

Zebulon Board of Commissioners
Retreat Minutes
February 21 & 22, 2019

Present: Robert S. Matheny-Mayor, Curtis Strickland, Beverly Clark, Dale Beck, Don Bumgarner, Annie Moore, Joe Moore-Town Manager, Lisa Markland-Town Clerk, Shelia Long-Parks & Recreation, Bobby Fitts-Finance, Teresa Piner-Planning, Chris Ray-Public Works, Chris Perry-Fire, Tim Hayworth-Police, Eric Vernon-Attorney

Mayor Matheny called the retreat to order at 8:45am.

Joe Moore gave an overview presentation of what the goal would be for the day. The goal would be discussions about the future fire station, partnerships, historic preservation and branding.

Chris Perry presented why a new and larger station was necessary, which included industrial gear washers for cancer prevention, bay size, training space, parking and office space. The location was critical to keep response times down. Some of the options would be to renovate the existing station, build a substation, or build a new station. It was staff's recommendation to build a new station and include EMS in the process so that they could be located at the facility. Chris stated that EMS was committed to the project and had set aside money for it. Some of the benefits would be a new location, partnerships, staffing, efficient operations and cost sharing.

There was discussion about what would be needed as far as land acquisition including lot size, feasibility, operational and financial. The lot would need to be a minimum of 2.5 acres but would increase if EMS was housed in the facility. Location was very important for response times all over town to keep them as close to four minutes as possible and there were six potential lots. There was discussion about a substation and what that would mean as we grow and as far as equipment and personnel.

The plan was to have money to secure a site in 2020, design and permitting in 2021 and construction in 2022.

Took a 15 minute break

Joe Moore introduced Annette Privette Keller with the City of Kannapolis who was the communications director and had led branding campaigns for multiple municipalities and would walk through the basics of what branding was, why a municipality should do it and what it could do for a community.

Annette explained that branding was a town's identity and image that told people who the town was, what made it special, why people would want to visit, live and work in that town. Annette continued by stating that branding was not a logo or a slogan. Branding had to permeate the entire organization and town to be effective and convey the message the Board wanted to convey.

The steps of branding were presented and those steps were research (SWOT analysis) with focus groups, surveys and economic development; identify assets and why people come to our Town;

Board of Commissioners
Minutes
February 21 & 22, 2019

develop a platform or an “elevator speech” on your brand; target audiences such as business to draw into the community; develop a logo where the name is most important without a lot of graphics and colors and finally appoint someone to look after to ensure it was being used properly.

Various town logos and taglines were shared and how a branding program should be implemented over several years. There were questions about how it was used for economic development and Annette explained that the Town would seek out businesses that fit the brand.

Broke for lunch.

Joe introduced Denise Nowell, Chamber Director and Crystal Morphis with Creative Economic Development who would present on business retention.

Crystal gave a presentation on business retention and why it was important to a community stating that it was less expensive to expand than it was to recruit new businesses. It was also stated that current businesses were a great advocate for a community and could share with others why they should locate in a town (peer to peer marketing).

It was important to keep information confidential when shared as well as to show appreciation for the businesses that were in the community. It was also important to see the early warning signs of a struggling business to provide a little extra support. A consistent message, looking at revitalization, amenities, housing and understanding why business were leaving Zebulon was necessary.

There was discussion about grant programs, partnerships, and the various strong and emerging sectors in Wake County.

Took a 15 minute break.

Joe Moore introduced the Denise Nowell, Liz Parham and Bruce Naegelen to talk about the Main Street Program.

Liz Parham presented what the program was, what they did and why they did it. Liz continued to explain what it meant to be a part of the program and what was required of a participating community. Some of the requirements were to have a dedicated person to work 20 hours a week, investment in the program could be as little as \$30,000 up to \$600,000 depending on what the community wanted to achieve. The partnership was three to five years, there was an application process that would have to be submitted in May 2019.

There was discussion about successful communities and unsuccessful communities and how this could benefit the Town as a whole.

Took a 15 minute break

Board of Commissioners
Minutes
February 21 & 22, 2019

Scott Roberts with Rocky Mount Mills gave everyone who wanted to attend a tour of the facility to see what they had created with the renovation. There were apartments, businesses and meeting spaces in the main building. On the grounds were breweries, restaurants, rental homes and tiny homes booked in the same manner as an Airbnb or a hotel room.

Those in the group interested toured BDD Brewery and others had dinner at Tap 1918.

Recessed until Friday February 22rd at 9:00am

Reconvened at 9:00

Joe gave a recap from the previous day's discussions and what was planned for the day ahead

Joe introduced Tim Maloney, Terry Nolan and Bryan Coates with Wake County to present on the Wake County Comprehensive Plan.

Tim Maloney presented the plan which was call PlanWake stating they were about half way through an 18 month process.

The group was informed of the survey they were wanting people to take and that it was online as well as in paper form. The group took the paper survey and handed them back to Tim. Some of what they were seeing was the people wanted to see redevelopment and more parks.

Break was taken for 15 minutes.

Joe Moore introduced Denise Nowell with the Zebulon Chamber of Commerce and Loren Gold with the Greater Raleigh Visitors and Convention Bureau who would share information on Wake County's Destination Strategic Plan.

Loren Gold presented on the goal to look at and increase the various types of tourism, Town assets, how the GRVCB can help Zebulon, and what the eight priorities were of the Plan.

Broke for lunch at 11:45

Reconvened at 1:05

Joe Moore introduced Beth King and Jeff Adolphsen who spoke on the National Register of Historic Places.

Beth presented a PowerPoint presentation on the various structures that were a part of the National Register of Historic Places and why it was important.

Jeff Adolphsen shared the tax credit piece of being designated as an historic property.

Board of Commissioners
Minutes
February 21 & 22, 2019

A break was taken at 2:30 for 15 minutes

Joe Moore introduced Police Chief Tim Hayworth to present on local community outreach programs such as Zebulon Night Out.

Tim Hayworth presented the past, present and future of Zebulon Night Out, which began as National Night Out and had it had changed. Tim continued to explain what the purpose of National Night Out was and that he thought the goal of that was important.

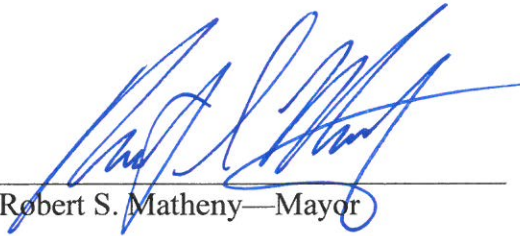
It was explained that Zebulon Night Out was a great event and thought that it served a very good purpose and the question was how the Board wanted to proceed with the community out reach events.

Joe wrapped up the retreat by asking the group what they liked, what they didn't like and general comment.

Adjourned at 4:15

5/6/17

Date



Robert S. Matheny—Mayor



Lisa M. Markland, CMC—Town Clerk