

**MINUTES OF MIDWAY TOWN COUNCIL VISION SESSION HELD ON FEBRUARY 22, 2024,
AT 6:00 P.M. IN THE CONFERENCE ROOM AT MIDWAY TOWN HALL, 426 GUMTREE
ROAD, MIDWAY, NORTH CAROLINA**

CALL TO ORDER

Mayor John Byrum called the meeting to order.

Councilors present were: John Byrum, Mike McAlpine, Robin Moon, Keith Leonard, Jackie Edwards and Berkley Alcorn. Absent: None. Town Manager Tammy Michael, Town Clerk Linda Hunt, Deputy Clerk Ree Smith and Town Attorney Jim Lanik were present.

Casey Smith County Manager, Jonathan Brown Vice President Workforce & Community Engagement with Davidson Davie Community College, and Michael Holmes Chief Consulting Officer with HMA Consulting Group representing Davidson and Davie Apprenticeship Consortium was present.

Each Councilor had been furnished an agenda prior to the meeting.

There were no members of the press in attendance.

ADOPT AGENDA

On motion by Mayor Pro Tem Mike McAlpine, seconded by Councilor Jackie Edwards, Council voted unanimously to adopt the agenda as presented.

PRESENTATION – DAVIDSON AND DAVIE APPRENTICESHIP CONSORTIUM

County Manager Casey Smith introduced Jonathan Brown, Vice President, Workforce & Community Engagement with Davidson Davie Community College and Michael Holmes, Chief Consulting Officer with HMA Consulting Group.

Mr. Holmes presented a PowerPoint to Council.

Who is the DDAC?

- Former Consortium comprised of local manufacturing companies founded in 2018 around Egger Wood Products.
- Started with 5 companies across Davidson and Davie Counties (now Guilford)
- Partnered with Davidson and Davie EDC and DDCC (DCCC at the time)
- Goal was to cultivate local skilled workforce through youth apprenticeship for participating manufacturing companies
- Primary occupations in the manufacturing maintenance field
- DDAC incorporated into a 501c3 non profit in 2023
- DDAC is currently expanding scope to include workforce development, adult apprenticeships, specific and specialized training programs as well as expansion into other sectors outside manufacturing
- DDAC is able to raise external funds to support strategic growth of organization.

Who is the DDAC?

Mission and Vision

Vision Statement

DDAC: "Building tomorrow's workforce today."

DDAC: "Working together to provide stellar career opportunities through debt-free education and Industry training to meet the needs of our community."

Partner Companies

- BMK Americas
- CPM Wolverine Proctor
- Egger Wood Products
- Ingersoll Rand
- Kurz Transfer Products
- Mohawk Industries, Inc.
- Cascade Die Casting Group
- Owens and Minor



Sponsor Organizations

- Davie County Economic Development Commission
- Davidson County Economic Development Commission
- Davidson Davie Community College
- Apprenticeship NC

Manufacturing Does Matter

95% of Americans believe manufacturing is very important to American economic prosperity.

If given an opportunity to create 1,000 new jobs in their community, manufacturing tops the list.

#1

Manufacturing Facility

2. Technology development center
3. Energy production facility
4. Healthcare facility
5. Retail center
6. Communications hub
7. Financial institution

Source: 2015 Manufacturing Institute and Deloitte Public Perception of Manufacturing Study

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But Not Personally

33% of American parents would encourage their children to pursue a career in manufacturing

We are essentially saying...
*“Manufacturing is important,
just not for my kids.”*

Those who said they would steer their children away from manufacturing careers said it was because of concerns about job security (77%), inadequate career paths (70%), and low pay (64%).

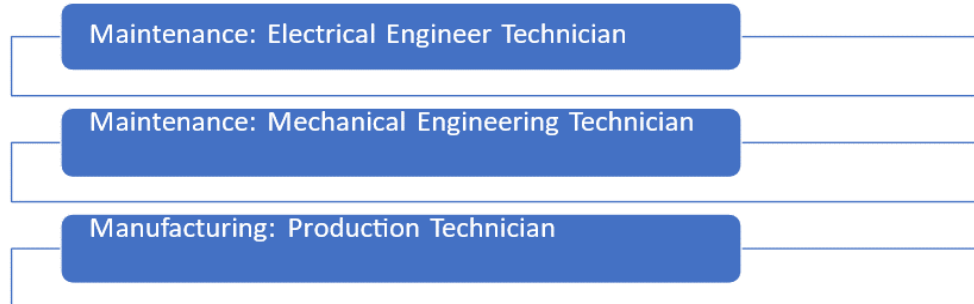
This is still the biggest barrier to recruiting. Kids and parents discouraging manufacturing work.

