

CUMBERLAND COUNTY POLICY COMMITTEE  
COURTHOUSE, 117 DICK STREET, 5TH FLOOR, ROOM 564  
MAY 5, 2016 – 10:30 A.M.  
MINUTES

MEMBERS PRESENT: Commissioner Glenn Adams  
Commissioner Jeannette Council  
Commissioner Charles Evans  
Commissioner Larry Lancaster

OTHER COMMISSIONERS

PRESENT: Commissioner Jimmy Keefe  
Commissioner Kenneth Edge

OTHERS PRESENT:

Amy Cannon, County Manager  
James Lawson, Deputy County Manager  
Tracy Jackson, Assistant County Manager  
Melissa Cardinali, Assistant County Manager for Finance/  
Administrative Services  
Sally Shutt, Governmental Affairs and Public Information  
Officer  
Rick Moorefield, County Attorney  
Vicki Evans, Finance Director  
Rebecca Rogers-Carter, City of Fayetteville  
Candice White, Clerk to the Board  
Kellie Beam, Deputy Clerk to the Board  
Press

Commissioner Council called the meeting to order.

1. APPROVAL OF MINUTES – APRIL 7, 2016 POLICY COMMITTEE

MOTION: Commissioner Council moved to approve the minutes.

SECOND: Commissioner Adams

VOTE: UNANIMOUS (4-0)

2. CONSIDERATION OF APPROVAL OF A JOINT PARTNERSHIP WITH THE  
CITY OF FAYETTEVILLE FOR FEDERAL ADVOCACY SERVICES

BACKGROUND

Cumberland County and the City of Fayetteville would like to partner in the development of a joint federal action plan and hire consultants Leslie C. Mozingo and Ronald K. Hamm to assist with developing the strategy and providing advocacy services.

This will be a year of change on the federal front. Congressional redistricting has placed Cumberland County within two redrawn districts and a new president will be elected in November 2016. With the full board's approval, the consultants would start June 1, 2016.

The City and County would split the \$6,000 per month fees from June 2016 through February 2017. The total cost would be \$54,000 and the County's share would be \$27,000, which is available in the Governmental Affairs budget. From March 2017 through December 2017, the professional fees would be determined by the number of priority projects the partnership chooses to pursue as identified in the Federal Action Plan. Mozingo and Hamm estimate that to be \$2,000 per priority project each month.

The scope of services includes:

- Collaborate with the Partnership's management and elected officials to develop a Federal Action Plan (FAP), including federal resources and policies to advance priorities.
- Arrange and participate in regularly scheduled conference calls to develop and discuss strategies.
- Notify the Partnership of legislation impacting local governments, federal agency announcements, White House initiatives, and other potential opportunities/threats, as well as anticipated timelines.
- Provide regular notices of federal competitive grant opportunities.
- Review and recommend improvements to competitive grant applications and develop strategies to make them more competitive and increase success rates.
- Recommend key federal contacts to make, the timing and method of communication to use, and strategies for action, in order to advance priorities.
- Develop briefing materials and talking points for meetings and phone calls with federal officials.
- Provide federal advocacy advice both proactively and in reaction to all requests from the Partnership's leadership.
- Engage with other federal advocacy associations (i.e. National League of Cities, National Association of Counties, etc.)
- Report frequently on progress and results.
- Serve as a resource to local elected officials.

Partnering with the City of Fayetteville on a Federal Action plan will assist the County with two strategic objectives: improving communications and collaboration between the County and other governmental entities and developing a flexible, proactive approach to the expansion and contraction of the military.

#### RECOMMENDATION/PROPOSED ACTION

Approve partnering with the City of Fayetteville in establishing a federal action plan and jointly hiring Strategics Consulting and Hamm Consulting Group to perform federal advocacy services.

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Sally Shutt, Governmental Affairs and Public Information Officer, reviewed the background information and recommendation as recorded above. Ms. Shutt introduced Rebecca Rogers-Carter, Strategic Performance Analytics Director from the City of Fayetteville, who works with Ms. Shutt on the federal legislative agenda and the federal advocacy plan.

Ms. Shutt stated for over a decade Cumberland County, the City of Fayetteville and the Chamber of Commerce formed a partnership for a federal legislative program and annually established a federal agenda focusing on earmarks and funding sources to meet specific needs within our community. Ms. Shutt further stated over the years the process has changed and the results have continued to evolve with those changes. Ms. Shutt stated over the years there has been increased focus on competitive grants and working directly with the federal agencies. Ms. Shutt stated the past contracts were for twelve (12) months and were very broad. Ms. Shutt further stated the new proposal will provide greater flexibility.

Ms. Shutt stated this year with the Congressional redistricting and local changes with economic development, the Memorandum of Understanding with the City of Fayetteville and the Chamber of Commerce that was approved in 2013 needs to be revised. Ms. Shutt stated in the recommended proposal with Leslie Mozingo and Ronald Hamm once a federal action plan is established they will work to prevent reduction or elimination of programs that meet the needs of Cumberland County and the City of Fayetteville.

Commissioner Adams stated he does not believe we have received many tangible results from the federal lobbying efforts and he does not want to spend money and not receive anything in return. Commissioner Adams stated he would rather see payment made based on outcome. Commissioner Adams further stated he is not ready to move forward with the recommended proposal and stated it has nothing to do with the partnership with the City of Fayetteville and has more to do with the uncertainty in Washington, D.C., right now. Commissioner Keefe agreed with Commissioner Adams and stated he also believes we have not received much return from the federal lobbyist in the past. Ms. Cannon stated staff is looking for guidance on how to move forward with developing a federal agenda.

Commissioner Evans stated he does not believe this is a good time to work for federal funding. Commissioner Edge stated he would like to partner with the City of Fayetteville but he prefers that we delay any kind of federal advocacy at this point and time because there is no money available.

Ms. Cannon stated staff would withdraw this request today and let Ms. Shutt monitor the situation and work internally with the Policy Committee as we move forward closer to the election this fall 2016. Ms. Cannon further stated if staff sees a need this item will be brought back to the Policy Committee. The consensus of the Policy Committee was to delay this item until staff recommends that it be reconsidered. No action taken was taken.

3. OTHER ITEMS OF BUSINESS

No other items of business.

MEETING ADJOURNED AT 11:04 AM