



Executive Board Minutes

March 9, 2016

Officers Present	Delegates Present	Delegates Not Present	Centralina Staff
Patsy Kinsey, Vice Chair Bill Feather, Treasurer	Joe Carpenter Bill Deter George Dunlap Bill Lawhon Martin Oakes Richard Turner Jarvis Woodburn <i>Via phone</i> Martha Sue Hall	Michael Johnson, Chair Kathy Kitts, Secretary Bobby Compton Devin Rhyne Jerry Simpson John Woods	Vicki Bott Debi Lee Linda Miller Jim Prosser Angel Stoy Kelly Weston Venecia White

Call to Order and Welcome

Vice Chair Patsy Kinsey, City of Charlotte, called the meeting to order. Jim Prosser, Executive Director, noted that Chairman Michael Johnson was absent due to his mother’s illness.

Kelly Weston, Clerk to the Board, verified that a quorum was present.

Amendments to the Agenda

Vice Chair Kinsey noted that staff added a resolution in support of Economic Development Administration funds to Item 5.

Mayor Pro Tem Martha Sue Hall, City of Albemarle, made a motion to approve the agenda as amended. Commissioner Joe Carpenter, Gaston County, seconded the motion and it carried unanimously.

Consent Items

1. Approval of the January 13, 2016 Executive Board Meeting Minutes

Mayor Pro Tem Hall made a motion to approve the Consent Agenda. Treasurer Bill Feather, Town of Granite Quarry, seconded the motion and it carried unanimously.

2. Installation of CCOG Treasurer

Treasurer Feather recited the Oath of Office.

3. Critical Signal Technologies Contract Review

Linda Miller, Aging Programs Director, introduced Angel Stoy, Aging Specialist, who presented an overview of the Carenect Personal Emergency Response System provided by Critical Signal Technologies (CST).

Ms. Miller noted that there are no tax implications for CCOG to provide this service. The program aligns with Centralina Area Agency on Aging’s mission and is an opportunity to diversify funding.

In response to Mayor Pro Tem Hall's question, Vicki Bott, Grants Development Director, explained that CCOG General Counsel Bill McNair has stated that if Critical Signal Technologies accepts his suggested changes to the contract for the program, he will approve the contract as to form.

In response to a question from Commissioner Bill Lawhon, Stanly County, Mr. Prosser noted that the National Association of Area Agencies on Aging reviewed CST's financial strength.

In response to a question from Commissioner Martin Oakes, Lincoln County, Mr. Prosser indicated that the program could generate an annual net gain of \$30,000 or more.

In response to a question from Council Member Richard Turner, City of Belmont, Ms. Miller noted that staff will evaluate the program after one year.

In response to a question from Commissioner George Dunlap, Mecklenburg County, Ms. Bott explained that CCOG's suggested changes to the contract will ensure that once the service has been ordered, CST, not CCOG, will be responsible for the customers, installation, and monitoring.

Commissioner Carpenter made a motion that with all Executive Board and Legal Counsel questions satisfactorily addressed, the Executive Board supports the Executive Director in negotiating and executing a contract with CST for a license to market CST's Carenect equipment and services within the Centralina region. Commissioner Dunlap seconded the motion.

Commissioner Oakes suggested amending the language of the motion to reflect proceeding with the contract "subject to the attorney's approval."

The motion carried on a vote of nine in favor and one opposed, with Treasurer Feather voting in opposition.

4. Strategic Plan Update

Mr. Prosser gave the presentation on this item. He noted that fundraising is a top priority. He further noted that Board Members are in the best position to help recruit non-members to CCOG.

In response to Commissioner Lawhon's question, Mayor Bill Deter, Town of Weddington, noted that non-members may not fully understand the value of CCOG versus the cost of membership.

Commissioner Carpenter indicated that membership withdrawals are sometimes the result of changes in member governments' boards.

Treasurer Feather made a motion to approve the 2016 strategic initiatives implementation plan with specific assignments for Executive Board members. Commissioner Jarvis Woodburn, Anson County, seconded the motion and it carried unanimously.

5. Federal Relations Update

Ms. Bott gave the presentation on this item. She noted that staff is requesting the Executive Board's adoption of a resolution endorsing a letter circulating in the U.S. House of Representatives as part of a bipartisan effort to support the Economic Development Administration's budget for next year.

