



Board of Delegates Meeting Agenda

Wednesday, October 12, 2022
 Hybrid Meeting – In Person & Virtual
 Join by computer:
<https://us06web.zoom.us/j/82689694950>
 Join by phone: Dial 1-301-715-8592 and enter
 Meeting ID 826 8969 4950

Chairman Bobby Compton will convene a meeting of the Centralina Executive Board **on Wednesday, October 12, 2022**. The meeting will be held in a hybrid format at the Centralina office (located at 10735 David Taylor Dr., Suite 250, Charlotte, NC 28262) with a virtual attendance option.

Time	Item	Presenter
5:00 p.m.	Centralina Open House The Board is invited to tour the new Centralina office, connect with fellow Delegates, and network with staff. Dinner will be provided.	Centralina Staff
6:00 p.m.	Call to Order	Bobby Compton
	Roll Call	
	Moment of Silence	
	Amendments to the Agenda (if any)	
Consent Items: <i>Consent agenda items may be considered in one motion and without discussion except for those items removed by a Board Member.</i>		
6:10 p.m. Item 1 <i>Pages 4 - 7</i>	Approval of the August 10, 2022 Board of Delegates Meeting Minutes The minutes from the August 10, 2022 Board of Delegates meeting have been distributed to all members of the Board of Delegates and should be approved if correct. Action/Recommendation: Motion to approve the August 10, 2022 Board of Delegates meeting minutes.	Bobby Compton
Regular Business Items:		
6:15 p.m. Item 2 10 minutes <i>Pages 9 - 21</i>	Annual Report Presentation The Executive Director will present an overview of the FY22 Annual Report, which features a financial report and program highlights of the ways Centralina is responding to the needs of local communities and the region. Action/Recommendation <i>Receive as information.</i>	Geraldine Gardner
6:25 p.m. Item 3 10 minutes <i>Pages 23 - 31</i>	Comprehensive Economic Development Strategy Briefing The Centralina Board of Delegates will receive an overview of the draft Comprehensive Economic Development Strategy for the region, an initiative of the Centralina Economic Development District. Action/Recommendation <i>Receive as information.</i>	Christina Danis
6:35 p.m. Item 4 10 minutes <i>Pages 33 - 34</i>	Aging Pearls Program Briefing Centralina Area Agency on Aging (CAAA) staff will introduce a new evidence-based health program being offered to older and disabled adults. The Program to Encourage Active, Rewarding Lives (PEARLS) is designed to reduce symptoms of depression and improve the quality of life among older adults. CAAA will be the first to offer PEARLS in the state.	Linda Miller



Board of Delegates
Meeting Agenda

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Time	Item	Presenter
	Action/Recommendation: <i>Receive as information</i>	
6:45 p.m. Item 5 25 minutes <i>Page 36</i>	State Advocacy Agenda Discussion The Board of Delegates is asked to provide feedback on priorities for Centralina’s state advocacy agenda. Action/Recommendation: <i>Receive as information and provide feedback.</i>	Kelly Weston
7:10 p.m. 5 minutes	Comments from the Board of Delegates and Centralina Staff	Board Members and Staff
7:15 p.m. 5 minutes	Comments from the Executive Director	Geraldine Gardner
7:20 p.m. 5 minutes	Comments from the Chair	Bobby Compton
7:25 p.m.	Adjournment	Bobby Compton

Centralina Regional Council complies with the Americans with Disabilities Act (ADA), which prohibits discrimination on the basis of disability. Centralina Regional Council will make reasonable accommodations in all programs/services to enable participation by an individual with a disability who meets essential eligibility requirements. Centralina Regional Council’s programs will be available in the most integrated setting for each individual. If any accommodations are necessary for participation, please contact the Clerk to the Board, 9815 David Taylor Drive, Charlotte, NC 28262, phone (704) 348-2728. Please allow 72 hours advance notice for preparation. Visit our website: www.centralina.org.



CENTRALINA

REGIONAL COUNCIL

Item 1



**Board of Delegates Meeting Minutes
August 10, 2022**

Jurisdictions with Delegate/Alternate Present	Delegate/Alternate Present	Jurisdictions without a Delegate/Alternate Present
Anson County	Jarvis Woodburn	Albemarle
Cabarrus County	Lynn Shue	Ansonville
Charlotte	Larken Egleston	Badin
Concord	Andy Langford	Belmont
Cramerton	Nelson Wills	Bessemer City
Davidson	Autumn Michael	Cherryville
East Spencer	Shawn Rush	Cleveland
Faith	Jayne Lingle	Cornelius
Gaston County	Bob Hovis	Dallas
Granite Quarry	Brittany Barnhardt	Gastonia
Harrisburg	Jennifer Teague and Ian Patrick	Iredell County
Huntersville	Amber Kovacs	Kannapolis
Indian Trail	Crystal Buchaluk	Kings Mountain
Lincolnton	Christine Poinsette	Landis
Lowell	Sandy Railey	Lilesville
Marshville	Paulette Blakeney	Lincoln County
Matthews	Ken McCool and Mark Tofano	Locust
Mecklenburg County	Elaine Powell	Marvin
Midland	Richard Wise	McAdenville
Misenheimer	Jeffrey Watson	Mineral Springs
Mooresville	Bobby Compton	Mint Hill
Morven	Corinthia Lewis-Lemon	Monroe
Mount Holly	Christina Pawlish	Oakboro
Norwood	Wes Hartsell	Richfield
Pineville	Amelia Stinson-Wesley	Stallings
Ranlo	Katie Cordell	Stanley
Salisbury	Karen Alexander	Stanly County
Spencer	Patricia Sledge	Wadesboro
Stanfield	James Kluttz	Waxhaw
Statesville	William Morgan	Wingate
Troutman	Jerry Oxsher	
Union County	David Williams	

Call to Order

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

Roll Call

Kelly Weston, Clerk to the Board, called roll and noted that a quorum was present.

