MINUTES OF THE MEETING OF THE GOLDSBORO CITY COUNCIL
AUGUST 18, 2025

1. Call to Order – 5:30 P.M. -- Council Chambers

Mayor Gaylor called the meeting to order at 5:30 PM.

1.1 Invocation

Archbishop Athony Slater provided the invocation. The Pledge of Allegiance followed.

2. Roll Call

Present:	Mayor Charles Gaylor Mayor Pro Tem Hiawatha Jones Councilman Chris Boyette Councilwoman Jamie Taylor Councilwoman Brandi Matthews Councilwoman Beverly Weeks Councilman Roderick White
Also Present:	Matthew Livingston, City Manager Ron Lawrence, City Attorney Sakeithia Reece, Deputy City Clerk

3. Adoption of the Agenda

Councilwoman Weeks made a motion to adopt the agenda. The motion was seconded by Mayor Pro Tem Jones and unanimously approved. Council adopted the agenda.

4. Recognitions and Presentations

4.1 Introduction of Deputy Public Works Director Gilbert Todd

City Manager Livingston introduced Gilbert Todd as the new Deputy Public Works Director. Public Works Director Jamie Stanley highlighted his experience, including with Raleigh's Planning Department. Mr. Todd expressed gratitude and enthusiasm, and Mayor and Council welcomed him to the team.

4.2 Employee and Supervisor of the Year Awards

The item was presented by City Manager Matthew Livingston.

The Employee of the Year Award: Kim Powell
Kim is a professional in every aspect of her duties as the City of Goldsboro's Industrial Nurse. She cares about every employee that works for the City. Her passion to make employees feel comfortable in time of injuries or sickness always shines through. She welcomes you every day with a good morning, or how are you today, with a giant smile.

Kim has scheduled numerous hearing tests, blood drives, flu shots, and trained employees in CPR/ First Aid. The health field is sometimes a thankless job, but she shines and makes her career a priority in every sense of the word. Her faith and compassion make her an asset to the Human Resources team. Stepping into this position right after COVID, she had to build trust and friendship with the employees. Now, many employees come by to see Kim, sometimes just to talk and maybe get a little encouragement.

She is a true professional and the City of Goldsboro employees are lucky to have Kim Powell as our nurse. You can count on Kim for any task or to just help out on a committee. Kim's work ethic and accomplishments reflect well on herself and the City of Goldsboro.

The Supervisor of the Year Award: Chris Mooney and David Lee
These two employees have worked together on several projects. Most recently, the Virginia Street Project, where crews re-routed storm drainpipe from under homes that were causing water problems. Both crews are currently working on a similar project in Musgrave Manor,

where crews are up-sizing the stormwater pipes in the subdivision. By setting aside some smaller projects and doing the work in house, these two men and their crews have saved the City over $500,000 dollars.

Both Mr. Mooney and Mr. Lee have had several compliments from the community where the work is taking place. I am very proud of the teamwork these two have displayed and the feedback received from the community. When we talk about professionalism, integrity and customer service, these two employees set a standard for others to follow.

Chris and David's work ethic and accomplishments reflect well on themselves and the City of Goldsboro.

5. Public Comment Period

1. Natalia Newkirk, a Goldsboro resident, addressed Council regarding ongoing concerns with housing authority residences, citing issues such as mold, pests, health impacts, and lack of resolution since January 2023. She expressed frustration with past handling of incidents, raised concerns about leadership accountability, and shared the personal impact on her family, requesting justice and further action. (Full comments are available on YouTube at 19:33.)
2. Todd Walker, Chamber of Commerce President, voiced support for DGDC, citing downtown investments, job creation, major redevelopment projects, and Seymour Johnson AFB's $1.3 billion impact. He praised DGDC's leadership and urged continued investment in downtown growth. (Full comments are available on YouTube at 22:29.)
3. Deronda Sampson, a Goldsboro resident, spoke against discontinuing a streaming platform for Council meetings, citing reduced transparency and access, especially for older residents. She urged Council to maintain multiple channels to ensure broad community engagement. (Full comments are available on YouTube at 25.52.)

No one else spoke and the public comment period was closed.

6. Consent Agenda

Approved as Recommended. City Manager Matt Livingston presented the Consent Agenda. All items were considered to be routine and could be enacted simultaneously with one motion and a roll call vote. If a Councilmember so requested, any item(s) could be removed from the Consent Agenda and discussed and considered separately. In that event, the remaining item(s) on the Consent Agenda would be acted on with one motion and roll call vote. During consent agenda review, Councilman White raised concerns that the Crossroads Strategy Agreement focuses only on F-15 lobbying, overlooking other Seymour Johnson AFB priorities. He recommended removing the item until revisions address broader needs. Councilman Boyette agreed, and it was suggested that Friends of Seymour and Crossroads agenda items return with revised options and costs.

Councilwoman Matthews made a motion to remove item 6.5 Crossroads Agreement and 6.6 Friends of Seymour Agreement from the consent agenda. The motion was seconded by Councilwoman Taylor and unanimously approved.

Councilwoman Boyette moved to motion that the items on the Consent Agenda, Items 6.1, 6.2, 6.3, 6.4, 6.7 and 6.8 be approved. The motion was seconded by Councilwoman Weeks and a roll call vote resulted in all members voting in favor of the motion.

