

**Land of Sky Regional Council
January 28, 2015
Regular Meeting**



Please mute all electronic devices, including cell phones, laptops, tablets, and recorders. Also, Council members are requested to state their names when making or seconding motions. Thank you!

AGENDA

- I. Call to Order**
- II. Invocation**
- III. Pledge of Allegiance**
- IV. Roll Call**
- V. Modification and Approval of Agenda**
- VI. Public Comment**
- VII. Recognition of Special Guests**
- VIII. Chairman's Comments and Roundtable**
 - A. Nomination Committee
- IX. Approval of Minutes from the December Regular Meeting**
- X. Consideration and Approval of Consent Agenda Items**
 - A. December FY2015 Treasurer's Report
 - B. Performance Audit Recommendations Update
 - C. FY2015 Budget Amendment # 2
 - D. NC Department of Transportation 5310 Grant - Enhanced Mobility of Seniors & Individuals with Disabilities Program
- XI. Presentations/Recognition**
- XII. Old Business**
 - A. CEDS Committee Update Request
- XIII. New Business**
 - A. 2015 Council Meeting Schedule and Holiday Closings
 - B. Strategic Planning Process
 - C. Transportation Demand Management Program Grant
- XIV. Executive Director's Report**
 - A. 2014 CDBG Infrastructure Awards
 - B. Annual Dinner
 - C. Retreat Facilitation
 - D. Executive Director's Performance Evaluation
 - E. Executive Director's Job Description
 - F. Appalachian Regional Commission 2016 Grant Programs

Land of Sky Regional Council
January 28, 2015
Regular Meeting



AGENDA - CON'T

- XV. Important Dates
- XVI. Adjournment



COUNCIL AGENDA ITEM

Subject: December Council Meeting Minutes

Item Number: IX. Approval of Minutes from the December Regular Meeting

Responsible Party: Zia Rifkin, Administrative Services

Attachment(s): Minutes from the meeting of December 3, 2014

Background: Attached is the December 2014 Council meeting minutes.

Staff Recommendation: Recommend acceptance of the December meeting minutes.

Suggested Motion(s): Move to approve the December meeting minutes.

**Meeting of
Land of Sky Regional Council
December 3, 2014**

Minutes

- I. Call to Order - George Goosmann called the meeting to order at 1pm.
- II. Invocation - Gene Knoefel gave the invocation.
- III. Pledge of Allegiance -
- IV. Roll Call - Mr. Goosmann called the roll. The following members were present: Denise Braine, Glen Englam, Gwen Wisler, George Goosmann, Jonathan Kanipe, Larry Harris, Anne Coletta, Bob Davy, Barbara Volk, Gene Knoefel, Charles Dickens, Brenda Mills, John Mitchell, Mark Burrows, and George Morosani. The following guests were present: April Riddle (Governor's Western Region Representative) and Robin Ramsey (Senator Hagan's Western Region Representative). Mr. Goosmann announced that a quorum was present.
- V. Modification and Approval of Agenda - George Morosani made a motion to modify and approve the agenda in order to move Item B. from the Consent Agenda to New Business (as item A.); and to add Item B (for NC Department of Transportation-Supplemental Funding) under New Business and to provide authorization for the new Finance Director to be the signatory on the bank accounts (as part of the Executive Director's Report). Brenda Mills seconded the motion which was approved without further discussion.
- VI. Public Comment -
- VII. Recognition of Special Guests - Mr. Goosmann recognized Ms. April Riddle and Ms. Robin Ramsey.
- VIII. Chairman's Comments and Roundtable -
Larry Harris - Shared that the Town of Black Mountain gratefully received an STP grant for the design of the next phase of the greenway. Gene Knoefel - Shared that Weaverville will have its Christmas Parade and candlelight stroll the weekend after next. John Mitchell - Shared that Henderson County welcomed a new commissioner - Bill Lapsley; additionally, Tommy Thompson was elected as Commission Chair and Charlie Messer was elected as Vice Chair; he also shared that the big news from the November 19th Commission meeting was the donation of land by the Carolina Mountain Land Conservancy (CMLC) for the purpose of developing a new river access park. The park will be designed and constructed by the NC Wildlife Resources Commission. Denise Braine - reported that the Buncombe County Board of Commissioners has agreed to designate newly elected Commissioner, Miranda DeBruhl, as its LOSRC delegate. April Riddle - shared that the Governor's Western Residence will be hosting an open house for Christmas this coming Saturday and Sunday to view the holiday decorations. Robin Ramsey - shared further information on the upcoming open house at the Governor's Western Residence: the decorations are stunning and the swags and wreaths are living evergreens. The event is free and open to the public 12 to 6pm Saturday and Sunday. Signage directs the public to the Western Residence on Patton Mountain Road. Barbara Volk - shared that Hendersonville had its tree lighting last Friday and this Friday is the "Old Fashioned" Christmas and stores will be open and there will be carolers. Saturday morning is the Christmas Parade and then the following weekend on Sunday is the Historic Preservation Commission's tour of six bed and breakfast establishments to see their decorations - information is available on the Historic Preservation's website. Charles Dickens - shared that the next Aging Advisory Council meeting will be held in Black Mountain at the Lakeview Senior Center on Thursday, January 8th. All were invited to attend. Jonathan Kanipe - shared that Biltmore Forest had a relatively new event this year by a new committee that was involved in lighting up the Town Hall and Library.

IX. Approval of Minutes from the October Regular Meeting - October Council meeting minutes were made available at the meeting. Mark Burrows made a motion to approve the minutes as submitted and Bob Davy seconded the motion. The motion was carried unanimously and without further discussion.

X. Consideration and Approval of Consent Agenda Items - Including Item - A. October FY2015 Treasurer's Report. George Morosani made a motion to accept the Consent Agenda item. Brenda Mills seconded the motion which was approved without further discussion.

