



Centralina CEDD Board Meeting Agenda

Chairman Cliff Brumfield will convene a Centralina Economic Development District Board meeting **on Thursday, October 19, 2023, at 4:00 p.m.** The meeting will be in person at the Centralina Regional Council office, 10735 David Taylor Drive, Suite 250 - with a virtual option.

Time	Item	Presenter
4:00 p.m.	Call to Order	Cliff Brumfield
	Roll Call	
	Amendments to the Agenda (if any)	
Consent Business Items:		
4:05 p.m. Item 1 5 minutes Page 4-5	Approval of July 20, 2023, Meeting Minutes The minutes from July 20, 2023, meeting have been distributed to all members of the Centralina EDD Board for approval. Action/Recommendation: Motion to approve July 20, 2023, meeting minutes.	Cliff Brumfield
4:05 Item 2 Page 7-8	Quarterly Financial Update & First Budget Amendment Presentation of proposed budget amendment and first quarter financial statements. Action/Recommendation: Motion to approve the budget amendment and financial statements as of and for the period ending September 30, 2023.	Denise Strosser
Regular Business Items:		
4:10 p.m. Item 3 20 min Page 10-13	Regional Transportation Demand Management Plan Development Presentation and engagement in the development of Centralina's regional Transportation Demand Management (TDM) plan and program for the greater Charlotte area. Presentation topics will include (1) an overview of TDM, (2) TDM strategies for different community types, and (3) lessons learned from peer case studies for the development of the program. TDM is a key recommendation from the CONNECT Beyond plan and an early implementation activity for the project. Action/Recommendation: Receive as information for Board feedback	Sarah Niess and Kittelson & Associates
4:30 p.m. Item 4 15 min Page 15-17	CEDS Dashboard Report Out Board members and staff will recap items related to CEDS Implementation, Working Group Highlights, and Around the Region sharing report out. Action/Recommendation: Receive as information	Christina Danis and Anna Lu Wilson
4:45 p.m. Item 5 30 min Page 19-22	IEDC Project Briefing -CEDD Cluster Strategy Refinement The Board will receive information from the International Economic Development Council (IEDC) technical team gathered as part of their regional site visits and benefit from their perspectives and report findings related to the CEDS cluster strategy identified as part of Goal 3-1.1 Action/Recommendation: Receive as information	Gary Conly, and Steve Budd, IEDC Volunteers



Centralina CEDD Board Meeting Agenda

Time	Item	Presenter
5:15 p.m. 5 minutes	Reflections from the Board and staff about ongoing opportunities in region and district updates	Board Members and Staff
5:20 p.m. 5 minutes	Comments from the Chair	Cliff Brumfield

Centralina Economic Development District (EDD) complies with the Americans with Disabilities Act (ADA), which prohibits discrimination on the basis of disability. Centralina EDD will make reasonable accommodations in all programs/services to enable participation by an individual with a disability who meets essential eligibility requirements. Centralina EDD's programs will be available in the most integrated setting for each individual. If any accommodation is necessary for participation, please contact the CED Board Administrator. 10735 David Taylor Drive, Suite 250 Charlotte, NC 28262, phone 704-348-2701 Please allow 72 hours advance notice for preparation. Visit our website: www.centralinaedd.org.



Centralina

ECONOMIC DEVELOPMENT DISTRICT

Item 1



**Centralina Economic Development District
Meeting Minutes
July 20, 2023**

Officer Present	Board Members Present	Centralina Staff and Guests Present
Cliff Brumfield, Chair Candice Lowder, Vice Chair Dr. Leslie Johnson, Secretary/Treasurer	Leigh Altman Melinda Bales Jenn Bosser Cliff Brumfield Rod Crider Thomas Cureton Juan Garzón Ronne Grantham Leslie Johnson Angela Karchmer Anna London Candice Lowder Bill Thunberg Melanie Underwood Jarvis Woodburn	Anna Lu Wilson Geraldine Gardner Christina Danis Guests Patrick Lucitt

Call to Order

Chairman Cliff Brumfield called the meeting to order.

