

City Council Workshop

October 5, 2020



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Item 1

Community Appearance Commission Future Plans



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Supporting Community Appearance

Greenville Community
Appearance Commission



CAC's mission is crucial:
aesthetics and character

CAC Should Continue to Exist

- CAC seeks to maintain independence and not merge with NAB for several reasons:
 - NAB and CAC have contrasting mission, membership and programs
 - CAC has a specific, important focus to promote Greenville's aesthetics and character
 - CAC serves both the public and city leadership to identify opportunities and address concerns of community appearance



Appearance is Essential

- CAC focus is to create a more appealing community
 - Important to citizens' everyday quality of life
 - Attracts new residents to Greenville
 - Promotes business development
- Supporting CAC promotes ongoing action to benefit appearance and character of the community
- CAC is ideally positioned to identify community appearance concerns and help develop solutions



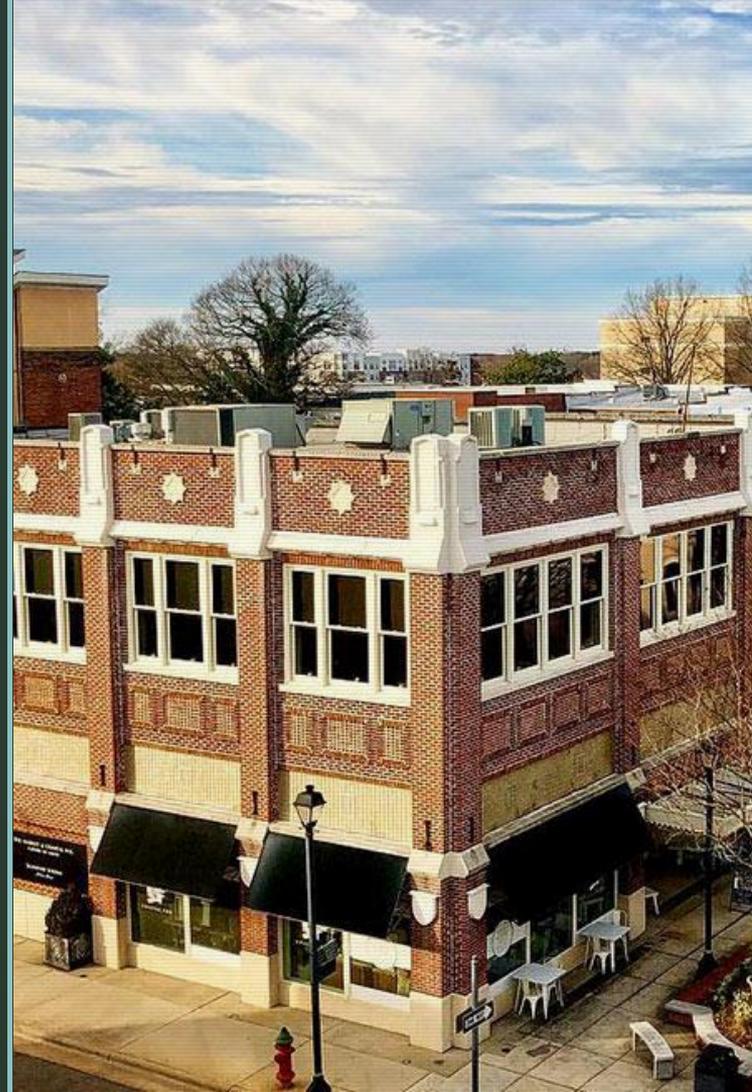
Specific Aims for CAC

- (1) Identify key appearance issues in Greenville, and propose solutions
- (2) Partner with community and city leadership to promote aesthetics
- (3) Envision new programs to support beautification and character

