MINUTES
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
JORDAN ROOM, MATTHEWS TOWN HALL
THURSDAY, SEPTEMBER 19, 2019 – 7:00 AM

PRESENT: Chair Russ Gill, Vice Chair Randy Mitchell; Members Tim Jones, Marcie Kelso, Brett Kiker, Cindy Sikorski, Steve Thomson, Assistant Town Manager Becky Hawke; Town Clerk Lori Canapinno

ABSENT: Erin Schackman, Commissioner John Higdon (appointed member), Chamber Executive Director Kelly Barnhardt (ex-officio)

CALL TO ORDER

Mr. Gill called the meeting to order at 7:01 am and declared a quorum.

APPROVAL OF MINUTES

Motion by Ms. Kelso to approve the minutes of the July 18, 2019 regular meeting. The motion was seconded by Mr. Jones and unanimously approved.

UNFINISHED BUSINESS

DISCUSS 2019 BUSINESS SUMMIT

Mr. Gill discussed the upcoming summit. The subcommittee - Erin Schackman, Brett Kiker, Randy Mitchell and him – have been working hard on the program for the October 11th summit at the Sportsplex. There will be networking time during which the “did you know?” slideshow will be running with pertinent facts about the town. There will be six table experts at trade show-style tables set up to discuss how the organizations can assist businesspeople. These include EDAC, SCORE, the Matthews Chamber, SBA, Red Brick Partnership and Mecklenburg County Economic Development. Attendees will network and get some good takeaways. These table experts will also be part of the open discussion later in the summit.

The Mayor will welcome the group and then the Town Manager or Assistant Town Manager will discuss what the Town does to be open for business. Ms. Hawke explained that this will describe how the Town works on community building to create the type of place that families want to be in and businesses are attracted to. People will understand that it’s not just about economic development incentives to large businesses, but investing in the appearance of the town, expanding the greenway system, keeping a fair tax rate, etc. Then Peter Zeiler will discuss what the County has to offer. That discussion will be led by business reporter Katie Peralta. Mr. Gill is working to get Mr. Zeiler to localize the discussion to Matthews. The open discussion will then include all of the speakers, including those from the expert tables. There will be opportunities for audience questions throughout, and EDAC members will have questions in reserve if needed. Mr. Mitchell will offer closing thoughts.

Staff will ensure that the slideshow is updated with new facts and testimonials of why business owners chose Matthews. Staff issued a news advisory last week and will send an expanded news release next week. Staff will continue to monitor Eventbrite signups and advise EDAC if personal invitations need to be made.
Mr. Mitchell recognized Mr. Gill for all his hard work on this summit – he’s exceeded expectations yet again.

DISCUSS THE MAYOR’S MEMO TO ALL TOWN ADVISORY COMMITTEES

Mr. Gill reviewed this item, which had previously been discussed at the July meeting. By consensus the group confirmed that EDAC recommends not requiring Matthews residency and affirmed the list of six items that EDAC should focus on in the future:

1) Identify and develop a plan to analyze Matthews’ potential to attract a full-service hotel and, if so, would also market to desired full-service hotel brands. Pitch this plan to Town Board for support and funding.

2) Identify and develop a plan to analyze Matthews’ current business climate (how “Open for Business” are we?) and make a proposal to Town Board for support and funding.

3) Study if/why Matthews may need a FT Econ. Dev. Director and develop a list of expectations for this position/department. Also investigate the potential for a regional FT ED Director that aligns with the Quad-participating communities (Matthews, Mint Hill, Stallings)

4) Continue educating and informing current Matthews business owners through EDAC seminars, summits and events.

5) Pursue opportunities to make Matthews as attractive as possible for potential investment (e.g. Open Broadband; improving Town website regarding economic development; updating marketing materials; etc.)

6) Investigate how to make Matthews a tourist destination.

The group then reviewed the bylaws. EDAC had proposed a change to the mission statement which had not been officially approved by the Board of Commissioners, so those will be re-written to read as follows:

The Economic Development Advisory Committee proactively promotes a healthier business climate that enhances Greater Matthews by advising town officials, advocating for current businesses and attracting new entrepreneurial ventures.

