



Executive Board Meeting Agenda

Wednesday, March 18, 2020
9815 David Taylor Drive, Suite 100
Charlotte, NC 28262

Chairman Bobby Compton will convene a meeting of the Centralina COG Executive Board on Wednesday, March 18, 2020. Beginning with a light dinner at 6:00 pm. The meeting will be held in the Catawba Room of the Centralina COG Office on the 1st floor of the Broadcom building.

Time	Item	Presenter
6:00 p.m.	Dinner Please RSVP to Kelly Weston at kweston@centralina.org or (704) 348-2728 by 12:00 p.m. on Monday, March 16th so that catering can be arranged.	Kelly Weston
6:30 p.m.	Call to Order	Bobby Compton
	Invocation	
	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>		
6:35 p.m. Item 1 <i>Pages 4 - 12</i>	Approval of the November 13, 2019 and January 8, 2020 Executive Board Meeting Minutes The minutes from the November 13, 2019 and January 8, 2020 meetings have been distributed to all members of the Executive Board and should be approved if correct. Action/Recommendation: <i>Motion to approve the November 13, 2019 and January 8, 2020 Executive Board meeting minutes.</i>	Bobby Compton
Regular Business Items:		
6:40 p.m. Item 2 10 minutes <i>Pages 14 - 20</i>	Federal Relations Update CCOG's federal relations consultant, Leslie Mazingo, will present an update on the organization's federal relations efforts, including a discussion of the new 2020 Federal Action Plan and a performance report on activities from November through December 2019 and January through February 2020. We are also wanting feedback on a potential Board DC trip in 2020. Action/Recommendation: <i>Motion to accept the Strategics Consulting performance reports for November – December 2019 and January – February 2020 and to approve the 2020 Federal Action Plan.</i>	Leslie Mazingo
6:50 p.m. Item 3 10 minutes <i>Page 22</i>	Fiscal Forecast Presentation The Executive Board will be asked to discuss the fund balance policy to determine if it is a continuing goal and discuss the current financial health of Centralina and the effects on the operations. Staff proposes the Finance Committee work with the Executive Director and Finance Director to determine strategies for increasing the financial health of Centralina. Action/Recommendation: <i>Motion to affirm the current fund balance policy and direct the Finance Committee to work with staff to develop recommendations to the Board for increasing the fund balance to 15%.</i>	Denise Strosser
7:00 p.m. Item 4 20 minutes <i>Page 24 - 30</i>	CCOG Name Change Discussion The Executive Director will provide an update on the rebranding and website development project, including a preview of the new Centralina logo and discussion of the next steps in pursuing a name change of the organization to "Centralina Regional Council." At the Executive Board's request, the Executive Director conducted due diligence with legal counsel, which is summarized in the attached memo. The Executive Board will discuss the options proposed by the Executive Director and take appropriate action.	Geraldine Gardner

Executive Board Meeting Agenda

Time	Item	Presenter
	<p>Action/Recommendation: <i>Motion to approve Option 3 to proceed with a process to change the organization's name to the Centralina Regional Council, which includes authorizing the Executive Director to work with CCOG legal counsel to file a "doing business as" designation to utilize "Centralina Regional Council" as the organization's name for internal and external purposes.</i></p>	
<p>7:20 p.m. Item 5 5 minutes <i>Page 32</i></p>	<p>Chairman's At-Large Appointments to the Executive Board Chairman Bobby Compton will make appointments to fill up to two at-large seats on the Executive Board.</p> <p>Action/Recommendation: <i>Advise and consent to the Chairman's appointments.</i></p>	Bobby Compton
<p>7:25 p.m. Item 6 10 minutes <i>Pages 34 - 36</i></p>	<p>Regional Update The Executive Director will provide an update on several projects of regional significance, including NC Radar Project, CONNECT Beyond regional mobility initiative, and efforts to collaborate among county managers on COVID-19/Coronavirus preparedness.</p> <p>Action/Recommendation: <i>Receive as information.</i></p>	Geraldine Gardner
<p>7:30 p.m. 5 minutes</p>	Comments from the Executive Board and CCOG Staff	Board Members
<p>7:35 p.m. 5 minutes</p>	Comments from the Chair	Bobby Compton
<p>7:40 p.m. 5 minutes</p>	Comments from the Executive Director	Geraldine Gardner
<p>7:45 p.m.</p>	Adjournment	Bobby Compton

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Centralina Council of Governments

Item 1



**Executive Board Meeting Minutes and Closed Session General Account
November 13, 2019**

Officers Present	Delegates Present	Delegates Not Present	Centralina Staff
Jay McCosh, Vice Chairman Jarvis Woodburn, Secretary William Morgan, Treasurer	Deloris Chambers Bill Feather Martha Sue Hall Michael Johnson Rich Permenter Lynn Shue Nick Walsh Ronnie Worley <i>Via Phone</i> Gene Houpe	Frank Aikmus Zach Almond Bobby Compton, Chairman John Crump Larken Egleston Trevor Fuller Brent Moser Jim Watson	Geraldine Gardner Emily Hickok Debi Lee Mike Manis Linda Miller Michelle Nance Denise Strosser Jason Wager Kelly Weston Venecia White <i>Guests</i> Dan Gougherty, Cherry Bekaert Janet LaBar, Charlotte Regional Business Alliance Leslie Mozingo, Strategics Consulting

Call to Order

Vice Chairman Jay McCosh, Town of McAdenville, called the meeting to order.

Invocation

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

Amendments to the Agenda

There were no amendments to the agenda.

