

**MINUTES**  
**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE**  
**THURSDAY, SEPTEMBER 17, 2015 – 7:00 AM**  
**JORDAN ROOM, MATTHEWS TOWN HALL**

**PRESENT:** Chairman Paul Jamison\*, Vice Chairman Tim Jones, Members Adam Brooks\*, Russ Gill, Greg Klein, Bev Martin, Roger Martin, Commissioner Kress Query (alternate appointed member)\*; Emory Simmons, Steve Thomson\*, John Urban, Chamber Executive Director Tina Whitley (ex-Officio)\*, Assistant Town Manager Jamie Justice, Town Clerk Lori Canapinno

**CALL TO ORDER**

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

**INVOCATION**

Mr. Simmons rendered an invocation.

**APPROVAL OF MINUTES**

Motion by Ms. Martin to approve the minutes of the May 21, 2015 meeting. Seconded by Mr. Urban and unanimously approved.

\*Mr. Brooks & Mr. Query arrived

**UNFINISHED BUSINESS**

**RED BRICK PARTNERSHIP UPDATE**

Mr. Justice noted that the Red Brick Partnership (RBP) was implemented about six months ago with \$20,000 in Town funds and \$10,600 from private sponsors. A portion of that funding was used to create the brand and produce materials such as additional signage around downtown, decorative street signs, pole banners, coasters and the in-progress business kiosk/directory.

\*Ms. Whitley & Mr. Thompson arrived

The existing funding runs through June 2016. Projects will continue and the group is working on getting better organized. A decision on funding models going forward still needs to be made. There was some discussion of the positive impact of these efforts on downtown businesses. It's difficult to get specific data but some owners have shared anecdotal numbers which indicate positive benefits. Mr. Urban discussed the trolley rented by RBP during Matthews Alive and BeachFest. The trolley was a great way to introduce people to downtown Matthews and tell the Matthews story.

Ms. Whitley discussed First Thursday activities and how they help get people in the doors of downtown businesses. Mr. Justice explained that EDAC can help promote First Thursday activities and the businesses in downtown.

Mr. Martin suggested a location for the next mural for the RBP to pursue: on Cotton Gin Alley against the children's shop building. He also suggested adding shrubbery or flowers to the planting strip there.

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

Mr. Urban reported on the Alliance's progress. Subcommittees have been assigned and each town's planning and parks departments will discuss ways to work together. Each town will take the lead on a certain area. Matthews' area will be parks and recreation. It's likely that the alliance will need professionals to come in every so often to kickstart some efforts. The group is now working on an action item chart and Mr. Urban will discuss it at the next EDAC meeting.

There was some discussion of asking a representative from the alliance to make a presentation to EDAC and discussion of what EDAC's role will be with these efforts now and in the future.

#### **ECONOMIC SUMMIT**

The economic summit is scheduled for November 2015. Discussion ensued regarding possible topics, including start up concerns like intellectual property, sales and general leadership skills; the four town alliance; a panel including the Chamber, four town alliance and Red Brick Partnership; the Unified Development Ordinance and visions of what the town would like to see in each area of town; Independence Boulevard road work plans; recruitment to Chamber and EDAC; updates on the Unified Development Ordinance, Sportsplex, four town alliance. Also mentioned was a discussion of road projects, local focus with details of town happenings and the Charlotte Regional Visitors Association.

Mr. Jones, Ms. Martin, Mr. Brooks, Mr. Klein and Mr. Gill will work on summit planning. Mr. Jamison will likely take part as well.

#### **NEW BUSINESS**

#### **INFORMATION EXCHANGE WITH TOWN COMMITTEES**

Vice Chairman Jones said it would be good to know what everyone is doing and see if EDAC could play a role or prompt these other committees to think about economic development in their regular roles. Mr. Brooks suggested offering minutes or conference calls to updates groups. After some discussion it was decided that Mr. Justice will reach out to the Transportation Advisory Committee to see if the Chair can attend EDAC's next meeting on November 19th.

#### **STAFF REPORT**

Mr. Justice discussed road projects. Charles Buckley Way, connecting John Street to Charles Street, will be completed in mid-October. The Matthews-Mint Hill Road superstreet near Butler High School is supposed to be complete by mid-October but that doesn't seem likely. South Trade Street work continues. That completion dates is supposed to be mid-December but it will likely be closer to April 2016. The South Trade Street culvert, which is a DOT project, has been pushed back and likely won't start construction until last 2016. Phase II of the Sportsplex has an anticipated completion date of August 2016.

\*Chairman Jamison arrived; Mr. Klein departed

Mr. Thompson noted there is a lot of misinformation about South Trade Street and asked if there is any education that can be done so the general public understands what to expect with the road work. A lot of people don't understand about the culvert work in particular. Mr. Justice suggested asking DOT to install a "coming soon" sign at the culvert.

Mr. Justice summarized development projects underway, including the RFP out for the grassy lot on Matthews Station Street. EDAC can make a recommendation for what they'd like to see there if the committee wishes to do so.

\*Mr. Thomson departed

Discussion ensued regarding the Matthews Station lot.

\*Mr. Query & Ms. Martin departed

Knights Cities grant: Mr. Brooks discussed this grant opportunity and asked for ideas for the next application.

CRVA: Mr. Justice discussed the Charlotte Regional Visitor Authority's annual guide, explaining an ad in it can cost between \$3,000-10,000 and asked if EDAC would consider that to be a good use of funds. The Happenings magazine is another option and that doesn't cost money. There will be a two page spread on Matthews in their May 2016 edition. The town can also try to get on the calendar to add events. Chairman Jamison supported spending money to get the better exposure. Local businesses should be involved.

Mr. Justice noted that the town is currently trying out a software program for future use at locations around town like the Sportsplex and Visitor Center. These would be kiosks and tourism funds could be used to install them.

There will be an update on the CRVA information and software program at the next EDAC meeting.

## **MISCELLANEOUS**

Mr. Martin suggested that the area around Buckley Way and East John Street is a good location for a Small Area Plan.

## **ADJOURNMENT**

Motion by Chairman Jamison to adjourn. Seconded by Mr. Martin and unanimously approved. The meeting adjourned at 8:51 am.

Respectfully submitted,

Lori Canapinno  
Town Clerk