Other proposed revisions include non-substantive clerical revisions, such as to correct titles or reword sections for clarity. (Exhibit #1 hereby referenced and made a part of these minutes).

Motion by Mr. Thomson to accept the bylaws as most recently amended, as EDAC is operating consistently with them, and recommend approval to the Board of Commissioners. The motion was seconded by Mr. Jones and unanimously approved.

NEW BUSINESS

REVIEW TERMS EXPIRING IN JANUARY 2020, DISCUSS SUCCESSION PLANNING
The terms of Mr. Gill and Mr. Thomson expire in January 2020. Mr. Thomson is happy to continue but if EDADC desire, will cede to someone who is very eager to join. Mr. Gill said he won’t seek re-appointment. Mr. Mitchell noted that he won’t seek the chairman position next year, so someone else will have to step up. He will consider staying on as vice chair. Ms. Sikorski suggested adding an active real estate agent. Mr. Mitchell explained that he is a Realtor but isn’t active in the realtor association. He suggested seeking out a commercial broker or similar. EDAC members will encourage people who may be a good fit to apply.

REPORTS

Board/development projects: Ms. Hawke reported that the Town investigated purchasing the former Pita Kebab site at 131 East John Street but backed away when the property owner was unwilling to wait for an appraisal to be performed. They sold the property to another interested party, who plans on performing extensive renovations. She is very optimistic about the new business, which will be publicized soon.

Chamber: Ms. Hawke noted the upcoming annual Artwalk and Music Fest on September 28. This event has more of an arts and crafts focus than fine art and has a sip and stroll component with beer and wine options. The next Chamber luncheon will focus on the top ten mistakes for business owners to avoid.

Quad: Mr. Jones reported that the Quad’s administrator recently resigned. The consensus still is that there’s significant value in continuing the work of the Quad. They will be contacting Indian Trail to see if they want to rejoin now that there’s been some turnover there. Recently the Quad has been discussing a combined training center for police and fire departments, which could be used by Quad participants as well as other agencies outside of the Quad. There’s a potential site near CPCC that needs more investigation.

MISCELLANEOUS

Mr. Gill asked for updates on media opportunities in relation to the RNC. Ms. Hawke explained that Mayor Bailey is working on that but staff hasn’t heard anything yet. Hotels in the area are booked. Mr. Kiker asked if EDAC can place brochures or other hospitality items in those hotels. Ms. Hawke noted that the Town has visitor center publications and there will be a new map coming in 2020 that can be placed there.

Mr. Gill recommended a recent program he attended called Buffalo Talks, hosted by the Buffalo Jackson folks. The discussion was on honoring creativity, and the attendees were all entrepreneurs. This is a great free, monthly program that isn’t well known but very useful to the young entrepreneurs who are the future of Matthews.

ADJOURNMENT

Motion by Mr. Jones to adjourn. The motion was seconded by Mr. Thomson and unanimously approved. The meeting adjourned at 8:28 am.

Respectfully submitted,

Lori Canapinno
Town Clerk
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC) BY-LAWS
TOWN OF MATTHEWS, NC

I. PURPOSE

Section 1 – Mission

The mission of the Economic Development Program is to advance the economic development of the Matthews community to benefit all citizens and businesses in the Town of Matthews. The Economic Development Advisory Committee proactively promotes a healthier business climate that enhances Greater Matthews by advising town officials, advocating for current businesses and attracting new entrepreneurial ventures.

Section 2 - Role of the Economic Development Advisory Committee

The role of the Economic Development Advisory Committee, hereafter referred to as the EDAC, is to act in an advisory capacity to the Town’s Economic Development staff, Board of Commissioners and Town staff on the direction of the Economic Development Program regarding economic development matters in the Town of Matthews. The EDAC may make recommendations to the Town Board regarding the Economic Development Program. The EDAC may, at the request of staff, participate in the recruitment and retention of companies or work with the development community to identify and formulate product (i.e. land, buildings) in Matthews. The EDAC may become involved in other tasks as requested by Town staff. Additional subcommittees or task forces may be created as needed.

