

**A-G-E-N-D-A**  
**REGULAR MEETING**  
**STRATEGIC PLANNING COMMISSION**

**CITY HALL EDEN ROOM**  
**308 E. STADIUM DRIVE**

**FRIDAY, NOVEMBER 6, 2020**  
**7:30 A.M.**

1. Meeting called to order.
2. Roll Call.
3. Set Meeting Agenda.
4. Conflict of Interest Statement
5. Consent Agenda
  - a. Approval of minutes of the regular meeting on August 7, 2020
  - b. Approval of minutes of special meeting on October 16, 2020.
6. Report from Staff on item selected from October 16, 2020 meeting
  - a. Johnny Farmer – Family Sport/Game Days/Evening
  - b.
7. Actions by Strategic Commission
8. Comments
9. Nominations for new members
10. Next Meeting – February 5, 2021
11. Adjournment.

**EDEN STRATEGIC PLANNING COMMISSION**  
**August 7, 2020**

A regular meeting of the Eden Strategic Planning Commission was held on Friday, August 7, 2020, at 7:30 A.M. by Zoom.

Members present:      Hope G. Bogaert  
                                 Sandra Meadows  
                                 Ed Wilson  
                                 Christy Hensley  
                                 James Burnette  
                                 Houston Barrow  
                                 Gerri Hunt  
                                 John LeSueur

Members absent:      Edgar Robertson  
                                 Sarah G. Heston  
                                 Mitch Abernathy

Staff Present:            Terry Shelton, Interim City Manager  
                                 Jon Mendenall, City Manager Elect  
                                 Phil Hunnicutt, Councilman  
                                 Kelly Stultz, Director of Planning & Inspections  
                                 Mike Dougherty, Director of Economic Development  
                                 Johnny Farmer, Director of Parks & Recreation  
                                 Randy Hunt, Main Street Manager  
                                 Debra M. Madison, Local Codes Administrator/GIS Analyst

\*Excused

**1. Meeting Called to Order**

Since Chairman, Jim Burnette, was having difficulties joining the Zoom meeting, Vice-Chairman, Ed Wilson, called the meeting to order.

Councilman Hunnicutt made a few comments concerning refocusing on priorities and advising the commission that the budget for the coming year is \$175,000 instead of the \$300,000 that had been received in previous years. He encouraged the members to be more strategic in their thought process of picking projects.

Chairman Burnette joined the Zoom meeting during Phil's comments.

**2. Roll Call**

Jim identified everyone signed into Zoom and established a quorum.

Terry Shelton introduced Jon Mendenhall as the newly hired City Manager to start on August 17. Jon made a few comments to the Commission.

**3. Set Meeting Agenda**

Houston Barrow made a motion to set the meeting agenda and Gerri Hunt seconded the motion. Jim took an individual roll call vote and the motion passed unanimously.

**4. Conflict of Interest Statement.**

Jim read the following statement: According to the City of Eden Ordinance, as a member of this Commission, you have a duty to avoid conflicts of interest and appearances of conflicts of interest. Looking at the agenda for today's meeting, does anyone know or believe that you have a conflict of interest or an interest that would give rise to the appearance of a conflict of interest? If so, please let me know now.

Hearing none, we will move forward with the meeting.

**5. Minutes**

Hope Bogaert made a motion to approve the minutes for the May 8, 2020, meeting. Houston Barrow seconded the motion. Jim took an individual roll call vote and the minutes were unanimously approved.

**6. Financial Report**

Jim reviewed the Financial Report that had been distributed to the Commission members and updated the status of the projects.

**7. Old Business**

None

**8. New Business**

A. Jim Burnette gave an update on the Matrimony Creek Greenway and the repairs that are needed in order for it to reopen. The last major rainfall has caused a lot of erosion at the Price Road end of the greenway. Terry Shelton gave an update on the repairs to the sewer lines that run parallel to Matrimony Creek and repairs that have to be approved by DENR and Army Corps of Engineers.

B. Nantucket Mill Project – Mike Dougherty and Kelly Stultz gave an update on the Nantucket Mill Project. At the last meeting, this commission agreed to set aside \$50,000.00 for the project but did not ask the City Council for authorization to spend the money.

C. This commission approved three projects that were not completed by the end of the year: (1) The UDO that Kelly is working on and knew in advance it would go into the next fiscal year (\$17,913.92 is left on that project); (2) The Entrepreneurship Program that Randy was

working on was delayed due to Covid (\$10,000.00) and (3) the Klyce Street Landing amenities package was not approved until the June meeting of the City Council (\$2,380.00). Jim made a motion that the commission ask the City Council to approve these three items as a budget amendment to come out of the General Fund and not out of the current year Strategic Planning Commission budget. Houston Barrow seconded the motion. Jim took an individual roll call vote and the motion passed unanimously.

D. Project Proposals from Commission Members:

- (1) Children's Interactive Trail – **up to \$10,000**. Total Project is estimated to be \$13,000. Donations from Rockingham County Partnership for Children, Rockingham County Education Foundation, Dan River Basin Association, and Rockingham County Arts Council would total \$5,900. Upon motion from Sandra Meadows, seconded by Houston Barrow, the **project was approved**.

