

// A regular meeting of the Council of the City of Lynchburg was held on the 23rd day of January, 2018 at 4:00 P.M. in the Council Chamber, City Hall, Joan Foster, President, presiding. The following Members were present:

Present: MaryJane Dolan, Jeff S. Helgeson, J. Randy Nelson, E. J. Turner Perrow, Treney

Tweedy, Sterling A. Wilder, Joan F. Foster 7

Absent: 0

// C-Span Representative Ashley Hill provided a presentation to Council explaining that Lynchburg will be in the national spotlight. In conjunction with its Comcast cable partner, C-Span producers will reveal the stories and segments that will be explored by the national network. During their time in Lynchburg, C-Span producers will visit various literary and historic sites, interview local historians, non-fiction authors and conduct educational and community outreach in the area. Local segments recorded during the week of January 20-25 will air on Book TV and American History TV throughout C-Span's special Lynchburg weekend, February 17-18, 2018.

// Kevin Camm, Extension Agent with Virginia Cooperative Extension provided the annual report on the Virginia Cooperative Extension. He also stated that the City of Lynchburg contributed around \$38,000 for their office to exist in the City. Mr. Camm stated that the office reached around 30,000 with their program in Lynchburg, which is very good. Mr. Camm's presentation covered the following topics:

- Hill City Master Gardeners (62 Master Gardeners around the State and 140 in the Lynchburg area)
 - o School Programs
 - o Center Program
 - o D. I. G. Site (Don Davis Constructional Garden)
- Recent Programs (4-H Programs)
 - o Summer 2017 – “We Got the Beet” at Lynchburg Farmers Market
 - o Summer 2017 – “Veggie Van”
 - o Two Programs “Choose Health” and “Organ Wise Guys” at various elementary schools for 2017 and 2018
 - o Shop Smart Eat Smart Statewide Program
- Lynchburg Projects and Involvement
 - o Poverty to Progress/Thriving Cities
 - o Co-facilitated My 4th Food Disparities
 - o Reported programs and provided input for overall initiative

- Bridges out of Poverty (Food Access Updates)
 - o The Oasis Project
 - o Lynchburg Area Food Council
 - o Region 2000 Agriculture & Forestry Committee
 - o Participated in a national study by conducting food retail store audits in Lynchburg food deserts

Several comments were made by Council which included the excellent service that is provided to the students, the work that is done in the community center and teaching students how to prepare food and to eat healthy. Mr. Camm thanked City Council for their continued support of the Virginia Cooperative Extension Office.

// City Manager Bonnie Svrcek stated that late last year during the annual retreat Council heard information related to the From Poverty to Progress Initiative. Council Member Nelson asked for updates on quarterly bases on the poverty initiative. Ms. Svrcek introduced Dr. John Abell, Professor of Economics at Randolph College, who provided a report on Poverty Data. The report includes data on Poverty in the United States, Virginia Cities/Towns and Lynchburg. Dr. Abell stated the data information is from a five year estimate from 2012 to 2016.

Poverty

- Poverty thresholds (2016)
 - o One person: \$12,228/year
 - o Family of four: \$24,563/year
- Low income is defined to be 200% of the official poverty threshold, for 2016
 - o One person: \$24,456/year
 - o Family of four: \$49,126/year
- Lynchburg medium household income: \$40,728

Dr. Abell referred back to Lynchburg's poverty rate which has shown a small decline from 24.8% to 24.3%.

Urban Core –

Lynchburg's urban core consists of the following census tracts:

- Census Tract 4: Daniel's Hill and Rivermont Avenue
- Census Tract 5: Downtown (business district)
- Census Tract 6: College Hill, Tinbridge Hill, Garland Hill
- Census Tract 7: Dearington, Fort Avenue
- Census Tract 8.01 Westend
- Census Tract 11: Diamond Hill
- Census Tract 19: White Rock, James Crossing Apartments and Winston Ridge Road

Child poverty rate in Lynchburg with children under the age of 5 is 34.8%. The urban core has defined the rate at 49.40%. There is a racial dimension to the overall poverty. The black poverty rate is 35.8%;

white poverty rate is 18.6%; and the urban core census tract is 32.5%. Census tract 2.03 located around the Lynchburg College area is a concern. The overall poverty rate of 24.3% vs. the poverty rate without college students is 20.6%. He further stated students that live in dorms are not part of the poverty universe. Deep poverty is defined as those who are at 50% of the poverty rate.

