



**Executive Board Conference Call Meeting Minutes
March 18, 2020**

Officers Present	Delegates Present	Delegates Not Present	Centralina Staff
Bobby Compton, Chairman Jay McCosh, Vice Chairman Jarvis Woodburn, Secretary William Morgan, Treasurer	Deloris Chambers Larken Egleston Martha Sue Hall Gene Houpe Autumn Michael Pedro Morey Rich Permenter Troy Selberg Ronnie Worley	Zach Almond Bill Feather Trevor Fuller Lynn Shue Jim Watson	Geraldine Gardner Katie Kutcher Debi Lee Linda Miller Denise Strosser Kelly Weston <i>Guests</i> Leslie Mazingo, Strategies Consulting

Call to Order

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

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

Invocation

Chairman Compton gave the invocation.

Amendments to the Agenda

Chairman Compton noted that the Regional Update would be taken as the first agenda item. He also noted that the motion for the Federal Relations Update had been amended to add COVID-19 response to the Federal Action Plan. He further noted that the Fiscal Forecast was amended to include the motion reflected in the agenda packet.

Mayor Pro Tem Martha Sue Hall, City of Albemarle, made a motion to adopt the agenda as amended. Treasurer William Morgan, City of Statesville, seconded the motion and it carried unanimously.

Regional Update

Geraldine Gardner, Executive Director, reported on regional coordination efforts in response to COVID-19. She noted that CCOG has been sharing information and updates to county, city, and town managers. She added that the next update will include a federal legislation briefing summary for managers and CCOG Delegates. She noted that CCOG is working with the Charlotte Regional Business Alliance to disseminate information through its webpage. She also noted that staff has been in touch with managers in communities where CCOG has active technical assistance contracts and has discussed how those services will continue. She further noted that the seven NCWorks Career Centers CCOG operates will close on March 19th.

Linda Miller, Aging Director, provided an update on COVID-19 response efforts in support of older and disabled adults and service providers. She noted that the Regional Ombudsmen have suspended visits to

facilities and are managing cases via phone. She also noted that home-delivered meals continue, while congregate meal programs have transitioned to delivery.

Consent Agenda

Approval of the November 13, 2019 and January 8, 2020 Executive Board Meeting Minutes

Mayor Pro Tem Hall made a motion to approve the Consent Agenda. The motion was seconded and carried unanimously.

Regular Business Agenda

Federal Relations Update

Leslie Mazingo, Strategics Consulting, presented an update on the federal response to COVID-19, including an overview of pending legislation and the economic stimulus phase.

In response to a question from Commissioner Rich Permenter, Lincoln County, Ms. Mazingo explained that local governments should keep records and provide documentation to accompany their requests for federal funding from the Federal Emergency Management Agency. She added that requests from the U.S. Department of Health and Human Services will be made through county health departments.

In response to a question from Treasurer Morgan, Ms. Mazingo explained that federal grants and programs that have already been funded for FY20 will continue, adding that communities should still submit grant applications.

Ms. Mazingo presented the federal relations performance metrics report for January through February 2020. She noted that she and Ms. Gardner attended meetings in Washington, DC in February.

In response to a question from Chairman Compton, Ms. Gardner explained that the proposed Executive Board trip to Washington, DC will be postponed until next spring.

Commissioner Ronnie Worley, Gaston County, made a motion to accept the Strategics Consulting performance reports for November through December 2019 and January through February 2020, and to approve the 2020 Federal Action Plan with the addition of language supporting COVID-19 response funding and coordination. Secretary Jarvis Woodburn, Anson County, seconded the motion and it carried unanimously.

Fiscal Forecast Presentation

Denise Strosser, Finance Director, explained that CCOG's current fund balance policy approved in 2010 recommends a minimum of 15% of operating expenses remain in the organization's fund balance. She noted that CCOG experienced a decrease in fund balance between 2014 and 2015 due to CabAire litigation. She presented a comparison of CCOG's fund balance and the fund balances of other large COGs in the state. She noted that in 2019, CCOG's fund balance was above 10% for the first time since 2013. She also explained that the fund balance gives the organization support for its monthly expenses. She added that CCOG currently has \$350,000 cash in the bank, which is equal to one month of expenses. She presented three options for moving forward: 1) reducing expenses; 2) establishing a fund balance reserve in the annual budget; and 3) increasing membership dues. She added that staff would like to work with the Finance Committee to explore these three options.

