COMMITTEE AGENDA TOPICS

I. Subject: **Advisory Committee for Disparity Study**
Action: Recommend to City council on the issue and structure of an Advisory Committee for the Disparity Study.

II. Subject: **ED Strategic Plan**
Action: Review update on the ED Strategic Plan.

III. Subject: **Historic Landmarks Commission: Whitley Mill Ruin**
Action: Recommend to move forward to City Council.

COMMITTEE INFORMATION

Present: James Mitchell, Patrick Cannon, Andy Dulin, Patsy Kinsey and Jason Burgess
Time: 3:30pm – 4:10pm

ATTACHMENTS

1. Attachment: Proposed Disparity Study Advisory Committee

DISCUSSION HIGHLIGHTS

I. Subject: Advisory Committee for Disparity Study

James Mitchell, Chairman:
Welcome all of you to the Economic Development Committee meeting. We have three agenda items before us today. Make a note on the fourth one we need to talk about September 20th when we get to that point; I will ask for approval of that date. Mr. Kimble would you like to start us off today?

Kimble: Thank you Mr. Chairman and Committee Members. The first item on the agenda today is the Advisory Committee for Disparity Study. Remember at the last meeting we made a recommendation for MGT to be hired; that recommendation goes to Council on Monday night. You also at that time indicated that you wanted to do the study in one phase rather than in two. The third piece today is to look at the makeup of an Advisory Committee. If you vote this out of Committee today, we will include it in the Council-Manager Memo tomorrow and then it can be added to those items for consideration on Monday night the 13. As another information item, if the Council votes on Monday night to move forward to MGT, we would fully expect to bring that contract back to the Council Meeting on September 27. That is all preconditioned and

predicated on whether Council is in agreement with the recommendation of this Committee. Second item will be the ED Strategic Plan, Ms. Kinsey we did not have this in a form where we were ready to bring it forward; it will not be an action item today. We will give a brief summary and explanation and bring more of it back to you on September 20 if that indeed is your next meeting date. Whitley Mill Ruin is something that Dr. Dan Morrill had asked that we consider bringing forward. Your gatekeeper, Councilmember Patsy Kinsey, will speak to this on the agenda as your third item as to whether you want to move that one forward with the other three from the last meeting. Finally, you will need to vote on the next meeting date at the end of the agenda. So with that, we will turn this over to Tom Flynn and Nancy Rosado to talk about the recommendation of staff on the Advisory Committee for the Disparity Study.

Flynn: We sent this out to you and took our que's from the Committee last time in terms of doing something that we could move forward quickly on and build upon some of the expertise that the Advisory Committee Members had already build up through the Mayor's Task Force. That is what you have in front of you which is basically a proposal to take four members and form the sub-committee of that task force, the Measurement and Tracking Sub-Committee. They will form the nucleus of that committee. Nancy, we have talked to all four of them, right?

Rosado: One we have not confirmed their participation the other three members have confirmed that they will participate.

Mitchell: Who is the one that has not confirmed?

Rosado: His name is Tom Price, he is an attorney. We have just not been able to connect; but the other three members have confirmed their participation.

Dulin: How many chances are you going to give Mr. Price before we move on? If we cannot get to him to confirm his interest, how many chances do we owe him?

Flynn: I think we need to let him know that he has until Monday night to let us know if he would be able to participate on the committee. That is certainly something that the Council would want to know. That would form the nucleus of the committee and we ask the organizations that were listed there to appoint one member from their membership. So it would be the Metrolina Minority Contractors Association, Hispanic Contractors Association, National Association of Women Business Owners, Asian Chamber of Commerce and the Associated General Contractors each would appoint one member to the task force. That would allow us to get the task force up and running if the Council decides to move forward with MGT. We would hopefully have that contract on the agenda for September 27 and then we could have this Advisory Committee moving quickly in October to meet with the consultant during our first meetings. In terms of the membership, do you want to focus on that first?

Mitchell: Yes, if we can just to make sure.

Cannon: Is there a Native American community out there?