Moment of Silence

Chairman Compton called for a moment of silence.

Amendments to the Agenda

There were no amendments to the agenda.

Consent Agenda

- 1. Approval of Membership Request**
- 2. Approval of the May 11, 2022 Board of Delegates Meeting Minutes**

Mayor Pro Tem Shawn Rush, Town of East Spencer, made a motion to approve the Consent Agenda. Commissioner Ken McCool, Town of Matthews, seconded the motion and it carried unanimously.

Chairman Compton noted that in approving the Consent Agenda, the Board approved requests from the Town of Norwood and the Town of Stanfield to join Centralina. He welcomed the communities back to the organization.

3. Federal Relations Update

Leslie Mazingo, Strategics Consulting, presented highlights of recent activities in Centralina’s Federal Action Plan. She noted that Representative Alma Adams sponsored a \$1 million funding request for Centralina’s Housing Preservation Initiative. She also noted that Representative Ted Budd, along with Representatives Adams and Richard Hudson submitted a joint, bipartisan letter in support of Centralina’s request for appropriations language that expands regional councils’ eligibility for competitive federal grants. She further noted that in May, the U.S. House of Representatives passed a bill reauthorizing the Workforce Innovation and Opportunity Act. She also shared an overview of changes to the region’s congressional districts.

Treasurer William Morgan, City of Statesville, thanked Ms. Mazingo for her work with Centralina. He noted that the City of Statesville also contracts with her firm, and he encouraged other communities to utilize her services if they need a federal lobbyist.

4. FY23-25 Strategic Plan and FY23 Workplan Approval

Geraldine Gardner, Executive Director, presented an overview of Centralina’s strategic planning process. She noted that the process included updating the organization’s vision statement and core values, adding that the mission statement remains the same. She presented an updated set of goals and strategies.

Commissioner Elaine Powell, Mecklenburg County, thanked everyone who worked on the planning process and noted the importance of having a strong strategic plan. She expressed her appreciation for including strategies supporting environmental stewardship and regional partnerships.

Ms. Gardner presented highlights from the FY23 Workplan. She noted that the Board will receive quarterly reports and success stories covering workplan progress. She added that the Annual Report will measure key performance indicators.

Mayor Pro Tem Rush made a motion to approve the FY23-25 Centralina Strategic Plan and FY23 Workplan. Commissioner Lynn Shue, Cabarrus County, seconded the motion and it carried unanimously.

5. ARPA Briefing: Tools for Success

Zsuzsanna Kadar, Senior Community Economic Development Coordinator, presented an overview of the four American Rescue Plan Act (ARPA) expenditure categories. She explained the difference between ARPA funds and supplanted, local resource dollars. She noted the items requiring governing body approval prior to spending ARPA funds. She encouraged Delegates to work with their manager or administrator to monitor ARPA spending. She noted that the US Treasury’s guidance for ARPA continues to change. She also advised of being aware of the risks associated with ARPA administration and encouraged strategic approaches to spending the funds.

Ms. Weston noted the importance of communicating with constituents about ARPA-related decisions and suggested communication tools. She shared considerations for Delegates to keep in mind in their ARPA communication including elements to incorporate in their messaging.

Christina Danis, Community Economic Development Director, presented an overview of Centralina’s ARPA activities to date, including a Peer Consortium, sessions with individual communities, policy and procedure review, and reporting support. She explained that Centralina is available to assist member governments further with ARPA administration, including through strategic planning services, community engagement, spending plan implementation, and monitoring services.

Secretary Jarvis Woodburn, Anson County, noted that the County is working with Centralina on administering its ARPA funds to ensure compliance with federal requirements.

Chairman Compton congratulated Ms. Danis on her recent promotion to Community Economic Development Director.

Comments from the Board of Delegates and Centralina Staff

Council Member Larken Egleston, City of Charlotte, noted that this meeting would be his last one as a Centralina Delegate. He thanked Chairman Compton for his leadership and added that it was an honor to select Ms. Gardner as Executive Director.

Treasurer Morgan noted that this was also his last meeting as a Delegate. He added that he enjoyed his time working with Centralina and serving as its Treasurer.

Comments from the Executive Director

Ms. Gardner noted that Centralina is hosting an ARPA training session on August 17th for communities with allocations under \$10 million.

She noted that the Board of Delegates amended the Centralina charter in February to add language that would help with the organization’s tax compliance. She also noted that two-thirds of the member governments must ratify the amended charter to complete the amendment process, adding that to date, the organization needs six more ratifications to meet that requirement.

She expressed her appreciation to Treasurer Morgan and Council Member Egleston for their service to the Centralina Board.

Comments from the Chair

Chairman Compton congratulated Katie Kutcher, Assistant Director of Aging Programs, on receiving the Excellence in Teaching Award from UNC Charlotte's College of Liberal Arts and Sciences.

He read aloud honorary resolutions recognizing Treasurer Morgan and Council Member Egleston for their service to Centralina.

He reminded the Delegates of the next Board of Delegates meeting on October 12th.

Adjournment

With no further business to be discussed, Chairman Compton adjourned the meeting at 6:23 p.m.