Source: 2019 Manufacturing Institute and Deloitte Public Perception of Manufacturing Study

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What makes a DDAC Apprenticeship?

- There are 3 distinct career tracks for potential Apprentices.



What makes an Apprenticeship?

The complex block contains four horizontal bars, each with an image on the left and text on the right:

- Employer Involvement is Integral** (Image: Two men in a workshop)
 - Employer is the foundation for the program and provider of OJT.
 - 6400 hours “hands on” manufacturing skills
- Related Supplemental Instruction** (Image: Student with books)
 - Employer pays the cost of tuition and books*
 - 1600 hours of college education
- Rewards for Skill Gains** (Image: Hands holding money)
 - Increased compensation
 - Increased job opportunity
- Credentials** (Image: Graduation cap and diploma)
 - Associate’s degree
 - Journeyman certificate from the US DOL & State of NC

Free college, a paycheck + a
guaranteed job opportunity!

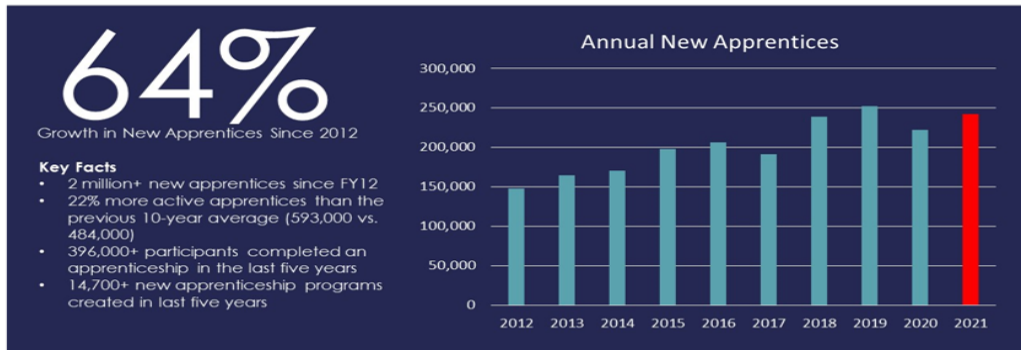
Department of Labor Apprenticeship Facts

Nearly 50% of all jobs in 2025 will require a post-secondary degree or credential

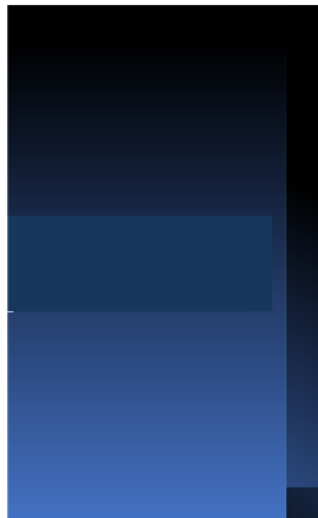
Unprecedented Skilled Labor Shortages

Mass retirements in 3-5 years

APPRENTICESHIP CONTINUES TO DEMONSTRATE STRONG GROWTH



North Carolina Apprentice Growth



Active Apprentices-8775



New Apprentices-608



Completers-520



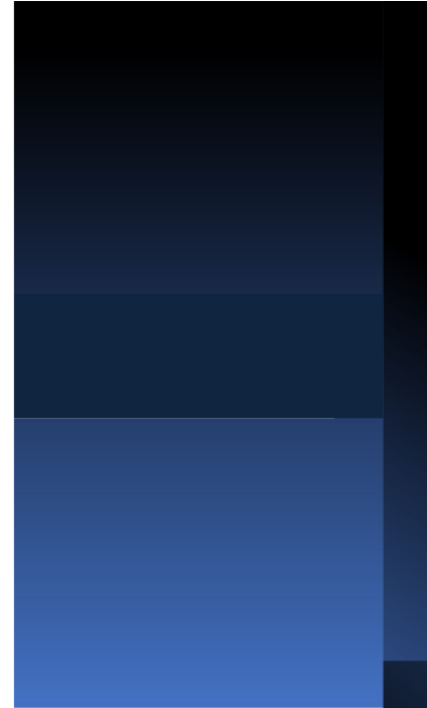
Active Programs-1055



New Programs-128

Have you started asking yourself
“What do I want to be when I grow
up?”

