

**July 17, 2013 @ 5:30 P.M.**

**Wendell Economic Development Committee Meeting  
Minutes**

The joint meeting of Economic Development Committee meeting was held a on Wednesday, July 17, 2013, at the Wendell Community Center. Present were Barry Perry; Paul White; Zunilda Rodriguez; Manager Teresa Piner; Planner Patrick Reidy; Donald Brown; Edward Morrell; Latisa Vereen; Kyle Williams; Jo Ann Wright; Town Attorney Jim Cauley; Johnny Whitfield reporter for the East Wake News; and Joe Sparacia Planning Board Member.

Planning Director Zunilda Rodriguez called the meeting to order at 5:35 p.m.

No Public Comments were made.

**Approval of the Draft Minutes:**

- a. July 3 – Corporate / Shovel Ready Sites Workgroup
- b. July 3 – Downtown / Town Branding Workgroup

Remove Donald Brown's name from the Downtown workgroup meeting minutes, it is listed twice.

Motion to approve the minutes was made by Donald Brown and seconded by JoAnn Wright.

Guest Speaker: Wendell 100 Concept – James Cauley, Esq. Town of Wendell Attorney  
Zunilda introduced Mr. Cauley, and requested that Mr. Paul White to present the theory again on Group of 100 for context for Mr. Cauley and the group again.

Mr. White stated that he had put this type of project together in the past with 12 members contributing \$200 per month.

- The Wendell Group of 100 would put together as an LLC
- Members would contribute \$100 per month
- Contributions would be drafted automatically from their accounts
- Would have a small group of managers
  - Look for opportunities
  - Buy land
  - Buy portions of land/buildings
  - Any opportunity that looks profitable
- Provide long term investments
- Would allow for buy-out option based on money/income coming in
- Keep minutes of the meetings
- Some type of annual meeting could be set up as well

Mr. White said this would be a way Wendell people could make something happen without the help of a large corporation.

Mr. Cauley stated he had heard about the Economic Development Committee at most meetings and there were a few things to think about:

- Everyone needs to be clear on expectations.
- The more working on Economic Development the better
- Be clear on who will be making decisions – managers, Board of Directors

**July 17, 2013 @ 5:30 P.M.**

**Wendell Economic Development Committee Meeting  
Minutes**

Mr. Cauley said one question that had come up was how involved the town could be in a Wendell 100 concept as presented. Mr. Cauley noted that this would need to be a separate, private, and for-profit entity. Elected officials, staff and board members could be an investor in it, but it would not be run and controlled by the Town. It would be run and controlled by a group of member manager or Board of Director however it is structured.

Mr. Cauley said a second question was what about potential conflicts of interest if the town is involved either directly or indirectly. He said there is always that potential, but there is no blanket prohibition that says you can't do this because it would be a conflict of interest for town members. Those things would have to be dealt with as they arise on a case by case basis.

Mr. White asked if members / managers could be from the Economic Development Group. Mr. Cauley said he thinks that would be a good place for you to start for your managers, successors to those managers would not necessarily life time appointments, so they could come from the members, investors, the bylaws could set out that investors determine, and then the managers, or the member managers could determine their successors.

Barry Perry stated that he was 100 percent in favor of the project. He said that in talking to some other businesses that have these types of programs, they seem to think that a Sub-Chapter C maybe be better than an LLC. We may want to look at the advantages or disadvantages.

Mr. Perry said it is clear that at some time people will get out. It could be because of a death or other circumstances and something that worked well for them was that the group of managers traditionally met at an annual meeting and decided what the share is worth. We need to know what the value of a share is worth so if someone wants to get involved that may be new in town you would know the value.

Attorney Cauley said I think you would want to make it not so easy to get out too soon and it could be structured that way.

Mr. White asked Attorney Cauley of his interest in the group. Mr. Cauley stated he can either help you with the legal work or be a member, but he cannot be both.

Kyle Williams asked if you can set up a contract that when you agreed to enter into a 5 year contract and then you break the contract early you have a penalty, so that you would not get back what you had put into it.