The items on the Consent Agenda were as follows:

6.1 FY25-26 Operating Budget Amendment

The item was submitted by Catherine Gwynn, Finance Director.

Council adopted the FY25-26 annual operating budget on June 16, 2025.

Debt (8111) General Fund

The Police department is entering into a 3-year renewal of the Shotspotter software with Soundthinking. The duration of the agreement will be from July 2025 until July 2028. After completing a GASB 96 (Subscriptions) review, it has been determined that the software subscription must be accounted for and appropriated as a GASB 96 subscription. This requires an appropriation of $1,079,000 for interest, principal and subscription expense for the value of the entire subscription, and this will be funded with subscription financing revenue and fund balance.

The Police department is entering into a 3-year contract with LeadsOnline for the Integrated Ballistic Identification System (IBIS) software to be used in conjunction with the BrassTrax Acquisition Station. The duration of the agreement will be from August 2025 until July 2028. After completing a GASB 96 (Subscriptions) review, it has been determined that the software subscription must be accounted for and appropriated as a GASB 96 subscription. This requires an appropriation of $237,000 for interest, principal and subscription expense for the value of the entire subscription, and this will be funded with subscription financing revenue and fund balance.

Debt (8111) General Fund and Occupancy Tax Fund

The Downtown Development department has entered into a 2-year contract with Placer Labs, Inc. for the Placer.ai software. The duration of the agreement will be from August 2025 until June 2027. The software is being paid by the Downtown Development, Parks and Recreation, and the Paramount in the General Fund (56%) and Occupancy Tax Travel and Tourism (44%). After completing a GASB 96 (Subscriptions) review, it has been determined that the software subscription must be accounted for and appropriated as a GASB 96 subscription. This requires an appropriation of $61,000 for interest, principal and subscription expense for the value of the entire subscription, and this will be funded with subscription financing revenue and fund balance in the General Fund, and $48,000 in the Occupancy Tax Fund.

General Fund Appropriated Fund Balance Analysis

Date	Description	Adopted
6/16/2025	Ord 2025-30 FY25-26 Adopted Budget	$ -
8/4/2025	Purchase Order Rollover FY25 to FY26	836,811.73
	Current Year Appropriations	$ 836,811.73
8/18/2025	GASB 96 Subscriptions Appropriations	$ 560,000.00
	Proposed	$ 560,000.00
	Current Year with Proposed	$ 1,396,811.73

Occupancy Tax Fund Appropriated Fund Balance Analysis

Date	Description	Adopted
6/16/2025	Ord 2025-30 FY25-26 Adopted Budget	$ -
	Current Year Appropriations	$ -
8/18/2025	GASB 96 Subscriptions Appropriations	$ 24,500.00
	Proposed	$ 24,500.00
	Current Year with Proposed	$ 24,500.00

Fire Department (5120) General Fund

The pumper truck approved by the FY26 Adopted budget will be removed from the General Fund and accounted for in the Fire Capital Equipment Fund (F3111). This will result in a reduction of $912,216 in capital outlay, and a corresponding reduction of loan proceeds in the General Fund.

Sales Tax Refund Expense and Revenue

In a recent article by Kara Millonzi, UNC School of Government Professor, she points out that under the Local Government Budget and Fiscal Control Act (G.S. 159-8), a unit should be budgeted for all moneys expended regardless of the source of payment. In our financial statements and in practice, the City has correctly followed GAAP by recording a sales tax refund receivable and reporting expenditures net of sales tax. However, the City must follow the statutory "budgetary basis" of accounting, which requires showing the full sales tax expense and the related refund revenue in each fund. The budget amendment is necessary in order to avoid a budgetary violation. The amount presented is an estimated amount. We will monitor the amount of the sales tax expended during the year, and if necessary will update and adjust the estimated sales tax amounts by fund and program.

General Fund	$650,000
Stormwater Fund	$25,000
Utility Fund	$50,000
Downtown Development MSD Fund	$5,000
Occupancy Tax Fund	$5,000

It was recommended that Council adopt the attached ordinance to amend the FY25-26 Operating Budget for the General Fund, Stormwater Fund, Utility Fund, Downtown Development Fund, and Occupancy Tax Fund. *Consent Agenda Approval. Boyette/Weeks (7 Ayes)*

ORDINANCE 2025 - 35 "AN ORDINANCE AMENDING THE BUDGET ORDINANCE OF THE CITY OF GOLDSBORO FOR THE 2025-26 FISCAL YEAR"

6.2 Amend Grant Project Ordinance (F3111) Fire Truck Capital Project Fund

The item was submitted by Catherine Gwynn, Finance Director.

City Council created a capital project fund for a Quint Aerial Fire Truck on July 11, 2022. On June 3, 2024 the capital project fund name was changed from Quint Aerial Fire Truck Capital Project Fund (F3111) to the Fire Truck Capital Project Fund (F3111). In the FY25-26 Budget adopted on June 16, 2025, counsel approved the purchase of a new Spartan Fire Pumper to be funded with debt financing to replace a 1998 Marion GA41S-2142 that has exceeded its useful life.

