



City of High Point

Meeting Agenda

Transparency, Engagement, & Communication Committee

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Council Member Michael Holmes, Chair
Council Member Chris Williams
Council Member Dr. Patrick Harman
Council Member Britt Moore
Cyril Jefferson, Mayor (Alternate)

Wednesday, January 21, 2026

9:00 AM

Council Chambers

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

CALL TO ORDER

PRESENTATION OF ITEMS

- 2026-9 **Consideration of a License Agreement with 725 Print Lab, Inc.**
City Council is requested to consider a license agreement with 725 Print Lab, Inc., for the operation of the City's official merchandise store and authorize the appropriate City Official(s) to authorize all necessary documents.
- 2026-10 **Presentation of the 2024-2027 Strategic Plan Update**
Staff will provide a presentation on the 2024-2027 Strategic Plan update.

ADJOURNMENT

CITY OF HIGH POINT

AGENDA ITEM



TITLE: Consideration of a License Agreement with 725 Print Lab, Inc.

FROM:
Jeron Hollis
Managing Director

MEETING DATE:
January 21, 2026

PUBLIC HEARING:
No

ADVERTISED DATE/BY:
N/A

ATTACHMENTS:
1. License Agreement

PURPOSE: To approve a license agreement between the City of High Point and 725 Print Lab, Inc. for the operation of an official City merchandise store.

BACKGROUND: The City of High Point owns certain intellectual property, including trademarks, logos, and branding elements, that promote community identity and civic pride. To expand public access to branded merchandise and support community engagement, the City proposes entering into a license agreement with 725 Print Lab, Inc.

Under the agreement, 725 Print Lab, Inc. will operate an online merchandise store and approved in-person sales locations using City branding. The Licensee will be responsible for all production, sales, and operational aspects of the merchandise store, while complying with the City's brand standards and style guidelines.

The City will receive ten percent (10%) of gross merchandise sales revenue each month. The agreement is for a one-year term and includes reporting, audit, insurance, and compliance requirements to protect the City's interests.

BUDGET IMPACT: This agreement does not require City funding.

RECOMMENDED ACTION REQUESTED: City Council is requested to consider a license agreement with 725 Print Lab, Inc., for the operation of the City's official merchandise store and authorize the appropriate City Official(s) to authorize all necessary documents.

LICENSE AGREEMENT

This **LICENSE AGREEMENT** (“Agreement”) is made this day, _____ (the “Effective Date”), by and between the **CITY OF HIGH POINT**, a North Carolina municipal corporation (“Licensor”) and **725 PRINT LAB, INC**, a North Carolina corporation (“Licensee”) (Licensor and Licensee hereinafter collectively referred to as the “Parties” and individually as a “Party”).

WHEREAS, Licensor owns certain intellectual property, including but not limited to service marks, trademarks, logos, and copyrights, more particularly identified on **Exhibit A** attached hereto and incorporated herein by reference (the “Intellectual Property”) and desires to promote brand goodwill and community engagement;

WHEREAS, Licensee desires to license the Intellectual Property to create, make, market, sell, distribute, and ship, as applicable, merchandise using the Intellectual Property (the “Merchandise”) through an online merchandise store and Licensor approved in-person sales and pop-up shops (the “Merchandise Shop”) (collectively, the “Services”);

WHEREAS, Licensor desires to grant Licensee a limited, non-exclusive license to use the Intellectual Property in furtherance of the Services, and

WHEREAS, the City has determined that the Licensee is capable of providing the Services, it is in the public’s interest for the Licensee to do so, and the Services are in furtherance of a public purpose that the City is authorized by law to engage in.

NOW, THEREFORE, in consideration of their mutual benefits, covenants, and promises contained herein, the Parties hereby agree as follows:

SECTION I. SCOPE OF LICENSE

A. License. Subject to the terms and conditions of this Agreement, Licensor grants to Licensee a limited, non-exclusive license to use the Intellectual Property in furtherance of the Services. Licensee, or its agents or contractors, shall use the License in accordance with good and accepted design and print practices, including best industry standards and quality control.

B. Limited Use. Licensee shall not use the Intellectual Property in combination with other marks or any other intellectual property without the prior written consent of Licensor.

SECTION II. RESPONSIBILITIES OF LICENSEE

A. License Fee. Licensee shall pay Licensor ten percent (10%) of the gross revenue from all sales of the Merchandise Shop each calendar month. Each payment shall be due on or before the last business day of the following calendar month.

