

**EDEN STRATEGIC PLANNING COMMISSION**  
**November 8, 2019**

A regular meeting of the Eden Strategic Planning Commission was held on Friday, November 8, 2019, at 8:00 A.M. in the conference room at City Hall.

Members present:       JeSie Morris  
                                  Christy Hensley  
                                  Sarah G. Heston  
                                  Angela Fowler  
                                  Houston Barrow  
                                  Gerri Hunt  
                                  Merinda Easley  
                                  John LeSueur

Members absent:       Edgar Robertson  
                                  Ed Wilson\*

Staff Present:           Jim Burnette, Councilman  
                                  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  
                                  Debra M. Madison, Local Codes Administrator/GIS Analyst  
                                  Paul Dishmon, Director of Municipal Services

**1. Meeting Called To Order**

Kelly Stultz called the meeting to order. She advised the Commission members that Dana Weston and Cindy Corcoran had resigned. With the resignation of Dana Weston and Jen Nixon, the Commission does not have a Chairman or Vice-Chairman to preside over the meeting. Kelly informed the members that new appointments and re-appointments would be made in December.

**2. Election of Officers**

It was the consensus of the members present that the election of officers would be postponed until the February 7, 2020, meeting.

**3. Roll Call**

Debra Madison made a record of everyone in attendance and established a quorum.

**4. Set Meeting Agenda**

Kelly Stultz informed the members present that Louise Price was at the meeting and wanted to be added to the agenda to speak about an art installation at the Spray Traffic Circle. Sarah Heston made a motion to set the agenda as amended. JeSie Morris seconded the motion and it passed.

**5. Minutes**

Houston Barrow made a motion to approve the minutes for the regular meeting held on August 9, 2019, as distributed. Merinda Easley seconded the motion and it passed.

**6. Financial Report**

Kelly asked if there were any questions concerning the Financial Report that was included in the Agenda Package. There were none.

**7. Old Business**

None

**8. New Business**

**A. Project Proposals from Commission Members:**

Christy Hensley and Ryan Moody, Principal for Morehead High School – requested \$4,800.00 for Morehead High School to purchase four (4) Delta Dental Water Fountains. She provided pictures and videos about the water fountains and answered questions from other commission members.

Louise Price, as a representative of Piedmont Folk Legacies, spoke to the commission. She explained that their main goal is to promote the heritage of Charlie Poole and how he impacted the music industry. Louise asked for funds to have a concrete statute of Charlie Poole erected in the Spray Traffic Circle. A rough estimate would be approximately \$150,000 with support from Piedmont Folk Legacies to find funding. Kelly explained how the funding from the Strategic Planning Commission is allocated and suggested that the Eden Preservation Commission apply for grants. Louise said she had already started looking for funds. Kelly further explained that NCDOT would have to be consulted about the height of the structure. Kelly asked Louise to do more homework and come back to the commission. Sarah Heston asked that Louise bring back amounts that other groups could help with and how much would be expected from the Strategic Planning Commission.

**B. Project Proposals from Staff:**

Kelly Stultz – requested \$60,000.00 (\$30,000 from this year's budget and \$30,000 from the 2020/2021 budget) to update the City's Zoning Ordinance to an Unified

Development Ordinance and meet the most current North Carolina General Statutes as required by January 1, 2021. She gave a history of the current Zoning Ordinance and how a UDO would benefit the City. Mike Dougherty and Phil Hunnicutt spoke in favor of the project and how it impacts industries and businesses looking to locate in Eden.

Mike Dougherty reported on the status of the water line extension for the Berry Hill Mega Park; Dominion Energy announced they are putting in a \$200 million plant on Lot 7 of the park and another industry is close to making an announcement. The City is working with NC DOT to try to get the I-785 improvements to the Virginia State Line.

Mike also gave an update on the improvements to the downtown areas of Eden including 618, 622 and 636 Washington Street. He explained the Vacant Property Registration that the City has implemented.

Mike Dougherty – requested that a façade grant for historic downtown properties for \$2,500 to \$20,000 be established. This would be an incentive to keep the historic buildings from deteriorating. The funds would have to be approved by the Strategic Planning Commission.

Mike Dougherty – requested \$20,000.00 for a façade grant for Reynolds Brewery to be located at 351 W. Meadow Road. The property owners plan to spend approximately \$65,350.00 on the outside renovations.

Mike Dougherty – requested up to \$7,356.00 for the Smith River Greenway/Island Ford River Access otter habitat. This would be the amount needed to complete the project after receiving a \$9,454.00 Duke Energy Grant. There were questions and discussions about who would be in charge of building the habitat as well as why the City of Eden rather than the Wildlife Commission is establishing this habitat. Mike and Cindy explained that this would be another way to bolster our rivers and make Eden a destination spot.