The truck is a quick delivery pumper and the expected delivery is 290 days from the contract signing. Atlantic Coast Fire Trucks is the authorized dealer. The contract price is $847,769 for the apparatus and dealer modifications of $64,450 and an additional $19,000 needs to be added to cover the cost of financing the equipment for a total project cost of $931,219.

It is necessary to appropriate the expenditures so that staff may execute a contract and purchase order for the fire truck, and this will be funded with an appropriation of debt proceeds.

It was recommended that the following entitled Grant Project Fund for the Fire Truck Capital Project Fund (F3111) be amended. *Consent Agenda Approval. Boyette/Weeks (7 Ayes)*

ORDINANCE 2025 - 36 *AN ORDINANCE AMENDING A GRANT PROJECT FUND FOR THE FIRE TRUCK CAPITAL PROJECT FUND (F3111)*

6.3 Special Revenue Fund Amendment (C2101) CDBG

The item was submitted by Catherine Gwynn, Finance Director.

The Department of Housing and Urban Development has granted funding for the CDBG, and HOME programs to the City of Goldsboro as an entitlement city. These grants will be managed by the Community Relations & Development department. Community Development staff has presented the following plan to address the timeliness issue with HUD.

Project	**Type**	**Amount**
704 Luther Dr	Rehab	$51,818.58
811 S Best St.	Rehab	$45,704.00
1111 S Slocumb St.	Rehab	$39,498.50
206 Gerald Lane	Rehab	$39,367.07
600 S Best St	Rehab	$34,135.90
707 Luther Dr.	Rehab	$33,805.00
103 N Carolina St. (pocket Park)	Public Facilities	$55,000.00
Mina Weil/Peacock (wheelchair lifts)	Public Facilities	$14,883.24
Habitat/McNair Heights	Public Improvements & Infrastructure	$1,122,949.00
	Total	$1,437,161.29

This is to be funded as follows:

Revenue Source	Rehab	Public Facilities	Public Improvements & Infrastructure
Program Income	$53,109.74		
Prog. Year 2018	$1,055.28		
Prog. Year 2019	$130,599.56		
Prog. Year 2020	$59,564.47	$69,883.24	$1,981.49
Prog. Year 2021			$196,787.58
Prog. Year 2022			$286,958.00
Prog. Year 2023			$289,249.00
Prog. Year 2024			$280,922.00
Prog. Year 2025			$67,050.93
Total	$244,329.05	$69,883.24	$1,122,949.00

Note that the entitlement funds for program year 2025 have not yet been awarded, therefore the funding for the McNair Heights project will be short $67,050.93 until those funds can be appropriated later this year. The resolution authorizing the city to execute a contract for the McNair Heights project was approved at the Council meeting on March 3, 2025, via Resolution 2025-28.

It was recommended that Council adopt the following entitled Grant Project Ordinance amendment for the Community Development Block Grant (CDBG) Special Revenue Fund (C2101). *Consent Agenda Approval. Boyette/Weeks (7 Ayes)*

ORDINANCE 2025 - 37 "AN ORDINANCE AMENDING THE GRANT PROJECT FUND FOR THE COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) SPECIAL REVENUE FUND (C2101)"

6.4 Authorizing the Execution of Opioid Settlements

The item was submitted by Laura Getz, City Clerk.

On September 20, 2021, Council adopted a resolution approving a Memorandum of Agreement between the state of North Carolina and local governments on proceeds relating to the settlement of opioid litigation. The MOA was designed to maximize the share of opioid settlement funds received in the state to help abate the harm caused by opioids and ensure the resources reach communities as quickly, effectively, and directly as possible.

On March 20, 2023, Council adopted a resolution approving a Memorandum of Agreement (MOA) between the state of North Carolina and local governments on proceeds relating to the settlement of opioid litigation. Representatives of local North Carolina governments, the North Carolina Association of County Commissioners, and the North Carolina Department of Justice negotiated and prepared a Supplemental Agreement for Additional Funds (SAAF) to provide for the equitable distribution of the proceeds of these settlements.

By joining the settlements and approving the SAAF, the state and local governments maximize North Carolina's share of opioid settlement funds to ensure the needed resources reach communities, as quickly, effectively, and directly as possible.Settlements (collectively "the Secondary Opioid Manufacturer Settlements") have been reached in litigation against Alvogen, Inc., Amneal Pharmaceuticals LLC, Apotex Corp., Hikma Pharmaceuticals USA Inc. f/k/a West-Ward Pharmaceuticals Corp., Indivior Inc., Sun Pharmaceutical Industries, Inc., Viatris Inc., and Zydus Pharmaceuticals (USA) Inc., as well as their subsidiaries, affiliates, officers, and directors (collectively "the Secondary Opioid Manufacturer Defendants") named in the Secondary Opioid Manufacturer Settlements

Representatives of local North Carolina governments, the North Carolina Association of County Commissioners, and the North Carolina Department of Justice have negotiated and prepared a Third Supplemental Agreement for Additional Funds ("SAAF-3") to provide for the equitable distribution of the proceeds of the Secondary Opioid Manufacturer Settlements.

