

**LENOIR CITY COUNCIL
TUESDAY, OCTOBER 17, 2023
6:00 P.M.**

PRESENT: Mayor Joe Gibbons presiding. Councilmembers present were Mayor Pro-Tem Crissy Thomas, Jonathan Beal, Kent Greer, Ike Perkins, and David Stevens, City Manager Scott Hildebran, City Clerk Shirley Cannon and City Attorney Timothy Rohr.

ABSENT: Councilmen Todd Perdue and Ralph Prestwood.

CITY STAFF: In attendance was Finance Director Donna Bean, Fire Marshall Chris Jacobs, Police Chief Brent Phelps, Interim Planning Director Ed Evans, Parks & Recreation Director Phil Harper, Public Services Director Radford Thomas, Public Utilities Operations Manager Jeff Church, Public Works Operations Manager Jon Hogan, Downtown Event Coordinator Matthew Anthony and Communications Director Joshua Harris.

I. CALL TO ORDER

A. The meeting was opened by a moment of silence and the pledge of allegiance as led by Mayor Gibbons.

**SYMPATHY
EXTENDED:**

B. Mayor Gibbons asked everyone to keep the families of Rennie Brantz, former Mayor and Councilman of Boone, Linda Jonas, well-known citizen of Lenoir and Ken Peacock, former Chancellor of ASU in their thoughts and prayers as they passed away recently.

CALDWELL STRATEGIC

PLAN UPDATE: C. Ashley Bolick, Caldwell County Economic Development Director, presented a power point about Caldwell County's Strategic Plan for economic development. Ms. Bolick stated the Economic Development Advisory Committee (EDAC) is in the process of updating the plan and welcomed any feedback Council may have to offer. She stated everyone working together as a team would contribute to the success of the plan. Ms. Bolick also shared that Anthony Starr and Taylor Dellinger with the Western Piedmont Council of Governments (WPCOG) worked with the committee in compiling the plan. Ms. Bolick also shared the names of the members serving on the committee.

A copy of the power point is hereby incorporated into these minutes by reference. (Refer to pages 268-284.)

Ms. Bolick pointed out having a Strategic Plan would help with obtaining grant funding for improvements and assist Staff with knowing where they should spend their time and resources. She announced their four focus groups are; 1) existing industry support; 2) site development & recruitment; 3) public awareness/marketing or branding; and 4) other opportunities for collaboration, education & support.

Ms. Bolick shared the committee intends for the plan to be flexible and evaluated for any changes and/or additions. She also stated they plan to reinstate tours of local businesses in order to better educate our community and youth as to what industries exist in our area.

In addition, Ms. Bolick clarified there are around 1000 acres at the Foothills Regional Airport but only 800 are usable. Promotional ideas include full 30 minute videos which can be broken down into 30 second clips in order to target younger adults. Other opportunities include a team effort-all work together, collaborating with MyFutureNC along with the Center of Rural Innovations. Ms. Bolick stated they also received a grant from Google for this project.

On behalf of City Council, Mayor Gibbons thanked Director Bolick for the good report.

II. MATTERS SCHEDULED FOR PUBLIC HEARINGS

III. CONSENT AGENDA ITEMS

- A. Minutes: Approval of the minutes of the City Council Meeting of Tuesday, October 3, 2023 as submitted.
- B. Minutes: Approval of the minutes of the Closed Session of the City Council meeting of Tuesday, October 3 as reviewed by the City Council, City Manager and City Attorney.
- C. Change Order #2; Smith Crossroads Sewer Project: Staff recommends City Council approval of Change Order No. 2 as recommended by McGill Associates for the Crossroads Sewer Improvements to reflect a net increase in the contract amount of \$34,740.00 as submitted. Additional background information is included on the Council Action Form in the agenda packet. (A copy of the change order is hereby incorporated into these minutes by reference. (Refer to page 285.)
- D. 2024 City Council Meeting Schedule: Approval of the 2024 City Council Meeting Schedule followings Council's review as submitted. (A copy of the meeting schedule is hereby incorporated into these minutes by reference. (Refer to pages 286-287.)