- Career Options & Starting Salaries:
 - NC school teacher (4 year degree): \$41,466
 - Sheriff Deputy in Davidson County: \$43,766
 - Landscaper (no schooling): \$33,000
 - Bartender (no schooling): \$21,000
 - **DDAC Graduate Salary: > \$44,000-57k**
 - No debt
 - 4-years Seniority
 - Guaranteed employment opportunity after graduation



What's Next? Goals..

- Grow the viability of Apprenticeship as a workforce development necessity
- Increase applicant pool for youth apprentices
- Develop Adult Apprenticeships for reskill and career transitions
- Open opportunities for justice served community
- Encourage all local companies to participate in registered apprenticeships.
- Expanded programs for K-8 awareness

We Need Support.

- Greater financial support/Included in County Budget
- Marketing (GAP is prominently featured in Guilford County economic plan)
- Include DDAC in recruitment of new business
- Partners and Champions for State and Federal Workforce Grants
- Raise 50k for FY 24
- Raise 50k for FY 25

DDAC Budget Request

DDAC currently has an operating budget of 13500 dollars annually. Revenue is from member dues. To date, current revenue covers all marketing, outreach, corporate recruiting, professional services and event expenses. The limited budget has impeded the ability to compete for talent in the ~~12~~ school system vs 4 year university and workforce. Budget limitations have essentially eliminated the ability to develop downstream potential talent in the ~~18~~ school system.

A proposed budget of 100k covering the recruiting years 2024 and 2025(50k annual) would allow the DDAC to recruit 2 additional corporate partners and increase total number of apprenticeship offers by 30% minimum. With the addition of 2 companies dues basedpporatingbudget would increase 3k annually. This budget would be expected to increase applications from 60 annual for the entire DDAC to more than 100 annually (40%).

This increase would be derived from greater marketing/branding, media advertising, multi class year recruiting and community awareness. Future expansion, administrative support as well as staff could be explored in the fiscal years 2025 and 2026ontigent upon organizational growth. Budget is a breakeven due to 501c3 status.

Current operating budget	13500
County support	50000
Total budget FY 2	63500
Total budget FY 25	63500

Mayor John Byrum asked Michael Holmes what the total sum is that he is asking for from all revenue sources. Mr. Holmes stated that the Town's contribution would be what the budget would allow. Mr. Holmes stated that he would be asking Thomasville, Denton, Lexington and Wallburg for a contribution as well. County Manager Casey Smith said it would only be a few thousand dollars, which is not a lot to participate in this program. Mr. Holmes stated the current operation cost is \$13,500 so this could be divided into 6 ways, which is about \$2,500 each.

Mayor Byrum thanked the DDAC group for coming and making their presentation.

CORE COMMERCIAL OVERLAY DISTRICT (CCOD)

Town Attorney Jim Lanik said he would like to talk about the possibility of Council considering changes to the CCOD to either allow the Planning and Zoning or the Board of Adjustment to make judgment calls and changes to applications. He said he is looking at what kind of flexibility can be granted. He is looking at it from a couple different angles: dimension and appearance.

Mr. Lanik said he is looking at a way to give either the Planning and Zoning or Board of Adjustment the ability to make some alterations to the requirements of the CCOD in very limited circumstances.

He does not think it would be workable to have Planning and Zoning or Board of Adjustment to have any kind of leeway with design standards. He said that Rowan County has a Design Ordinance that has a provision that allows the Design Committee to make some design alterations in certain circumstances. Typically, where those certain circumstances come into play is when the design changes would primarily fit into the existing neighborhood better. Rowan County does not have a CCOD. However, if someone is going to build something in Rowan County, it has to meet the design standards.

