

Wednesday, June 24, 2015 Meeting Minutes

Economic Development Committee – Joint Workgroup Meeting

EDC Members Present: Paul White, Ed Morrell, Don Brown, Berry Perry, Ginny Porter

EDC Members Absent: Jo Anne Wright, Steven Kyle Williams, Lesia McKensie

Staff Present: David Bergmark, Allison Rice

Guests: Commissioner Gina Gray

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The meeting was called to order by Paul White at 5:37 pm.

Don Brown made a motion to accept the minutes. Mr. White seconded it.

Ms. Rice gave an update about the vacant window display. She said there were only 5 pictures from the Library of Congress that were large format, and they were being printed and laminated. She said she had talked to Nora Cambier, who had found some pictures of Fleet Fuels that she should scan. Ms. Rice said they were at a good starting point but that she would keep looking around for more pictures. Mr. White said he had some pictures of Lake Glad that he could look for. Ms. Rice said that the type of pictures that they were looking for were pictures the streetscapes of Downtown Wendell, so that you could see the architecture and how it changed. She said she was also looking for pictures of people in daily life in Wendell. Ms. Rice said she would start talking to property owners about hanging up the pictures in their storefronts.

Ms. Rice said that Ms. Cambier found a large painting of Fleet Fuels from the Deans that could be hung in one of the larger windows. Mr. Perry said that as soon as they start hanging pictures, people would come up and donate pictures to the Town to scan.

Mr. Perry said that the mural was a homerun.

Ginny Porter gave a report on the Chamber's talks with Clairmont. Clairmont is a marketing firm that had approached the Chamber because they are already working on Wendell Falls for Newland so they already have ideas for Wendell. She said the can come in and do a formal presentation. She said Clairmont will have to work on the pricing because it was clearly too expensive for the Town to invest in. The Chamber Board voted in favor of this.

Mr. White said Wendell Falls needed to pay for it since the Town couldn't afford it. He said the Town could possibly do it with support from Newland, businesses, the Chamber, etc. Mr. Perry said it was possible NC State or Wake Tech could do the work for us at a lower cost. Mr. Brown asked if anyone had reached out to Smithfield to see what they were doing.

Mr. Perry said the News and Observer will put business flyers in newspapers in certain zip-codes with appropriate demographics for that business. He said they charged \$7000 for 8 pages and 150,000 releases. He said he was already doing it for his shop and suggested the Town look into it.

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Ms. Porter said the Chamber was putting together the Wendell book and was very excited about it. She said the book would look great and would be good advertisement for the Town.

Mr. Bergmark discussed the Citizen Board applications. He said the Board had appointed 3 new members to the EDC and had increased the EDC size, but that the quorum would stay at 4.

Mr. Bergmark discussed the transportation plan that was currently before the Planning Board. He said there would be a public information session on June 29th and invited the EDC to attend.

Mr. Bergmark discussed the State design bill that had just passed, and explained its implications for Wendell.

Mr. Morrell asked about the downtown overlay district. He said he had watched the Board of Commissioners' session where the proposal had been rejected. He asked why the EDC had even bothered working on it if it was going to be shot down so quickly. He said Mr. Bergmark should have presented it differently. Mr. White said that EDC members should have talked to individual Board members to be sure of their support before presenting it to the Board. He said that was what the EDC was there for.

Mr. Perry made a motion to adjourn. The motion passed.