Upon a motion by Mayor Pro-Tem Thomas, City Council voted 5 to 0 to adopt items A through D on the Consent Agenda as described above and as recommended by City Manager Hildebran.

IV. REQUESTS AND PETITIONS OF CITIZENS

V. REPORTS OF BOARDS AND COMMISSIONS

VI. REPORT AND RECOMMENDATIONS OF THE CITY MANAGER

A. Items of Information

2024 HOLIDAY SCHEDULE:

- 1. The 2024 Holiday Schedule was submitted to City Council as information. (A copy of the holiday schedule is hereby incorporated into these minutes by reference. (Refer to page 288.)

ONE STOP VOTING:

- 2. One Stop voting begins on Thursday, October 19 through Friday, November 3 from 8:00 a.m. – 5:00 p.m. at the Caldwell County Resource Center located at 120 Hospital Avenue (former library) and on Saturday, November 4 from 8:00 a.m. – 3:00 p.m.

**ANNUAL WOOD, FIRE,
SMOKE FESTIVAL:**

3. The annual Wood, Fire, Smoke Festival will be held on Saturday, October 21 from 10:00 a.m. – 7:00 p.m. in downtown Lenoir.

**PLANNING
BOARD:**

4. The Planning Board will not meet on Monday, October 23 due to not having any agenda items.

**COMMITTEE OF
THE WHOLE:**

5. The Committee of the Whole will meet on Tuesday, October 24 at 8:30 a.m. at City Hall, Third Floor.

**FOOTHILLS REGIONAL
AIRPORT AUTHORITY:**

6. The Foothills Regional Airport Authority will meet on Wednesday, October 25 at noon at the airport facility.

**HALLOWEEN
EVENTS:**

7. The downtown Trick or Treat event and the Mad Hatters Pumpkin Patch Parade will be held on Friday, October 27 from 3:00 p.m. – 6:00 p.m.

PARKS & RECREATION

- DEPARTMENT:** 8. The Parks and Recreation Department is also hosting the Run for Your Life 5K on Friday, October 27 from 6:00p.m. – 7:00 p.m. in downtown Lenoir. The movie “The Nightmare Before Christmas” will be shown at the stage area at 6:30 p.m.

CRUISE IN/HALLOWEEN

- EVENT:** 9. A Cruise In & Trunk or Treat Halloween Event will be held on Saturday, October 28 beginning at 3:00 p.m. in the downtown area.

TRUNK OR TREAT;

- MLK CENTER:** 10. A drive through Trunk or Treat will be held on Tuesday, October 31 beginning at 5:00 p.m. at the Martin Luther King, Jr. Center. The public is invited to attend.

B. Items for Council Action

VII. REPORT AND RECOMMENDATIONS OF THE CITY ATTORNEY

VIII. REPORT AND RECOMMENDATIONS OF COUNCILMEMBERS

IX. REPORT AND RECOMMENDATIONS OF THE MAYOR

X. ADJOURNMENT

- A. There being no further business, the meeting was adjourned at 6:30 p.m.

Shirley M. Cannon, City Clerk

Joseph L. Gibbons, Mayor

Caldwell County Economic Development Strategic Plan

Tuesday, October 17, 2023



Why have a Strategic Plan?

Caldwell County Economic Development Strategic Plan

New EDAC
April 1, 2023

Strategic Plan
Work Session
May 9, 2023

Draft Plan Review
w/ EDAC
June 13, 2023

Caldwell County
Commissioners
Approval
July 10, 2023

Economic Development Advisory Committee



Dr. Mark Poarch



Mark Transou



Janet Aiken



Alan Merck



Richard Boyd



Rick Coffey



Max Dyer



Jimmy Harrison

Economic Development Advisory Committee



Ann Smith



Bonnie Caudle



Chase Winebarger



Jerry Church



Jonathan Greer



Jon Blair



Rick Justice



Ronnie Setzer



Scott Hildebran

Notes for May 9, 2023 Work Session

Threats, Weaknesses, Problems to Address

- 1) Lack of housing (15 votes)
- 2) Lack of building/sites that are ready (11 votes)
- 3) Lack of childcare/impacts labor participation (9 votes)
- 4) Attracting younger employees and professionals (6 votes)
- 5) Lower salaries compared to other counties (6 votes)
- 6) Population decline (5 votes)