Settlements have been reached, under Purdue Pharma L.P.'s bankruptcy plan, whereby Purdue Pharma L.P. and members of the Sackler family will pay approximately $7.4 billion to settle opioid claims across the nation, which settlements would be subject in North Carolina to the equitable distribution of the proceeds as set forth in the Memorandum of Agreement ("MOA") which has already been approved by this Council.

It is advantageous to all North Carolinians for local governments, including the City of Goldsboro and its residents, to sign onto the Secondary Opioid Manufacturer Settlements, SAAF-3, and approving the bankruptcy plan and settlements relating to Purdue and the Sackler family, in order to demonstrate solidarity in response to the opioid overdose crisis, and to maximize the share of opioid settlement funds received both in the State and the City of Goldsboro.

It was recommended that Council adopt the following entitled resolution authorizing the City Manager and City Attorney to execute the necessary documents to enter into opioid settlement agreements with the Secondary Opioid Manufacturer Defendants, to execute the SAAF-3, and to approve the bankruptcy plan and settlement agreements relating to Purdue and the Sackler family, and to provide such documents to Rubris, the Implementation Administrator. *Consent Agenda Approval. Boyette/Weeks (7 Ayes)*

RESOLUTION 2025 - 64 "A RESOLUTION BY THE CITY OF GOLDSBORO AUTHORIZING THE EXECUTION OF OPIOID SETTLEMENTS WITH SECONDARY OPIOID MANUFACTURERS, PURDUE PHARMA LP, AND THE SACKLER FAMILY, AND APPROVING THE THIRD SUPPLEMENTAL AGREEMENT FOR ADDITIONAL FUNDS BETWEEN THE STATE OF NORTH CAROLINA AND LOCAL GOVERNMENTS ON PROCEEDS RELATING TO THE SETTLEMENT OF OPIOID LITIGATION"

Item 6.5, Crossroads Agreement and Item 6.6, Friends of Seymour Agreement were removed during the Consent agenda review.

6.7 Approval of the Minutes of the Goldsboro City Council Meeting held August 4, 2025

The draft minutes of the Regular Meeting of August 4, 2025 were presented for approval. *Consent Agenda Approval. Boyette/Weeks (7 Ayes)*

6.8 Departmental Monthly Reports

The Departmental Monthly Reports for July 2025 were presented as information. *Consent Agenda Approval. Boyette/Weeks (7 Ayes)*

7. Old Business

7.1 United Way Non-Profit Funding Discussion

The item was presented by Sherry Archibald, United Way Executive Director.

Earlier in the year, at the City Council retreat, the council agreed to continue funding the United Way as its primary means to fund non-profits to assist the city in addressing key priorities of the city, such as the reduction of part 1 violent crime. While funds have been budgeted for United Way, Executive Director Archibald would like to provide an update on some newer initiatives that United Way is involved in that should be of interest to the City Council.

City Manager Matthew Livingston introduced Executive Director Sherry Archibald to present on United Way funding. He noted that $50,000 was allocated in the current budget for nonprofit assistance and that Ms. Archibald would provide updates on strategic priorities and new programs.

Ms. Archibald reviewed two options for the use of the $50,000. Community Campaign Allocation by which the funds could be directed through the United Way Community Campaign, with Council selecting one of four focus areas (health and wellness, financial stability, education, or basic needs). The United Way Board would then identify one or two programs within that focus area to support. This option would minimize compliance and administrative challenges. The other option is the United Community Assistance Network (UCAN) Program. This 18-month-old initiative provides direct support to individuals in crisis by addressing immediate needs such as rent, utilities, transportation, and temporary housing. Funds from the City would be dedicated to Goldsboro residents, with the possibility of creating criteria to address housing displacement during home repairs supported by HUD funding.

Ms. Archibald explained that while either option could be implemented, she recommended selecting one approach to maximize impact and reduce administrative burden. She also confirmed that accountability measures and outcome reporting would be provided to Council within six to twelve months. During Council discussion, Councilwoman Matthews expressed appreciation for United Way's responsiveness and support for option two, emphasizing the ability to directly address urgent community needs.

Councilwoman Matthews made a motion to use non-profit funding for the UCAN program. The motion was seconded by Mayor Pro Tem Jones and unanimously approved.

7.2 Cycle NC 2025 - Overnight Camping for Cyclists

The item was presented by Amanda Justice, Travel & Tourism Director.

The North Carolina Amateur Sports is a nonprofit charitable organization that organizes the Cycle North Carolina "Mountains to Coast" bicycle tour. The Mountains to Coast bicycle tour is a week-long cross-state ride to be held October 4-11, 2025. Communities across the state serve as "overnight towns", thus providing participants with just enough introduction to the community to entice them to bring their families back for a longer visit, or for a return vacation. Cycle North Carolina is one of the most successful bicycle rides in the United States and has been voted the "Best Biking in America" by the League of American Bicyclists. The Cycle North Carolina "Mountains to Coast" ride is not a race, but a leisurely ride across the state, making overnight stops in North Carolina communities. Participants of the 2023 ride ranged from 9 years old to 85 years old (average age was 61 years old), representing 41 states plus the District of Columbia, and five other counties. The 2025 ride is expected to have 850–900 participants. On November 18, 2024, Council approved the overnight camping plan at Freedom Field. The Tourism department is now presenting the safety plan and special event application for final approval for the event that will be held on October 9-10, 2025.It is recommended that the Council grant the requested Special Event Permit Application, with the event setup/starting at around 9:30am on October 9, 2025, and continuing into the evening hours with the overnight camping for the Cycle North Carolina "Mountains to Coast" bicycle tour cyclists, and the event ending at around 10:00am on October 10, 2025.

