

A-G-E-N-D-A
REGULAR MEETING
STRATEGIC PLANNING COMMISSION
CITY HALL CONFERENCE ROOM
308 E. STADIUM DRIVE

FRIDAY, MAY 8, 2020
8:00 A.M.

1. Meeting called to order.
2. Roll Call.
3. Set Meeting Agenda.
4. Approval of minutes of the regular meeting on March 6, 2020.
5. Financial Report.
6. Old Business:

Update on Current Projects
7. New Business:
 - A. Project Proposals from Commission members.
 - B. Project Proposals from Staff.
 - C. Next meetings are: Friday, August 7, 2020, and
Friday, November 6, 2020.
8. Items from Staff:
9. Items from the Commission:
10. Adjournment.

We need to establish that a quorum will be present:
PLEASE ADVISE THE PLANNING AND INSPECTIONS DEPARTMENT IMMEDIATELY
OF YOUR PLANS FOR ATTENDING THE MEETING
336-623-2110 OPTION 2 or reply to the email

EDEN STRATEGIC PLANNING COMMISSION
March 6, 2020

A special meeting of the Eden Strategic Planning Commission was held on Friday, March 6, 2020, at 8:00 A.M. in the conference room at City Hall.

Members present: Hope G. Bogaert
 Sandra Meadows
 Christy Hensley
 Sarah G. Heston
 Angela Fowler
 James Burnette
 Houston Barrow
 Gerri Hunt
 Mitch Abernathy
 John LeSueur

Members absent: Edgar Robertson
 Ed Wilson*

Staff Present: Phil Hunnicutt, Councilman
 Terry Shelton, Interim City Manager
 Kelly Stultz, Director of Planning & Inspections
 Mike Dougherty, Director of Economic Development
 Terry Vernon, Athletic Director of Parks & Recreation
 Cindy Adams, Coordinator of Tourism & Special Events
 Randy Hunt, Main Street Manager
 Erin Gilley, City Attorney

*Excused

After all presentations were made, everyone except the commission members were asked to leave the room during the discussions and voting. The computer recording the meeting was shut down without saving the project; therefore, the audio was not available for transcribing. The following is a summary of the meeting according to notes taken.

1. Meeting Called to Order

Jim Burnette called the meeting to order.

2. Roll Call

Kelly Stultz made a record of everyone in attendance and established a quorum.

3. Set Meeting Agenda

After Jim Burnette made changes to the distributed Agenda, a motion was made and seconded to set the meeting agenda. The motion carried.

4. Code of Ethics and Open Meetings Laws

5. Minutes

A motion was made and seconded that the minutes of the February 7, 2020, meeting be approved. The motion passed.

6. Financial Report

Jim reviewed the Financial Report that had been distributed to the Commission members.

7. Update on Current Projects

8. New Business

Staff members presented their requests for projects to the Commission. The following was provided by Chairman Jim Burnette:

Project Request Resolution

1. Fireworks request for Eden Kiwanis Club for July 4th Celebration-**\$3,000. This was denied.** This request is not within the scope of the Strategic Plan. The SPC suggests that this request be made to the City of Eden as a Budget Request.
2. Jess Burchell Drive Mural-**\$865. This was not approved.** The SPC requested to bring back a draft of the mural (colorful), size of mural and view of mural from a car on Washington Street.
3. The Boulevard WiFi-**\$4,200. This was denied.** The SPC did not view this as strategic need. The SPC suggested this could be requested in City Budget and maintained along with the other areas of City WiFi.

4. 636 Washington Street Façade Grant. **\$20,000. This was not approved.** Two requests were made by the SPC. First is for an improved policy with specific criteria be developed for awarding a Façade Grant. This should include input from Economic Development, Main Street, Legal, Zoning and any other resources needed. Before any other Façade Grants be approved this policy should be approved. The second request is that this request and any others in the future be accompanied with a plan drawing of the façade (this could be part of the Policy).