Notes for May 9, 2023 Work Session

Opportunities, Projects, and Priorities

- 1) Support existing industry for job growth (12 votes)
- 2) Find new sites for industrial development (11 votes)
- 3) Help people understand about jobs and training availability (9 votes)
- 4) Utility projects; water/sewer/fiber (7 votes)
- 5) Collaboration between communities (5 votes)
- 6) Make our communities and county attractive; code enforcement, main street (5 votes)

4 Focus Areas

- ▶ Existing Industry Support
- ▶ Site Development & Recruitment
- ▶ Public Awareness/Marketing
- ▶ Other Opportunities for Collaboration, Education & Support



This photo by Unknown Author is licensed under CC BY

- ▶ (~) shared strategy/action from January 2020 Caldwell County Comprehensive Plan
- ▶ (*) shared strategy/action from the 2022 Comprehensive Economic Development Strategy (CEDS)
- ▶ (+) aligned with myFutureNC attainment strategies



Existing Industry Support

- ▶ Focus one position within ED on existing industry support
 - ▶ Site Visits
 - ▶ Tool & Resource Development (+)
- ▶ Education awareness Opportunities for Educators
 - ▶ Workforce Wednesday: Connecting Careers to the Classroom



Site Development & Recruitment



Study the feasibility of development at/along the rail and Foothills Regional Airport (*)



Identify potential industrial development sites in the county (*)