B. Brand Parameters. Licensor shall provide Licensee with written brand parameters that define permissible specifications, quality standards, design guidelines, and usage restrictions for the Intellectual Property (“**Brand Parameters**”). All Merchandise to be sold in the Merchandise Shop must conform to the Brand Parameters, except as otherwise provided herein.

Within the scope of the Brand Parameters, Licensee shall have creative freedom to develop, produce, and sell Merchandise without further consent or approval from Licensor, provided, however, that Licensor reserves the right to (1) require Licensee to submit digital or physical samples of proposed Merchandise to verify compliance with the Brand Parameters, and (2) modify the Brand Parameters upon written notice to Licensee. Licensee may only sell Merchandise inconsistent with the Brand Parameters or manipulate or customize the Intellectual Property beyond the scope permitted within the Brand Parameters with Licensor's prior written consent

C. Licensee Facilities. Licensee owns and controls its facilities, website, e-commerce platform, backend systems, and any other aspects of its operations. Licensee shall allow Licensor to inspect its facilities, finished Merchandise, packaging, and marketing materials during business hours upon reasonable notice. From time to time, Licensor may require Licensee to provide Licensor with production samples of any or all of the Merchandise.

D. Compliance with Licensor's Brand Style Guide. Licensee agrees to comply with Licensor's brand style guide attached hereto as **Exhibit B** and incorporated herein by reference, except where Licensor approves Licensee's noncompliance with the same in writing. Licensee acknowledges that Licensor may update its brand style guide and agrees to comply with any such updated brand style guide upon written notice from Licensor of the same.

E. Data Security. Licensee shall protect any personal and payment data related to the operation of the Merchandise Shop and the Services in accordance with best industry standards for similar vendors, including but not limited to compliance with the Payment Card Industry Data Security Standard. Licensee shall not store sensitive authentication data after such data has been used for its authentication purpose. Licensee shall minimize to the maximum extent possible the personally identifiable information and payment information it stores or maintains related to Licensee's provision of the Services.

F. Compliance with Law. Licensee shall comply with all federal, state, and local laws, regulations, and ordinances applicable to the Intellectual Property, Merchandise, Merchandise Shop, or the Services. Licensee shall not discriminate in any manner based on a protected class.

G. E-Verify. Licensee certifies that it currently complies with the requirements of Article 2 of Chapter 64 of the North Carolina General Statutes, and that at all times during the term of this Agreement, it will continue to comply with these requirements. Licensee also certifies that it will require that all of its subcontractors that provide any of the Services comply with the requirements of Article 2 of Chapter 64 of the North Carolina General Statutes. Violation of this section shall be deemed a material breach of this Agreement.

H. No Debarment. Licensee represents and warrants to Licensor that it is not currently (1) under sanction, exclusion, or investigation (civil or criminal by a federal or state enforcement, regulatory, administrative, or licensing agency) or otherwise ineligible for federal or state program participation, or (2) listed on North Carolina or any other state or federal debarment databases (e.g., Office of Inspector General and System for Award Management).

SECTION III. RELATIONSHIP BETWEEN THE PARTIES

A. Independent Contractor. Licensee is an independent contractor. Licensee, its employees, subcontractors, suppliers, and consultants are not, individually or collectively, to be deemed an employee or employees of Licensor under any circumstances. This Agreement shall not under any circumstances be construed to make Licensor and Licensee joint venturers, partners, or parties to similar relationships with each other.

SECTION IV. TERM AND TERMINATION

A. Term. This Agreement begins upon the Effective Date and shall continue for a period of one (1) year.

B. Termination for Convenience by Licensor. Licensor may terminate this Agreement for its convenience upon ninety (90) days' written notice to Licensee. If this Agreement is terminated for convenience by Licensor, Licensee shall be paid, or allowed to retain, such funds that reflect the portion of Services satisfactorily provided by Licensee through the date upon which written notice of Licensor's termination is sent to Licensee.

C. Termination for Default. This Agreement may be terminated upon the failure of either Party to comply with the terms of this Agreement and the defaulting Party fails to cure the default within thirty (30) days of receipt of notice from the non-defaulting Party.

SECTION V. REPORTING AND AUDITS

A. Reporting Schedule and Form. During the term of this Agreement, Licensee shall submit monthly written sales reports to Licensor showing the Merchandise sales each month and in total. All reporting shall be directed to the City Manager's Office.