Poverty and Employment Status:

- Worked full-time in past 12 months - poverty rate is 3.9%
- Worked part-time in past 12 months - poverty rate is 35.0%
- Unemployed – poverty rate is 45.7% (over half of Lynchburg's households are below the poverty rate)

Poverty and Educational Attainment (for population 25 years and older)

- Less than high school graduate poverty rate is 33.1%
- High school graduate (includes equivalency) poverty rate is 20.0%
- Some college or associate's degree poverty rate is 14.2%
- Bachelor's degree or higher poverty rate is 7.7%

Lynchburg median household income has increased over the years but there is still work to be done.

- Real vs. Nominal – (1997- (\$30,000) 2016 – (\$42,000)

Lynchburg median household income (2012 – 2016)

- Lynchburg - \$40,000
- White - \$48,654
- Black - \$26,513
- Urban Core - \$28,434
- Female head of household, no husband present - \$29,987

Income inequality (Gini Index) (2012 – 2016)

- Lynchburg ranked #10 out of 38 Virginia cities

Lynchburg Unemployment (2001-2017) has been decreasing year after year.

After Dr. Abell's presentation on the poverty data, Council made observations on the data which was presented.

- Has there been a trend in the five year averages which seems to be relatively flat?
- Urban core relating to areas of Tyreeanna Road and Winston Ridge Road
- In the area of education it is very important that children get a good education
- Jobs and income was another interesting trend on the chart for real vs. nominal income - how it stacks up against the State.
- Not showing a lot of growth in our real estate taxes
- Do we have any stats on the number of children in a medium household?
- Urban core census tract is mostly located in Ward 2, which has a lot of challenges
- Deep Poverty

// Assistant City Manager John Hughes provided an update on "From Poverty to Progress" and asked Council to adopt a Resolution concerning the use of "Thriving City" as an overarching brand for major City initiatives. Mr. Hughes stated Council discussed the poverty initiative as a portion of their annual retreat. Council heard information related to the From Poverty to Progress initiative, debated a more community-

based narrative, examined the appropriate measures for evaluation, and considered recommendations for entities requesting funding from the \$50,000 poverty reduction allocation. Mr. Hughes stated at the meeting Council provided guidance to staff as follows:

1. Continue advising on progress of the poverty initiative in Lynchburg though Council Work Session updates.
2. Move away from the “50 households” mantra and focus on raising the median household income and lowering the poverty rate as realistic economic measures based on U.S. Census data.
3. Rebrand the “From Poverty to Progress” label to “Thriving City”.
4. Council approved the carve-out of \$25,000 to be available for projects directly resulting from the action plans of “From Poverty to Progress” workgroups and directed staff to determine the appropriate application and review method for requests of the \$25,000 carve-out through the Community Development Advisory Committee (CDAC).

Mr. Hughes explained the report to Council today includes data compiled and presented by Dr. John Abell and a summary of ongoing From Poverty to Progress efforts.

Council Retreat

- Focus is the reduction of Lynchburg’s poverty rate and an increase in median household income
- Eliminated “50 households” mantra
- Carved out \$25,000 of the \$50,000 poverty reduction allocation for associated From Poverty to Progress workgroup action plans

Conceptual Approach to Address Poverty in Lynchburg

- Intervention
- Prevention
- Community Engagement

Community Engagement

- Community Conversation on Poverty
- Project to assist renters with housekeeping, cooking and laundry
- Discussion with United Way on 2-1-1 support
- Updating City web pages
- Dialogue with stakeholders
- Faith-based organization focus