Consent Agenda

- 1. Approval of Contract for Web Design and Rebranding Services**
- 2. Regional Transit Consultant Contract Approval Authorization**
- 3. Quarterly Report to the Board**
- 4. Approval of the September 11, 2019 Executive Board Meeting Minutes**

Treasurer William Morgan, City of Statesville, made a motion to approve the Consent Agenda. Mayor Pro Tem Hall seconded the motion and it carried unanimously.

In response to a question from Mayor Pro Tem Hall, Vice Chairman McCosh noted that a quorum was present.

5. Charlotte Regional Business Alliance Presentation

Janet LaBar, President and CEO of the Charlotte Regional Business Alliance, presented an overview of her organization, its strategic objectives, and its role as a partner to other organizations involved in economic development.

In response to a question from Mayor Pro Tem Hall, Ms. LaBar noted that she has visited every county in the region during her listening tour.

6. FY2019 Audit Report

Denise Strosser, Finance Director, gave a brief financial overview of CCOG's past year, noting the Executive Director and Finance Director transitions. She further noted that CCOG had a strong financial year and increased its fund balance.

Dan Gougherty, Cherry Bekaert LLP, presented highlights from the audit report. He explained that his firm issued an unmodified or clean audit opinion on the financial statements, internal control over financial reporting, and the federal and state single audit. He added that there were no significant deficiencies or material weaknesses with internal controls even with the changeover in staff and leadership. He noted that his firm tested the Aging cluster and family caregiving programs for the single audit and there were no findings. He further noted there were no adjustments to journal entries that were required. He also reported that there were no management letter comments and his firm received the full cooperation of management.

In response to a question from Mayor Pro Tem Deloris Chambers, Town of Badin, Mr. Gougherty explained that if his firm found issues with internal controls, they would try to understand the cause of the issues and identify areas that require further testing.

Mayor Pro Tem Hall made a motion to approve and accept the audit report as presented. Commissioner Nick Walsh, Town of Huntersville, seconded the motion and it carried unanimously.

7. Federal Relations Update

Leslie Mozingo, Strategics Consulting, presented an overview of the federal relations performance report for September through October. She noted that a meeting with Representative-elect Dan Bishop will be rescheduled for January. She highlighted a grants workshop held on November 12th at the CCOG office, noting that Senator Thom Tillis' staff promoted the event on social media.

Geraldine Gardner, Executive Director, noted that regarding the reauthorization of the Older Americans Act, Ms. Mozingo received news of Senator Burr's leadership on adjusting the formula that will bring more resources to states that have growing populations of individuals over age 65.

Commissioner Ronnie Worley, Gaston County, made a motion to accept the Strategics Consulting Performance Report for September through October 2019. Treasurer Morgan seconded the motion and it carried unanimously.

Vice Chairman McCosh noted that he, Ms. Gardner, and Ms. Mozingo have discussed organizing a trip to Washington, DC for a group of CCOG Board Members, especially those from smaller communities or those who do not get the opportunity to visit the capitol often.

In response to a question from Secretary Jarvis Woodburn, Anson County, Ms. Mozingo indicated that she will have some suggested dates after the congressional calendar is released.

Ms. Gardner added that the timing will also depend on the Board Members' objectives, noting that there could be an opportunity to connect with federal agencies during the visit.

In response to a question from Commissioner Gene Houpe, Iredell County, Ms. Mozingo explained that when scheduling meetings with members of Congress, she likes to be strategic and identify which regional priorities to address in talking points.

In response to a question from Mayor Pro Tem Hall, Vice Chair McCosh explained that CCOG will not fully fund the trip.

Council Member Michael Johnson, City of Statesville, noted that meetings with federal agencies have been most successful when CCOG has had a specific plan and request for those meetings.

Ms. Mozingo encouraged the Board Members who are interested in participating in the Washington, DC trip to have one or two specific needs that they would like to discuss with federal agencies.

8. NC Radar Project Update

Ms. Gardner highlighted the memo in the agenda packet summarizing the progress made on the NC Radar Project. She explained that the challenge is having three COGs cooperating to solve the problem. She noted that she has been in contact with the NC Radar Project, two other North Carolina COGs, and the North Central Texas Council of Governments (NCTCOG) in the Dallas, TX area. She further explained that the options for proceeding are to (1) work at the state level to have NC Emergency Management take on the problem and manage a new radar system, (2) have one COG or a coalition of the three COGs partner with a third party to develop a new radar system, (3) set up a separate 501(c)(3) to manage a new radar system.

In response to a question from Commissioner Walsh, Ms. Gardner noted that like the three North Carolina COGs in the affected coverage area, NCTCOG was not in the radar business, but partnered with Collaborative Adaptive Sensing of the Atmosphere (CASA) to set up a structure that worked for them.

Mayor Bill Feather, Town of Granite Quarry, suggested combining the first two options, adding that the state should be involved.

Ms. Gardner noted that the state could fund the radars. She further noted that CASA donated the radars used by NCTCOG, but the challenge with that system is NCTCOG is locked in to always working with CASA.

Commissioner Rich Permenter, Lincoln County, inquired about recreating the radar coverage that already exists. He noted that emergency managers must make decisions based on data provided by the National Weather Service. He further noted that liability issues should be a consideration.

In response to a question from Commissioner Permenter, Ms. Gardner noted that CASA indicated they are able to use C band radar. She added that she will get more information from the National Weather Service (NWS) to share with the Board.

Mayor Pro Tem Hall suggested striking the third option. She also suggested not investing any time into a solution that may already exist. She further suggested having a discussion between the three COGs, NWS, and NC Emergency Management.

Commissioner Permenter noted that he will reach out to his contact at NWS.