E. Project Proposals from Staff:

- (1) Woodchuck Carvings - **\$6,100**. This would be at Freedom Park and be consistent with other trail amenities. Upon motion from Gerri Hunt, seconded by Hope Bogaert, the **project was approved**.

F. Strategic Plan Discussion/Proposal:

Jim reviewed the Strategy Sets and Goal Areas in the Strategic Plan that had been addressed by the commission. Jim proposed that the commission members become more involved. He recommended that two commission members take a strategy area to review all of the goals and idea boxes and make suggestions for projects. The Commission would then have a special meeting to discuss only these ideas. The Commission Members present volunteered for strategy areas they wanted to work on and Jim said he would contact the others.

**(9) Adjournment**

The meeting was adjourned.

Respectfully submitted,

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

Attest:

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James Burnette, Chairman



**EDEN STRATEGIC PLANNING COMMISSION**  
**October 16, 2020**

A special meeting of the Eden Strategic Planning Commission was held on Friday, October 16, 2020, at 7:30 A.M. in the Eden Room at City Hall.

Members present:            Hope G. Bogaert  
                                     Sandra Meadows  
                                     Christy Hensley  
                                     James Burnette  
                                     Gerri Hunt  
                                     Sarah Heston

Members absent:            Ed Wilson  
                                     John LeSueur  
                                     Houston Barrow

Staff Present:                Kelly Stultz, Director of Planning & Inspections Department

Others Present:             Dr. Ken Scott, Rockingham County Schools  
                                     Lori Bailey, Rockingham County Schools

\*Excused

**1. Meeting Called to Order**

Jim Burnette, Chairman, called the meeting to order.

**2. Roll Call**

Everyone present introduced themselves.

**3. Set Meeting Agenda**

Sandra Meadows made a motion to set the meeting agenda and Sarah Heston seconded the motion. The motion passed unanimously.

**4. Conflict of Interest Statement.**

Jim read the following statement: According to the City of Eden Ordinance, as a member of this Commission, you have a duty to avoid conflicts of interest and appearances of conflicts of interest. Looking at the agenda for today's meeting, does anyone know or believe that you have a conflict of interest or an interest that would give rise to the appearance of a conflict of interest? If so, please let me know now.

Hearing none, we will move forward with the meeting.

**5. Evaluation Process – Dr. Ken Scott**

Dr. Ken Scott introduced himself as the Director of Classified Personnel/CTE with the Rockingham County Schools.

Jim reported that everyone had turned in their suggestions and recommendations in their strategic area.

Ken Scott – My direction from Mr. Burnette was to have you prioritize all of the activities/strategies that you all have already identified in your plan. Let me just start out with breaking the ice a little bit. How do you feel about the plan? Any impressions what so ever about the strategic plan?

Hope – It's a lot.

??? – It's detailed.

Christy – I think it is very goal driven. It has goals in it with plans so that they are not just wishes.

Ken Scott – What about the mission statement? Is everybody on board with the mission statement? “To be the build the brightest future we can create together through relationships – between citizens and their government, businesses and public institutions, the city and region.” Everybody is pretty much on board with that? It's that statement and that mission that is going to provide the context for the next almost two hours of conversation. I started off by saying that I hope that the information that I help you to generate is helpful in prioritizing your goals and things that you want to try to tackle. I won't know if that is the case until after. All I can do is just ask the questions and I got the protocol that I want to take you through that could help you prioritize the things that you think might be most important to you to go ahead and tackle. That starts off by asking questions. Christie will tell you that I don't have a whole lot of answers but I will ask a lot of questions. I find that if you ask enough questions and you ask the right questions, that somebody probably has the answers. So that's kind of the approach that I take and that's the approach that I hope you will suffer with me through for the next two hours.

Each of you will discuss all of the plans and all of the potential activities that go under each of those five categories. While they are discussing those, I want you to consider two questions. Look at the tally sheet that you have in front of you. We are going to consider two variables. It's easy to consider one variable but it becomes a lot more complicated when you have two. That's what I'm asking you to consider today, two variables.

The first question is what activities are being discussed that we think would have the biggest impact on our mission on a scale of 1 to 10? Given the mission, which one of these things do we think would have the biggest impact on what we ultimately want to do. So if something is just going to shake up the world and be completely aligned in where we want to go, that would be a 10. Something that is kind of a good idea but it's not going to move us necessarily in the direction that our Mission Statement pretty much says we ought to go, that would be a 1. In order for this to work, you have to be just a little bit discriminating. If everything is a 10, then we are not going to have any distinction in the data. Of course, be honest but don't be too kind. We are all adults. So just be a little bit discriminating because if you rate everything a 10, then there's not going to be any distinction in the data. That's the first question. On a scale of 1 to 10, which of these activities are really going to move us to where we want to be as the City of Eden. That's the first question.

