

Growing in Lake Park

Village of Lake Park

Economic Development Commission Meeting

Minutes: Thursday, June 18 2015

Location: Community Center

Attendees: Sandy Coughlin, Mark Phillips, Sharon Williams

Absent: Doug Lucas, Chris Yeager

Guests: Margaret Phillips

Call to Order

Mark offered a prayer and Sandy called the meeting to order at 6:40 pm.

Minutes, Announcements & Finance

1. April 16, 2015 meeting minutes were approved.
2. The EDC came in under budget for 2014-2015, so the fund allocation which we did not need to spend this year will sweep into village reserves. Sharon and Mark confirmed that all April 18 Music & Food event expenses were submitted and payments received.

Council Comment

2015-16 VOLP budget passed June 9 and the EDC line item is \$5500.

Public Comment None.

Commissioner Comment

1. At Sandy's request, Margaret brought photographs, descriptions and a Banner quote.
2. Council is seeking village response to whether or not a referendum is wanted on the November ballot to vote on whether wine and beer may be served in village businesses. Sign up for e-notify at www.lakeparknc.gov to receive a survey.

Old Business:

A. mylakepark.com commercial website

Sandy reviewed and sent feedback to Chris Yeager regarding the beta site www.mylakeparkweebly.com beta site that is updated. All commissioners are urged to review and relay your suggestions and comments to Chris by email ctyeager97@gmail.com. James Smetana took all the new pictures on April 4 and seeks our feedback through Chris. Sandy expects to meet with Chris to evaluate the feedback and make a recommendation to James before the July EDC meeting. The site is down because the original hosting service subscription expired before the project was ready to go live.

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							

B. Commercial Enhancements

1. Pencil hollies are not doing well. Doug has noticed as well. Tabled discussion until July meeting when Doug returns.
2. All blades for non-current organizations have been removed from the Faith Church Road commercial signs. Both sides of each sign are up to date.

C. Town Center Leasing Update: An inquiry has been received by Council for what would be needed to change the no-alcohol custom for the village businesses. Council is running a survey via the e-notify site to determine whether or not to put a referendum on the November ballot.

D. Music & Food April 18 Evaluation:

1. Food: Smax would like to return for next event. Ruthie's would only for larger crowd, such as Fall Festival. Chick-fil-A and AutoFries did not participate. Breakfast vendor needed to

attract the crowd that peaks early. Recommend Bellasera for Oct 3 ~ benefits our local business.

2. Music: Mixed reactions to the band's mix of early rock and country, but they would like to return. Beach music, or any other theme, could be provided by Ken Conrad and benefits a local business. He may have October suggestion.

4. Local Business: Total Tranquility got a new client or 2. Prism Property and Central Academy were pleased with the exposure opportunity. FUMC Men of Faith sold out their BBQ fundraiser. What's Water Ice said it was perfect and would like to do again. None offered tours. Local Mary Kay consultant, Tricia Gallagher, is interested in Oct 3. Sharon will provide her email address.

5. Set up: Doug's staff did an extraordinary village mowing sweep considering the effects of prior rain days. Also assisted Sharon/Sandy for installing entrance banners April 11, and setting up bales and cones April 17. Sandy installed directionals. Sharon has all the signs and banners. Next time: arrange help removing banners/poles after the event; Margaret pulled them up.

6. Other: Sharon related that a few residents regretted the trucks leaving at 2 because they were 'grounded' at their own yard sales. However, Ruthie's was still on site till after 4pm. The purpose was to bring local businesses to the attention of non-residents, since local businesses depend more upon those from outside than from the attention residents offer. Fall Festival is still an opportunity for residents, and our local businesses are welcome to participate in that for reaching within the village as well as non-resident visitors.

7. Conclusion: As a first attempt, the consensus is that we've learned ideas to make the Oct 3 opportunity as, if not more, successful. Sharon observed that yard sales may attract smaller crowds as years pass, and many yard sale visitors did not stay this time, but for now, it's an economical and practical outreach that is worth repeating.

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).

New Business

A. **Decorate Blade Signs**:

We reviewed the thumbnail photos of all 13 decorative signs, Margaret's list of the directional blades on each and reference the quote on a minimum upgrade to the signs that are in the worst condition. After clarifying the content, Sharon and Mark suggested that we tour the signs Thursday at 6 or 6:30 pm, meeting at the Community Center parking lot.

Communication & Events Calendar & Kiosk

Lake Park Villager: Reminder: Email or phone news items to Sandy Fri, July 17 for the issue to appear on www.lakeparknc.gov by 7/23 and in homes having newspaper tubes at mailboxes by 7/28.

Next Meetings

- Thursday, June 25, 2015 6 or 6:30 tbd, Sign tour starting at Community Center
- Thursday, July 16, 2015 6:30 pm at Community Center
 - Decorative Blade Signs
 - Website Progress

Adjourned by consensus at 8:17 pm.