

April 10, 2013 @ 10 AM  
Wendell Economic Development Committee  
Corporate Development/Shovel Ready Sites Meeting

The regularly scheduled meeting of the Corporate Development/Shovel Ready Sites was held at 10:00 a.m. at the Wendell Community Center. Present were Donald Brown, Paul White, Ed Morrell, Tamah Hughes, Commissioner Gray, Zunilda Rodriguez and Teresa Piner.

The meeting was called to order by Ms. Rodriguez at 10:03 a.m.

**Draft Minutes of 3/27/2013**

- ◆ Donald Brown stated to change his company from Stewart Engineering rather than Energy
- ◆ Ed Morrell made the following changes to the minutes
  - (1) Look at areas this group wants to focus on
  - (2) Web links were emailed of incentive packages
  - (3) Look at Economic Development Web page

**Economic Development Incentive Policies**

- ◆ Town Incentive Policy was reviewed in 2009
- ◆ Paul White said we need to be proactive as an economic development group. Need a salesman mentality.
- ◆ Would like to go forward with the development of a “Group of 100.” Form an LLC. Give ourselves 60-90 days to get as least 50 members, and then decide whether to move forward.
- ◆ For profit LLC Leverage and borrow money to bring in industry. In 5 years, we would have a \$5 million dollar organization.
- ◆ Mr. Brown would like to see something in writing. It sounds interesting but needs to see an example.
- ◆ Mr. Morrell stated it was his understand that Bruce Lynch had too much paperwork to fill out. This should be filled out administratively.
- ◆ 100 members times \$100 per month times 12 months times 5 years equals \$600,000 “For Profit LLC.”

**Websites**

- ◆ User Friendly website
- ◆ Social Media
- ◆ Intuitive website
- ◆ Responsive to inquiries/customer service

When the news on the website is updated, it would also get tweeted and FaceBooked.

**Communication Tools**

- ◆ Signage
- ◆ Wayfinding
- ◆ Website
- ◆ Tamah reviewed draft website with committee members

April 10, 2013 @ 10 AM  
Wendell Economic Development Committee  
Corporate Development/Shovel Ready Sites Meeting

- ◆ Mr. Brown recommended adding J-dig and One North Carolina info to economic development webpage as well as industry demographics information.
- ◆ Refreshing the business development incentive policy was recommended
- ◆ Mr. Brown recommended looking at policies of communities that are closer to Wendell such as Holly Springs, Apex, Cary and Wake Forest

**Discussion**

- ◆ Paul White spoke about the importance of flexibility of signage and processing of development applications for large companies.
- ◆ Ms. Rodriguez asked members what is attractive for a potential new company:
  - (1) Financial cost
  - (2) Streamline process
  - (3) Housing diversified
  - (4) Schools
  - (5) Workforce
  - (6) Recreation
- ◆ Donald Brown stated once you get past the financial side, quality of life issues are important in the selection process.
- ◆ Donald Brown – Don't forget amenities that are not town sponsored such as the Wendell Rams, etc.
- ◆ Ed Morrell – Louisiana wants him to move his business out-of-state.
- ◆ Ed Morrell stated he could not imagine a company wanting to locate in Wendell without going through the NC Dept. of Commerce or Wake County first. He is interested in knowing what sites are needed by Wake County or the state.
- ◆ Ms. Rodriguez will provide the committee on the County's requirements for Shovel Ready Sites at the next meeting.

Mr. Morrell would like to know why Wendell versus an Apex or Holly Springs. What would it take to direct people to Wendell? Morrell asked "What does it mean to be "smart grid" friendly?"

**Next Meeting**

- ◆ Shovel Ready
- ◆ Smart Grid
- ◆ Incentive policy update

April 10, 2013 @ 10 AM  
Wendell Economic Development Committee  
Corporate Development/Shovel Ready Sites Meeting

**Committee Leadership**

- ◆ How the two groups should select leadership. Mr. Morrell thinks the groups should have their own Chair and Vice Chair, and the work groups should give their own reports to the town board.

The meeting was adjourned at 11:30 a.m.

April 10, 2013 @1PM  
Wendell Economic Development Committee  
Downtown / Town Branding Workshop

The Wendell Economic Development Committee Downtown/Town Branding Workshop was held on Wednesday, April 10, 2013 at the Wendell Community Center. Present were Lesia McKenzie, Zunilda Rodriguez, Teresa Piner, Kyle Williams and Michael Haley, Project Manager for Wake County Economic Development.