Roll Call

Anna Lu Wilson, Community Economic Development Coordinator called the roll and noted that a quorum was present.

Amendments to the Agenda

There were no amendments to the agenda.

Consent Agenda

- 1. Approval of the April 20, 2023, Centralina Economic Development District Meeting Minutes**
- 2. Approval of the Quarterly Financial Update**
- 3. Adoption of Policies & Procedures**

Regular Agenda

- 4. Final Reading and Adoption of By-Laws Amendment**

The Board completed a third and final reading of the proposed amendments to the organization's by-laws and voted for approval. Centralina Economic Development District made a motion to approve the agenda. It was seconded. The motion carried unanimously.

5. EDA Update

Hillary Sherman, North Carolina EDA Representative shared with the Board an update on current EDA funding opportunities including Tech Hubs, Build to Scale, and Recompets program, and shared information on the new EDA EDGE Portal.

6. EDA Tech Hubs Update

Greg Needham the Executive Director of the Office of Research Partnerships Division of Research at the University of North Carolina at Charlotte provided a brief overview of the developing regional consortium for an EDA Tech Hubs designation to support our Advanced Manufacturing cluster as it relates to optics and innovation.

7. CEDS Work Session

Board members participated in an interactive session led by Centralina Staff to map organization focus areas and alignment to CEDS and identify priorities for implementation.

Comments from the Board of Delegates and Centralina Staff

None

Comments from the Executive Director

Geraldine Gardner thanked the Board for their continued support.

Comments from the Chair

The next Centralina Economic Development District meeting will be held on October 19, 2023. This will be the last CEDDD meeting for the calendar year.

Adjournment

With no further business to be discussed, Chairman Cliff Brumfield adjourned the meeting at 5:09 p.m.



Centralina
ECONOMIC DEVELOPMENT DISTRICT

Item 2



Centralina Economic Development District Cover Sheet

Board Meeting Date:	October 19, 2023	Agenda Item Type:	Consent:	X	Regular:	
Submitting Person:	Denise Strosser	Presentation Time:	5 minutes			
Presenter at Meeting:	Denise Strosser	Phone Number:	704-348-2704			
		Email:	dstrosser@centralina.org			
Alternate Contact:	Geraldine Gardner	Phone Number:	704-351-7130			
		Email:	ggardner@centralina.org			
Submitting Department:	Finance	Department Head Approval:	Denise Strosser			
Title: CEDD Proposed Budget Amendment and Financial Statements						
Description of Agenda Item: <i>(This wording will be used to summarize the item on the agenda cover page.)</i>						
Presentation of proposed budget amendment and first quarter financial statements.						
Background & Basis of Recommendations:						
<p>A placeholder budget was approved by the Board on April 20, 2023. This initial “placeholder” budget is developed prior to receiving information from various state and federal agencies. This first amendment represents changes to reflect Federal and State grant allocations as of September 30, 2023 since the adoption of the budget. The attached amendment is to replace the placeholder budget and any prior amendments with current and up to date fundings and expenditures.</p> <p>In accordance with the Commission’s by-laws, the financial statements are presented for the quarter ending September 30, 2023.</p>						
Requested Action / Recommendation:						
Motion to approve the budget amendment and financial statements as of and for the period ending September 30, 2023.						
Time Sensitivity: <i>(none or explain)</i>	Before June 30, 2024					
Budget Impact: <i>(none or explain)</i>	As indicated on attached					
Attachments: <i>(none or list)</i>	Budget amendment and financial statements					