The second question is . . . . Another factor that Jim and I thought would be important to consider, not just what would move us to our mission but would also take an act of Congress

to do. Some things that are fantastic ideas might rate a 10 as far as being in line with our mission but it's going to take a lot of money, it's going to take a lot of political will, we are going to have to knock on doors, we are going to have to set up committees, we are going to have to do whatever – this isn't something that is going to happen tomorrow. The next question is what is the level of what I call feasibility. So, if something is very easy to accomplish you rate that as a 10. When I say easy to accomplish, I mean you can do it tomorrow. You might say this is easy and I can do this tomorrow. That is a 10. Hard to accomplish, this is going to cost a fortune and we are going to have to convince people that this is something that the whole community can get behind because it is going to take a lot of money and it is going to take a lot of public will to get this done, so even though it might be a great strategy, we're not considering how great it is at this point, at this point we are considering how easy it will be to implement. So if it is very easy to implement, you rate it as a 10, 8, 9 or 10. If it's kind of in the middle then 5, 6 or 7. Act of Congress to accomplish will be a 1. Does that make sense? Hopefully, and that is where our great data manager in the back is going to help. After you rate each one of your categories, after you pass around your sheets, you will pass them to Ms. Lori and she will enter it into her spreadsheet and average them up. So, if we have enough time at the end Mr. Burnette, we should be able to plot each of these points on this graphic on the board here. Again, it is not a solution, it is just a way of looking at the categories that might help you prioritize. For instance, if we have something that is easy to implement and it is going to have a high impact towards our mission, that is what I call low hanging fruit. That is something that we absolutely jump on. I also categorize this quadrant not only as low hanging fruit but these are early victories. If you want something big, it is important to have those early victories. That provides momentum for the stuff that takes a lot longer and a lot more political will. So I would say that anything that is above this line, we really need to consider doing. But understand that if things here are going to take a lot more planning and a lot more effort than the things in this quadrant. Things down here that are easy to implement but it is not going to happen particularly \_\_\_\_\_ path, then you need to consider which one of those to do. Maybe one of those things, if the opportunity arises, we implement these things but we are not going to sacrifice things up here for down here. So for things that are relatively easy to implement but it is not going to have biggest impact, we will prioritize those more. If something rates difficult to implement and it is not going to have a big impact then the question needs to be asked, how much time and energy are you going to spend on things that we know are going to be difficult and spend a whole lot of political will getting it done and it is not going to have that big of an impact on the ultimate goal, those are things that you really need to question whether that is something that you want to tackle or not.

Does that set up or make sense to at least start the conversation? Are there any questions about the procedure?

Jim – If we have any questions, let's make sure we ask those questions for clarification.

## **6. Strategy Goals Presentations**

### **a. Broaden The Impact of Downtown Eden presented by Sandra Meadows & Gerri Hunt**

1. One of the priorities we thought was to make code enforcement a priority on the properties like any buildings that are being used for storage or living facilities that are not supposed to be. Implement that we enforce the policies.

Hope – Aren't we doing that? Before I got here you were working on updating the \_\_\_\_\_, is that not the same thing? Is this piggybacking off . . .

Jim – I think it is piggybacking. I think it is showing a reinforcement of doing this and what you will see is one of mine ideas I have an additional suggestion on code enforcement. I think they will all fit together. Kelly, would you agree?

Kelly – Yes, sir.

Jim – Code enforcement does, typically, take money.

Kelly – It does and political will.

Gerri/Sandra – I understand but not really knowing the interworking's of what you are doing . . .

Multiple people talking

2. Sandra - The Boulevard has building space that could be developed into a public pocket park like the one they have in Draper. Just a spot that people can come to.

Gerri/Sandra – The Boulevard merchants have been doing such an awesome job before COVID with all the events bringing people down there so we need a covered spot for them to relax in.

The area near the grill could be another parking lot or public space for The Boulevard. That's another option that we had.

Jim – So these are either or types or both?

Gerri/Sandra – The building space would be like Draper's and the area by Willie's Grill is open space so . . .

3. Gerri/Sandra – Bathrooms in the downtown areas to encourage people to stay a while. At the Draper public space they have storage rooms that could be transformed and I know it would take money. Since there was a building there maybe there's already plumbing there. In downtown Leaksville there really isn't anywhere unless you ask a business and that has a big enough foot print that there should be somewhere to put one.

Hope – So your idea was to put one in each of the downtowns?

Gerri/Sandra – Yes.

4. Washington Street would benefit from being turned into a one-way street to encourage pedestrians and limit traffic. Slanted parking spots could replace parallel parking, as more spots will be needed as apartments fill up.

Multiple people talking.

Gerri/Sandra – My husband threw out a few ideas from towns that he drives through and it runs smoothly. This would limit the traffic downtown and people could walk.

It would probably require that Jay Street go the other way. I don't know how well people would take to that.

Christy – For this slanted parking space, is there enough room? When you go to downtown Reidsville, it looks like the roads are wider.

That's why we would want it to go one-way. Some of the cities that we looked at had curbing bumps out to form spots for plantings or small trees, to visually narrow the roadway and slow down traffic.

Christy – I will say that getting out of the car in parallel parking is quite difficult with the traffic.