He said, however, that it makes sense to allow the Planning and Zoning or Board of Adjustment to make alternations to the requirements of the CCOD in instances where doing so would promote the general health, safety, and welfare of the community. The example used was the Cash Points ATM. The CCOD requires landscaping around the entrance to the Cash Points and that is a place where somebody could hide, creating a safety issue for individuals using the ATM. Taking that requirement out would promote the general safety, health, and welfare of the community. Technically, it is a design change, but it is not a

change to the design for the sake of the design. It is a change to the design for the sake of the general health, safety, and welfare of the community.

Since the CCOD is currently being reviewed, he thinks it makes sense to investigate adding a provision like that. The exception has to be tight enough that it does not turn into a free for all. It has to be limited to situations affecting the general health, safety, and welfare. It should be limited to those situations, and it should be a rare affirmative. It needs to be drafted very narrowly so that it is just not a catchall for anybody who wants any changes.

Mr. Lanik said changes the Planning and Zoning or Board of Adjustment make should be very limited circumstances and only change the fewest things or the slightest of changes to accomplish the goal somebody is asking for and somebody has to ask for it. It cannot be the Planning and Zoning or Board of Adjustment just coming up with that change. He said it is not a variance. A variance has to meet statutory requirements for the Board of Adjustment to grant the variance. It can be called something else. It would set the criteria to be met, and steps to follow, and policy statement that the change is an exception to the rule. A change would be granted under limited circumstances narrowly tailored to achieve the requested goal.

Council agreed for Mr. Lanik to move forward with drafting the proposed changes to the CCOD allowing the Planning and Zoning and Board of Adjustment some flexibility in making alterations to the requirements of the CCOD in the instances that would promote the general health, safety, and welfare of the community.

WINSTON-SALEM URBAN AREA MPO TECHNICAL COORDINATING COMMITTEE (TCC) REPRESENTATION DISCUSSION

The Town of Midway is a member of the Winston-Salem Urban Area Metropolitan Planning Organization consisting of the North Carolina Department of Transportation (NCDOT), the Transportation Advisory Committee (TAC), and the Technical Coordinating Committee (TCC). The TAC is composed of elected officials, non-elected officials from the City-County Planning Board, Winston-Salem Transit Authority, Smith-Reynolds Airport Authority, the Federal Highway Administration, and NCDOT. The TCC is composed of key staff representatives from all local and state governmental agencies which are directly related to and concerned with the transportation planning for the Winston-Salem Urban Area. The TCC conducts research, reviews plans and programs, and makes recommendations to the TAC based on technical expertise.

Mayor John Byrum told Council that Town Manager Tammy Michael has been unable to attend the TCC meetings due to the limited number of hours she can work. He said he had been in contact with Lewisville Mayor Mike Horn who serves as Chairman of the TAC regarding the Town's representation on the TCC. Mayor Byrum had asked Mayor Horn if an elected official could serve in Ms. Michael's place. Mayor Horn told him that a Council member could attend the TCC meetings but could not be a voting member of the Committee. Mayor Horn stressed that Midway would benefit from staff participation.

Mayor Byrum said in the past when the Town had a full-time manager, the Manager would attend the TCC meetings but since Ms. Michael hours are limited, it has been difficult for her to attend. He said some of her work would have to be reassigned to staff for her to be able to attend. Mayor Byrum said he does not want the Town to miss out on any opportunities or possible funding for projects. He asked Council for their input on who they wanted to represent the Town at these meetings.

Mayor Pro Tem Mike McAlpine asked if the meetings were in zoom or in person. Mayor Byrum responded that the meetings are in person in Winston-Salem.

Town Manager Tammy Michael said that when she attended the TCC meetings, it consisted mostly of bullet points on what the TAC discussed at their meetings. She added that most of the projects are in Winston-Salem/Forsyth County.

Mayor Byrum said NCDOT is the biggest supporter for the project and Winston-Salem Mayor Allen Joines gets 10 or 12 votes with every other municipality getting one vote. He pointed out, however, that Winston-Salem is very cooperative in supporting projects for smaller towns.

Mayor Pro Tem Mike McAlpine asked if the Town could possibly contract with someone to attend these meetings, adding it would need to be a highly skilled person with a bandwidth of knowledge. It would take a unique person to get to know the Midway area. He said he did not know if this would even be an option. Mayor Byrum asked Town Attorney Jim Lanik his thoughts on the Town possibly contracting with a third-party planner to represent the Town at the meetings. Mr. Lanik said he does not see why the TCC would object to it since the third party would be a staff member.