5. City Website-GIS Webtech-**\$6,950. This was approved for the first year only.** This was thought to be critical for the future of the City. Any future funding should be appropriated through the City budgeting process.

6. Outdoor Movie Screen & Equipment- **\$15,995. Alternant Approval of \$4000 was made.** The SPC was unsure of the full benefit of this request. To determine if this is a strategic purchase for the City, the SPC approved \$4,000 for the purchase of 4 **additional** (additional to the 3-4 already being done each year) rentals of equipment (\$700 per rental) and movie (\$250-\$300 per movie) rental. With these additional showings of movies, keep accounting of attendance and all data for the full benefit of showing additional movies to determine if equipment should be purchased for City. This is to be done during the 2020-2021 budget year but this money is funded from the 2019-2020 SPC budget and therefore will have to be carried over into next year.

7. Our State Magazine Digital Newsletter-**\$2,985. This was denied.** The SPC suggested that more publicity could be attained through social media advertisement.

8. Klyce Street Landing Access Amenities-**\$4,300. This was approved.** The discussion included the definite need for an entry sign and the consistency in this for all of our trails and river accesses as well as the need of improvement to the access road.

9. Eden License Plate-**\$3,600. This was not approved.** The SPC suggested to change the tag line to “Small Town, Big Outdoors” and add the red brick color from the branding study color palette to make it “Pop” more when seen. Bring back additional versions of this.

10. Nantucket Mill Façade Grant-**\$100,000. This was supported in conjunction with the approval of a new Façade Grant Policy.** The SPC requests that if funding is not required until 2022 that half of the support funding come out of the SPC budget in 2021 and half in 2022.

11. Purchase Property for Farmer’s Market/Downtown Public Space-**\$100,000. This was not approved.** An appraisal value has been received. The SPC recommended to negotiate a price with the owner and bring that back along with a site plan. With the site plan a recommendation from where the funding for any structures and improvements needed could be acquired.

12. Summer Classes-Program and rental of Kayaks-**\$1360. This was approved.** There was some concern initially about the selection process being “first come” but after discussion it was decided for the first year this was the best way to determine total interest in the program. Also, it was suggested if there was good interest in the program and it is continued, that it should reside with Parks and Recreation with help from Tourism.

9. Items from Staff

10. Items from the Commission

11. Adjournment

Respectfully submitted,

Kelly K. Stultz, Administrative Assistant to
the Strategic Planning Commission

Attest:

James Burnette, Chairman

| STRATEGIC PLANNING COMMISSION | | | | |
|---|--|--|------------|-----------------------------|
| 2019 - 2020 Financial Report (5/5/2020) | | | | |
| COMMISSION APPROVED | | | PAID OUT | BALANCE (OVER)/ UNDER |
| AMOUNT BUDGETED | | | 347,500.00 | |
| Designated for Downtown Revitalization | | | 47,500.00 | 20,000.00 |
| August 9, 2019 | | | | |
| Meadow Road/Stadium Drive Island | | | 6,500.00 | |
| Dan River Nature Trail | | | 27,000.00 | 25,890.00 |
| Entrepreneurship Program | | | 20,000.00 | |
| Upgrade Tourism web site | | | 15,000.00 | - |
| Story Boards for City Hall | | | 1,860.00 | (436.00) |
| Spring Grown & Gathered | | | 5,000.00 | - |
| Bronze Otter Sculpture | | | 12,500.00 | 4.85 |
| Butterfly Art Along Smith River Greenway | | | 9,000.00 | - |
| TOTAL | | | 96,860.00 | |
| BALANCE OF STRATEGIC PLAN FUNDS AVAILABLE | | | 203,140.00 | |
| November 8, 2019 | | | | |
| Unified Development Ordinance | | | 60,000.00 | 44,673.92 |
| Reynolds Brewery Façade Grant | | | 20,000.00 | - |
| MHS Delta Dental Water Fountains | | | 4,800.00 | 305.00 |
| Otter Habitat | | | 7,356.00 | |
| TOTAL | | | 92,156.00 | |
| BALANCE OF STRATEGIC PLAN FUNDS AVAILABLE | | | 110,984.00 | |
| March 6, 2020 | | | | |
| City Website-GIS Webtech | | | 6,950.00 | - |
| Outdoor Movie Screen & Equipment | | | 4,000.00 | |
| Klyce Street Landing Amenities | | | 4,300.00 | |
| TOTAL | | | 15,250.00 | |
| Facebook Event Booster | | | 48.25 | 48.25 |
| August 9, 2019 Breakfast | | | 72.12 | 72.12 |
| November 8, 2019 Breakfast | | | 81.86 | 81.86 |
| Mural Unveiling Refreshments | | | 546.43 | 546.43 |
| Mural Frame Repairs/Supplies | | | 869.12 | 869.12 |
| February 7, 2020 Breakfast | | | 83.91 | 83.91 |
| March 6, 2020 Breakfast | | | 105.91 | 105.91 |
| TOTAL MISCELLANEOUS EXPENSES | | | 1,807.60 | |
| BALANCE OF STRATEGIC PLAN FUNDS AVAILABLE | | | 93,926.40 | |
| TOTAL PAID OUT / BALANCE IN ACCOUNT | | | 120,979.83 | 226,520.17 |