Mr. Brown said at what point does the profit come into play? Paul White replied that it would depend on how it was structured. Attorney Cauley said one thing is to have a set life span for the entity where it is intended at some point to expire and you can start another one and that is when it would pay back when the new one begins.

Paul White stated this is an investment for the long term.

Mr. Morrell stated he thought everyone understood the concept, but his concern was that the more people involved then the more complicated it could be. He said it is was like the Wendell Swim Club. A

July 17, 2013 @ 5:30 P.M.

**Wendell Economic Development Committee Meeting  
Minutes**

group of people got together and purchased land and built a pool, but as the years go on their kids grow up and then they want out.

Attorney Cauley said that is why you need very clear investment expectations.

Mr. Morrell said to Paul -"you talk about for-profit, but to invest it would be for Wendell because there are many more secure investment opportunities that may pay back more than others."

Attorney Cauley said that his firm found where this type of entity had been set up before as a non-profit for Economic Development purposes.

Barry Perry asked what the incentive is, if it is a non-profit? He is an optimistic, but people like to put money into something when you can see something. People want to see results.

Ed Morrell said that at the end of the year you will have \$120,000 and you can't buy industrial land for \$120,000. Paul said he would use the \$120,000 to buy an option to give the group 51%.

Mr. Morrell asked Paul White that by using his concept how much money would you need to see raised before you would see a purchase made? Paul White said this is for an investment group. Once you have the money, you have to find the opportunity and right now there are people out there hurting and they might be willing to take 50 percent.

Don Brown stated the Economic Development Committee should be involved and apprised of what's going on, but the Economic Development Committee cannot be the nucleus of the Wendell 100 Group. He said the Economic Development Committee has a broader focus. This group cannot focus only on this project Group of 100. There is nothing to keep Paul from going out on his own and making this his pet project however. Paul said he is not going to do it by myself at his age and he cannot not do it with negativity from this committee. This committee was formed to do something and that is what he is trying to do. This group can sit here and talk each meeting we have and do nothing and in two years it will be like all the other committees have been and nothing is happening, or we can move forward and make something happen. It does not have to be the Group 100, but we have to something to get things moving.

Teresa said she think it is a great idea, but her concern was that it could not be a part of something that this group put together since it is through the town, but she still thinks it is a great idea.

Mr. Brown said he thinks it is a good idea assuming it works and you have proven it has worked on a smaller scale, but what he questions is whether this group has to be a part of it. Paul White said this group would not be a part of it, there may be a few involved, but if this group is going to do Economic Development then this would be a tool out there to make something happen.

Mr. Cauley exited the meeting at 6:30 PM and Ms. Rodriguez thanked him for attending the meeting. Zunilda Rodriguez said we have had some interesting discussion about this Group 100 and in the final minutes of the meeting she would like to go around and have each of you give your thoughts on this concept.

**July 17, 2013 @ 5:30 P.M.**

**Wendell Economic Development Committee Meeting  
Minutes**

Barry Perry said he was all for it without any hesitation, and he did not see any problem with the committee being a part of the Group 100 if they would like to.

Letisa Vereen said she understands this concept and have even been involved in one herself in the past. She did not see how this committee could be involved in a part of it. She feels like you lost her when you talked about it being a profit driven entity.

Kyle Williams said he liked the idea and he think it will work. This town has some groups of people who care and have money to invest in this program. He said he thinks you will make it or break it in the bylaws. You will have a big enough penalty to weed out people who are looking for the short term and he thinks the penalty will eliminate those people. He thinks without it being the town's money, it empowers the committee to make a change.

Ed Morrell said he agreed with Don and Kyle, there are people within this committee that would be individual investors in such an entity, but it is totally outside this committee and those 100 people would have meetings such as we are having, but it would not be part of the Economic Development Committee. We would not talk about it. The things we would talk about are that we would be knowledgeable that there are such things as a private group out there that are ready for investments.

Don Brown said he thinks the Group 100 is a good idea and he is all for it. As he said before, he doesn't know that this committee needs to be the nucleus of it however. He doesn't think that it is anything wrong with the people on the committee being a part of the Group 100, and even having them give us a report so we know what that group is doing, but it is not necessarily a focus for the economic development committee group.