II. APPOINTMENT AND TERMS

The EDAC shall consist of eleven (11) members who have been duly appointed by the Town Board for designated terms. The terms, described as follows, shall begin with the calendar year 2009. Members may serve an unlimited number of terms. Ten nine members shall serve staggered, two-year terms and may serve an unlimited number of terms. Seats one through five shall be appointed to serve an initial one-year term and thereafter those seats shall be for two-year terms. Seats six through ten shall be appointed to serve an initial two-year term and thereafter those seats shall be for two-year terms. The appointed Town Board member, The tenth member shall be assigned to seat one appointed from the Board of Commissioners and be a full voting member of the EDAC. The appointed Town Board member, The tenth member shall be assigned to seat one appointed from the Board of Commissioners and be a full voting member of the EDAC. The eleventh member shall be the current Matthews Chamber of Commerce President or, in the event that the current President is already a member of EDAC, a member of the Chamber of Commerce Board of Directors as designated by the current President. It is the intent of EDAC to include as a representative at least one downtown Matthews business owner.

If a vacancy on the EDAC occurs by reason of death, resignation, or any other cause, the seat shall be filled, upon recommendation of the staff liaison and EDAC Chairman, by the Town Board Board of Commissioners in an expeditious manner for the duration of the unexpired term.

III. OFFICERS AND DUTIES

Section 1 – Officers

The officers of the EDAC shall consist of a Chairperson and a Vice-Chairperson.

Section 2 – Chairperson
The Chairperson shall be elected by a majority vote of the membership of the EDAC from among its members. The term of the Chairperson shall be for one year and until a successor is elected, beginning with the first regular January meeting of each calendar year. The Chairperson shall be eligible for reelection.

The Chairperson (unless absent or excused), shall chair each meeting of the EDAC and shall be a full voting member. The Chairperson shall decide upon all points of order and procedure unless otherwise directed by a majority of the EDAC in session at the time. The Chairperson shall represent the EDAC in execution of the Economic Development Program when called upon by staff or directed by the EDAC.

**Section 3 - Vice-Chairperson**

A Vice-Chairperson shall be elected from among the members in the same manner and for the same term as the Chairperson. The Vice-Chairperson shall serve as Acting Chairperson in the absence of the Chairperson and in such capacity, shall have the same powers and duties as the Chairperson.

**IV. EX-OFFICIO MEMBERS**

The Matthews Chamber of Commerce Executive Director shall be an Ex-Officio member of the EDAC. A Matthews-appointed representative to the Towns Quad Alliance shall be an Ex-Officio member of EDAC unless a Matthews-appointed representative to the Towns Quad Alliance is already a member of EDAC.

Ex-Officio members will not be counted for quorum purposes and will not vote. Ex-Officio members are encouraged to participate in discussion at meetings and assist with other aspects of the Economic Development Program.

**V. STAFF**

A Town staff member will act as liaison to the EDAC. The staff liaison is considered a non-voting position and serves as staff to the EDAC.

**VI. MEETINGS**

**Section 1 - Open Meetings Law**

The EDAC of the Town of Matthews, NC, shall be considered a “public body” and is subject to all rules and regulations for public bodies contained in North Carolina’s Open Meetings Law. The EDAC may need to discuss specific economic development projects and therefore shall meet in closed session under an exception to the Open Meetings Law. The staff liaison, in consultation with the Town’s legal counsel, shall recommend when the EDAC meets in closed session and shall be responsible for adherence to all laws regarding closed sessions.

**Section 2 - Regular Meetings**

Regular meetings of the EDAC shall be held bi-monthly, beginning in March 2009, on the third Thursday at 7:00 AM. Notice of a meeting, with information on agenda items shall be supplied before each meeting to all members and to the media.