Rosado: We actually talked about that, I was not aware of one.

Cannon: I know that there are Native Americans out there working, but I am not sure that there is an organization per se.

Flynn: I know there is a Native American organization; I do not know if there is a Native American business organization.

Cannon: So we are talking about five, an odd number which is a good thing.

Flynn: Yes.
Kimble: Depending on Mr. Price.
Cannon: To Mr. Dulin's point, if we find that there is an organization of some sort in the Native community maybe there could be a level of outreach.
Mitchell: Any other questions on membership?
Flynn: On the charge, we really wanted to outline for you what the charge would be for the Committee. Making it clear that they are there to help the consultants, to review the work, to solicit participation in the outreach and efforts, then review and comment on the recommendations but not to make a recommendation; simply to review and comment on them. That is how we got to the language you see before you.
Mitchell: Any questions about the charge? Would someone like to make a motion, that we move this forward to the City Council on September13?
Cannon: So moved on the recommended recommendation.
Kinsey: Seconded.
Mitchell: All those in favor say aye. Vote is unanimous.

VOTE: ***Recommend to City Council on the issue and structure of an Advisory Committee for the Disparity Study. Vote was unanimous.***

Mitchell: Thank you staff.

II. Subject: ED Strategic Plan

Kimble: We are ready to move forward on a short description and discussion of where we are in the Economic Development Strategic Plan process, Dennis Marstall and Tom Flynn will handle that item today.
Marstall: I don't have any handouts for you today. We said the basis of the Economic Development Strategic Plan was based on the Focus Area Plan. You have outlined in the Focus Area Plan that we would be most prosperous and livable city but under the three specific objectives that you approved: Promote Economic Opportunity, Expand Tax Base and Revenues, and Develop Collaborative Solutions. When I was here the last time, we tried to identify specific strategy areas to give us those three objective areas; our business attraction growth technology, innovation, corridors, small business, hospitality and tourism and business friendly government. Now what we have done is to look at those focus areas or strategy areas as we settle on those. What are the majors that will tell us how we are doing in each of those areas? We started taking the approach and have some initiatives outlined that we have shared before, but are we really outlining the role of government, what is the City's actual impact in these areas. We talked about attraction and retention of businesses in these areas; we really are looking to have a partnership with the Charlotte Regional Partnership and the Chamber. What are the City's measures that we can hone in on for retention? Then when we get to the corridors revitalization and sustainability, what is it that we can do as a City in our loan programs? How can we leverage private, public relationships to do infield development, use Brownfield grants and tax credits. We want to take the time to go through and make sure we have the measures

that show what we are doing and impacting with Engineering, with the Chamber, with whomever it may be. So right now we are in that phase with our partners to go through a three year plan. There will be a lot of work not just with the City staff, but with the Chamber, the Charlotte Regional Partnership, UNCC, and CPCC. We want to make sure we have a good connection between what we are doing and the intended outcome. We will continue to work with our partners and schedule a come back to you when you schedule your next meeting with and update on how the initiatives are lined up and what measures will correspond with those. We want you to see how we outlined the role of government in the City of Charlotte and make sure that you are comfortable with that as we go forward.

Flynn: We think this is going to be real helpful when you get around this year and later this year to redo your Focus Area Plan. We think this is a very critical stage; we took a couple of steps back to make sure we got it right, to make sure that we are laying a great foundation as Dennis said. What is the City's role, for example, business attraction so that we have good measures and actions?

Mitchell: Dennis you said this is a three-year plan?

Marstall: Yes, it's not the conventional five-year plan; it's predicated on the current economy that we are in. For instance, access to capital how are companies in this environment are able to access capital. There are things in here that we can do to help, one to help with that, but also look out for year three to keep our economic vitality going. We have to do some immediate things up front as well as continuous strategic thinking for our future growth.

Kinsey: What will we do next year; will it be an update or a complete rewrite?

Marstall: A rewrite.

Kinsey: I think we did it right two years ago.

