



Triangle J Council of Governments  
Executive Committee Meeting  
Minutes  
March 1, 2023

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**Delegates and Alternate Delegates Attending:**

Wilma Laney, Town of Aberdeen  
Mike Dasher, Chatham County  
DeDreana Freeman, City of Durham  
Ken Marshburn, Town of Garner  
Kathleen Ferguson, Town of Hillsborough  
Bill Carver, Lee County  
Earl McKee, Orange County  
Jean Hamilton, Orange County (A)

Pamela Baldwin, Town of Pittsboro  
Donald Rains, Town of Princeton  
Rebecca Salmon, City of Sanford

**Delegates and Alternate Delegates Absent:**

Teressa Beavers, Town of Aberdeen  
Matt Hughes, Town of Hillsborough (A)  
Butch Lawter, Johnston County  
Mark Wilson, Town of Archer Lodge  
Mark Jackson, Town of Archer Lodge (A)  
Heidi Carter, Durham County  
Nida Allam, Durham County (A)  
Javiera Caballero, City of Durham (A)

Frank Quis, Moore County  
John Bonitz, Town of Pittsboro (A)  
Susan Evans, Wake County (A)  
Shinicia Thomas, Wake County (A)

*A - Alternate Delegate*

**TJCOG Staff Attending:**

Lindsay Whitson, Community & Economic  
Development Manager  
Matt Day, Director of Transportation  
Jenny Halsey, Assistant Executive Director  
Adam Spillman, Data Strategy Coordinator

Alana Keegan, Member Engagement Manager  
Lee Worsley, Executive Director  
Shantel Haskins, Administrative Support  
Specialist

### ***Call to Order, Welcome, Roll Call and Declaration of Quorum***

Chair Freeman called the meeting to order at 6:06 PM and welcomed all attendees. She then reviewed the requirements for virtual public meetings. Shantel Haskins, Clerk to the Board, conducted the roll call to verify the attendance of delegates and alternates. A quorum was noted as being present.

### ***Review of Agenda***

Chair Freeman presented the agenda and asked for any edits to the agenda. Hearing no changes, Chair Freeman elected to move forward with the agenda as presented.

### ***Business***

- **Presentation of Organizational Rebrand and Charter Amendment**

Chair Freeman asked Alana Keegan and Lee Worsley to introduce this item. Mr. Worsley welcomed everyone and recognized the new Orange County Delegate Earl McKee and Alternate Delegate Jean Hamilton. Mr. Worsley stated he was excited to be in discussion with updating or changing the brand identity to reflect the overall vision and mission of the organization.

Ms. Keegan outlined the branding process timeline as follows; May of 2022 the Board of Delegates approved funding for organizational rebrand within 2022-2023 budget; June/ July 2022 request for proposals from brand consultants; September 2022 Carrboro Creative selected as rebrand consultants; November and December 2022 rebrand formally presented to TJCOG Board Officers.

Ms. Keegan played a video that unveiled the name, color, logo, and the process of the rebrand focus outlined by the Carrboro Creative team.

The presented name was Central Pines Regional Council. The name embodies the history of North Carolina. The logo showcases a pinecone which bridged the past and future of TJCOG. The pinecone uses geometric triangles as a reference to the previous name. The Carrboro Creative team highlighted the new colors, font, and an additional shortened logo with the letters CPRC.

The new brand's purpose would serve as a resource and a support hub for local governments, community members, and partners in Central North Carolina. Ms. Keegan mentioned the rebranding would be a way for staff and Board Members to have a seamless approach to brand recognition and brand purpose.

Ms. Keegan outlined a timeframe of the implementation of the proposed name and rebrand. The rebrand efforts align with the fiscal year calendar. The launch of the rebrand is scheduled for August of 2023. Ms. Ferguson asked had the organization investigated color options that would affect individuals that are visually impaired. Ms. Keegan responded that issue was being actively investigated. Ms. Ferguson also asked had we investigated the spiral direction of the logo, so it is not a trigger for epilepsy. Ms. Keegan responded, the

Carrboro Creative team had provided a guide book to ensure the organization was in compliance with visual accommodations. The CPRC logo with the spirals would only be used on a large scale and would not be used to replace the official Central Pines Regional Council logo.

Mr. Worsley offered the next steps in the rebranding process with the recommendation that the Board of Delegates approve the amended version of the organizational Charter that reflected the name change. Additional changes to the charter included the Emergency Management and Community Economic Development which had never been amended to include Moore County.

- **Update on Triangle J Space and Tour**

Chair Freeman asked Lee Worsley to introduce this item. Mr. Worsley provided an update with the office move and/or relocation. The negotiations with RTP did not occur. The organization would move forward with Tri- Properties and renovations efforts at the current location.

The current TJCOG offices are 9500 square feet, the tour would include a layout of 20,000 square feet. The renovation would include the addition of suite 130 and 140. The next steps include the following:

- Office transition to Suite 130 on April 1
- Completion of the current space in July 2023
- A move back to the current office space during the summer of 2023
- Renovations of the front office (Suite 130), concluding around the end of the year
- Completion of the entire renovation by the beginning of 2024

Mr. Worsley concluded that a walking tour would occur for those members attending the meeting in person.

Mr. Rains asked what the negotiated rate for the lease was. Mr. Worsley stated the rate would be \$26.50 per square foot and would include an outdoor pavilion.

- **Remove Unemployment Insurance from Committed Fund Balance**

Chair Freeman asked Hope Tally to introduce this item. Ms. Tally suggested that the unemployment insurance funds be uncommitted. After extensive research no explanation could be provided as to why the funds existed. Additionally, no evidence was found to support a reason for to keeping the funds committed.

### ***Items Removed from Consent Agenda***

None Removed.

### ***Consent Agenda***

- *Budget Amendment 7*
- *Endorse Amendments to the Triangle J Council of Governments' Charter Resolution*
- *Remove Unemployment Insurance from Committed Fund Balance*

Chair Freeman presented the Consent Agenda for approval and asked if anyone wished to pull an item for individual consideration. Hearing no requests, Chair Freeman asked for a motion to approve the consent agenda as presented.

**ACTION:** Motion to Approve Consent Agenda as Presented

**Motion:** Board Member Ferguson  
**Second:** Board Member Marshburn  
**Vote:** Unanimous

Ms. Haskins conducted the vote via roll call.

***Executive Director's Report***

Mr. Worsley was excited about the rebranding efforts and thanked staff for their hard work. He also mentioned TJCOG would be assisting the Town of Angier in their Town Manager search. Mr. Worsley also added the finance team continued to assist the Town of Micro with financial guidance.

***Chair's Report***

Chair Freeman added the Book Harvest has amazing resources and reading material available. The Book Harvest began as an event in Durham, NC and is now a nationally recognized effort.

***Other Business***

Chair Freeman asked if there was any other business. With there being nothing further, the meeting was adjourned at 7:08 p.m.

**ACTION:** Motion to Adjourn the Meeting

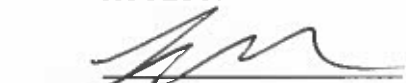
**Motion:** Board Member Ferguson  
**Second:** Board Member Marshburn  
**Vote:** Unanimous

Duly adopted this the 28<sup>th</sup> day of June 2023 while in regular session.



DeDreana Freeman  
Chair

ATTEST:



Lee Worsley  
Executive Director