

# MINUTES

## UPPER COASTAL PLAIN COUNCIL OF GOVERNMENTS

### BOARD OF DIRECTORS MEETING

### MARCH 20, 2018

#### **BOARD MEMBERS PRESENT**

Barbara S. Simmons, Chairman	At-Large Board Member	Halifax County
Doug Hughes, Vice Chairman	At-Large Board Member	Northampton County
Greg Browning, Sec/Treas.	At-Large Board Member	Halifax County
Sherry L. Lucas	Commissioner	Wilson County
Brenda Lucas	Commissioner	Town of Spring Hope
A. P. Coleman	Council Member	City of Wilson
Jonathan Felton	Commissioner	Edgecombe County
Bobbie D. Jones	Mayor	Town of Princeville
Mary Wells	Commissioner	Nash County
Fred Belfield, Jr.	Commissioner	Nash County
Grady Smith	Mayor	Town of Elm City
Samuel R. Davis	At-Large Board Member	Edgecombe County
Roy Bell	Mayor	Town of Garysburg
Reginald Harris	At-Large Board Member	Wilson County
Walter Lee Duke, Jr.	Commissioner	Town of Conway
Owen Scott	Mayor	Town of Littleton
Florence Pender	Commissioner	Town of Pinetops
Linda Ingram	Mayor	Town of Conetoe
Geraldine Langford	Mayor	Town of Seaboard
Ken Manuel	Mayor	Town of Woodland
Leo Taylor	Council Member	Town of Tarboro
Phil Boone	Alternate Board Member	Town of Dortches
Eddie Braxton	Mayor	Town of Scotland Neck
Ron Hunt	Assistant Manager	Wilson County
William Johnson - Alternate	Assistant Manager	Edgecombe County
Blake Proctor	Administrator	Town of Sharpsburg
Hank Raper	Manager	Town of Nashville

\*If your name is missing, you may not have signed in. Please let us know so we can make that correction

#### **MEMBERS PRESENT BY PROXY**

Marshall Lassiter	Manager	Town of Severn
Esterine G. Pitt	Mayor	Town of Whitakers
Elaine Saunders	Commissioner	Town of Saratoga
John L. White	Mayor	Town of Halifax

**Minutes  
Upper Coastal Plain Council of Governments  
Board of Directors Meeting  
March 20, 2018  
6:45 p.m.**

**GUESTS**

Jae Kim	Manager	Town of Spring Hope
Barbara Taylor	Commissioner	Town of Pinetops

**STAFF**

Greg T. Godard	Executive Director
Michael Williams	Workforce Development Program Director
Mary Marlin	Area Agency on Aging Program Director
Tirrence Horne	PDS Planner
Olga Abrams	General Administration/BDC Manager
Mark Hill	Finance Director

**CALL TO ORDER**

Chairman Simmons called the meeting of the Upper Coastal Plain Council of Governments Board of Directors to order at 6:52 p.m. and welcomed all in attendance.

**APPROVAL OF MINUTES**

Chairman Simmons called for a motion to approve the Minutes of the January 16, 2018 Upper Coastal Plain Council of Governments Board of Directors meeting. Mr. Proctor made the motion to approve the minutes, Ms. Pender seconded, and the motion carried unanimously.

**PROGRAM:**

Ms. Caitlin Davis, Director of the Eastern Women's Entrepreneurship Center (EWEC), a subsidiary of Carolina Small Business Development Fund. She has with her Leslie Lewis who is a Business Service Advisor for the Northeast Region.

**Highlights:**

- EWEC is located at Kirby White Center at Elizabeth City University. Carolina Small Business Fund out of Raleigh, NC is the parent company.
- Provides services across the State of NC; Ms. Davis currently covers 22 counties including the UCPCOG region.
- Carolina Small Business Development Fund was founded in 1990 as a non-profit organization; they are also a certified community development financial institution. They lend to people who are outside of the typical banking portfolio; people who have higher risks for a variety of different reasons. They help these people get loans for their small businesses so that they can succeed as well.
- Vision is to create economic opportunity for all people through:

**Minutes**  
**Upper Coastal Plain Council of Governments**  
**Board of Directors Meeting**  
**March 20, 2018**  
**6:45 p.m.**

- Partnering with small businesses and building one-on-one relationships beyond the loan closing; services follow them throughout the post-loan procedure and checking in with the businesses after the loans are paid off to make sure everything is going well and the business is succeeding.
  - Providing a trusted business guide which helps you with everything a business can encounter from the initial idea of the business all the way through expansion.
  - Advocating for pressing issues of businesses in the State of North Carolina and how they can best serve those business owners.
  - Providing funding opportunities for higher-risk businesses (i.e. restaurants, owners with lower credit scores to help them raise their scores, start-ups, etc.)
- Loans are available to serve all populations, but the main focus is on minorities:
  - Women Owned businesses
  - Veteran owned businesses
  - Rural businesses
- One loan program that goes through May 2018 is for Veterans (retired, active duty, and their spouse) and offers:
  - 100% financing; no down payment
  - Flat 5% interest rate
- Disaster relief funds

Ms. Lewis stated that along with the business services and technical assistance that she offers, she also works with the disaster relief program. Ms. Lewis explained that she has a background in insurance, along with business and marketing and develops workshops that work with businesses in flood-prone, hurricane, and tornado areas, and in particular, businesses that have been affected by Hurricane Matthew.

**Highlights:**

- There is a loan program sponsored through the Golden Leaf Foundation, the USDA, and a couple of other programs that have provided a grant for Carolina Small Business Center to underwrite for businesses who have been affected by disasters and help them get back on their feet.
- Along with the loan program, they have developed the disaster relief resiliency kit which helps businesses prepare for an event if it were to happen.
- The first workshop will be held April 26, 2018 at Eastern Women's Entrepreneurship Center, and others will follow through Eastern NC.

Ms. Lewis opened the floor for questions.

Ms. Davis gave an overview of the Eastern Women's Entrepreneurship Center.

- Founded in August 2017 and opened in October 2017; modeled after the Western Women's Business Center in Asheville, NC, which was also started by Carolina Small

**Minutes  
Upper Coastal Plain Council of Governments  
Board of Directors Meeting  
March 20, 2018  
6:45 p.m.**

Business Development Fund but decided to rebrand to make it more accessible and so people would not think they already had to have a business in order to receive help.

- The initiative was to boost the number of female entrepreneurs in the state of NC; 37% of businesses in the nation are owned by women and their goal is to get that number closer to 50%.
- Work closely with the community college small business centers and the Small Business Technology Development Center (SBTDC) to come up with workshops that they may not specifically offer, but that they believe could benefit people (i.e. soft skills that affect women a lot, like work-life balance, goal setting, conflict negotiation).
- Since October, Ms. Davis has provided over 250 hours of coaching to date, and started monthly workshops in January and have had over 100 participants thus far. Looking to expand out to our regional area and provide more assistance.
- Started a one-on-one counseling program called a Training Crawl which has helped about 20 businesses already. Ms. Davis stated that she and a team of 4-5 coaches go business to business with participants and give them two (2) hours up front to discuss specific items that may not be covered in workshops (i.e. helping people put together financials and track them on their own; helping people use their social media accounts in a way that is attracting new clients, etc.). These clients are already seeing results since January. Each participant also receives one (1) year of free support, even if that means they call every day and ask questions. The idea is to not just offer funds and walk away, but to offer the education to be able to support their business so that our communities can grow.
- Thus far, 594 small business loans totaling \$43.4 million have been made through the center which have helped to retain or create almost 2,000 jobs in NC.
- Business coaching is available even if a loan is not made by Carolina Small Business Development Fund; that also includes helping businesses get prepared to get a bank loan.

Ms. Davis opened the floor for questions and asked that anyone who knows of businesses that need assistance to please have them reach out to her.

**ADMINISTRATIVE REPORTS**

**Workforce Development (WFD), Michael Williams, Program Director**

Mr. Williams referred to the WFD portion of the Impact Report for the time period January and February 2018.

Highlights:

- Provided 18 scholarships within the UCPCOG region for training, paid for books, tuitions and fees, and eight (8) new work-based learning placements with on-the-job-training opportunities.