9. Nominating Committee Forecast

Kelly Weston, Clerk to the Board, explained that per the CCOG bylaws, the Executive Board must form a three-member Nominating Committee each year. The Committee will need to identify a slate for the offices of Chair, Vice Chair, Treasurer and Secretary. The Committee will present the slate to the Executive Board

at its January meeting. She asked the Board Members to let her know if they are interested in serving on the Committee.

Mayor Feather, Mayor Pro Tem Chambers, and Commissioner Houpe each indicated that they would serve on the committee.

10. Resolution for Outgoing Executive Board Members

Vice Chairman McCosh presented a resolution to Council Member Johnson in recognition of his years of public service and his leadership on the CCOG Board of Delegates.

Council Member Johnson expressed his appreciation to the Board and the organization.

Comments from the Executive Board and CCOG Staff

Commissioner Permenter noted that a lot of progress has been made on the radar item.

Comments from the Vice Chair

Vice Chairman McCosh reported that the next Regional Managers Group meeting will be held on Wednesday, December 18th at the CCOG office and will feature federal and state legislative updates. He asked the Executive Board members to encourage the managers in their communities to attend.

He also encouraged everyone to visit Christmas Town in McAdenville.

Comments from the Executive Director

Ms. Gardner congratulated the Board Members who won their recent bids for re-election in their communities. She also thanked Council Member Johnson for his leadership and support.

She reported that CCOG recently completed meeting room audiovisual upgrades. Ms. Gardner also noted that staff is working on the annual report. She reported that staff will also send information to member communities as they select their Delegates for the upcoming year.

She further noted that as part of the Consent Agenda, the Executive Board approved a consultant contract for re-designing CCOG's website and rebranding for the organization. She added that there will be a big reveal in August.

Commissioner Houpe echoed the sentiments toward Council Member Johnson and expressed his thanks to him on behalf of Iredell County.

Closed Session

Mayor Pro Tem Hall made a motion to enter Closed Session pursuant to NCGS § 143-318.11(a)(6). Commissioner Ronnie Worley, Gaston County, seconded the motion and it carried unanimously.

11. Executive Director's Performance Evaluation

A discussion among the Executive Board members ensued.

Mayor Feather made a motion to end closed session and resume open session. Mayor Pro Tem Hall seconded the motion and it carried unanimously.

Adjournment

With no further business to be discussed, Vice Chairman McCosh adjourned the meeting at 8:55 p.m.



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

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

Call to Order

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

Invocation

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

Amendments to the Agenda

There were no amendments to the agenda.

Consent Agenda

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

The Consent Agenda was received as information.

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

5. Brand and Website Project Update

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

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

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

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

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

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

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

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

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

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

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

6. Federal Relations Update

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

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

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

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

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

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

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

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

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

7. FY21 Budget Preview

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

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

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

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

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

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

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

Chairman Compton noted the item would be received as information.

8. State Relations Update

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

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

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

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

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

9. Nominating Committee Update

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

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

10. 2020 Board Meeting Schedule

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

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

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

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

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

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

Comments from the Executive Board and CCOG Staff

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

Comments from the Chair

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

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

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

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

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

Comments from the Executive Director

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

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

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

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

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

Adjournment

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



Centralina Council of Governments

Item 2



Board Agenda Item Cover Sheet

Board Meeting Date:	March 18, 2020	Agenda Item Type:	Consent: <input type="checkbox"/> Regular: <input checked="" type="checkbox"/> X
Submitting Person:	Kelly Weston	Presentation Time:	10 Minutes
Presenter at Meeting:	Leslie Mozingo	Phone Number:	202-255-5760
		Email:	Leslie@strategics.consulting
Alternate Contact:	Geraldine Gardner	Phone Number:	704-348-2703
		Email:	ggardner@centralina.org
Submitting Department:	Government Affairs and Member Engagement	Department Head Approval:	Geraldine Gardner
Description of Agenda Item:			
<p>CCOG’s federal relations consultant, Leslie Mozingo, will present an update on the organization’s federal relations efforts, including a discussion of the new 2020 Federal Action Plan and a performance report on activities from January through February 2020. We are also wanting feedback on a potential Board DC trip in 2020.</p>			
Background & Basis of Recommendations:			
<p>Since 2015, the Executive Board has contracted with Strategics Consulting for federal relations consulting services. The Executive Board has requested that Ms. Mozingo present performance metrics reports at each of its meetings. In addition, we will be following up on items the January 2020 Executive Board Meeting. We require a discussion of a 2020 Board trip to Washington DC and to gauge interest in the trip from the Board.</p>			
Requested Action / Recommendation:			
<p>Motion to accept the Strategics Consulting performance report for January – February 2020 as well as the performance report from November – December 2019 and to approve the 2020 Federal Action Plan.</p>			
Time Sensitivity: <i>(none or explain)</i>	There is a time sensitivity by making sure we have the 2020 Federal Action Plan in place for all 2020 activity.		
Budget Impact: <i>(none or explain)</i>	None.		
Attachments: <i>(none or list)</i>	Strategics Performance Report: November – December 2019 Strategics Performance Report: January – February 2020 2020 Federal Action Plan 2020 Congressional Calendar		



GOALS AND ACTIVITIES FOR STRATEGICS CONSULTING NOVEMBER-DECEMBER REPORT

- 1. Build, maintain and enhance relationships with Members of Congress and the federal agencies**
 - Secured commitments from congressional district offices to serve as panelists at Regional Managers meeting on December 18th, scheduled coordination call, prepared materials needed for event, and worked with CCOG government relations staff on questions for panelists.
 - Provided federal update and served as panel moderator during Regional Managers meeting.
 - Participating in brainstorming discussions on DC travel for smaller communities next year.
 - Sent CCOG management update on relevant changes at US DOT.