JoAnn Wright said she is in total agreement with Ed and Don. She thinks this can be a great idea, but before she invests, she would want to see more details. She doesn't think the Group 100 should be the core focus of what this group should be. If we cannot make something happen outside of that concept then I think we are under estimating ourselves. Paul White said he think this concept applies to this committee, because that is what this committee is about Economic Development.

Paul White said that to do anything you have to pull together a committee and that is what he has done. Mr. White said that you keep talking about this committee. If you did it then it is a separate entity from this committee. However why is this committee here? We are here to create economic development and he is trying to give you one way of doing it.

Zunilda Rodriguez said she thinks she is hearing that the majority of you are in support of the concept being formed. She said for those who would be interested in supporting it, bylaws need to be drafted. What do you want to do as a committee about moving forward? Committee agreed that those that are interested could work on the next steps of the process but not the Economic Development Committee as a group. There were three people that showed interest in becoming involved in the Group 100 including Joe Sparacia as a citizen who serves on the Planning Board.

**July 17, 2013 @ 5:30 P.M.**

**Wendell Economic Development Committee Meeting  
Minutes**

Joe Sparacia stated that he thought it was a great idea and he felt that it would work in Wendell and be a way for people to invest money and in 7-10 years maybe get some interest back on the money. At the same time, it is growing economic Development for Wendell. He said that it may not be for everyone on this committee; however, some may not choose to invest due to various circumstances.

Ed Morrell said he thinks we have the answer to our question. Paul Barry and Joe are interested in the concept and they can get 97 more people to invest and they will have accomplished their goal without this committee.

Ms. Rodriguez thanked Paul White for sharing his idea and Jim Cauley for coming to answer some questions that the Economic Development Committee had.

With no further business, the meeting was adjourned at 7:00 P.M.

**July 17, 2013 @ 5:30 P.M.**

**Wendell Economic Development Committee Meeting  
Minutes**

The joint meeting of Economic Development Committee meeting was held a on Wednesday, July 17, 2013, at the Wendell Community Center. Present were Barry Perry; Paul White; Zunilda Rodriguez; Manager Teresa Piner; Planner Patrick Reidy; Donald Brown; Edward Morrell; Latisa Vereen; Kyle Williams; Jo Ann Wright; Town Attorney Jim Cauley; Johnny Whitfield reporter for the East Wake News; and Joe Sparacia Planning Board Member.

Planning Director Zunilda Rodriguez called the meeting to order at 5:35 p.m.

No Public Comments were made.

**Approval of the Draft Minutes:**

- a. July 3 – Corporate / Shovel Ready Sites Workgroup
- b. July 3 – Downtown / Town Branding Workgroup

Remove Donald Brown's name from the Downtown workgroup meeting minutes, it is listed twice.

Motion to approve the minutes was made by Donald Brown and seconded by JoAnn Wright.

Guest Speaker: Wendell 100 Concept – James Cauley, Esq. Town of Wendell Attorney  
Zunilda introduced Mr. Cauley, and requested that Mr. Paul White to present the theory again on Group of 100 for context for Mr. Cauley and the group again.

Mr. White stated that he had put this type of project together in the past with 12 members contributing \$200 per month.

- The Wendell Group of 100 would put together as an LLC
- Members would contribute \$100 per month
- Contributions would be drafted automatically from their accounts
- Would have a small group of managers
  - Look for opportunities
  - Buy land
  - Buy portions of land/buildings
  - Any opportunity that looks profitable
- Provide long term investments
- Would allow for buy-out option based on money/income coming in
- Keep minutes of the meetings
- Some type of annual meeting could be set up as well

Mr. White said this would be a way Wendell people could make something happen without the help of a large corporation.

Mr. Cauley stated he had heard about the Economic Development Committee at most meetings and there were a few things to think about:

- Everyone needs to be clear on expectations.
- The more working on Economic Development the better
- Be clear on who will be making decisions – managers, Board of Directors

**July 17, 2013 @ 5:30 P.M.**

**Wendell Economic Development Committee Meeting  
Minutes**

Mr. Cauley said one question that had come up was how involved the town could be in a Wendell 100 concept as presented. Mr. Cauley noted that this would need to be a separate, private, and for-profit entity. Elected officials, staff and board members could be an investor in it, but it would not be run and controlled by the Town. It would be run and controlled by a group of member manager or Board of Director however it is structured.

