

Economic Development Committee discussion
2/23/2009

Bylaws

I. Purpose

The mission of the Economic Development Program is to advance the ~~non-residential~~ economic development of the Matthews community to benefit all citizens of the Town of Matthews.

II. Appointment & terms

Define term start and end dates

Five volunteers for initial one year terms: Nancy Lafond, Bev Martin, Bill Rhyne, Paul Jamison, John Urban

Suggested: Town Board seat should remain as a standing one year position

Other discussion: Should the Board position be designated as ex-officio or member-at-large? It was decided the Board member should be a full member with voting privileges.

III. Officers

Members will wait to designate chair/vice chairman positions

IV. Ex-officio members

Discussion: Only Chamber of Commerce Executive Director is designated as ex-officio.

VI. Meetings

Meetings will take place bi-monthly at 7 am on the third Thursday of the month. The next meeting is scheduled for March 19th. The remaining meetings for 2009 are scheduled for May 14, July 16, September 17 and November 19.

Quorum: A quorum of the ED Committee shall be required to open any meeting and to conduct business. A quorum shall be a minimum of five (5) members. ~~, or, in the event of a vacancy or vacancies, a number to be determined depending upon the number of vacant seats on the Committee.~~

Other discussion:

Committee should not be referred to by the initials ED. Possible suggestions: EDAC – Economic Development Advisory Committee, EAB/C – Economic Advisory Board/Committee. It was decided to go with EDAC for now until such time a better name may be suggested - perhaps out of the branding initiative.

Discussion regarding the role of this committee now and if/when an Economic Development Director is hired. Questions on role of Town Board, especially regarding time sensitive issues.

Question regarding the ability of members to call in to meeting and be considered as active participant of meeting. *Should be part of bylaws if telephonic presence counts in determining quorum status.

Action Plan

2) Initial communications with partners:

Tina Whitley is on the Board of Charlotte Regional Visitors Authority – she can make contact there.

Suggestion: Contacts with Union County – their Chamber but more importantly town governments: Monroe, Indian Trail, Stallings

*Monroe Economic Development Director: R. Christopher Platé
cplate@monroenc.org

<http://www.developmonroe.com/>

*Union County Economic Development: <http://www.unioncpp.com/>

*Union County Chamber of Commerce: <http://www.unioncountycoc.com/>

Tina will contact the Union County Chamber of Commerce.

Suggestion: at some point down the road it may be a good idea to contact Matthews' non-profit organizations for their connections and community ties.

Suggestion: Contact with CATS [may be something that can be done with/through the City of Charlotte]

Suggestion: Contact with state legislators; reach out prior to asking for favors [may be something that can be done as a joint meeting with the NC Department of Commerce]

3) Product inventory/database

Various suggestions regarding what information to offer. Some wanted simply a list of available property with a link to the owner's listing containing all other relevant information. Some wanted the town to include some relevant information on its own site with a link to the owner's listing for the remaining information.

Suggestion: Once collated, display information in map form with pop-up data
Suggestion: display data in searchable/filtered fields

Suggested information to display: owner name, contact info, total square footage, total leasable square footage, current zoning, easements

Suggestion: Check with Park & Rec/Lee Tillery for listing of open/vacant land

5) ED Strategic Plan

Distribute plan/link to everyone. [<http://www.matthewsed.com/>]
<http://www.matthewsed.com/downloads/Matthews%20Strategic%20Plan%20Final%20-%202019-08.pdf>]

Suggestion: get Frank Warren at one of these meetings to discuss the Study recommendations? [possibly best to do so after this group has had time to develop a bit]. Jamie to talk with Frank and ask his opinion.

Suggestion: Planning Dept's future plans, UDO and Town Vision Statements should all be incorporated in discussions

6) Existing Business Task Force

Comment: it's definitely better to retain businesses than look for new ones, so interaction with current business owners would be good. Jamie asked EDAC to think about how EDAC can help with this.

7) Development Tools Task Force

Discussion: The town definitely needs some type of policy or guidelines.

Suggestion: Shouldn't focus only on new businesses – incentives may also help in retaining current businesses.

Suggestion: Time-specific incentives – perhaps X reduction of mill rate after they business has been in town x years

Other discussion:

Request for information from Washington lobbyist

Request for information on UDO

Concerns about trickle-down information exchange from Town Board