Planning Director Zunilda Rodriguez called the meeting to order at 1:10 pm.

**Review and discussion of the following items:**

It was stated that most Smart Grid companies located in Wake County are on the Western part of the county.

Michael Haley, Wake County Economic Development Project Manager, stated that the Wake County Economic Development is a charge of the Raleigh Chamber of Commerce.

**Focus on Smart Grid**

- ◆ Concentration of companies in the Triangle area. The number of companies as well as the size of the companies provide a large presence in the area.
- ◆ Number of Resources in the area
  - (1) NC State University – 3<sup>rd</sup> largest engineering company in the United States
  - (2) NC State provides the largest number of employees to Cisco and Siemens.
- ◆ Workforce
- ◆ Siemens
  - (1) Smart City Initiative
    - Trains
    - Smart Grid
- ◆ Wake County Economic Development representatives go to:
  - (1) Trade Shows and talk to different companies about the Research Triangle Area
  - (2) Social Media – get the news about Clean Technology Companies

Many companies focus on the west side of the county due to traditional development patterns and access to roads.

**What would make Clean Technology Companies come to this area?**

- (1) Promote broadly
- (2) Tow Siemens / develop relationships
- (3) Get Smart Grid companies into the K-12 School system
- (4) Work with Research Triangle Development Partnership. This group has started the Smart Grid Clean Technology Cluster Align the town's marketing efforts with efforts related to the cluster.
- (5) Focus residential development on smart homes

April 10, 2013 @1PM  
Wendell Economic Development Committee  
Downtown / Town Branding Workshop

(6) Develop Certified Sites

**What can Wendell do to promote itself as a Smart Grid community**

- (1) Promote Wendell thru Wake County
- (2) Put up Siemens charging stations in the downtown
- (3) Solar Panels on municipal buildings
- (4) Distinguish itself as a “smart community” through attracting a niche market of demographics (i.e. smart meters, in-home management, electrical cars, solar panels on homes)
- (5) Need to create more commercial products that are ready to go in the future

Raleigh is putting up car charging stations & panels on their buldings.

Austin Texas has a demonstration project on Pecan Street

San Diego works close with big corporate partners. The zoo is working on a project to rehab the zoo so that it will give off zero emissions.

**Draft Town Website Demonstration – Economic Development Elements**

- ◆ Tamah reviewed website & Economic Development page
- ◆ Asked members to review Economic Development page for information to add to website.

Lesia McKenzie asked whether the town has pursued certified sites in the past or do property owners pursue it. Teresa Piner noted that the town has made past efforts to facilitate establishing certified sites with private property owners but it has not been successful to date.

McKenize and Williams noted it would be a good idea to do a tour of the Siemens property at some point in the future with the full Economic Development Committee.

McKenzie recommended that the town add local attorney or legal association contact information under the business resource section of the economic development webpage.

**Adjourn**

The meeting was adjourned at 2:30 P.M.

April 24, 2013 @ 10 AM  
Wendell Economic Development Committee  
Corporate Development/Shovel Ready Sites Meeting

The regularly scheduled meeting of the Corporate Development/Shovel Ready Sites was held at 10:00 a.m. at the Wendell Community Center. Present were Donald Brown, Paul White, Commissioner Virginia Gray, Zunilda Rodriguez; and Town Clerk Jonnie Driver. Absent from the meeting was Edward Morrell.

The meeting was called to order by Ms. Rodriguez at 10:02 a.m.

**Draft Minutes of the 3/27/13 and 4/10/2013 meetings**

- Donald Brown made a motion to approve the minutes of the March 27, 2013 and April 10, 2013 meeting. The motion was seconded by Paul White.

