



Triangle J Council of Governments

Board of Delegates Meeting Minutes
Wednesday, March 22, 2023 | 6:00 pm
Hybrid Meeting

Delegates & Alternates in Attendance:

Brett Gantt, Town of Apex
Bob Smith, Town of Angier
Jerry Medlin, Town of Benson
Thomas Beal, Town of Broadway
DeDreana Freeman, City of Durham
Ken Marshburn, Town of Garner
Kathleen Ferguson, Town of Hillsborough
Tim Forrest, Town of Holly Springs
Butch Lawter, Johnston County
Jessica Day, Town of Knightdale
Bill Carver, Lee County
Steve Rao, Town of Morrisville
Jeff Morgan, Village of Pinehurst
Rebecca Salmon, City of Sanford
Andy Moore, Town of Smithfield
Susan Evans, Wake County
Chad Sary, Town of Wake Forest
Joe DeLoach, Town of Wendell
Linda Vandercook, Village of Whispering Pines

Staff in Attendance:

Sean Flaherty, Program Manager
Jenny Halsey, Assistant Executive Director
Alana Keegan, Member Engagement Manager
Lindsay Whitson, Community & Economic Development Director
Lee Worsley, Executive Director

1. Call to Order

- a. Call to Order & Welcome
Official: DeDreana Freeman
- b. Roll Call
- c. Declaration of Quorum
Official: DeDreana Freeman

Chair DeDreana Freeman called the meeting to order and reminded everyone of the hybrid meeting guidelines. Alana Keegan completed Roll Call and it was determined there was a quorum present at the meeting.

2. Review of Agenda

a. Review of Agenda

Official: DeDreana Freeman

Chair Freeman asked if there were any changes to the agenda. Hearing none, the agenda was approved as is.

3. Presentations & Recognitions

a. Introductions of New Staff

Presenter: Jenny Halsey, Assistant Executive Director

Maya Cough-Shultz introduced Taylor Weddington, Stormwater Education Coordinator for CWEP (Clean Water Education Partnership). Taylor shared her education and experience in environmental science. She also shared some of the projects she's been working on, which include virtual and in-person education programs, leading Regional Creek Week coordination efforts, creating content for CWEP's social media and online presence, and more. Taylor enjoys jogging, thrifting, and traveling. She's also studied abroad in Peru. Taylor was recently accepted into graduate school in Denmark.

Lee Worsley, Executive Director, shared that Maya would be leaving TJCOG next month and recognized her for her efforts with CWEP and on the Environment & Resilience team.

Alana Keegan introduced Andrew McGannon, Program Management Analyst. Andrew recently graduated from Duke University with a Master of Public Policy. He has been working on the Grant Assistance Program, data and metrics for the Grant Assistance Program, Public Workforce Initiatives, and ARPA Assistance. In his free time, Andrew loves rock climbing, playing guitar, and volunteering with an urban farm and at his church.

4. Business

a. FY24 NCDOT Transportation Demand Management (TDM)

Presenter: Sean Flaherty, Program Manager

Potential Action: Place on Consent Agenda for Adoption

Sean Flaherty shared that this was the 16th year of the program, with 14 partners in the new fiscal year. The efforts of the Triangle Transportation Choices program in the previous fiscal year included: 5.1 million vehicle trips avoided, 64 million commute miles reduced, 51,000 alternative transportation users supported, and 49 million pounds of carbon dioxide release prevented. This year they are requesting \$138,702 for administrative work, and \$601,000 for regional partners.

b. Presentation of Rebrand and Charter Amendment

Presenters: Lee Worsley, Executive Director and Alana Keegan, Member Engagement Manager

Potential Action: Place on Consent Agenda for Adoption of Charter Amendments

Mr. Worsley shared that the Board authorized staff to move forward with the rebranding effort using the services of Carrboro Creative. He said it has been nice to get enthusiastic buy-in from officers, previous chairs, and the Executive Committee. This will help incorporate the new strategic framework, support 11 new employees from the Durham-Chapel Hill-Carrboro MPO, and renovation of office space. The new brand encapsulates our region's history, is inclusive of the entire region, is innovative, and captures the energy created by our Board and staff.

Ms. Keegan reviewed the rebranding process beginning in May 2022. The procedure to officially change the organization's name is through a charter amendment. The new brand and logo were revealed: Central Pines Regional Council. This new name and logo are representative of all local governments in our region. It's a nod to the Pine Tree, which connects to our history and its production of tar and main source of construction lumber; and connects to our purpose: adaptable in any condition and can evolve and grow. It is a nod to the Pine Tree, which connects to our history and its production of tar and main source of construction lumber; and connects to our purpose: adaptable in any condition and can evolve and grow. The logo is designed to acknowledge the Triangle roots with triangle shapes, 7 triangles for 7 counties. It also points to the dichotomy of rural and urban, which is reflective of our region.

Ms. Keegan shared the mood board which included brand fonts, colors, logo variations, etc. The recommendation is to approve the adoption of the Charter amendment on the consent agenda.

Mr. Worsley addressed the "J" in the Triangle J name, which is our designated region letter. This has caused some confusion with the name in the past. The new name helps us to stand out in the region, especially with so many organizations that have "Triangle" in the name. "Triangle" also isn't inclusive of the entire region.

Delegate Michelle Medlin asked if this was the first time the name had been changed. Mr. Worsley shared that we were first called the Research Triangle Regional Planning Commission prior to becoming a COG.

Chair Freeman shared that she thought the new name has a nice ring to it and people would follow it better. She echoed the sentiment that it's more inclusive of our region.