Funding Allocation

- \$25,000 of the \$50,000 allocated by Council for the From Poverty to Progress initiative
- Application handled through the Community Development Advisory Committee (CDAC)
- Available online
- Associated with the Action Items of the City’s poverty initiative

Additional Information

- Community Access Network open
- Getting Ahead in a Just-Getting - By World classes – scheduled for February 1, 2018

- Greater awareness in the community about poverty and willingness to help
- Workforce Navigators hired through TANF Grant

Poverty to Progress Workgroup Action Items

- Childcare
- Education
- Food Disparity
- Health and Mental Health
- Housing
- Legal System
- Poverty 101
- Transportation
- Workforce Development

City Manager Bonnie Svrcek stated glancing back at the November 2017 retreat items, were discussed to clarify Council decisions:

- Change “From Poverty to Progress” to “Thriving City”
- Change success measure from “Facilitate moving 50 households out of poverty” to “decrease in poverty rate and increase in the median household income” based on U. S. Census and American Community Survey
- Provided information on the Hybrid Solution to Branding “From Poverty to Progress” under the umbrella of “Thriving City” which includes Downtown 2040, Economic Development Work Plan, Poverty to Progress and Reimagining Community Centers

Ms. Svrcek asked Council to adopt the Resolution which states the use of “Thriving City” as an overarching brand to initially include major initiatives such as From Poverty to Progress, Reimagining Community Centers, Downtown 2040 Master Plan, and 2018 Economic Development Work Plan. Council Member Nelson made the motion, seconded by Council Member Wilder. Council Member Nelson stated he was pleased with the work that has been done in creating this quarterly report and he can look back and see the progress, achievements and challenges that have been made. He thanked the committee chairs, Mr. Hughes and Dr. Abell for their work and asked what the next steps are and how to get there. He went on to say we have to inventory our resources, skills, programs, facilities and training opportunities to bring them all together and to develop a model that is workable. Past models have not worked; we need to develop a community based model, which includes primary funding using private resources, such as from a Poverty To Progress Foundation, rather than funding it from general city tax revenues.

Council Member Helgeson stated he would be voting against this resolution dealing with changing the rebranding (Poverty to Progress) because he felt the original branding was created deliberately by the City, and it should not be changed abruptly. He stated the terms that were created for Poverty to Progress

are exactly what you want to do. He further stated you want people out of poverty and progressing economically.

Before the motion was voted upon Mayor Foster offered a substitute motion to take Poverty to Progress out of the Thriving City initiative and Poverty to Progress would remain a stand-alone. Council Member Helgeson seconded the motion, stating it is a good idea and a workable solution.

Vice Mayor Tweedy expressed support for the Thriving City label because it would reinforce the idea fighting poverty is connected with the City's plan for economic development and downtown development. She went on to say that keeping Poverty to Progress under that umbrella will show this issue is tied to economic development and jobs. By keeping it in the framework, everybody has the responsibility of saying how we address these problems to become a thriving city.

Council Member Perrow stated he would be voting against the substitute motion. He went on to say he wanted to live in a thriving city and needs to look at different aspects of poverty to progress initiatives. Mayor Foster called for a vote on the substitute motion, seconded by Council Member Helgeson, to take From Poverty to Progress out of Thriving City. The substitute motion failed with the following recorded vote:

Ayes: Helgeson, Foster	2
------------------------	---

Noes: Dolan, Nelson, Perrow, Tweedy, Wilder	5
---	---

After the substitute motion failed, Mayor Foster called for a vote on the original motion made by Council Member Nelson and seconded by Council Member Wilder. Council by the following recorded vote adopted Resolution #R-18-006, as presented, to adopt the use of "Thriving City" as an overarching brand to initially include major initiatives such as From Poverty to Progress, Reimagining Community Centers, Downtown 2040 Master Plan, and 2018 Economic Development Work Plan:

Ayes: Dolan, Nelson, Perrow, Tweedy, Wilder, Foster	6
---	---

Noes: Helgeson	1
----------------	---

Ms. Svrcek provided the next steps which included: Timeline for Action Item Implementation, Strengthening the existing 211 Information System rather than creating a new structure and backbone and another meeting at E. C. Glass High School.