Ms. Amanda Justice, City of Goldsboro's Travel and Tourism Director, provided an update regarding the upcoming Cycle NC 2025 "Mountains to the Sea" ride. The event will take place on Thursday, October 9, 2025, with approximately 800–900 cyclists expected to arrive in Goldsboro around 2:00 p.m. Roughly 200 cyclists will stay in hotels, while 600–700 will camp downtown at Freedom Field. The Tourism Office is planning a welcome event downtown, including live music and activities, to encourage participants to visit local businesses. Council had previously requested a safety plan, which was included in the meeting packet. Ms. Justice confirmed coordination with city departments and noted that police coverage will be provided overnight. Council inquired about volunteer needs, sponsorship, and contingency plans in the event of inclement weather. Ms. Justice confirmed that volunteers are still needed, the Travel and Tourism Board is the official sponsor, and tents along with designated shelter points have been arranged.

No council action was required, as the event is being managed administratively.

7.3 Memorandum of Understanding with DGDC

The item was presented by Erin Fonseca, Downtown Development Department.
The Downtown Development Department (DDD) has been a department of the City since 1993, when it was created by the City of Goldsboro to form a public-private partnership with the existing Downtown Goldsboro Development Corporation (DGDC). The two entities have

worked successfully together for more than 30 years, carrying out our downtown development efforts as a state and nationally accredited Main Street Community. The Downtown Development Department is the City's only dedicated economic development department, with a focus on the downtown area due to its community-wide impact. Using the Main Street approach, the DDD, along with its dedicated non-profit arm, the DGDC, have spurred a significant amount of economic development, resulting in more than $89M in public and private investment, 213 building renovations, 603 net new jobs and 97 net new businesses just since 2013 – resulting in a growth of 121% in property value in the same period and a 5.5 to 1 return on investment to the City. Increased property values from development lead to increased tax revenue that provides a direct benefit city-wide.

The DGDC exists solely to support the City's downtown development effort with 100% of the volunteer-led work focused on priorities established by the COG. 100% of its privately-raised funds support initiatives to continuously improve downtown Goldsboro – the primary function of the DDD. As a dedicated, committed partner, the DGDC consistently provides an average of 6000 volunteer hours, annually, at a value of roughly $190,000 in savings to the City, and leases 1800 sq ft of office space to the DDD for $0 at a savings of $21,600, annually.

The proven success of Goldsboro's Main Street program has been well-documented and reported on a monthly basis through the DGDC Board and Departmental reports, and bi-annually through North Carolina Main Street (NCMS) statistics and NCMS/Main Street America (MSA) Annual Assessments. The program is consistently recognized as one of the best in the state, with more than 40 statewide awards and 1 national award. The DDD, with the DGDC's support, has secured more than $23M in grants in the past 15 years, including over $2M currently funding active projects. $912,500 of the recent funding has been granted directly to the DGDC to support City initiatives like Goldsboro Union Station stabilization and downtown landscape maintenance. The City requested that a memorandum of understanding between the City of Goldsboro's Downtown Development Department and the Downtown Goldsboro Development Corporation be drafted to delineate and further define each other's roles, expectations and requirements when working with and for the City through various events, activities and day-to-day operations while fulfilling the City's obligations as a Main Street community. A draft of this document has been brought before the Council as was discussed in detail at the August 4, 2025, meeting. At that time, the City Council requested modifications to the proposed MOU and recommended said amendments be brought back before the Council at the August 18th City Council meeting. It is believed that the new draft does address matters that were discussed and requested in the MOU. To further clarify modifications and intentions, a Position Statement from the DGDC Executive Committee is attached.

It was recommended that Council adopt a resolution to enter into a Memorandum of Understanding for the Goldsboro Main Street Program, between the City of Goldsboro and Downtown Goldsboro Development Corporation.

Ms. Erin Fonseca, Downtown Development Director, presented the revised Memorandum of Understanding (MOU) between the City's Downtown Development Department (DDD) and the Downtown Goldsboro Development Corporation (DGDC), reflecting council's requested amendments from the August 4, 2025, meeting. The updated draft was included in the agenda packet. Ms. Fonseca highlighted the longstanding partnership between the City and DGDC, noting its significant economic impact since 2013: over $89 million in public and private investment, 213 building renovations, 603 net new jobs, 97 net new businesses, and a 120% increase in downtown property value. She emphasized the program's return on investment of 5.5:1, DGDC's 6,000 annual volunteer hours (valued at $190,000), and its provision of office space to the City at no cost. She also noted DGDC's success in securing over $23 million in grants, including $2 million in current projects. Mr. Doug McGrath, past DGDC president, reiterated that the MOU does not change the partnership but formally documents roles, responsibilities, and transparency measures. He confirmed DGDC's commitment to making financial statements and tax filings available upon request and stressed the importance of a four-year term to encourage stability and investment. Council discussed accountability, transparency, and best practices, particularly around tracking in-kind services and staff time dedicated to nonprofit support. It was agreed that while the MOU should move forward as presented, staff will develop a citywide policy for tracking in-kind contributions and employee time to ensure proper documentation and accountability.

