

August 28, 2013 @ 10:00 A.M.

Corporate Development Workgroup Meeting

The meeting of the Corporate Development/Shovel Ready Sites Workgroup was held on Wednesday, August 28, 2013 at the Wendell Community Center. Present were Edward Morrell; Donald Brown; Planning Director Zunilda Rodriguez; Paul White (arrived at 10:15); Commissioner Virginia Gray (arrived at 10:20) and Town Clerk Jonnie Driver.

Zunilda called the meeting to order at 10:06 A.M.

Ms. Rodriguez requested review and approval of the Draft Minutes of the July 31, 2013 meeting. Donald Brown made a motion to approve the minutes. Ed Morrell seconded the motion. All voted in favor.

Ms. Rodriguez requested the workgroup review and approve the Draft Minutes of the July 17, 2013 meeting. Donald Brown made a motion to approve the minutes. Ed Morrell seconded the motion. All voted in favor of the motion.

Zunilda stated that at the last EDC meeting the group talked about some of the revisions that were made to the Shovel Ready Sites potential properties map. She noted that staff made edits based on comments that they made to us, and we added our water and sewer lines. She said we have added three more properties to the map.

Zunilda stated that Mr. Womble of 716 Old Battle Bridge Road had expressed interest in selling or developing his property which was close to the Hephzibah Church Property.

Mr. White said before anything can be done we will need to get that road opened so that traffic can pass through there. Mr. White asked why there had to be a bridge there, why could they just not pipe it. Mr. Brown said it was probably due to the width of it, they cannot environmentally impact but so much. Mr. White expressed some concern with the effectiveness of the entire use of the property due to environmental and infrastructure constraints.

The workgroup talked about other properties that might possibly be added to the list. The suggestions were inclusion of the Martin Property, the Medlin property. It was the consensus of the committee that it might be a good idea to invite them to an Economic Development meeting and explain to them what is taking place and how they might benefit from it.

Commissioner Gray asked if anyone had approached the Medlin heirs to see if they were even interested in listing the property. Paul White said you have to be careful approaching people out in that area, because they have already been stirred up and they think that Wendell is trying to take their property. He said I believe that it would help to have someone like Mr. Stroud to come and explain to those people what is taking place in that area and what it will mean to them and how it will affect them.

Zunilda stated that it look like we need that type of outreach approach for the Medlin family, because that property is going to be important to us and them as we grow and develop in that area. Paul said he would contact the Medlin family and extend an invitation for them to come and meet with the EDC Committee.

Mr. Brown said he thought that one-on-one interaction was critical to the whole cluster out there, so that they understand what plans we have for Wendell.

Paul said he would like to get Stroud to come to a meeting and share with the committee how this should be approached and offer some advice.

Mr. Morrell said I he agree that we should tread easy with the owners, but nothing is going to happen unless these people are ready to put their property in the Shovel Ready site, or at least list it as available through the town database.

Zunilda stated that we have people all the time to come into the office and inquire about a property for business or commercial and the town does not have that information in our data base, so this is one reason we are doing this, but yes we would also like properties that could be potential shovel ready sites for Wake County.

Ed stated that he thought it would be better to invite a large group of the property owners and talk with them about things that are happening in the area and let them know that we are trying to plan for the future. He said I don't think we need to ask them who does and does not want to sell property, but maybe give them a piece of paper when they leave that says I am or I am not interested in selling my property. That way everyone is here at one time and there is no wondering what is going on among the property owners.

Zunilda stated that the map would be color coded by the property that is on the market and those that are potential for being for sale or lease. She asked when they workgroup wanted to meet with the owners. Ed suggested scheduling the meeting in two weeks and not having a joint committee with the Downtown / Town Branding Workgroup.

Zunilda said that she will request staff to re-color the map and email it to the committee and give them a two day turnaround for comments and suggestions. The workgroup agreed to have an informational meeting held on September 11<sup>th</sup> at 5:30 PM with invitation letters sent to select group of property owners in the area of review.

Ed said he would agree to send out a letter, and split up the list and call everyone.

Ed suggest that George Hamrick's property on Old Zebulon Road be struck from the map due to it being a residential property and not available for commercial development.

With no further comments, the meeting was adjourned at 11:40 A.M.

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**Wendell Downtown/Town Branding Workgroup Meeting  
Minutes**

The Downtown/Town Branding Workgroup held a meeting on Wednesday, August 28, 2013, at 1:00 P.M. at the Wendell Community Center conference room. Present were Planning Director Zunilda Rodriguez; Planner Patrick Reidy; Paul White; Commissioner Virginia Gray; Town Clerk Jonnie Driver; and Leisa McKenzie arriving at 1:30 P.M.