Flynn: We hope being immersed in this process and going through this that you will be able to take a lot of what we have already done into that Focus Area Plan.

Marstall: Any other questions?

Cannon: On the first items that you had on the Advisory Committee, we were able to find that there is a Metrolina Native American Association. I have given the name and contact number to Nancy Rosado; they have shown interest in moving forward.

Dulin: There is also an American Indian Chamber of Commerce of North Carolina, the AICCNC.

Kimble: I think what you want is for us to make the contact and we may very well be creating a spot for Native American. Is that correct?

Cannon: That is correct.

Kimble: If so, that creates an even number ten if Mr. Price says yes. How do we want to make sure that we tie this up in a nice neat tidy bow for Monday night?

Mitchell: The Chair of the Committee cannot vote.

Kimble: O.K. that will handle it. If Mr. Price says yes, we will have ten and the Chair of the Committee will not be able to vote. If Mr. Price says no, we will have a nine-member committee and the Chair can vote. I don't think it's going to matter because this is an advisory committee and they will not be voting.

Flynn: The Mayor's Small Business Opportunity Task Force never really voted, except at the very end when they said yes we all support the recommendations. There were not any votes along the way to get to that point.

Mitchell: We really want to be sure that this is a diverse committee.
Dulin: Which one of these groups is Caucasians?
Mitchell: The Association of General Contractors.
Dulin: O.k.
Flynn: One of the three members who has said yes is out of the Tracking and Sub Committee.
Mitchell: I mentioned AGC those in membership include Rogers Builders, Balfore Bailey.

III. Subject: Historic Landmarks Commission: Whitley Mill Ruin

Mitchell: The last item is Patsy Kinsey's law, so I am going to yield to Patsy.
Kinsey: If I had known I was going to be on the agenda, I would have brought some more information. If you will recall, we did look at a list of possible properties to be designated by the Historic Landmarks Commission at the last meeting. The Whitley Mill Ruin did not have information so I think all got the information that the property is private so it does have a tax impact. I think we need to carry it forward; it's not going to make much of an impact one way or the other, but is a mill ruin and what is really important is the archeological assets. I support it and would agree to send it on to Council.
Dulin: I will help move it forward today. I will go out there and find it and see it. I think it's important to do that.
Kinsey: I have asked Dan if he would like to go out there and see it.
Dulin: Until I see it I better keep my mouth shut, but I am going to go see it. It's not real high up, it's old but it's not like President Polk had a meal there or something. I am skeptical and probably in the minority and will vote against it. I will move it forward today and make a pledge to you all that I will get on the ground and see it before I vote against it. It seems to me that there is a class out at UNCC that could do an archeological dig out there for class credits without it having to be historical. The County can issue a permit and let them go use it for education. I guess if it were worth anything some professor would have been digging over there for the last 160 years or so.
Kinsey: I really do not know much about it except what information Dan Morrill has sent us.
Dulin: Before I got on Council you all made a rock historical out on Elm Road.
Mitchell: Can we get a motion to move this forward?
Kinsey: I will make that motion.
Mitchell: All those in favor say aye. It's unanimous.

VOTE: ***Make a recommendation to move the Historic Landmark Commission designation for Whitley Mill Ruin to City Council for consideration. Vote was unanimous.***

IV. Subject: Next Meeting

Mitchell: The last item is the next meeting and I would like to poll the Committee if we can. Instead of September 23 at 3:30pm move the meeting to Monday, September 20 at Noon.

Dulin: Mr. Chair, we are already down for September 20.

Mitchell: I just want to make it official.

Kimble: I had let everyone know that Monday is not good for Councilmember Burgess.

Burgess: After 4:00pm is o.k. on Monday.

Dulin: You cannot do it at anytime on Tuesday the 21?

Mitchell: No.

Dulin: We have Zoning that night, could we do it after that?

Mitchell: Would you like to meet with E.D. after Zoning on Monday night?

Kinsey: What kind of agenda do we have for Zoning?

Mitchell: Ron, do we know the Zoning agenda?

