

**MINUTES**  
**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE**  
**THURSDAY, MAY 15, 2014 - 7:30 AM**  
**JORDAN ROOM, MATTHEWS TOWN HALL**

**PRESENT:** Chairman Paul Jamison, Vice Chairman Tim Jones; Tim Cheuvront, Russ Gill, Commissioner John Higdon (appointed member), Greg Klein, Roger Martin, Chamber Executive Director Tina Whitley (ex-Officio); John Urban (ex-Officio) Assistant Town Manager Jamie Justice; Town Clerk Lori Canapinno

**ABSENT:** Paul Babinski, Mark Harrison, Bev Martin, Steve Thomson

**CALL TO ORDER**

Chairman Jamison called the meeting to order at 7:00 am.

**INVOCATION**

Mr. Martin rendered an invocation.

**APPROVAL OF MINUTES**

Motion by Mr. Jones to approve the minutes of the March 20, 2014 meeting. Seconded by Mr. Cheuvront and unanimously approved.

**UNFINISHED BUSINESS**

**BUSINESS SUMMIT DEBRIEF**

Mr. Justice summarized the events of the May 9<sup>th</sup> summit. The evaluations were very complimentary and confirmed that the summits should continue. Mr. Justice noted that attendance fluctuates at each summit - this time there were approximately 65 total attendees and an additional 23 who registered but did not attend – and said the summit work group talked about holding only one Business Summit and one Mayor’s Breakfast per year. There was some discussion about attendance numbers and possible future guests. The consensus was that one summit per year would be best.

**DOWNTOWN ORGANIZATION UPDATE**

Mr. Justice reported that Liz Parham of the NC Department of Commerce will facilitate the organization’s planning retreat on June 5<sup>th</sup> at the Town Hall. This is just the beginning of the process. About twenty people will be invited and they’ll work together for six hours to develop a strategic plan. They’ll use a SWOT analysis to determine the organizations’ strengths, weaknesses, opportunities and threats and start putting together details on funding, governance and other important issues. After that a public meeting will be held to gather comments and address issues. Then it will move forward through EDAC and finally the Town Board. The tentative schedule is for the public meeting to be held in July, go to EDAC in August or September and to the Town Board in the fall.

Mr. Jones noted that there is a lot at stake for this first meeting. He wanted to be sure the invited stakeholders received a formal invitation with plenty of substantive details to ensure their attendance. Mr. Justice explained that there are already a dozen confirmed and others are checking their schedules. Ms. Parham suggested twenty attendees as the target number for in-depth communications.

#### **FOUR TOWN ALLIANCE UPDATE**

Mr. Urban explained that the Alliance was awarded a \$25,000 grant by Creative Economic Development Consulting. This firm will work with the municipalities to evaluate various economic development partnership opportunities for the four communities and develop a plan of action. The funded aspect runs through November.

There will be monthly strategic meetings through November and all four towns are on board. The group has traction now and it's moving forward. There have been numerous ideas floated regarding what to start with, like marketing or specific projects.

Ms. Whitley said she received a proposal for a welcome magazine and asked if the Alliance would be interested. Mr. Urban said Crystal Morphis, the Creative Economic Development Consulting CEO, would be the one to contact.

#### **NEW BUSINESS**

##### **FAÇADE GRANT APPLICATION: 500 WEST JOHN STREET**

Mr. Jamison explained that he owns the building in question and requested to be excused from the decision-making process. Motion by Mr. Martin to excuse Mr. Jamison from the discussion and vote. Seconded by Mr. Klein and unanimously approved. Mr. Jamison left the room.

Mr. Justice explained that the application requests a \$2,500 grant for a project in the amount of \$6,795. This award amount, if approved, would be consistent with previous actions. The project includes repair work and some painting on the sides and rear of the building, which can be seen from the pedestrian view out front. Staff recommends approval.

Ms. Whitley asked if this was a historic building. Mr. Justice explained that it has been designated a historic landmark but that a Certificate of Appropriateness from the Landmarks Commission would not be required for this type of work.

Mr. Jones said that while this next issue has been discussed before, a consensus was never reached regarding the ration of grant dollars awarded to total project dollars spent. This is something that should be discussed in the future. Mr. Urban suggested there may be a need to look at that for the lower-dollar applications. There was some discussion on project costs for previously-awarded grants.

Mr. Urban noted that façade means *front* and suggested adding language to require at least some sort of work to be done to the front of a building even if the sides or rear is also being worked on. Ms. Whitley noted that the business at 500 W. John Street does in fact use the rear entrance more than the front for its clients. Mr. Justice said the façade grant language just says "exterior" work and that perhaps it could be rewritten to be more obvious that the focus should be on the front of the buildings. Mr. Gill suggested adding language regarding curb appeal as well.

Motion by Mr. Martin to recommend approval of a façade grant in the amount of \$2,500 for 500 West John Street. Seconded by Mr. Gill and unanimously approved. The recommendation will go before the Town Board for final approval on May 27<sup>th</sup>.

Motion by Mr. Martin to bring Mr. Jamison back as a participating member. Seconded by Mr. Jones and unanimously approved. Mr. Jamison rejoined the meeting as a full participant.

Mr. Justice noted that by common consent EDAC requested staff to devise clarified language to indicate that the intent of these grants is for them to be used for improvements to the fronts of buildings. Mr. Jamison asked if there should be language specifying that the area should be visible from the street. Mr. Jones noted that roofs could be an issue – they're not always visible from the street but problems with a roof could affect the entire structure.

### **STAFF REPORT**

Development projects update: Mr. Justice explained the Eden Hall townhome project has received a valid protest petition. Charlotte Metro Credit Union has requested a deferral to June 9 to work on outstanding issues, as has ACTS to work on issues related to the greenway connection.

### **MISCELLANEOUS**

Mr. Urban reported that Point Blank Range, the new shooting range being built on Monroe Road, has been delayed a bit at the County level but still on track to open this fall. Mr. Justice said there will likely be a new Façade Grant application from Weaver, Bennett and Bland in July. Mr. Jamison said he's been working with Lee Anne Moore on a pet event which is very tentatively scheduled for November in Stumptown Park.

### **ADJOURNMENT**

Motion by Mr. Jones to adjourn. Seconded by Mr. Martin and unanimously approved. The meeting adjourned at 7:44 am.

Respectfully submitted,

Lori Canapinno  
Town Clerk