



**Town of Indian Trail**  
**Minutes of Town Council**  
**Workshop**  
**September 27, 2011**  
**Civic Building**  
**6:30 P.M.**

The following members of the governing body were present:

Mayor Pro Tem: Jeffrey L. Goodall

Council Members: Robert Allen, Darlene Luther, and Roger Stanton.

Absent Members: Gary D'Onofrio and John J. Quinn.

Staff Members: Town Manager Joe Fivas, Town Clerk Peggy Piontek, Planning Director Shelley DeHart, and Economic Development Coordinator Kelly Barnhardt.

Mayor Pro Tem Goodall called the meeting to order and announced the absence of Mr. D'Onofrio and Mayor Quinn.

**UPDATE ON CONSULTANT RESEARCH IN REGARDS TO ECONOMIC DEVELOPMENT**

Mr. Fivas thanked everyone for attending the workshop, Introduced Mr. Geouge from Sanford Holshouser and advised this is for an update on Economic Development Strategic Plan SWOT Update.

Mr. Geouge provided Council with an update on what the community has told him throughout the meeting process for the SWOT (strengths, weaknesses, opportunities and threats) analysis.

**Strengths:** Our proximity to Charlotte, access to Interstate 485 and the Charlotte and Monroe airports, good schools, South Piedmont Community College, well Educated workforce, proactive government, low taxes, quality of life, family friendly heritage, low crime rate, housing diversity, available industrial/business land, access to quality health care, national sports teams, local sports venues, demographics, High 74 Bypass, rail access, regional amenities, town strategy of development at intersections.

**Weaknesses:** The infrastructure, water, sewer, transportation, lack of lodging, slow permitting process, low taxes, limited resources of town staff, creating a positive image, no downtown, central hub, aesthetics, shortage of industrial office sites, parks/facilities, arts and cultural resources, meeting space, perception as bedroom community, lack of internal communication due to lack of business organizations, negative image, consensus among elected officials on development.

**Opportunities:** Entertainment Stone Theatre, new government center, industrial office complex, create a multi-community recreation center, improve Old Monroe Road, expanding special training and education programs, collaboration with other towns and County, Old Hickory Business Park, expanded runway at airport, railroad/rail sites, planned bypass to create sites, sports development, branding and marketing the town, business recruitment, 47 acres downtown, convention center, meeting space, retail diversity, boutique shopping, housing in downtown, housing for seniors.

**Threats:** Town's lack of control over utilities, weak housing market, image, Charlotte financial base, safety services (ratio to growth), water/sewer, developer perception, air quality.

**Key investments:** Recruitment, industrial park/corporate office complex, marketing branding creating an identity, hotels, amenities to support, roads streets improvements, tax incentives, enforcement of codes and ordinances, business hub with town hall, shops, appearance and beautification.

**Strategies:** Infrastructure improvements new business development existing business support retain and commercial development small business and entrepreneur development sports development education and workforce development tourism

**Importance factors:** 1.local job opportunities, 2.sustainable growth, 3.tax base, 4.higher wage jobs, 5.retail amenities.

**Summary:** Public goals match Council and staff goals of creating local jobs, sustainable development, economic diversity to allow public investment in infrastructure and public and private investment in amenities.

Mr. Geouge advised the next steps will be the creation of the best practices strategy development draft report which should be delivered no later than October.

**ADJOURN**

Roger Stanton made a motion to adjourn  
Council voted unanimously in favor of the motion.

APPROVED: \_\_\_\_\_  
Jeffrey L. Goodall, Mayor Pro Tem

Attest: \_\_\_\_\_  
Peggy Piontek, Town Clerk

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