In response to questions from Commissioner Permenter, Ms. Strosser explained that CCOG currently achieves its fund balance using a capital expenses line item in the annual budget. She also explained that the organization's current membership assessment rate is \$0.24 per capita, and this rate has not increased since 2010. She added that a \$0.01 increase in the rate would increase revenues by \$37,000.

Treasurer Morgan noted that it is necessary to explore all the options for increasing fund balance, adding that the Board does not need to decide during the meeting.

Mayor Pro Tem Hall noted that populations will increase after the 2020 Census. She cautioned against increasing membership dues, adding that the General Assembly has started stripping away local governments' taxing authority. She suggested that CCOG's marketing efforts illustrate the return on investment for member governments. She added that the organization should not solicit donations from member governments.

In response to questions from Secretary Woodburn, Ms. Gardner explained that achieving a fund balance goal of 15% will be a multiyear progression that will require a multi-pronged approach. She also explained that the goal of the path forward would be to not negatively impact staff.

Mayor Pro Tem Hall made a 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%. Treasurer Morgan seconded the motion and it carried unanimously.

CCOG Name Change Discussion

Ms. Gardner presented a summary of the rebranding process so far. She noted that at its January meeting, the Executive Board directed her to explore the name change process. She presented three options for changing CCOG's name: 1) a full name change; 2) a "doing business as" (DBA) designation; and 3) a hybrid approach involving an immediate DBA and a full name change in FY21.

In response to a question from Council Member Larken Egleston, City of Charlotte, Ms. Gardner explained that there is variation in the names of other COGs in the state, adding that some use "regional council" or "commission" in their titles.

Mayor Pro Tem Hall noted that other COGs may also consider name changes in the future since the word "government" is frowned upon.

In response to questions from Commissioner Pedro Morey, Town of Waxhaw, Ms. Gardner explained that the total cost of the rebranding was \$86,000, which also includes an overhaul of the organization's website. She also explained that last year CCOG conducted a strategic review that showed that the organization needed to improve the way it markets its services. She added that the rebranding is a long-term investment designed to help with marketing efforts.

Chairman Compton added that the rebranding is a way to retain and hopefully gain new member governments.

Council Member Troy Selberg, Town of Harrisburg, made a 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. Secretary Woodburn seconded the motion and it carried unanimously.

Commissioner Gene Houpe, Iredell County, requested that staff identify what services other COGs offer that CCOG does not and instances when member governments have sought the assistance of other COGs for those services. He added that this information could be helpful in retaining and attracting members.

Chairman's At-Large Appointments to the Executive Board

Chairman Compton reported that he has selected Mayor Pro Tem Hall and Mayor Darrell Hinnant, City of Kannapolis, to fill the two at-large seats on the Executive Board.

Executive Board members expressed their consent to the appointments.

Comments from the Executive Board and CCOG Staff

Mayor Pro Tem Hall thanked everyone for being on the call. She thanked Ms. Gardner for allowing staff to telework.

Commissioner Permenter noted that he appreciated the call as well, adding that it was functional and a good use of technology.

Comments from the Chair

Chairman Compton noted that the next Executive Board meeting is scheduled for April 8th at 6:30 pm and will be held via conference call due to CCOG's telework status. He asked for the Executive Board's feedback on moving the meeting to an earlier time.

The Executive Board members indicated that they would like the meeting to be held earlier.

Commissioner Ronnie Worley made a motion to change the meeting time of the April 8th Executive Board meeting to 5:00 pm. Secretary Woodburn seconded the motion and it was carried unanimously.

Commissioner Houpe requested that Ms. Mozingo keep the Board updated on potential federal grant funding that could be impacted by the COVID-19 stimulus package.

Comments from the Executive Director

There were no additional comments from the Executive Director.

Adjournment

With no further business to be discussed, Chairman Compton adjourned the meeting at 8:05 p.m.