Mr. Cauley said a second question was what about potential conflicts of interest if the town is involved either directly or indirectly. He said there is always that potential, but there is no blanket prohibition that says you can't do this because it would be a conflict of interest for town members. Those things would have to be dealt with as they arise on a case by case basis.

Mr. White asked if members / managers could be from the Economic Development Group. Mr. Cauley said he thinks that would be a good place for you to start for your managers, successors to those managers would not necessarily life time appointments, so they could come from the members, investors, the bylaws could set out that investors determine, and then the managers, or the member managers could determine their successors.

Barry Perry stated that he was 100 percent in favor of the project. He said that in talking to some other businesses that have these types of programs, they seem to think that a Sub-Chapter C maybe be better than an LLC. We may want to look at the advantages or disadvantages.

Mr. Perry said it is clear that at some time people will get out. It could be because of a death or other circumstances and something that worked well for them was that the group of managers traditionally met at an annual meeting and decided what the share is worth. We need to know what the value of a share is worth so if someone wants to get involved that may be new in town you would know the value.

Attorney Cauley said I think you would want to make it not so easy to get out too soon and it could be structured that way.

Mr. White asked Attorney Cauley of his interest in the group. Mr. Cauley stated he can either help you with the legal work or be a member, but he cannot be both.

Kyle Williams asked if you can set up a contract that when you agreed to enter into a 5 year contract and then you break the contract early you have a penalty, so that you would not get back what you had put into it.

Mr. Brown said at what point does the profit come into play? Paul White replied that it would depend on how it was structured. Attorney Cauley said one thing is to have a set life span for the entity where it is intended at some point to expire and you can start another one and that is when it would pay back when the new one begins.

Paul White stated this is an investment for the long term.

Mr. Morrell stated he thought everyone understood the concept, but his concern was that the more people involved then the more complicated it could be. He said it is was like the Wendell Swim Club. A

July 17, 2013 @ 5:30 P.M.

**Wendell Economic Development Committee Meeting  
Minutes**

group of people got together and purchased land and built a pool, but as the years go on their kids grow up and then they want out.

Attorney Cauley said that is why you need very clear investment expectations.

Mr. Morrell said to Paul -"you talk about for-profit, but to invest it would be for Wendell because there are many more secure investment opportunities that may pay back more than others."

Attorney Cauley said that his firm found where this type of entity had been set up before as a non-profit for Economic Development purposes.

Barry Perry asked what the incentive is, if it is a non-profit? He is an optimistic, but people like to put money into something when you can see something. People want to see results.

Ed Morrell said that at the end of the year you will have \$120,000 and you can't buy industrial land for \$120,000. Paul said he would use the \$120,000 to buy an option to give the group 51%.

Mr. Morrell asked Paul White that by using his concept how much money would you need to see raised before you would see a purchase made? Paul White said this is for an investment group. Once you have the money, you have to find the opportunity and right now there are people out there hurting and they might be willing to take 50 percent.

Don Brown stated the Economic Development Committee should be involved and apprised of what's going on, but the Economic Development Committee cannot be the nucleus of the Wendell 100 Group. He said the Economic Development Committee has a broader focus. This group cannot focus only on this project Group of 100. There is nothing to keep Paul from going out on his own and making this his pet project however. Paul said he is not going to do it by myself at his age and he cannot not do it with negativity from this committee. This committee was formed to do something and that is what he is trying to do. This group can sit here and talk each meeting we have and do nothing and in two years it will be like all the other committees have been and nothing is happening, or we can move forward and make something happen. It does not have to be the Group 100, but we have to something to get things moving.

Teresa said she think it is a great idea, but her concern was that it could not be a part of something that this group put together since it is through the town, but she still thinks it is a great idea.

Mr. Brown said he thinks it is a good idea assuming it works and you have proven it has worked on a smaller scale, but what he questions is whether this group has to be a part of it. Paul White said this group would not be a part of it, there may be a few involved, but if this group is going to do Economic Development then this would be a tool out there to make something happen.

