



Agenda

City Council Workshop

October 5, 2020

4:00 PM

This meeting will be virtual and conducted via Zoom. See the City's website (www.greenvillenc.gov) for details.

Assistive listening devices are available upon request for meetings held in the Council Chambers. If an interpreter is needed for deaf or hearing impaired citizens, please call 252-329-4422 (voice) or 252-329-4060 (TDD) no later than two business days prior to the meeting.

I. Call Meeting To Order

II. Roll Call

III. Approval of Agenda

IV. New Business

1. Community Appearance Commission Future Plans
2. Uptown Greenville Economic Implementation Plan
3. Information Technology Department Update on Cyber Security Initiatives

V. Adjournment



City of Greenville,
North Carolina

Meeting Date: 10/5/2020
Time: 4:00 PM

Title of Item: Community Appearance Commission Future Plans

Explanation: Members of the Community Appearance Commission (CAC) will make a presentation outlining specific action steps the CAC will implement in order to be a viable and productive commission.

Fiscal Note: No direct fiscal impact.

Recommendation: Hear presentation



City of Greenville, North Carolina

Meeting Date: 10/5/2020
Time: 4:00 PM

Title of Item: Uptown Greenville Economic Implementation Plan

Explanation: On September 10, 2020, City Council approved a contract for services with Uptown Greenville for the 2020-2021 fiscal year. The contract highlights events, economic development assistance, and merchant connectivity. This fiscal year's contract specifically features a work plan component.

The work plan drafted by the Uptown Greenville Board of Directors and staff outlines the goals of the organization for the 2020-2021 fiscal year through a four-prong approach: Organization, Membership, Attraction, and Economic Vitality.

Due to inhibiting restrictions from COVID-19, Uptown Greenville will look at restructuring the Fall event portfolio with events that draw the community to the district while adhering to the Governor's orders. During this time, Uptown Greenville will sustain the well-known event catalog once restrictions are lifted but will look to rework segments of the events to be more inclusive to the entire district.

Uptown Greenville also will look to collaborate with East Carolina University to build the town-gown relationship by crafting ways to market to the students. An equally important initiative for the organization is Economic Development. While events and marketing draw visitors to the district, it is important to present them with an area that is walkable, attractive, and vibrant. At the workshop, staff will provide a walkthrough of the work plan.

Fiscal Note: The FY 2020-2021 contract approved by City Council is for a total of \$100,000 to be paid by the City to Uptown Greenville pending submission of a work plan from Uptown Greenville.

Recommendation: Receive the work plan presentation. No action necessary.



City of Greenville, North Carolina

Meeting Date: 10/5/2020
Time: 4:00 PM

Title of Item: Information Technology Department Update on Cyber Security Initiatives

Explanation: The Information Technology Department is committed to maintaining the integrity and availability of the City of Greenville's technology services, data, and infrastructure while also providing employees with the resources to stay safe online and connect with confidence.

This update will include information on Cyber Security trends and the potential impact to the City of Greenville. In addition, an update will be provided on what we have learned from the Cyber event we experienced last year as well as an overview of the Cyber Security Framework that guides our approach to Cyber Security.

Current events have affected our neighboring municipalities, schools, and our vendors, which in turn can directly and indirectly affect our operations. We foresee this will continue in frequency and severity. The City of Greenville must remain steadfast in our Cyber Security efforts.

Fiscal Note: The Information Technology briefing on Cyber Security is to promote awareness. There is no fiscal impact.

Recommendation: The Information Technology Department recommends that the City Council encourage all City of Greenville employees and citizens to stay safe online.