Councilor Jackie Edwards asked if there is any way the Town Manager's work schedule could be rearranged so that she could attend.

Mayor Byrum said the Town needs someone to represent the Town on the TCC who will work with him and Councilor Jackie Edwards.

Mayor Byrum asked Ms. Michael how much time is involved in attending the meetings. Ms. Michael said the meetings could be an hour or two long.

Mayor Byrum asked what the fair amount would be to pay a third-party contractor to attend the meetings. Ms. Michael stated the Planning Board Chairman is paid \$150.00 per meeting.

It was the consensus of Council for Mayor Pro Tem McAlpine to move forward with talking to potential candidates to attend the TCC meetings as a third-party contractor.

SIDEWALK PROJECT ON HICKORY TREE ROAD PROJECT

Town Manager Tammy Michael reported she had been contacted by Ryan Newcomb, Division Project Engineer for NCDOT, in the Division 9 office in Winston-Salem, regarding the Hickory Tree Road improvement project. The project includes improvements from NC 150 to Old US 52. The eastern half of the project is within the Town of Midway. As part of the process, the Division needs to know if the Town of Midway wants sidewalks to be included in the project. A sidewalk on one side of the road would total approximately 9,600 LF. The Complete Streets policy in effect at the time the environmental document was signed in April 2019 calls for a 20% local cost for sidewalk betterments. The Town would also be responsible for maintenance of the sidewalk upon completion of the project.

Following discussion, it was the consensus of Council to inform Mr. Newcomb that the Town does not want to include sidewalks in the Hickory Tree Road improvement project.

NEW TOWN PARK BUILDING/PARKING LOT

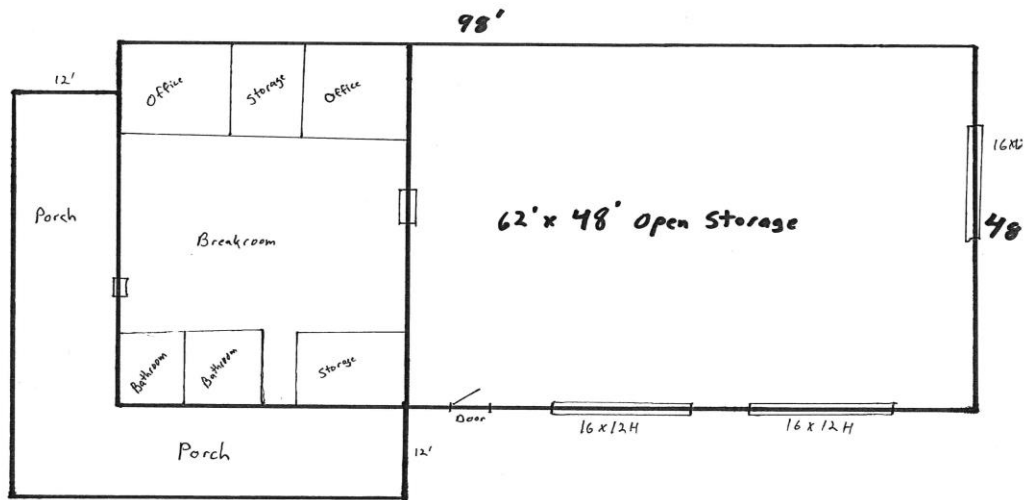
Mayor Pro Tem Mike McAlpine stated he has met with Morton Builders about the construction of the new building for the Park. They discussed what the building would need to be for office space, breakroom, bathrooms, and storage. Mayor Pro Tem McAlpine asked Council if this is something Council would like to look into further. He explained the drawing of the building and estimated the price to be approximately \$275.00 per square foot. He asked Council if the basic concept is too big or not big enough. He stated the building is almost 6,000 square feet as proposed. The new building would be adjacent to the new parking lot.

Town Manager Tammy Michael stated the last thing she received on the new parking lot was an erosion control plan. Mayor Pro Tem Mike McAlpine stated there will be a storm water plan. He is getting a general estimate of what it will cost. The original plan was to do gravel. However, if Council would like he can get an estimate for concrete.