Mr. Cauley exited the meeting at 6:30 PM and Ms. Rodriguez thanked him for attending the meeting. Zunilda Rodriguez said we have had some interesting discussion about this Group 100 and in the final minutes of the meeting she would like to go around and have each of you give your thoughts on this concept.



**July 17, 2013 @ 5:30 P.M.**

**Wendell Economic Development Committee Meeting  
Minutes**

Barry Perry said he was all for it without any hesitation, and he did not see any problem with the committee being a part of the Group 100 if they would like to.

Letisa Vereen said she understands this concept and have even been involved in one herself in the past. She did not see how this committee could be involved in a part of it. She feels like you lost her when you talked about it being a profit driven entity.

Kyle Williams said he liked the idea and he think it will work. This town has some groups of people who care and have money to invest in this program. He said he thinks you will make it or break it in the bylaws. You will have a big enough penalty to weed out people who are looking for the short term and he thinks the penalty will eliminate those people. He thinks without it being the town's money, it empowers the committee to make a change.

Ed Morrell said he agreed with Don and Kyle, there are people within this committee that would be individual investors in such an entity, but it is totally outside this committee and those 100 people would have meetings such as we are having, but it would not be part of the Economic Development Committee. We would not talk about it. The things we would talk about are that we would be knowledgeable that there are such things as a private group out there that are ready for investments.

Don Brown said he thinks the Group 100 is a good idea and he is all for it. As he said before, he doesn't know that this committee needs to be the nucleus of it however. He doesn't think that it is anything wrong with the people on the committee being a part of the Group 100, and even having them give us a report so we know what that group is doing, but it is not necessarily a focus for the economic development committee group.

JoAnn Wright said she is in total agreement with Ed and Don. She thinks this can be a great idea, but before she invests, she would want to see more details. She doesn't think the Group 100 should be the core focus of what this group should be. If we cannot make something happen outside of that concept then I think we are under estimating ourselves. Paul White said he think this concept applies to this committee, because that is what this committee is about Economic Development.

Paul White said that to do anything you have to pull together a committee and that is what he has done. Mr. White said that you keep talking about this committee. If you did it then it is a separate entity from this committee. However why is this committee here? We are here to create economic development and he is trying to give you one way of doing it.

Zunilda Rodriguez said she thinks she is hearing that the majority of you are in support of the concept being formed. She said for those who would be interested in supporting it, bylaws need to be drafted. What do you want to do as a committee about moving forward? Committee agreed that those that are interested could work on the next steps of the process but not the Economic Development Committee as a group. There were three people that showed interest in becoming involved in the Group 100 including Joe Sparacia as a citizen who serves on the Planning Board.

**July 17, 2013 @ 5:30 P.M.**

**Wendell Economic Development Committee Meeting  
Minutes**

Joe Sparacia stated that he thought it was a great idea and he felt that it would work in Wendell and be a way for people to invest money and in 7-10 years maybe get some interest back on the money. At the same time, it is growing economic Development for Wendell. He said that it may not be for everyone on this committee; however, some may not choose to invest due to various circumstances.

Ed Morrell said he thinks we have the answer to our question. Paul Barry and Joe are interested in the concept and they can get 97 more people to invest and they will have accomplished their goal without this committee.

Ms. Rodriguez thanked Paul White for sharing his idea and Jim Cauley for coming to answer some questions that the Economic Development Committee had.

With no further business, the meeting was adjourned at 7:00 P.M.

**July 31, 2013 @ 1:00 P.M.**

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

The Downtown/Town Branding Workgroup held a meeting on Wednesday, July 31, 2013, at 1:00 P.M. at the Wendell Community Center. Present were Planning Director Zunilda Rodriguez; Planner Patrick Reidy; Lesia McKenzie and Commissioner Virginia Gray. Absent at the meeting were the following individuals: Barry Perry; Kyle Williams; Joann Wright; and Latisa Vereen.

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

### **Public Comments:**

- Ms. Rodriguez noted that there were no members of the public present at the meeting and thus no public comments.