- 2. Develop advocacy strategies around the approved CCOG Federal Action Plan on regional priorities and implement in coordination with CCOG management.**
 - Followed-up with committee staff for North Carolina U.S. Senator Richard Burr to determine timing of Senate legislation to reauthorize the Older Americans Act (OAA).
 - Prepared 2020 Congressional Calendar.
 - Wrote updates for Capital Corner portion of CCOG newsletter.

- 3. Provide information and support related to federal grant opportunities in coordination with CCOG staff**
 - Participated in November 12th Grants Workshop and connected CCOG management with connection for next level workshop in the future.
 - Sent alerts on local or state events, such as HUD workshop and Congressional Coffee.
 - Provided Grants Alert through November 29th.
 - Worked on Grants Forecast to be delivered by the end of the year.
 - Sent separate alerts to CCOG managers on Brownfields Webinars on Opportunity Zones, falls prevention program, self- management education program, broadband, and mobility for all.
 - Notified CCOG member of grant award where request for assistance was provided and sent appreciation emails to congressional offices who provided support.

- 4. Respond to trouble shooting requests from members and CCOG on federal issues**
 - Updated CCOG's congressional delegation contacts list.
 - Prepared congressional redistricting comparison chart.
 - Communications and coordination with state NCLM and NCACC for the Regional Managers meeting on December 18th.
 - Provided updates to CCOG members regarding BUILD grant announcements and responded to questions.
 - Communications with CCOG management regarding bill introduced by NC Senators Burr and Tillis to speed up delivery of Disaster Relief funding from HUD.

For more information, contact Leslie Mzingo at (202) 255-5760 or leslie@strategics.consulting.



GOALS AND ACTIVITIES FOR STRATEGICS CONSULTING JANUARY-FEBRUARY 2020 REPORT

- 1. Build, maintain and enhance relationships with Members of Congress and the federal agencies**
 - Scheduled and attended seven DC meetings with congressional delegation offices and federal agencies for Executive Director.
 - Sent briefing materials to individuals who would be in DC meetings in advance of Executive Director's arrival and prepared background information on those individuals to help Executive Director prepare for meetings.
 - Participated in brainstorming discussions on potential DC fly-in for board members.

- 2. Develop advocacy strategies around the approved CCOG Federal Action Plan on regional priorities and implement in coordination with CCOG management**
 - Wrote two updates for Capital Corner portion of CCOG newsletter.
 - Provided update on advocacy work during January Executive Board meeting.
 - Closely tracked congressional developments on reauthorization of Older Americans Act, Workforce Innovation and Opportunity Act, and surface transportation, as well as potential changes to appropriations process and directed spending.
 - Provided opportunities to be part of group letters for White House de-regulation initiative and Transportation for America's surface transportation reauthorization recommendations.
 - Sent alerts on, and attended, White House Opportunity Now Summit in Charlotte, February 7.
 - Submitted all requests for annual appropriations report language supporting regional councils of governments in federal competitive grants processes.

- 3. Provide information and support related to federal grant opportunities in coordination with CCOG staff**
 - Sent alerts on local events such as "State of the District" and Southern Regional Grant Conference.
 - Provided Grants Alerts through January 31st and February 29th.
 - Sent separate alerts to CCOG managers on Opioid Use Disorder in Older Americans, FTA Bus and Bus Facilities, FTA Low-No Bus Emissions, ROUTES deadline extension, and U.S. DOT's BUILD grant.

- 4. Respond to trouble shooting requests from members and CCOG on federal issues**
 - Provided opportunity for help with expanding membership.
 - Attended February Board of Delegates Open House and Annual Meeting, and sent information to individuals as requested.
 - Searched for potential grant writer.

For more information, contact Leslie Mazingo at (202) 255-5760 or leslie@strategics.consulting.



2020 (FY21) FEDERAL ACTION PLAN DRAFT-WILL BE SUBMITTED FOR BOARD APPROVAL IN MARCH 2020

	AREA	ISSUE	REQUESTED ACTION	HOW THIS BENEFITS THE CENTRALINA REGION
1	APPROPRIATIONS – COMPETITIVE GRANTS ELIGIBILITY	Regional councils / councils of governments (COGs) are not always explicitly eligible for competitive grants and direct funding from federal agencies	Amend definitions of local governments to include COGs. Submit request for appropriations report language to the following Appropriations Subcommittees: <ul style="list-style-type: none"> • Agriculture and Rural Development • Commerce, Justice, Science • Energy and Water • Interior, Environment, and Related Agencies • Labor, Health and Human Services • Transportation, Housing and Urban Development 	CCOG can apply for and administer grants benefiting the region and member governments
2	APPROPRIATIONS – FY21 FUNDING AGENCIES AND PROGRAMS	Retain current funding levels for certain federal agency programs that regional councils of governments (COGs) and member communities rely on for crucial planning, implementation and service delivery activities.	Work to protect the following agencies and programs and <i>at least</i> maintain funding levels in FY21 budget: <ul style="list-style-type: none"> • Aging Programs funded by Older Americans Act (HHS) • Workforce Innovation and Opportunity Act (WIOA) Funds (DOL, ED, HHS) • Economic Development Administration (Commerce) • BUILD Transportation Grants (DOT) • Clean Cities alternative fuel deployment program (DOE) and the Diesel Emission Reduction Grants Program (EPA) • Rural Development Programs (USDA) • Community Development Block Grants (HUD) • HOME Program (HUD) Housing Choice Voucher 	Adequate funding for key programs and services directly supports: <ul style="list-style-type: none"> -Centralina Area Agencies on Aging -Centralina Workforce Investment Board -Centralina Economic Development District -Centralina Clean Fuels Coalition

