

**MINUTES  
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
THURSDAY, JANUARY 20, 2011  
7:00 AM  
JORDAN ROOM, MATTHEWS TOWN HALL**

**PRESENT:** Chairman Paul Jamison; Vice Chairman Jim Johnson; Members Rachel Garcia, Tim Jones, Greg Klein, Bev Martin, Jerry McGuire, Bill Rhyne, Mike Simons and Tina Whitley; Assistant Town Manager Jamie Justice; Deputy Town Clerk Lori Canapinno

**ABSENT:** Members Paul Babinski and John Urban

**CALL TO ORDER & DECLARE QUORUM**

Chairman Jamison called the meeting to order at 7:03 am and rendered the invocation.

Chairman Jamison introduced and welcomed Mike Simons, newest member of the Economic Development Advisory Committee (EDAC).

**APPROVAL OF THE MINUTES**

Mr. Jones motioned to approve the minutes of the November 18, 2010 meeting. Ms. Martin seconded and the motion passed unanimously.

**APPOINTMENTS: Chair and Vice-Chair**

Ms. Martin motioned to continue with Mr. Jamison and Mr. Johnson in their positions as Chair and Vice-Chair, respectively. Mr. Jones seconded and the motion passed unanimously.

**NEW BUSINESS**

**CPCC Institute for Entrepreneurship**

Dave Madej, Program Developer for Central Piedmont Community College's (CPCC) Institute for Entrepreneurship (IfE) addressed the Committee. He explained some of the IfE's available programs, including training and counseling to entrepreneurs looking to start or grow a business.

The IfE offers free workshops and seminars as well as low-cost, fee-based classes. It has also recently begun offering some free legal assistance. The Resource Center is located at CPCC's Central Campus in Charlotte. Courses are offered mostly at Charlotte's Central Campus with some also available at Matthews's Levine Campus. These Levine Campus offerings could expand if there is enough interest.

Chairman Jamison explained that EDAC has been investigating ways to get fledgling businesses to Matthews and give them the support needed for success. Mr. Madej said the IfE can be that training resource.

**APPROVED 3/17/2011**

### **Appoint Roger Martin to Business Development Subcommittee**

Mr. Martin expressed interest in becoming involved with economic development in town. Mr. Jones as Chair of the subcommittee recommends his appointment by EDAC. Vice Chairman Johnson motioned to appoint Mr. Martin to the Business Development subcommittee. Mr. Jones seconded and the motion was unanimously approved.

## **UNFINISHED BUSINESS**

### **Business Summit Series for 2011**

Mr. McGuire continues to work on summit plans. Consensus was to hold a spring summit. There was some discussion of holding it in May, possibly on the 20<sup>th</sup>. The next step is to suggest topics which will be emailed to EDAC members for discussion. Mr. McGuire will coordinate possible dates with Ms. Whitley.

Mr. McGuire will spearhead the effort with the assistance of Chairman Jamison and Vice Chairman Johnson. Anyone else who wishes to lend their assistance is welcome.

### **Small Business Incubator**

Mr. Justice sent a follow-up letter to those at the Ben Craig Center who invited EDAC members to a site visit in November. Mr. Justice will continue to follow up with them and report back to EDAC.

### **Downtown Matthews Façade Enhancement Grant Program**

Vice Chairman Johnson has been working on this along with Ms. Martin and Ms. Whitley. Ms. Whitley explained they took the information from town staff and from a similar program in Chapel Hill and worked up a draft flyer. Details still need to be worked out so the draft flyer will be sent to EDAC members, Planning staff and Town Attorney Charlie Buckley for review.

There was some discussion about grant amounts. Consensus was to include verbiage that allows flexibility in the grants offered. The Board of Commissioners was told there would be a cap of \$2,500 per grant, although that could change depending on EDAC's budget. By consensus it was agreed to change criteria number one from a maximum grant of \$1,000 to a maximum of \$2,500. Also by consensus it was agreed to remove criteria number two regarding corner buildings. In addition, notes will be added to the guidelines and criteria sections to indicate that grant amounts will be determined by the EDAC.