B. Audit of Records. Licensee agrees to maintain all books, documents, papers, accounting records, and other evidence pertaining to the Services performed under this Agreement and to make such materials available for Licensor's audit or inspection at Licensor's office during the term and for five (5) years from the date of final payment.

SECTION VI. DISCLAIMER, INDEMNIFICATION, AND INSURANCE

A. Disclaimer of Liability. Under no circumstances will Licensor be liable to Licensee or any third party for Licensee's provision of the Services. Licensee agrees to provide the Services at Licensee's own risk and hereby releases Licensor from any and all claims for any damage or injury to persons or property to the full extent permitted by law. The provisions of this **Section VI.** shall survive the termination of this Agreement.

B. General Indemnification. To the fullest extent allowed by law, Licensee shall indemnify, hold harmless, and defend Licensor, its employees, agents, and representatives, from and against any and all claims or damages directly or indirectly arising out of or resulting from or related to Licensee's provision of the Services, including third-party claims arising out of Licensee's combination of the Intellectual Property with other intellectual property or unapproved modification of any of the Intellectual Property Licensee agrees to indemnify and save Licensor

harmless from all third-party claims (including costs and expenses of defending against such claims) arising or alleged to arise from any negligent act or omission or intentional tort of Licensee or Licensee's agents, employees, or contractors occurring during the term of this Agreement.

C. Insurance. Licensee shall keep in full force and effect during term of this Agreement, at its sole cost and expense, at least the following types and amounts of insurance coverage:

- (1) Umbrella insurance with limits of no less than one million dollars (\$1,000,000.00);
- (2) Commercial general liability with limits of no less than one million dollars (\$1,000,000.00) per occurrence and two million dollars (\$2,000,000.00) in the aggregate, including bodily injury and property damage and products and completed operations and advertising liability, which policy will include contractual liability coverage insuring the activities of Licensee under this Agreement;
- (3) Worker's compensation with limits of no less than the minimum amount required by applicable law;
- (4) Commercial automobile liability with limits of no less than one million dollars (\$1,000,000.00) combined single limit;
- (5) Cyber liability with limits of no less than one million dollars (\$1,000,000.00) per claim covering liabilities arising from data breaches, unauthorized access, network security failures, and other cyber incidents related to online sales or data handling; and
- (6) Property insurance covering all of Licensor's Merchandise, as well as any merchandise, equipment, and personal property brought onto the premises of Licensor. This Property Insurance shall cover loss or damage due to theft, fire, vandalism, weather, or other perils, whether in storage or on display. Licensor shall not be responsible for any loss or damage to Licensee's property.

All insurance policies required hereunder shall:

- (1) be issued by insurance companies reasonably acceptable to Licensor, which will include those insurance companies authorized to do business in the State of North Carolina and rated A or better by AM Best credit rating agency;
- (2) provide that such insurance companies give Licensor at least thirty (30) calendar days' prior written notice of cancellation or non-renewal of policy coverage;
- (3) waive any right of subrogation of the insurers against Licensor;

(4) provide that such insurance be primary insurance and any similar insurance in the name of and/or for the benefit of Licensor shall be excess and non-contributory; and

(5) name Licensor as additional insured.

Notwithstanding the foregoing insurance requirements, the insolvency, bankruptcy, or failure of any insurance company carrying insurance for Licensee, or the failure of any such insurance company to pay claims accruing, shall not be held to waive any of the provisions of this Agreement or relieve Licensee from any obligations under this Agreement.

D. Licensor as Additional Insured. Licensor, its employees, agents, and representatives shall be listed as an additional insured on all insurance coverages procured by Licensee pursuant to this Agreement.

E. Certificates of Insurance. Licensee shall, prior to Licensee's provision of the Services, provide properly completed certificates of insurance showing the existence and effective dates of all coverages, to be attached hereto as **Exhibit C**.

SECTION VII. MISCELLANEOUS

A. Entire Agreement, Conflicting Provisions. This Agreement, together with all exhibits and any other documents incorporated herein by reference, constitutes the sole and entire agreement of the Parties with respect to the subject matter contained herein, and supersedes all prior and contemporaneous understandings and agreements, both written and oral, with respect to such subject matter. In case of a conflict between the provisions of this Agreement and the provisions of any exhibit, attachment, or other document referenced by or incorporated into this Agreement, the provisions of this Agreement shall control and prevail.

B. Captions and Headings. The captions and headings contained in this Agreement are for convenience and reference only, and do not define, describe, extend, or limit the scope or intent of this Agreement or the scope or intent of any provision contained herein.

