

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
Johnny Farmer, 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