

# Growing *in Lake* Park

*Village of Lake Park  
Economic Development Commission  
Meeting Minutes:  
Thursday, April 21, 2016  
Lake Park Community Center*

*Attendees: Sandy Coughlin, Doug Lucas, Sharon Williams, Brett Medlin  
Guests: None  
Absent: Kristen Bowman*

**Call to order & Prayer:** Sandy called the meeting to order at 6:35 pm and Brett offered a prayer.

**Minutes, Announcements & Finance:** March 17, 2015 meeting minutes were approved as emailed.

The EDC budget balance is \$2668.06 as of March 31 (unchanged since February 29).

**Public Comment:** None.

**Agenda Change:** None

**Council Comment:** The April *Lake Park Villager* is now available. Budget meeting is May 3.

## **Old Business: Village Development**

- A. Commercial Enhancements:** Garden Club's Darlene LeClare called Sandy and Doug regarding hanging planters around Town Center lamp posts. Doug discussed watering upkeep with her, and Sandy mentioned the irrigation of Town Center sidewalk planters. Doug is disappointed in the survival of pencil hollies and seeking a hardier substitute for dry soil. Doug will provide a new quote for the EDC to persuade the Town Center owners to install irrigation. Sandy will check with David Cleveland to see if Union Power might be part of this as they were involved in electrical connection of irrigation around the entrance pond plantings.
- B. Town Center Leasing Update:** No tenant changes known since March meeting.
- C. mylakeparknc.com commercial website:** James Smetana took photos of the businesses, churches and schools Monday March 28. Sandy emailed a flyer to all the businesses March 21, and Sharon, Kristen, Doug and Brett made calls to all the contacts. James got a lot of photos with people present to add life to the standard building shots. Sandy will confirm the beta status of the site and email the url to all commissioners to preview.
- D. Promotions:** \$1000 for promotional activity will be included in the EDC 2016-17 budget request.
- E. Commissioner Badges:** Kristen's badge is ready.
- F. Decorative Directional Signs:**
  - a. Ron Oxford, Banner Signs, has to adjust the Phase I and II quotes to include sales tax for labor per the new NC requirement. Phase I is adjusted to \$2102.98. The tax adjustment for Phase II will be included in the EDC budget request for 2016-17.
  - b. Sign #1 now has CHURCH on both sides. The side pointing to Faith United Methodist Church is correct. The other side shall be corrected to SCHOOL, so it will point down Creft to Miss Dee Dee's After School and My First School.
  - c. Ron's proofs for the replacement sign shape, content design and font were reviewed.

Sandy will email to Ron confirming the modifications: 'wing' type corner shape to the rounded top edge, gold kite family logo updated with incorporated 1994', green accent bar, and Albertus font for all wording except the script 'Lake Park'. Sign work is in progress with some blades already replaced and signs removed so the posts are being painted and the signs being made.

- d. 'Café' for the #8 blade sign was reviewed. EDC may replace 'café' if community feedback proposes a more succinct and appropriate word.

#### **New Business**

- A. 2016-2017 Budget: Banner Signs Today's adjusted quote for Phase II (\$4899.83), incentive for the Town Center irrigation (\$6500 quote less \$4000 Town Center owner responsibility to match = \$2500 EDC) and the \$1000 promotion proposal (Old Business, item D) constitute the total EDC request for the 2016-2017 budget request to Council on May 2. Doug made the motion to include all three elements in the request; Brett seconded. The vote passed 3-0. (Kristen was absent).
- B. As chairperson, Sandy only votes if quorum is needed or to break a tie vote; neither applied in this case. Sandy was in favor, for the record, and will continue outreach on behalf of the EDC to the Town Center owners, as well as present the EDC request to Village Council.
- C. Tom House Marketing left a business card and issue of *Indian Trail Magazine*, a 14-page glossy ad piece with the village office to gauge local interest in an issue for Lake Park. In discussion, points raised 1) all print programs have been too expensive and therefore short lived, 2) word-of-mouth, personal references, community involvement and internet outreach are more timely and cost effective.
- D. Before the May 21 meeting, each of the commissioners will reach out to one of the contacts on their call list to refresh or begin an acquaintance and seek better understanding to better serve the economic community.

**Communication:** Email or phone news items to Sandy before May 13 *Villager* deadline. The issue can be on [www.lakeparknc.gov](http://www.lakeparknc.gov) by 5/19 and in homes by 5/24.

**Next Meetings:** Thursday, May 19, 2016 at Community Center/Town Hall.

- Agenda Items:**
- 1. Mylakeparknc.com
  - 2. Signage Progress
  - 3. Budget Update

**Thursday, June 28, 2016 at Community Center/Town Hall.**

**Adjournment:** 7:55 pm