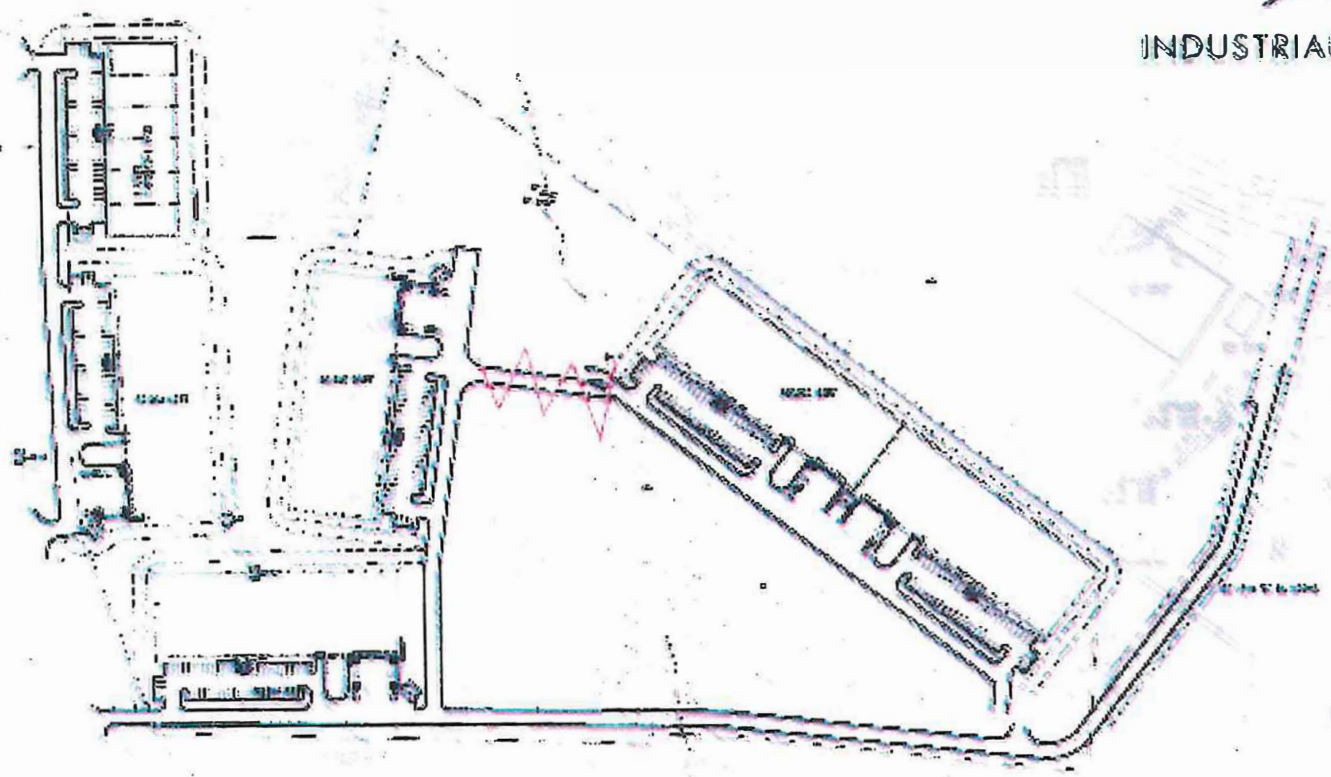


Explore the use of Public, Private, Partnerships (P3) opportunities (*)

