

Growing in Lake Park

Village of Lake Park
Economic Development Commission Meeting
Minutes: Thursday, February 19, 2015
Location: Community Center

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

Call to Order

Sandy offered a reflection and called the meeting to order at 6:34 pm.

Minutes, Announcements & Finance

1. January 8, 2015 meeting minutes were approved.
2. 2014-2015 EDC budget balance is approximately \$4000; workshop expenses pending.

Council Comment

1. January *Villager* printed 1/19. A .pdf copy was sent to www.lakeparknc.gov and to professional organizations and EDC commissioners on 1/20/15.

Public Comment

Commissioner Comment

1. Sharon reported that Town Center property manager is no longer Trey Wethington
2. Mark reported that Tonie Courtney has replaced Kim Snyder at Lake Park Nursing & Rehabilitation Center

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
2015	107											

Chris reported that James Smetana acknowledged receipt of the \$250 down payment on updating mylakepark.com. James will be in Lake Park on March 14 to take new pictures of the organizations and expects to complete the project in April.

B. Commercial Enhancements

1. Trellis and planting will be installed in March at the Town Center gateway planters, weather permitting.
2. Doug will look into removing the outdated Fashion Crew blades from the Faith Church Road signs.
3. Mark will get a picture and a count of the pole signs in the village; 'Ryan Homes' no longer has any units and should come off these signs. Commissioners have all seen the recent installation of similar large Indian Trail signs, that point to features in that town. Considering the more compatible size of the Lake Park signs, EDC may consider a recommendation for Council that would update the signs as better directional for Lake Park now that home builders are irrelevant.

Old Business:

A. Town Center Leasing Update: No response from Sperry Van Ness/Percival leasing agent. Artha Associates has left since John Box is no longer associated with leasing for the building owners. Prism Properties & Development has moved to larger second story space in Town Center. Sharon has moved Total Tranquility back to 6200-A.

B. January 14 Workshop: Participation met expectations and feedback confirmed this was the most useful and strongest workshop the EDC has sponsored since 2006.

New Business

A. Next Event Considerations:

1. The consensus over bringing Rob Quillen for a community presentation was that this would not be as effective at bringing attention to the Lake Park businesses. Sandy will advise him that we will pass on his offer to come.
2. The consensus over timing business tours with Town Center Park entertainment and food when other events already bring outsiders into the village was unanimously in favor. The Village draws plenty of outsiders to the Spring and Fall yard sales, Girls on the Run and the Fall Festival.
 - a. Though frequently repeated exposure is most effective, the first step is to produce one event that can be managed by the commissioners, then build success from there.
 - b. To increase awareness, local businesses are in competition with a wide variety of similar organizations all around Indian Trail, Hemby Bridge, etc. Local businesses are challenged to be consistently great to get word-of-mouth momentum going and growing.
 - c. Current village events occur on Saturdays, when more local businesses close; less available to offer open-house to the influx of event visitors.

B. Proposed Project: Bring musical entertainment to Town Center Park and food trucks in front of interested local businesses for the first yard sale, April 18. Next steps:

- a. Sandy will check on reserving Town Center gazebo, and arrange 2 portojons.
- b. Doug Lucas will place cones & bales in 2 adjacent parking spaces at Miss Dee Dee's, at Skeeters, and at Total Tranquility on Friday evening April 17, to reserve those for Saturday food trucks.
- c. Chris will arrange for 3 food trucks to arrive, 1 with coffee/donuts at 7 am, 2 at 11 am offering lunch fare.
- d. Mark will begin checking on musical entertainment to begin at 11 am in the gazebo.
 - e. Sharon will confirm with Diane DeTomaso, to ensure she has an open house to benefit from food truck traffic.
 - f. Sharon will order banners "Music & Food, 11am til 2pm, This Saturday, Town Center Park".
Two signs for Faith Church Road, one for Lake Park Road and one for Courtland.
 - g. Sandy will book the local water ice vendor, and get word to the churches, businesses and schools in March, suggesting they tie-in by inviting open house or having representatives pass our cards or brochures to people stopping by from their yard sale shopping.
 - h. EDC sponsorship will cover costs of water ice vendor, portojons and banners.
 - i. Yard sale visitors who prevail upon open businesses for rest room facilities can be directed to the park portojons.

C. Outreach to Town Center Owner, Leasing Agent & Property Manager: Sandy will reach out again

to Sperry Van Ness / Percival McGuire to invite the new property manager and leasing agent to attend the March EDC meeting. We offer to learn if we can support their leasing efforts, and share EDC materials (village survey, enhancement projects).

Communication & Events Calendar & Kiosk

Lake Park Villager: Reminder: Email or phone news items to Sandy Fri, Mar 13 for the issue to appear on www.lakeparknc.gov by 3/20 and in homes having newspaper tubes at mailboxes by 3/24.

Next Meetings

Thursday, March 19, 2015 6:30 pm at Community Center

Finalize Plans: Yard Sale Day: Food/Music/Business Promotion.

Thursday, April 16, 2015 6:30 pm at Community Center
Ready: April 18 Yard Sale Day: Food/Music/Business

Promotion.

Adjourned by consensus at 8:00 pm.