Specific Aims for CAC

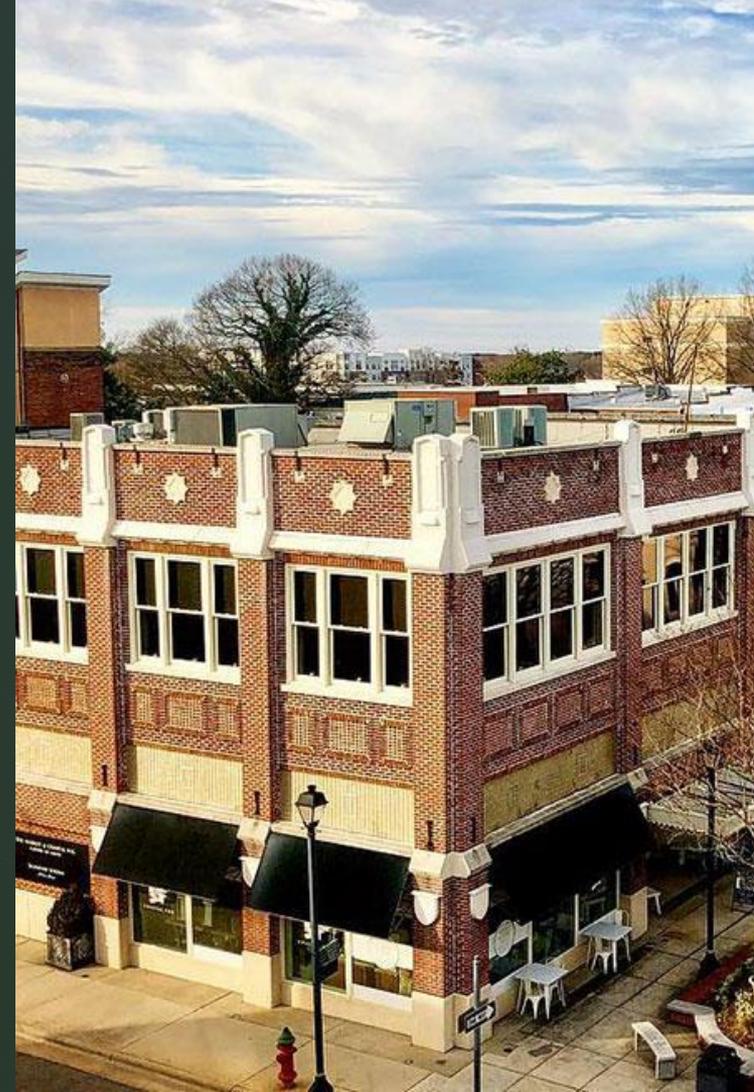
(1) Identify key appearance issues in Greenville, and propose solutions

- *What key issues affect Greenville's appearance?*
 - CAC to work with citizens, staff and City Council to identify, prioritize specific concerns
 - Study of specific challenges and opportunities affecting visual aesthetics
 - Development and presentation of solutions