Zunilda Rodriguez called the meeting to order at 1:00 P.M.

Zunilda said the Downtown Wendell Brochure is a draft and this is what the committee had talked about in reference to conversation about re-design look. We need to do a little more on the design and we got a graphic designer to do the work and the first draft should be out next week. She said once we get it in order we will share it with the committee. It will be about 16 pages with some of the new things they are putting into it.

Ms. Rodriguez said we are still following up on the Welcome to Wendell sign and should be getting something on that next week. The building it will be on is the Broach Custom Sign building and he is doing some clean up to the end of the building where the mural will be to help it aesthetically.

Zunilda said we wanted to talk with you today to see what you might want to focus on. She said at the last meeting we did not have a quorum, so we did not discuss a lot of things.

JoAnn said we have eight people on the committee and sometimes Paul comes to this meeting also. She said I think we need two more people. One on one group committee and one on the other group committee. Commissioner Gray said the Corporate Development/Shovel Ready Workgroup has good attendance, but I think this group struggles so I would think you needed more on this committee. JoAnn said I think sometimes it is the time of day. Zunilda said staff is open to changing the time. JoAnn said she thought the first thing in the morning would be the best, but there may be some that could not be here, but 5:30 in the evening would be ok. Zunilda said she would send out the message to the other members about changing the meeting to 5:30 p.m. Commissioner Gray asked if there were some members that did not really want to serve. Zunilda said one member has said that the summer is better for her because she works with the school system. Commissioner Gray said maybe we could suggest that she serve in a different capacity that would better suit her schedule.

JoAnn stated that she and Leisa has talked and they are trying to do everything as a committee that we can to help people, improve their businesses and we are trying to think of new businesses to come. We talked about what would survive in Wendell and what we would like to see in Wendell and maybe those things would not make it.

Leisa said as we were talking about ideas the most prevalent thing for downtown would be a deli shop which would bring people that are more health conscientious. Ruby Boyette, a local realtor met with them this morning and without giving names what kind of businesses have inquired or looked at the Old Gallery Café Building and what were the hold ups, or big issues. She said we found it is a great opportunity and there is work to be done, but there space upstairs that could easily be rented to help

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pay the mortgage. She said the list price is \$125,000 and more than likely the owner would take a good offer. You will need nearly \$100,000 to rehab the building. Ruby said if you get somebody interested their concerns were the other buildings around it that looks bad. Ruby said there has been someone seriously looking at it for an art gallery and they were going to offer lessons upstairs, someone in antique estates similar to the vintage, and a sports bar. She said I feel like we have a mind set for what would like to come here and the problems that are in front of them.

Leisa asked if there were any kind of grant monies available for restoring historic buildings. Commissioner Gray suggested that they not apply through the Historical Preservation because they are in control of the building and what can be done and it is difficult to do any reservations to the building because they are in control of it.

Zunilda asked if land uses in the downtown area were something that the committee wanted to pursue. Everyone agreed.

JoAnne said the owner of the building cannot justify spending the money to make the buildings more attractive because we have so many empty buildings downtown. She asked would the town be willing to offer a tax incentive to the owners to fix the buildings up.

Zunilda said she thinks what you are talking about doing is having an overlay district and having very specific design requirements in the downtown area. She said we have adopted the incentive policy, but it is focused on either reducing certain fees we charge or reductions or exemptions like parking.

Mr. White said you need to make it simple and say if you will fix your property we will waive the taxes until you get your money back. You need something that is uniform for the entire downtown and you don't need anything so complicated that nobody understands it.

Ms. Rodriguez said for the next meeting we will try to get a few of the Appearance Committee members to attend and talk about the mutual ideas of projects and things that perhaps both groups could be working on to enhance the downtown businesses, or at least communicate to them what the needs are for existing businesses and new businesses.

Paul White made a motion that the committee write up something to carry to the Town Board and request using tax base to incentivize the downtown. Zunilda said between now and the next meeting we will develop something that the committee feels comfortable with in terms of language, boundaries, the length of time and who would be included. Mr. White asked if staff could bring the tax value of the building to the next meeting. Zunilda said yes. Leisa suggested that the area go all the way to the end of Main Street from Wendell Boulevard to Second Street, Cypress to Pine Street. Commissioner Gray suggested Cypress to First Street.

Zunilda said if we kept it within the DMX zone it would go along with the incentive package that we just passed. She said maybe at the next meeting we could set up the lap top and look at the properties. Commissioner Gray suggested that Finance Director Butch Kay attend the meeting. The committee said

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they did not need to see it on the map, just a spread sheet with the properties and the tax value would be sufficient.

With no further business, the meeting was adjourned at 2:40 P.M.