

# Growing *in Lake Park*

Village of Lake Park  
 Economic Development Commission  
 Meeting  
 Minutes  
 Thursday, November 21, 2013  
 Lake Park Community Center

Attendees: Sandy Coughlin, Doug Lucas, and Kendall Spence  
 Absent: John Box and Sharon Williams  
 Guests: Margaret Phillips, Mark Phillips, Chris Yeager

**Call to order & Prayer**

Sandy called the meeting to order at 6:37 pm and Kendall offered a reflection.

**Minutes, Announcements & Finance**

October meeting minutes were emailed to the EDC commissioners for review prior to presentation to Council November 12, 2013. Formally approved tonight, Sandy will email to Mark Phillips for the .gov website.

The October 31, 2013 balance after paying \$25 to Skeeter's Bakery for the October workshop is \$4702.08. Tonight we are submitting approved expenses for \$15.36 postage for the October workshop mailings and \$450 expense for the loriopie installations at the commercial area on Creft and Meeting are pending expenses. Bellasera Bistro invoice is pending for September and October. Alicia was reminded October 22. Kendall will deliver Cemex's gift certificate.

**Council Comment**

Kendall reported that Ken Swain, Village Attorney, agrees that an encroachment easement will need to be drawn and executed by the Town Center owner in order to move the village benches so they back up to the Town Center building. He will ask Ken to bring to Council December 9 before presenting to the owners. John Box's cooperation may facilitate signing so Cardinal Construction can move and level the two benches and restore the sidewalk by the January 16, 2014 meeting.

Sandy reported that the Town Center property manager, Bernie Smith, and Covenant Waste have been cooperative in moving forward on the conditions of the receptacles at Town Center. Now that the assorted carts have been removed, we have provided Bernie with the contact information and asked her to move ahead with the removal of the deteriorated metal grease bin. Also reminded her to address the condition of the wood doors at both brick enclosures, and cleanup of the ground debris. Sandy will check on this till it is completed.

**Commissioner Comment**

Doug advised that two different loriopie types were used in each of the commercial sidewalk installations. He invites feedback on which type the EDC John prefers. The removed pavement grids are temporarily at Lucas Landscaping. Kendall asked that Lucas move them to Community Center storage.

**Old Business: Village Development Strategic Goals**

**A. Commercial Enhancements**

Kendall will approach Prism about removal of the yellow brochure bin or replacing it with a dark green container that blends with the building per James Ross' design advice.

Kendall will also verify that the new locations are consistent with James Ross's design and advise the EDC if there is any variance from the design.

Doug will present landscape suggestion revisions at the January 16 meeting prior to developing a blue print type of plan.

**B. Town Center Leasing Update**

Skeeter's Bakery opened November 2 and their regular hours are in this month's *Villager*. The Bakery also plans on having an event on December 8 during the village holiday events.

**C. October Network Event Recap**

The evening dinner alternative did not appear to be as effective a draw as the luncheons. Diana Detomaso (Ms. Dee Dee's After School) and Sean Lowther attended in addition to Doug, Sharon and Sandy. Both expressed appreciation for Babette Cauble's presentation.

**D. mylakepark.com commercial website**

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2011											34	45

<b>2012</b>	57	42	31	11	17	59	25	30	21	28	14	13
<b>2013</b>	22	26	28	34	25	31	69	45	51	<b>49</b>		

**New Business**

**A. 2014 Calendar**

**1. 2014 Network Events:** In reviewing the 2013 network events, the luncheon meetings drew the strongest attendance as opposed to either the breakfast or dinner meetings. The attraction of the topic has a strong bearing on attendance. Monthly sessions may have been overly-frequent for our leaders. In 2014 we are considering a spring and fall workshop. One could coincide with Rob Quillen (*Why Wait?* author) involvement with Nascar’s May Memorial Day Coca Cola 600 or the Labor Day race events.

**2. 2014 Customer Promotion Events:** Plans for John’s concert series suggestion, or Sharon’s ‘Cruise-In’ suggestion were tabled for January due to their absence tonight. Margaret commented that Rose and Nick Devenuto, Lake Park auto enthusiasts, suggested that a quantity of food vendors and specialty auto product vendor/sponsors be a part of a successful event in lieu of registration fees.

**B. Membership**

Chris Yeager described his strong sales and business management background and has taken an interest in Lake Park’s economic development. Kendall’s work schedule is prompting his withdrawal from this Commission. Sandy will recommend that Chris be appointed at the December 10 Council meeting. Kendall noted that he would visit future EDC meetings as his schedule allows.

**Communication & Events Calendar & Kiosk**

Email or phone news items to Sandy before December 13 Villager deadline. The issue can be on [www.lakeparknc.gov](http://www.lakeparknc.gov) by the 12/19 and in homes by 12/24.

**Next Meetings**

**Thursday, January 16, 2014 6:30 pm at Community Center**

New Items: Finalize Event Planning for 2014

**Thursday, February 20, 2013 6:30 pm at Community Center**

Sandy presented the 2014 meeting schedule to all commissioners.

**Adjourned** by consensus at 7:32 pm.