5. Events should be organized to bring people to the downtown areas. The City does an awesome job with a lot of that stuff. But just an extra things. Years ago there was a boat float parade on the first day of summer with vehicles

- towing their decorated boats. You could do a scavenger hunt to get all the downtown merchants involved.
6. Update the QR codes that are currently not working in the downtowns. The QR Codes are the things in the sidewalk that you can scan with your phone.
  7. Market downtown areas through direct mail – either all together or as separate campaigns. You could use post cards or flyers.
  8. No blank walls! Fill the downtown areas with art like murals. Something that would fill up the walls and make them beautiful. Someone suggested putting different types of wings on the buildings so that people could take pictures, like a bumble bee with eyes and things like that.
  9. Establish a Second Floor Development Grant Program to encourage conversion of upper floors of existing commercial structures to residential units.  
Jim – Any ideas or suggestions on follow through or how that might be done?  
Gerri/Sandra – Not sure. This is just research from other towns.  
Jim – Again for everyone – these are just suggestions and what we would do with these is to ask our department heads to follow up on how we might go about doing some of these things and present back to us and to the City Council.  
There may be grant money out there for that.
  10. Partner with a lender to offer a low-interest revolving loan program to provide capital to small businesses.
  11. Provide an incentive to “freeze” the taxable value of a structure prior to improvements being made, for a set number of years to encourage the redevelopment of obsolete buildings that are contaminated, blighted or functionally obsolete. The goal is to rehabilitate old buildings into usable commercial, residential or mixed-use properties.  
Sarah – Can you give us an example of one that would be that way now or that you are thinking of? Would that be the hotel before renovations started?  
The apartments on Monroe Street that the City had to tear down might be an example. There is a building on Washington Street that the back is out. There are a lot of little buildings like that.
  12. Prepare an economic report each year, including information obtained from surveying downtown business owners, as well as market data. That may already be being done, I’m not sure.  
Sarah – I think Mike already does something similar.
  13. Actively market available spaces. They may already be doing that cause it seems I’ve seen something on line.

Dr. Ken Scott – Let’s take a few minutes to finish your ratings.

**b. Increase Economic Vitality – Hope Bogaert & Ed Wilson (Phil Hunnicutt)**

Hope – Our approach at our meeting was that we wanted to think of a big whale, something huge that we could propose to the SPC and the City of Eden to collaborate with in order to create some economic vitality. This is our initial proposal.

1. There is a parcel of land on Bridge Street between Scotty’s and the metal building. Our proposal is to purchase that large parcel in order to create a market square so it would be a focal point at the end of Washington Street like the market square in Reidsville. Also, with additional parking since it has a lot of land. The idea was that it would create a focal point at that end of Washington Street with the market square knowing that we would have in this small town –

I know I have several friends that do things like make candles. This would not be a flea market. But also a farmers market like they do in the county. I asked people what is it that you think that Eden needs and I don't know how many times I got "a farmer's market." It was the number one answer and also a grocery store. We know they are wanting to sell this property and it would be great to have that to create some of that economic vitality.

Jim – Let me ask you a question. I think in your write-up you also had partner with the City. Were you thinking the Strategic Planning Commission funding part of it or what were your thoughts?

Hope – Our thought was that we wanted to ask the SPC for \$100,000 knowing that the tax value was a little higher on that piece of property but also knowing that they want to get rid of it. So hopefully, we could get it for less and then work with the City to implement the market square. So our initial proposal is to purchase the land with the intent of adding market square.

2. (Talks about old pictures and where the railroads ran) I have been connecting with Rails to Trails. I don't have all of the information but this is the direction we want. We can utilize the railways that used to connect the City to current trails as well as expand those to unused rails to downtown. For instance, connect the railways to the Smith River Greenway and Spray circle area. Ed's Boy Scout troop is currently with an area closer to Leaksville so that will be connected. Of course, the current sidewalk that is connecting the Smith River trail as well. You are connecting, not only those areas, but Leaksville, Spray but you are also connecting it through the trails. (Hope used diagrams to show the connections that they wanted to make). Our objective here. . . we didn't want our group to just do the small victories, we wanted to make a huge impact. The major hurdle point is to promote economic vitality was the market square.

Jim – You are talking about the market square, the initial purchase would be the land but that would have to include some structures on the land at some point so that would have to be included in our proposal?

Hope – I think the initial step is to make sure that we get the land. The proposal is to purchase the land with the intent of building a market square. We are not buying it for the City and then we turn it into parking. We want to include parking for RiverFest, festivals and things like that. There is a lot of land in the back of the property. The point is to have a focal area for vendors or people can come to on Saturday mornings for a farmers market and sell homemade goods.

\_\_\_ - So are you thinking something exactly like Reidsville with an amphitheater, rest rooms.

Hope – I think the more you have the more it contributes to the economic vitality

. . .

Gerri – It would be nice to have somewhere to bring people downtown.

Hope – I think that would go into a second proposal to use the market square as a stage. People could walk towards Washington Street. The proposal is to buy the land with the intent of having a market square.

\_\_\_\_\_ - Haven't we talked about that before?

Jim – I think there has been some interest from some of the staff as well as some of the council members but it really hasn't moved forward.

Gerri – I've heard Mike and Randy talk about it.