			Program (HUD)	
3	OLDER AMERICANS ACT (OAA) REAUTHORIZATION	The Older Americans Act (OAA) expired in 2019. Reauthorization of OAA provides critical funding for Area Agencies on Aging (AAA) in NC. As of 2019 there are more adults over the age of 60 in North Carolina, than youth under 18. Investing in individual health and wellness outcomes, as well as systems to support aging is a critical priority.	Work with Centralina Area Agency on Aging (CAAA) to incorporate policy and funding needs and pass timely reauthorization of the OAA before it expires. Ensure: <ul style="list-style-type: none"> • Sufficient and flexible funding to support the needs of NC’s growing aging population • AAAs remain the focal point for providing crucial aging services based on individual needs • OAA avoids imposing new restrictions on AAAs and Title VI service providers that would inhibit or prevent effective service delivery • OAA supports cost effective strategies such as aging in place, and coordinated regional planning 	OAA reauthorization and adequate, flexible funding will enable the CAAA to continue serving the region and provide older adults with crucial health, employment, safety and wellness programs.
4	FEDERAL SURFACE TRANSPORTATION REAUTHORIZATION	Reauthorization will provide resources for planning and investment in new and existing surface transportation network so that it is safe and efficient. Regional councils play an important planning and coordinating role in the overall transportation system.	The vision and values of local residents are best represented and advanced by shifting decision making to local communities and empowering local and regional planning for guiding investments and engaging citizens. Regional planning is at the heart of the federal transportation planning process. Productive federal policy would build on these regional institutions and support good planning. Reauthorization should: <ul style="list-style-type: none"> • Increase the overall funding levels of federal transportation programs, including support urban and rural transit projects that are greatly needed in growing regions, like Centralina. • Increase funding for regional planning, including support for NC COGs’ role in coordinating regional transportation with housing, economic development and growth. • Recognize COGs as the entities best suited to plan for and coordinate rural transportation needs. • Authorizes Regional Infrastructure Improvement Zones (RIIZs), a federal tax code change to allow businesses and individuals to make tax deductible contributions toward a regionally-approved infrastructure project. 	Safe, efficient and multi-modal transportation is essential to the Centralina region’s continued economic competitiveness and attractiveness for investment. With over 50% of the workforce commuting to another county for jobs, regional coordination is essential.

5	ALTERNATIVE FUELS TAX INCENTIVES & INFRASTRUCTURE FUNDING	Tax credits that support alternative fuels, vehicles, and infrastructure nationwide expired in 2016 and additional funding is needed to support alternative fuel infrastructure throughout major metropolitan regions.	Support the continued investment in alternative fuels (lithium ion batteries, ethanol, biodiesel, propane-powered, and natural gas) as a nationwide economic development and job creation opportunity by: <ul style="list-style-type: none"> • Funding Alternative Fueling Infrastructure in federal infrastructure legislation (i.e. to install the charging and fueling stations in the designated corridors and other locations) • Providing a minimum five-year extension of the tax incentives for alternative fuels, vehicles, and infrastructure, most of which expired at the end of 2016 	These efforts will support the Centralina Clean Fuels Coalition and its work on clean transportation projects in the region.
6.	WORKFORCE DEVELOPMENT BOARDS AND REAUTHORIZATION OF THE WORKFORCE INVESTMENT AND OPPORTUNITY ACT (WIOA)	The WIOA was signed into law in 2014, reauthorizing federal funding for workforce development activities through 2020.	Support timely reauthorization with continued investments in for low-income, youth and dislocated workers. Ensure that Workforce Development Boards are consulted during policy discussion and any potential changes to the Act.	Centralina’s Workforce Development Board partners with economic development, education and business interests to ensure the region competes well in a global economy with an exceptional workforce.



For more information contact Leslie Mazingo at (202) 255-5760 or leslie@strategics.consulting.



2020 CONGRESSIONAL CALENDAR

Important Dates

Congress Convenes (2 nd Session)	Jan. 7
House Democrats Retreat	Jan. 28-30
State of the Union Address	Feb. 4
House Republicans Retreat	Apr. 22-24
Democratic National Convention	July 13-16
Republican National Convention	Aug. 24-27
Election Day	Nov. 3
Adjournment (House/Senate)	Dec. 10/18

	House and Senate in Session		Senate Only in Session		Federal Holiday		House Only in Session		Important Dates
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The House usually delays votes until 6:30 pm on the first day of being in session and takes no votes after 3:00 pm on the last day of being in session.

January* These dates are for **House only**. Senate has not released January schedule due to uncertainty related to impeachment inquiry.

SUN	MON	TUES	WED	THUR	FRI	SAT
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December

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Centralina Council of Governments

