michael Cowin, Assistant City Manager Ken Graves

Attorney McGirt asked that the City Council consider adding a closed session to consider an economic development opportunity.

Council Member Bell made a motion moved to add a closed session in accordance with G.S. §143-318.11 (a) (4) to discuss matters relating to the location or expansion of industries or other businesses in the area served by the public body, including agreement on a tentative list of



economic development incentives that may be offered by the public body in negotiations. Council Member Smiley seconded the motion and it carried unanimously.

Council Member Smiley made a motion to approve the agenda as amended. Council Member Bell seconded the motion and it carried unanimously.

Communications Manager Letchworth provided a short year-in-review video of highlights from 2019 that was produced by the City’s Public Information Office. The Mayor requested that staff provide the City Council with a shareable link.

GOAL SETTING

Manager Wall introduced the Planning Session’s Facilitator, Carl Sternberg with the University of North Carolina’s School of Government.

Mr. Sternberg stated that the three goals of the session would be to review the language of the City’s mission and values, look at goals and priorities to examine how they are aligned, and see what is missing and what should be focused on.

Focusing on the City’s Mission Statement, the City Council examined whether or not the current statement is relevant today and stated a desire to capture the focus on urbanization and the importance of the medical sector, wellness, vibrancy, excitement/adventure, and growth. By consensus, they agreed to take out the term “cost-effective” to avoid the perception of cutting corners, and “abundant” in an effort to make the mission cleaner and more concise. After a general discussion, the City Council drafted the following Mission and Vision Statements:

Mission

The City of Greenville’s mission is to provide all citizens with high-quality services in an open, inclusive, professional manner, ensuring a community of excellence now and in the future.

Vision

The City of Greenville will be vibrant, healthy, caring, innovative, and inclusive communities and neighborhoods with first-class arts, cultural, recreational and transportation opportunities, a thriving urban core, an entrepreneurial business climate, and top quality medical and educational institutions.

The City Council examined the values of the City and reached consensus on the values that they believe define the organization:

Values



- Teamwork: We will work together in a shared responsibility of service
- Integrity: We will be truthful, dependable, and fair in all actions.
- Respect: We will value each person for their thoughts, opinions, and diversity.
- Professionalism: We will be professional and efficient in our work.
- Fairness and equity: We will practice fairness and equity in all decisions.
- Accountability: We will be accountable for our actions and decisions to all we serve.
- Commitment to Service and Excellence: We will strive for excellence and be committed to providing high-quality services to our citizens and customers.

The City Council chose to remain focused on current goals, but stated an understanding that the work and priorities may have to change to reach them. They stated that it is beneficial to be able to show the difference between goals and priorities and how they are interwoven together. They further expressed a consensus on aligning goals with priorities and finishing current projects. The City Council expressed a desire to work with community partners, such as East Carolina University, to ensure that efforts to promote the region are coordinated.

GOALS

1. Enhance community engagement, safety, and health.
2. Deliver public infrastructure improvement and execute existing opportunities related to transportation networks, recreation and parks, and stormwater projects.
3. Expand the economic hub of eastern North Carolina through proactive economic development and job creation.
4. Build a thriving and attractive community by creating sustainable, vibrant neighborhoods, growing a green and clean city, and expanding artistic, cultural, and recreational opportunities.
5. Build a high-performing, diverse organization, govern with transparency and fiscal responsibility, and tell our story to the community and region.

City Manager Wall stated that staff would work on the goals and bring it back to the City Council for discussion at an upcoming City Council Workshop.

CAPITAL IMPROVEMENT PLAN



Financial Services Director Byron Hayes presented information on the Capital Improvement Program (CIP) to the City Council. He stated that the plan is a living document that is continuously updated to reflect the City Council's goals and priorities. The current plan includes approximately \$92.5 million in projects over the course of five that will be funded based on City Council priorities, available funding, operational direction, and the Pitt County property reevaluation. He stated that \$23 million of that amount is contingent on the 4-year stormwater fee plan. Director Hayes listed items that would be included in the CIP, including: projects that are \$10k or greater and have a useful life of 10 years or more, equipment with a value of \$35k or greater and a useful life of 5 years or greater, currently funded projects ongoing into FY 2021, and funded and unfunded projects that have been submitted for consideration. He stated that the CIP does not include vehicle replacements, facility improvements, currently funded projects expected to be completed by June 30, 202, and delayed North Carolina Department of Transportation (NCDOT) projects.

Staff discussed capital improvement projects by department and asked that the City Council give consideration to the returns on improved infrastructure, community value, and economic impact that these improvements or additions would bring to the City.

Assistant City Manager Cowin stated that 76% of funding has already been identified. He stated that staff has been working diligently on looking at projections and building a base budget for the current fiscal year.

OPEN DISCUSSION

The City Council thanked staff for their hard work. Motion was made by Council Member Bell to enter into Closed Session. The motion was seconded by Council Member Daniels and the City Council moved into Closed Session at 11:25 a.m.

CLOSED SESSION

Council Member Smiley made a motion to leave Closed Session. The motion was seconded by Council Member Daniels and the City Council left Closed Session at 12:01 p.m.

WRAP UP AND ADJOURN



Council Member Bell moved to adjourn the meeting. The motion was seconded by Council Member Daniels. There being no further discussion, the motion passed by unanimous vote and Mayor Connelly adjourned the meeting at 12:02 p.m.

Respectfully submitted,

Valerie Shiuwegar

Valerie Shiuwegar
City Clerk