

**Gibsonville Development Advisory Committee (GDAC) Meeting Notes**  
February 19, 2019

*Attendance*

In attendance were Ben Baxley (BB), Sean Dowell (SD), Steve Harrison (SH), Lori Lacassagne (LL), and Dick Swank (DS). Missing was Ricky Cox (RC), Wanda Small (WS), Lance Wood (LW). There were no guests or other parties.

*Review of Prior Business*

**Approval of Last Minutes.** Group did not meet through the holidays. This is the first meeting since October 16, 2018. With minor revisions, the minutes for this prior meeting were approved.

*Updates*

**Real Estate Presentation to Council:** SD presented commercial real estate facts and figures to Alderman and Mayor at a February 2019 council meeting. This covered a ten year span of time and reported on current commercial real estate conditions. A copy of this information was provided to GDAC. This presentation is available upon request through BB.

**GMA Revised Role:** As of 2019, the Gibsonville Merchants Association is “out of the event planning business.” In early 2019, events were provided to Gibsonville Parks & Recreation to be run (with aid from the GMA as needed). The GMA will focus on education, marketing, and better mutual management of their businesses and also the downtown.

**GMA Secret Shopper Market Analysis:** A February 6, 2019 Motley Studio report about downtown Gibsonville business was presented on February 12<sup>th</sup>. This reports talks about a lack of consistent branding for downtown and our limited marketing to an outside market. This report notes the incredible quality and scope of Gibsonville's businesses in general. It recommends a more consistent marketing approach and better use of online, social media forums for everyone’s benefit. GDAC agreed that a focus around a trains concept could be this shared marketing link, though this was only briefly discussed. Also if a business downtown offered conductors caps for sale, GDAC believes these could sell. If desired, this Secret Shopper report is available upon request through BB.

**Inventory of All Gibsonville Commercial Real Estate:** This continued point of discussion is agreed by all to be a main focus of GDAC. To make tracking of available commercial real estate easier, a full list of town commercial real estate is to be taken from its current tracking in a word format to an excel format. SD will do this conversion and provide this comprehensive list to GDAC. GDAC and BB can better use this presentation of real estate for future availability tracking as well as reports and reportings of many types. For example, this list could be used to generate letters to landlords. With the pending turn over of numerous buildings in downtown, it was felt this should be actively focused on by GDAC now. List to be provided to GDAC by SD by next meeting.

## *New Business*

**Pending Events:** The NC Main Street Conference is in Salisbury March 12 – 14<sup>th</sup>. The city will not have anyone in attendance as the city does not participate with this small town program. SD will be at this conference for his commercial real estate business and will report back on any news which can aid Gibsonville / GDAC.

**Zoning Board:** Dick Swank announced that he is to rejoin the zoning board.

**Better Communication with Residents about Growth:** GDAC briefly discussed continued resident concerns about growth. Prior recommendations of GDAC included an improved rezoning application (with impact summaries) as well as more information about rezonings online before meetings. See Oct 16, 2018 meeting notes for additional details.

**Improved Town Newsletter:** An improved newsletter was an actively discussed item in 2018 meetings. It was prior discussed this could be a good forum to communicate with the public about pros / cons of growth. This idea was put on hold in late 2018 and is not a project GDAC decided to focus on in 2019. While this forum allows us to communicate with all current town residents, GDAC decided to focus on other goals in 2019. See below for a list of discussed goals.

**Goals (2019):** Group discussed desired goals and projects for the upcoming year. By member, suggested goals for this year should be:

- BB: More benches in downtown.
- SD: More seating downtown. This encourage people to come *and* stay downtown. Recommended closure of 8 parking spaces across from the greens again. See Oct 16, 2018 meeting notes for additional details.
- SH: Curb extensions for a better visual experience of downtown. The case study for this is Kernersville. Photos are available through BB to see what this looks like. Also, supported murals and visual improvements downtown.
- LL: Murals and repainting / replacement of green garbage can tops. Perhaps including repainting of these in the mural project.
- DS: Murals and downtown visual improvements.

All in all, the group felt downtown beautification was best use of GDAC's time in 2019.

It was noted that contact with state politicians aided the city with money for the library and other projects last year. Group discussed that it was worth making this attempt again in 2019 for our current improvement goals.

**Murals Project:** Group was going to put on their collective thinking caps and figure out how to best put into place a Murals Project. This would include further details on what buildings could be painted, at whose cost, and with whose permission. This will be more actively discussed at our next meeting.

**Next Meeting:** The next meeting is planned for March 20th, 2019 from 2 PM – 3:30 PM. This is a typical third Wednesday of the month meeting.