

# Growing in Lake Park

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

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

## Call to Order

Chris offered a prayer and Sandy called the meeting to order at 6:35 pm.

## Minutes, Announcements & Finance

1. March 19, 2015 meeting minutes were approved.
2. 2014-2015 EDC budget balance is \$3190.71 as of March 15. Chris made the motion, Doug seconded, that Sharon be reimbursed the full \$299.13 that she paid for the banners and signs purchased for publicity, directional and space reservations for April 18 Music & Food event. Passed 4-0. (\$250 was already approved for this purpose at the March 19 meeting.)

## Council Comment

1. Sandy relayed Village Clerk's message that Parks & Rec Commission budget projections for 2015-16 will reflect perceived needs and not by anticipation of whether or not the village budget may or may not depend upon reserves to balance. Council expenses typically come in under budget by year end without tapping reserves.
2. Sandy confirmed that Council, rather than Parks & Rec, will be the correct forum to evaluate the pending EDC suggestions and support for updating the decorative permanent directional signs in the village. In March, Mark indicated he would get a count and photographs as a first step. Recommendations for costs and village feature names (business, church, school and other features) are needed as well.

Public Comment Margaret suggested that Wendy Richards is selling Lake Park homes to a commercial buyer that is investing in the properties for rental income. This may benefit Lake Park homeowners whose circumstances require a quick sale.

## Commissioner Comment

Chris asked all EDC commissioners inspect the [www.mylakeparkweebly.com](http://www.mylakeparkweebly.com) beta site that has the updates and relay suggestions and comments to Chris by email [ctyeager97@gmail.com](mailto:ctyeager97@gmail.com) before April 25. James Smetana took all the new pictures on April 4 and seeks our feedback.

## 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	273									

The "weebly" domain name is temporary, and free. Chris offered three other site names that will be \$40 per year: mylakeparknc.com, mylakeparknc.net, and mylakeparknc.org. Chris recommended not renewing mylakepark.com with godaddy because there are other Lake Park locations in the nation named Lake Park, and the NC addition is a better identifier. Christ made a motion that the EDC proceed with mylakeparknc.com, Mark seconded. Passed 4-0. Though the professional leaders were not contacted in advance of the April 4 photography, James will return to take other photos at EDC request.

### B. Commercial Enhancements

1. Feedback on the trellises, jasmine and winter plants at Town Center gateway planters is good.

2. Doug will look into removing any remaining Fashion Crew and Southern Kitchen blades from the Faith Church Road commercial signs. Some, but not all, are up to date.

#### Old Business:

**A. Town Center Leasing Update:** Jamey Cox, Advisor at Sperry Van Ness/Percival Partners related to Sharon that Bellasera is considering the Skeeter Bakery space as it offers more food production space. They have not expressed any intention of broadening their catering operation to offer restaurant seating at this time.

**B. Why Wait Author:** Rob Quillen acknowledged that we are making other plans this year.

#### New Business

##### **A. Music & Food April 18:**

1. Mark is waiting for an invoice from the music group.

2. Waste Pro confirmed delivery of 2 toilets and 2 rolling trash carts.

3. Mark confirmed that Chick-fil-a will not serve food, but the cow mascot will attend.

4. Doug had already arranged for Ron to assist Sandy and Sharon last Saturday afternoon to install the 4 entrance banners. Doug will also arrange for April 17 to have bales set up in front of the Town Center gazebo for those who wish to be seated during the musical entertainment, as well as bales and reserved space signs around Town Center building.

5. Sandy has the directional signs and will install them on Friday evening after work April 17

6. Chris confirmed that Smax and Ruthies are all set, but AutoFries has not responded.

7. Sandy has sent the professional leaders three notices, including 2 color flyers, to encourage their taking advantage of the promotional opportunity. Central Academy, Children's Lighthouse, Prism, and Total Tranquility have expressed interest. FUMC is having the BBQ fundraiser.

8. Sandy asked for a motion to approve What's Water Ice to give out 250 2-oz servings from Town Center Park for up to \$270. Chris made the motion, Doug seconded. Passed 4-0.

9. Doug has been in touch with Mayor Cleveland to address the village mowing needs, the daily rains putting landscapers behind schedule and ensuring Lake Park's readiness for Saturday. Friday April 17 is the only chance.

**C. Outreach to Town Center Owner, Leasing Agent & Property Manager:** Sandy has included Sperry Van Ness / Percival McGuire in all the April 18 email notices 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, Apr 17 for the issue to appear on [www.lakeparknc.gov](http://www.lakeparknc.gov) by 4/23 and in homes having newspaper tubes at mailboxes by 4/28.

May issue deadline is Fri, May 15.

##### Next Meetings

-Thursday, May 21, 2015 6:30 pm at Community Center  
Evaluate 4/18 event; Village signs, mylakeparknc.com

completion

-Thursday, Jun 18, 2015 6:30 pm at Community Center  
Decorative Blade Signs

Adjourned by consensus at 7:30 pm.