CENTRALINA

REGIONAL COUNCIL

Item 2

Board Agenda Item Cover Sheet

Board Meeting Date:	October 12, 2022	Agenda Item Type:	Consent		Regular:	X
Submitting Person:	Geraldine Gardner	Presentation Time:	10 minutes			
Presenter at Meeting:	Geraldine Gardner	Phone Number:	704-351-7130			
		Email:	ggardner@centralina.org			
Alternate Contact:	Kelly Weston	Phone Number:	704-348-2728			
		Email:	kweston@centralina.org			
Submitting Department:	Executive/Admin	Department Head Approval:	n/a			
Description of Agenda Item:						
<p>The Executive Director will present an overview of the FY22 Annual Report, which features a financial report and program highlights of the ways Centralina is responding to the needs of local communities and the region.</p>						
Background & Basis of Recommendations:						
<p>In accordance with Centralina bylaws, the organization must publish an annual report of its activities for the preceding fiscal year, including a financial statement. This report is to be presented at the last Board of Delegates meeting of the calendar year.</p> <p>The Executive Director will share the “Top 5” highlights from the year as outlined in the report and recap key success stories of our work across the region.</p>						
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>	FY22 Annual Report					



CENTRALINA
REGIONAL COUNCIL



Fiscal Year 2022
JULY 1, 2021 - JUNE 30, 2022

**ANNUAL
REPORT**

A letter from our EXECUTIVE DIRECTOR

On behalf of the Centralina Board of Delegates and staff, I'm pleased to share this report on our achievements for the year ending June 30, 2022. As the region continues to recover from the COVID-19 pandemic, Centralina has renewed our commitment to collaboration, connection, service and innovation across the spectrum of our work. The following report highlights how we have fulfilled this commitment at our three levels of impact: regional coordination, support to local governments and innovative service delivery to individuals.

We focused this year on visionary planning initiatives as well as strategic implementation to transform ideas into action. We worked with several communities on strategic planning processes, launched the region's five-year **Comprehensive Economic Development Strategy** and began the critical task of implementing key recommendations from the **CONNECT Beyond** regional mobility initiative. Collectively this work demonstrates our commitment to the big ideas that move our region forward and fulfilling our role in ensuring that positive change occurs at the local level.

**Received a 2022 National Association of Development Organizations Impact Award*

Each year, we select five initiatives to highlight from our year to showcase our impact across the region. This year we did the following – learn more on page 2-6:

- ◆ Launched a **Regional Dialogue Series** to hear from stakeholders and inform our three-year strategic planning process.*
- ◆ Proactively engaged our members about the **American Rescue Plan Act** and provided a range of supports to aid local governments in implementing their ARPA funds.
- ◆ Completed the pilot year of the **Regional Resilience Collaborative** to build capacity in our regional emergency management so that we can better recover from future disasters.*
- ◆ Created and managed a regionwide **COVID-19 vaccine outreach campaign** to engage older and disabled adults.
- ◆ Got creative in our approaches to **connecting our workforce and businesses** to fill our talent pipeline and address the changing nature of work due to the pandemic.*

Centralina was delighted to welcome new Board members this year and two new communities to Centralina membership: the Towns of Norwood and Stanfield, both in Stanly County. Our Board also revised the dues structure for smaller communities, which reduces financial barriers to membership and supports our commitment to our smaller municipalities. Our year ended with our highly anticipated move to upgraded office space at a new building in the University Research Park in Charlotte. Our new location has a smaller footprint, but it's a more efficient use of space with light-filled work areas and training rooms for our team to work, collaborate and engage.

With gratitude,



Geraldine I. Gardner
Executive Director
Centralina Regional Council

Top Five

PLANNING A NEW, BOLD VISION FOR CENTRALINA

Read our FY22-23 Workplan and FY22-25 Strategic Plan at www.Centralina.org/Plans

Over the last 54 years, Centralina Regional Council has evolved as an organization in response to the needs of a rapidly changing region. However, the rate of change and disruption over the last two years has been unprecedented. While we stepped up to lead, innovate and adapt in response to the pandemic, it hindered our capacity to forecast and plan for future needs. Emerging from the pandemic, we seized the opportunity to chart a fresh course toward the type of organization that our employees deserve, our members expect and our region needs.

Over the last year, we developed a three-year **Strategic Plan** that will serve as a roadmap for organizational growth and fiscal stability in service of our mission and in line with our core values. The plan was informed by robust engagement with our staff, Board and regional stakeholders. In the fall of 2021, we held the **Regional Dialogue Series**, which re-engaged partners and stakeholders to understand changes in their communities since the pandemic and explore opportunities for regional collaboration.

300 STAKEHOLDERS ENGAGED

1 bilingual survey WITH **108** responses

11 focus groups WITH **57** participants

6 meetings WITH **220** participants

Through this strategic planning process, we imagined a vision for Centralina that is rooted in regional trust, collaboration and hope for a thriving, prosperous future. Our vision anchors the goals, strategies and annual actions that we will undertake over the next three years. The plan is flexible, but demonstrates our firm commitment to organizational excellence, fiscal responsibility and service. Centralina's Board of Delegates and Executive Board actively shaped the direction of the final plan that was recently adopted. Our team begins the new FY22-23 fiscal year on a clear path to leading change in the region and within our organization.

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VISION: *Centralina is a collaborative organization and a trusted partner leading the region, communities and individuals towards a thriving future.*

GOALS:

- 1** Lead regional engagement to prepare, plan and act on issues that respond to today's needs and tomorrow's opportunities.
- 2** Build local government capacity, efficiency and innovation in service to Centralina communities and the region.
- 3** Grow our portfolio of person-centered services that enhance an individual's ability to thrive in their careers and in their communities
- 4** Strive for organizational excellence by investing in our employees, promoting our work and building efficient systems.

Top Five

SUPPORTING LOCAL GOVERNMENTS WITH RECOVERY

The American Rescue Plan Act (ARPA) provided unprecedented, direct financial support to units of local government nationwide. The funding is designed to support the public health response to COVID-19, address negative economic impacts, replace lost revenue, implement premium pay for essential employees and make vital broadband and infrastructure improvements. This historic opportunity means that approximately \$800 million in funding is flowing to our region's local governments. Not all our communities have experience managing federal funding and some lack the staff for strategic planning, administration and monitoring.