Item 3



Centralina Council of Governments

Board Agenda Item Cover Sheet

Board Meeting Date:	March 18, 2020	Agenda Item Type:	Consent:		Regular:	X
Submitting Person:	Denise Strosser	Presentation Time (est.):	10 minutes			
Presenter at meeting:	Denise Strosser	Phone Number/Ext:	704-348-2704			
		Email:	dstrosser@centralina.org			
Alternate Contact Person:	Geraldine Gardner	Phone Number/Ext:	704-348-2703			
		Email:	ggardner@centralina.org			
Submitting Department:	Finance	Department Head Approval:				
Description of Agenda Item:						
<p>Discuss the fund balance policy and determine if it is a continuing goal. Discuss the current financial health of Centralina and the effects on the operations. Propose the finance committee work with the executive director and finance director to determine strategies for increasing the financial health of Centralina.</p>						
Background & Basis of Recommendations:						
<p>Effective August 2010, the Board approved the Fund balance policy to establish guidelines for the maintenance of the fund balance. Per the policy, Centralina should maintain a fund balance of 15% of operating expenditures (excluding pass through funds). Additionally, the fund balance should not fall below 10% or above 30%. For fiscal year ending 2019, Centralina's operating fund balance was 11%. Discuss options to increase fund balance based on policy and financial security.</p>						
Action / Recommendation:						
<p>Motion to affirm the current fund balance policy and direct the Finance Committee to work with staff to develop recommendations to the Board for increasing the fund balance to 15%.</p>						
Time Sensitivity (none or explain):						
Budget Impact (if applicable):						
List of Attachments (if any):						



Centralina Council of Governments

Item 4



Board Agenda Item Cover Sheet

Board Meeting Date:	March 18, 2020	Agenda Item Type:	Consent:		Regular:	X
Submitting Person:	Geraldine Gardner	Presentation Time:				
Presenter at Meeting:	Geraldine Gardner	Phone Number:	704-348-2703			
		Email:	ggardner@centralina.org			
Alternate Contact:	Kelly Weston	Phone Number:	704-348-2728			
		Email:	kweston@centralina.org			
Submitting Department:	Govt. Affairs & Member Engagement	Department Head Approval:				

Description of Agenda Item:

Executive Director will provide an update on the rebranding and website development project, including a preview of the new Centralina logo and discussion of the next steps in pursuing a name change of the organization to “Centralina Regional Council.” At the Executive Board’s request, the Executive Director conducted due diligence with legal counsel, which is summarized in the attached memo. The Executive Board will discuss the options proposed by the Executive Director and take appropriate action.

Background & Basis of Recommendations:

In November 2019, the Executive Board approved the contract with Moonlight Creative, a local marketing and website development agency, to pursue a rebranding project and overhaul of the current CCOG website. This project was one of the key outcomes of the strategic review and a major aspect of our FY20 workplan. At the January Executive Board meeting, the Moonlight Creative team presented two logo options for the Board’s feedback and ultimately the Board vote to delegate the final decision on the logo to the Executive Director. After additional edits and staff feedback, we selected a final logo in late January.

A critical aspect of the rebranding process is the proposed name change to Centralina Regional Council. The name change strongly emphasizes the regional focus of the organization’s mission, removes the reference to government and to a “cog” (i.e. cog in a wheel) which is not in keeping with the brand values of innovation, collaboration, connection and service. Drawing upon advice of CCOG’s legal counsel, the Executive Director proposes three options for the Executive Board’s consideration:

Options		Considerations	Approval Authority
Option 1	Full Name Change	Requires amending both the Charter and Bylaws. Concerns about having quorum at the May Board of Delegates meeting and potential impact on project timeline and August 12 th launch event with Board.	Charter and Bylaws: Board of Delegates
Option 2	DBA – Doing Business As	Allows for a more paced transition of administrative/back end documents; does not preclude a future full name change. Is not a holistic solution.	Executive Board
Option 3	Hybrid -Immediate DBA -Full Name Change in FY21	In this option, CCOG would immediately file for DBA to guide the short-term transition to the new name and meeting project launch milestones. A full name change would be put to the Board of Delegates at the May meeting, or a future meeting date if quorum is not achieved.	DBA: Executive Board Full Name: Board of Delegates



Requested Action / Recommendation:	
<i>Motion to approve Option 3 to proceed with a process to change in the organization's name to the Centralina Regional Council which includes authorizing the Executive Director to work with CCOG legal counsel to file a "doing business as" designation to utilize "Centralina Regional Council" as the organization's name for internal and external purposes.</i>	
Time Sensitivity: <i>(none or explain)</i>	Urgent: We need to keep the project schedule to be ready for the August 12 th launch of the website and new brand (Logo, tagline and website). Item must be decided to plan for future agenda items at Board of Delegates and Executive Board meetings.
Budget Impact: <i>(none or explain)</i>	Minor. Cost to file DBA and legal fees can be covered in the FY20 administrative budget.
Attachments: <i>(none or list)</i>	Memo from legal counsel, Jack Santaniello of Shumaker, Loop & Kendrick, LLP

M E M O R A N D U M

TO: Geraldine Gardner - Centralina Council of Governments
FROM: Jack Santaniello – Shumaker, Loop & Kendrick, LLP
DATE: February 28, 2020
RE: Change of Entity Legal Name or DBA (Doing Business As)

You have requested for us to provide some insight regarding a proposed name change for the Centralina Council of Governments (“CCOG”). As we’ve discussed, there are two possible courses of action: (i) maintain the name “Centralina Council of Governments” as the official chartered name of the organization, and file an Assumed Name Certificate (“DBA”) pursuant to the N.C. General Statutes, for the new operating name (let’s call it “NEWCOG”), or (ii) modify / amend the charter document to adopt NEWCOG as the new name and drop CCOG.

I assume that there are various non-legal reasons for the proposed name change – but that it boils down to the current name may not sufficiently represent what the organization is about – meaning its purposes, activities and membership. I am going to collectively refer to this as the “Purpose”. Please let me know if I am mistaken.

