

**SPECIAL MEETING OF THE HIGH POINT CITY COUNCIL**  
**Monday, March 24, 2025 - 4:00 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 4:00 PM and stated the following 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 Monica Peters, Ward 3 (*arrived at 4:04 p.m.*), Council Member Patrick Harman, Ward 4, Council Member Tim Andrew, Ward 5, and Council Member Michael Holmes, Ward 6.

**Absent:** Council Member Tyrone Johnson, Ward 2

**ADOPTION OF AGENDA**

*Mayor Jefferson noted that, due to the consultant from the ETC Institute's delayed travel schedule, they would be addressing Item 2025-106 first.*

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

**Motion Passed with the following vote:**

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

**Absent:** Council Member Johnson, Council Member Peters

**PRESENTATION OF ITEMS**

2025-105     **Results of the 2024 Resident Survey**  
Representatives from the ETC Institute will present the findings of the 2024 Resident Survey.

*Meridith Martin, Strategic Initiatives Manager, introduced Jason Morado, Director of Community Research with ETC Institute, to present the November 2024 Resident Survey results.*

*Mr. Morado gave an overview of the ETC Institute and said the company specialized in conducting community surveys for local governmental organizations. He shared that the company had worked with lots of municipalities across the country, including a good number in North Carolina. He noted the purpose of the survey was to identify top priorities and determine how satisfied the citizens of High Point are with city services. He said the company compared the City of High Point results with other communities across the country. He indicated that a total of 420 households completed the survey and showed a map of the different locations.*

*He said the results of the survey showed that the City is moving in the right direction, with satisfaction ratings increasing or staying the same in 75 out of 107 areas. He noted that this result goes against what they have been seeing in other communities and that High Point was 21 percent above average in the overall quality of city services. He shared that High Point rated 39 percent above the average in customer service and that the top priorities identified in the survey were: City streets/sidewalks/Infrastructure; Economic Development; Police Services; Enforcing Codes and Ordinances; and Communication with the Public.*

*He shared the results of the overall perception of the city component of the survey and said that citizens have a generally overall positive perception of the city. He said overall satisfaction with City services was generally positive and that the interaction with City employees was positive as well. He shared a map of High Point divided by Census tracts illustrating that residents in all parts of the City were satisfied with the overall quality of City services.*

*He noted that satisfaction ratings had increased overall since 2022.*

*In response to Council Member Holmes and Mayor Jefferson, Mr. Morado said the component regarding the appearance of the city is interpreted as the physical appearance of the city.*

*Mr. Morado shared that satisfaction with city services is higher in High Point than in other communities that were surveyed, with customer service being the highest rated.*

*In response to Mayor Pro Tempore Moore, Mr. Morado said the company compared High Point with cities in the same region and that the numbers were based on an average. He said that they could compare similar-sized cities if it was the direction of the Council to do so.*

*A discussion ensued regarding the top priorities that were identified and the best practices of other cities in some of the focus areas, like infrastructure. The council agreed that the results were in good alignment with the goals of the strategic plan and the new dashboard that would be rolled out soon.*

**2025-106      Closed Session - Economic Development**

Council is requested to go into Closed Session pursuant to N.C.G.S. §143-318.11(a)(4) for Economic Development.

**Mayor Pro Tempore Moore made a motion, seconded by Council Member Holmes, to go into Closed Session pursuant to N.C.G.S. §143-318.11(a)(4) for Economic Development.**

**The motion carried with the following vote:**

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

**Absent:** Council Member Johnson

Closed Session began at 4:04 p.m.

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

**The motion carried with the following vote:**

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

**Absent:** Council Member Johnson

Regular Session resumed at 4:29 p.m.

**ADJOURNMENT**

There being no further business to come before the Special Meeting, the meeting adjourned at 5:08 p.m.

Respectfully Submitted,

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Cyril Jefferson, Mayor

Attest:

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Alison Glynn, Deputy City Clerk