Mayor Pro Tem Jones made a motion to approve the Memorandum of Understanding with DGDC. The motion was seconded by Councilman Boyette and unanimously approved.

Council discussed further ways that we can put more focus on other areas in the community, and not just focus on downtown.

RESOLUTION 2025 - 65 "RESOLUTION AUTHORIZING THE CITY OF GOLDSBORO TO EXECUTE A MEMORANDUM OF UNDERSTANDING WITH THE DOWNTOWN GOLDSBORO DEVELOPMENT CORPORATION."

Following these comments, Mayor Gaylor called for a brief recess at 8:00pm and requested resumption of the meeting at 8:05pm.

7.4 Sewer Agreement between the Town of Fremont, the Town of Eureka, and the City of Goldsboro

The item was presented by City Manager Matthew Livingston.

The City of Goldsboro previously entered into a wastewater treatment agreement with the Town of Fremont (1998, amended in 2001 and 2019) under which Fremont conveys wastewater to Goldsboro for treatment. Additionally, the Town of Eureka conveys its wastewater to Fremont under a separate agreement, and Fremont, in turn, conveys it to Goldsboro.

Due to unpaid charges by Eureka, Fremont has accrued approximately $60,000 in debt to Goldsboro. To address this issue and improve financial transparency and operational efficiency, the three parties have negotiated a new Interlocal Agreement. The City of Goldsboro, Town of Fremont, and Town of Eureka have entered into a new Interlocal Agreement to streamline wastewater service and billing. Under the agreement, Eureka will now be billed directly by Goldsboro based on metered wastewater flow, removing Fremont as a billing intermediary. To address existing debt, Goldsboro will credit Fremont $2.00 per thousand gallons of Eureka's flow until Fremont's $60,000 debt is fully repaid. After that, Fremont will receive $4.00 per thousand gallons as compensation for conveyance. Eureka's monthly billing is capped at $15,000, provided it maintains 130 or fewer customers. The agreement also includes provisions for annual meter calibration, and late payment penalties. Staff recommends that City Council approve the Interlocal Agreement between the City of Goldsboro, the Town of Fremont, and the Town of Eureka to promote fair, direct, and efficient wastewater billing and ultimately resolve the outstanding Fremont debt.

City Manager Matthew Livingston explained that the city has been working with the city attorneys, former town administrators, and the Mayor of Eureka on a proposed framework for two separate interlocal agreements with Fremont and Eureka regarding sewer services. He outlined that Eureka has experienced significant inflow and infiltration issues, resulting in increased costs. A state grant of approximately $20 million will assist Eureka with system improvements, which will eventually allow a direct connection to Goldsboro, bypassing Fremont. The proposed agreement would limit Eureka's monthly bills and allow Fremont to recover costs for use of its conveyance system. Under the agreement, Eureka would pay conveyance charges totaling $4, with $2 credited to Fremont, reducing their overall cost from over $20 per thousand gallons to approximately $12. Both Eureka and Fremont have expressed satisfaction with the proposed framework. Mr. Livingston emphasized that this approach leverages existing infrastructure, state grant funding, and cooperative arrangements to ensure all parties benefit.

Councilman Boyette provided comments, noting the city manager's expertise and leadership in guiding these negotiations, as well as the long-term impact of these agreements on the community.

Councilwoman Weeks made a motion to approve the Sewer Agreement between the Town of Fremont, the Town of Eureka, and the City of Goldsboro. The motion was seconded by Mayor Pro Tem Jones and unanimously approved.

Mayor Gaylor confirmed with City Manager Matthew Livingston that the next step is to present the agreement to the other municipalities for their consideration and vote, which Livingston confirmed and noted that the vote is expected to occur next week.

RESOLUTION NO. 2025 - 66 "A RESOLUTION AUTHORIZING THE EXECUTION OF AN INTERLOCAL AGREEMENT BETWEEN THE CITY OF GOLDSBORO, TOWN OF FREMONT, AND TOWN OF EUREKA REGARDING WASTEWATER CONVEYANCE AND TREATMENT"

8. New Business

8.1 Business Development Strategic Plan

The item was submitted and presented by Kelly Arnold, Assistant City Manager and April Choice, Developmental Services Director.

In April 2022, the North Carolina Department of Commerce – NC Main Street and Rural Planning Center conducted an economic assessment workshop with City staff and stakeholders. The workshop resulted in a document adopted by the City Council called the "City of Goldsboro Economic Development Assessment and Plan". The plan provided short-term actionable items to prepare the City for comprehensive economic development planning. In January 2025, a follow-up economic assessment forum was conducted. This group reviewed what actions have been taken since the 2022 report and identified gap work goals for economic and business development. One of the eight key recommendations included developing a comprehensive business development strategic plan. In the FY25-26 adopted budget, City Council approved $20,000 for business development studies within the city. Building upon the recommendations of the 2022 Economic Development Assessment and Plan and the subsequent 2025 forum, the Development Services Department has identified a critical need to enhance its internal capacity to support and lead local economic development initiatives. This strategic shift will focus on cultivating a departmental culture geared toward proactive engagement and resource development. The plan aids in the Department's capacity to strengthen and assist new and existing Goldsboro businesses and commerce.