C. Severability. The invalidity of one or more phrases, sentences, clauses, or sections in this Agreement shall not affect the validity of the remaining portions of this Agreement, so long as the material purpose of this Agreement can be determined and effectuated.

D. No Waiver. Any failure by either Party to enforce any of the provisions of this Agreement or to require compliance with any of its terms shall in no way affect the validity of this Agreement, or any part hereof, and shall not be deemed a waiver of the right of such Party thereafter to enforce any such provision.

E. Counterparts. This Agreement may be signed in any number of counterparts, and all such counterparts together shall constitute one and the same instrument. A signed copy of this Agreement delivered by facsimile, email, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Agreement.

F. Governing Law; Jurisdiction. This Agreement and performance thereof shall be governed, interpreted, construed, and regulated by the laws of the State of North Carolina without giving effect to its principles regarding conflicts of laws. Any legal suit, action, or proceeding arising out of or related to this Agreement or the Services provided hereunder shall be instituted exclusively in the courts of North Carolina located in Guilford County, and each Party irrevocably submits to the exclusive jurisdiction of such courts in any such suit, action, or proceeding. Service of process, summons, notice, or other document by mail to such Party's address set forth herein shall be effective service of process for any suit, action, or other proceeding brought in any such court. To the extent permitted by applicable law, if any action, suit, or other legal or administrative proceeding is instituted or commenced by either Party hereto against the other Party arising out of or related to this Agreement, the prevailing Party shall be entitled to recover its reasonable attorneys' fees and court costs from the non-prevailing Party, in addition to any damages and costs otherwise awarded to the prevailing Party.

G. Successors and Assigns; Assignment. This Agreement is for the sole benefit of the Parties hereto and their respective successors and permitted assigns and nothing herein, express or implied, is intended to or shall confer upon any other person any legal or equitable right, benefit, or remedy of any nature whatsoever, under or by reason of this Agreement. Neither Party may assign, sublicense, subcontract, or transfer any interest in this Agreement without the prior written consent of the other Party. Any and all approved assignees, sublicensees, subcontractors, or transferees hereunder shall be bound to the terms hereof related to the use of the Intellectual Property.

H. Amendments and Waivers. This Agreement may be amended, modified, or supplemented only by an agreement in writing signed by each Party hereto. No waiver by either Party of any of the provisions hereof shall be effective unless explicitly set forth in writing and signed by the Party so waiving.

I. Notice. All notices required to be given hereunder shall be given in writing, certified or registered mail, or by overnight courier at the respective addresses of the Parties set forth herein or at such other address as may be designated in writing by either Party. Notice given by mail shall be deemed given three (3) days after the date of mailing thereof or the next business day if sent by overnight courier as follows:

If to Licensor:

City of High Point
Administration, Suite 320
P.O. Box 230
High Point, NC 27261

If to Licensee:

See Licensee's address for notices on the signature page hereof.

J. Representation of Authority. Any individual executing this Agreement on behalf of Licensee hereby represents and warrants that he or she is, on the date he or she signs this Agreement, is duly authorized by all necessary and appropriate action to execute this Agreement on behalf of Licensee and does so with full legal authority.

[Separate signature pages to follow.]

IN WITNESS WHEREOF, Licensor and Licensee have caused this Agreement to be executed by their duly authorized representatives.

Licensee:

725 PRINT LAB, INC

By: _____

Printed Name: _____

Title: _____

Licensee's address for notices:

Attn: _____

Licensors:

CITY OF HIGH POINT

By: _____

Tasha Logan Ford, City Manager

Preaudit Certificate

This instrument has been preaudited in the manner required by the Local Government Budget and Fiscal Control Act.

Bobby Fitzjohn, Finance Officer

Exhibit A

to License Agreement

Intellectual Property to be Licensed

[insert "h."]

Exhibit B
to License Agreement
Licensor's Brand Style Guide

See next page(s).

Exhibit C

to License Agreement

Certificate of Liability Insurance

See next page(s).

CITY OF HIGH POINT

AGENDA ITEM



TITLE: Presentation of the 2024-2027 Strategic Plan Update

FROM:
Meridith Martin
Strategic Initiatives Manager

MEETING DATE:
January 21, 2026

PUBLIC HEARING:
No

ADVERTISED DATE/BY:
N/A

ATTACHMENTS:
1. Presentation

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

BACKGROUND: True North Performance Group, LLC (TNPG) facilitated the City of High Point's FY 2024–2027 strategic planning process. As part of this effort, the consultant conducted individual interviews with the Mayor and City Council members to gain insight into their priorities and group dynamics in preparation for a two-day strategic retreat held in November 2024. TNPG led the retreat, which focused on discussion, analysis, and confirmation of the City's vision, mission, core values, and strategic goals.

