

SPECIAL MEETING OF THE HIGH POINT CITY COUNCIL

Monday, March 3, 2025 - 4:30 PM

Municipal Office Building

211 S. Hamilton Street

High Point, NC 27260

CALL TO ORDER, ROLL CALL

Mayor Jefferson called the Special Meeting of the High Point City Council to order at 4:30 p.m. and stated that all members were present.

Present: Mayor Cyril Jefferson, Mayor Pro Tempore Moore, At-Large, Council Member Amanda Cook, At-Large, Council Member Vickie McKiver, Ward 1, Council Member Tyrone Johnson, Ward 2, Council Member Monica Peters, Ward 3, Council Member Patrick Harman, Ward 4, Council Member Tim Andrew, Ward 5, and Council Member Michael Holmes, Ward 6.

ADOPTION OF AGENDA

A motion was made by Council Member Holmes, seconded by Council Member Andrew, to adopt the agenda as presented.

Motion Passed with the following vote:

Aye: Mayor Jefferson, Council Member Holmes, Mayor Pro Tempore Moore, Council Member Cook, Council Member McKiver, Council Member Johnson, Council Member Peters, Council Member Harman, Council Member Andrew

PRESENTATION OF ITEMS

2025-079 **Presentation of the City of High Point 2024-27 Strategic Plan**

To present the City of High Point 2024-27 Strategic Plan.

Tasha Logan Ford, City Manager, introduced Meridith Martin, Strategic Initiatives Manager.

Ms. Martin spoke on the objectives and goals gathered from the November 2024 Council Retreat discussion. She said they were focusing on context mapping; reviewing and affirming the vision, mission, and core values of the city; strategic goals and the alignment of strategic projects; and the outcomes of these goals.

She talked about the Department Leadership Engagement session in January 2025. She shared that the meeting included an overview of the strategic goals and objectives identified by the City Council at the November retreat and the key performance indicators involved with these goals. She explained they were able to work with the facilitators from the consulting company True North to build out the objectives for each

goal.

She pointed out that the presentation today was for Council to give their opinion about the plan.

She shared the six goals and their objectives, including:

- *Thriving Economy*
 - *Grow commercial and industrial tax base; develop and revitalize key urban spaces; strengthen the economy by increasing small business support; increase commercial/recreational/multi-family square footage in Catalyst area; and create diverse job opportunities*
- *Effective Communication & Engagement*
 - *Foster a vibrant and diverse community with events and festivals; increase marketing activation events; increase citizen satisfaction; reduce the vacancy rate on city boards & commissions; and increase citizen education opportunities*
- *Proactive Urban Design & Planning*
 - *Increase connectivity for the community with greenways and other options; increase completion rate and time of commercial plan reviews; evaluate transit ridership and develop a plan to increase ridership; and update development policies for the creation of mixed-use, infill development.*
- *Resilient Community*
 - *Improve community character and reduce blight; improve equitable access to essential services; improve neighborhood vitality and safety; and improve housing diversity and affordability.*
- *Effective Infrastructure & Public Utilities*
 - *Ensure safe and well-maintained roads, streets, and bridges; expand and improve sidewalk infrastructure; and ensure safe, reliable, and sustainable public utilities.*
- *High-Performing Organization*
 - *Recruit and retain high-performing employees; increase employee development opportunities; and optimize operational efficiency and fiscal responsibility*

Ms. Martin shared the plan for implementation and next steps including finalizing the key performance indicators, launching the public dashboard, and quarterly updates to Council. She explained they would be having a demo session with the technology department later this month and that the dashboard would be launching in the Fall.

A discussion ensued regarding the timeline and language used in the goals and objectives.

Mayor Jefferson thanked the staff and outside consultant for all the work put into this project.

2025-080 **Closed Session - Attorney-Client Privilege**

Council is requested to go into Closed Session pursuant to N.C.G.S. §143-318.11(a)(3) for Attorney-Client privilege.

Council Member Peters made a motion, seconded by Council Member Johnson, to go into Closed Session pursuant to N.C.G.S. §143-318.11(a)(3) for Attorney Client Privilege.

Motion Passed with the following vote:

Aye: Mayor Jefferson, Mayor Pro Tempore Moore, Council Member Cook, Council Member McKiver, Council Member Johnson, Council Member Peters, Council Member Harman, Council Member Andrew, Council Member Holmes

Closed Session began at 4:54 p.m.

Council Member Peters made a motion, seconded by Council Member Cook, to end the Closed Session and Resume Regular Session.

Motion Passed with the following vote:

Aye: Mayor Jefferson, Mayor Pro Tempore Moore, Council Member Cook, Council Member McKiver, Council Member Johnson, Council Member Peters, Council Member Harman, Council Member Andrew, Council Member Holmes

Regular Session resumed at 5:25 p.m.

ADJOURNMENT

There being no further business to come before the City Council, the meeting adjourned at 5:25 p.m.

Respectfully Submitted,

Cyril Jefferson, Mayor

Attest:

Alison Glynn, Deputy City Clerk