

**Town of Indian Trail**



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**Economic Development Advisory Committee**

**Oct. 6, 2014**

**7:30 A.M.**

**CALL TO ORDER**

Kelly Barnhardt, Economic Development Director, called the meeting to order.

**ROLL CALL**

The following members of the governing body were present:

Committee Members: Tripp Melton; Steve Barnes; Bob TenHaaf; Sherry Helms; Ryan Wetherington; Moe Mulhall; Darlene Zamer; Pat Kahle; Chris Plate; Gordon Daniels, Town Councilman

Staff Members: Joe Fivas, Town Manager; Kelly Barnhardt, Economic Development Director; Lindsey Edmonds, Communications Coordinator

Absent: Scott Chitwood, Al King

**WELCOME FROM ECONOMIC DEVELOPMENT DIRECTOR AND TOWN MANAGER**

Councilmember Gordon Daniels, Town Manager Joe Fivas and Economic Development Director Kelly Barnhardt welcomed the committee members to the inaugural EDAC meeting.

**COMMITTEE MEMBER INTRODUCTIONS**

All present members introduced themselves and gave a brief background. The decision to nominate a Chair and Vice Chair were put on the November agenda.

**DISCUSSION**

**A) Mission Statement**

Kelly Barnhardt will develop a working statement and email out to the committee members for discussion at the November meeting. Several members expressed the need to define "economic development" and the key parts of economic development, which Chris Platee said he would help develop.

**B) Committee Goals and Objectives**

Members highlighted key elements that could develop the committee's goals: Business Retention and Expansion (BR & E); Product Development; Recreation and Tourism; and the Indian Trail Downtown Project. Members also expressed a desire to find where the Town of Indian Trail is at in its Economic Development Strategic Plan, in order to better follow Town Council's lead and initiatives. Members said that the Town's infrastructure needed to continue to

be developed and supported, especially as transportation projects come to fruition. Members also mentioned the potential for the committee to define key areas that can be rezoned.

#### **C) Town's Business Brochure**

Members agreed that the Business Brochure needs to define the Town's identity and tell its story. Members were shown two possible color schemes and mentioned their preferences.

#### **D) Economic Development Strategic Plan for the Town of Indian Trail**

Kelly suggested that next step of an Economic Development Strategic Plan is to have Implementation plan put in place. Kelly asked the group if they felt incentives were important, but Chris Plate said that our tax rate, the value of a monetary incentive is not that much. Christ Plate originally thought Indian Trail's Tax rate was 22 cents, and Kelly corrected him that it was 18.5 cents. Kelly mentioned and Chris agreed that the best incentive was Indian Trail's low tax rate for businesses.

Pat Kahle mentioned that she sees problems with zoning for businesses, and Chris Plate agreed with this. She added that not enough areas of land are appropriately zoned commercial for when businesses come to look in our area and the County. Group wants to look at current Indian Trail zoning map for next meeting to start identifying potential areas for new business and also want to review the zoning application process for Indian Trail.

#### **PUBLIC COMMENTS**

Amanda Faulkenberry, 519 Picketts Circle, Indian Trail, NC, told members to think outside of the box and be creative. She mentioned that the Public Safety Committee took an informal survey at an Indian Trail event and gave the findings.

#### **ADJOURNMENT**