Kelly – Under the current circumstances, the Council is not crazy about spending money on anything.

Jim – I think the concept is that we are showing what we think fits into our plan to move us forward to accomplish our mission and our vision. What we would do is to try to gather, make a plan. I will go back to Mike and say will you draw

up something, a concept, a plan, a rough idea with costs, etc. and come back and talk to us about it and then we would go to the City Council and say this is what we think we should do to move forward. Is this something we can do right away or 2 months from now, 6 months or whatever. This is the approach we would have to take to the City Council.

Hope – Our approach as a small group was to take our mission which is how can we incorporate the citizens so that is why I did a personal survey. It was people from different areas and people that live in different areas of the City. It is overwhelming the number of people that said the same thing – when you have so many people saying the same thing then no matter what the impact is going to be . . .

Jim – That is our plan when we survey people. The kind of ideas that went into making this plan came from the people and community as well.

Gerri – Can this be done in stages?

Christy – The \$100,000, is that a max or where did that come from?

Hope – We came up with that based on the current tax value of the property but also Phil knew Robert and Kim Shropshire, who currently own the property and felt like if we came to them they might sell it to the City. It's really just looking at the tax value and having a small relationship with the owners.

Dr. Ken Scott – Take a few minutes to finish your ratings.

### **c. Neighborhoods and Housing – Jim Burnette**

We are talking about neighborhoods and housing and within this strategy we are talking about having pride in your community, restoring your communities, using the history of the community and the second part was really along the lines of code enforcement as well as housing. As most of you know, with the new businesses coming in and our housing market is really strong right now, there isn't much inventory right now. Those are the two areas that I looked at.

1. This is an extension of what was done by Randy with the Main Street Program which he started painting and decorating the fire hydrants in the downtown/commercial areas. I thought this would be a good project to take within our residential areas as well. They could use some of our branding study suggestions or come up with some community identities. I thought a good place to start with this is we could get with the Community Appearance Commission and the Youth Council. They could help implement this and get it started in some of the neighborhoods.
2. Neighborhood Day/Afternoon/Morning. This is just something to get neighbors to know each other and to start talking to each other. Again, take pride in their community. I think we have some neighborhoods that do that already. This would be an extension of that. I looked up some information and found there is a National Day Out program and we could model it after that. The idea here is to get people and get them talking to each other and we could maybe present to them things that might be helpful for them. We could have a police officer and police car there as well as a canine unit. We could help people understand safety within their neighborhoods. Build that relationship. Have a fire truck and firemen there. Talk about safety ideas. We could have someone from the hospital there to talk about safety. Maybe there could offer free blood pressure. I did find that they said if you want 30 people there, you should invite 100. My thought is to try this in 2 different, not only geographic but financial, neighborhoods to see where it works best. If it works, then you could try to extend it and if it doesn't work, we could do away with it. If it works, what you would try to do is to try to get the

neighborhood to do this themselves. They could organize their own meeting after about 6 months.

Commission members offered that some of them had block parties.

Jim – It helps the neighborhoods, they don't know each other. Once you meet your neighbors, we have things in common. It builds an identity in a neighborhood.

3. This goes along with code enforcement but it is a little bit of a different concept from what's been done before. Everything that has been done typically with code enforcement has a cost that goes with it. There is a budget that Kelly uses for code enforcement approved by the Council each year. This I saw in a Greensboro paper. It is a vacant housing receivership pilot program. The City controls this but it is up to individual contractors. Basically it boils down to houses in neighborhoods have to be vacant and . . .

Kelly – It has to qualify to be a violation of the housing code.

Jim – Basically, the house is going down, nobody is there and nobody is taking care of it. Greensboro has set up a receivership program. They have identified people that are interested in coming in and taking over this house and fixing it up and either renting it or foreclosing on it. They can hold on to it for up to 2 years. We had a zoom meeting with our City Attorney, Greensboro's Assistant Manager, City Attorney and code enforcement personnel to tell us about this program. Basically, it takes the City out of providing money. It goes back to an individual that can do this. There is a group that the City approves and a form that you can ask to become a receiver. Once the house comes up for this program/process, then the City will appoint a receiver. That has to go to a judge and that judge can approve the receiver or he can appoint another receiver but then he takes over control of fixing up or renting or foreclosing the house. They did limit their number of receivers. This is a little different type of program I have seen and they said it had a lot of interests.

Kelly – It was put in the statutes last year.

Christy – These are houses that are sitting empty?

Jim – Yes. They are not in foreclosure. They are vacant and nothing is being done. They will sit there until the City has to come in and say that it is in such disrepair that it has to come down or burn it and the City has to fund that. The City does not have to fund this.

Hope – What happens to the owner?

Jim – The owner can be appointed the receiver. The judge can take it out of the hands of the owner and transfer it to a receiver.

Kelly – At the end, let's just say the receiver has fixed up a house and given the owner a bill. If the owner doesn't pay the bill, the receiver can foreclose to collect his money.

Jim – You can ride around town and see houses that no one is taking care. This is a program that Greensboro has started and we could get information from them to see how it works.

Hope – Would this happen on a case by case basis?

