

Growing in Lake Park

Village of Lake Park
Economic Development Commission Meeting
Minutes: Thursday, January 8, 2015
Location: Community Center

Attendees: Sandy Coughlin, Mark Phillips, Sharon Williams, Chris Yeager
Absent: Doug Lucas
Guests: Margaret Phillips, Alicia Parente

Call to Order

Sandy offered a reflection and called the meeting to order at 6:40 pm.

Minutes, Announcements & Finance

1. November 20, 2014 meeting minutes were approved.
2. 2014-2015 EDC budget balance is \$4840.

Council Comment

1. December *Villager* printed 12/15. A .pdf copy was sent to www.lakeparknc.gov and to professional organizations and EDC commissioners on 12/17/14.
2. Council approved the EDC Commissioner appointment recommendations and appointed Sharon Williams to a new 3-year term and Mark Phillips to complete the 1 year of an unexpired term.

Public Comment Margaret volunteered that Prism Properties & Development became a Lake Park member in the Union County Chamber of Commerce. Gray Insurance was already enrolled.

Commissioner Comment

Doug took Sharon's call and though absent from the meeting, provided feedback

New Business: Village Development Strategic Goals

A. mylakepark.com commercial website

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	28	34	25	31	69	45	51	49	32	43
2014	68	72	151	121	87	96	121	130	100	104	114	124

Chris presented the \$250 invoice from James Smetana for revision of mylakepark.com. Mark made a motion to approve, Sharon seconded. Approved 4-0. Chris is preparing a sign up sheet that shows current status, and another for changes to participating site businesses attending the workshop. Chris will then follow up with James to complete those updates and the outreach to organizations that may miss the workshop. James will not be attending the workshop.

B. Commercial Enhancements

Trellis is not yet installed, but Doug has them in stock. Waiting for warmer weather so climbing plant media can be put in at the same time. Invoice pending completion.

Old Business:

A. Town Center Leasing Update: No leasing updates at this time. Sharon has forwarded suggestions arising from her informal facebook question to Joey Godbold, Sperry Van Ness/Percival leasing agent. The suggestion of a pet grooming studio may have potential.

B. January 14 Workshop: Some of the Commissioner calls will require a last follow up call from Sharon, Doug, Chris, Mark and Sandy on Monday January 12 to confirm those that gave indefinite responses to the first calls. So far, Commissioner call results indicate approximately 13 confirmed, and we will plan for 15 minimum. The consensus was to reverse the November decision regarding fees to participant. The EDC will also allow Prism to bring 3 persons. Mark will call UCCC.

Sharon will budget \$15-20 per person for both the turnkey Continental breakfast and buffet lunch for 15-20 attendees with Bellasera Bistro, including napkins, beverages, etc. Sandy, Doug and Chris will arrive at the Community Center by 7:30 am to set up with Byron Pruitt and to greet and register arrivals. Sandy will provide nametags, act as emcee. Byron will provide materials and evaluation sheets. Mark will arrive around 11:00 to assist with networking and cleanup.

New Business

A. Outreach to Town Center Owner, Leasing Agent & Property Manager: The Commission agreed that inviting Joey and Trey Werthington, the property manager, to the February EDC meeting could give them an opportunity to share their expectations and to see how the EDC may be supportive. Sandy will bring the packet that we provided to the new owners regarding the sidewalk easement and archive material that may be of interest as cooperative interest to Joey and Trey.

B. Community Event: Rob Quillen, speaker and author of “Why Wait” advised us that he may be in Georgia June 28 – July 1 this year. With the intention of broadening the publicity on this beyond Lake Park and to checking on the availability of CALP for a community event, Sandy will advise that we are interested in providing transportation to and from the GA engagement as part of the speaker fee and if he commits, we can plan arrangements at our February meeting.

Comments: Commissioner, Guest: Alicia Parente asked how the EDC obtained the list of taxpaying businesses (see October-November minutes) and also indicated her interest in attending the workshop.

Communication & Events Calendar & Kiosk

Lake Park Villager: Reminder: Email or phone news items to Sandy Fri, Jan 16 for the issue to appear on www.lakeparknc.gov by 1/22 and in homes having newspaper tubes at their mailboxes by 1/27.

Next Meetings

Wednesday, January 14, 2014 8:00 am at Community Center.
Byron Pruitt Management Workshop

Thursday, February 19, 2015 6:30 pm at Community Center
Hot Topics: Workshop Evaluation.
Project “Why Wait” Workshop Arrangements

Adjourned by consensus at 7:47 pm.