

October 4, 2013 @ 10:00 AM

Economic Development Committee - Corporate Development Workgroup

The Corporate Development/Shovel Ready Sites Workgroup met at a special called meeting on Friday, October 4, 2013 in the conference room at the Wendell Community Center. The meeting was called to order at 10:10 AM. Present were Edward Morrell; Donald Brown; Paul White (arrived 15 minutes late); Planning Director Zunilda Rodriguez; and Commissioner Virginia Gray.

Ms. Rodriguez asked the workgroup to review the draft minutes and make a motion on the group. Mr. Brown had no comments on the August 28th workgroup meeting and made a motion to approve the minutes. Mr. Morrell seconded the motion. Vote was unanimous. Mr. Brown stated that he had a few corrections and comments on the September 11th meeting minutes. He stated that care should be taken to maintain attendance privacy and conversation. Ms. Rodriguez noted she would reference residents by a general moniker and not by name. Mr. Brown stated there was a grammatical error before the word "discuss" on page one. Ms. Rodriguez noted she would correct the misspelling.

The workgroup conversation centered on the following:

- Follow-up action from the first informational meeting. Staff noted that they were awaiting direction from the workgroup on the matter. Workgroup members asked staff to begin collecting information on each of the properties that expressed an interest at the meeting to be placed on the town online database.
 - Ms. Rodriguez noted that the online database is still not complete at this time. A listed price is a required criterion for listing. Mr. Brown asked if those that did not have a listed price at this time could be listed. Ms. Rodriguez noted that this is a consistent element needed for not only our database but those listed in the state NC Department of Commerce sponsored webpage as well. Those that did not have a listed price would be at a distinct disadvantage

The workgroup members discussed preparation efforts in advance of the informational meeting scheduled for October 9, 2013 at the Wendell Community Center. The workgroup agreed to follow the same meeting format as previously. Staff will make some minor adjustments to the map which would include removing some properties of non-interest and reclassifying others at pending. The map will be shown at the upcoming meeting. Updated minutes will be posted online as well.

Next steps outlined by the workgroup included the following:

- Staff will make updates to the informational property map.
- Members and staff will conduct follow-up calls to invited property owners in advance of the October 9th meeting. A loose confirmation list will be formed.
- Meeting minutes will be posted that were approved today.

There were no further comments and the meeting was adjourned at 11:40 A.M.

October 9, 2013 5:30 p.m.

Economic Development Meeting
Corporate Development/Shovel Ready Workgroup

Present at the meeting in the conference planning room at the Wendell Community Center on October 9, 2013 at 5:30 p.m. were Ed Morrell; Don Brown; Sam Laughery; Zunilda Rodriguez; Manager Teresa Piner; Commissioner Virginia Gray; Paul White; and several property owners. A meeting sign-up sheet was completed.

Zunilda called the meeting to order at 6:00 p.m. and welcomed all attendees.

Don Brown gave an overview of the Economic Development Committee and task of the corporate development workgroup.

Zunilda and Don did an overview of the Economic Development Website and purpose and origination of the Economic Development Committee.

Zunilda gave an overview of why properties were selected and invited to this meeting (i.e. accessible roads, water, sewer and properties located in a zone of stated growth patterns of Wendell that will continue to the west).

Paul White stated that the waterline belongs to Raleigh and it goes to Lake Myra, and will continue to Highway 97 and connect a 12 inch waterline.

Ms. Rodriguez stated that the Wendell Falls Parkway would open by December of 2013.

A property owner at the meeting asked if the Railroad was to be realigned. Staff is not aware of this proposed alignment or passenger rail to the east at this time.

Ed Morrell asked Zunilda to explain the process that the county goes thru when looking for land and buildings. Ms. Rodriguez explained that process and Ed stated that Wendell staff then tries to make the connections with the property owners.

Ed stated Holly Springs had a shovel ready site available when the county looked for a site to locate Novartis. The Town of Wendell wishes to help make connections to landowners and businesses looking for new locations.

Paul stated that Wendell's advantage is the road system in comparison to traffic to and from Wake Forest that experiences more congestion points.

Zunilda said that properties don't have to be large to be included in the property search database.

She opened the floor to questions from attendees to staff or the Economic Development Committee.

Paul stated that in the future there will be a need to extend a road to Martin Center.

October 9, 2013 5:30 p.m.

Economic Development Meeting
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A realtor present at the meeting stated the town needed to put together land to help owners subsidize land so that they can be competitive. He said Industrial land is not as valuable as retail or residential

The realtor said if you want industry you need to have a good price. Wendell should sale its lifestyle.

Paul asked the realtor to give his opinion on the impact of traffic and its impact. The realtor said good transportation is a plus, but Wendell has an image problem. Wendell Falls will help define the town's image.

Paul White said you are saying Wendell Falls will be good for the town. Mr. Hibits said yes.

A realtor present said companies that will be looking at Wendell are fast growing companies.

One property owner asked what the committee wanted to accomplish by having this meeting.

Mr. Brown said the goal of the committee is to pull land together so that we can bridge the gap between landowners and businesses. There are no developers in the room tonight.

Mr. White asked can we put a property that is already for sale and that has a realtor on the Town's site of available land.

Mr. Brown said it would be our desire for the owner to work with the realtor to attach a monetary number to the property.

A property owner at the meeting said a problem he sees is that the timing may be an issue. Land was high and now it is lower. How aggressive do you price the property. He don't think the market has come back as of yet.

A property realtor at the meeting said that if he worked with the town he would look for properties with problems that the Town can assist the owners with developing.

Don stated we are not here today asking property owners to sale this property.

The realtor said that people need to change their perception of Wendell.

One property owner said that most of us are not interested in selling the property around our homes where we live. He doesn't want something there that he doesn't want to live beside.

Paul said that we as a workgroup of the Economic Development Committee are trying to put programs together in place to be ready when the economy does comes back.

A property owner asked Paul if he was interested in selling any of the property that he owns. Paul stated that he is an investor in the property, but he does own the property itself.

October 9, 2013 5:30 p.m.

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Ed Morrell said he found the realtor's comments very insightful. Where do we start? He noted that he doesn't own any land, but he wants so see Wendell prosper.

A realtor said that they select land where the boss wants to live. You need to bring in a group of developers that would accelerate development of this town. Ed Morrell stated he was not sure a developer wanted to locate where there was land that was very valuable.

A realtor present at the meeting said that Wendell needs to figure out how to work with developers they will be in a good position. He said developers will often come in and leave a mess. If you wait long enough, development will come.

A property owner asked what the town's timeline was. Don Brown stated that we do not have an exact timeline or deadline.

Zunilda said the search engine on the website will be up very soon; however, we are interested in adding those properties that are interested to the database.

Don Brown said that tonight we are exploring at whether people are interested in putting their property on the market and into the town's database.

A property owner at the meeting asked what this group's purpose is. Is it residential or commercial? Paul White said that we are looking at both. Look at White Oak Shopping center in Garner.

The question was asked if the database would be set up to post properties that were build to suit ready. Staff noted that they are not sure if it does but will look into it further however.

Staff requested that those who would be interested in the inclusion within the property database to complete a form distributed at the meeting so that additional follow-up could be conducted.

There were no further comments or questions and the meeting was adjourned at 7:00 p.m.