

**Wednesday, June 22, 2016 Meeting Minutes**

**Economic Development Committee – Joint Workgroup Meeting**

**EDC Members Present:** Ed Morrell, Sheree Hedrick, Paul White, Dr. Connie Jones, Barry Perry, Stacey Piesche, Niki Jones

**EDC Members Absent:** Lesia McKensie, Don Brown

**Staff Present:** Allison Rice, Patrick Reidy

**Guests:** Hans Dara, Mercedes Rico

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The meeting was held in the Conference Room at Town Hall, 15 E. Fourth Street. Everyone in attendance introduced themselves for the benefit of the new members and the visitors.

Mr. Perry made a motion to approve the minutes. Ms. Hedrick seconded the motion.

Item 5.a. Update on Retail Recruitment outreach strategy by planning staff.

Ms. Rice explained to the group that they had devised a list of businesses that the EDC would like to see move to Wendell. Staff then wrote a letter to each of the 40+ businesses inviting them to move to town. She said that she had thought of some other businesses, so she would likely send out another round of letters.

Mr. Jones asked if Wendell had an economic development strategy. Mr. Reidy said that the town had tried to hire an economic development person but that it wasn't well-funded and the position was removed after a year. He said economic development efforts have been a little piecemeal. Mr. White read a list of things that the EDC had accomplished.

Ms. Rico asked about getting a sprinkler system for Main Street businesses. Mr. Reidy said that City of Raleigh was working on an upgrade of the water lines to support that. He said that staff conversations with City of Raleigh had moved the timeline up from 3 years to 1 year.

Ms. Rico asked that staff send the EDC a list of the businesses that were sent letters, so that they could contribute names to additional businesses to send letters to.

5.b. Update on Business after Hours to be hosted by the EDC

Mr. Reidy updated the new members and visitors on the Business after Hours event. He said it would be held at Wine 101 in September from 6pm – 9pm. He said that they were taking donations from businesses to pay for drinks and refreshments. Joe from Wine 101 said that he might have his band play at the event for free.

It was agreed that they would use the Chamber contact list as a starting point to reach out to businesses. The EDC would reach out to the rest of the businesses in person. Ms. Hedrick, Ms. Piesche, and Mr. Dara said that they would each donate \$50. Mr. Perry said that he would donate \$50, and that he would donate more if needed.

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The EDC talked about the ABC distribution center, Wendell Falls commercial development, and the new EMS station.

#### 5.c. EDC membership Update

5.d. Discussion on and EDC participation in Wendell Wonderland Open House event  
Wendell Wonderland would be held December 3<sup>rd</sup> this year. Ms. Hedrick described what was done for the Wendell Wonderland and the Open House last year. Ms. Rice asked if this was something the EDC wanted to do again this year and, if so, they should start planning for it.

The EDC agreed that they wanted to do Open House. Mr. Perry said that he would donate a Yeti cooler again.

Ms. Rico asked if the Town could play Christmas music downtown throughout the day in December.

Ms. Rice said she would provide an outline of the event at the next meeting so that the EDC would understand what was required and nail down individual duties.

#### 5.e. Update by staff on Transportation Planning efforts

Ms. Rice described how the Collector Street Plan update was progressing, and showed the EDC the collector street map with citizen comments. The EDC also talked about Wake County's transit plan.

#### 6. Economic Updates to send to WCED

Staff asked EDC members to think of new businesses in town that could write a sentence or two to be submitted to Wake County Economic Development. The EDC also talked about Wendell Magazine.

The EDC talked about the Fourth of July event and about the Italian visitor.

Mr. Morrell made a motion to adjourn. Ms. Hedrick seconded it. The motion passed.