Creative Economic Development Consulting has provided a proposal that includes the scope of services and a schedule to complete the work by the end of 2025. The proposal also includes the assigned team, process, and costs to suit the budget. Creative Economic Development Consulting was chosen due to its expertise in tailoring economic development strategies for smaller cities and rural communities. They have previously worked within Wayne County and will provide valuable insights into our local context and evolving economic development efforts. This firm is well-suited to guide the Development Services Department in developing a focused and effective Business Development Framework and Strategic Plan within the approved budget to support local entrepreneurs and small businesses. The scope of services is attached to the agenda packet.

Staff recommends the approval of contracting with Creative Economic Development LLC to develop the Business Development Framework & Strategic Plan for $21,100.

Assistant City Manager Kelly Arnold introduced the Business Development Strategic Plan and introduced April Choice. April Choice introduced Crystal Morphous, Creative Economic Development Consulting, LLC.

The Council discussed a retreat initiative regarding economic and business development. It was noted that this project had been carried forward through the budget process and is scheduled for completion in time for the February 2026 retreat. April Johnson Choice was introduced as the lead staff member for the initiative.

Ms. Choice introduced Crystal Morphice, founder and CEO of Creative Economic Development Consulting, who provided a presentation on the scope and objectives of the project. The consultant outlined the firm's experience in economic and business development, noting prior work in Wayne County and similar communities, and highlighted the focus on actionable strategies, stakeholder engagement, and alignment with previous Department of Commerce studies and the city's comprehensive plan. Deliverables include a strategic framework, action plan, and performance measures for the Development Services Department.

Council discussion confirmed support for the project and requested that the proposal, not to exceed $211,000, be placed on the consent agenda for the next meeting to allow time for review before a formal vote. The Mayor directed staff to prepare a resolution accordingly.

8.2 Community Survey Proposal

The item was submitted and presented by Kelly Arnold, Assistant City Manager, Latoya Henry, Public Communications Officer, and Octavius Murphy, Strategic and Community Initiatives Manager.

The City Manager's Office (CMO) is preparing to launch Phase 2 of its strategic planning initiatives, which will focus on gathering input from the community. While Phase 1 provided valuable internal data supported by department heads, Phase 2 will incorporate external feedback directly from residents. This community input will be translated into measurable data to help define key performance metrics, set targets, assess organizational impact, and ensure alignment with community priorities. The CMO has solicited proposals from Polco and ETC Institute. These are two of the most well-known companies that develop and administer surveys for municipalities nationwide. We have also met with each vendor. After reviewing the proposals, we decided to go with ETC Institute. We believe ETC is the best choice for the following reasons: strength of their survey methodology; features offered, such as geocoded survey results. They can give responses to questions by district; customer service/responsiveness. They have assured us they can meet our timeline. Their proposal is within the amount budgeted for the survey. ETC has reviewed our standard service contract and does not have any concerns with it. ETC's representative, Derek Harvey, will be providing a virtual presentation during the Council meeting.

The City Manager's Office staff recommends that Council approve this strategic planning initiative.

Octavius Murphy thanked Council and staff, noting the survey represents Phase II of the Strategic Planning Initiative. LaToya Henry introduced Derek Harvey of ETC Institute. Mr. Harvey explained the survey process, noting 4,000 mailed surveys with online options, an expected 10% response rate, no cost to the City, and results to be compiled into a final report with an executive summary, charts, and graphs.

Councilwoman Matthews inquired if the City of Goldsboro could tailor their own survey questions. Mr. Harvey confirmed this would be possible. She further asked if ETC would continue to collect responses beyond the initial timeframe if the required number of responses was not reached; Mr. Harvey stated they would. Councilwoman Matthews also questioned whether 400 responses would provide a reliable snapshot of resident concerns, given the 4.87% margin of error. Mr. Harvey explained that exceeding 400 responses would reduce the margin of error.

Octavius added that the project's design would allow the City to identify the demographics of respondents. Councilwoman Weeks asked whether other avenues, such as customer service QR codes, are currently in use for feedback. Councilwoman Taylor emphasized the importance of ensuring Haitian and Spanish-speaking residents have the opportunity to participate with Spanish and Haitian language surveys.

Councilwoman Matthews asked if the survey would be solely online. Mr. Harvey clarified that mailed surveys will also be included, with a full breakdown of survey methods. It was noted that $30,000 is already budgeted for this initiative and there's a higher cost factor per word for printing of the survey for languages outside of English and Spanish. Councilwoman Taylor asked about the survey length to which Ms. Henry advised that the survey had not yet been drafted as of the meeting. Mayor Gaylor recommended offering the survey in English, Spanish, and French to reflect the community's diverse demographics and requested that a resolution be presented for Council's consideration.

8.3 Council Meeting Streaming Discussion

The item was submitted and presented by City Manager Matthew Livingston

Mayor Gaylor provided an overview of the discussion, clarifying that the issue under consideration was which platform would serve as the primary repository for council meeting streamed videos. He emphasized that this discussion was not about eliminating the City's presence on Facebook, X, or other social media platforms, as links would continue to be shared on those platforms. The goal was to determine the most consistent and accessible way to house and catalog meeting videos.