EVERGREEN

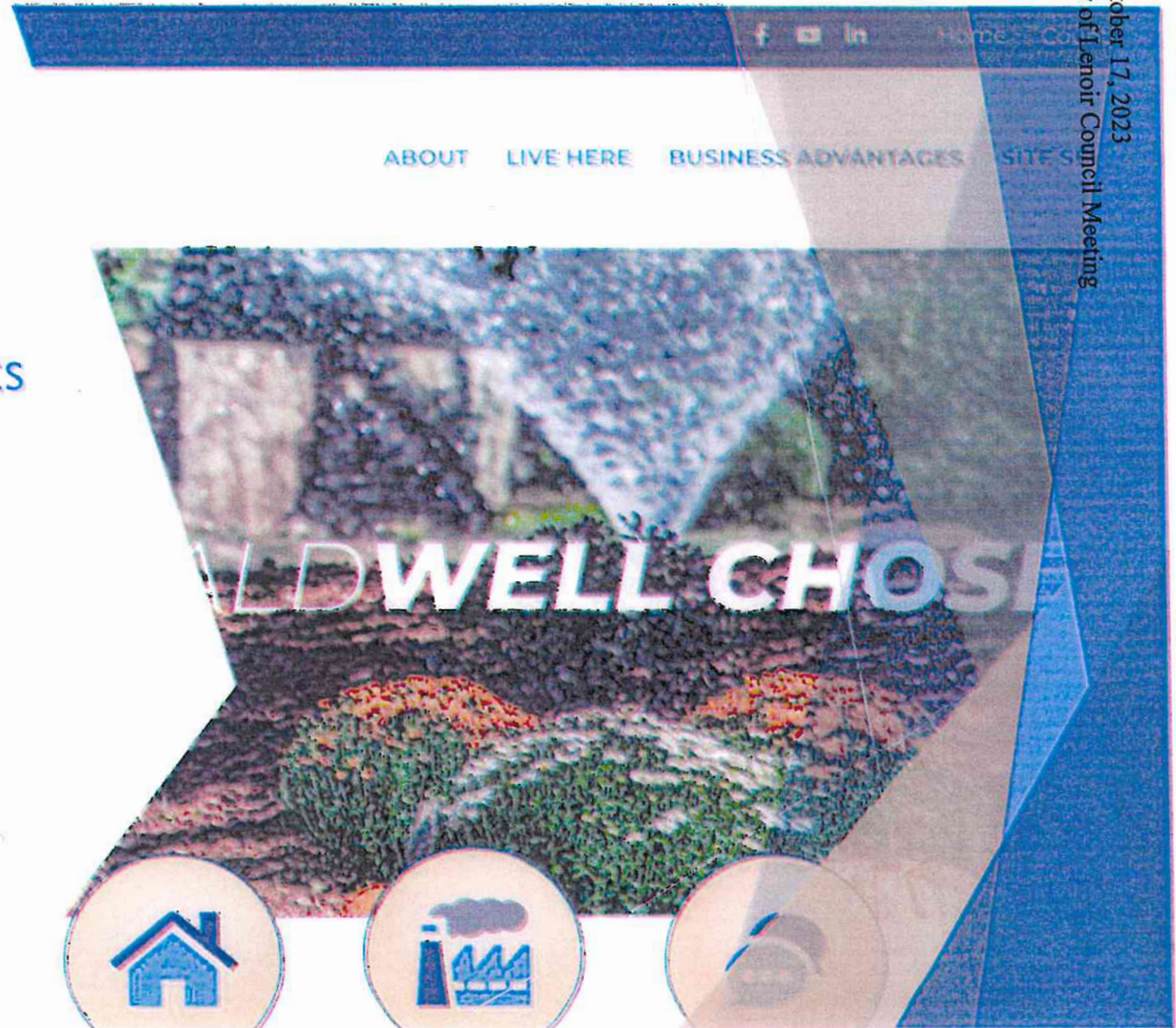


INDUSTRIAL PARK • SAWMILLS



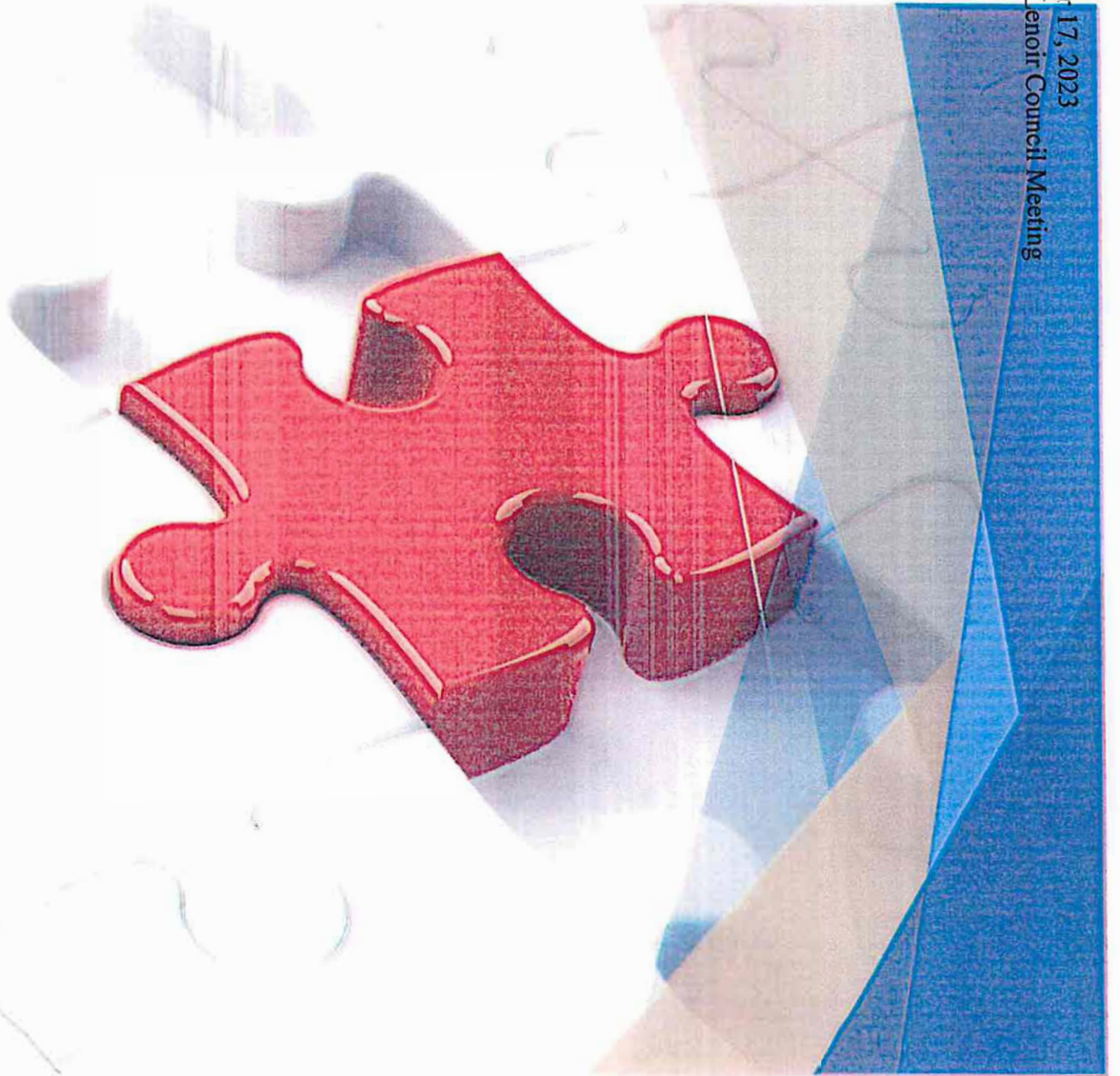
Public Awareness/ Marketing

- ▶ Website Improvements
- ▶ Increase the use of videos
- ▶ Ensure students and parents are aware of career opportunities (*+)



Other Opportunities for Collaboration, Education & Support

- Explore the feasibility of creating a tech hub in Caldwell County
- Promote the development of bicycle and pedestrian facilities connecting communities and area attractions



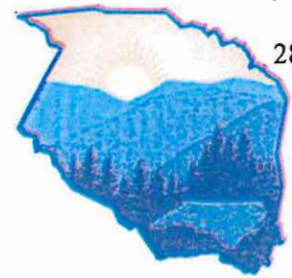
Welcome feedback &
suggestions.

Ashley Bolick

abolick@caldwellcountync.org

828-728-0768

STRATEGIC PLAN Caldwell County NORTH CAROLINA Economic Development



29

283

EXISTING INDUSTRY SUPPORT

Possible Strategies & Actions

- » Focus one position within economic development department on existing industry support
- » Conduct both systematic and as-needed visits with existing industry to identify needs
- » Identify & develop existing industry tools & resources (i.e. Annual Caldwell County Wage & Benefits Survey, Labor Market Alignment Information) +
 - Facilitate business engagement with educational institutions to improve labor market alignment and student outcomes +
 - Business engagement around "earn and learn" opportunities for employees +
 - Promote work-based learning opportunities (i.e. internships, apprenticeships) +
- » Support small business development lending for job creation by working with local agencies that provide loans*
- » Promote/market local area careers; labor market details for the region to a variety of audiences (i.e. students, parents, educators) *
- » Work with school system to identify upcoming K-12 talent to retain workforce