XI. Presentations/Recognition

A. Wellness Program - Danna Stansbury shared that LOSRC has had a wellness committee for years. That committee has grant funds available through the NC League of Municipalities and uses those funds for wellness activities. She reported to Council that starting in 2015, a 10% fee will be added to individual insurance premiums if staff have not met their wellness requirements. Ms. Stansbury shared that the mission of the Wellness Advisory Committee's has been re-stated to focus on improving employees' health along with driving down healthcare costs. The cost of healthcare benefits have gone up 9% for the current fiscal year. For every dollar that LOSRC spends on its wellness program there is \$3-\$5 return on investment. By participating in the Wellness Initiative, staff are provided with an opportunity to receive a pretty intense report on their health. Ms. Stansbury shared that these assessments brought out some health concerns that Justin was experiencing and he shared that he is now on his way to being a healthy LOSRC staff member. Mr. Hembree shared that this is a great way to educate employees about the benefits of becoming/staying healthy in order to have staff at their peak and to save on healthcare expense. Ms. Stansbury shared the desire to have the wellness program be a top notch program which really benefits staff. The "Hold Your Own Weight Loss Challenge" which began before Thanksgiving and concludes after the New Year was mentioned and it was shared that the winner of that competition will get a day off of work. Additionally, staff that hold their weight or lose weight over the holidays will get a 100% return on their investment of \$10.

B. Introduction to Administrative Support Staff - Mr. Goosmann introduced the next presentation by sharing that LOSRC would begin presenting department staff to Council to allow the opportunity to get to know what staff do for the agency. Ms. Stansbury introduced the Administrative Support Staff : Bonnie Smith-Receptionist, Christina Giles-Webmaster, Special Projects for LOSRC departments, IT support, etc. and Zia Rifkin-Administrative Services for LOSRC Administration and Workforce Development. Administrative Support staff greeted Council and briefly shared some of their job responsibilities.

XII. Old Business -

XIII. New Business -

A. CEDS Committee Update Request - Mr. Hembree shared with Council that a new CEDS committee needs to be established. He stated that this item would be placed back on Council's agenda for the January meeting and no action would be taken today. New members will be sought for the CEDS committee with nominations coming from local government and the private sector.

Mr. Hembree shared that the CEDS is a three-year Comprehensive Economic Development Strategy that enables our region to identify priority areas for economic and community development initiatives. The CEDS is used by local governments, economic development entities, and partners to leverage strategic investments for our economy and communities.

Mr. Hembree informed Council that the Strategy Committee should be nominated and approved by the LOSRC Board prior to every three-year update to reflect Board composition and our communities. The Strategy Committee will assist staff to guide the process and fully participate in the update. The intention is to really get this committee engaged in the economic development process.

B. NC Department of Transportation: Supplemental Funds for Locally Administered Project Agreement - Mr. Hembree shared that every year LOSRC receives funds from DOT through what is called the Congestion Mitigation and Air Quality Program. These funds are spent and administered through the Clean Cities Programs and the work that Bill Eaker does with that program. Additional funds in the amount of \$30,000 have become available. Council approved the original grant and today approval was being requested to accept these supplemental funds. Monies are multi-regional and include Swain and Haywood counties along with the LOSRC region.

Gene Knoefel made a motion to approve the acceptance of the \$30,000 in supplemental funding through the Congestion Mitigation and Air Quality Program. George Morosani seconded the motion which was approved upon a vote. Discussion occurred regarding the purpose of the funds and it was shared that those would be used as previously approved by Council.

XIV. Executive Director's Report -

A. Finance Director Search Update - Mr. Hembree introduced the new Finance Director, Vickie Thomas to Council. He shared that Ms. Thomas has a wonderful background and that the agency is delighted to have her on-board. LOSRC contracted with Steve Straus and his team at Developmental Associates to conduct the search process in order to fill the finance position. Mr. Hembree thanked the Council members and members of local government who participated on the search committee and the assessment process. He shared that the array of assessors with local government backgrounds were invaluable in conducting the assessments that narrowed down the search until Ms. Thomas was identified as the outstanding candidate for the position.

Ms. Thomas shared that she was very proud to have gone through the process and was happy to be with LOSRC.

Mr. Goosmann stated that it was necessary to approve authorization for Ms. Thomas to be the signatory for the bank accounts. Bob Davy made a motion to approve Ms. Thomas as the LOSRC signatory for the bank accounts. Mark Burrows seconded the motion which was approved upon a vote.

Mr. Hembree clarified that the bank accounts with TD Bank and also the account with the Capital Management Trust Fund were the accounts that Ms. Thomas was being approved as the signatory for.

B. Performance Audit Update - Mr. Hembree reported that plans are moving forward with the implementation of recommendations from the performance audit and that more information would be provided at Council's January meeting. He shared also that Ms. Thomas would be reviewing the Finance Department's recommendations on the matrix.

C. Holiday Closings - Mr. Goosmann shared that LOSRC would be closed December 24, 25, and 26 for the Christmas Holiday and on January 1st for New Year.

XV. Important Dates - Mr. Goosmann announced that the next Council meeting would be on Wednesday, January 28th at 1pm.

XVI. Adjournment - With no further business before Council, Mr. Goosmann adjourned the meeting.



COUNCIL AGENDA ITEM

- Subject:** November & December FY2015 Treasurer's Reports
- Item Number:** X. Consent Agenda, Item A
- Responsible Party:** Vickie Thomas, Finance Director
- Attachment(s):** November & December FY2015 Reports (Spreadsheets)
- Background:** Attached is the November and December FY2015 Treasurer's Reports. The reports outline year-to-date revenues and expenditures. Also included is cash balance informaton, fund balance reporting, and member dues information.
- Staff Recommendation:** Recommend acceptance of November & December FY2015 Treasurer's Reports.
- Suggested Motion(s):** The Treasurer's Reports, if not pulled, will be accepted as part of the motion to approve the Consent Agenda.