**Minutes**  
**Upper Coastal Plain Council of Governments**  
**Board of Directors Meeting**  
**March 20, 2018**  
**6:45 p.m.**

- Completed annual monitoring in February with the fiscal and programmatic monitor from the NC Department of Commerce. At the time of the exit interview, the review was a clean opinion and we are waiting on the final report to be provided.
- WFD is excited about an opportunity with two (2) other local Workforce Development Boards to begin a pilot program for the State of NC. An NCWorks Outreach Coordinator has been hired to serve all 5 of our counties, that will be responsible for working with state agencies, such as, public school systems, Vocational Rehabilitation Offices, and Departments of Social Services, to provide orientation and training on the NCWorks online system. We realize that there are a lot of individuals who want to use the NCWorks online system for the many tools it offers (i.e. labor market information, virtual recruitment, or resume writing), but do not wish to come to the career centers. This will allow other agencies to offer assistance to clients that we would otherwise not reach. We are hopeful that the pilot program will be successful and will be replicated across the entire state of NC moving forward.
- We are preparing for FY 2018-2019 with our clients. We are providing monitoring and Statements of Works to existing providers so they can return them as we await the budget allocations for the coming year.
- Unemployment rate is down from 6.7% to 6.5%; however, 2083 fewer people are working now than a year ago, which shows us that there are a lot of individuals who are still falling off the system and not receiving services or not going back into employment.
- One of our youth providers, now called NexGen, competed in a local robotics contest in Greenville recently. It was their first competition and we are excited to say that they won. More details will be provided as it is shared with WFD. They will now move on to a regional competition in Winston Salem. That project was a combination of in-school and out-of-school youth working together.

Mr. Williams answered questions from the floor.

**Area Agency on Aging, Mary Marlin, Program Director**

Ms. Marlin gave highlights from the Impact Report on the activity of the Area Agency on Aging.

**Highlights:**

- The AAA has had several successful trainings and conferences and have more upcoming.
- There are Caregiver workshops scheduled, HCCBG trainings, Adaptive Events, and more. Please see the AAA Facebook page (<https://www.facebook.com/Upper-Coastal-Plain-Area-Agency-on-Aging-Region-L-442640192559648/>).
  - Caregiver conference scheduled at the Northampton County Cultural Wellness Center on March 28, 2018 from 8:00 am. – 12:00 p.m.
  - Caregiver Conference at the Lake Gaston Lion's Club in Henrico from 8:00 am. – 12:00 p.m. on April 13, 2018.

**Minutes**  
**Upper Coastal Plain Council of Governments**  
**Board of Directors Meeting**  
**March 20, 2018**  
**6:45 p.m.**

- Caregiver Conference at Nash Community College in Rocky Mount May 23, 2018 from 8:00 a.m. – 5:00 p.m.
- The AAA provides some direct services in the region, but the state would prefer our agency to oversee the funds instead; so we have to ask for direct service waivers from time to time. We are excited to say that we have released one of those direct service waivers to Action Health Staffing, who will be taking over the in-home aide services that the AAA has been providing. They plan to bid for the services again next fiscal year. The program was successfully transitioned over in February 2018 and we look forward to continued service from Action Health Staffing.
- Preliminary budget allocations show decreases in most of the Area Agency on Aging programs, totaling about \$27,000 regionally. This is just a preliminary projection and could change.
- The Area Agencies on Aging across the State of North Carolina are working together with the National Area Agency on Aging Association to find ways to partner with and eventually contract with the future Managed Care Organizations (MCO) as we go through Medicaid transitions to managed care in North Carolina. The NC Department of Health and Human Services is targeting July 1, 2019 to launch managed care and we have a subcommittee of AAA directors who are working with the potential MCOs and asking some relevant questions and trying to see how we can partner.
- Ms. Marlin recently attended the NC Association on Aging Conference in Concord.
  - The National Institute on Health is funding a research program at Wake Forest Baptist Health on Alzheimer's and dementia prevention. If you would like to be a part of that study or know someone who may, they are looking for a variety of participants from those who have no symptoms to those who have full blown dementia or Alzheimer's. If you would like more information, please contact Ms. Marlin.
- As part of the Family Caregiver Support Program, AAA staff have learned more about Bookend Caregiving. In many cases where the grandparents are raising the grandchildren, many people don't realize that the children are caring for the grandparents' needs as well (i.e. helping with medications, shopping for them, paying the bills for them, etc.). There is a support program in Florida for youth caregivers, which is currently the only one in the US; but Chapel Hill is working with Triangle J Area Agency on Aging to try to address this issue in NC. A major obstacle in this type of caregiving is that it is often seen as neglect and reported to Child Protective Services, and while there may sometimes be neglect, many times it is simply a case of family working with family to make sure that everyone receives the proper care. Our Family Caregiver Support Program starts at age 18; which says that we do not have any caregivers under the age of 18 which is not true. In many cases, that is what is affecting those children when they go to school and haven't had sleep; it's not always that they are bad kids, they are just tired. We are working to try to address those needs here in NC and we are very excited about that. As you hear more about Bookend Caregiving, please consider advocating for these