- » Build educational/awareness opportunities for educators (i.e. Workforce Wednesday: Connecting Careers to the Classroom)

Metrics

Number of resources for existing industry; number of participants in work-based learning programs; number of loans; new marketing materials.

Partners

Local Governments, community groups, Workforce Development Board, private sector, youth leadership programs, education systems, lenders, grant agencies.

SITE DEVELOPMENT & RECRUITMENT

Possible Strategies & Actions

- » Study the feasibility of development opportunities at/along both the rail in Caldwell County and at the Foothills Regional Airport**
 - Evaluate existing infrastructure at/along both rail & airport
 - Obtain grant funding for improvements
- » Identify potential industrial development sites in the county, assess the number and size of needed shovel-ready & pad-ready sites in the county. Complete an assessment of existing sites, evaluate regulations and future land use plans *
- » Attend targeted industry site selection events
- » Identify critical utility projects and collaborate in multi-jurisdictional projects ~*
- » Explore the use of Public, Private, Partnerships (P3) opportunities*
- » Explore incentive options that would prioritize who Caldwell County would offer incentives
- » Encourage local government to add website links to the Caldwell County site inventory map
- » Maximize building reuse and site redevelopment opportunities*
- » Use the Western Piedmont Industry Growth Analysis (IGA) for business recruitment*

Metrics

Number of pad-ready sites available/created; new public/private partnerships; identified sites and number of new shovel-ready sites; number of evaluated corridors/rights of way/ rail improvements; number of added links; number of successful grants; number of new recruitments.