Mr. Worsley shared that if the Board adopts the Charter amendment, we will need at least 32 (2/3 of the region) member governments to approve the Charter revision for it to be official. If this passes, we will be reaching out to each member government to schedule this on each individual agenda. Mr. Worsley noted the two changes in the Charter.

5. Consent Agenda

- a. Budget Amendment #8
- b. FY24 NCDOT Transportation Demand Management (TDM) Program Resolution
- c. Charter Amendment Approval and Authorization to send to Member Governments
- d. Personnel Policy Amendment

Delegate Kathleen Ferguson asked Mr. Worsley about the proposed change to allow the Executive Director to approve additional vacation accrual in the Personnel Policy. Mr. Worsley shared that he would need that authority if we were bringing in experienced individuals.

Action: Approve Consent Agenda

Motion: Jeff Morgan, Pinehurst

Second: Bill Carver, Lee County

Vote: Unanimously approved by roll call

6. Items Removed from Consent Agenda

7. Public Hearings

8. Executive Director's Report

Mr. Worsley shared that there is a lot going on at the COG, including packing up and preparing for renovations. As a reminder, we will be staying in the current space and expanding to the neighboring suite and the front suite. There will be one more meeting in this space before renovations begin. We are working on furnishings, technology, and AV, along with bringing in DCHC MPO.

Mr. Worsley shared that we have been working closely with many of our member governments and doing good work. Ms. Keegan, along with Lindsay Whitson visited Washington DC for the NADO Policy Conference. They had a joint brainstorming workshop about regional issues with Congresswoman Ross and Congressman

Nichols' staff. They met with US Department of Energy, US Department of Transportation, and EPA. They also met with Jim McCleskey, Liaison for Governor Cooper and had good discussions with him including the new Southeast Crescent, which is beginning to stand on its own for states in the south that are not part of the Appalachian Regional Commission (ARC).

9. Chair's Report

Chair Freeman thanked the staff for all their work on the rebrand and renovation. She noted that there has been a lot of change since she came on the board, and that she's so excited for all these changes while she's served as Chair. Chair Freeman urged the municipal leaders to look at the legislative agendas for the COG for when they go to DC.

10. Around the Region

Alternate Delegate Michelle Medley shared how quickly Rolesville is growing, and they are hoping for more commercial development.

Delegate Brett Gantt shared that Apex is annexing into part of Chatham County. This should be a great project.

Delegate Ken Marshburn reported that they recently had their retreat in Garner discussing the budget. They are excited about the grant they received. They are also welcoming Wake Med to Garner, as well as a VA Clinic.

Delegate Kathleen Ferguson shared that Hillsborough is finally getting fiber from Google, which is something their residents have been asking for. Uproar is a public art festival in Orange County and will be happening this summer. Riverfest Music Festival is also coming up soon.

Alternate Delegate Steve Rao noted that they recently completed a \$9 million federally funded Morrisville-Carpenter road project with medians and sidewalks. The City has put in a lot of funding for this and appreciates the federal funding. They have also had great success with their Smart Cities efforts and he is happy to talk more with anyone about this.

Delegate Bill Carver recently participated in a Diversity, Equity, and Inclusion session. He shared what he learned about how companies become more profitable and successful as they embrace DEI. We are changing over time, and the ability to understand everyone is imperative. This encouraged their Board to think differently of servant leadership.

Delegate Jerry Medlin reported that Benson broke ground on a Holiday Inn Express. The high interest rates are hurting their growth; however, they have a lot of things coming to help grow their Town.

Delegate Susan Evans shared that Wake County is struggling to find solutions for growth. They have been working with the City of Raleigh to provide expanded bus service to open 4 rapid transit bus routes. They have plans to continue to expand.

Delegate Joe DeLoach reported that they recently had a budget retreat in Wendell. Growth continues to be a trend for Wendell. They have a grocery store coming and hopefully a hotel. They have also been discussing a bus route and microtransit. Congresswoman Ross visited recently and brought a \$2 million check for revitalization of the Carver-Pleasant Grove Community that has been historically underserved. Residential and commercial permits are still steady. They are having weekly applications for solar panels and electric car chargers.

Delegate Butch Lawter shared Johnston County is growing and planning as fast as they can. They recently had a strategic planning session. Issues discussed were infrastructure of water/sewer and affordable housing. They are frustrated with the inability to have control over where development goes and are reaching out to their representatives to express their opposition. Delegate Ferguson and Chair Freeman expressed their agreement.

Delegate Jeff Morgan invited everyone to Pinehurst, which is a designated historic site. They have a transportation plan in development including vehicles, biking, pedestrian, and even golf carts. Pinehurst is much more than golf; they also have horse harness racing. They will be hosting the US Open in 2024, so they are working to have the area ready. Pinehurst recently had a ribbon cutting at First Health, their regional hospital, that has a state-of-the-art cancer center. This allows them the capability to serve multiple counties nearby.

Chair Freeman attended the Rural Summit and noted that it was amazing what is going on in the rural parts of our state to maintain the small town charm. She noted that it was important for rural and urban communities to work in tandem to be able to have flourishing urban and rural areas.

Chair Freeman reminded everyone that the April meeting will be held April 20 to not conflict with the League of Municipalities Annual Conference. This meeting will be hybrid.

11. Other Business

12. Adjournment

The meeting was adjourned.

Duly adopted this the 15th day of November, 2023 while in regular session.

R. S. Lawter, Jr.

R. S. Lawter, Jr.
Board Chair

ATTEST:

Beth Davis

Beth Davis
Board Clerk
Central Pines Regional Council