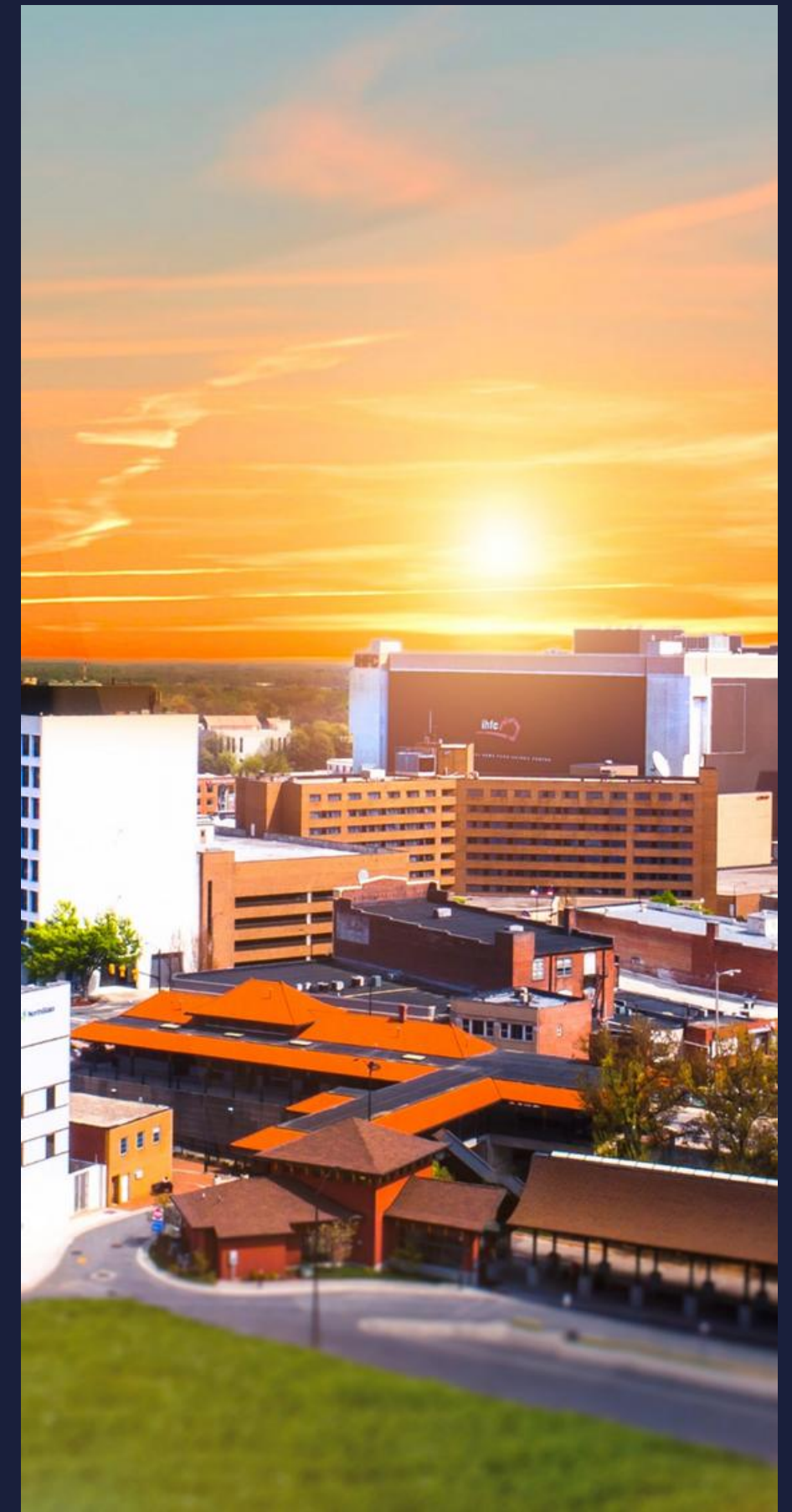
The accompanying presentation provides a progress update for the second quarter of FY 2025–26 (October–December 2025).

BUDGET IMPACT: N/A

RECOMMENDED ACTION REQUESTED: For Information Only.