**Section 3 - Special or Called Meetings**

Special meetings of the EDAC may be called at any time by the Chairperson or Acting Chairperson in the Chair’s absence. Notice of the time and place of a special meeting shall be given to all members and the media at least forty-eight hours prior to the meeting.
hours prior to the meeting by the Chairperson or staff liaison. The Chairperson or staff liaison will attempt to contact each member of the EDAC as soon as possible after a special or called meeting is set.

Section 4 – Quorum

A quorum of the EDAC shall be required to open any meeting and to conduct business. A quorum shall be a minimum of five (5) members. If the capability is available, members may participate by phone with voting privileges and be counted present for quorum purposes.

Section 5 – Electronic Participation

Members may participate by phone or other technological means and shall be counted for quorum and voting purposes.

Section 5 – Participation

Members of the EDAC are strongly encouraged to participate and attend EDAC meetings. Participation is essential for a successful Economic Development Program. Any member who shall fail to attend at least 75% of the regular and special meetings of the EDAC during any one-year period shall be subject to removal. The Chairperson shall notify the Town Board of Commissioners of any member who shall so fail to attend. The vacancy can be filled, upon recommendation of the Committee liaison and Chairperson, by the Town Board of Commissioners.

EDAC members are strongly encouraged to participate and attend all EDAC meetings. Any member who fails to attend four out of six regular meetings during a calendar year may be removed. The Chairperson or staff liaison shall notify the Board of Commissioners of attendance issues. The Board of Commissioners may replace the member after consultation with the Chairperson and staff liaison.

VII. VOTING; CONDUCT OF MEETINGS

Section 1 – Voting

Voting, at the discretion of the Chairperson, shall be by voice or show of hands. All matters to be voted on by the EDAC shall be by a duly made motion and second. It is the duty of all EDAC members present at a meeting to vote on all issues coming before the EDAC unless such member has been specifically excused from voting on an issue. Any non-excused member who abstains from voting shall be counted as having cast a "yes" vote.

Section 2 - Conduct of Meetings

All meetings shall be open to the public. The order of business at meetings shall generally be as follows:

(a) Open Meeting & Declare a Quorum
(b) Approval of Minutes
(c) Old Business
(d) New Business
(e) Adjournment

The Chairperson shall have the authority to amend the order of business at any meeting. Items of business for discussion at the meeting shall appear on the agenda.

VIII. RULES OF CONDUCT FOR MEMBERS
No member of the EDAC shall seek to influence a decision, participate in any action or cast a vote involving any matter that is before the EDAC which may result in a private benefit to themselves, their immediate relatives or their business interest. A member may be excused from voting on a particular issue under the following circumstances:

a. If the member has a direct financial interest in the outcome of the matter at hand;  
b. If the matter at hand involves a business entity in which the member is an officer or director; or  
c. If the matter at hand involves the member's own official conduct.

If an EDAC member determines that he/she may have a conflict of interest on a particular issue, he/she shall declare the nature of such conflict and ask to be excused from deliberating and voting on the issue related to the conflict. The remaining EDAC members, by majority vote, shall determine whether such conflict exists and whether the member may be excused from further deliberations on the matter. If a member is excused from voting, he/she shall leave the meeting table and not participate in any further discussion on the matter. In no instance may a member be excused from voting merely due to an unwillingness to vote on the issue at hand and where no conflict of interest is found to exist.

A challenge to the existence of a conflict of interest or a challenge of an undisclosed conflict of interest may be filed by any member of the EDAC. Any challenge made to the EDAC shall be supported by competent evidence and shall be submitted at a properly convened meeting of the EDAC. The EDAC shall hear all evidence. In order to find that a member does have a conflict of interest, a majority vote of the remaining members shall be required.

IX. ADOPTION AND AMENDMENTS

These rules shall at all times be consistent with all other ordinances of the Town of Matthews and the State of North Carolina. These By-Laws, within the limits allowed by law, may be amended by the Town Board upon recommendation by the EDAC.

Amended this _ day of _____, 2019

________________________________________
Paul F. Bailey, Mayor

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Lori Canapinno, Town Clerk