Centralina stepped up and stepped in to help our local governments navigate the complex challenges with planning and administering ARPA funds. With financial support from the NC Association of Regional Councils of Government

through the NC General Assembly, we are actively providing guidance and technical assistance to local governments. Under this directive, Centralina developed a range of programming and supports for Centralina communities.

- ◆ **ARPA Peer Consortium** – A local government peer-learning group for resources, strategic support and best practice sharing. We worked with the UNC School of Government to develop content with initial efforts focused on meeting the US Treasury reporting deadline.
- ◆ **Monitoring Oversight** – Tools and staff guidance to ensure members comply with federal ARPA guidelines and state regulations.
- ◆ **On-Demand Technical Assistance**
- ◆ **Regional Information Exchange**

12 communities assisted with developing spending plans, facilitating ARPA discussions and monitoring reporting requirements

17 ARPA BRIEFINGS HELD: **5** member governments' council/board meetings
8 Regional Managers Group meetings
4 Centralina Board meetings

2 ARPA tools created including an ARPA planning playbook and a project and expenditure report quick guide

Top Five

LEADING REGIONAL RESILIENCE COLLABORATION

Natural and manmade disruptions will continue to emerge, threatening the health, safety and economic vibrancy of our communities and impacting our residents. To assist jurisdictions and municipalities with building adequate capacity and enhancing resiliency, the Centralina Economic Development District partnered with Centralina and the nine-county emergency management directors to launch the Regional Resilience Collaborative (RRC) in April 2021, backed by a U.S. Economic Development Administration Disaster Relief Coordinator Grant.

The RRC program examines the viability and resiliency of emergency management disaster recovery plans and economic resilience needs to ensure the region benefits from greater efficiency in responding to current and future natural and man-made disasters and economic shocks. Research on the regional landscape and an extensive review of existing emergency plans identified a significant gap in the recovery plans and processes. Additionally, long-term disaster recovery requires local governments to include recovery management protocols in their day-to-day operations to ensure response and recovery costs when incurred can meet federal and state reimbursement requirements. To meet the needs of local governments and fill the planning gap, the RCC produced the following events and tools:

- ◆ **87 program meetings and 3 workshops, touching over 500 contacts**
- ◆ **GIS Equity and Resilience Mapping Tool**
- ◆ **Pre-Disaster Recovery Plan Template**
- ◆ **Pre-Disaster Recovery Plan Guide**
- ◆ **Local Leader Disaster Recovery Coordination Guide**

The key impact of the Centralina RRC project is the establishment of a regional pre-disaster working group of emergency management leaders, community and non-profit entities, local government leaders working collaboratively to prepare for economic shocks and community disruptions caused by natural and man-made disasters.



Top Five

PROMOTING VACCINE AWARENESS

According to the Centers for Disease Control and Prevention (CDC), older unvaccinated adults are more likely than other populations to be hospitalized or die from COVID-19. To protect these older adults from severe illness and death and reduce the spread of the COVID-19, Centralina worked in partnership with the CDC, the Administration for Community Living and the Department of Health and Human Services to increase vaccine rates.

The project team, consisting of Centralina Area Agency on Aging and Centralina Regional Planning staff, developed educational materials, an outreach campaign, and an online portal with a custom mapping tool. The portal gives users critical information about vaccine options, transportation methods, local resources, disease spread and other updates. It was intended to build vaccine confidence in older adults and their caregivers.

populations in the region that were at the highest risk and in most need of assistance. The project team indexed census tracts with the following data points: vaccination rate, age (60+), disability status, lack of internet access, lack of vehicle access, poverty, limited English, those living alone, lack of health insurance and those with less than a high school education. In addition, the index prioritized communities with high proportions of Black and Hispanic residents.

Health equity and equality was addressed in every facet of outreach. The Hispanic portion of the bilingual campaign included billboards, print materials, newspaper ads and Spanish radio PSAs in addition to webinars and a Q&A radio interview with a Spanish-speaking physician. Outreach also included vaccine clinics, health fairs, Spanish-speaking events, community meetings and other various events. In the greater Mecklenburg County area, the team focused on community engagement with underserved populations, especially those with English as a second language, who face barriers in accessing and using healthcare services. Centralina AAA also partnered with county health departments, Atrium Health, Novant Health and Healthier Together on this initiative.

Two million people reached

Vaccine rate increase of **47%** in the African American community; **52%** in the Latino community

Over **one million** billboard views

10,000+ materials (masks, hand sanitizers and COVID test kits) distributed

Top Five

WORKFORCE SERVICES REACHES NEW AUDIENCES

From our Regional Dialogue Series, we heard that the top concern from employers in the region was the availability of skilled talent both now and in the future. The nature of work has changed since the pandemic, so too have the needs and aspirations of career seekers. To remain competitive our region we must be creative and innovative in how we engage career seekers and align workforce and economic development systems. The ongoing Comprehensive Economic Development Strategy planning process and initiatives from the Centralina Workforce Development Board (WDB) highlight our approach to meeting this challenge.

CENTRALINA WORKFORCE DEVELOPMENT BOARD MOBILE APP

To increase customer access, Centralina WDB developed a mobile app to house hiring events, workshops, employer services, event details, career assessments and more. The app was designed to serve as a one-stop access point to valuable opportunities

and resources for career seekers and employers. Use the QR code to download the app.



Centralina Board Secretary and Anson County Commissioner Chair Jarvis Woodburn stands with Centralina WDB NextGen Specialist Solomon McAuley at the Youth Opportunity Site opening in the Town of Morven.

OPPORTUNITY SITES FOR YOUNG ADULTS

Centralina WDB opened Youth Opportunity Sites in the Towns of Burnsville, Morven and Polkton utilizing a Youth Initiative grant from NC Department of Commerce to provide assessment, training and employment opportunities to youth and young adults in marginalized and underserved areas.

