

Gibsonville Development Advisory Committee (GDAC) Meeting Notes
March 15, 2017 Meeting

Third GDAC meeting. Please note meeting notes were not completed for the second meeting as this discussion was all prep work and allocated tasks for the Business Social.

In attendance in alphabetical order: Neil Bromilow, Sean Dowell Mike Magnes, Lori Lacassagne (recently elected GMA President), Brandon Parker, and Wanda Small. As of this date, Benny Leach has indicated he will no longer actively participate in this group due to other obligations.

Carry Over Business:

³⁵/₁₇ **Business Social:** Completed on March 13th.

What We Did Well: Having been active with invitations and given over 60 days notice, we had many RSVPs and 70 confirmed guests. Locals were impressed with the mixed panel while guests enjoyed the event venue and amount of participation. Excellent team effort project that positively spotlight Gibsonville.

What We Can Do Better: It would be better to have more Gibsonville local participation for the next event.

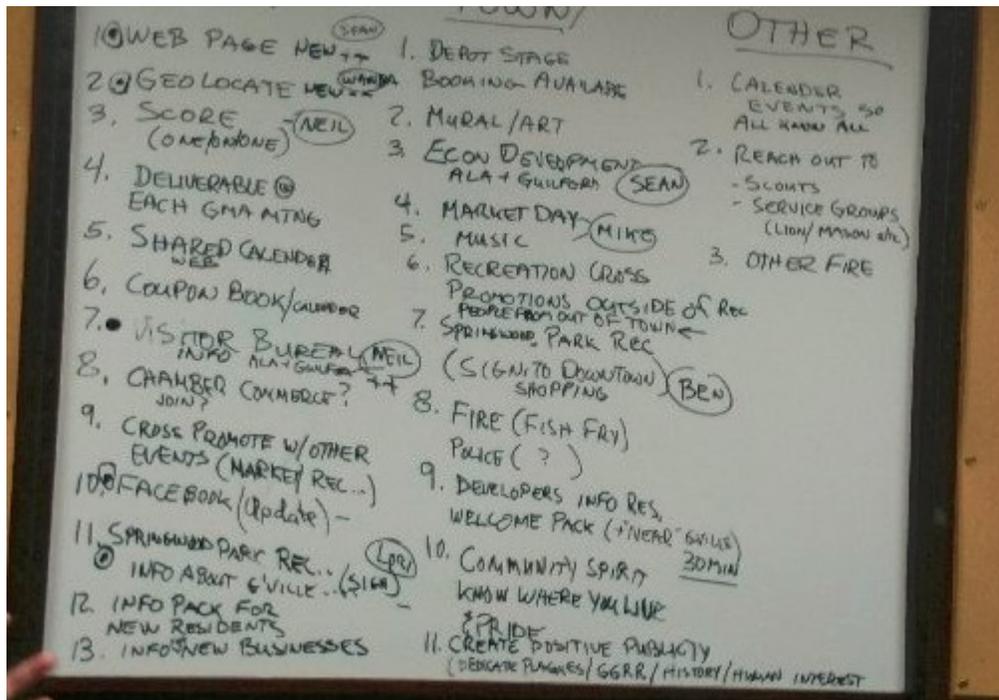
Next Steps: See below:

- Convention & Visitors Bureau: NB in touch with these groups about town marketing in Greensboro, Burlington, and other venues. Printed list for 2017 has town information wrong and will need to be corrected and address 4Q17 for correct printing in 2018.
- Economic Development: SMD put all major town owners in touch with Econ. Dev't directly. Information for these properties should be in the hands of appropriate parties. SMD to confirm this by the next meeting.
- Chamber Membership: Discussion about bringing this up as a GMA point. As GDAC is a town committee, this group is not the right party to join this organization.

Idea for Next Event (SMD): Invite both the Guilford and Alamance Chambers to jointly meet at the Burke Manor Inn. This would allow stakeholders in both markets to personally visit Gibsonville.

New Business:

- 1) **Request for a Set Meeting Format:** NB requested a set meeting format for future meetings. While not discussed, this can be General Discussion of Meeting Topics, Old Business, New Business / Current Events, and a Real Estate Update.
- 2) **Strategic Planning for Future Goals:** Considering our three sets of locals (Merchant's Association, Town / GDAC, and Other / Citizens, etc), we discussed GDAC as the group to combine and coordinate town efforts. This committee has individuals from all of these groups. NB assembled combined ideas in a visual format, which is outlined below:



Initial Goals Include:

- **Correct & Shared Marketing / Advertising:** Having an actual shared website, facebook, etc. SMD offered www.gibsonville.biz, which he owns and is currently routed to the town website.
- **A Shared Calander:** A continuing conversation. This can be on the above website. If this becomes a GMA effort and these events are not GMA related, note this with “not sponsored by the GMA” as a foot note. Events to include are Earthen Beef Road, Luminary Lighting at the Cemetary (Boy Scouts), Fish Fry (Fire Department), Northeast Park Fireworks.
- **Guerilla Marketing @ Local Active Locations:** Located signs at Gibsonville's Parks (\$300 / annual cost; potential GMA item), the private Gibsonville School, Springwood Park (Burlington Parks & Rec), or Northeast Park. Inside or outside city limits does not matter so long as areas are active. SMD and Brandon to investigate potential locations. Lori and Wanda to inquiry with GMA if they would inquire sign costs, etc. Also, Wanda knows the Board of Springwood Church who owns the land across from Springwood Park; she will approach them about signage. Another thought was regular use of temporary signs in order that these may be changed for different events.

Other Venues for Increased Involvement / Messaging:

- **Push For Other Local Involvement:** We have active local groups not plugged into current efforts. These include the Boy Scouts, Kiwanis, Lions, and others. Find efforts we can involve these groups with.
- **Insert in Tax Bill and Water Bill:** Not discussed at this meeting. Discussed at the last GMA meeting. Mayor Williams to investigate how this can be legally done. Inserts in the tax bill gets town information to landlord owners who do not live in town. Inserts in water bill get to tenants in town.

Next meeting to occur on April 19 @ 2 PM. Potential SMD absense due to Jury Duty starting April 18.

Contact List for the Gibsonville Development Advisory Committee
February 21, 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 Steve Harrison (Gibsonville Planning): 336-447-0076 or sharrison108@gmail.com
- ³⁵₁₇ Lori Lacassagne (Burke Manor Inn): 919-612-0420 or info@burkemanor.com
- ³⁵₁₇ **Benny Leach (Sherris 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

- ³⁵₁₇ Alamance County Economic Development: Mac Williams and/or a staff member will attend. Invited by SMD.
- ³⁵₁₇ Guilford County Economic Development: Mr. Leslie Bell confirmed. Prior Brunswick County Planning Director and now head of Guilford County Economic Development. Invited by SMD.
- ³⁵₁₇ Greensboro Alliance: David Ramsey and/or Barbara West confirmed. Invited by SMD and LW.
- ³⁵₁₇ Convention & Visitors Bureau: Henri Fourrier of Greensboro CVB confirmed. Invited by LL.
- ³⁵₁₇ Dave & Chantelle Stoughton: Owners of the Town Center Shopping Center. Invited by SMD
- ³⁵₁₇ Slater Management: Primary H.O.A. Group for area. Invited by LW.
- ³⁵₁₇ 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

- ³⁵₁₇ Jon Hardister of NC State House: Government will be in session on that date