Mr. Livingston prefaced the discussion by acknowledging that he had not been able to speak with Councilwoman Matthews prior to the discussion and expressed regret for that oversight.

Councilwoman Matthews expressed concerns regarding transparency, noting that the decision to limit streaming to YouTube was made without her input and had caused confusion among the public. She highlighted Facebook Live's larger audience and engagement and recommended maintaining Facebook Live in addition to using YouTube as the video repository. She suggested exploring options to moderate comments to prevent personal attacks while preserving public engagement. Council members shared their perspectives, in which Mayor Gaylor emphasized that YouTube provides a consistent storage hub for videos, while links on social media allow continued public access.

Others noted the importance of Facebook Live for reaching a broader audience, particularly for constituents who regularly use that platform.

Councilwoman Taylor shared research on streaming practices in North Carolina municipalities, noting a mix of platforms, including YouTube, Facebook, Vimeo, and local TV channels.

Councilwoman Matthews stated that the decision to stop streaming on Facebook Live was not communicated to her and reiterated support for maintaining public access and engagement.

Technical considerations were discussed, including Facebook's 30-day video retention policy and algorithm impacts when posting YouTube links on social media. Council agreed that YouTube would serve as the primary repository for videos, with links provided on Facebook to ensure continued accessibility.

Mayor Gaylor recessed the meeting at 8:22 p.m. until 8:25 p.m.

Councilwoman Matthews made a motion to continue to use Facebook Live and Youtube. The motion was seconded by Councilman White. Councilwoman Matthews and Councilman White voted in favor of the motion. Mayor Gaylor, Mayor Pro Tem Jones, Councilman Boyette, Councilwoman Taylor, and Councilwoman Weeks voted against the motion. The motion failed 2:5.

8.4 2026 Proposed Goldsboro City Council Meeting Dates Discussion

The item was submitted by Laura Getz, City Clerk and was presented by City Manager Matthew Livingston.

The City Manager's Office presented a draft proposal for the 2026 City Council meeting schedule. The draft incorporates several adjustments based on prior Council feedback. Mayor Gaylor highlighted that the draft proposes one regular meeting in April, with the option of holding a budget work session (potentially on a Friday from 3:00–5:00 p.m., subject to availability). The draft proposes one meeting in February to be scheduled in addition to the annual Council retreat. One regular meeting is scheduled in July and one regular meeting is scheduled in December.

Mayor Gaylor stated that the proposed schedule is presented simply for review and feedback, not for a vote at this meeting.

Mayor Gaylor recommended that feedback should be directed to City Manager Matthew Livingston and City Clerk Laura Getz. Mayor Gaylor expressed general support, noting the schedule provides opportunities for deeper discussion. Options remain for Council to either approve the schedule at this meeting or place it on the consent agenda for consideration at the next meeting.

9. City Manager's Report

City Manager Livingston shared the upcoming Legislative Breakfast scheduled for Thursday, August 21, 2025 at Walnut Creek Country Club. Mr. Livingston also noted that repairs are underway on the downtown fountain. The fountain, which had been stagnant for over a year, is being restored to improve its appearance, as it serves as a popular photo location for residents and visitors.

10. Mayor and Councilmembers' Comments

Councilman White highlighted a potential National Guard partnership, maintaining Goldsboro as military-friendly, school safety, football season, and Facebook for community engagement.

Councilwoman Weeks thanked Councilman Boyette, the city manager, and Commissioner Bevan Foster for their leadership during the recent community roundtable at Central Heights, calling it one of the most informative and successful events she has attended.

Councilwoman Matthews thanked community members and staff, recognized safety improvements at a bus stop, opposed ending Facebook Live streaming of meetings, and emphasized transparent governance.

Mayor Pro Tem Jones thanked city staff for their service, commended work during recent flooding incidents, and reiterated her commitment to serving and communicating with residents. She stated a preference for YouTube streaming over Facebook but noted that she does not personally engage with social media platforms.

Councilwoman Taylor reported on traffic concerns at the intersection of Mulberry and Audubon. She announced that a traffic study will be conducted to evaluate the need for additional stop signs.

Councilman Boyette praised city staff and recent infrastructure improvements, highlighted cost savings from in-house projects, shared updates on a town hall, economic development, and sewer discussions, and encouraged continued use of Facebook for council meetings.

Mayor Gaylor provided updates on several NCDOT projects, including the Ash Street redesign and Central Heights/Royal Avenue realignment, both moving forward on schedule. He acknowledged mowing delays due to heavy rainfall but noted crews are catching up. The Mayor also recognized numerous community-led school supply drives, thanking organizations and volunteers for their contributions to local students.

Detailed comments from the Mayor and Council are available on YouTube.

11. Closed Session

Per the City Attorney, closed session is not recommended for this meeting.

12. Adjournment

Councilwoman Weeks made a motion to adjourn the meeting. The motion was seconded by Mayor Pro Tem Jones and unanimously approved.

There being no further business, Mayor Gaylor adjourned the meeting at 8:57 p.m.

Charles Gaylor, IV
Mayor

Sakeithia Reece
Deputy City Clerk