CENTRALINA CAREER PIVOT

This online tool helps workers, students and counselors identify alternative career pathways for workers in highly automatable occupations. The goal is to find ways to pivot from low-skill jobs at risk of automation to related jobs that are more stable, offer better pay and/or may require additional education.

400
app downloads

50%
participation increase
in app usage

BUILDING LOCAL GOVERNMENT CAPACITY

Our technical services enable communities in our region to receive expert support for reduced fees compared to private sector companies. Learn more about our service offerings and read success stories featuring the communities we serve at www.Centralina.org/Annual-Report. This map is a partial representation of the work we did in the region over the past fiscal year.

HR Assistance

Centralina Regional Council and Centralina Workforce Development Board provided a variety of HR-related services including assessment centers, staffing studies, promotional assessments, pay and classification studies, recruitment services and workforce simulations.

Success Story: *Understanding the Reentry Needs of Previously Incarcerated Individuals*

Planning Assistance

Centralina Regional Planning provided land use planning, redistricting and on-call planning services to 10 local governments.

Success Stories: *Land Use Planning in Dallas, Stanley and Wingate; Statesville's Best Redistricting Scenario; Meeting the Requirement - Chapter 160D*

Grant Support

Our staff helped with the development, application preparation and administration of various grants including the North Carolina Volkswagen Settlement, Essential Single Family Repair Loan Pool 2000 program, Community Development Block Grant (CDBG) and CDBG Neighborhood Revitalization.

Success Stories: *Stanly and Lincoln County Families Benefit from Housing Repair Programs; Monroe Improves Sidewalks for ADA Compliance; Helping Counties Expand Community Development HUD Funds*

Strategic Planning, Board Training & Facilitation

Success Story: *City of Albemarle's Strategic Planning for the Future*

Code Enforcement

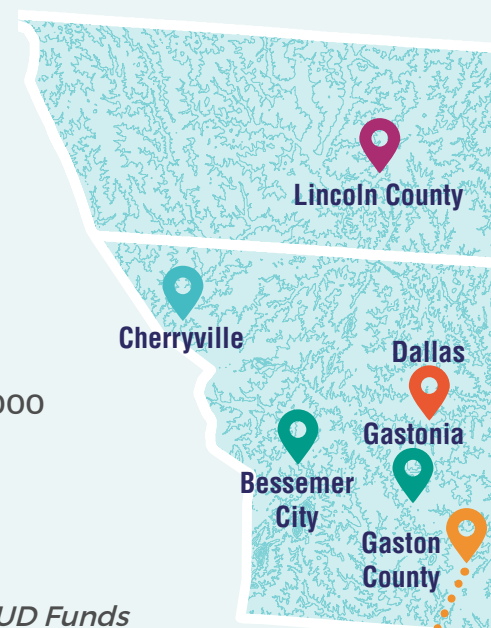
Centralina Community Economic Development staff investigated substandard building and housing complaints in addition to zoning and nuisance complaints for local governments in our region.

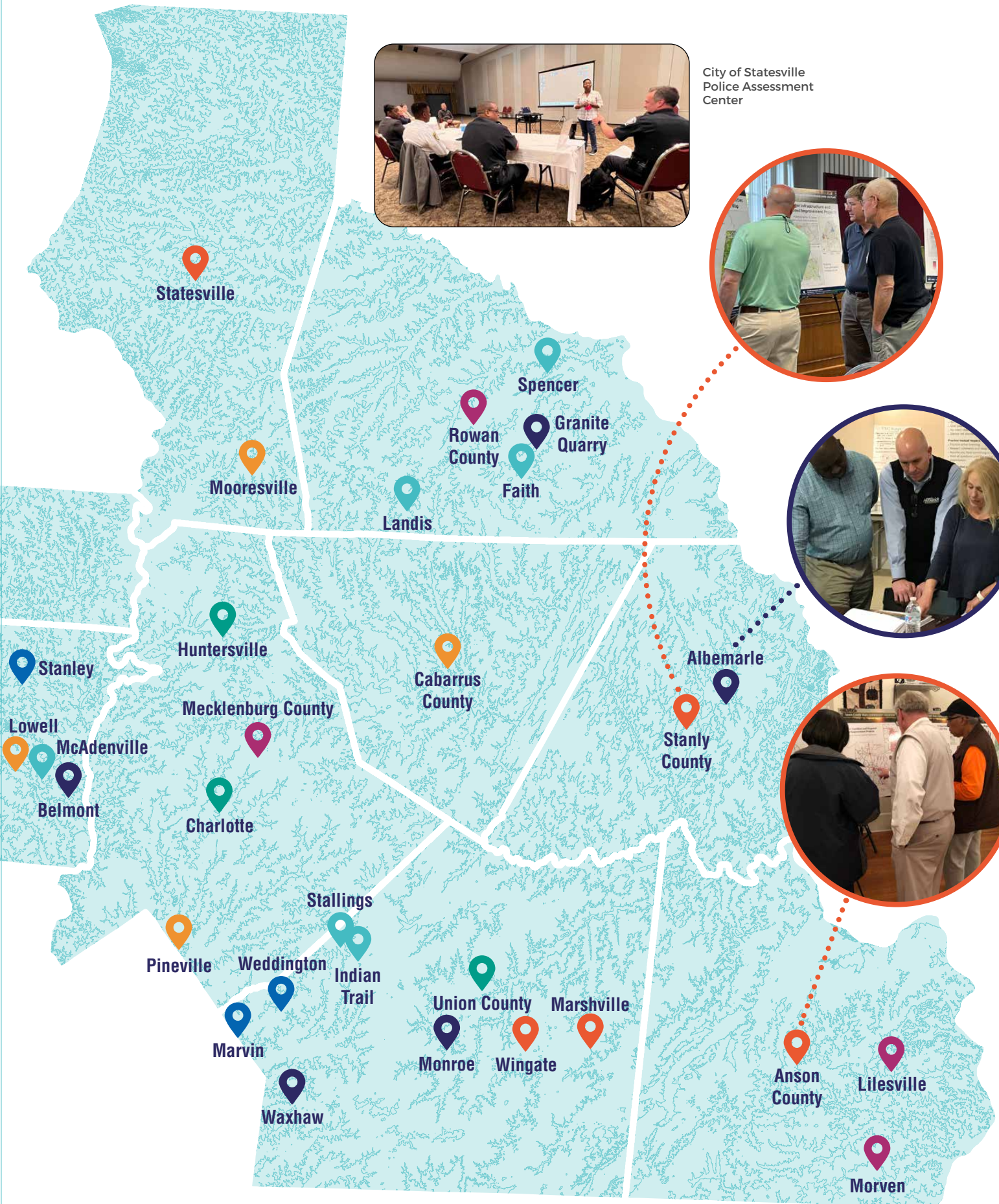
Housing & Mobility Assistance, Pedestrian Safety