Treasurer's Report, November 2014

YTD Report of Receipts & Expenditures	Amount	% of Budget
Total Annual Budget	12,141,525	
Year-to-Date Revenues	3,655,606.51	30.11%
Year-to-Date Expenditures	<u>(3,518,741.54)</u>	28.98%
Grant/Contract Cash Balance	<u>136,864.97</u>	
Year-to-Date Target Percent		41.67%

Cash Balance Report

Total Cash Balance at 11/01/14	904,097.21
Cash Received during October	702,031.24
Cash Expenditures for October	<u>(830,794.16)</u>
Total Cash Balance at 11/30/14	<u>775,334.29</u>

Fund Balance Report unaudited @ 6/30/14

Unassigned	164,200.95
Stabilization by State Statute	<u>617,348.00</u>
Total Fund Balance	<u>781,548.95</u>

Assessments (Dues) Report

YTD Billed to Member Governments, 2nd quarter	109,145.00
Collected to Date	<u>(109,145.00)</u>
Balance Due	<u>0.00</u>

Treasurer's Report, December 2014

YTD Report of Receipts & Expenditures	Amount	% of Budget
Total Annual Budget	12,141,525	
Year-to-Date Revenues	4,641,496.48	38.23%
Year-to-Date Expenditures	<u>(4,325,100.40)</u>	35.62%
Grant/Contract Cash Balance	<u><u>316,396.08</u></u>	
Year-to-Date Target Percent		50.00%

Cash Balance Report

Total Cash Balance at 12/01/14	775,334.29
Cash Received during October	1,044,826.98
Cash Expenditures for October	<u>(843,391.81)</u>
Total Cash Balance at 12/31/14	<u><u>976,769.46</u></u>

**Fund Balance Report
unaudited @ 6/30/14**

Unassigned	164,200.95
Stabilization by State Statute	<u>617,348.00</u>
Total Fund Balance	<u><u>781,548.95</u></u>

Assessments (Dues) Report

YTD Billed to Member Governments, 2nd quarter	109,145.00
Collected to Date	<u>(109,145.00)</u>
Balance Due	<u><u>0.00</u></u>



COUNCIL AGENDA ITEM

Subject: Performance Audit Recommendations Update

Item Number: X. Consent Agenda; Item B.

Responsible Party: Justin Hembree, Executive Director

Attachment(s): Implementation Matrix

Background: Attached is an update reflecting implementation progress for actions recommended as part of the Organizational Performance Audit. No action is required or requested.

Staff Recommendation: N/A

Suggested Motion(s): N/A

**Land of Sky Regional Council
Performance Audit Recommendations
-Implementation Guide-**

Board-Driven Items

<u>Recommendation</u>	<u>Responsible Party</u>	<u>Target Completion Date</u>	<u>Notes</u>
2-1	Hembree	June 30, 2015	EDA will be rolling out new bylaws requirements within the next two to three months.
2-2	Hembree	January 1, 2015	Draft job description to be presented to Executive Committee at January meeting.
2-3	Hembree	January 1, 2015	Draft performance audit form and process to be presented to Executive Committee at January meeting.
2-8	Hembree	January 1, 2016	Significant input from the Executive Committee and other key stakeholders will be required.
4-5	Hembree	July 1, 2015	Budget dependent.

Staff-Driven Items

<u>Recommendation</u>	<u>Responsible Party</u>	<u>Target Completion Date</u>	<u>Notes</u>
2-4	Stansbury	June 30, 2015	In process
			Budget dependent. AAA/VOL: Two lead positions (Ombudsman and Volunteer) have been created and assigned to staff.
2-5	Anderson/Tucker	June 30, 2015	In process
2-6	Stansbury	June 30, 2015	In process
2-7	Stansbury	June 30, 2015	Will complete as soon as final is approved
2-9	Stansbury	Ongoing	Budget dependent (and not needed at this current time)
3-1	Finance Director	January 1, 2016	
3-2	Finance Director	January 1, 2016	
3-3	Finance Director	June 30, 2015; Annually	
3-4	Hembree	December 1, 2015	

3-6	Purchase the MIP Abila Human Resources and Employee Web Services Modules and fully implement these systems by the end of FY 2015.	Finance Director	June 30, 2015	Budget dependent.
3-7	Create a comprehensive Procurement Policy and Guide that provides users extensive direction on what is legally required, as well as providing resources to assist them in navigating the processes.	Finance Director	January 1, 2016	
3-8	Create a form for purchasers to use during the vendor selection process that outlines the steps required for compliance with state and local guidelines, and allows space for the purchaser to provide information on their efforts to comply.	Finance Director	January 1, 2016	
3-9	Immediately purchase MIP Abilia Requisition and Purchase Order Modules and implement both by end of Fiscal Year 2014-15.	Finance Director	June 30, 2015	Budget dependent.
3-10	Review the Pending Purchase Order file at least once per month to ensure that any aging orders are investigated and paid promptly.	Finance Director	October 1, 2014; Monthly	In process.
3-11	Regularly conduct an analysis of the potential earnings possible through the North Carolina Capital Management Trust versus the Earnings Credit Rate of 50 basis points paid by TD Bank, and invest money in the account with the highest net earnings potential.	Finance Director	February 1, 2015; Bi-Monthly	
3-12	Immediately establish in the accounting process whereby transactions in the MERP account are recorded and routinely appear in the MIP Abilia Accounting System.	Finance Director	February 1, 2015	
3-13	Establish a published schedule showing the grants, grant sources, and the timing and actual dates when progress reports and claims for reimbursement or cash advances are due and when revenues are anticipated.	Finance Director	March 1, 2015	
3-14	Implement a risk management program.	Finance Director	June 30, 2015	