Commissioner Oakes made a motion to adopt the resolution. Treasurer Feather seconded the motion and it carried unanimously.

Commissioner Oakes requested that CCOG staff accompany him to meetings with Congressional delegation members.

Mr. Prosser noted that CCOG has initiated quarterly webinars with Congressional staff that have been well-received.

Commissioner Dunlap noted that having Leslie Mazingo accompany him to a recent meeting with a Congress member was helpful. He made a motion to accept the Federal Relations Status Report. Commissioner Bill Lawhon, Stanly County, seconded the motion and it carried unanimously.

6. Private-Sector Fundraising Update

Ms. Bott gave the presentation on this item. She asked the Executive Board Members to review a list of Centralina Foundation fundraising prospects and let staff know if they can assist with establishing contact and building relationships with the prospects.

Treasurer Feather made a motion to accept the Philanthropic Fundraising Status Report. Council Member Turner seconded the motion and it carried unanimously.

7. CCOG Regional Conference Update

Ms. Weston gave the presentation on this item. She reported that staff held a conference call with a group of CCOG Delegates to discuss date, location, and sponsorship activities for the next CCOG Regional Conference. The Delegates advised staff to identify potential dates in April 2017 and continue researching community-based venues for the event. The group also suggested increasing the minimum level for sponsors with display tables, structuring the day's agenda to allow attendees more time to engage with sponsors, and adding developers and CCOG vendors to the list of sponsorship prospects. The Delegates suggested enlisting CCOG Board Members in recruiting sponsors and directed staff to draft a sponsorship letter and to ask Board Members to create lists of potential funding contacts.

Commissioner Oakes noted that now is the time to secure a date and location for the Conference.

8. CCOG Building Committee Update

Mr. Prosser gave the presentation on this item. He reported that the Building Committee interviewed several real estate brokerage firms and selected Cushman Wakefield, the broker who helped CCOG on secure its current office space. He added that the Committee favored Cushman Wakefield because the firm had an understanding of looking at different options within the established framework and the ability to explore the possibility of terminating the current office lease early. He further noted that CCOG has not signed a contract with the firm yet.

Commissioner Carpenter made a motion to accept the Building Committee's recommendation to select Cushman Wakefield. Commissioner Dunlap seconded the motion and it carried unanimously.

Comments from the Executive Board

Commissioner Carpenter suggested using paperless materials for the Executive Board meetings to allow Board Members to engage in the meeting when they are participating via phone call.

Commissioner Oakes suggested adding hotlinks to the online agenda.

Comments from the Vice Chair

Vice Chair Kinsey reminded the Executive Board about the 2016 NC Tomorrow Summit on April 18-19.

Commissioner Carpenter added that Senator Richard Burr has been invited to the event and a representative from Governor Pat McCrory's office will attend. NC Tomorrow's four focus areas are to build on each region's competitive marketplace, establish and maintain a robust regional infrastructure, create and revitalize healthy and vibrant communities, and develop talented and innovative individuals within the region. Commissioner Carpenter asked the Executive Board members to register for the Summit and to encourage others in their communities to register as well.

Commissioner Dunlap inquired about identifying ways to allow CCOG Delegates to continue their involvement in the organization once they leave public office.

Treasurer Feather noted that Rowan County will introduce its new branding package on March 24.

Comments from the Executive Director

Mr. Prosser asked the Executive Board Members to let staff know if they are interested in providing feedback on CCOG's communication tools. He directed the Board's attention to a handout on CCOG projects in smaller communities, noting that Executive Board assistance in marketing the organization's work across the region is one aspect of the Strategic Plan.

Adjournment

With no further business to be discussed, Vice Chair Kinsey adjourned the meeting at 8:03 p.m.

Centralina Council of Governments complies with the Americans with Disabilities Act (ADA), which prohibits discrimination on the basis of disability. Centralina Council of Governments will make reasonable accommodations in all programs/services to enable participation by an individual with a disability who meets essential eligibility requirements. Centralina Council of Governments' 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, 525 North Tryon Street, 12th Floor, Charlotte, NC 28202, kweston@centralina.org or phone (704) 348-2728. Please allow 72 hours advance notice for preparation. Visit our website: www.centralina.org.