Success Story: *Walk Audits - Tackling Barriers to Pedestrian Safety*

ARPA Assistance

We helped a dozen communities with spending plan development, surveys, State and Local Fiscal Recovery Funds administration and monitoring services.





City of Statesville
Police Assessment
Center



IMPROVING PROSPERITY AND QUALITY OF LIFE

We deliver ongoing direct health, aging and workforce services to individuals and businesses in our region to create new opportunities and improve quality of life. The following are examples of some of our work over the past fiscal year.

WORKFORCE SERVICES

1,788 employers provided with **26,015** services

15,010 career seekers served with **147,465** services

79,303 referrals (27% increase from last year)

284 individuals attended **482** workshops (60% increase from last year)

12,296 individuals visited **Centralina WDB NCWorks Career Centers** (a 35% traffic increase from last year)

49 adult and NextGen work experiences and **43** adult and NextGen on-the-job trainings at local employers

AGING SERVICES

1700+ fans distributed for **Operation Heat Fan Relief** to help vulnerable adults at risk for heat-related illnesses

14 webinars held with **1400+** participants (28% increase from last year)

50 Family Caregiver Support Program clients helped by utilizing **\$135,000** in CARES relief funds

5 national and state recognitions awarded for **Pride in Care**, a cultural competency LGBT training program

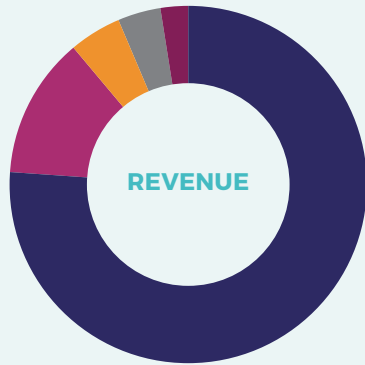
49 evidence-based workshops with **70** new leaders

2 new services: a falls prevention education program in partnership with BlueCross BlueShield of North Carolina, and **PEARLS**, an evidence-based mental health support program

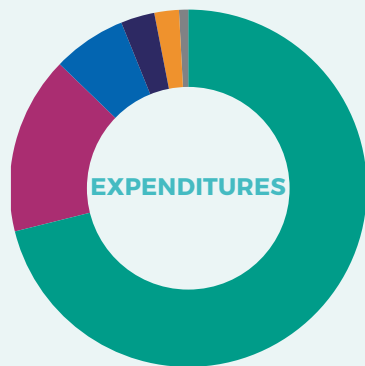
887 technical assistance and information requests completed for the public, long-term care residents and their families, **339** complaints addressed **276** cases completed and **855** facility visits and consultations

2021-2022

FINANCIAL REPORT



Intergovernmental	\$18,592,184	76.13%	●
Technical Assistance	\$1,180,164	4.83%	●
Other Revenue	\$620,514	2.54%	●
Membership Due	\$908,409	3.72%	●
Workforce Development	\$3,119,460	12.77%	●
TOTAL REVENUE	\$24,420,731	1.0001	



General Government	\$718,678	2.93%	●
Transportation	\$577,351	2.36%	●
Environmental Protection	\$137,728	0.56%	●
Economic and Physical Dev	\$1,636,427	6.68%	●
Human Services	\$17,475,103	71.35%	●
Workforce Development	\$3,948,196	16.12%	●
TOTAL EXPENDITURES	\$24,493,483	1.0000	

REVENUES OVER EXPENSES **\$(72,752*)** **This loss is attributed to our one-time relocation expense*

Affiliate Spotlight:

CENTRALINA CLEAN FUELS COALITION

Centralina Clean Fuels Coalition (CCFC) is the Department of Energy’s Clean Cities affiliate for our region and has worked for decades preparing our communities for electric vehicles (EV) and other alternative fuels adoption through research, planning, pilot projects and corridor mapping. In February 2022, CCFC and project partners unveiled a PoleVolt EV charging station with Governor Cooper and Charlotte Mayor Vi Lyles. Centralina will continue to develop EV resources to support regional planning and federal funding activities with a focus on equity, specifically disadvantaged and rural populations. Our staff is also working with the NCDOT to update state clean transportation plans. More information can be found on the updated CCFC website at www.4CleanFuels.com.



Centralina Assistant Regional Planning Director Jason Wager, Centralina Executive Director Geraldine Gardner, NC Governor Roy Cooper and City of Charlotte Mayor Vi Lyles at the Polevolt EV Ribbon Cutting.



OUR COMMUNITIES. OUR REGION. OUR FUTURE.