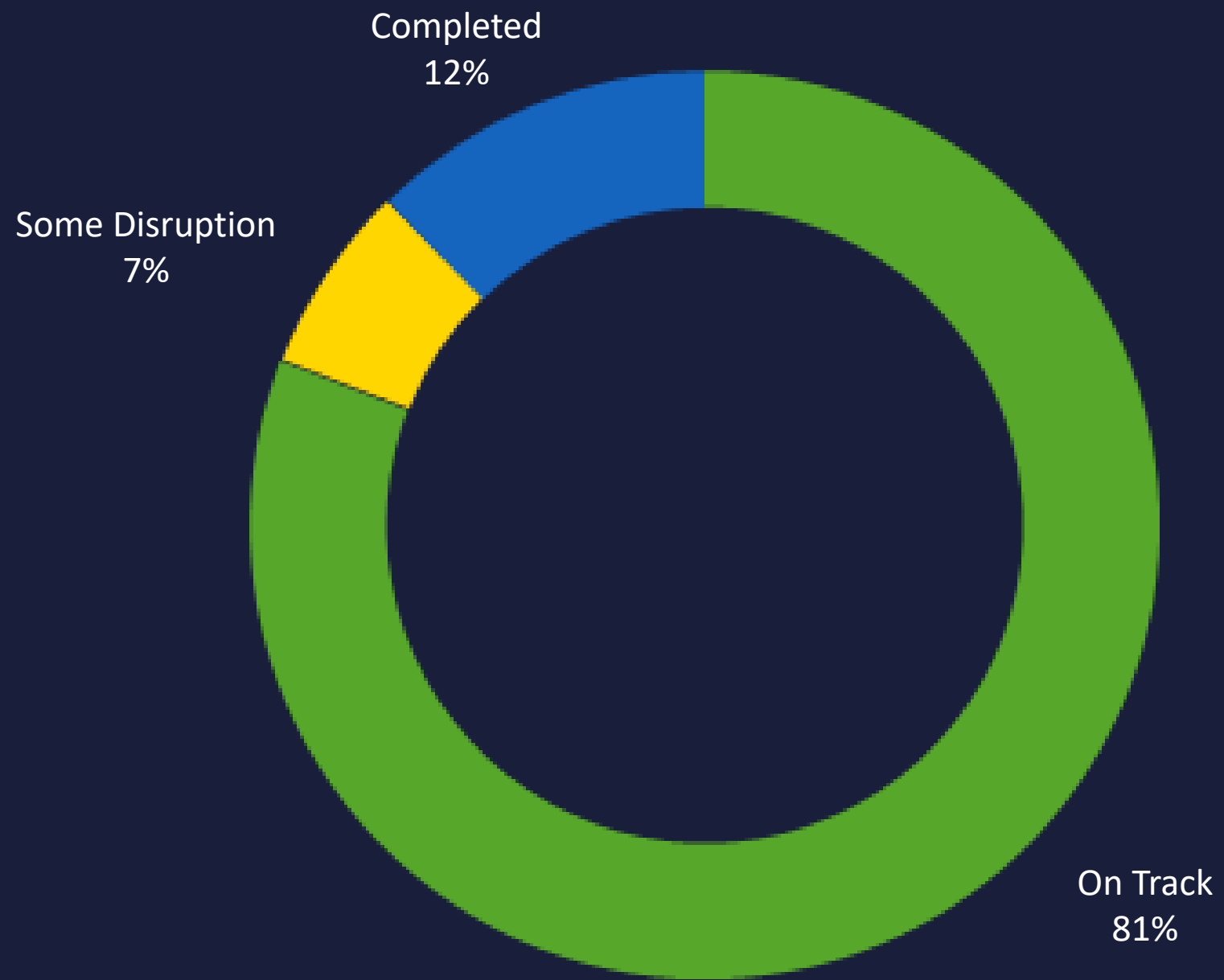
SECOND QUARTER STRATEGIC PLAN UPDATE

Meridith Martin
Strategic Initiatives Manager

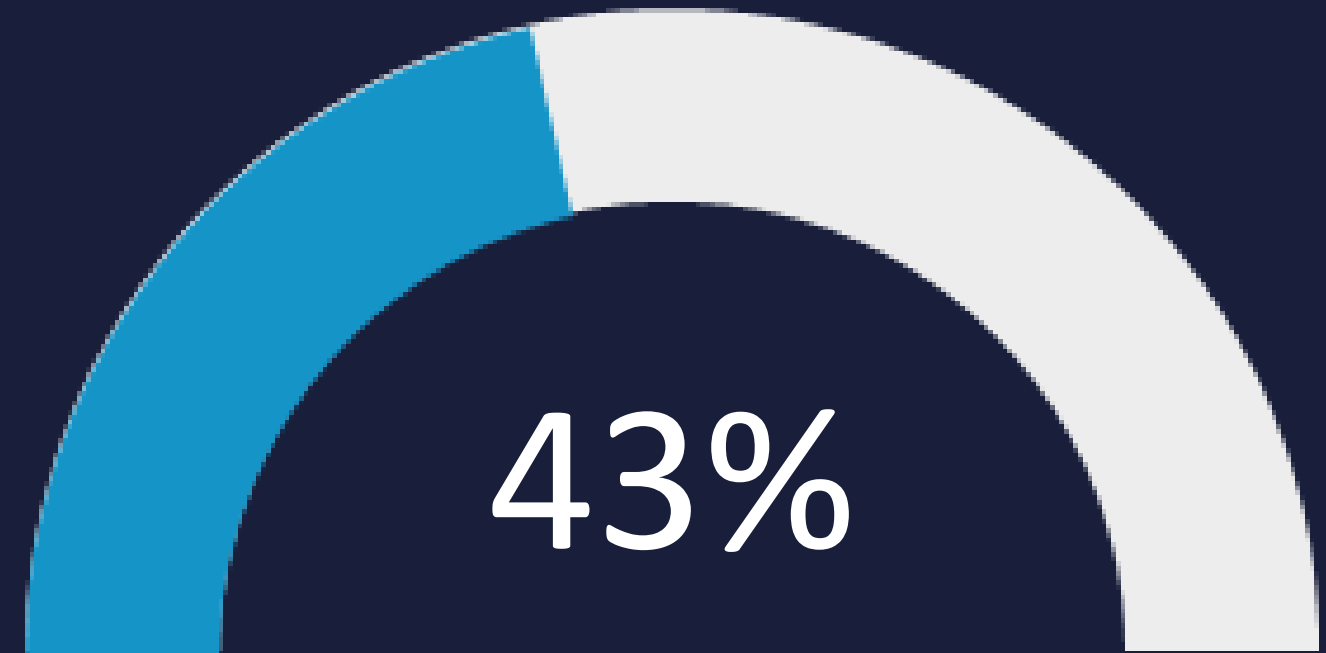


SECOND QUARTER UPDATE

Overall Status



Overall Progress



All updates are current as of the close of the second quarter of FY 2025–26 (October-December 2025)

SECOND QUARTER UPDATE



Key Accomplishments

- Catalyst Area projects momentum
- Development momentum across industrial parks
- Entrepreneurship & business outreach

Challenges

- Matching industries with available site utilities
- Coordination of projects

Upcoming Priorities

- Entrepreneur-focused facilities
- Research of investment opportunities

GOAL 1: THRIVING ECONOMY



Economic Development Annual Meeting

● SECOND QUARTER UPDATE



Key Accomplishments

- Community events & engagement
- Branding initiatives
- Transparency & information access

Challenges

- Capital funding for large-scale venues
- Staffing constraints within Communication & Public Engagement

Upcoming Priorities

- Expand multimedia efforts
- 2026 resident survey preparation

GOAL 2: EFFECTIVE COMMUNICATION & ENGAGEMENT



High Point 101

● SECOND QUARTER UPDATE

Key Accomplishments

- BUILD Grant design
- Public engagement - development ordinance
- Plan review efficiencies

Challenges

- Project partnership coordination
- Reduced NCDOT funding opportunities

Upcoming Priorities

- Transit study report
- Right-of-way acquisition

GOAL 3: PROACTIVE URBAN DESIGN & PLANNING



● SECOND QUARTER UPDATE



Key Accomplishments

- Housing fund
- Mental health initiatives
- Proactive code enforcement

Challenges

- Staffing gaps – code enforcement
- Coordination with partners

Upcoming Priorities

- Continued construction of New Center for Active Adults
- Fill vacancies

GOAL 4: RESILIENT COMMUNITY



SECOND QUARTER UPDATE



Key Accomplishments

- Automated metering infrastructure (AMI) project
- Public Services project progress
- Burton Avenue & Gallimore Dairy Road projects