### **Minutes:**

- Since there was not a quorum for the workgroup, a vote of on the July 17<sup>th</sup> EDC minutes was not taken. Ms. Rodriguez noted that it will be placed forth for a vote at the next meeting.

### **Small Business Resource Center:**

A brief overview and status update on the Small Business Resource Center was presented by Ms. Rodriguez in which she noted some of the completed features:

- Streamlined “how to start a business” handbook that includes checklist, resource contacts and step by step instructions
- Resource Sheets on government agency contacts, training and educational resources, economic development assistance and other types of useful contact information.
- Center incorporates information on business incentives, development processes and resource contacts in one comprehensive area.
- There will be dedicated point person contact for perspective businesses for more one-on-one assistance and counseling through the process.

Ms. Rodriguez thanked members for their feedback which was vital in the development of information for the resource center and small business startup guide developed by the Planning Department. She encouraged members to review the Small Business Resource Center at the following site:

[www.townofwendell.com/departments/planning/development/small-business-development-center](http://www.townofwendell.com/departments/planning/development/small-business-development-center)

### **Downtown Wendell Marketing Brochure:**

- Ms. Rodriguez noted that the brochure edits had been completed for content based on the feedback provided by the workgroup. She thanked members for their input in the process.
- The town has contracted with a graphic designer to redesign the layout into a more professional and marketable item as requested by the EDC. The town will be reimbursed by the Wake County Economic Development to cover the costs for the project. The graphic designer is someone who is aware of our efforts as a committee and branding efforts. They also helped to create the new town logo. The process is currently underway and staff will keep the workgroup and committee abreast of the layout changes. The project is expected to take a few weeks to complete.

**Downtown Façade Grant Program:**

- A brief update was provided by Ms. Rodriguez on the final status of the revised downtown façade grant program. She thanked members for their input on how to streamline the process for businesses as well as for outreach efforts made to encourage participation in the program. The Board of Commissioners approved a modified downtown façade grant program, which is available here: [www.townofwendell.com/departments/planning/development/downtown-facade-grant-program](http://www.townofwendell.com/departments/planning/development/downtown-facade-grant-program)

**Wayfinding Signage:**

- Ms. Rodriguez provided the workgroup with a brief update on the wayfinding signage project next steps. Staff has contacted randy Broach to discuss the next steps to help him erect a welcome to Wendell sign with logo on frontage of his business along Wendell Boulevard. He is currently busy but plans to circle back with staff soon on the matter. The Town is also awaiting follow-up from NCDOT regarding our inquiry on whether a sign would be permitted in the median on Wendell Boulevard. Staff will keep the workgroup apprise of any additional information.

**Business and Educational Institutions:**

Ms. Rodriguez noted that the workgroup has advanced many initiatives on its work program; however, this topic remained an outstanding item of strategizing. The workgroup discussed some possible small steps that can be made to encourage stronger partnerships between businesses and educational institutions. Those recommendations included the following:

- Invite businesses to stay open during the Town Hall Open House Day in October. It would be an opportunity to invite schools and parents to learn more about existing business opportunities as well municipal service delivery functions that are available.
- Connect with Bobby Holliman (Lesia McKenzie has contact information) and assist him with connecting local business personnel to speak with school children regarding their industry experience.

Ms. Rodriguez noted that Latisa Vereen expressed an interest previously in participating on this effort. Commissioner Gray noted that it is important for small steps be taken, because of the complexities and external factors that influence educational institutional relationships and the ability to progress initiatives forward (i.e. wake county school board; politics; broader comprehensive life choices, etc.,)

**Miscellaneous:**

- The workgroup concluded by discussing possibly changing the next meeting to another date to engage more attendees or perhaps consider adding more members to the EDC. Lesia McKenzie noted she will not be available the week of August 14<sup>th</sup>. She also stated that once the fall begins, she would have difficulty making Wednesday evening meetings and suggested moving the meeting to Tuesday or Thursdays.
- The next meeting is anticipated to be August 14<sup>th</sup>; however; staff will do a head count to see if enough members will be present to have a meeting particularly since it is a combined meeting date.

With no further business or discussion, the meeting was adjourned at 2:15 P.M.