

Gibsonville Development Advisory Committee (GDAC) Meeting Notes
June 22, 2017

Sixth GDAC Meeting. In attendance were Ben Baxley, Neil Bromilow, Sean Dowell, Steve Harrison, Wanda Small, Dick Swank, and Lance Wood. Missing was Lori Lacassagne and Mike Magnes.

Use of Prior Accepted Set Format: Below was used for the meetings structure:

- ³⁵/₁₇ General Discussion of Meeting Topics
- ³⁵/₁₇ Review of Past Business
- ³⁵/₁₇ 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.
- ³⁵/₁₇ New Business
- ³⁵/₁₇ Review of Meeting, Priority Efforts, & To Do's

Review of Prior Business (May 17, 2017)

Updates from the most current meeting are in **green**. Items in black are as they were on our last meeting notes.

GDAC Action Items.

- ³⁵/₁₇ Website @ www.gibsonville.biz: Development of website by SD / LW with suggestions from full GDAC team. Presentation of a website outline and detailed discussion of topics GDAC wanted covered on an independent website. **SMD updated GDAC that development efforts continued and shared some of the spreadsheets of different business niches website will address. SMD and LW to present a website for feedback in a future meeting.**
- ³⁵/₁₇ Signage Locations: Locating land sites for physical signs to be done by WS and SD. A meeting with the owner of Springwood @ Highway 70 land is arranged for May 23 with LL / SD. **Meeting with the Springwood land ownership was successful and GMA is working on the details of this signage. Gibsonville will have a sign at this Springwood at 70 location. Team to discuss if there is potential signage at Northeast Park signage at next meeting.**
- ³⁵/₁₇ Minneola Mill Walk Through: Request by full committee to see the available space at Minneola Mill. SD to contact Tom Lindley and arrange access. Since last meeting, SD and LW has toured this space. This tour was to investigate both an office executive suites potential use as well as details to further market this site. Arrangements for GDAC tour can be set up, when scheduled.
- ³⁵/₁₇ Score: As local Score representation, NB to continue educational efforts with select merchants. **NB is now a member of the Greensboro Score group. NB mentioned that Score has grants, which he was looking into for our benefit.**
- ³⁵/₁₇ Marketing (Residents): Generic marketing for town water and tax bill. Also, a welcome page to be assembled by NB.
- ³⁵/₁₇ Marketing (Business): Economic marketing and residential developers land report to be assemble by LW and SD. **Delayed due to work on www.gibsonville.biz.**
- ³⁵/₁₇ **Generation of a List of Future Goals: See New Business Rose Report review.**

GMA Action Items: As outlined below.

- ³⁵₁₇ 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. Efforts continued on this and specifics on the signage was being discussed internally by the GMA. Per updates the GMA also had worked out signage at Gibsonville's park. GDAC to consider final potential location at Northeast Park to cover all location recreation traffic.
- ³⁵₁₇ Mebane / Gibsonville Merchants Connection. SD had promised additional information and at this meeting presented direct contact information to the Mebanes Merchant Association to LL.
- ³⁵₁₇ Coupon Book Under discussion by the GMA with no set direction yet.
- ³⁵₁₇ Collection of information on town businesses and logos they would want used for website marketing. At the early June GMA meeting, this information was requested of merchants. Information was starting to come to SMD / LW for this www.gibsonville.biz purpose.
- ³⁵₁₇ Charity Golf Tournament: See New Business below.

Town Action Items: As outlined below.

- ³⁵₁₇ 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. Ben presented details on \$55K in specific needs for this project. This prompted the New Business Discussion point about fund raising efforts. This request became the impetus for the charity golf tournament. More below.
- ³⁵₁₇ Chamber Membership: Town to join both the Alamance and Guilford County Chamber of Commerce after approval the next budget. Pending budget approval. Budget was approved and Town will join both chambers soon. Questions arose about who could attend Chamber events if the town was the one to join; BB will inquire. It was thought that rotation of who goes would 1) keep Gibsonville represented and 2) allow different persons to network when they had time. As a side note, approval of this budget also means the GDA committee budget of \$1,500 was also approved.
- ³⁵₁₇ Join the Alamance & Guilford County Chamber of Commerce: See point above.

New Business

Advertising: Antiques Roadshow to be doing a PBS commercial at Myra's business this weekend, per WS and/or NB. WS also mentioned that she was on a Consignment Brochure with over 30 businesses from Hillsborough to Gibsonville; this group was to do a concerted "Shop Hop" date on July 29th. Continued creative press / activity for Gibsonville.

Town Elections: BB mentioned that the Board of Alderman have two seats up for election in November. To apply, you must put your name in with City Hall between July 7th - 21st.

Community Center / Fundraising Efforts / Charity Golf Tournament (CGT) Construction of the new community center to be completed in the next 30 – 60 days per BB. Naming of this would be strictly up to Town Alderman. Pairing the town's needs for \$55K for the community center and the idea of a golf tournament fundraiser was an interesting idea discussed at the last meeting. The GMA picked this idea up and have worked diligently forward on making it a reality. A significant portion of

the meeting was dedicated to review of CGT's progress by the GMA. LW and DS gave GDAC a full overview of underway activity including a hard date for the event (July 28), a committed location, specific costs (\$18 per person), under development advertising, details on donations of \$2,500 to Kay Yow Foundation and then remainder to Gibsonville. It was noted that there was a focus on Kay Yow is to give "a name" to entice individuals to our first event; More individuals want to support fighting cancer than Gibsonville as a city. Feedback and inquires from GDAC to LW/DS were 1) GDAC indicated a preference for "Gibsonville Golf Tournament" over "The City of Roses Golf Tournament"; this would protect re-branding each year in case we decided to run with something other than the City of Roses as a brand. 2) What is to happen if this is rained out? This is to be determined.

Rose Report & Prior Goals Review: Another significant portion of meeting time was GDAC review of the prior Rose Report suggestions as well as the different ideas generated at our meetings. These were covered based on priority and a single list of goals will be generated based on this discussion. Different members had different priorities. Example) SH was interested in funding our pedestrian plan and future zoning work. Others has other priorities. SD to identify who is interested in what in order that those individuals should run down those goals for GDAC. Our GDAC time is donated; each member should get to "work on" what makes us excited. While this meeting note is short, this review of goals was intensive and should serve GDAC in identification of priorities for some time.

Next Meeting

Next Meeting: Due to vacations, there will be no meeting in July. Next meeting will be August 16 from 2 – 3:30 PM.

Reminder about Booking: BB's assistant Lori must be made aware of meetings in order to confirm booking of the conference room for these meetings.