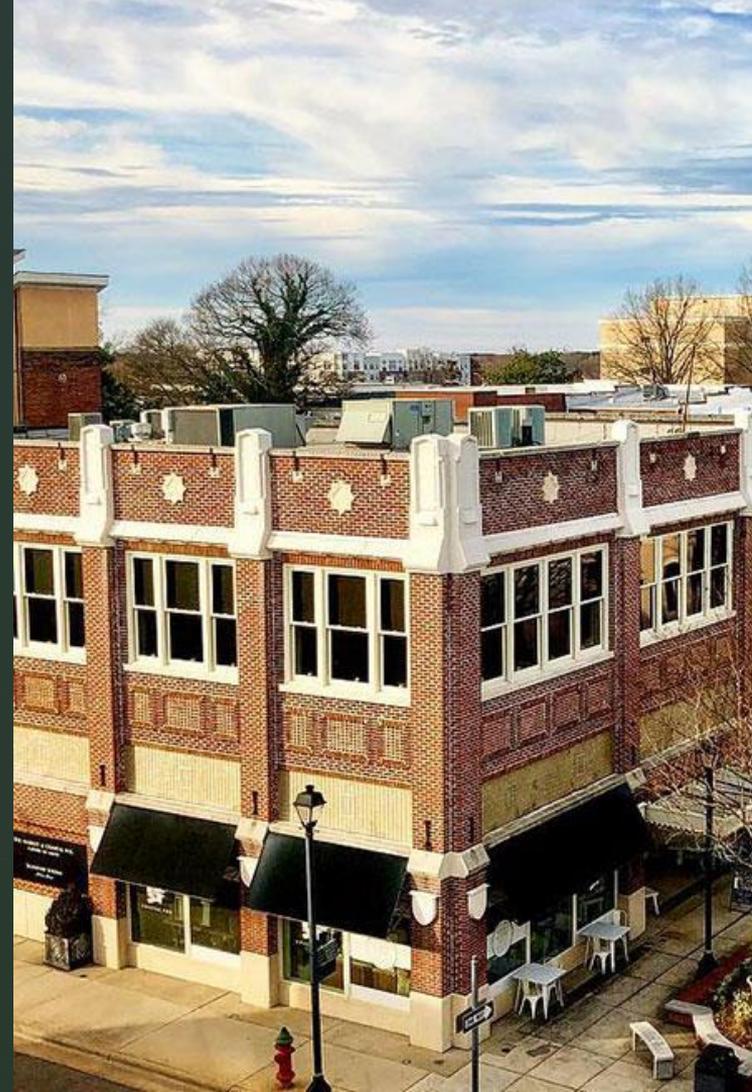
Specific Aims for CAC

- **(2) Partner with community and city leadership to promote aesthetics**
 - What has worked for other cities?
 - Study and implementation of other communities with CAC activities
 - Provide support and advocate for beautification efforts



Specific Aims for CAC

- **(3) Implement programs to support beautification and character**
 - Plan a new community event in 2021 to support local businesses that define Greenville's character
 - Develop an improved system to recognize entities promoting beautification
 - Optimize utilization of Neighborhood Grant funding



Greenville CAC Next steps

- Need support of City to maintain the CAC
- Monthly Commission meetings for broader scope of objectives
- Additional members needed to support quorum and to accomplish goals
- Partner with City Council, other city departments and community groups that affect Greenville's appearance





Thank you for supporting CAC

Item 2

Uptown Greenville Economic Implementation Plan



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Uptown Economic Implementation Plan

MISSION STATEMENT



We exist to promote quality cultural, residential, and economic development.

Uptown Greenville is the downtown development organization for the city of Greenville. In 1984, Uptown Greenville was created by a joint act between the City, County, and Chamber of Commerce. Uptown Greenville is the voice of the downtown.



- GOAL 1- Establish a concrete foundation for growth within the organization.
- GOAL 2- Adjust organizational events and marketing to reflect COVID-19 guidelines.
- GOAL 3- Be a leader in initiatives for Center City connectivity.

GOAL 1- Establish a concrete foundation for growth within the organization.

ORGANIZATION ACTION ITEMS:

- Establish success metrics for internal operations.
- Collaborate with stakeholders on district initiatives working towards one goal.

MEMBERSHIP ACTION ITEMS:

- Collaborate with other urban place management organizations to identify benefit packages.
- Rebuild benefits package complementary to our district offerings.

ATTRACTION ACTION ITEMS:

- Produce a timeline and RFP for the organizational rebrand. Identify strengths and weaknesses.
- Engage a branding company to design a new brand for the organization.

ECONOMIC VITALITY ACTION ITEMS:

- Review current district plans and advocate for connecting those through streetscaping. Prioritizing Cotanche, Reade, Greene, Washington.
- Work with City to designate firm for a district masterplan.

GOAL 2- Adjust organizational events and marketing to reflect COVID-19 guidelines.

ORGANIZATION ACTION ITEMS:

- Connect with merchants regularly to ensure needs are being met. Act as a conduit for merchant needs.
- Engage merchants in a survey to collect data based on economic figures.

MEMBERSHIP ACTION ITEMS:

- Research other member organizations to develop national level benefits, i.e. NCRLA.
- Identify levels of membership attractive to merchants inside and outside of the district.

ATTRACTION ACTION ITEMS:

- Restructure the COVID-19 event plan including social distanced opportunities like restaurant week, themed guided events, Town Common pop-up events, etc.
- Sustain event portfolio for the long-term and review event operations for optimal engagement.

ECONOMIC VITALITY ACTION ITEMS:

- Compose a COVID-19 micro-grant program with benefits for merchants.
- Incorporate opportunities for new businesses into the marketing plan including advertisements on

GOAL 3- Be a leader in initiatives for Center City connectivity.

ORGANIZATION ACTION ITEMS:

- Build a relationship with the City of Greenville to be instrumental in decision-making processes affecting the district.
- Act as an advocate for City projects benefitting district merchants.
- Interact with the Board of Directors on a regular basis including meetings, check-ins, support, etc.