704-372-2416 | info@centralina.org
10735 David Taylor Drive, Suite 250 | Charlotte, NC 28262

[**www.centralina.org**](http://www.centralina.org)

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REGIONAL COUNCIL

Item 3

Board Agenda Item Cover Sheet

Board Meeting Date:	October 12, 2022	Agenda Item Type:	Consent:		Regular:	X
Submitting Person:	Geraldine Gardner	Presentation Time:	10 minutes			
Presenter at Meeting:	Christina Danis	Phone Number:	704-688-6502			
		Email:	cdanis@centralina.org			
Alternate Contact:	Geraldine Gardner	Phone Number:	704-351-7130			
		Email:	ggardner@centralina.org			
Submitting Department:	Community Economic Development	Department Head Approval:	n/a			
Description of Agenda Item:						
<p>The Board of Delegates will receive an overview of the draft Comprehensive Economic Development Strategy (CEDS) for the region, which is an initiative of the Centralina Economic Development District (CEDD).</p>						
Background & Basis of Recommendations:						
<p>The CEDD is an affiliated organization of Centralina and is a certified economic development district by the U.S. Department of Commerce, Economic Development Administration (EDA). CEDD has a separate Board of Directors composed of elected officials, private sector leaders, workforce development practitioners and educators representing the nine-county region.</p> <p>The CEDD is required by the EDA to prepare a regional economic development strategy and update that strategy every five years. The update process began in January 2022 and has been guided by the CEDD Board and CEDS Steering Committee. Centralina staff have undertaken technical analysis and regional engagement activities to develop the strategy and associated recommendations. The CEDS report will be reviewed by the CEDD Board for approval on November 17th, after which point it will be submitted to EDA.</p> <p>The Board of Delegates will receive an overview of the planning process, CEDS recommendations and next steps for implementation.</p>						
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>	CEDS Background Briefing Document					



Comprehensive Economic Development Strategy (CEDDS) Background Briefing

Centralina Board of Delegates Meeting October 12, 2022

Comprehensive Economic Development Strategy (CEDDS)

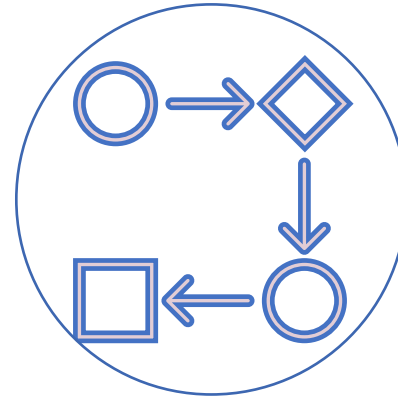
What is a CEDDS?

A locally-based, regionally-driven economic development planning **process** and **document** that brings together a diverse set of partners to generate good jobs, diversify the economy, and spur economic growth.

- *Updated at least once every five years*
- *Required for all EDA certified Economic Development Districts*



CEDS Update Outcomes



Process:

to build capacity, relationships and structures for ongoing regional collaboration



Document:

to develop an asset-based, strategy-driven plan for regional economic development

Regionally driven, regionally owned



CEDS Required Components

1. **Summary Background** – understanding of current economic conditions and regional assets
2. **SWOT Analysis** – assessment of competitive advantages, disadvantages, externalities
3. **Strategy Development** – a framework for action: vision, goals, implementation plan. Incorporating Resilience & Equity
4. **Evaluation Framework** – approach to measuring implementation progress and impact on the regional economy



Planning Process Inputs

Industry Cluster
Analysis

Supply Chain
Survey

AI/ Automation
Risk Assessment

CEDS Survey

Regional
Dialogues Series
& Focus Groups

County EDC
Interviews

Thematic Work
Group Meetings

Partner Briefings

SWOT Analysis

Prosperity Profile
Indicators &
Analysis

Industrial Land
Use Analysis



CEDS Planning Process Inputs

Technical (Document)

- Summary Background Analysis
- SWOT Analysis
- Vision and Goal Setting
- Implementation Plan Development
- Evaluation Framework

Engagement (Process)

- Steering Committee
- Thematic Working Groups
- Regional Stakeholder Engagement (Boards, Alliance, Institutions)
- County Engagement (EDCs, Higher Ed, Private Sector)