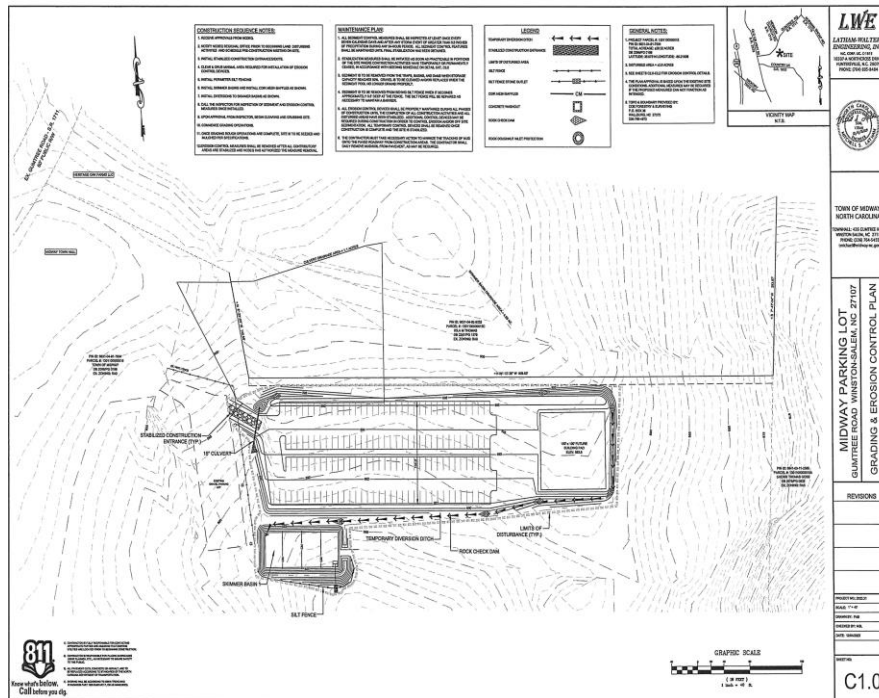
Mayor Pro Tem McAlpine said that several years ago the cost was around \$300,000 to build the parking lot.

Mayor John Byrum asked Town Manager Tammy Michael how much the Town had in fund balance. Ms. Michael stated approximately \$7,000,000.

It was the consensus of Council to move forward with construction of the new building to house office space, breakroom, bathrooms, and storage needs as proposed.



Scale 1" = 10'



VISION PRIORITIES – UPDATES

TOWN PARK

- Town Park Staffing Needs
 - *Park Superintendent Danny Mizell has requested additional staff.*
- Town Park Equipment and Storage Needs
 - *Equipment Shed*
 - *Tan container is a new “one trip” standard 20’ container. It has easy to open doors and secure lock box on door. It is 8 x 20’ and 8 ½ feet tall. Price is \$3,700.00 with free delivery and set up. Price does not include applicable sales tax. Johnnyboxes, Inc.*
 - *Golf Cart Quotes Received*
 - *Brad’s Golf Cars, Inc. Total price \$ 15,053.98*
 - *Kubota price \$11,531.68*
 - *John Deere price \$20,150.80*
 - *To be added to the Agenda for the March 4, 2024 Council meeting for action.*
- Town Park Lighting and Security Needs
 - *Extra lighting and security camera needs have been added to the budget.*
- Town Park
 - *Ariel and ground views of the park – Landon Grant Productions (pending proposal)*
 - *Mayor John Byrum will reach out to Mr. Landon about his proposal.*
- Town Park
 - *Family movie night – To keep as Vision Priority.*
 - *Councilor Berkley Alcorn stated he spoke with the Town Manager at Carolina Beach and was told their movie night cost \$10,000 a month for a movie. He stated a license is required and cost of initial set up is around \$2,500.00 or more.*

Other Updates

- **Beautification Signs – Councilor Leonard**
 - *Remove current beautification sign at end of Hickory Tree Road and Old US Highway 52 and replace it with a larger sign at the water tower on Hickory Tree Road coming into Town. Upgrade other beautification signs in the Town to enhance/brand the image of the Town.*
 - *The new signs are estimated to cost \$12,000.00 per sign.*
 - *The “Gateway to Davidson County” needs to be in all caps. The comma after Midway needs to be taken out.*
 - *Mayor John Byrum would like lights to be on the signs.*
 - *Consensus is to move forward with the signs and put them on the next Council Agenda.*

Discussion

- Town Manager Tammy Michael has submitted necessary documentation to the Office of State Budget and Management for the SCIF grant awarded to the Town in the amount of \$50,000.00.
 - Grant earmarked for new parking lot.

