

**Wednesday, February 22, 2017 Meeting Minutes**

**Economic Development Committee – Joint Workgroup Meeting**

**EDC Members Present:** Ed Morrell, Paul White, Dr. Connie Jones, Niki Jones, Mercedes Rico, and Stacey Piesche.

**EDC Members Absent:** Gene Braddy, Sheree Hedrick

**Staff Present:** David Bergmark

**Guests:** None

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The meeting was held in the Conference Room at Town Hall, 15 E. Fourth Street.

The EDC discussed the strengths and weaknesses of the Wendell Wonderland event, and more specifically the Christmas market. Mercedes Rico said she thought they needed to expand marketing next year, and use Facebook promotions with pictures from last year’s event. Dr. Connie Jones said she heard comments that suggested they needed more food vendors next year and that the Christmas Craft Market was too warm inside.

David Bergmark gave a summary of the Carolantic Real Estate Conference, which he and some EDC members attended in January.

David Bergmark provided an update on changes to the Economic Development webpage. He asked EDC members for input on types of news material which should be added to the website. The committee said they thought the news section should include links to recent news articles, a link to the Wendell Falls Blog, and bullet points with brief summaries of recent businesses which opened, or pending development. Paul White said we should link the bullet to the website of any business mentioned.

David Bergmark said the Town was exploring the possibility of getting someone from the Greater Raleigh Convention and Visitors Bureau to provide training on customer service and marketing to the Town of Wendell Businesses. He said planning staff was also planning to attend an economic development training session in July with the UNC School of Government.

David Bergmark provided an update on various pending developments, including Cruisers gas station, Kioti Tractors, the Wendell Falls Medical Office Building, an ABC Store, and a potential outdoor wedding venue. Paul White said the ABC store was trying to finish some remaining utility work.

David Bergmark said Allison Rice would be attending a training workshop on March 28<sup>th</sup> regarding the Downtown Associate Community (DAC) program. Communities selected for DAC participation receive up to three years of downtown services from the North Carolina Main Street and Rural Planning Center. David asked Mercedes Rico if she would be willing to accompany Allison on the trip, as there was a requirement for a business representative to be present as well for companies that were considering applying. Mercedes said she was interested and thought she would be able to go.

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Ed Morrell said he wanted the EDC to be aware that his building on Third Street had been sold to Elect, an electrical testing and design company. He said they may expand further in the future once additional equipment is moved out of the storage space. He said the owner/manager, Barry Tindal, lives in Wendell in Blair Hills.

David Bergmark said it would be good to get information from Elect and 41 North Café to send to Wake County Economic Development in order to promote these new businesses.

Dr. Connie Jones made a motion to adjourn. Stacey Piesche seconded the motion. The motion passed.