

Appearance Commission Meeting

April 1, 2013

Minutes

Members Present: Chairwoman Melton, Lee Batson, Kirby Guinn, Sandy Foutch

Members Absent: Fiquet Swain

Staff Present: Zunilda Rodriguez, AICP, Planning Director

Guests: Commissioner Virginia Gray

1. Meeting Called to Order & Welcome

Chairwoman Melton called the meeting to order at 6:30 p.m.

2. Adjustment and Approval of the Agenda

Lee Batson requested the March minutes be modified to include a change to #2 (motion was seconded by Lee Batson) and modification to #4A (expand upon last sentence noting that they will be replaced as part of future phases of the project). Chairwoman Melton made a motion to approve the March minutes with the change. The motion was seconded by Lee Batson.

3. Public Comments:

Staff member Zunilda Rodriguez noted there were no members of the public present that submitted public comments.

4. Discussion, Consideration, and Action on the Following Items:

A. Downtown Façade Grant Program

Appearance commission members expressed concern with the program regarding the length of time someone must wait to qualify and ease of the application process to navigate. Ms. Rodriguez noted that the commission could consider revisiting the program layout after this second cycle has completed to address their concerns.

B. Farmers Market Update

The Appearance Commission welcomed a special guest speaker – Brandy Hunter. Mrs. Hunter discussed the following regarding the features of the upcoming Farmers Market season:

- Cookout; master gardner sessions;
- Teachings on how to plant your own garden;
- Feature urban agriculture information;

The Farmers Market has a new website which was launched this year. They also plan to

partner with local charities (i.e. Wendell Rams, Zebulon) on special Saturdays that will have charity oriented events. The Farmers Market will accept EBT, debit and credit cards this year for the first time. Tokens issued by the Farmers Market will be good as long as they are available for promotion to use to buy products at the farmers market. They plan to do heavy marketing by walking the community and will appeal to customers by offering picnic tables that match their new logo design and will offer a family-friendly environment. They will also have wireless terminals and a hand wash station inside the Chamber of Commerce, which will be open on those days.

The Appearance Commission recommended that they use larger signage to attract customers. Mrs. Hunter noted that they will have more signage including a signage board setup near their entrance on Wendell Boulevard. Information on the farmers market will also be featured on the fire station sign in town.

Mrs. Hunter also noted they plan to have “How Sweet It Is” cooking demonstrations for the public to emphasize the nutritional value and healthy eating habitats. They also plan to partner with the Wendell Historical Society for their July 4th Parade. The Farmers Market will also be featured at the September Public Safety Appreciation Day hosted by local EMT/Fire. There is a \$20 annual fee and then \$5 for each Saturday for setup. Full guidelines and application is featured on their website. Mrs. Hunter noted that we should contact Mr. Sanford at the St. Augustine Catholic Church who has a community garden setup at their location which is open to anyone in the community. It would be a good opportunity to connect with the Appearance Commission. Zunilda noted she would follow-up with Brandy to obtain his contact information. Brandy noted she would provide information.

C. Adopt-A-Highway Program

Ms. Rodriguez provided a brief overview on the Adopt-A-Highway Program and asked if the Appearance Commission was interested in participating. The Appearance Commission gave a unanimous vote to direct staff to move forward with submitting an application on their behalf to adopt Business Highway 64 from Marks Creek to Edgemont Road. Ms. Rodriguez noted she would submit the application this week.

D. Spring Litter Sweep 2013

Ms. Rodriguez provided a brief overview on the Spring Litter Sweep 2013 program and discussed whether the Appearance Commission was interested in participating. Brandy Hunter noted she would be interested in participating and to send information to her once the date has been confirmed. The commission members discussed having the event on either April 20 or April 27. No decision was made at the meeting. Ms. Rodriguez noted she would follow-up and receive a preference date from the commission by the end of the week.

E. Status on Fundraising Efforts

Chairwoman Melton noted she spoke with Paul White who offered one of his buildings to hold a fundraiser. The Appearance Commission would like to hold a silent auction also possibly at the Women's Club or Chamber of Commerce. The space would be donated free of charge in this instance. Lee Batson noted she would serve as point of contact to follow-up with Sally Matthews at the Women Club about their space for May 18. They plan to make decision by April 17 on providing donated space for the silent auction.

The Appearance Commission discussed the need to find donors for the silent auction (i.e. Food Lion; Ihrie Knott (she noted she had items to donate).

Lee Batson noted that there were areas in town she observed that could use some beautification sprucing up, which included the following:

- Jones Landing / Landing at Buffalo (shrubs need to be changed out and can't read signs)
- Meadowbrook (signage needs to be repaired and plants need maintenance)

Lee Batson agreed to develop an ongoing running list of these types of projects for the Appearance Commission to explore once their fundraising efforts were completed.

F. Business Appearance Makeover Pilot Project

Chairwoman Melton provided a brief update on the status of the Business Appearance Makeover Pilot Project. She noted that she had not spoken to Fiquet and needs her for the painted fabric side. Chairwoman Melton noted she would follow-up with Fiquet Swain on getting this project moving forward.

The Appearance Commission members discussed the following ideas for this project:

- making connections with the Art of Giving to have photos on loan;
- framing wall paper designs or magazine covers into frames for placement on tables;
- use flameless candles on tables for ambiance;
- utilize money raised through fundraising to purchase inexpensive café tables for placement outside;
- develop a sample table look to provide as a demonstration look for the site;
- would like to see completed within the next month

5. Chairman and Board Members' Comments

Chairwoman Melton noted that she had no comments. She requested any comments from the other Appearance Commission members present.

Sandy Foutch, Kirby Guinn, and Lee Batson stated they had no comments at this time.

6. Adjourn

Sandy Foutch made a motion to adjourn the meeting. Jenny Melton seconded the motion. The vote was unanimous and the meeting was adjourned at 8:45 p.m.