CEDD Proposed Budget Amendment and Financial Statements
September 30, 2023

	Year Ending 6/30/2023	FY24 Proposed	Proposed FY24 Budget Amendment 9/30/2023	Actual Period Ending 9/30/2023
Equity Contributions				
Anson County	\$1,133	\$1,133	\$1,133	\$1,133
Cabarrus County	\$8,450	\$8,450	\$8,450	\$8,450
Gaston County	\$6,553	\$6,553	\$6,553	\$6,553
Iredell County	\$7,872	\$7,872	\$7,872	\$7,872
Lincoln County	\$4,919	\$4,919	\$4,919	\$4,919
Mecklenburg County	\$30,150	\$30,150	\$30,150	\$30,150
Rowan County	\$4,878	\$4,878	\$4,878	\$4,878
Stanly County	\$3,407	\$3,407	\$3,407	\$3,407
Union County	\$8,516	\$8,516	\$8,516	\$8,516
City of Charlotte	\$28,822	\$28,822	\$28,822	\$28,822
Town of Mooresville	\$2,678	\$2,678	\$2,678	\$2,678
Total Equity Contributions	\$107,378	\$107,378	\$107,378	\$107,378
Other Income				
Grant Income				
EDA Planning Grant 2022-2025	\$70,192	\$70,000	\$72,949	\$24,001
CARE	\$50,574	\$0	\$0	\$0
SCRC-LDD	\$0	\$0	\$21,333	\$0
Total Grant Related Income	\$120,766	\$70,000	\$94,282	\$24,001
Total Income	\$228,144	\$177,378	\$201,660	\$131,379
Expenses				
CEDC/CEDS Administration	\$147,581	\$145,000	\$168,550	\$51,749
Contracted Services	\$76,596	\$28,000	\$28,000	\$1,300
Software & Webhosting	\$1,334	\$1,500	\$1,000	\$0
Travel and Training	\$0	\$1,500	\$2,500	\$60
Printing and Advertising	\$1,674	\$1,000	\$0	\$0
Meeting Related	\$22	\$0	\$250	\$0
Miscellaneous	\$0	\$378	\$1,360	\$0
Total Expenses	\$227,207	\$177,378	\$201,660	\$53,109
Change in Fund Balance	\$937	\$0	\$0	\$78,270
Less Fund balance allocated	\$0	\$0	\$0	-\$78,270
Less deferred revenue	\$0	\$0	\$0	\$0
Net Change in Fund Balance	\$937	\$0	\$0	\$0
Fund Balance Beginning	\$44,238	\$44,238	\$44,238	\$44,238
Fund Balance Ending	\$45,175	\$44,238	\$44,238	\$44,238



Centralina
ECONOMIC DEVELOPMENT DISTRICT

Item 3

Centralina Economic Development District Cover Sheet

Board Meeting Date:	10/19/23	Agenda Item Type:	Consent:		Regular:	X
Submitting Person:	Sarah Niess	Presentation Time:	15-20 minutes			
Presenter at Meeting:	Sarah Niess and Scott Curry, Kittelson & Associates	Phone Number:	980-355-2022			
		Email:	sniess@centralina.org			
Alternate Contact:	Reaghan Murphy	Phone Number:	704-348-2731			
		Email:	rmurphy@centralina.org			
Submitting Department:	Planning	Department Head Approval:	Jason Wager			
Title: Regional Transportation Demand Management Plan Development						
Description of Agenda Item: <i>(This wording will be used to summarize the item on the agenda cover page.)</i>						
<p>Presentation and engagement on the development of Centralina’s regional Transportation Demand Management (TDM) plan and program for the greater Charlotte area. Presentation topics will include (1) an overview of TDM, (2) TDM strategies for different community types, and (3) lessons learned from peer case studies for the development of the program. TDM is a key recommendation from the CONNECT Beyond plan and an early implementation activity for the project.</p>						
Background & Basis of Recommendations:						
<p>Developing a regional Transportation Demand Management (TDM) plan/program is a key near-term recommendation from CONNECT Beyond’s plan. The program will be housed at Centralina. TDM is a set of strategies that are meant to complement existing transportation infrastructure to allow travelers to use this infrastructure more efficiently and better understand the range of travel options available.</p> <p>As part of the plan development process, the TDM project team is seeking a broad range of input from stakeholders, including the Centralina Economic Development Board. The 2023-2028 CEDS identifies transportation choices as critical to the economic vitality of our region, and our TDM work directly supports this objective. This session should be informative for CEDD members and seek their input on key aspects of the regional TDM plan. The expected date for the TDM plan to be finalized is Summer 2024, with program implementation being rolled out at the same time.</p>						
Requested Action / Recommendation:						
Receive as information						
Time Sensitivity: <i>(none or explain)</i>	None					