There was some discussion of guideline item number six, which would list a specific age at which buildings would be eligible to receive a grant. Discussion ranged from five or ten to at least twenty years but no consensus was formed. Another discussion revolved around the location of eligible buildings. The designated area(s) listed on the flyer could include only downtown buildings or could encompass the entire town.

Attorney Buckley will develop the program contract. Ms. Whitley will contact Planning staff for comments and then send the draft to EDAC members for review. The final draft will go to the Board of Commissioners for approval.

### **Downtown Wi-Fi Project**

Vice Chairman Johnson explained that the town would be required to issue a Request for Proposal to invite potential vendors to bid on the process. Vice Chairman Johnson said he would prefer to avoid that and instead work on the project on a private business basis without the town's involvement. He has already been contemplating a partial implementation which would capture most of the downtown area, with the possibility of expansion in the future. Chairman Jamison noted that the private sector can handle it and tabled the discussion.

### **SUBCOMMITTEE REPORTS**

#### **Downtown – New Downtown Initiative**

Mr. Justice explained that David Blackley and Steve Benson approached the town to discuss how to take downtown "to the next level". The town's position is that it wants to move forward but it would need to be a grassroots effort – that is, initiated and supported by downtown citizens, not just the town. The town already has a Downtown Matthews Group, EDAC's downtown subcommittee and the Downtown Master Plan's stakeholders group. If new people wish to form a group then that group needs to get organized and decide what they want and how they want to proceed. The town is willing to support them once those decisions have been made.

#### **Business Development – Mayor's Breakfast**

Mr. Jones discussed the breakfast that is scheduled for Friday, February 18<sup>th</sup> from 7:30 to 8:30 am. Mayor Taylor will open the meeting with a few words and then it will be an open forum. Invitations will be emailed to several hundred addresses collected through the summit attendees and those who signed up for business-related town news. The first twenty town business owners or principals who respond will secure seats.

#### **Development Process/Planning Advisory – UDO, Downtown Master Plan report**

Mr. Justice noted the Board of Commissioners will meet on January 24 at 5:30 pm to review portions of the Unified Development Ordinance. Also, Planner Jay Camp continues to work on the Downtown Master Plan.

### **STAFF REPORT/ACTION PLAN UPDATE**

Mr. Justice explained the Bylaws and Code of Ethics have been revised and distributed to all EDAC members. Mr. Justice advised that the Code of Ethics applies to EDAC.

He noted the greenway will have its grand opening in April.

There will be a report to the Commissioners at Monday's meeting regarding the Sportsplex consulting proposal. The Request for Qualifications (RFQ) process will launch this spring or summer. The Small Area Plan may need to be revisited – feedback from the private sector will help with the RFQ process.

Budget time is upon us. EDAC's budget will be reviewed – Mr. Justice said he would like to increase the budget or at least preserve the \$50,000 that was approved last year.

There was some discussion of the northeast quadrant of Highway 74 and I-485 around Independence Commerce Drive. The town is trying to get McKee Road section E approved instead of section C. This would increase accessibility once the bypass opens and Independence Commerce Drive is cut off from 74. It would allow McKee Road to come over from 74 to Stevens Mill Road. It would also help with public safety response times.

### **MISCELLANEOUS**

Mr. McGuire suggested speaking with Edith McElroy, Dean of CPCC-Levine, to see if she would be interested in becoming involved with some EDAC efforts. Mr. Jones will contact her and invite her to the next meeting.

Ms. Whitley suggested that EDAC have a presence at the Chamber's Trade Show on March 24. Consensus was that it would be a good way to publicize EDAC's efforts. Volunteers will be needed to man the booth.

**ADJOURNMENT:** Mr. Rhyne motioned to adjourn. Ms. Martin seconded and the motion passed unanimously. The meeting adjourned at 8:25 am.

Respectfully submitted,

Lori Canapinno  
Deputy Town Clerk