**Minutes**  
**Upper Coastal Plain Council of Governments**  
**Board of Directors Meeting**  
**March 20, 2018**  
**6:45 p.m.**

families and let Legislators know that it is not always neglect and these youth caregivers need support as much as our adult caregivers.

Ms. Marlin answered a question from Mr. Coleman about what affects the increases/decreases she mentioned earlier in the budget allocations from the state. Ms. Marlin stated that those increases/decreases are contingent upon the Inter-state funding formula (based on factors such as how much of the population is over the age of 60 and over the age of 70, poverty, rural communities, etc.). As those factors change each year, the formula is adjusted annually. Grant funding can fluctuate annually based on these changes.

**Planning and Development Services, Tirence Horne, Planner**

Mr. Godard stated that Mr. Townley is substituting for him at the NADO Washington Policy Conference in Washington, D. C. and Tirence Horne, PDS Planner, will give the PDS report.

Mr. Horne referred to the PDS section of the Impact Report.

**Highlights:**

- Mr. Townley has been working with Northampton and Halifax Counties on the Golden Leaf Community-Based Grantsmaking Initiative, opened to the Northeast Prosperity Zone. The upcoming round has \$11 million available for the 17 counties and focuses on projects that focus on agriculture, education, workforce development, economic development, and healthcare. PDS staff have also provided input to the NC Department of Commerce on the priority census tracks for Opportunity Zones designations.
- PDS partnered with the Clean Energy Technology Center of NC State University to host a First Responder Clean Transportation Demonstration Day on February 28, 2018 at the NC Center for Automotive Research (NCCAR) in Garysburg. That event was free and open to first responders in NC and VA; participants learned of new technologies and fuels and were able to test drive cars on the track (i.e. police cars, electric motorcycles, SUVs, and others).
- Andrew DeLonno has continued working with the Town of Princeville on Hurricane Matthew recovery efforts, specifically they have been studying how to integrate the new land with the heritage of the town.
- PDS has received a new NCDEQ grant award to perform stormwater infrastructure mapping for the City of Roanoke Rapids; Mr. Horne will serve as the GIS Technician on that project representing the UCPCOG.
- Stuart Bass is leading a Zoning Board Ordinance technical assistance project for the Town of Red Oak which is expected to be completed this summer.
- PDS staff is assisting the Town of Seaboard with completing a Fair Housing Plan.
- Mr. Townley has been working with the City of Wilson on a new baseline food system assessment pilot program.

**Minutes  
Upper Coastal Plain Council of Governments  
Board of Directors Meeting  
March 20, 2018  
6:45 p.m.**

- Two new Clean Water State Revolving Loan funds have been awarded; the Town of Enfield received a 75% grant and 25% loan; the Town of Saratoga received 100% loan. The next grant round is in April, with potential applications from the towns of: Black Creek, Enfield, Lucama, and Whitakers.
- Mr. Townley reported from his visit to the NADO Washington Policy Conference in Washington, D. C. that he and Mr. Bass were able to visit with Senator Burr, Senator Tillis, and Congressman Butterfield's offices and inform them of the work that the UCPCOG staff have been doing and they were all pleased with the economic development efforts that the COG has been undertaking.

