

Wednesday, November 20, 2013 @ 10:00 A.M.

Economic Development Committee - Corporate Development Workgroup

The Economic Development Committee corporate development workgroup held a meeting in the conference room at the Wendell Community Center. The meeting attendees included the following: Commissioner Gray, Don Brown, Ed Morrell and Zunilda Rodriguez. Paul White noted in advance that he had a conflicting meeting to attend and would be unable to attend.

The corporate development workgroup meeting was called to order at 10:10 a.m. by Ms. Rodriguez.

Ms. Rodriguez asked the workgroup to review the minutes from November 1st and provide any edits or comments on them to her now. Don Brown noted that he had no revisions to the minutes. Mr. Morrell noted the same. Don Brown made a motion to approve the minutes. Ed Morrell seconded the motion. The minutes were unanimously approved by the workgroup.

Ms. Rodriguez reviewed the agenda and noted that today's meeting has a flexibly designed format in the hope of having the workgroup members discuss items in more depth. The first item on the agenda was for staff to provide a brief update on the property search database subsequent to our last meeting discussion. The database is now online and Ms. Rodriguez noted that she relayed the workgroup committee concerns and discussed them with the Town Manager. Ms. Rodriguez noted that a compromised solution had been identified, which includes placing non-sales price identified properties into the property search database for a six month period. Priced properties would remain in the database for a prolonged length of time until the buildings or sites were purchased. Don Brown asked if staff could reach out to the non-sales price listed properties at the end of the six month expiration date to confirm if they would want to remain on the site or have a listed price. It would be an opportunity to gauge where they were at that point.

Mr. Brown asked Ms. Rodriguez if town staff could reach out again to Ms. M'Lou Anderson regarding whether she would want to place her non-priced property in the town's new property search database. Ms. Rodriguez noted they could conduct additional follow-up with her. In addition, Mr. Morell asked staff if a second round of letters to all past outreach meeting attendees could be provided. The goal would be to let folks know that the property search database is now operational and the town would welcome those properties with or without a sales price for inclusion in the database. The letters would be distributed once a sample non-sales price property was placed in the database to show as an example to others considering placement. A link to the website should be included in the letter.

Ms. Rodriguez noted that staff could have a draft letter available for review at the Dec. 4th meeting. Given that a guest speaker team of realtors will likely take the full length of the meeting, corporate development workgroup members will be asked to provide any written email comments by Dec. 9th to

staff so any changes may be incorporated. Everyone agreed on this process. Letters would subsequently be sent out early December.

Ms. Rodriguez asked the workgroup members what they wished to primarily focus in 2014 regarding their work efforts. She noted that some interesting information from the Wake County Economic Development Department regarding their efforts around marketing municipalities, smart technology and assets that sets us apart. Mr. Brown stated that he would like their focus to begin shifting towards involvement with the Wendell Falls project and engaging with them. He wants the workgroup to be involved but admitted he is not clear how at this point. Commissioner Gray noted that a representative from Newland Communities spoke at the Wendell Chamber Annual banquet last night. She provided the contact information to Mr. Brown. Mr. Brown noted he would like to invite an individual from Newland Communities to speak with the EDC, ideally the entire committee sometime after the New Year. The purpose would be to ask them how we could assist them in their efforts and discuss what plans they may potentially have for office/retail needs. Ms. Rodriguez stated that staff will conduct outreach on this effort to secure a Newland Community representative to speak with the Economic Development Committee in the early part of next year.

The second focus area in 2014 by the workgroup was to conduct more aggressive property outreach effort to identify additional properties for inclusion in the town property search database. And lastly, the workgroup would also like to engage Siemens, Kioti and the Measurements Group at a meeting for the corporate development workgroup. Ms. Rodriguez noted the difficulties in engaging Siemens in the past. She noted that a separate meeting may be needed with Siemens but believes a joint meeting with representatives from Kioti and Measurements Group may be more feasible.

The workgroup also asked staff to invite a knowledgeable representative from the Wake County Economic Development to speak with the corporate development workgroup on how to attract and most effectively locate smaller companies to Wendell. Outreach efforts will be conducted on this matter.

Ms. Rodriguez noted there were no additional items for discussion. She reminded attendees that the next meeting will be held on December 4th at 5:30 p.m. at the Wendell Community Center. The guest speakers for this meeting will be the NAI Carolantic Realty team.

Ms. Rodriguez thanked everyone for attending and the meeting was adjourned at 11:15 a.m.