Jim – The program would be adopted and then it would be a case by case based on the house.

4. I think we tried this initially. Our houses are in high demand. We could host a meeting with the realtors and developers to find out what we could do to work with them so they could build houses, build some apartments and do whatever develops living areas for people that are here and that are going to be moving here. With Purina coming and other things happening we need to support our housing industry.

Dr. Ken Scott – Take a few minutes to finish your ratings and turn them into Ms. Lori.

**d. Integrate Recreation and Housing – Sarah Heston & John LeSueur**

1. Sarah - This first one is actually kind of null and void now because the trail is opening today.  
Jim – The first portion of it. They are still working towards a solution on the last part.  
Sarah – We felt that this, health and recreation, area outside of things that the SPC are doing, the City does well. We have lots of gyms and . . . that we feel provide great services to the City. We don't want to take away from businesses. One of those things that we have noticed is all these trails and rivers that we have. As you know, . . . Check with other department heads to determine an updated total needed for repairs to this trail for it to reopen to the public. Would we want to add our funds to help? Would we say we have a specific dollar amount to offer.
2. Health and Wellness Talks – This is one that John would like to do himself but also get others involved. A particular health issue is addressed by a health care provider. These educational “talks” would be beneficial for various groups (nursing home patients, high school/middle/elementary students, general public, etc.) The costs of these talks are relatively inexpensive and require minimal equipment for the speaker.
  - These presentations could be given at many locations including the Eden YMCA as they have a presentation room.
  - Lunch and learns have been successful at many restaurant type settings (Sirloin House, Rio Grande)
  - Presentations at schools and nursing homes are usually permitted at the clinic director or principal's discretion.Hope – We could do a picnic in the park and people could bring their own meal.  
Jim – We could partner with other organizations.  
Hope – We could use Instagram or Facebook to find out what topics people want to hear about.
3. Family Sport/Game Days/Evenings: These evenings would be designed to bring many families together as they engage in learning new activities. With access to Freedom Park, costs to hosts these evenings would be very minimal. Participants may be required to sign waivers releasing such hosts from any possible injuries of the participants.
  - Games played can include: Soccer, Football, Kickball, Whiffle ball, etc.
  - Board games could also be played as the site has several picnic table areas.
  - Events like this could be used to teach various things: How to stretch/The importance of stretching, how to properly throw a ball, how to work as a team, overcoming obstacles, learning how to accept winning or losing. Talking to young kids about not winning.Things could be done quarterly at Freedom Park. We could also use Instagram and Facebook to see what families are interested in.
4. Wellness and Recreation Checklist with incentive. This one could be on-going and would obviously be low-hanging fruit. This could also partner with our businesses. Create a visually appealing online and hard copy “check list” with description and explanations of Eden's gyms, recreation centers, trails, rivers, parks, etc. Could also include functional medicine practices. Cost would be

minimal – creation and printing of hard copy check list if desired, and the incentive itself. We were thinking an incentive could be a City of Eden water bottle, t-shirt, koozie. Something that is cute and with the SPC logo. The thought is that if you see people walking with their Get Fit Eden shirt this would be similar to that but we don't want to copy that. This would be something that is always on our website, on our social media, something you could come and pick up here and the checklist could be at the participating businesses. The thought is that there is a checklist for an adjustment at Eden Chiropractic or a consultation. Visit . . . or . . . Check off your free visit card at Eden YMCA, Planet Fitness, Crossfit Eden, whatever. The first thing would be anything that is free then the next level could be complete one month or four workouts at . . . Jim – It is really building a partnership with these businesses.

Sarah – We also like the idea of having the checklist at each of those spots so that people that didn't know about it could see it and it creates a buzz. The only cost would be the printing of the checklist and then whatever we decide a good incentive would be for that.

Dr. Ken Scott – Take a few minutes to finish your ratings.

**e. Engage Citizens – Christy Hensley & Houston Barrow**

1. We could not do this first one during this COVID period. Our schools are like the heart of our community. Everyone that lives in Eden has someone that either works at the school, has a child at the school. Let's pull everybody together with the school system and celebrate some of our sporting events. I thought about several years ago when Morehead went to the state championship. If we could have several activity buses, not only for our students and our staff, but for all community members to be a part of that, get on the activity buses and ride to the events. The cost would be minimal. It is \$1.20 per mile for the gas plus an average of \$15.00 per hour for the driver. So, for \$100 or \$200 we could fund an evening for all citizens to get together and celebrate around a sporting event.
2. Provide and coordinate a Think Tank Space for young entrepreneurs. During the second semester we will be kicking off an entrepreneurship program. We have had a large enrollment for that class with 32 students. The SPC has talked about funding that course and that has gone through Randy.  
Jim – It was approved last year but the funding was not carried over. It was not in the budget for this year. It will have to be presented again.  
Christy – Can we add that to the Think Tank Space Entrepreneur Program so we can have the money set aside?  
Jim – Yes. It is basically the entrepreneurship program.  
Christy – We can partner with the City and we are encouraging our students not to wait, to start their own businesses now. As a City, we could provide outside the school system, opportunities for us to have spaces for students and young adults who want to start their own businesses. We could reach out through the Chamber of Commerce to bring our entrepreneurs in to talk about ways to successfully start a business. This would be a low cost item. It could be held here in the Eden Room to share talents and ideas.
3. City of Eden Movie Nights at the Eden Drive-In. The Morehead High School had their graduation at the drive-in. Instead of renting out a moving screen, let's use the drive-in on Monday or Thursday night. We could help with some grants

with gravel. This is such a great resource to have in our town. The drive-in is hosting concerts. We could pull our community together around that drive-in and celebrate what we have there.

