

Growing in Lake Park

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

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

Call to Order

Mark offered a reflection and Sandy called the meeting to order at 6:30 pm.

Minutes, Announcements & Finance

1. February 19, 2015 meeting minutes were approved.
2. 2014-2015 EDC budget balance is \$3108.42. All workshop expenses are paid.
3. Mark suggested the 2015-16 budget request be reduced \$1000 in the spirit of urging Council to establish a budget without depending on drawing reserves to balance. Mark indicated that zoning board is asking for \$2000 less than the \$17k they had last year. Opposing views: a) a similar % decrease in the smaller EDC \$6k budget does not send Council an urgent message, b) if we need the full \$6k, it may be more difficult to convince Council to add to it later, and c) we do not have enough information about next year's EDC needs to start cutting back, d) Council's actual expenses have also traditionally come in under budget and actually returns more to reserves than it had originally expected to withdraw. In favor: a) the EDC has traditionally come in under budget when our budget was smaller, b) the EDC will plan accordingly if we request \$5500 instead of \$6000. Mark made the motion to request \$5500. Sharon seconded the motion. It passed 3-1, Chris voted against.

Council Comment

1. March *Villager* printed 3/17. A .pdf copy was sent to www.lakeparknc.gov and to professional organizations and EDC commissioners on 3/18/15.
2. Sandy relayed Village Clerk's message to Doug that 2 residents expressed concern that the replacement plantings in Krystofer and Denise cul de sac may be too small.

Public Comment

Commissioner Comment

Sharon reported that facebook chatter has asked if the Village will consider installing a dog park. Mark noted that Parks & Recreation Commission previously discarded the suggestion based on the negative challenges associated with maintenance and liability. Sharon added that counter chatter has posed several of those challenges. Sandy advised that public green spaces are the scope of Parks & Rec, not the EDC.

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	95										

Chris reported that James Smetana will be in Lake Park April 4 to take pictures of the businesses; inclement weather on March 14 required the postponement. Sandy will email the businesses to alert them. While the mylakepark.com domain name is setup on godaddy.com and expires shortly, Chris will verify renewal with godaddy rather than move to a new domain provider.

B. Commercial Enhancements

1. Trellis and jasmine plants are installed in March at the Town Center gateway planters.

2. Doug will look into removing the outdated Fashion Crew blades from the Faith Church Road

signs.

2. Mark's report is pending. In Match he indicated he would 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: Jamey Cox, Advisor at Sperry Van Ness/Percival Partners has been in touch and is included in the distribution of the *Lake Park Villager*. Sharon observed that vacant units are being shown.

B. Why Wait Author: Sandy has advised Rob Quillen that we are making other plans this year.

New Business

A. Music & Food April 18:

1. Chris has lined up Smax and Ruth's for 11a-2p and will obtain their certificates of insurance. Waste Pro will donate 2 portojons for Town Center park. We will not line up a BBQ or coffee- donut vendor out of respect for FUMC's BBQ and the Porter Ridge bake sale.

2. Mark will check with Chick-fil-a to set up 7a-11a.

3. Chris made a motion to spend \$275 for Sharon's estimate of the signage costs; 4 entrance banners, 4 directional signs and 3-4 reserved space signs; Sharon seconded. The motion passed 4-0.

4. Mark offered quotes from 3 music providers to entertain in Town Center 11a-2p: Bill Kloninger's 4-man band plays 70's and 80's and country music (\$400). Powell sings golden oldies (\$300). Daniel Cooke plays beach and rock (\$375). The consensus was that the live band would draw more people. Mark made the motion to confirm Kloninger, Chris seconded, passed 4-0.

5. Doug will arrange for help Sharon to install banners (after the Kite Festival ends at 2:00 pm) April 11 at either end of Faith Church, at the Carole/Courtland intersection, and at the Lake Park Road entrance.

6. Doug will arrange for bales and cones to be placed by Friday April 17 in the Town Center parking spaces to be reserved for the food vendors; 2 adjacent spaces in front of Total Tranquility, 2 in front of Miss Dee Dee's, 2 in front of Skeeter's (if Chick-fil-A is confirmed by Mark) and 2 in front of the old PPD office (if Auto-Burger/Frys if Chris confirms that vendor). 7. Doug also suggested placing a few more bales as extra seating in the Town Center park. Sandy has mentioned lawn chairs and picnic blankets in the March *Lake Park Villager* for resident readers.

7. Sandy will send the professional leaders a second notice to encourage their taking advantage of the promotional opportunity that the increased traffic and activity that day to increase interest in their services.

8. Sandy will check on local What's Water Ice vendor availability for the Town Center Park.

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

to Sperry Van Ness / Percival McGuire to invite the new property manager and leasing agent to attend an EDC meeting, offering the opportunity to 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, Apr 17 for the issue to appear on www.lakeparknc.gov by 4/23 and in homes having newspaper tubes at mailboxes by 4/28.

Next Meetings

Thursday, April 16, 2015 6:30 pm at Community Center

Ready: Yard Sale Day: Food/Music/Business Promotion.
Thursday, May 21, 2015 6:30 pm at Community Center
Evaluate 4/18 event; Village signs, mylakepark.com completion

Adjourned by consensus at 8:00 pm.