Choosing Your Preferred Path

In a typical situation, choosing the DBA path makes the most sense. A company has a legal name but want to put itself out to the public under a different name or perhaps several different names. It requires minimal legal filings and you can choose how and when to use the DBA, and the pace of transition of your public face from the legal name to the DBA. And by filing for DBAs, you are not creating separate legal entities. That logic somewhat applies here, i.e. you can control the pace of the changeover and actual use of

NEWCOG as a DBA. However, your situation is a bit different. As will be summarized below to refresh your recollection, the CCOG is not a legal entity in the traditional sense. It is not required to have a “legal” name filed and on record with the NC Secretary of State. It is therefore not required to follow certain procedures, e.g. filing an Annual Report under its legal name with the NC Secretary of State. So the process for making the name change is legally different than in the traditional method – and from my perspective, inures to your benefit from the required legal filing process of “businesses.”

Legal Ability to Change the Name (not a DBA)

As you know, the CCOG was formed pursuant to North Carolina General Statute (“NCGS”) §160A-470, et. seq., and not by filing a formal formation document (e.g. Articles of Incorporation pursuant to Chapter 55 of the NCGS). Therefore, the typical provisions in the NCGS setting forth the procedure for changing the name of a corporation, limited liability company, or other similarly formally chartered legal entity do not apply to a regional council of governments. We must therefore look to the charter documents (the “Charter”) and the Bylaws of CCOG.

As expected, the Charter (Charter Resolution) dated February 7, 1972 specifically sets for the name of the regional council as “Centralina Council of Governments”. Item XII of the Charter allows the Council to formally recommend to the member governments a resolution to amend the Charter by the affirmative vote of at least three-fourths of the representatives present at any meeting at which a quorum was present, provided proper notice of the vote was given. It therefore follows, the in order to change the name of CCOG to NEWCOG, a 75% approval of those present at the meeting is required.

The Bylaws (August 14, 2019 version) do not address the procedure for a name change to the organization. The Bylaws provide for voting by the members of the CCOG (Section II.B.2) but do not then describe “what” they can or are required to vote on. Looking next at the powers of the Executive Board, the Executive Board has specifically stated Duties, Powers and Responsibilities, and well as a “catch-all” for “all

matters affecting the Council”, except some items related to adoption of the annual budget and fixing of member assessments – which by implication require a full Council delegate vote (Section VII.E.4). By this language, the Executive Board seems to have the power to vote on, approve and implement a name change.

However, there are two countervailing items. First, Article XI of the Bylaws requires any alterations or repeals of the Bylaws to be adopted by the affirmative vote of 2/3 of the delegates present and voting at any meeting of the Council at which a quorum is present. While a name change in and of itself may not be seen as an “alteration” of the Bylaws, but merely an administrative issue, there are consequences of taking such action, e.g. the additional expenditure of changing all things which have CCOG on them at the time of change-over and which are not slated for eventual draw-down by use or consumption of such items. Second, this is such a big change perceptually and psychologically for members and the public, that it is probably in the best interests of the organization to put this item to a full Council vote.

Legal Ability to File for a DBA

The same analysis regarding the catch-all abilities of the Executive Committee apply to the filing of the DBA, i.e. it’s within their power. However, I believe that the adoption of the DBA (i) does not arise to the level of a full council vote per the Charter, nor (ii) is a change to the Bylaws requiring a full Council vote. Nevertheless, the second countervailing issue above, regarding the “big” change, is still applicable which may lead you to a full Council vote.

Logistical Challenges for a Name Change

As briefly discussed above, you have a lot of stuff which says CCOG. Also, there is a lot of goodwill and brand recognition in the CCOG name. The trick will be in how you get the word out that “we are them, and they are us, because there is only us, no they or them” and that nothing has changed except for the name – said another way, recognition of the NEWCOG brand. There are costs involved in rebranding –

not just in replacement written materials, but in the investment in time and resources to get the word out – there is going to be a lot of “yes, we are the same organization, just with a new name”. You will need to have a “canned” response ready for your personnel to share as to the reasons for the name change so that there is consistency in the outgoing messaging. And then the hard costs – to pay the “architects” of the new brand, e.g. website designers, logo designers – as well as the legal costs.

Legal Costs

So, what is this going to cost you on the legal front? The reality is that the significant direct costs are internal to CCOG – in time, talent, and third-party expenses, as discussed in part above. The paperwork on our end is not extensive. However, you may wish for us to more directly participate or attend the discussion(s) with the Executive Committee and/or the Council prior to and/or at the time of voting. You may also look to us to provide the high level summary to the members and/or help you craft such to send out as a communication from CCOG. But those are discretionary costs for you.

There may be some ancillary legal costs associated with a name change. An example of an ancillary cost would be if you wanted to pursue a Federal trademark registration for the new name and/or logo. The cost of the process varies, but is in the range of \$1500 to \$3000, mostly dependent upon whether or not we conduct a preliminary clearance search for the proposed mark, and then how many “hits” (TM records) from the search we need to review in order to provide you with a search report.

External Guidance

I hope you have had the opportunity to chat with Karen Parker at Safe Alliance. I was on the Board of Directors when it was still United Family Services, was there for the name change and filed the Federal registration for the new logo. However, I was not involved in the behind the scenes logistical workings to get it done at UFS. Karen will be a plethora of information for you.

Summary / Suggestion

Unless (i) there are extensive back-office logistics and costs associated with a full name change, or (ii) there is a desire to keep the CCOG name, whether for nostalgia or so you can operate under both names, then it seems that the best path to implement the Purpose, and to avoid likely identity confusion in the long run is to go for the full name change, rather than having two “brands”.

Please let me know if there is anything I did not cover which is on your mind at this time.

Thanks.