4. Sunshades at the Amphitheater at Freedom Park with wheelchair access; stair step concrete seating. I personally did not know that the RV spaces were there. There are 10 spaces and it is beautiful at the park. It is a fantastic resource for us. We need sunshades there particularly in the summer. RCC's amphitheater has 2 sunshades. She passed out pictures of sunshades. We could start with the amphitheater and then look at sunshades for the farmer's market. I also recommended sunshades throughout the communities like at the playgrounds at the elementary schools.

5. Increase citizens academy classes and have the SPC and previous class attendees be recruiters for upcoming classes. The more you know about the place that you live the more you can share about it. I'm not sure about the amount of money for the academy.

Jim – Basically, it is just the food.

Kelly – It's the dinner that we provide and staff time.

Christy – How many people do you have in a class?

Kelly – It varies from year to year.

Jim – It think it has been up to 14 or 15 but there is a minimum of 8 or 9.

6. Continue the MHS Student and City of Eden Shadowing program which will spark interest in internships. That usually costs about \$1,000 and that is low cost with high impact. We have students coming over to see government at its best in all departments and then the shadowing the students are in the 10<sup>th</sup> or 11<sup>th</sup> grade. They would be exposed to what it is to work at the City. We did have a student that was scheduled to intern with the Engineering Department but there were some scheduling problems.

7. Focus of work: Social Media Outreach. We have an intern now with our Rock-A-Top Apprenticeship office. We would love to get an intern in at the City to help with the social media outreach. A lot of citizens say they don't know about things. There is a high need to know. We need to have somebody whose focus of work is that social media outreach. There needs to be an intern designated to make sure that it is timely and that all the information is going out about the great things that are happening in our community and in our City.

Jim – How would that work?

Christy – We could have an intern that would actually come over and work with Cindy on Tourism and Mike Dougherty. That would be 135 contact hours per semester to push out what is on the City's calendar, what events do we have going on.

Jim – Would this be a 6 month or 1 year position?

Christy – Normally, an intern is for 1 semester. They can intern 1 class period or 2 but in all likelihood it will be 1 class period because of their schedule. We can put this in an information technology/career cluster. We have the students that have a passion for communicating.

Dr. Ken Scott - You would have 1 student for a semester and then another student the next semester.

8. Outdoor Adult fitness. We could partner with businesses as Sarah talked about. What has been done to prevent flooding in the future at the Matrimony Creek Greenway?

Jim – Nothing has been done at this point but they are looking at working with the Army Corps of Engineering.

Kelly – Terry Shelton has made an application to make a permanent correction to prevent future flooding.

Jim – There is some time of salamander that has to be protected.

Christy – Look at playcore.com for a more robust equipment on the trails.

9. City of Eden T-shirts and vehicle tags. That goes into the branding. I definitely think that we have a t-shirt for the City of Eden. We could partner with all of the schools. On one side of the shirt would be the school and then on the back would be North Carolina/City of Eden or our SPC graphic. There are 853 students at Morehead High School and when Dr. Moody gives a student one of these shirts they are going to wear the shirt. When I go out to the community and I share a plaque, I will a shirt.  
The Chamber has done shirts.

The recording stopped.

Attached to these minutes are charts that show the ratings in both categories for each suggestion that were provided by Jim Burnette. Dr. Ken Scott made two recommendations for us to immediately follow up on. He pointed out a cluster of suggestions on the High Impact and Ease of Implementation. Those are color coded Yellow on the ratings document. He also recommended two suggestions that are High (highest) Impact and more difficult for Implementation. They are color coded green. Beside each suggestion is the Commission's suggestion on who should be responsible for the plan of this suggestion/goal. In several of these, the members saw the responsibility of this plan shared between departments.

**7. Comments**

**8. Wrap up and next steps**

**9. Next Meeting – November 6, 2020**

**10. Adjournment**

The meeting was adjourned.

Respectfully submitted,

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

Attest:

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James Burnette, Chairman

# **Broaden the Impact of Downtown Eden**

Sandra Meadows & Gerri Hunt

DT 1.a Make Code Enforcement a Priority.

DT 1.b The Boulevard has a building space that should be developed into a pocket public space much like the public space in Draper, with festoon lighting, seating, and more.

DT 1.c Area near Willie's Grill could be used as parking lot or public space for the Boulevard.

DT 1.d Public restrooms in the downtown areas would encourage people to stay a while.

DT 1.e Washington Street would benefit from being turned into a one-way street, to encourage pedestrians and limit traffic. Slanted parking spots could replace parallel parking, as more spots will be needed as apartments fill up.