**Economic Development Incentive Policies**

- Zunilda stated she had sent the members samples of incentives policies from Holly Springs, Apex, Wake Forest and Rolesville for their review.
- Mr. Brown stated the town incentive policy was a much defined policy.
- Mr. White said need to be able to make things happen. If we know what they want and need, we need to be able to make that happen and not get tied up in paperwork.
- Commissioner Gray asked if it would be possible to have a policy, and in that policy make a statement that we are willing to work with a company that is interested in coming to town.
- Zunilda said it might be useful to highlight certain things in the policy.
- Mr. White stated we have one thing that other areas don't and that is open highways and open land.
- Mr. Brown stated he thought the incentive policy was geared toward everyone, not just one type of business.
- Mr. White said we need to focus on our attributes such as highways and land. We are the only town with access to a six lane highway and a four lane highway and available land.
- Mr. Brown said all towns have that. Mr. White said not a six lane highway to I—540 however.
- Mr. Brown said he thinks the point is that we need to stress that these highways are not loaded with traffic such as other towns.
- Mr. White said that we have a four lane and six lane highway and we have the best option.
- Mr. Brown said that we need points to sell our area to prospective such as:
  - (1) Open Community
  - (2) Affordable open land
  - (3) Open land
  - (4) Some way to move forward faster
  - (5) Demographics
  - (6) University System
  - (7) Wake County School System
  - (8) Competitive and flexible Incentive Policy
  - (9) Low Cost of housing
- Mr. Brown stated that he attended the Sustainable Energy Conference and Raleigh seems to be using the Smart Grid Community theory. We need to have things in line before we meet with people.
- Mr. White stated that we need businesses that will bring jobs and tax revenue to our town.
- Mr. White suggested staff coordinate a meeting with REDUS that is involved with the Wendell Falls project and see what the town needs to do to get that development up and running.

April 24, 2013 @ 10 AM  
Wendell Economic Development Committee  
Corporate Development/Shovel Ready Sites Meeting

- Mr. White said that we need to make our incentive policy simple. He said he would like to see the UDO wiped out and deal strictly with the client and the Board of Commissioners.
- Ms. Rodriguez stated that we could identify ways to make it flexible to meet the needs of those businesses interested in coming to Wendell.
- Mr. White said we need to be proactive rather than restrictive. He said he had just gone through the process of trying to upgrade his old sales office and run into the problem of not being able to use stucco because the UDO says you cannot use stucco below 8 foot. He would like for the board to give Zunilda permission to make administrative approval decisions on projects rather than having to go thru all the channels which is very time consuming.
- Commissioner Gray asked Zunilda to put on the list of things in the UDO that need to be reviewed by the board the Stucco below 8 foot restriction and Administrative review process.
- Zunilda asked if the committee would like a revamped and simplified Incentive Policy to review at the next meeting.
- Mr. White said yes, and suggested using bullet points rather than a four or five page write up document; keep it simple.
- Zunilda asked if the committee would like for staff to improve the existing incentive policy.
- Mr. Brown said yes, and he would like to see the map added to the incentive policy.
- Mr. White said along with meeting with REDUS he would also like to get a big realtor involved such as Carolantic Realty owned by Steve Stroud and ask for his advice. He would like staff to work on inviting them to an upcoming meeting.

**Wendell 100**

- Paul White stated need about 60 members to start with a goal of being 100 members.
- Paul White stated you would need an operating agreement outlining how the group would be formed.
- Paul stated when they join they pay their money thru a bank draft. The group would spend the money to purchase land. It is a long term commitment. It could be local or an East Wake Group.
- Mr. Brown stated his fear was that the Economic Development Committee would become so involved in the investments, it would become their main focus. They need to operate separately not through the Economic Development members.
- Mr. Brown asked if the town was legally able to participate in this type of investment.
- Ms. Rodriguez stated that it was something that the attorney would need to advise us about. I will talk with Ms. Piner about getting the lawyer's advice on the matter.
- Mr. White will discuss the Wendell 100 plan with the Downtown/Town Branding Workgroup at their Economic Development Committee afternoon meeting.

Commissioner Gray asked Ms. Rodriguez to check into adding some flexibility of creating incentive zones for the UDO. She also said when things come up in these committee discussions that are problems; she would like staff to add them to the UDO review list for consideration and discussion by the board.

Mr. White said he believed that parking was an issue, because of the requirement to have most of your parking in the rear of the building and he believed that was one hold up on the Wal-Mart Express. Ms. Rodriguez stated she would add parking requirements to the list of issues to be reviewed.

The meeting was adjourned at 11:45 am.

April 24, 2013 @ 1:00 PM  
Wendell Economic Development Committee  
Downtown/Town Branding Workgroup

The Downtown/Town Branding Workgroup held its regularly scheduled meeting on Wednesday, April 24, 2013 at 1:00 p.m. at the Wendell Community Center. Present were Lesia McKenzie, Paul White, Joe Ann Wright, Teresa Piner, Zunilda Rodriguez, and Commissioner Virginia Gray. Absent from the meeting were Barry Perry, Latisha Vereen and Kyle Williams.

