

GDAC Meeting Notes for November 15, 2017

Meeting 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 Past Business

Economic Development Video Marketing: Prior Sept 20 meeting included discussion about an economic development video with Jon Hardister. Jon noted that he had connections at UNCG whom may or may not be able to aid in this. This idea was only briefly discussed prior and is included in this months meeting notes in order to figure out if and how we want to pursue this action item. This came out of a discussion about how we could better recruit new business to the city.

Networking Event: This planned March 12, 2018 Business Social event was tabled with the goal of being discussed specifically at our next meeting.

Gibsonville.biz Website Improvements / Calender: SD is still working on shared calendar. Additional photos from town Fall Festival, Lighting of the Green, and others to be added to the town website over the winter holidays. This is part of GMA and town marketing efforts.

Updates:

GMA Marketing: Per NB, there is new marketing for all town restaurants / rack cards. This is part of the GMA active, continuing marketing efforts for itself and the city.

Historic Credits Meeting on October 18, 2017: Pending tax reform threatens federal historic tax credits. This impromptu event was held to show Congressman Mark Walker persons in his district supported historic tax credits. This was an unprecedented event with the largest assemble of historic tax credit development in over a decade. At his fund raising event after this press conference, Congressman Walker acknowledged that historic tax credits made a difference, advocated that “we” contact our representatives with two paragraph descriptions about impact of these buildings with photos, and that we focus on the Ways and Means committee representatives. In NC, this is specifically George Holding. Representing Gibsonville was Sean Dowell, Dick Swank, and Steve Harrison. Lack of federal historic credits could potentially kill all historic deals in the works for Gibsonville (school, mill, etc).

Gibsonville School: Still under contract and in due diligence. Planned development as a senior project. After this is out of due diligence, the developer will have a more formal introduction with the city and community. This is planned for 1Q18, if this project continues after due diligence and if there are still historic credits available.

Recent Alderman Election: There was a recent Alderman election. We had a change of one alderman: V. Revels has phased out and is being replaced by S. O'Toole.

Community Center: Per BB, this community amenity is open and recently had Parks and Recreation move

in.

Piedmont Triad Regional Council Meeting: SD, NB, and BB recently attended a November 8 PTRC meeting about “Building and Branding Successful Downtowns.” GDAC was updated about this meeting and also about interesting points that came out of this presentation. General retail points of note included 1) woman account for 80% of all spending in the US, 2) 70% of all spending takes place after 6 PM, 3) 70% of all first time spending comes from curb appeal. Points of note relative to branding successful downtowns included 1) to establish a brand you need 250 active days a year in a certain location, 2) the most effective ways to do this is a programed plaza with a variety of activities; the most popular cost effective means for this were either a regular public market or a splash park (in summer to keep cool and in winter as a skating rink), 3) live to the 10 / 10 / 10 rule: 10 locations with some sort of food option, 10 destination retail stores, and 10 of these prior mentioned 20 opened after 6 PM, 4) means of avoid costs like paver stones instead of lawn area, reusable items like good permanent lights, lockable covered permanent vendor carts, and abundant benches and chairs. This prompted further discussions about these ideas and created the Top Goals request of SD.

New Business

Discussion Around PTRC Meeting: It was noted at the PTRC meeting we should focus on one block. SD suggested the area next to the greens between Wades Jewelers – Renos. SD inquired how we could get improved outdoor seating for these restaurants. Numerous means of achieving this were discussed and are to be investigated.

Top Goals: SD asked that as “homework” all GDAC member provide a list of their top goals for GDAC in 2017. The goal of this exercise is to 1) set action items for the new year and 2) to clean up our 2017 goals list (as done regularly by N.B.).

Accounting of GDAC Efforts: In order that GDAC can function effectively as an “advisory committee”, it was discussed that GDAC publish abridged meeting notes for Alderman and Mayor review. These will be done as most other committees meeting notes are done: write up, review at the following meeting for clarifications / corrections, and then available for public review following.

Next Meeting: December 13, 2017 from 2 PM – 3:30 PM. This will be dedicated to preparing for the Business Social of 2018.