Partners

Local Governments, railroad, Foothills Regional Airport, NCDOT, grant agencies, WPCOG, utility departments, private utility companies.

~shared strategy/action from January 2020 Caldwell County Caldwell County Comprehensive Plan

*shared strategy/action from the 2022 Comprehensive Economic Development Strategy (CEDS)

+aligned with myFutureNC attainment strategies

Possible Strategies & Actions

- » Improve the website and social media presence of Caldwell County Economic Development
- » Explore marketing/branding initiatives (i.e. Work in Burke, NC Carolina Core); consider an initiative (perhaps regional) to recruit additional talent
- » Increase the use of videos to promote industry in Caldwell County
- » Promote & support regional assets such as the Manufacturing Solutions Center (MSC), Morganton Campus of the NC School of Science and Math (NCSSM), Appalachian State University, Lenoir Rhyne University, the NC Center of Engineering Technologies (NCCET), community colleges, and other critical economic development assets (educational, recreational, etc.) *
 - » Inform the community of the importance of these assets*
 - » Create new opportunities near campuses, such as retail, hotel, housing, sidewalks, greenways, recreation, and transit*
- » Intentionally focus efforts on disengaged populations +
- » Promote quality of life in county to retain and attract talent ~
 - » Develop informational talking points targeting various audiences (visitors, current residents, prospective residents, business & industry) that can be used consistently throughout the county*
 - » Link the proximity of the county to the idea that we are a region with everything (NC Foothills Experience website, etc.)*
 - » Link the proximity of the county to major metros
- » Ensure students and parents are aware of career opportunities available in the county and educational programs that align with those careers*+
 - » Promote postsecondary attainment to meet specific employer/workforce needs
- » Develop methods to encourage relocation to the county and/or market Caldwell as a destination ~*
 - » Continue to support the veteran population with jobs, living and healthcare resources. Recruit veterans for workforce needs*

Metrics

Website and social media analytics; number of videos created; size of disengaged population; number of marketing materials created

Partners

Local Governments, chamber of commerce, TDAs, private and non-profit partnerships, educational facilities, Caldwell Public TV, Greenway Public Transportation, WPCOG

OTHER OPPORTUNITIES FOR COLLABORATION, EDUCATION & SUPPORT

- » Beautification (i.e. minimum housing, code enforcement, main street programs, placemaking, HWY 321 & gateway entrances) ~
- » Housing (identify housing development opportunities)*
 - » WPCOG Housing Toolkit (policy examples)
 - » Support homebuilders' association
 - » Pursue second phase of UNC SOG DFI housing study to encourage developers to build in Caldwell ~
 - » Unified development ordinances w/ unified planning department
- » Explore the feasibility of creating a tech hub in Caldwell County
- » Promote entrepreneurialism through small business startup and retention efforts
- » Support the expansion of existing childcare centers as well as new centers looking to locate in the county with a emphasis on quality pre-K education~
- » Work to achieve 1.5 to 2% population growth annually to avoid population loss and maintain healthy community growth
 - » Determine how many people are needed to replace population losses and also grow by 1-2% annually
- » Decrease the workforce who commute out of the county for jobs
- » Work with local, state, and federal officials to reduce the approval process time for development – modify processes and ordinances to become more development/business friendly*
- » Evaluate the feasibility of adding public transportation or Travel on Demand for Caldwell County to improve labor force participation ~*
 - » Promote the development of bicycle and pedestrian facilities connecting communities and area attractions
- » Explore increasing and marketing recreational opportunities such as parks, open spaces, and walking trails/sidewalks/greenways that will attract new residents, tourism, and young adult populations back into the region ~

Metrics

number of designated main street programs; number of gateway improvements; number of new housing units; number of childcare providers; population growth

Partners

Local Governments, chamber of commerce, TDAs, private and non-profit partnerships, educational facilities, local veterans' affairs office, NCDOT, WPCOG, MPO, PARTF, Parks/Rec Departments