DT 1.f Events should be organized to bring people to the downtown areas.

DT 1.g A wishing well water feature would be nice, would be cool to market, and would make money (LOL).

DT 2.a Update QR codes that are not working.

DT 2.b Market downtown areas through direct mail- either all together or as separate campaigns.

DT 2.c No blank walls! Fill downtown areas with art like murals.

DT 3.a Establish a Second Floor Development Grant Program to encourage conversion of upper floors of existing commercial structures to residential units.

DT 3.b Partner with a lender to offer a low-interest revolving loan program to provide capital to small business.

DT 3.c Provide an incentive to "freeze" the taxable value of a structure prior to improvements being made, for a set number of years to encourage redevelopment of obsolete buildings that are contaminated, blighted or functionally obsolete.

DT 4.a Prepare an economic report each year, including information obtained from surveying downtown business owners, as well as market data.

DT 4.b Actively Market available properties.

## **Engage Citizens**

Christy Hensley and Houston Barrow

- EC 1.a SPC Fund Activity bus/driver to away MHS sporting events for all stake holders (students/parents/citizens).
- EC 1.b Provide/coordinate Think Tank Space for young entrepreneurs (Eden Room).
- EC 1.c City of Eden Movie Nights at Eden Drive-In.
- EC 1.d Sunshades at the amphitheater at Freedom Park with wheelchair access; stair step concrete seating (MHS Theater Class Performances).
- EC 1.e Sunshades in the Park and Community.
- EC 1.f Increase Citizens Academy classes (have SPC and previous classes be recruiters for upcoming classes).
  
- EC 2.a Continue MHS Student City of Eden Shadowing Program which will spark interests in internships.
- EC 2.b Focus of work: Social Media Outreach; Hospitality and Tourism; Engineering.....
- EC 2.c Outdoor Adult Fitness Parks.
- EC 2.d (Playcore.com) on YMCA Trail or other locations.
  
- EC 3.a City of Eden T-Shirts; Vehicle Tags.
  
- EC 4.a Neighborhood Door knocking.
- EC 4.b Community Calendar.

## **Increase Economic Vitality**

Hope Bogaert & Ed Wilson

**EV 1.a** Purchase parcel of land at the head of Washington Street for the purpose of building a Market Square.

**EV 1.b** Utilize Railways that used to connect the city to link current trails as well as expand those with unused rails to connect downtown, the rivers, Freedom Park and the Smith River Trail.

# **Integrate Recreation and Health**

Sarah Heston and John LeSueur

REC 2.a Allocation of funding to repair and create long term solution for Matrimony Creek Nature Trail.

REC 3.a Health and Wellness Talks.

REC 3.b Family Sport/ Game Days/ Evenings.

REC 3.c Wellness and Recreation Checklist with Incentive.

# **Neighborhoods and Housing**

Jim Burnette

NH 1.a Implement Fire Hydrant Painting Program in Residential Areas.

NH 1.b Neighborhood Day/ Afternoon/ Morning.

NH 2.a Implement Vacant Housing Receivership Pilot Initiative. Model after Greensboro July 2020 Program.

NH 2.b Host Realtor and Developer Discussion.



### Family Sports – Game Days (Kick Ball)

Note: The Family Sports – Game day will be dependent of what Phase the State of North Carolina is in due to COVID 19.

We will advertise our intentions and try to get as many players as possible in January and February. Hopefully, we will get at least four teams to play. Players must be 9 years old and older and must be accompanied by a parent, guardian or mentor. Teams will be made up of both Children and Adults that include parents and guardians. Bylaws will be passed out at an organizational meeting to be held on Monday, March 15<sup>th</sup> at 7:00 PM at Eden City Hall. Teams will be divided up by the Parks & Recreation Department Staff.

The overall cost of this program is estimated at \$250. Entry fees or activity fees will be determined prior to the season starting.

Games will be played on Monday evenings at 6:00 PM and 7:00 PM at Freedom Park. Estimated Cost is \$50 per night for a total of \$250 that will come out of the Parks & Recreation Department's budget at no cost to the Strategic Planning Committee.

<u>Date</u>	<u>Time</u>	<u>Field</u>	<u>Teams Playing</u>
Monday, March 22nd	6:00	1	#1 vs #2
	7:00	1	#3 vs #4
Monday, March 29th	6:00	1	#1 vs #3
	7:00	1	#2 vs #4
Monday, April 5th	6:00	1	#1 vs #4
	7:00	1	#2 vs #3
Monday, April 12th	6:00	1	#3 vs #4
	7:00	1	#1 vs #2
Monday, April 19th	6:00	1	#2 vs #4
	7:00	1	#1 vs #3
Monday, April 26th	6:00	1	#2 vs #3
	7:00	1	#1 vs #4
Monday, May 3rd	6:00	1	#1 vs #2
	7:00	1	#3 vs #4
Monday, May 10th	6:00	1	#1 vs #3
	7:00	1	#2 vs #4
Monday, May 17th	6:00	1	#2 vs #3
	7:00	1	#1 vs #4

Monday, May 24<sup>th</sup> – Playoff Tournament – at 6:00, 7:00 & 8:00 PM.