

Wednesday, July 27, 2016 Meeting Minutes

Economic Development Committee – Joint Workgroup Meeting

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

EDC Members Absent: Gene Braddy

Staff Present: David Bergmark, Allison Rice, Patrick Reidy

Guests:

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

Niki Jones made a motion to approve the June 22, 2016 minutes. Mr. Morrell seconded the motion.

Item 5.a. Selection of Chair and Vice-Chair

Sheree Hedrick nominated Paul White to remain as Chair of the EDC. Stacey Piesche seconded the motion. The motion passed.

Stacey Piesche nominated herself as Vice-Chair of the EDC. Sheree Hedrick seconded the motion. The motion passed.

Mr. Bergmark handed out the member contact list and made corrections.

5.b. Review of the EDC Strategic Plan

Mr. Bergmark went over the Strategic Plan. The Plan was originally adopted under a former planning director, Zunilda Rodriguez. The structure of the EDC has changed since it was written. The EDC did not have different workgroups anymore. He said we had accomplished several priorities that were listed.

There were no comments or questions from the EDC.

Mr. Bergmark said staff had updated the Downtown Wendell brochure and would be posting it online. He said they were good for passing around to prospective businesses.

5.c. Update on Retail Recruitment outreach strategy by planning staff

Ms. Rice went over what had been done for retail recruitment since the last meeting. She said she had sent out letters to each business on the list and then called each business to follow up a few weeks later. She said there were two businesses that had responded with interest, and that staff had met with them to show them around.

Ms. Rice said she had put together another list of potential businesses to contact. She asked the EDC if they had any ideas of businesses to add to the list. She said it was time consuming for one staff person

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to call 50+ businesses, and asked that the EDC members help by splitting the list and making follow-up calls. Staff said they would put together some bullet points of info to help with the calls.

Niki Jones said that other small Triangle towns were cold calling businesses but we needed to offer them specific locations and incentives up front for it to be successful.

The EDC talked about the façade grant and how it wasn't funded for that fiscal year. Mr. Jones said it was very important to offer this. Mr. Reidy said that the Chamber had discussed fundraising to support the grant for a year.

5.d. Discussion on Business After Hours to be hosted by the EDC

Mr. Reidy got a member list and a list of prospective members for the Chamber of Commerce. September 22nd from 6-9 pm. Joe from Wine 101 agreed to work with the EDC for the drink ticket prices. The EDC agreed to put together invites with the RSVP date 3 weeks before the event. The Committee would hand deliver them to downtown businesses, and email and mail the rest.

Ms. Hedrick said it was important to hand deliver the invitations and to have each committee member personally invite 5 people.

Dr. Connie said she would talk to Food Lion, Dominoes, and Boulevard Pizza about donating food. Ms. Rico said she would talk to Bravo's Pizza and Agave. Ms. Hedrick said she would talk to Brown Bag Bagels and Aubrey and Peedie's. Staff said they would talk to Great Wok and Lick's Ice Cream. Mr. Jones said he would talk to Grounds.

5.e. Review of the EDC's participation last year in the Wendell Wonderland Event (Open House) and discussion of this year's plans

Ms. Rice went over what the EDC did for the Open House last year. Ms. Hedrick said the EDC should encourage businesses to have pop up stores within the storefronts.

Mr. Reidy suggested they ask businesses to sign up at the Business After Hours event. Ms. Rico said she should help design the Open House flyer.

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. Ms. Rico said she would write a paragraph and send it to staff.

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