Council Member Perrow mentioned his support for the initiative to focus heavily on the education of the youngest children of Lynchburg and assisting them so they can break the cycle of intergenerational poverty and stay out of criminal activity. He went on to say to focus on the children of this generation

because he thinks they have the best chance to break the cycle by making sure they receive a high school diploma. He also mentioned that we should work on the urban core to help children get a diploma and help them find some sort of purpose so they don't move to other alternatives.

// During roll call Council Member Perrow commended on the Public Works Department for doing such a fine job during the recent snow.

// Council Member Helgeson commented on the Fire Department staff that attended a fire near his street and there were 7 fire trucks there to take care of the fire.

// Council Member Wilder mentioned several events that happened during the last week such as the opening of the new Community Service Center Health Building and the Martin Luther King Breakfast celebration which was a great success with guest speaker Dr. Khalilah Brown-Dean, daughter of JoAnn Martin, Director of Communications and Marketing. He mentioned the passing of several prominent leaders in the community this week; Mr. Edgar Garrette, Mr. Robert (Bob) Davenport, former Council Member and Vice Mayor, and Mr. Don Giles. He commended the CAT (Community Action Team) and One Community coming together when a young person lost his life this week to gun violence and thanked the Police Department for trying to get this issue resolved.

// Vice Mayor Tweedy thanked employers working to change policies to work with local programs to hire people.

// Mayor Foster thanked JoAnn Martin and her staff for the video on the City's Facebook page regarding the Main Street construction and snow removal. Mayor Foster made the following announcements:

- Joint Meeting – City Council and Economic Development Authority – Thursday, January 25, 2018 – Second Floor Training Room – 10:00 A.M. to 11:30 A.M.
- Council Budget Retreat – February 1, 2018 – Second Floor Training Room – 9:00 A.M. 1:30 P.M.

// On motion of Council Member Nelson, seconded by Council Member Wilder, Council by the following recorded vote elected to hold a closed meeting to consider appointments to Council-appointed Boards and Commissions, i.e., the Community Development Advisory Committee, the Historic Preservation Commission and the Lynchburg Regional Airport Commission, and for discussion and consideration of City-owned property located at 405 Cabell Street, pursuant to Section 2.2-3711(A)(1)(3), of the Code of Virginia (1950) as amended.

January 23, 2018

191

Ayes: Dolan, Helgeson, Nelson, Perrow, Tweedy, Wilder, Foster

7

Noes:

0

// The meeting was re-opened to the public.

// Council Member Nelson made the following motion:

WHEREAS, the Council of the City of Lynchburg has convened a closed meeting on this date, pursuant to an affirmative recorded vote and in accordance with the provisions of The Virginia Freedom of Information Act; and

WHEREAS, Section 2.2-3712 of the Code of Virginia requires a certification by City Council that such closed meeting was conducted in conformity with Virginia law;

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Lynchburg certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed or considered by Council.

The Motion was seconded by Council Member Wilder, and Council by the following recorded vote adopted the motion:

Ayes: Dolan, Helgeson, Nelson, Perrow, Tweedy, Wilder, Foster

7

Noes:

0

// In the matter of Appointments, and on nomination of Council Member Perrow, seconded by Council Member Nelson, Council by the following recorded vote appointed Valerie B. Harris to serve on the Community Development Advisory Committee for a term to expire December 31, 2018:

Ayes: Dolan, Helgeson, Nelson, Perrow, Tweedy, Wilder, Foster

7

Noes:

0

// On nomination of Council Member Perrow, seconded by Council Member Nelson, Council by the following recorded vote appointed Jones H. Stanley to serve on the Lynchburg Regional Airport Commission for a term to expire December 31, 2020:

Ayes: Dolan, Nelson, Perrow, Tweedy, Wilder, Foster

6

Noes: Helgeson

1

// The meeting was adjourned at 7:25 P.M.

Clerk of Council