

Gibsonville Development Advisory Committee (GDAC) Meeting Notes
January 18, 2016 Meeting

At the last Economic Development meeting, it was proposed that we restructure and recombine numerous town committees to streamline communications and efficiency between numerous groups. At this meeting, this goal was discussed and achieved as follows:

Name of New Group: Gibsonville Development Advisory Committee (GDAC)

Purpose: This group of local business owners, citizens, and city staff is assembled to put Gibsonville stakeholders together to discuss and work practically towards common, mutually beneficial goals. This committee is the recombination of numerous other committees.

Implications: The following committees will be disbanded: 1) the Economic Development / Restructuring Committee, 2) the Promotions Committee, and 3) Organization Committee. The Design “Facade” Committee will continue to be its own separate entity. It is likely Town Alderman will have to approve this restructuring. Details to follow in the future about this. It was noted that the Merchant's Association will still be the lead on the Fall Festival, Lighting of the Green, and the annual Business Social.

Membership (alphabetical order): Ben Baxley and/or Brandon Parker, Neil Bromilow, Sean Dowell, Mike Dupree, Lori Lacassagne, Benny Leach, Mike Magnes, Wanda Small, Dick Swank, Lance Wood. A contact list for all parties is provided as the final page of this meeting notes.

Formal Roles: During this first meeting it was decided by vote that Sean Dowell will be Chair and Neil Bromilow will be Vice Chair. No other roles were required.

Meeting Dates & Times: This group will generally meet 1) once a month and 2) on the 3rd Wednesday of each month at 2 PM. Meetings will take place at Gibsonville Town Hall.

Next Meeting: February 22, 2017. Please note this does not follow the future schedule of this group's meetings. This revised date was our standard meeting date pushed out to avoid Valentines Day conflicts.

Carry Over Business From Prior Committees:

³⁵₁₇ **Business Social:** Group actively discussed potential speakers and invitations for the pending March 2017 Business Social.

Panel & Value Take Away: As of this meeting, it is confirmed that we will have economic development staff and the CVB staff from both Alamance / Guilford County. To that end, a panel discussion with moderator is likely the best means of 1) allowing these groups to introduce themselves to Gibsonville merchants and 2) providing value to attendees. Once this is formalized with E.D. / C.V. B. then we can complete invitations. A fifth panel member to discuss marketing was suggested. Lance Wood (LW) was requested to do this by Neil Bromilow, but LW has asked we try to find another who does marketing professionally. Finally, relative to providing value to attendees, it was suggested 1) we have a staff member at our Business Social sign up each attending business in Google (in order that we get more pins in town) and 2) have a hand out of marketing suggestions for business to take away with them.

Formal Invitation: Invitations need to be completed and out in early February, at least one month in advance of the March 13 date of event. SMD requested all members invite area professionals they know to this event. This would be to “wow” economic development and area professionals by how much talent we really have in our area.

³⁵₁₇ **Reports for Economic Development Efforts:** Chair SMD asked all members to inform NB or SD about new real estate available in town. This would be to keep the towns Availability List up to date. The most current version of this is submitted with these notes for review.

New Business:

³⁵₁₇ **Shared Advertising / Co-Messaging:** Group discussed co-advertising for the town. This came up in numerous forms (tv advocated, discussion of print media, etc). It was discussed that we should poll and get specifics of how businesses in town now market. Specifically what venue and at what cost. With this information and thoughts about how effective these venues have been, we could attempt to put together a co-marketing shared advertising campaign. For this to be accomplished, a member of this committee will need to take the lead on these communications.

This above request mirrors prior Economic Committee discussed goals, as outlined below:

³⁵₁₇ **Shared Social Media Platform:** The town has indicated it cannot do a shared social media platform (to avoid messaging from non-town personnel sounding like town staff). This does not mean we cannot work towards this goal with other groups.

³⁵₁₇ **Shared Calendar of Town, Merchants, Etc:** BB has collected dates of different groups and has shared these in 4Q16 Economic Development meetings. We need to decide on what type of format we want this information and get it assembled. After this step one, we can decide on how to format this shared calendar and where it should be distributed.

In general, goals and priorities were requested of each member by the Chair. These are outlined below (in no particular order):

³⁵₁₇ “Streamlining efforts”

³⁵₁₇ “Saturdays so busy you can't turn around” and passing the tipping point to where town is a known brand

³⁵₁₇ “Merchants comfort with new ideas” and engaged in new efforts

³⁵₁₇ “Completion of additional parking behind downtown buildings

³⁵₁₇ Continuing and increased “quality of life” including enhanced, self contacted sports programs (at the pending Community Center)

³⁵₁₇ Active “recruiting” of new business to town and the “right mix of business in the mix”

³⁵₁₇ Aid to merchants in being “more effective” via Score and/or other means

³⁵₁₇ Neighbors actively helping neighbors in real tangible ways

These goals will be kept in mind as we decide on direction for 2017. For the next two months, primary efforts of LL, SMD, and LW will be dedicated to the Business Social. NB will investigate Score and educational contributions for improvement and retention of town businesses. If other members are interested in other efforts, please keep us in the loop as to what you are doing.

The next meeting will be on February 22, 2017 at 2 PM in Town Hall.

Contact List for the Gibsonville Development Advisory Committee
January 18, 2017 Version

- ³⁵₁₇ Ben Baxley and/or Brandon Parker (Town of Gibsonville): 336-449-4144 or bbaxley@gibsonville.net
- ³⁵₁₇ Neil Bromilow (Gibsonville Garden Railroad): 336-449-0313 or bromilow@elon.edu
- ³⁵₁₇ Sean Dowell (Dowell Commercial Realty): 919-924-4137 or sean@dowellcommercial.com
- ³⁵₁₇ Mike Dupree (Gibsonville Parks & Rec): 336-449-7241 or mdupree@gibsonville.net
- ³⁵₁₇ Lori Lacassagne (Burke Manor Inn): 919-612-0420 or info@burkemanor.com
- ³⁵₁₇ Benny Leach (Sherrys on Main): 336-446-0161 or sherry@sherrysonmain.net
- ³⁵₁₇ Mike Magnes (Gibsonville Parks & Rec): 336-420-5811 or michaelmagnes@att.net
- ³⁵₁₇ Wanda Small (Just for You): 336-380-5824 or mystoreisjustforyou@gmail.com
- ³⁵₁₇ Dick Swank (“Retired”): dickswank@yahoo.com
- ³⁵₁₇ Lance Wood (Dowell Commercial Realty): 336-378-5068 or lance@dowellcommercial.com.

Business Social Invitations List

- ³⁵/₁₇ Alamance County Economic Development: Mac Williams and/or a staff member will attend. Invited by SMD.
- ³⁵/₁₇ Guilford County Economic Development: Mr. Leslie Bell confirmed. Prior Brunswick County Planning Director and now head of Guilford County Economic Development. Invited by SMD.
- ³⁵/₁₇ Greensboro Alliance: David Ramsey and/or Barbara West confirmed. Invited by SMD and LW.
- ³⁵/₁₇ Convention & Visitors Bureau: Henri Fourrier of Greensboro CVB confirmed. Invited by LL.
- ³⁵/₁₇ Dave & Chantelle Stoughton: Owners of the Town Center Shopping Center. Invited by SMD
- ³⁵/₁₇ Slater Management: Primary H.O.A. Group for area. Invited by LW.
- ³⁵/₁₇ Elon University: Contacts via DS and SMD. Potential professors and/or business school staff / students. Potential to involve them in “a class project” for our town.

Declined

- ³⁵/₁₇ Jon Hardister of NC State House: Government will be in session on that date