In response to a question from the last board meeting regarding the USDA Technical Assistance Training and Planning Grant, Mr. Townley wanted to report that those three (3) spots have been filled by the towns of Garysburg, Sharpsburg, and Enfield.

Mr. Horne answered questions from the floor.

**Business Resource Center, Greg Godard, Business Resource Loan Officer**

Mr. Godard stated that there are no new loans for approval.

**General Administration/Business Development Center, Olga Abrams, Manager**

Ms. Abrams reported for the Business Development Center (BDC) and General Administration.

**Highlights:**

- North State Consulting is a new tenant at the BDC. They are a fast-grown, high-tech consulting company that plans to recruit and create 50 new jobs over the first year.
- The BDC assisted with a job fair for North State Consulting; the turnout was not what they had hoped for, but the company was happy with the quality of the applicants that showed up.
- BDC Seminars included:
  - Doing Business with Federal, State, and Local Government
  - How Will New Tax Laws Impact You and Your Business; April 3, 2018
  - Business Tax Essentials; April 9, 2018
- The BDC website has been completed; please feel free to look over the new site at [www.ucpbdc.com](http://www.ucpbdc.com).
- Two electronic newsletters were sent out in January and February; March will go out later this month.



**Minutes**  
**Upper Coastal Plain Council of Governments**  
**Board of Directors Meeting**  
**March 20, 2018**  
**6:45 p.m.**

**Finance, Mark Hill, Finance Director**

Mr. Hill stated that he has one item for action on pages 7-10.

**Item #1:** Approval of financial reports for the periods ending December 2017 – February 2018.

Mr. Hill answered any questions from the floor.

Chairman Simmons called for a motion to approve the financial reports. Mr. Hughes made the motion, Mr. Proctor seconded, and the motion carried unanimously.

**EXECUTIVE DIRECTOR'S REPORT**

Mr. Godard stated that he has one item for action and would like to provide background information. It is the responsibility of the board of directors to approve the UCPCOG Personnel Manual; included inside the manual is our pay and classifications system. The last time this system was updated was 1998 and a lot of things have changed. The last change in the personnel manual was made 10 years ago. Any significant changes to personnel and any changes to the pay and classification system has to be brought to the board of directors for approval. The item for action is a request to move the program directors' pay and classification from grade 24 up to grade 26; this will allow the opportunity to properly compensate the program directors, which is long overdue.

**Item #1:** Approval of increase from Grade 24 to Grade 26 in the COG pay and classification system for the Program Director position effective on April 1, 2018.

There was some discussion about whether to approve the item as presented or changing the date of effectiveness to July 1, 2018.

Mr. Felton made a motion to approve the item as presented, Mr. Taylor seconded, and the motion carried unanimously. Mr. Taylor followed with a recommendation that an additional compensation study be done for all executive and staff salaries in the immediate future.

Mr. Godard stated that the next Executive Committee meeting, which also serves as the Finance Committee, is scheduled for April 17, 2018; the first draft budget will be presented that night.

The next full board meeting is scheduled for May 15, 2018; we hope to know more about who the new Executive Director will be by that time.

**Minutes  
Upper Coastal Plain Council of Governments  
Board of Directors Meeting  
March 20, 2018  
6:45 p.m.**

**BOARD OF DIRECTOR COMMENTS**

Mr. Coleman expressed thanks to everyone who was able to attend the meeting in January that was held at 217 Brew Works across from the Whirligig Park on behalf of the City of Wilson and Wilson County. The Whirligig Park Project brought interest to other areas in the city and county and they do not take that for granted.

**CHAIRMAN'S COMMENTS**

Chairman Simmons thanked everyone for coming and for the information that was provided by the presenters and the UCPCOG staff.

**ADJOURNMENT**

Chairman Simmons called for a motion to adjourn the March 20, 2018 Upper Coastal Plain Council of Governments Board of Directors meeting at 8:17 p.m. Mr. Proctor made the motion to adjourn, Ms. Pender seconded, and the motion carried unanimously.

---

Barbara Simmons, Chairman

---

Gregory Browning, Secretary/Treasurer