Jack



Centralina Council of Governments

Item 5



Board Agenda Item Cover Sheet

Board Meeting Date:	March 18, 2020	Agenda Item Type:	Consent:		Regular:	X
Submitting Person:	Kelly Weston	Presentation Time:	5 minutes			
Presenter at Meeting:	Bobby Compton	Phone Number:				
		Email:				
Alternate Contact:	Geraldine Gardner	Phone Number:	704-348-2703			
		Email:	ggardner@centralina.org			
Submitting Department:	Gov. Affairs & Member Engagement	Department Head Approval:	Geraldine Gardner			
Description of Agenda Item:						
Chairman Bobby Compton will make appointments to fill up to two at-large seats on the Executive Board.						
Background & Basis of Recommendations:						
<p>The Executive Board is comprised of the four officers of the Council, the Delegate from each county member government, the Delegate from the City of Charlotte, a municipal Delegate from each of the region's nine counties, and up to two at-large members appointed by the Chair for a one-year term.</p> <p>Per CCOG bylaws, the Chair may appoint two elected members of the governing body of any member government to serve on the Executive Board upon the advice and consent of the Executive Board. The Chair shall make these appointments at the March Executive Board meeting. The at-large members shall serve for a term of one year commencing on April and expiring on March 31 of the following year.</p>						
Requested Action / Recommendation:						
Advise and consent to the Chairman's appointment.						
Time Sensitivity: <i>(none or explain)</i>	Since at-large members serve a one-year term, making the appointments should occur as soon as possible following the Board of Delegates annual meeting.					
Budget Impact: <i>(none or explain)</i>	None.					
Attachments: <i>(none or list)</i>	None.					



Centralina Council of Governments

Item 6



Centralina Council of Governments

Board Agenda Item Cover Sheet

Board Meeting Date:	March 18, 2020	Agenda Item Type:	Consent:		Regular:	X
Submitting Person:	Geraldine Gardner	Presentation Time:	10 minutes			
Presenter at Meeting:	Geraldine Gardner	Phone Number:	704-348-2703			
		Email:	ggardner@centralina.org			
Alternate Contact:	Kelly Weston	Phone Number:	704-348-2728			
		Email:	kweston@centralina.org			
Submitting Department:	Government Affairs & Member Engagement	Department Head Approval:				
Description of Agenda Item:						
The Executive Director will provide an update on several projects of regional significance, including NC Radar Project, CONNECT Beyond regional mobility initiative, and efforts to collaborate among county managers on COVID-19/Coronavirus preparedness.						
Background & Basis of Recommendations:						
The purpose of this briefing is to share information with new Executive Board members about important regional coordination efforts that Centralina is engaged in and share updates on project developments since the January Executive Board meeting.						
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>	Regional Update Memo					



To: CCOG Executive Board
From: Geraldine Gardner, Executive Director
Date: March 11, 2020
RE: Regional Projects Update

NC Radar Project

Description: NC Radar project is a multi-COG effort to enhance doppler radar coverage to over 26 counties in the Piedmont, which includes 4 million people or 40% of the state population.

Centralina Role: We are working with the Western Piedmont and Piedmont Triad COGs, as well as a group of local weatherman and emergency management professionals, to develop an approach to bring additional radar sites to the Piedmont area, including at least one in our region.

Current Status: Last month's recent severe weather episode reinvigorated our efforts to coordinate with NC Emergency Management (NCEM) on potential funding opportunities to support the project. We are also working on a scope of work for a feasibility study to determine the optimum sites, operations and management approach for the system. Anthony Starr, the Executive Director of Western Piedmont COG, is in the process of scheduling a meeting for our group with NCEM. I'll provide a status update to the Executive Board at the April meeting.

CONNECT Beyond, a regional mobility initiative

Description: CONNECT Beyond is an 18-month planning process to create a single, coordinated vision for 12 counties in our bi-state region of 2.5 million people. This plan will be bold in recommending both-short and long-term solutions that bring reliable, efficient and well-connected mobility choices to better serve the people of our region

Centralina Role: Centralina's Regional Planning Department is leading the planning process in coordination with a consultant team from HDR and partners at the Charlotte Area Transit System, NC Department of Transportation and several metropolitan planning organizations. The CCOG Board of Delegates and the Metropolitan Transit Commission will review and approve the final plan. CCOG Delegates are also participating in the policy subcommittee.

Current Status: CONNECT Beyond was officially launched on February 24th with representatives from 12 counties across North and South Carolina. The project team is underway and additional updates are forthcoming.

Regional Coordination: COVID-19 Response

Description & Centralina Role: Centralina pulled together a conference call for county managers on March 6th to discuss opportunities to share information if and when there is an outbreak in our region.

Current Status: County managers and health department directors participated on the call representing Mecklenburg, Charlotte, Union, Gaston, Anson, Stanly, and Iredell. Centralina is pulling together a contact sheet for the region so that if there is a confirmed call, appropriate contact persons in county leadership, health, and communications can be brought in for further coordination.

Census 2020

Description & Centralina Role: Centralina has been supporting regional collaboration on the promotion of Census 2020 for the past several months, including hosting Complete Count Committee peer exchanges and liaising with the Census Bureau's partnerships office and the NC State Data Center's census team.

Current Status: Centralina hosted a peer exchange on February 27th with representatives from Complete Count Committees and staff in Mecklenburg, Gaston, Anson, Stanly, and Iredell counties. At the peer exchange we discussed strategies to engage traditionally undercounted populations and older adults in our region. We disseminated follow-up information to the full list of County Complete Count Committees.

Next Steps: Centralina will promote a regional complete count on social media in the lead up to Census Day on April 1st and continue to support the complete count of older adults across the region via the Centralina Area Agency on Aging. Following the decennial census, we plan to write up lessons learned and documentation to archive for the 2030 census process.