MEMBERSHIP ACTION ITEMS:

- Develop a recruitment plan to attract new organization members.
- Identify deliverables beneficial to members contributing to the beautification of the district.

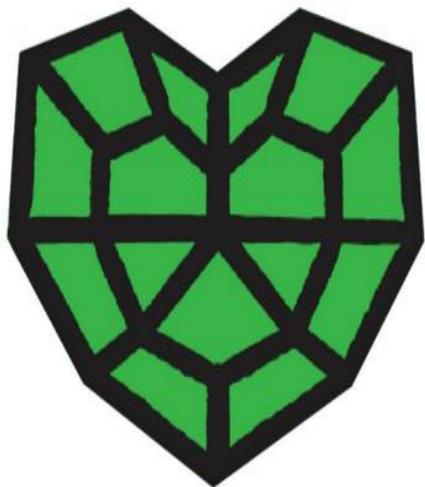
ATTRACTION ACTION ITEMS:

- Develop a marketing plan to attract local and regional visitors coinciding with Visitor's Bureau.
- Collaborate with ECU departments to market opportunities for students within the district.

ECONOMIC VITALITY ACTION ITEMS:

- Initiate conversations around merging county facilities to allow for the private use of parcels.
- Identify parcels, prioritizing 1st St., with private interest for development.
- Work with property owners to develop leases clauses beneficial to the district as a whole.





 **LOVE** 

GREENVILLE

Item 3

Information Technology Department Update on Cyber Security Initiatives



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Information Technology

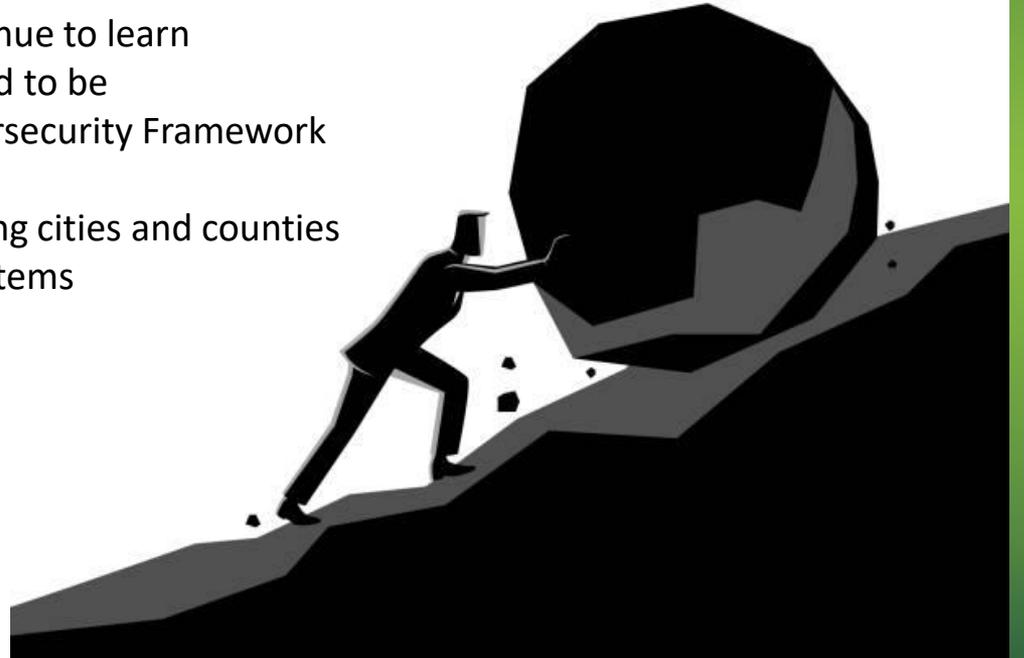


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City of Greenville, NC - Information Technology Department

Cyber Security

- Why it's important
- Where we were
- Where we are today and what we are working towards
- What we continue to learn
- Where we need to be
 - NIST Cybersecurity Framework
- Recent events
 - Neighboring cities and counties
 - School systems
 - Vendors
- Summary



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Technology



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Information Technology

Why it's important

- Worldwide spending on cybersecurity is going to reach \$133.7 billion in 2022.
- 68% of business leaders feel their cybersecurity risks are increasing.
- Data breaches exposed 4.1 billion records in the first half of 2019.
- 71% of breaches were financially motivated and 25% were motivated by espionage.
- Cyber Criminals attack every 39 seconds, on average 2,244 times a day.
- The average cost of a data breach is \$3.92 million as of 2019.
- The average cost of a malware attack on a company is \$2.6 million.
- The average cost in time of a malware attack is 50 days.