		Stansbury	June 30, 2015	Will begin developing committee in January 2015
3-15	Create a Safety Committee to regularly walk the facility looking for safety risks, and periodically meet with staff to address safety-related behaviors and best practices.	Stansbury		
3-16	Create and implement an asset disposal policy and a procedure identifying any fixed assets requiring special handling at the time of disposal.	Finance Director	June 30, 2015	
3-17	Establish a LOSRC policy of periodically rebidding/rotating audit firms every five to seven years.	Finance Director	June 30, 2015	
4-1	Create the position of Director of Administration.	Hembree	June 30, 2015	Relates to recommendation 2-4. Budget dependent.
4-2	Develop a more robust comprehensive human resources employee database.	Stansbury	June 30, 2015	
4-3	Transition human resources records and data into a human resources information system (HRIS).	Stansbury	June 30, 2015	Budget dependent.
4-4	Improve presentation of the current LOSRC pay plan and post the pay plan online.	Stansbury	June 30, 2015	Will work with FO on presentation when she has had time to be oriented with pay plan
4-6	Conduct a market salary survey for sampling LOSRC classifications every two years and a comprehensive classification and compensation study every five years.	Stansbury	June 30, 2015; Ongoing	Budget dependent.
4-7	Add scoring guidelines, an employee self-assessment, and a review and sign-off of employee's classification description to the draft performance evaluation system.	Stansbury	June 30, 2015	
4-8	Add FLSA status, pay grade, and date of last update to LOSRC classification descriptions, and post all classification descriptions on the public LOSRC website.	Stansbury	June 30, 2015	
4-9	Provide human resources management training to the manager of human resources.	Hembree	June 30, 2015	Budget dependent.
4-10	Revise the LOSRC Employee Handbook by Summer 2014 so that it contains updated, accurate, and detailed information on LOSRC policies and procedures.	Stansbury	June 30, 2015	Employee Handbook is being combined with Operations and Administration into one Policies

5-1	Conduct an in-depth feasibility study to determine the impact of integrating GIS into the cloud.	Anderson	June 30, 2015
5-2	Provide training on basic IT troubleshooting to all LOSRC staff.	Stansbury	June 30, 2015; Annually
5-3	Cross-train a minimum of one staff member per department on information technology support.	Stansbury	June 30, 2015
5-4	Reposition the GIS server so that it is not located directly beneath the mini-split air conditioning system.	Anderson	March 1, 2015 Complete
5-5	Post contact information for at least one HVAC service provider in the server room.	Stansbury	March 1, 2015 Complete
5-6	Eliminate two of the three LOSRC Facebook pages.	Stansbury	March 1, 2015
5-7	Update LOSRC capital assets lists to reflect the removal of computers from the inventory.	Finance Director	March 1, 2015
5-8	Add an item to the employee checkout form for removing the user's account from LOSRC systems.	Stansbury	March 1, 2015 Complete



COUNCIL AGENDA ITEM

Subject: FY2015 Budget Amendment #2

Item Number: X. Consent Agenda; Item C.

Responsible Party: Vickie Thomas, Finance Director

Attachment(s): FY2015 Budget

Background: This budget amendment reflects new contracts and awards, deletions for grants and awards not received, and adjustments to contracts or grants that cross FY2014 and FY2015 based on what was actually expended in FY2014. The amendment also includes an appropriation from Fund Balance for costs associated with Developmental Associates, an increase in the audit contract amount, and various professional dues. Fund Balance Available for Appropriation is approximately \$200,000. The total FY2015 Budget, including this amendment, is \$12,516,036.

			<u>Amount</u>		
		<u>Source</u>	<u>per</u> <u>Source</u>	<u>Total per</u> <u>Grant</u>	
	<u>General Fund</u>			<u>Notes</u>	
410GN	Local	Appropriated Fund Balance		26,745	Dues & Prof Fees
	Total General Fund			26,745	
	<u>Special Revenue Fund</u>				
459	Black Mountain Stormwater Inventory	Loc/Priv		21,960	New contract
211	WIA-Special Activities	Federal		(19,000)	Funds not received
238	WIA OJT - 10/08/14-5/31/15	Federal		50,000	New funds
239	WIA IWP - 12/17/14-3/31/16	Federal		10,250	New funds
520	Aging - Services	State		20,003	Increase in state funds
521	Aging-Sr Center GP & OR	In-kind		12,978	Adding in-kind funds
605	NC SustainableEnergy Assoc (DOE) TA	Federal		(8,000)	Funds not received
953	French Broad MPO, Special Studies	Federal	207,660		Carryover
		In-kind	51,915	259,575	Carryover
	Total Special Revenue			347,766	
	Total Budget Amendment #2			374,511	

Staff Recommendation: Approval

Suggested Motion(s): The FY2015 Budget Amendment #2, if not pulled, will be accepted as part of the motion to approve the Consent Agenda.



COUNCIL AGENDA ITEM FORM

Subject: NC Department of Transportation 5310 Grant – Enhanced Mobility of Seniors and Individuals with Disabilities Program

Item Number: X. Consent Agenda; Item D.

Responsible Party: Vicki Jennings, Senior Companion Program Manager

Attachment(s): NCDOT Pre-Award Letter

Background: The NC Department of Transportation 5310 grant program disperses funds to improve mobility and transportation for seniors in rural areas. The Federal Transit Authority provides financial assistance to organizations for transportation services designed to meet the special needs of seniors and those with disabilities.

The Senior Companion Program currently provides transportation services in the four county region using volunteers, who receive a small stipend and a flat transportation reimbursement rate. However, the need for rural transportation is great, and these funds will ensure volunteers can be reimbursed for costs associated with assisting seniors in rural areas.

These funds will provide alternatives to public transportation in the rural areas of Madison and Transylvania counties in the amount of \$50,000. The Senior Companion Program will administer these funds. Signatures for this grant should be the Chair and/or Executive Director.

Staff Recommendation: Approval of authorization for Chairman and/or Executive Director to execute grant documents.