Johnny Farmer stated that all the projects that had been funded by the Strategic Planning Commission for his department had been completed. He also told the commission about property on Kings Highway that was being donated to the City from the Mizell family to add to the Smith Greenway.

Cindy Adams announced that the Spring Grown and Gathered is scheduled for May 21, the Storyboards are being installed today at City Hall, the new website should be launched in January and she is working on the butterfly project.

Randy Hunt announced that the unveiling of the new mural funded by the Strategic Planning Commission at the Henry Street Pocket Park would be tonight at 6 p.m. Also, he continues to work on the Entrepreneurship Program. The Entrepreneurship Program is currently working with three (3) local business owners to expand or

improve their businesses. (1) April Blackstock at 241 The Boulevard; (2) Tina Lawson to expand her business and move to 121 N. Fieldcrest Road; and (3) Chip and Toni Reynolds at Reynolds Brewery. They also plan to go into the downtown areas to host events to bring the local people out to educate them based on the principle of “Who Wants To Host the Ice House.” Randy has applied for a scholarship to attend classes for this program. All the funds allocated by the Strategic Planning Commission will not be needed.

Merinda Easley asked Randy about the new business on The Boulevard, Meets and Sweets. Randy did not have any information.

Randy explained how the Entrepreneurship Program has partnered with the schools to help prepare the students for the workforce in the future.

Kelly listed the requests made at a total of \$62,156.00.

JeSie Morris asked why the school only asked for 4 water fountains. Christy and Dr. Moody explained they didn't want to appear greedy and their goal is to eventually replace all of the water fountains. Kelly explained they could come back at a later date to ask for more if they wanted to in the future.

Jim Burnette asked if the commission was going to vote on all of the requests at one time. Kelly said no she planned to separate them. Jim made a proposal that the school and the City work together to put up a plaque or banner recognizing the Strategic Planning Commission of the City of Eden to show the support being given to the schools by the City and the Commission.

Angela Fowler made a motion to approve the funding for the water fountains. JeSie Morris seconded the motion and it passed.

Houston Barrow made a motion to recommend approval of the change in the façade grant ordinance that the amount can be \$2,500 to \$20,000 for properties in the historic downtown districts. Sarah Heston seconded the motion and it passed.

Angela Fowler made a motion to recommend approval of the \$20,000 façade grant funds for Reynolds Brewery. The motion was seconded by Gerri Hunt and passed with 1 vote in opposition.

Sarah Heston asked if the vote on the \$60,000 for the Unified Development Ordinance was for \$30,000 this year and \$30,000 next year. Kelly said yes unless she can find the money somewhere else. Sarah challenged the City Council to find the funds to complete the project and match the funds from the Strategic Planning Commission. This vote would serve as a vote of confidence in the project. Kelly explained that if the full amount is not approved, she cannot start the rewrite until July 1, 2020.

A motion was made by Sarah Heston to fund the entire \$60,000 for the Unified Development Ordinance. It was seconded by Houston Barrow and passed.

Johnny Farmer clarified that the total request for today is \$92,156.00.

Kelly explained the importance of people coming to the City Council meetings and supporting the items that they feel are important. Sarah expressed her opinion that people don't understand the importance of coming to the meetings and that their opinions really do matter.

Kelly asked the commission members to thank Councilman Jim Burnette for his guidance and efforts in pushing the Strategic Plan forward.

There are 2 positions available that need to be filled. The Mayor asked Kelly to recommend Jim Burnette and Sylvia Grogan for those vacancies.

Houston Barrow made a motion to recommend up to \$7,356 for the otter habitat. Sarah made a second and the motion passed.

Kelly ask for recommendations for members to the Commission.

Sara recommended Jim Burnette to fill one of the vacancies. Angela Fowler seconded the motion and the motion passed.

Other people discussed by the commission were: Casey Vincent, Tara Fargis, Julie Southard and Hope Gilley.

Phil Hunnicutt said he would be pushing youth and innovation for this Commission.

Kelly explained the list that was in the agenda package was to show the projects that had been completed with funds authorized by the Strategic Planning Commission as well as other projects that were completed without SPC funding.

Jim stated that this is a Strategic Plan for the City. Everything that is done, whether by the City or the Commission, needs to be identified.

Sarah said the commission needs to be sure that all values as shown on Page 20 of the plan are covered not just selected items.

Kelly told the Commission about the \$750,000 grant received by the City for the Draper area.

Sarah asked that all staff members be informed that they can bring items to the Commission not just the staff members that regularly attend the meetings.

## **9. Items from Staff**

The next meeting is scheduled for February 7, 2020.

**10. Items from the Commission**

None

**11. Adjournment**

There being no further business to come before the Board, the meeting was adjourned.

Respectfully submitted,

---

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

Attest:

---