

# Growing in Lake Park

Village of Lake Park  
Economic Development Commission Meeting  
Minutes: Thursday, July 16, 2015  
Location: Community Center

Attendees: Sandy Coughlin, Doug Lucas, Mark Phillips, Sharon Williams, Chris Yeager  
Guests: Margaret Phillips, Ashley & Shannon Dance

## Call to Order

Doug offered a prayer and Sandy called the meeting to order at 6:38 pm.

## Minutes, Announcements & Finance

1. June 18, 2015 meeting minutes were approved.
2. The EDC budget for 2015-2016 is \$5500.

## Council Comment

1. Candidates for 4 Council seats, as of today, include Ashley Dance, Sean Lowther, and incumbents Fabian Szarko, John Barnes, Pam Jack and Mark Phillips. David Cleveland is running for Mayor. Registration doesn't end until 7/18.
2. Council voted in favor of putting the wine/beer referendum on the November ballot.

Public Comment None.

## Commissioner Comment

1. Mark will prepare minutes for the June 25 meeting when Sharon, Mark, and Sandy went around the village to assess the decorative directional signs.

## Old Business:

### **A. mylakeparknc.com commercial website**

Chris and Sandy met at Town Center June 25 to review the beta site. They suggest that the number of photos be reduced to 20 or less, and will bring a recommendation of selections to the August meeting before sharing with web designer James Smetana. Beta site is [www.mylakeparkweebly.com](http://www.mylakeparkweebly.com). All commissioners are urged to review and relay your suggestions and comments to Chris by email [ctyeager97@gmail.com](mailto:ctyeager97@gmail.com). Sandy has downloaded all the visual content and company logos from the old mylakepark.com site thanks to the access provided by Dan O'Brien. Mark made a motion, Sharon seconded, that Dan O'Brien's \$119.50 invoice for web services be paid. Passed 4-0. We expect to have EDC feedback to James following the August EDC meeting.

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	273	0	0	0	0					

### **B. Commercial Enhancements**

1. When we meet in August, Doug will provide replacement suggestions and quote for pencil hollies that were lost in the heat/drought.
2. Doug will also provide quote for refurbishing the two commercial blade signs on Faith Church Road.
3. Sharon will check with Sperry VanNess to determine if they plan to upgrade the signs and would be open to EDC recommendation.

## New Business

### **A. Decorative Directional Signs**

Referencing the 13 signs as numbered in the new photo inventory, there are  
6 signs that only indicate neighborhoods. (#2, #3, #10, #11, #12 and #13).  
3 signs that need to have 'Ryan homes' removed (#2, #3 and #10)  
3 signs refer to only Parking: (#5, #6, and #7)

4 signs offer potential for indicating village features/organizations (#1, #4, #8 and #9)

4 signs are 2-sided signs: #1, #2, #3 and #4.

4 signs added to the list but not photographed:

#14: Population Sign on Faith Church Road

#15: Welcome Sign on Lake Park Road (population section missing)

#16: Faith Church blade sign at Creft Circle

#17: Faith Church blade sign at Unionville Indian Trail Road

4 signs possibly the most valuable to address in a first phase, due to location and content:

#1, #4, #8 and #9

Discussion Points:

1. Depending upon the EDCs recommendation for content changes, some of the signs may be removed.
2. Refurbishing the signs would require sanding them down to the base metal and replacing the background painting and lettering.
3. The poles appear to need only sanding and repainting.
4. Removal of the Ryan blades will leave damage.
5. The 'Retail' blades have deteriorated and are not flat against the signs.
6. If the replacement cost is more practical, we may consider professional vinyl signs with raised letters. Doug will provide contact to his new sign vendor.
7. Businesses may be invited to pay for blades on the Faith Church signs, Sharon will bring some feedback to the August 20 meeting.
8. Doug and Mark will get some cost information for refurbishing or replacing a one-sided decorative directional sign and for refurbishing the Faith Church blade signs.

For the August meeting, EDC members will suggest the content that they see of benefit to the community so the EDC can further define a plan and before moving forward to request bids.

**B. Town Center Leasing Update:** Angela Williams' space may become available soon. Since her lease expired, she has been renting by the month until ready to move.

**C. Music & Food October 3 2015:**

1. Food: Chris will reserve Smax. Mark will check with Chick-fil-A. To focus on the early morning peak of yard sale traffic, Sharon will confirm with Bellasera for breakfast items and Chris will seek Sugar, the doughnut vendor. Sharon will check with Southern BBQ.
2. Music: Sharon will check with Ken Conrad for the background music. Sandy will apply for Town Center Gazebo reservation and arrange for portojons and trash carts.
4. Local Business: Sandy will send out flyers and we will discuss further promotions August 20.
5. Set up: Doug offered his staff for the setup of 4 banners on Saturday, September 26 after 3:30pm, to set up the cones, bales and vendor signs in truck reserved spaces on Friday October 2 after 3:30pm, and to remove banners, signs, bales and cones Saturday afternoon after 2pm, October 3. Sandy will install and remove arrow signs. We will order new signage based upon confirmed reservations with certificates of insurance in August. Sharon has the signs and banners from April 18 event.

**E. Outreach to Town Center Owner, Leasing Agent & Property Manager:** Sandy continues to include Sperry Van Ness / Percival McGuire in publicity emails and with a copy of the *Lake Park Villager* (to J. Godbold, T. Wethington and to J. Cox).

**Communication & Events Calendar & Kiosk**

**Lake Park Villager:** Reminder: Email or phone news items to Sandy Fri, Aug 14 for the issue to appear on [www.lakeparknc.gov](http://www.lakeparknc.gov) by 8/20 and in homes having newspaper tubes at mailboxes by 8/25.

**Next Meetings** -

- Thursday, August 20, 2015 6:30 pm at Community Center

- Thursday, September 17, 2015 6:30 pm at Community Center

**Adjourned** by consensus at 7:58 pm.