Suggested Motion(s): The NC Dept. of Transportation 5310 grant funds for the Senior Companion Program, if not pulled, will be accepted as part of the motion to approve the Consent Agenda.



STATE OF NORTH CAROLINA

DEPARTMENT OF TRANSPORTATION

PAT McCRORY

GOVERNOR

ANTHONY J. TATA

SECRETARY

January 21, 2015

Land of Sky Regional COG #254
Attention: Vicki Jennings
339 New Leicester Hwy, Ste
Asheville, NC 28806-2046
828-251-6622
vicki@landofsky.org

Ms. Vicki Jennings,

Your Transit system has been identified as a new subrecipient for grant funds from NCDOT and/or FTA for Public Transportation Services in the State Fiscal Year 2016.

State and Federal regulations require new grant recipients receive a Pre-Award Audit or complete a Pre-Award Questionnaire. The pre-award process allows the NCDOT Public Transportation Division to evaluate the entity's ability to manage the FTA funds in accordance with the grant application, the grant agreement; the FTA approved State Management Plan, and all applicable laws and regulations using sound management practices.

The attached Pre-Award Questionnaire must be completed and returned to the NCDOT Public Transportation Division with your most recent Financial Statements prior to the release of any funding. Please return the requested items no later than February 27, 2015.

Please contact me, Tammy Montanez at 919-707-4687, or your Mobility Specialist if you have any questions.

Thank you,

Tammy Montanez
Interim Asst. Finance Director

MAILING ADDRESS:
NC DEPARTMENT OF TRANSPORTATION
PUBLIC TRANSPORTATION DIVISION
1550 MAIL SERVICE CENTER
RALEIGH, NC 27699-1550

TELEPHONE: 919-707-4670
FAX: 919-733-1391
WWW.NCDOT.GOV/NCTRANSIT

LOCATION:
TRANSPORTATION BUILDING
1 SOUTH WILMINGTON STREET
RALEIGH, NC



COUNCIL AGENDA ITEM

Subject: CEDS Strategy Committee

Item Number: XII.Old Business; Item A.

Responsible Party: Erica Anderson

Attachment(s): 2009 CEDS Strategy Committee table below

Background: The CEDS is a three-year Comprehensive Economic Development Strategy that enables our region to identify priority areas for economic and community development initiatives. The CEDS is used by local governments, economic development entities, and partners to leverage strategic investments for our economy and communities.

The Strategy Committee should be nominated and approved by the LOSRC Board prior to every three-year update to reflect Board composition and our communities. The Strategy Committee will assist Staff to guide the process and fully participate in the update. The CEDS will be updated again beginning in 2015.

Staff Recommendation: Approval

Suggested Motion(s): Approval of the newly nominated CEDS Strategy Committee



COUNCIL AGENDA ITEM

- Subject:** 2015 Council Meeting Schedule & Holiday Closings
- Item Number:** New Business; Item A.
- Responsible Party:** Zia Rifkin, Administrative Services
- Attachment(s):** 2015 Schedule of Council Meetings & 2015 Holiday Closings Schedule
- Background:**
- Staff Recommendation:** Acceptance of 2015 Council Meeting Schedule and Holiday Closings. Please note that the meetings in March and October have been set for the third Wednesdays of those months due to scheduling conflicts.
- Suggested Motion(s):** "Move to approve the 2015 Council Meeting Schedule and Holiday Closings."

339 New Leicester Hwy., Suite 140
Asheville, NC 28806

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**Land of Sky Regional Council will hold its regular business meetings beginning at 1:00pm
on the following dates:**

January 28th, 2015

February 25th, 2015

March 18th, 2015

April 22nd, 2015

May 27th, 2015

June 24th, 2015

No Meeting in July

August 26th, 2015

September 23rd, 2015

October 21st, 2015

No Meeting in November

December 2nd, 2015

**Unless otherwise specified, all meetings are to be held at
Land of Sky Regional Council's office**

LAND OF SKY REGIONAL COUNCIL

PROPOSED HOLIDAY/OFFICE CLOSINGS FOR 2015

New Year's Day	Thursday, January 1, 2015
Dr. Martin Luther King Jr.'s Birthday	Monday, January 19, 2015
Easter - Good Friday	Friday, April 3, 2015
Memorial Day	Monday, May 25, 2015
Independence Day	Friday, July 3, 2015
Labor Day	Monday, September 7, 2015
Veteran's Day	Wednesday, November 11, 2015
Thanksgiving	Thursday/Friday, November 26 & 27, 2015
Christmas	Thursday/Friday, December 24 & 25, 2015

