

Growing *in Lake Park*

*Village of Lake Park
Economic Development
Commission Meeting*

*Meeting Minutes: Thursday, April 18, 2013
Location: Lake Park Community Center
Attendees: John Box, Sandy Coughlin, Doug Lucas, Kendall Spence,
and Sharon Williams
Guest: Margaret Phillips, Mark Phillips*

Call to order & Prayer

Sandy called the meeting to order at 6:33 pm and Kendall offered a prayer.

Minutes, Announcements & Finance

The March meeting minutes were emailed to the EDC commissioners for review prior to presentation to Council April 9, 2013. The minutes are approved. The approved minutes will be mailed to Mark for the .gov website after tonight.

The EDC has a balance of \$4,483.35 after fiscal year-to-date expenses of \$516.65. Pending expenses of \$4292: Prism's \$50 certificate to be redeemed. \$1792 is pending for the Faith Church signage landscaping and lighting. A gas card (\$50?) is pending if Mr. Smith comes to the June 25 network workshop. \$1800 is pending for the four Volodko bench installations on Creft and Meeting Street. Kendall will deliver a \$50 welcome business certificate to Greyson Steele Photography.

Council Comment

- A. Unified Development Ordinance:** Kendall reported Union County Commissioner approval was reached April 15 so the UDO will be effective July 1, 2013.
- B. New Stop Signs:** Council is considering placement on Creft at both Balsam crossings.

Old Business

- A. Village Development Strategy: 15,000 Direct Mailers**

John Box was absent at the March network meeting (Sandy, Sharon, Doug and Angela Williams attended)

so 2013 direct mailer await feedback was tabled for the May breakfast.

- B. Village Development Strategy: mylakepark.com commercial website (March added)**

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2011											34	45
2012	57	42	31	11	17	59	25	30	21	28	14	13
2013	22	26	30									

C. Village Development Strategy: Monthly Business Leader Lunch

- 1) **April 23 Lunch** setup will be arranged by Doug and Sandy at 11:30 am. Sandy will bring Lake Park Events Calendars for all attendees. John will bring pizza and soft drinks at 11:45 am. Sharon will bring the cups/napkins/plates. Kendall will set up the screen in advance. The food should fit within the \$500 budgeted for this event as Mr. Bass's fee is \$35 per person. Each EDC member is sharing in the phone call reminders on 4/19 or 22. Sandy has sent email blasts 4/5, mailed notices 4/18 (\$15) and will send another blast 4/22.
- 2) The **May 28 Breakfast** topic will be the direct mail flyers, determine support for 2013 and evaluate lunch vs breakfast times for network meetings
- 3) John will confirm Harvey Smith as motivational speaker for **June 25 Lunch** meeting. Kendall has confirmed the room reservations.
- 4) Rob Quillen, author of *Why Wait?* has now offered to come pro bono and is working with Nascar to arrange a date when he can be engaged with a race event. Sandy will keep in touch.
- 5) John will invite Jason _____ (COGnition) for **August 20 Lunch**.
- 6) Sharon will confirm Babette Cauble (HeartLink) for **October 22 Lunch**.

D. Town Center Leasing Update

- 1) John reported that Bellasera, a catering firm with a large contract with Family Dollar has moved into Town Center. They are not expected to take additional customers before July.
- 2) Sharon announced that a new massage therapist is thriving with local resident customers at Total Tranquility.

E. Commercial Enhancements: Blade Signs & Benches

- 1) Council approved the \$1792 investment in landscaping and lighting at both signs on April 9. Doug and Sandy reviewed both sign sites April 15 and confirmed the value of moving the Creft sign at Faith Church closer to Joshua Alley. Sandy has contacted Kara Disotell for the LPTA Board. Kara 'cannot imagine' the LPTA will not be in favor. Children's Lighthouse connection is pending.
- 2) Council also approved the \$1800 quote from Volodko to the EDC for four Lake Park benches to be placed on Meeting Street and Creft Circle sidewalks. EDC agreed the placement should be in pairs, back to back with the trees that are already in place. Kendall will advise Volodko.

New Business

A. Fireside Meeting

Kendall, Sandy and Village Clerk Cheri Clark met with Fireside owners Monique and Michael Konarzewski at Fireside's request on April 17. **Mama's Mexican Cafe** is leasing the Fireside space for 2 years with opening anticipated about June 1. Signage changes, banners to be placed inside windows (not on patio fencing), and a 3-week banner on the face of the building were discussed. Fireside to provide drawings and contact information for the new tenant. Rear parking of all tenants is a concern. **The Offices** is not yet cooperating.

B. Enhancement Planning

Kendall will contact Eagle Engineering for a reference to source scale drawings and architectural renderings of potential future enhancements to village right of ways adjacent to commercial properties for Lake Park Zoning Board review.

Communication & Events Calendar & Kiosk

- A. Lucas Landscaping and Total Tranquility accepted 10 copies each of the March *Village* for their visiting customers.
- B. Email or phone news items to Sandy before the May 17 *Villager* deadline. The next issue can be on www.lakeparknc.gov by the 24th and in homes by May 28.
- C. Mark Phillips completed the Lake Park events calendar.
- D. The Kiosk directory will include Bellasera and Mama's Mexican Cafe.

Commissioner Comment

- A. Total Tranquility and Greyson Steele are planning a Saturday soft opening from 3pm - 6pm Saturday May 25.
- B. Sharon may be able to coordinate a Town Center block party after Mama's opens, possibly late July.
- C. Margaret Philips presented Bob Garner's latest book, inscribed to Doug, as encouragement for Doug's potential interest in a barbecue venture.

Next Meetings

**Thursday, May 23, 2013
at Community Center**

Thursday, June 20, 2013
at Community Center

Adjourned by consensus at 7:30 pm.