PO Box 785
Jefferson NC 28640

Date	6/27/2023	To	Mike Patton, McGill Associates
		From	Sid Carpenter, CGU
<u>Proposed Change Order</u>			
Crossroads Sewer			
Lenoir, NC			

1	16 foot of 12" storm drain upstream of MH 20A, 12/2/22	\$	5,400.00
2	11 foot of 24" storm drain upstream of MH 18B, 10/25/22	\$	3,940.00
3	20 foot of 18" storm drain between MH 15 and 16, 9/27/22	\$	7,400.00
4	24" storm drain w/ 9.5' Depth Precast Box	\$	12,500.00
5	Unknown/Unplanned Utilities Exploration: 5 days digging and exploring existing water lines behind gas station in early November 22, unknown 2" waterline repair/ unknown gas	\$	5,500.00
			\$ 34,740.00

This change does not include certain overages and underages of certain items on the contract that will be taken care of via final adjusting change order.

CITY OF LENOIR

LISTING OF CITY COUNCIL MEETINGS FOR 2024

JANUARY

City Council	Tuesday, January 2	6:00 p.m.
City Council	Tuesday, January 16	6:00 p.m.
Committee of the Whole	Tuesday, January 23	8:30 a.m.

FEBRUARY

City Council	Tuesday, February 6	6:00 p.m.
City Council	Tuesday, February 20	6:00 p.m.
Committee of the Whole	Tuesday, February 27	8:30 a.m.

MARCH

City Council	Tuesday, March 5	6:00 p.m.
City Council	Tuesday, March 19	6:00 p.m.
Committee of the Whole	Tuesday, March 26	8:30 a.m.

APRIL

City Council	Tuesday, April 2	6:00 p.m.
City Council	Tuesday, April 16	6:00 p.m.
Committee of the Whole	Tuesday, April 23	8:30 a.m.

MAY

City Council	Tuesday, May 7	6:00 p.m.
City Council	Tuesday, May 21	6:00 p.m.
Committee of the Whole	Tuesday, May 28	8:30 a.m.

JUNE

City Council	Tuesday, June 4	6:00 p.m.
City Council	Tuesday, June 18	6:00 p.m.
Committee of the Whole	Tuesday, June 25	8:30 a.m.

JULY

City Council	Tuesday, July 16	6:00 p.m.
--------------	------------------	-----------

*Only one meeting in July.

AUGUST

City Council	Tuesday, August 6	6:00 p.m.
City Council	Tuesday, August 20	6:00 p.m.
Committee of the Whole	Tuesday, August 27	8:30 a.m.

SEPTEMBER

City Council	Tuesday, September 3	6:00 p.m.
City Council	Tuesday, September 17	6:00 p.m.
Committee of the Whole	Tuesday, September 24	8:30 a.m.

OCTOBER

City Council	Tuesday, October 1	6:00 p.m.
City Council	Tuesday, October 15	6:00 p.m.
Committee of the Whole	Tuesday, October 22	8:30 a.m.

NOVEMBER

City Council	Tuesday, November 5	6:00 p.m.
--------------	---------------------	-----------

***Only one meeting in November**

DECEMBER

City Council	Tuesday, December 3	6:00 p.m.
City Council	Tuesday, December 17	6:00 p.m.

2024 SCHEDULE OF EVENTS

NCLM MEETINGS**Event**

TBA	Town & State Dinner
April 23 - 25	Annual City Vision Conference (Winston-Salem, North Carolina)

NLC MEETINGS**Event**

March 11 - 13	Congressional City Conference (Washington, DC)
November 13 - 16	City Summit (Tampa, Florida)

CITY OF LENOIR

2024 HOLIDAY SCHEDULE

Monday, January 1	New Year's Day
Monday, January 15	Martin Luther King, Jr. Day
Friday, March 29	Good Friday
Monday, May 27	Memorial Day
Thursday, July 4	Independence Day
Monday, September 2	Labor Day
Monday, November 11	Veterans Day
Thursday, November 28	Thanksgiving Holiday
Friday, November 29	
Tuesday, Wednesday, Thursday December 24, 25, & 26	Christmas Holiday