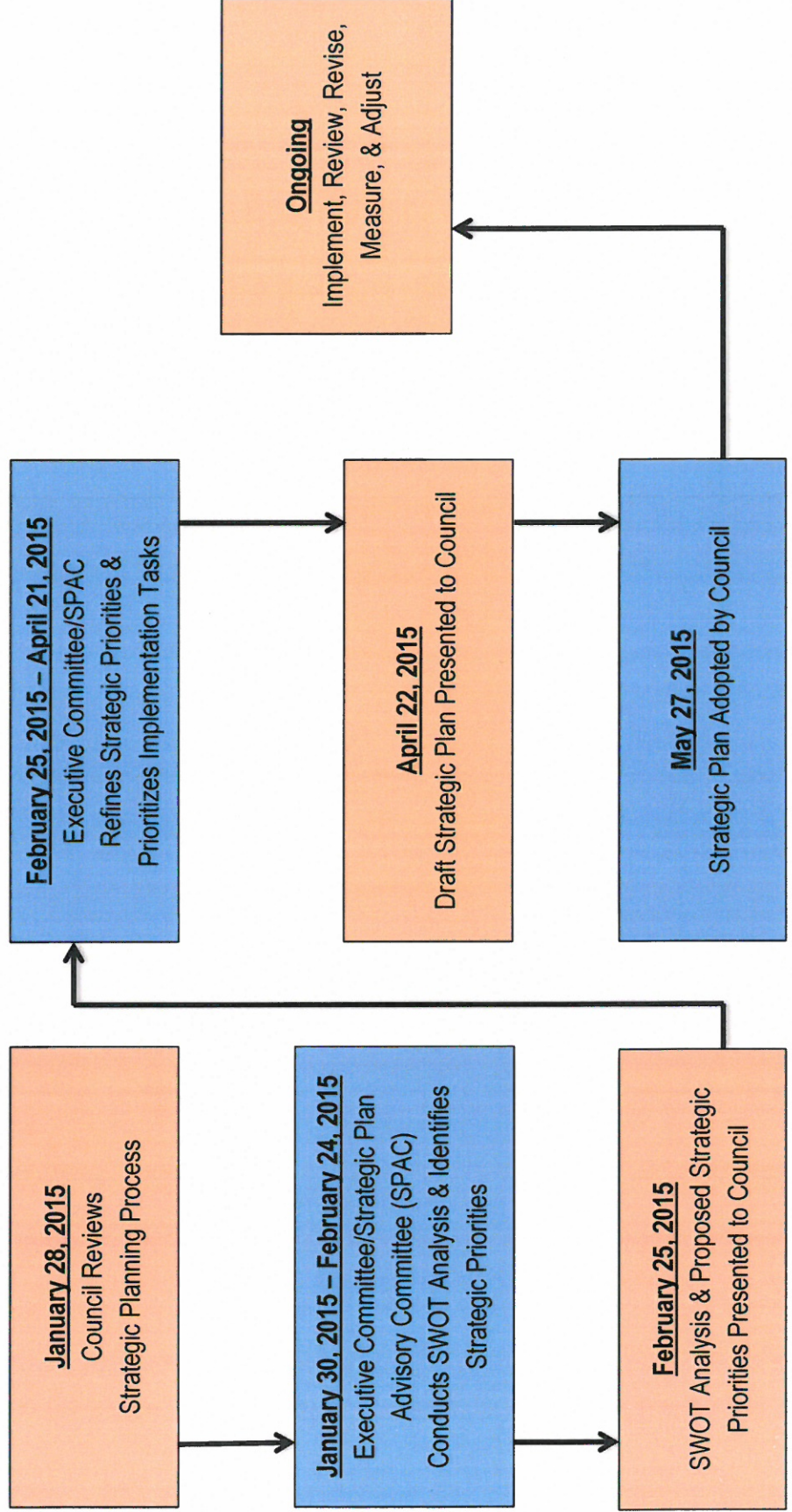


COUNCIL AGENDA ITEM

- Subject:** Strategic Planning Process
- Item Number:** XIII. New Business; Item B.
- Responsible Party:** Justin Hembree, Executive Director
- Attachment(s):** Strategic Planning Process Flow Chart
- Background:** The Organizational Performance Audit recommends that Land of Sky Regional Council develop a strategic plan. A flow of a proposed strategic planning process is attached. It is recommended that Executive Committee members serve as the core members of the Strategic Planning Advisory Committee. Other Council members are certainly welcome and volunteers will be requested during the January 28 Council meeting. Staff requests that the Executive Committee (and any other members of the Strategic Planning Advisory Committee) join staff on the afternoon of Thursday, January 29 for a "retreat" to conduct an organizational SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis. It is anticipated a draft Strategic Plan will be presented to the full Council in April with approval in May. This will certainly help us with our work plan for the 2015/16 Fiscal Year.
- Staff Recommendation:** Approval of the proposed strategic planning process.
- Suggested Motion(s):** "Move to approve the strategic planning process as presented."



STRATEGIC PLANNING PROCESS





COUNCIL AGENDA ITEM

Subject: Transportation Demand Management Program Grant

Item Number: XIII. New Business; Item C.

Responsible Party: Erica Anderson

Attachment(s): NC Department of Transportation TDM Resolution
TDM Program Overview & Map
TDM Program Manager Job Description

Background: In Western North Carolina, the economic necessity and long-distance nature of the commutes has led to a demand for transportation connections across county lines from citizens, local governments, and employers. Travel through the Region can be cumbersome since it is not easy to get directly from one point to another due to geographic and topographic features that constrain the placement of transportation infrastructure.

In 2013, the FBRMPO completed the TDM Study that recommended establishing a Regional Mobility Manager position to help connect rural workforce with job centers and bridge transportation among existing providers.

LOSRC is proposing to create a part-time (50%) position to re-establish and manage the Region's TDM program at a cost of \$75,000. This results in a request of \$37,500 from the NCDOT TDM Program with \$37,500 from local matching funds (MPO – STPDA allocation).

Staff Recommendation: Approval

Suggested Motion(s): Move to approve the NC Dept. of Transportation Resolution



COUNCIL AGENDA ITEM

Subject: Transportation Demand Management Program Grant

Item Number: XIII. New Business; Item C.

Responsible Party: Erica Anderson

Attachment(s): NC Department of Transportation:
TDM Program Overview & Map
TDM Program Manager Job Description

Background: In Western North Carolina, the economic necessity and long-distance nature of the commutes has led to a demand for transportation connections across county lines from citizens, local governments, and employers. Travel through the Region can be cumbersome since it is not easy to get directly from one point to another due to geographic and topographic features that constrain the placement of transportation infrastructure.

In 2013, the FBRMPO completed the TDM Study that recommended establishing a Regional Mobility Manager position to help connect rural workforce with job centers and bridge transportation among existing providers.

LOSRC is proposing to create a part-time (50%) position to re-establish and manage the Region's TDM program at a cost of \$75,000. This results in a request of \$37,500 from the NCDOT TDM Program with \$37,500 from local matching funds (MPO – STPDA allocation).