OTHER UPDATES

DISCUSSION

- Sewer Rates
 - Mayor Pro Tem Mike McAlpine distributed copies of the Current Capital Recovery Fees and the Suggested Capital Recovery Fees. The current fees were adopted in 2010 and he suggested it is time to raise the rates.
 - Lines A and B already have taps installed which came with the sewer package when the sewer lines were constructed. There was an issue with trying to locate the tap at the Hedrick building but it was finally found; however, there is another potential tap that cannot be found, and it is beside Newsom Shopping Center. According to a couple of utility contractors, it could cost anywhere from around \$1,900 to \$3,400 for a long bore until Old Highway 52. That could increase depending on each individual operation.
 - Line C on Fred Sink Road only has a manhole cover with no sewer flowing into it. Zeno Marshall decided to have a pump station and pumped it up to Line B rather than going downhill to Line C. The Town does have a bore under Hickory Tree Road that cost about \$380,000. If an independent contractor were to come in wanting sewer at the very top of Fred Sink Road where the trailers are, the Town should have something in its policy, or the County’s policy, to cover that in order for the Town to do the sewer extension there.
 - This could be included as part of adoption of the budget if the original sewer fees were not adopted by ordinance.

Current Capital Recovery Fees

ZONING DESIGNATION	TAP FEE	SQ. FOOTAGE	ACREAGE FEE	RESIDENTIAL CAPITAL RECOVERY FEE
RA-1,2,3, and RS	\$600.00	\$0.00	\$0.00	\$2,000.00
Any Commercial or Industrial	\$1,500.00	\$0.50/sq. fr.	\$2,500.00	\$0.00

Suggested Capital Recovery Fees

ZONING DESIGNATION	TAP FEE	SQ. FOOTAGE	ACREAGE FEE	RESIDENTIAL CAPITAL RECOVERY FEE
RA-1,2,3, and RS	\$1,500.00	\$0.00	\$0.00	\$3,500.00
Any Commercial or Industrial	\$3,000.00	\$0.50/sq. fr.	\$3,000.00	\$0.00

VISION PRIORITIES – DISCUSSION

APPRECIATION DINNER

Councilor Jackie Edwards suggested to the Council that she would like to plan an appreciation dinner. She stated she feels this time the Council consider reducing the number of people invited. Council was in agreement. She stated she would come up with the location and other details and bring back to the Council for their consideration.

JUNK CARS/APPEARANCE OF TOWN/COMPLAINTS

Councilor Robin Moon spoke to the Council about all the junk cars he sees on old Hwy 52 in Midway. He thinks there should be some kind of ordinance to prevent this from happening. This is not what he envisions Midway to look like. Councilor Moon stated the Town has to take a step forward to clean this up. Town Manager Tammy Michael stated she is meeting with the County on Wednesday about these issues.

Ms. Michael stated she got a letter that was addressed to the Town of Midway with no name on it. This person was complaining about all the junk areas in Midway. Ms. Michael said staff has already been working on the areas they addressed.

Mayor Pro Tem Mike McAlpine spoke to the Council about some complaints he has received about homeless people, panhandlers, and street walkers. He feels the Town needs to address this issue. He said maybe someone could speak with Sheriff Simmons about these problems Midway is having. Mayor Pro Tem McAlpine also addressed the issues that Blake Zobrist has spoken to him about. He stated the Town does have a lot more crime and homeless people than he has ever seen before. He told Mr. Zobrist he would mention the issues he has with Council.

INSURANCE

Town Manager Tammy Michael stated she has spoken with two different vendors regarding the Town's insurance. Ms. Michael stated she will have the information to Council at the budget workshop meeting.

ADJOURNMENT

On motion by Councilor Robin Moon, seconded by Councilor Berkley Alcorn, Council voted unanimously to adjourn the meeting at 10:00 p.m.

John Byrum, Mayor

Linda A. Hunt, Town Clerk