

# Growing in Lake Park

Village of Lake Park  
Economic Development Commission  
Meeting Minutes:  
Thursday, October 29, 2015  
Lake Park Community Center

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

**Call to order & Prayer:** Sandy called the meeting to order at 6:33 pm, Sharon offered a prayer.

**Minutes, Announcements & Finance:** October 15 meeting minutes were approved as emailed. EDC budget balance is \$5500.

**Public Comment:** Margaret noted that the phone numbers for two businesses on the Kiosk directory are incorrect. She will email the numbers requested by the owners to Sandy for updating the Kiosk, the .gov website and to Chris for the mylakeparknc.com website. At this time Garden Club is not distributing welcome packets to new residents.

**Commissioner Comment:** Gordo's Mexican Kitchen opened Tuesday October 27. Early customers are putting positive responses on social sites nextdoor.com and facebook.

## **Old Business: Village Development**

**A. Commercial Enhancements:** Tabled to November 19.

**B. Town Center Leasing Update:** Tabled to November 19.

**C. mylakeparknc.com commercial website:** All commissioners are asked to view the beta site at [mylakeparknc@weebly.com](mailto:mylakeparknc@weebly.com) for final corrections and suggestions and send or bring to Chris no later than November 19 meeting.

**E. Directional Maps:** The commissioners approved sending the EDC .pdf directional map to the businesses so they may have, print and distribute if they wish. Sharon and Sandy will visit the businesses by December 1 to bring them a hard copy.

**F. Commissioner Badges:** The commissioners agreed that wearing metallic badges would help them as they promote the Village when attending various events, such as Union County Chamber or Lake Park events. At \$15 each, the EDC will ask Cheri Clark to order them now for Sharon, Doug and Chris. Badges will bear their name and title; total cost \$45.

**G. Decorative Directional Signs:** In spite of the extension from October 15 to 29, and follow up calls, and both mailed and emailed RFPs to All Star and Rite Light sign companies, they have not responded with a bid. Sharon reported that 801 Designs declined as not being a fit for them. Banner Signs not only offered a bid for minor repairs before the RFP was distributed, but in spite of a family hospitalization, delivered their bid by October 15. Owner Ron Oxford also made 2 calls to Sandy before submitting the bid and 2 since, for clarification. Even without another comparison bid, Banner has a history of making village signs and is local to Lake Park. Though we would be interested to know why others did not bid, the lack of response is a poor signal for working with someone else on the project in the months ahead.

The EDC will recommend Banner to Village Council on November 10. Though the total bid exceeds the EDC budget, Banner itemized each sign cost, so the EDC could spend \$4000 this year and ask Council for \$6000 for the purpose of completing the whole project sooner and at one time. Another alternative, if Banner accepts, would be to select signs to complete in this year's budget, and the EDC would request a larger budget in April 2016 for the 2016-17 fiscal year, expecting Banner to complete the balance of the project next July.

We will invite Ron to attend our November 19 meeting with an illustration and a sample of the materials and colors for a finished sign. With his input, the EDC will finalize which signs to replace, repair or remove, based upon the Council funding decision. The sign on the Secret Shortcut side of the village, on Faith Church Road, will be included in that discussion. The results of that meeting may be formalized in a contract with the village attorney approval.

### **New Business**

- A. Commissioner Terms:** Mark's decision regarding his December term expiration is tabled to our November meeting. The EDC must have at least one, not more than two, members of Council serving on the commission at the same time.
- B. Gift Certificates:** Updated EDC \$50 gift certificates were approved to welcome Carlini's and Gordo's to the Lake Park business community. The commissioners also approved a promotion to distribute a certificate to the 20 business, church and school leaders in our list of organizations established in Lake Park. Total amount, if every leader redeems the certificate, is \$1000. The goal is to raise the awareness as well as the mutual support and cooperation of these leaders, to welcome the newer ones, and to recognize those of long standing whose organizations contribute to the commercial/residential balance in Lake Park. Sharon and Sandy will distribute the certificates personally by December 1.

**Communication:** Email or phone news items to Sandy before November 13 *Villager* deadline. The issue can be on [www.lakeparknc.gov](http://www.lakeparknc.gov) by 11/19 and in homes by 11/24.

**Next Meetings:** Thursday, November 19, 2015 at Community Center

**New Topic:** 1. Banner Signs Project

2. Mark's Commission Term Dec 2015

**Adjourned:** by consensus at 7:19 pm.