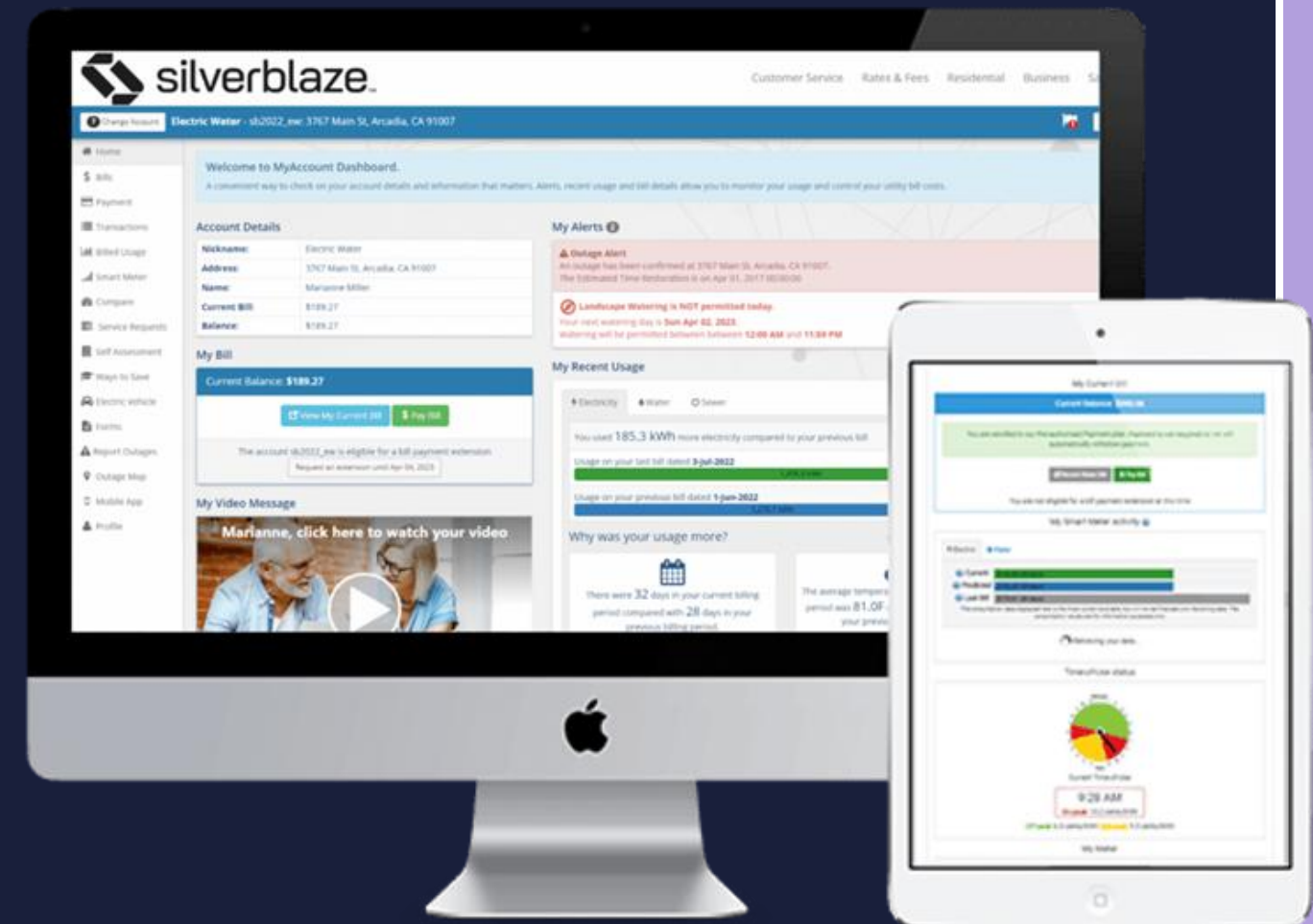
Challenges

- Cost escalation
- Short versus long-term investments

Upcoming Priorities

- Pedestrian plan
- AMI customer portal launch
- Continue design efforts

GOAL 5: EFFECTIVE INFRASTRUCTURE & PUBLIC UTILITIES



All updates are current as of the close of the second quarter of FY 2025–26 (October-December 2025)

● SECOND QUARTER UPDATE



Key Accomplishments

- Workday ERP system implementation
- Employee recognition events
- Expanded employee training

Challenges

- Statutory changes
- Workday implementation / new processes

Upcoming Priorities

- Review and finalize compensation/classification findings
- Complete the annual audit
- Employee engagement committee recommendations

GOAL 6: HIGH-PERFORMING ORGANIZATION



THANK YOU

CITY OF
high
point.