

**HIGH POINT TRANSPARENCY, ENGAGEMENT, & COMMUNICATION
COMMITTEE MEETING**

Wednesday, November 12, 2025 - 9:00 AM

Municipal Office Building

211 S. Hamilton Street

High Point, NC 27260

**Transparency, Engagement, and Communications Committee - Council Member
Michael Holmes, Chair**

CALL TO ORDER

Chair Holmes called the Meeting of the High Point Transparency, Engagement, & Communication Committee to order at 9:00 a.m. and stated the following members were present:

Present: Chair Michael Holmes, Mayor Pro Tempore Britt Moore, Council Member Patrick Harman, Council Member Amanda Cook

PRESENTATION OF ITEMS

2025-459 **Presentation of the 2024-2027 Strategic Plan Update and Dashboard**

Staff will present the City of High Point 2024-2027 Strategic Plan update and the launch of the public dashboard.

Meridith Martin, Strategic Initiatives Manager, presented the item and gave an overview of the vision, mission, and core values of the City. She said that staff were working to get information about these core values out to the employees of the city and said they would continue to market those values and provide examples of how employees are demonstrating these values. She provided a timeline for the implementation of the public dashboard and an overview of each phase of the project.

In response to Mayor Pro Tempore Moore, Ms. Martin said they had performed performance measure coaching with eleven departments so far and would implement coaching with the final ten departments in January. She shared an example of a disruption with the Burton Avenue project involving private utilities and indicated she would go over it in more detail later in the presentation and that the timeline had been reestablished for future progress.

Ms. Martin provided a first quarter update highlighting the overall progress of each of the six strategic goals, including accomplishments, challenges, and upcoming priorities, and shared that it would be a high-level update with a deeper dive later through the dashboard.

Ms. Martin talked about the Thriving Economy strategic goal and shared some accomplishments, including business growth and private investment, as well as some of the challenges. In response to Chair Holmes, Ms. Martin said the impact due to

national economic issues like tariffs and inflations depended on what project. She shared that Economic Development Director, Peter Bishop, could speak more on the impact.

She spoke on the Effective Communication & Engagement strategic goal and events and engagement strategies supporting that goal. In response to Mayor Pro Tempore Moore and Chair Holmes, Jeron Hollis, Managing Director, spoke about changes to the website and communication procedures, and said they didn't have recent trafficking numbers. He said they had received 20–30 applications for the first High Point 101 cohort, and expected to garner more interest for future cohorts. He shared that the city was having final discussions with the vendor, and that he hoped to get the High Point merchandise store open soon.

Ms. Martin spoke on the Proactive Urban Design & Planning goal and talked about the Development ordinance update and the launch of the HP2045 Implementation Taskforce. In response to Chair Holmes regarding not securing Bloomberg funding for microtransit, Ms. Martin shared that she had spoken with Transportation Director, Greg Venable, who said he knew microtransit was an important priority, and shared that he was looking at other options for funding. Chair Holmes said the community members he had spoken with are extremely interested in microtransit.

She talked about the Resilient Community and Effective Infrastructure goals. In response to Mayor Pro Tempore Moore, Assistant City Manager, Damon Dequenne, explained that the congestion mitigation air quality projects were federally funded, and the process was longer due to requirements that go along with the funds. He noted that once the funds are federally approved, the projects could take 3–5 years to come to fruition. He explained that the City Council did set aside \$200,000 for additional sidewalk projects out of local funding and said that the projects would probably begin in spring 2026. In response to Chair Holmes, Mr. Dequenne explained the priority ranking process for sidewalk requests.

Ms. Martin spoke on the High-Performing Organization goal and the implementation of the Workday ERP system and upcoming Workday training, as well as employee engagement committee recommendations.

She provided a demonstration of the Strategic Plan Dashboard on the website. In response to Council Member Cook, Ms. Martin said the dashboard is updated quarterly, but bigger accomplishments will be updated as quickly as possible. She indicated there was not a last updated date included on each page, but said staff could investigate adding that in the future. In response to Mayor Pro Tempore Moore, she explained that specific departments, or multiple departments, depending on the project, were responsible for updating the dashboard. She said that her department then helped to make sure the information was cohesive and clear for the public. Chair Moore said he hoped that citizens would appreciate all the time and money that has gone into this project. Chair Holmes said he appreciated the effort to make the language clear and easy to digest. In response to Council Member Cook, Ms. Martin said staff could

look into connecting City Council actions with specific projects.

In response to Council Member Harman, Ms. Martin went over the public engagement efforts regarding the dashboard.

Chair Holmes commended staff on the rollout of the dashboard. Council Member Cook mentioned referencing the One High Point Commission and how this will be rolled out equitably across the city. Ms. Martin said staff planned to have key performance indicator metrics on the dashboard once the coaching and performance metrics were finalized.

In response to Chair Holmes, Ms. Martin said during the coaching phase, they evaluated data to determine its usefulness and that public consumption also determined which data to use. In response to Chair Holmes, Mr. Dequenne said it might make it easier to respond to public records by directing certain requests to the dashboard. He noted that some information about projects on the dashboard might prompt citizens to reach out to staff and increase personal communication with the public.

In response to Council Member Harman, Ms. Martin said they were building internal dashboards for performance metrics.

In response to Council Member Cook, Ms. Martin said there was not a feature where the public could receive notifications about specific projects, but they could talk to Invisio to see if the option was available. She said the search bar feature was a great option to find information about specific projects.

ADJOURNMENT

Chair Holmes and Mayor Pro Tempore Moore spoke about Little Sally, the new troll art installation, and how it was great for the city and promoting an inclusive environment.

Council Member Harman noted there was a neighborhood association event that evening at Oakview Recreation Center to encourage more people to participate in neighborhood associations.

There being no further business to come before the Transparency, Engagement, & Communication Committee, the meeting adjourned at 9:42 a.m.

Respectfully Submitted,

Michael Holmes, Chairman

Attest:

Alison Glynn, Deputy City Clerk