Budget Impact: <i>(none or explain)</i>	None
Attachments: <i>(none or list)</i>	TDM Overview



TRANSPORTATION DEMAND MANAGEMENT (TDM) IN THE GREATER CHARLOTTE REGION

Program Overview

WHAT IS TRANSPORTATION DEMAND MANAGEMENT (TDM)?

Transportation choice – the ability to select from a variety of transportation modes to meet one’s daily needs – is critical to ensuring a high quality of life, access to opportunities and economic vitality. Some examples of transportation choices include:

- Flexible work schedules
- Walk and bike
- Vanpool & carpool
- Transit
- Rideshare

How can areas like the greater Charlotte region enhance connectivity and accessibility in a cost-effective way?

Transportation Demand Management (TDM) is one proven strategy for addressing such issues. TDM refers to a program of education and incentives that are meant to complement existing transportation infrastructure to allow travelers to better understand and increase use of their transportation choices.

HOW WOULD TDM WORK IN MY COMMUNITY?

TDM strategies are cost-effective, focusing on how people make decisions about how they travel and helping people capitalize on existing transportation infrastructure. Strategies include:



**Mobility
Incentives**



**Events &
Challenges**



**Apps &
Technology**



**Employer
Programs**



**Safe Routes
to School**



**Education
Programs**



**Parking
Management**

Not every TDM strategy will fit every community – the Charlotte region’s geographic diversity requires that TDM strategies be adaptable to urban, suburban and rural areas.



CONNECT Beyond

A Regional Mobility Initiative

DEVELOPING CHARLOTTE'S FIRST REGIONAL TDM PROGRAM

Centralina Regional Council is the council of governments for the greater Charlotte region and is also a lead sponsor of the **CONNECT Beyond** project. **CONNECT Beyond** is a collaborative planning effort across a two-state, 12-county planning area that developed and finalized a Regional Mobility Plan for the greater Charlotte region, including over 120 actionable recommendations. A critical plan recommendation is focused on developing a framework for a regional TDM program for the greater Charlotte region, led by Centralina, for the purpose of gaining efficiencies through regional collaboration, expanding programmatic and communication efforts to a wider-range of communities and bringing additional funding to the region.

WHO IS COLLABORATING ON TDM IN THE GREATER CHARLOTTE REGION?

Centralina is collaborating with NCDOT, the Charlotte Area Transit System (CATS), the Charlotte Department of Transportation (CDOT), the Charlotte Regional Transportation Planning Organization (CRTPO) and Gaston-Cleveland-Lincoln Metropolitan Planning Organization (GCLMPO) to develop and launch a TDM program that will be sustainable and beneficial to all communities within the region. These project partners are providing technical support and funding for this effort. Once the regional TDM program is fully operational, it will likely serve as a model for other regions statewide looking to develop their own TDM programs.

WHAT'S NEXT?