Staff Recommendation: Approval

Suggested Motion(s): Move to approve the NC Dept. of Transportation Resolution

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Transportation Demand Management (TDM) Project Manager Proposal

Contact Name: Erica Anderson

PROGRAM DESCRIPTION:

In Western North Carolina, the economic necessity and long-distance nature of the commutes has led to a demand for transportation connections across county lines from citizens, local governments, and employers. Travel through the Region can be cumbersome since it is not easy to get directly from one point to another due to geographic and topographic features that constrain the placement of transportation infrastructure.

Within Asheville, Hendersonville, Fletcher, Waynesville, Brevard, Black Mountain and other towns, there exists a desire among many business owners to promote transportation modes other than the single-occupant automobile as a way to reduce parking demand around their business, align the interests of their business with themes of environmental responsibility, or just to promote multi-modal transportation because they feel it is the right thing to do. Other businesses and social service agencies wish to promote TDM to reduce the burden associated with the costs of owning and operating a vehicle and create a more transportation-stable workforce.

In 2013, the FBRMPO completed the TDM Study that recommended establishing a Regional Mobility Manager position to help connect rural workforce with job centers and bridge transportation among existing providers.

LOSRC is proposing to create a part-time (50%) position to re-establish and manage the Region's TDM program at a cost of \$75,000. This results in a request of \$37,500 from the NCDOT TDM Program with \$37,500 from local matching funds.

The Land of Sky TDM program will incorporate three distinct efforts that are markedly different than what is practiced by local or regional governments:

1. **Services** – tailored to the travel needs and preferences of travelers in the region, that provide sufficient motivation to entice travelers to shift to a non-drive alone mode, or that remove a significant barrier to non-drive alone modes (e.g. vanpool, carpool).
2. **Marketing** – establish a brand and keep that brand fresh in the minds of commuters, employers, and business groups. This includes developing program-specific insignia, marketing materials, advertising campaigns and interactive outreach methods to maintain the strength of the brand.
3. **Partnerships** – engagement with individuals and the business sector on a day-to-day basis, in an ongoing relationship.

TDM Program Manager Job Description

General Statement of Duties: Coordinates the TDM program and associated marketing and outreach activities; supervises the Employer Assistance Representatives and other support staff; performs other job related duties, as required. The TDM Program Manager is responsible for the outreach efforts to promote alternative transportation programs to employers in the region and will lead marketing efforts of the rideshare, vanpool and other TDM programs. The incumbent directs the activities of Employer Assistance Representatives (future) and monitors the effectiveness of the marketing and outreach programs. The nature of the work performed requires that an employee in this classification establish and maintain cooperative working relationships with subordinates, participant company representatives, Federal, State and Local representatives, the general public and other agency employees.

Essential Duties & Responsibilities:

- ◆ Plans, organizes and supervises the activities of TDM program;
- ◆ Plans, designs and implements procedures for marketing and outreach programs for all through advertising campaigns, relationships with the marketing departments of other alternative transportation providers in the region and state, development of promotional packages, and outreach to employers who provide incentives to employees who use alternative transportation;
- ◆ Establishes and implements quality control procedures and performance measures to ensure a high level of customer service, appropriate implementation of alternative transportation incentive programs, and effectiveness of marketing the TDM program;
- ◆ Assigns and evaluates consultant work;
- ◆ Develops and manages the marketing and outreach budget;
- ◆ Oversees advertising campaigns;
- ◆ Determines requirements and makes recommendations of participating employers and incentive participants;
- ◆ Coordinates with other alternative transportation providers in the region and the state to accomplish work program established for marketing and outreach of the TDM Program;
- ◆ Coordinates with and provides necessary support for the vanpool program in order to maintain current ridership and grow the program;
- ◆ Provides for special requests for TDM program marketing and outreach information from agency, regionwide, statewide and nationwide entities;
- ◆ Serves as the TDM Program's representative on regional transportation/transit committees related to marketing and outreach of alternative transportation.
- ◆ Plans, designs and implements procedures for assessment of development applications as they pertain to potential park-and-ride facilities, including coordination with transit services and local land use agencies;
- ◆ Organizes and manages Strive Not to Drive and associated committees (until Employer Assistance Representative can be hired);
- ◆ Plans, organizes and supervises the activities of clerical support staff (if applicable);

Peripheral Duties:

- ◆ Develops appropriate grant applications for TDM programs;
- ◆ Assists in management of Federal Aid programs that fund commuter service activities; and
- ◆ Assists in the planning of vanpool routes and work with vanpool providers.

Considerable Knowledge of:

- ◆ Alternative transportation program practices, including marketing and outreach;
- ◆ Federal Transit Administration and Federal Highway Administration Regulations;
- ◆ Public relations techniques;
- ◆ Computer operation and desk top publishing and database software; and
- ◆ Program management.

Good Knowledge of:

- ◆ Supervisory principles and practices;
- ◆ Public Transportation Programs
- ◆ Local geography and commute patterns;
- ◆ FTA and FHWA grant application and administration requirement;
- ◆ Fiscal record keeping and budgeting procedures;
- ◆ Business mathematics and cost analysis.

Ability to:

- ◆ Communicate effectively by phone, in person and in writing;
- ◆ Conduct presentations before various types and sizes of groups;
- ◆ Read and interpret technical documentation;
- ◆ Compile, develop and organize data into written reports, publications, presentations etc.;
- ◆ Work independently to complete projects and tasks;
- ◆ Operate a computer and related business software.

