

March 27, 2013 @ 10 AM
Wendell Economic Development Committee
Corporate Development/Shovel Ready Sites Meeting

The first meeting of the Corporate Development/Shovel Ready Sites was held at 10:00 a.m. at the Wendell Community Center. Present were Donald Brown, Ed Morrell, Paul White, Manager Teresa Piner, Aaron Specht of Eastern Wake News, Commissioner Virginia Gray and Planning Director Zunilda Rodriguez.

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

Member Introductions:

Don Brown – Associate Vice President / Manager of Construction Services -Stewart, Inc., Raleigh, lives in Shotwell, attends Methodist Church and his wife is on the Wendell Elementary PTA.

Paul White – Universal Chevrolet lives on the edge of town, attends Central Baptist Church and was born and raised in the Wendell area. Mr. White also served as Town Commissioner in the past.

Ed Morrell moved to Wendell in 1968 with Champion Products, his partner moved to New York and Ed started his own business in Wendell in 1984 Mortex, principal in Cotton Exchange. He lives just outside of town. Mr. Morrell employs 600 people and his wife operates Mortex Outlet on Main Street. He previously served as Town Commissioner.

Highlights of the Economic Development ByLaws:

- There are two workgroups, 7 members, 1 ex-officio from Wendell Chamber to make up the full committee.
- Terms are for two years.
- Keep meetings to 1.5 hours.
- Meet Bi-weekly.
- All meetings will be held at the Community Center.
- Look at how officers will be elected for workgroups and the entire committee.
- Look at staggering terms in the future.
- Planning Department will serve as staff support to the committee.

Strategies:

- Economic of Education
- Marketing Partnerships with Wake County Economic Development
- Wendell Falls development
- Shovel Ready Sites
 - (1) Paul White recommends putting together a group of 100
 - (2) Create LLC for Profit
 - (3) Have monthly dues required – paid by bank draft

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Discussion:

- Ed Morrell said he would like to hear from Ken Adkins as to what we need to do to move Wendell first.
- Don Brown stated we need to know what industries are looking for in the future.
- Paul White find out how the land was purchased for Norvartis.
- Ed Morrell contact suppliers of Siemens.
- Don Brown said we need upper and multi-family homes.
- Paul White said we need more Pepper Point Subdivisions.
- Ed Morrell stated the Committee needed to focus on Industry first.

Ms. Rodriguez noted that a committee contact list is included in the agenda package.

Next Meeting:

- Find out how land was purchased for Norvartis.
- Look at incentive policies from other towns.
- Look at Economic Development page on website.
- Have Ken Atkins or someone from the Department of Commerce at the next meeting.

Future Meetings:

- Have corporate/industrial Real Estate Agent speak to the workgroup

Meeting adjourned at 11:30 a.m. until the next regularly scheduled meeting.

March 27, 2013 @ 1PM
Wendell Economic Development Committee
Downtown / Town Branding Workshop

Wednesday, March 27, 2013 at 1:05 p.m. the first meeting of the Downtown/Town Branding Workshop was held at the Wendell Community Center. Present were Barry Perry, Latisha Vereen, Lesia McKinzie, Paul White, Kyle Williams, Teresa Piner, and Commissioner Virginia Gray.

Meeting called to order by Ms. Rodriguez at 1:05 p.m.

Member Introductions:

- Barry Perry – Perry’s Gun Shop, government should be more business friendly. Look to reduce the number of meetings.
- Kyle Williams-Branch Manager of Wells Fargo, want to increase downtown business which will increase his business. Lived in Eastern Wake County for 9 years.
- Paul White – Lived in Wendell all his life and has a business in the town.
- Lesia McKenzie – Worked with First Citizens, now works with Edwards and Jones which was slated to open in Knightdale and she made up her mind to come to Wendell. Wendell needs to be a productive thriving place.
- Joe Anne Wright – Family has been here for over 100 years. Town is not thriving as it should be because it is located in Wake County. Wendell needs to be diversified. Need to fill spaces downtown.
- Letisa Vereen – Vereen’s School of Dance has been in Wendell for 12 years and wants to be a part of the revitalization in downtown.

By-laws:

- Adopted by the Town Board.
- Two workgroups established.
- Mr. Williams is an ex-officio, non-voting member.
- Meet on a bi-weekly basis.
- Officers will be elected at a future date.
- Leisa – meet more in the beginning, then move to less frequent meetings.
- Zunilda – the group will be working toward meeting the milestones.

Member Contact List:

List was reviewed by the workgroup

March 27, 2013 @ 1PM
Wendell Economic Development Committee
Downtown / Town Branding Workshop

Strategies and Milestones for Committee:

- Strategies were approved and developed by the Town of Wendell and Wake County Economic Development Director, Ken Atkins or his designated representative.
- This workgroup will be focusing on branding efforts.
- Town launching new webpage in next couple of months.
- Workgroup will take a look at Economic Development page of the new website.
- How do we attract and engage new businesses.
- Look/review the incentive policy.
Provide sample incentive policies of other communities.
- How do we support existing businesses?

Discussion:

- Barry Perry asked if the Planning Department thought it was easy to start a business in Wendell. Zunilda responded there are ways to streamline processes in the Planning Department. The Planning Department is currently developing a small business resource center and a small business resource guide.
- Barry Perry stated it would be helpful to have someone to walk a new business thru the process. Find a way to be a facilitator for new businesses. Personal contact is important. Be an advocate of small business.
- Kyle Williams stated many of his customers do not locate in Wendell because it does not have enough foot traffic.
- Signage/Branding is important for customers of downtown businesses so they can be identified.
- Paul White stated Pepperpointe Subdivision has brought young professions to the area that will be looking to move up in the housing market and will have funds to spend in the downtown area.
- Joe Ann White and Barry Perry noted it may be challenging to meet regularly on a bi-weekly basis. Asked if they could attend alternate workgroup meetings if necessary. Zunilda Rodriguez noted yes and the goal is to have the workgroups active.
- Joe Ann White noted that housing diversification in and near the downtown is critical. Need to look at demographics (perhaps contact Wells Fargo) and connect demographics with targeted housing types for the downtown and Wendell. Need to attract younger demographics to the town.
- Members discussed the need to provide more destination shopping experiences in the downtown. Need to create more “nitch shops” that help to capitalize on existing businesses.
- Partnerships with businesses are needed. Need to look at signage branding for downtown closely.
- Barry Perry noted that there is a need to gather data on potential visitors to the town for future branding and business marketing and attraction efforts.
- Members discussed the need for more diverse businesses for night time activities – such as a brewery or restaurants such as a “rib-eye” or “mayflower.”

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- Members discussed the need to revisit and develop a strong small business incentive policy. Need to look at other municipal examples of small business incentive policies.

Next meeting the following items will be discussed:

- Draft Town Website demonstration – seek workgroup feedback.
- Send out current development incentive policy for town for review and feedback.
- View wayfinding sign guidebook which will be e-mailed out to each member.
- Review of new draft small business resource guide (if available).

Adjourn:

Meeting was adjourned at 1:40 p.m. until the next regularly scheduled meeting.