Centralina

ECONOMIC DEVELOPMENT DISTRICT

Item 4

Centralina Economic Development District Cover Sheet

Board Meeting Date:	October 19, 2023	Agenda Item Type:	Consent:		Regular:	X
Submitting Person:	Anna Lu Wilson	Presentation Time:	15 minutes			
Presenter at Meeting:	Geraldine, Christina, Anna London, Candice Lowder	Phone Number:	704-688-6502			
		Email:	cdanis@centralina.org			
Alternate Contact:	Anna Lu Wilson	Phone Number:	704-385-4790			
		Email:	alwilson@centralina.org			
Submitting Department:	CEDD Admin	Department Head Approval:	Christina Danis			
Title: CEDS Dashboard Report Out						
Description of Agenda Item: <i>(This wording will be used to summarize the item on the agenda cover page.)</i>						
Board members and staff will recap items related to CEDS Implementation, Working Group Highlights, and Around the Region sharing report out.						
Background & Basis of Recommendations:						
The EDD team has been engaging with partners to move forward with the Recommendations and Action Items identified as urgent in the CEDS Implementation plan. Keeping EDD Board members informed of CEDD staff and partners actions related to the CEDS Prosperity for All planning process ensures our collaborative efforts remain aligned with the overall Goals and Recommendations of the CEDS.						
Requested Action / Recommendation:						
Receive as information and share updates						
Time Sensitivity: <i>(none or explain)</i>	None					
Budget Impact: <i>(none or explain)</i>	None					
Attachments: <i>(none or list)</i>	CEDD Dashboard 101923.pptx					

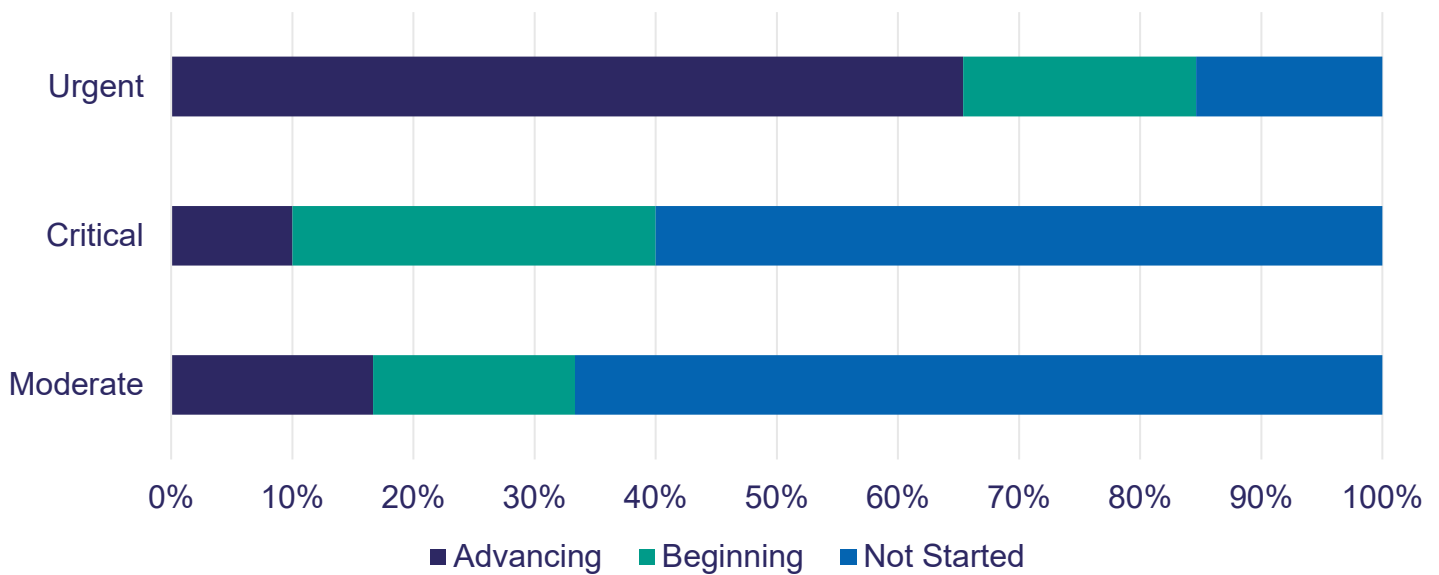
CEDS Implementation

Quarterly Progress Report



September 2023

CEDS Action Items Progress



The Centralina CEDD team has been working diligently on carrying out the Comprehensive Economic Development Strategy (CEDES), which includes a total of 58 Action Items. Among these, 26 are designated as requiring **Urgent** attention and must be initiated by June 2024.