Ms. Rodriguez called the meeting to order at 1:10 pm.

**Minutes of the March 27, and April 10, 2013 meeting**

Lesia McKenzie noted that her name was misspelled in both the March 27 and April 10 meeting minutes and would like to see that corrected along with the name of her firm to read “Edward Jones” in the March 27 meeting minutes. Lesia McKenzie made a motion to approve the March 27, 2013 and April 10, 2013 minutes. The motion was seconded by Paul White. Ms. Rodriguez noted she would make the changes.

**Draft Small Business Resource Guide**

Ms. Rodriguez gave a brief overview of a draft small business resource guide that aims to provide a user-friendly, transparent and walk-through process of how to open a small business in Wendell. This would be an important tool used as part of implementing a small business resource center in the planning department. Ms. Rodriguez highlighted the following areas of the guide to the committee:

- Pages 6 & 7 notes the types of uses permitted, which creates transparent access to areas of the UDO to the public;
- The guide walks businesses through how to:
  - Upfit of existing building
  - Build new building
  - Home occupation
- Includes a check list to complete processes;
- Indicates cost of permits and fees for greater transparency;
- Provides a brief resource contact section for small businesses that includes:
  - Phone numbers
  - Websites
  - Addresses

Staff Reviewed guides from other jurisdictions.

- A list of fees that Wendell controls is listed on page 13 of the small business resource guide.

**Planning Department to establish a business center**

- Planning Department will set up open-house hours for small business assistance.
- They will also set up meetings with businesses on their schedule by appointment.

Lesia said there are a lot of costs to a start-up business and this service would be beneficial. Lesia said focus on downtown. She recommended staff look at reduction of fees in areas where need to fill store fronts.

- Paul White noted that staff needs to look at simplification of the downtown façade grant program to make it more accessible and successful.

April 24, 2013 @ 1:00 PM  
Wendell Economic Development Committee  
Downtown/Town Branding Workgroup

- Zunilda will email Lesia the downtown façade grant application at her request.
- Put signs in windows “Funded in part by the Wendell Downtown Façade Grant Program” was another recommendation made as well.

Lesia suggested adding under assets of the community section to the small resource guide information about the Farmer’s Market ability to process EBT cards transactions.

Mr. White recommended that the town look at changing the name of the Planning Department to another name. Lesia McKenzie and Joe Ann Wright suggested a friendlier name such the Community Development Department that would contain planning, zoning and economic development.

Ms. Rodriguez noted that the Small Business Resource Guide will be placed online on the new website.

Lesia commented that she enjoyed Michael Haley speaking to the group at the previous meeting. She requested that staff organize a joint EDC meeting where they could tour Siemens in town.

- Mr. White suggested that when we have future speakers that they should present to have groups of the Economic Development Committee and hold a joint meeting together.
- Ms. Rodriguez suggested that they may need to have a combined meeting at least once a month.
- Joe Ann Wright suggested having an occasional night meeting that begins at 5:30 p.m. for example
- Lesia said the downtown functions as destination shopping area with places such as Kannons, Perry’s and Universal Chevrolet.
- The downtown needs multiple things to draw people here and create a “village” atmosphere. Group discussed how there is a void in neighborhood shopping opportunities.
- It will be important to make the downtown a unique family drawn area for the town in the future.
- It was recommended that the town look at having the Small Business Association look at what Wendell needs.
- An important attribute to the downtown is that downtown businesses can cross promote one another versus a town made up of strip centers, which is what makes our downtown distinct.
- Lesia volunteered to work on glossy brochure director of downtown businesses.

**Wendell Group of 100**

Mr. White explained the Wendell Group 100 concept to the committee and said if you have 100 members investing \$100 per month for 12 months you could have \$120,000 in a year to put toward economic development such as purchasing land, properties or other things. Key elements would be:

- Form an LLC
- Form an investment group
- \$100 per month dues by electronic draft
- It would take 60-90 days to set up the member group
- Each person would put in \$1,200 per year
- Would have everyone working together to buy buildings and or land that had diverse interests
- Provide an opportunity to get a Shovel Ready Site under contract quickly

Meeting was adjourned at 2:45 p.m.