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Information Technology

Where we were

(Learning from the past)

- Inconsistent versions of servers, workstations and applications
- Inconsistent update policies and procedures
- Deficient in centralized, enterprise grade security tools
- Minimal monitoring and logging
- Datacenter hardware reaching capacity and end of life
- Outdated access/security policies
- Legacy systems online
- Not focused on Cyber Security training and aware



Information Technology

Where we are today

(and what we are working towards)

- Consistent versions of servers, workstations and applications
- Consistent update policies and procedures
- Centralized, enterprise grade security tools are deployed
- Increased Monitoring and logging
- Datacenter hardware upgraded
- Updated policies
- Legacy systems decommissioned
- Committed to Cyber Security training and awareness



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What we continue to learn

- Cyber criminals set the standard, making Cyber Security a persistent and evolving threat
- No environment is ever 100% Safe
- An emphasis on recovery is equally important to prevention
- We share responsibility with the software and hardware vendors we choose
- We share responsibility with our neighbors and partners
- Employee awareness and training is a must
- Routinely performing table top exercises increases response proficiency
- Third party assistance for penetration testing and system auditing is needed
- Training and cross-training of IT staff a must
- Fiscal Consistency is critical



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Where we need to be

National Institute of Standards and Technology (NIST) Cybersecurity Framework

5 RECOVER

Make full backups of important business data and information

Continue to schedule incremental backups

Consider cyber insurance

Make improvements to processes/ procedures/ technologies

4 RESPOND

Develop a plan for disasters and information security incidents

1 IDENTIFY

Identify and control who has access to your business information

Conduct background checks

Require individual user accounts for each employee

Create policies and procedures for cybersecurity



2 PROTECT

Limit employee access to data and information

Install Surge Protectors and Uninterruptible Power Supplies (UPS)

Patch your operating systems and applications routinely

Install and activate software and hardware firewalls on all your business networks

Secure your wireless access point and networks

Set up web and email filters

Use encryption for sensitive business information

Dispose of old computers and media safely

Train your employees

3 DETECT

Install and update anti-virus, anti-spyware, and other anti-malware programs

Maintain and monitor logs



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Where we need to be

- Be guided by the NIST Cyber Security framework
- Invest
 - Infrastructure and Cloud services
 - Many improvements and upgrades have taken place however there's work left to do
 - Adopt a Cloud-Forward strategy
 - Staffing
 - Dedicated staff focused on Cyber Security
 - Consultants/Vendor services
 - Training
 - Continued investment in IT training (Cyber security focused)
 - Continued investment in training for all employees awareness
 - Partnerships
 - Continued membership and participation in organizations such as the North Carolina Local Government Information Systems Association (NCLGISA)



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Recent Cyber Events In North Carolina

- Neighboring cities and counties
 - To date in 2020, 6 municipalities have been affected
- School systems
 - So far in 2020, five North Carolina districts have been hit with ransomware
 - One school had to halt instruction for a full week
- Vendors
 - One of our primary vendors was hit less than 2 weeks ago
 - This incident impacted all of their customers
 - Forced to take systems offline temporarily
 - Forced to Block/disable access to all vendor accounts
 - Block external access to some essential services



In Summary

- We experienced a cyber incident in 2019 and know first hand the damage, lost productivity and cost involved.
- Current events have affected our neighboring municipalities, schools and our vendors, which in turn can and has affected our operations.
- **Cyber attacks will continue in frequency and severity.**
- All indicators point to an **increase in Cyber events** and a need for **increased investment** into Cyber attack prevention.
- To remain secure, we must be **steadfast in our c**
Cyber Security and invest accordingly.



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Any questions?

Information Technology



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