As of September 2023, we are making steady progress, having already advanced on 66% of the planned activities. The remaining 32 Action Items are categorized as either **Critical** or **Moderate** priorities, with an expected initiation timeline set for June 2024. Encouragingly, 32% of these items have already been set into motion.

Highlights & Success Stories July - September

Regional Engagement

- 2023 NADO Impact Award recipient for *Prosperity for All* CEDS 2023 -2028
- Planned and participated in IEDC Site Visit-Cabarrus, Iredell, Lincoln, Mecklenburg, Rowan. [Goal 3-1.1](#)
- Participated in Statesville Thrives! Housing Symposium to educate and connect residents around affordable housing needs. [Goal 2-4.1](#)
- CONNECT Beyond began implementing Seamless CONNECTIONs, a mobility plan to increase transit choices by creating discussions around the region on how to improve customer experiences. [Goal 2-1.3+](#)

Grant Support

- Supported 2 EDA grant applications for Tech Hubs; CICOM and Charlotte+ [Goal 3-4.1](#)
- Participated in EPA application for Regional Climate Pollution reduction grant ***Received*** [Goal 2 3.4](#)
- Submitted letter of support for South Piedmont CC Department Of Labor grant for Transportation Logistics Consortium. [Goal 3-2.4](#)
- Submitted application for Southeastern Crescent Regional Commission Local Development District Capacity Building program grant. ***Received*** [Goal 1-1.1](#) & [Goal 2-5.3](#)
- Provided CEDS Consistency Letter to Rowan-Cabarrus CC for EDA request of Driver Training Range facility [Goal 1-2.4](#)

Individual Service Delivery

- Provided 5 engagement meetings for NC EDA representative; City of Concord, City of Charlotte, Gaston College, Latin American Chamber, SPCC.
- Completed 15 individual meetings with CEDD Board members in 1:1 setting to discuss board focus and initiatives.



Centralina
ECONOMIC DEVELOPMENT DISTRICT

Item 5

Centralina Economic Development District Cover Sheet

Board Meeting Date:	October 19, 2023	Agenda Item Type:	Consent:		Regular:	X
Submitting Person:	Anna Lu Wilson	Presentation Time:	15 minutes			
Presenter at Meeting:	Gary Conly & Steve Budd via Zoom	Phone Number:				
		Email:	Conley31249@icloud.com			
Alternate Contact:	Anna Lu Wilson	Phone Number:	704-385-4790			
		Email:	alwilson@centralina.org			
Submitting Department:	CEDD Admin	Department Head Approval:	Christina Danis			
Title: IEDC Project Briefing-CEDD Cluster Strategy Refinement						
Description of Agenda Item: (This wording will be used to summarize the item on the agenda cover page.)						
<p>The Board will receive information from the International Economic Development Council (IEDC) technical team gathered as part of their regional site visits and benefit from their perspectives and report findings related to the CEDS cluster strategy identified as part of Goal 3-1.1</p>						
Background & Basis of Recommendations:						
<p>Centralina EDD received EDA funded technical assistance from the (IEDC) to explore concerns about the nature and extent of the long-established industry clusters in the region identified in the CEDS. <u>Goal 3 Strengthening Economic Resilience and Global Competitiveness; Action Item 1.1 Identify cross-linkages and convergences within the advanced manufacturing, health & life sciences and IT and logistics & distribution clusters.</u> The intention of the project is to further examine how CEDS target clusters, and the niche sector are represented and performing in the region. IEDC assigned two seasoned economic developers to review recent CEDS and cluster analysis data, prior to conducting 2 days of in-person site visits to interview preselected professionals who shared their perspectives and local knowledge about the nature of their work and leading industry trends in the region.</p> <p>As we dive deeper into understanding the industry cluster challenge, consider these topics and provide feedback:</p> <ul style="list-style-type: none"> • Do the CEDS defined Target Clusters accurately and effectively tell the story of our regional economy and opportunities? • What strategies can foster innovation in the industry sectors? • How can we strengthen private sector investment and identify industries to champion these efforts? 						

