

Gibsonville Development Advisory Committee (GDAC) Meeting Notes

April 19, 2017

Fourth GDAC Meeting. In attendance were Ben Baxley, Neil Bromilow, Sean Dowell, Steve Harrison, Lori Lacassagne, Wanda Small, and Dick Swank.

Carry Over Business

Introduction of Set Format: See below, as agreed upon at this meeting for future meeting structure.

- General Discussion of Meeting Topics
- Review of Past Business
- Updates on the following topics and efforts: 1) Town Activity & Planning, 2) Gibsonville Merchants Association (GMA), 3) Parks & Recreation, 4) Real Estate / Recruiting / Economic Development, 5) CVB / Marketing, 6) Educational Efforts, 7) Current Events / Other.
- New Business
- Review of Meeting, Priority Efforts, & To Do's

Chamber of Commerce Participation: Per Ben Baxley, town to join both the Alamance and Guilford County Chamber of Commerce after approval of the next town budget. Timing is to be determined.

Common Website / Shared Calender: LW / SD have recently started a common website for the town overall. This will be run under SD personally in order to avoid conflicts of interest with town rules / GMA membership requirements / etc. Concept page at www.cityofgibsonville.wordpress.com. This will be converted to www.gibsonville.biz once ready to go live. GDAC to review initial efforts and send ideas / text that is suggested for the website. SD and LW to spearhead this effort while full GDAC team contributes content for the website. Website to be a public front and also provide detailed information for the GMA and on the town (without limitations on who can be marketed). This fits in GDAC's goal of aiding local merchant and economic development efforts.

New Business

Marketing on the Green: Per BB, there is no permit required to sell product on the town greens. Sales here are totally legal and without restriction. This question was an NB inquiry.

Mebane / Gibsonville Connection: Requested by LL and WS in order to see what we can learn from their growth and make further merchant connections. Group to work on appropriate contacts.

Office Space: SH is highly interested in a flexible office concept in downtown. SD advised he talk with LW, an expert in this product type. SD mentioned there is a solid, already built space for this in the Minneola Mill. GDAC requested a tour of the mill to see what is the remaining available space in town. Like SH, the rest of GDAC is interest in a tour of the Minneola Mill.

Plans for 2017: As outlined below

- *Nuts & Bolts (May, June, July):* Group will initially focus on creation of the common website / shared calendar and location of land for physical signage. This physical signage is part of a prior discussed marketing campaign at active local parks / thoroughfares.

- *Cohesive Marketing Plan (May, June, July)*: Group will create a cohesive marketing plan to include efforts of the town, GDAC, the GMA, Parks & Rec, and so forth. This will be strategic planning in order that marketing for all is accomplished in a common sense fashion. Marketing to include economic flyer (audience of developers and retail users), a welcome package (audience of new to town individuals), and others. A three+ touches marketing will include a) common website for the general public and those who do not know about Gibsonville, b) one page generic marketing in the town's water / tax bill for new to town individuals and out of town landlord / owners and c) HOA's / residential sales real estate agents in newly established subdivisions; GDAC to use residential development marketing report to target these subdivisions.
- *Networking and Marketing Efforts (August, September, October)*: To be done in earnest after completion of marketing. Contacts to include the Activity Directors for both the Twin Lakes senior project and the Lake Macintosh director, Boy Scouts, Kwionas, and many more. Goal would be to actively push the upcoming holiday events in Gibsonville and Gibsonville in general.
- *Business Social (October / November)*: By October and after the Fall Festival, GDAC to actively aid the GMA in planning the 2018 Business Social. This is projected for March 12, 2018 from 5:30 PM – 7:30 PM. Time of this social was extended due to 'pushed' nature of our last social. Discussion about this agenda has started at the last GMA meeting and will be formalized in the future.
- *Recruitment / Economic Development (on going)*: GDAC to aid in new business creation where possible.

GDAC Action Items

- Website: Development of website by SD / LW with suggestions from full GDAC team.
- Signage Locations: Locating land sites for physical signs to be done by WS and SD.
- Minneola Mill Walk Through: Request by full committee to see the available space at Minneola Mill. SD to contact Tom Lindley and arrange access.
- Score: As local Score representation, NB to continue educational efforts with select merchants.
- Marketing (Residents): Generic marketing for town water and tax bill. Also, a welcome page to be assembled by NB.
- Marketing (Business): Economic marketing and residential developers land report to be assemble by LW and SD.

GMA Action Items: The GMA is in strategic planning in the immediate future. GMA members on GDAC to address below during this process.

- Physical Signage: Following GDAC location finding for physical signs, the GMA will take over these efforts. The GMA will incur the cost of installation and maintenance of signage. This can be ordered through SD for cost reductions, due to bulk ordering of signs for Dowell Commercial Realty.
- Mebane / Gibsonville Merchants Connection
- Coupon Book

Town Action Items: As outlined below

- Donated Furnishings: BB to assemble a list of furniture requested for donation and send this to other GDAC members. Whether through Dolly / Furniture Market contacts or closing offices, GDAC to aid the town in locating requested donations.
- Chamber Membership: Town to join both the Alamance and Guilford County Chamber of Commerce after approval the next budget.

Not Discussed by Worth Mention

- Downtown Murals Project
- Downtown Decorations of Metal Roses, Bugs, & Such. Beechwood Metal Works.

Next Meeting

Booking of Conference Room: BB's assistant Lori must be made aware of meetings in order to confirm booking of the conference room in the future. SD confirmed this next meeting date with Lori on April 19th.

Extended Meetings: Group decided to make meetings one hour and thirty minutes rather than one hour. Topics were never able to be fully covered in the shorter term.

Next Meeting: Planned for May 17 from 2 PM – 3:30 PM.