APPLICATION FOR FUNDING FROM
THE STRATEGIC PLANNING COMMISSION

INSTRUCTIONS: Please complete this application and provide the required information. In order for this application to be accepted, all applicable sections of this form must be completed, and all required information provided.

(1) APPLICANT INFORMATION:

NAME: Cindy Adams
DEPARTMENT: Tourism

(2) APPLICABLE STRATEGY AREA OF THE STRATEGIC PLAN:

REC-2 Expand and enhance trails, greenways, and parks both as a health promotion and quality of place.

(3) LOCATION OF PROJECT:

Smith River Greenway

(4) TIMELINE:

Will start construction immediately.

(5) ESTIMATED BUDGET FOR PROJECT:

14 benches to be placed along Smith River Greenway. This will mirror the benches @ Matrimony Creek.
\$17,602.10 - Delivered

Freeman Wood Crafters ; Kurrent Welding

(6) APPLICANT CERTIFICATION:

I hereby certify that, to the best of my knowledge, the information shown on this application is true and accurate, and that I hereby petition the Strategic Planning Commission to recommend and the City Council to approve this application for funding from the Strategic Plan Budget.

Cindy Adams
Applicant's Signature

May 4, 2020
Date of Signature

Any documents or items to be presented to the Commission need to be attached to this Application



Economic Development Department

May 4, 2020

To: Kelly Stultz, Director of Planning and Inspections

From: Mike Dougherty, Director of Economic Development

Re: Dan River and Freedom Park Nature Trails

In the current budget, \$27,000 is allocated to complete the Dan River Nature Trail. This includes a Bridge Street sidewalk and signage. There could be as much as \$12,000 remaining after the project has been completed. Much of the project cost was covered by another department when it repaired damage from the Dan River behind the Karastan Rug Mill.

On Friday, May 1, 2020, Cindy Adams and I walked the Freedom Park Nature Trail. Cindy has just had the entrance to this trail landscaped and a large boulder sign placed to direct citizens to the trail. The trail itself is in serious need of repair, widening and general cleanup. Significant ruts exist, the trail is not wide enough in parts for two walkers to traverse the path, and downed trees and other debris needs to be removed.

The majority of the \$25,000 Rockingham Community Foundation grant funding received for the trail was used for the Freedom Park RV pads based on an allocation of expenses charged to this project. My request is to reallocate any remaining Dan River Nature Trail funding to the Freedom Park Nature Trail repairs.

SPC Goal:

- REC-2: Expand and enhance trails, greenways, and parks both as a health promotion and quality of place strategy.

Please let me know if you have any questions about this request.