- In what ways can you/your organization support this project?

Centralina EDD has established a working group focused on Cluster Convergence and will remain dedicated to continuing to work on this topic while actively seeking opportunities for additional resources.

Requested Action / Recommendation:

Receive as information and provide guidance to staff.

Time Sensitivity:
(none or explain)

None

Budget Impact:
(none or explain)

None - Activities were sponsored by U.S. EDA

Attachments:
(none or list)

YES [Exec Summary_Sept23.docx](#)

Enhancing Centralina EDD Cluster Strategy through Refinement and Advancement of Industry Clusters

September 2023

Executive Summary

Overview

In January of 2022, the Centralina Economic Development District (EDD) began preparing an update to its Comprehensive Economic Development Strategy (CEDS). This five-year strategy guides priorities for economic development and outlines a coordinated growth approach that builds on the region's strengths, addresses barriers to future growth, and emphasizes collaboration. The CEDS *Prosperity for All 2023-2028* prioritizes key regional industry clusters and inquiries about the cross-linkages and convergences with the traditional industry clusters.

Centralina EDD received technical assistance from the International Economic Development Council (IEDC) to explore concerns about long-established industry clusters in the Charlotte region that were lifted up in the CEDS. Further evaluating the need to determine whether the clusters can be improved or if they truly represent the region. IEDC assigned two seasoned economic developers to review recent cluster analysis data, conduct a site visit, and interview preselected professionals who would present a regional overview and discuss leading industry trends. The site visit occurred over two days in July and extended into five counties. The process engaged four (4) regional economic developers, three (3) workforce development directors, two (2) individuals from community college and higher education specializing in specific industry clusters, and one (1) local manufacturing business owner to better understand the region and how industries were enduring current economic conditions.

Key Findings

The process discovered that for a cluster strategy to be successful more clarification of the existing industries would be necessary. The feasibility of implementing a cluster strategy is contingent upon several key factors and will depend on the commitment exhibited by leaders in various sectors and the accessibility of necessary resources. Additionally, Economic Development Directors in the region collaborate well in some areas such as recruitment yet experience a sense of isolation when it relates to other topics like workforce, childcare and transportation. This causes uncertainty about the

lack of clarity in conveying the region's narrative. Workforce challenges are becoming more of a concern to economic developers and need to be addressed as part of a regionwide strategy.

Recommendations Overview

The deliverable presents three actions for consideration:

- Cluster Convergence Analysis: Define and evaluate businesses in the established industry clusters and identify the value chain of suppliers and connected organizations that contribute to the long-term vitality of the business across the urban-rural continuum.
- Partnership Synergy: Foster relations among local Workforce Development Boards, Economic Development Organizations and industries. Close collaboration would encourage skill alignment, innovations and process improvements. Adapt asset mapping to identify job centers and discern barriers that may cause hardship for job seekers, such as skills training, childcare, transportation, and public infrastructure.

The Centralina CEDS represents a commitment to a planned approach to actively shape the economic development ecosystem of the region. The deliverables in this report fit into the larger strategy and leverage existing strengths. By fostering collaboration, addressing workforce challenges, and refining industry clusters, the region will increase its ability to enhance resilience and achieve a more inclusive quality of life and *Prosperity for All*.