Kimble: No we don't know, but normally it's a little heavier when you first come back from summer and economic activity has been down the last couple of years, so I don't know the answer to that.

Dulin: As far as this goes, Jason, we do this all the time, people are trying to get quorums. With all due respect to Mr. Burgess, if we know we are going to have a quorum, can we go ahead? If we can't get the Chair any other time that week, do we keep it and let Mr. Burgess be excused absence?

Kinsey: I am fine with that.

Burgess: What about Friday, September 24?

Mitchell: I am out.

Burgess: What about early in the morning?

Mitchell: Early on the morning of September 24?

Burgess: Is that too early?

Kimble: We have ReVenture and the ED Strategic Plan and we may have a third item that has been referred to us by the new financial institution that has come to town.

Burgess: If it makes sense for everyone to meet on Monday at Noon that is fine with me I just will not be able to come. If I have a cancellation I will be there, but Mondays are tough for me.

Mitchell: Angela, make a note going forward that we don't do anything on Monday.

Dulin: Is there any other time that the Chair could do it?

Mitchell: Just for September 20, we are going to meet at Noon.

Dulin: O.k. Now this ReVenture deal, I have been out there to see it. Mr. McKittrick has made a nice tour; it's about one hour and I would highly recommend Committee Members go see it soon. It's an eye-opening experience and on a grander scale looking at the map. This was pretty neat; it's a tiger by the tail, it is super complicated and whether it tips the scale too much or too little we have our best guy on it. So take an hour and go out to his offices on Old Pineville Road and he will have you back to his office in an hour.

Mitchell: Is there a time sensitive date that he has to do something?

Kimble: By the end of the calendar year, they want to be able to have the agreements in place because it's important for them to move forward with the State of North Carolina.

Mitchell: Any other questions before this Committee? Staff, thank you. We are adjourned.

Adjourned: 4:10pm

Economic Development Council Committee
Thursday, September 9, 2010 at 3:30pm
Charlotte-Mecklenburg Government Center
Room 280

Committee Members: James Mitchell, Chair
Patrick Cannon, Vice Chair
Jason Burgess
Andy Dulin
Patsy Kinsey

Staff Resource: Ron Kimble, Deputy City Manager

AGENDA

I. ADVISORY COMMITTEE for DISPARITY STUDY – 30 minutes
Staff: Nancy Rosado, Small Business Opportunity Program Manager
Action: Recommend to City Council on the issue and structure of an Advisory Committee for the Disparity Study. **Attachment**

II. ED STRATEGIC PLAN – 30 minutes
Staff: Dennis Marstall, Economic Development Program Manager
Action: Review update on the ED Strategic Plan.

III. HISTORIC LANDMARKS COMMISSION: WHITLEY MILL RUIN – 10 minutes
Staff: Ron Kimble, Deputy City Manager
Action: Recommend to move forward to City Council.

IV. DISCUSS NEXT MEETING DATE
Possible Topics: ReVenture
ED Strategic Plan

Distribution: Mayor/City Council Curt Walton, City Manager Leadership Team Executive Team

CHARLOTTE.
NEIGHBORHOOD & BUSINESS SERVICES

Proposed
Disparity Study Advisory Committee

Membership: Measurement & Tracking Subcommittee (4)*
Metrolina Minority Contractors Association (1)**
Hispanic Contractors Association (1)**
National Association of Women Business Owners (1)**
Asian Chamber of Commerce (1)**
Associated General Contractors (1)**

*Subcommittee from Mayor's Small Business Opportunity Program Task Force
**To be appointed by that organization

Charge: Review and comment on the data sources to be used by the consultant.

Assist in outreach efforts to solicit participation for Disparity Study focus groups, surveys, etc.

Periodically meet with consultant throughout the study to provide input as needed by the consultant.

Review and comment on the findings and recommendations of the Disparity Study.

Staff Support: Neighborhood & Business Services and City Attorney's Office

http://www.smallbiz.charmeck.org

The SBO Program continues the City's commitment to creating and implementing economic development strategies to support and encourage local business growth.