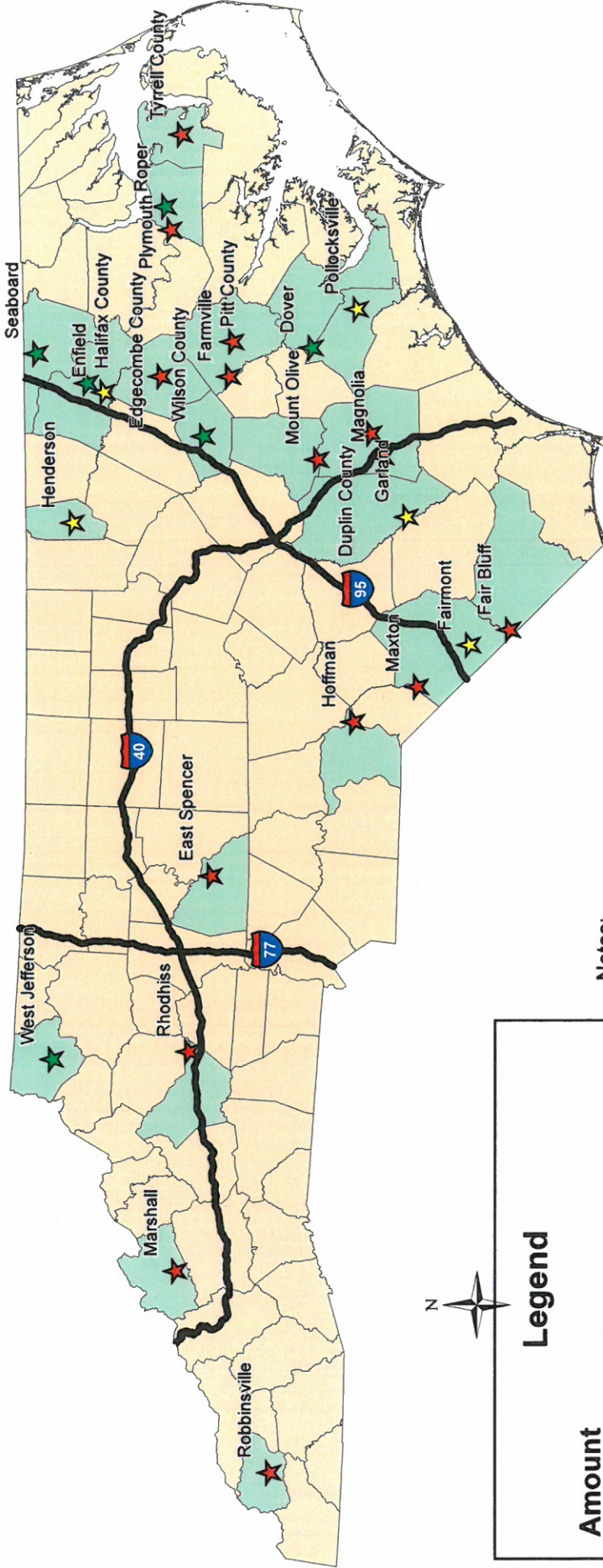
Education/Experience: Experience in program management and/or public transportation; graduation from an accredited college or university with an Associate or Bachelor degree with emphasis in public relations or marketing; OR any equivalent combination of experience and training which provides the required knowledge, skills, abilities and experience.



COUNCIL AGENDA ITEM

- Subject:** Executive Director's Report
- Item Number:** XIV. Executive Director's Report
- Responsible Party:** Justin Hembree, Executive Director
- Attachment(s):** 2014 CDBG Infrastructure Awards Map
- Background:** The following items will be presented as part of the Executive Director's Report:
- 1) 2014 CDBG Infrastructure Awards
 - 2) Annual Dinner
 - 3) Retreat Facilitation
 - 4) Executive Director's Performance Evaluation
 - 5) Executive Director Job Description
 - 6) Appalachian Regional Commission 2016 Grant Programs
- Staff Recommendation:** N/A.
- Suggested Motion(s):** N/A

CDBG Infrastructure Awards in 2014



Legend

Amount

- ★ Less than \$1 Million
- ★ \$1 Million to \$2 Million
- ★ \$2 Million to \$3 Million

— Interstates

■ Counties Where Funds Were Awarded

■ Counties

- Notes:**
- Mount Olive won 3 awards in 2014.
 - West Jefferson won 2 awards in 2014.
 - Rhodhiss won 2 awards in 2014.
 - Award winners are highlighted and labeled.

Map Created by:
 Piedmont Triad Regional Council
 Date: January, 2015
 Created from: ArcGIS 10.x



IMPORTANT DATES

Date(s)	Event
Feb. 2	LGBT Elder Advocates Board Meeting @ LOSRC from 2:30pm-4pm
Feb. 11	Senior Volunteer Services Advisory Council Meeting - 2pm @ LOSRC
Feb. 12	MPO TCC meeting
Feb. 13	Mtn. Area Youth Council Meeting - 10am @ LOSRC
Feb. 19	Family Caregiver Support Program Advisory Committee Meeting @ LOSRC from 11:30am to 1:30pm
Feb. 24	Mtn. Area Workforce Development Board Meeting - 3pm @ LOSRC
Feb. 25	Land of Sky Regional Council Meeting - 1pm (Lunch @ 12:30pm) @ LOSRC
Feb. 26	MPO Board meeting
March 2	LGBT Elder Advocates Board Meeting @ LOSRC from 2:30pm-4pm
March 3 & 5	CAC Orientations (Tues. 9am-1pm; Thurs. 1pm-5pm) (AAA)
March 12	<i>Just Press Play</i> Workshop for Long-Term Care Administrators (Snow Date: 3/26/15)
March 16 & 17	Senior Tar Heel Legislature @ North Raleigh Hilton
March 18	Land of Sky Regional Council Meeting - 1pm (Lunch @ 12:30pm) @ LOSRC
March 24	Mtn. Area Workforce Development Board Meeting - 3pm @ LOSRC
March 31 8:30-11:30	Ozone Season Kickoff Event and Press Conference, LOS Large Room (Bill)
April 9	Advisory Council on Aging - 10am @ Marshall Senior Center
April 12 - 18	National Volunteer Week
April 22	Kathleen Godwin Cole Award presented @ LOSRC Meeting - 1pm