Our Region's Clusters & Niche Sectors



ADVANCED MANUFACTURING

Aerospace & Defense

Advanced Materials & Packaging

Food & Beverage Manufacturing

Automotive Manufacturing

Machinery Manufacturing

Textiles & Apparel



FINANCIAL & PROFESSIONAL SERVICES

Back Office Operations

Banking & Insurance

Fintech



LIFE SCIENCES & HEALTHCARE

Biomedical Research

Healthcare Services

Health IT

Pharmaceutical & Medical Device Manufacturing



INFORMATION TECHNOLOGY

Big Data / AI / Analytics

Cybersecurity

Data Centers

Software



LOGISTICS & DISTRIBUTION

Fulfillment Centers

Supply Chain Management & Consulting

Third-Party Logistics

Warehousing



Project Schedule





CENTRALINA

REGIONAL COUNCIL

Item 4



Board Agenda Item Cover Sheet

Board Meeting Date:	October 12, 2022	Agenda Item Type:	Consent: <input checked="" type="checkbox"/>	Regular: <input type="checkbox"/>
Submitting Person:	Linda Miller	Presentation Time:	10 Minutes	
Presenter at Meeting:	Kamiya Williams	Phone Number:	(704) 372-2416	
		Email:	kwilliams@centralina.org	
Alternate Contact:	Katie Kutcher	Phone Number:	(704) 372-2416	
		Email:	kkutcher@centralina.org	
Submitting Department:	Aging	Department Head Approval:	Linda Miller	
Description of Agenda Item:				
<p>Centralina Area Agency on Aging (CAAA) staff will introduce a new evidence-based health program being offered to older and disabled adults. The Program to Encourage Active, Rewarding Lives (PEARLS) is designed to reduce symptoms of depression and improve the quality of life among older adults. CAAA will be the first to offer PEARLS in the state of North Carolina.</p>				
Background & Basis of Recommendations:				
<p>Depression, loneliness, and social isolation have long been an issue faced by many older and disabled adults. In North Carolina, almost 27% of adults over the age of 65 live alone and are vulnerable to social isolation. Those with chronic health conditions have increased risks and challenges.</p> <p>PEARLS has been identified as an effective and approved evidence-based health program (EBHP) intervention. Those who participated in PEARLS had a 50% or higher reduction in the symptoms of depression and 36% showed complete remission.</p> <p>Centralina Area Agency on Aging (CAAA) has been named as a partner in an Administration on Aging three year grant rewarded to the NC Center for Health and Wellness at the University of North Carolina – Asheville. Centralina staff will be trained to offer PEARLS and implement the program in the region over the next three years. As the first organization to offer PEARLS in the state and continuing in the role of the EBHP Training Academy, Centralina will serve as the hub as the program expands, providing training and assistance to other regions.</p>				
Requested Action / Recommendation:				
Receive as information.				
Time Sensitivity:	N/A			
Budget Impact:	N/A			
Attachments:	PEARLS Flyer			

FAST FACTS:

- Initiated in 1986, PRCs do practical public health research with at-risk communities to promote health and prevent diseases, such as cancer, diabetes, heart disease, HIV/AIDS, and obesity.
- The PRC program currently consists of 26 centers nationally, which are housed within a school of public health or a medical school that has a preventive medicine residency program.
- For every \$1 invested by CDC in 2014, PRCs received an average of \$8.60 in additional funds allowing for additional research projects and more innovation in public health.

OVERVIEW

PEARLS (Program to Encourage Active, Rewarding Lives) is a treatment program designed to reduce symptoms of depression and improve quality of life among older adults¹ and among all-age adults with epilepsy.^{2,3} More than 50 sites in 18 states use PEARLS, with more organizations enrolling each year. The program consists of six to eight in-home counseling sessions that focus on the following goals:

- Solving problems.
- Becoming socially and physically active.
- Scheduling enjoyable activities.

PEARLS helps individuals to lead more active and rewarding lives. The PEARLS tool kit includes instructions for conducting the program and holding sessions with clients, as well as forms and materials to create the organizational structure for PEARLS. A 2-day in-person training session in Seattle, Washington, prepares staff to implement the program.

RESEARCH RESULTS

A University of Washington study determined that PEARLS participants had a 50% or higher reduction in symptoms of depression, and 36% showed complete remission. The participants' quality of life, both physical and emotional, also improved, resulting in fewer hospitalizations.¹ Later studies showed that the program is also effective for adults of all ages with epilepsy.^{2,3}

TOOL LOCATION

<http://www.pearlsprogram.org/Training/PEARLS-Toolkit.aspx>



REFERENCES

1. Ciechanowski P, Wagner E, Schmalting K, et al. Community-integrated home-based depression treatment in older adults: a randomized controlled trial. *JAMA*. 2004;291(13):1569–1577.
2. Ciechanowski P, Chaytor N, Miller J, et al. PEARLS depression treatment for individuals with epilepsy: a randomized controlled trial. *Epilepsy Behav*. 2010;19(3):225–231. doi:10.1016/j.yebeh.2010.06.003.
3. Chaytor N, Ciechanowski P, Miller JW, et al. Long-term outcomes from the PEARLS randomized trial for the treatment of depression in patients with epilepsy. *Epilepsy Behav*. 2011;20(3):545–549. doi:1016/j.yebeh.2011.01.017.



CENTRALINA

REGIONAL COUNCIL

Item 5

Board Agenda Item Cover Sheet

Board Meeting Date:	October 12, 2022	Agenda Item Type:	Consent:		Regular:	X
Submitting Person:	Kelly Weston	Presentation Time:	25 minutes			
Presenter at Meeting:	Kelly Weston	Phone Number:	704-348-2728			
		Email:	kweston@centralina.org			
Alternate Contact:	Geraldine Gardner	Phone Number:	704-351-7130			
		Email:	ggardner@centralina.org			
Submitting Department:	Government Affairs & Member Engagement	Department Head Approval:	Geraldine Gardner			
Description of Agenda Item:						
The Board of Delegates is asked to provide feedback on priorities for Centralina's state advocacy agenda.						
Background & Basis of Recommendations:						
<p>In late 2020, Centralina began implementing the Raleigh Relations strategy to expand the organization's state government engagement and advocacy efforts. The strategy is focused on relationship-building, raising awareness of issues specific to the Centralina region, and promoting the interests of COGs statewide.</p> <p>Centralina has made strides in advancing its federal action plan and seeks to replicate this success at the state level. To guide the organization's future state engagement, staff is developing a formal state advocacy agenda that addresses specific needs and desired policy outcomes. Stakeholder participation in the advocacy agenda development process will help identify key issues and actionable goals that support Centralina's work and the needs of our region.</p> <p>During the Board of Delegates meeting, staff will seek the Board's input on potential advocacy priorities to include in the state advocacy agenda. The Regional Managers Group will be asked to provide similar input during its November meeting. The Executive Board will then vote on the final version of the advocacy agenda at its January meeting.</p>						
Requested Action / Recommendation:						
Receive as information and provide feedback.						
Time Sensitivity: <i>(none or explain)</i>	Input from the Board of Delegates at this stage in the advocacy agenda development process will be helpful in advancing the timeline to ensure the agenda is finalized for approval by the Executive Board in January.					
Budget Impact: <i>(none or explain)</i>	None.					
Attachments: <i>(none or list)</i>	None.					