



City of Boiling Spring Lakes

9 East Boiling Spring Road
Boiling Spring Lakes, NC 28461

Pamela Bellina, Admin. Assistant • (910)363-0025 • Fax: (910)363-0023 • E-mail: pbellina@cityofbsl.org

BUSINESS DEVELOPMENT COMMITTEE

City Hall

August 18, 2014 at 4:00 P.M.

Meeting Minutes

Members Present: Joan Kinney, Chairperson, Sharon Zakszeski, Vice Chairperson,
David Giera, William Sraver

Members Absent: Adrian Iapalucci ~*Absent*

Staff Present: Jeff Repp, City Manager, Jim Nicholas, Building Inspector
Pamela Bellina, Administrative Assistant

- I. Call to Order** ~ The regular monthly Business Development Committee meeting was held at City Hall on August 18, 2014. Chairperson Joan Kinney called the meeting to order at 4:03 p.m.
- II. Approval of Minutes** ~ A Motion was made by David Giera and seconded by William Sraver to approve the minutes as written.

Vote 4 – 0

- III. Chairwoman's Report ~ Visit to Surf City Mini Wal-Mart** ~ Chairwoman Joan Kinney and members David Giera and William Sraver visited a Mini-Wal-Mart which is in between a big Wal-Mart and Wal-Mart Express. Joan believed it to be bigger than what the City needed. She stated that a Wal-Mart Express appears to be more in line with what the City needs. The members spoke with the City Planner of Surf City to see how their situation compared to Boiling Spring Lakes. Surf City had a theater that was supposed to be built and Wal-Mart approached them to build on that site. Joan said the City Planner emphasized that you have to sell your City and appearance and demographics are very important as well as providing incentives. Jeff Repp asked what type of incentives they offer. Joan stated it was 50% on taxes. Sales tax was discussed and Jeff Repp clarified that the State collects the sales tax, passes it to the county then the county divides it amongst the municipalities. North Carolina changed the law where local businesses do not have to report their location when they pay their sales tax. Joan Kinney checked the population of the cities that have a Wal-Mart Express: Steadman 1,028, Midway 4,679, Aiden 4,932, Princeton 1,194, Coates 2,112, Rolesville 45,000. The City Planner also advised them that the new grocery store opening in North Carolina is Publix. Sharon Zakszeski commented it will be not only be BSL residents shopping our business corridor but the surrounding communities too.

- IV. Approval ~ BDC Mission Statement ~** William Sraver requested to add to the statement: advise the city government on what needs to be done to attract businesses. Jeff Repp suggested the language be added to the second objective...and advising the elected officials on incentives, et cetera. The Business Development Committee Mission Statement is attached hereto and made part hereof the Minutes.

A Motion was made by William Sraver and seconded by David Giera to adopt the Mission Statement as written with the incorporation of the above language.

Vote 4 – 0

- V. Open Discussion ~** A website for the Economic Development of the City was discussed. Joan Kinney recommended for consideration the website for Rolesville, North Carolina. Jeff Repp will look into whether VC3, the City's IT group, can develop a website or a page on the City's website for the Business Development Committee but first a determination needs to be made of what information should be presented on the website to entice business development. Joan Kinney will speak with the different cities to see what information they presented to Wal-Mart.

The Committee also discussed the traffic count. Jeff Repp stated the NC DOT updates the counts every two years with the most recent in 2012. He believes they will be doing another one this Fall around October. The 2010 – 2012 traffic count went up from 8,000 to 10,000 vehicles per day and hoped there would be the same kind of increase. Jim Nicholas stated the count was taken at the traffic light in front of the Police Department which resulted in an 8,000 vehicle count on Route 87. Rt. 133 had a similar count thereby resulting in a 17,000 car count at the Sunny Point intersection. The high school traffic accounted for 1,000 of that number (from 50 Lakes Road to Sunny Point). It was also discussed by the members that the count is taken in October which does not include the vacation traffic on 87 going to Oak Island; however it does include the school traffic. It was further discussed to possibly rent a counter to get a count – with the permission of the NC DOT that would include the summer travelers to get a more realistic number. Jeff Repp thought it may be appropriate to request a count four times during a year instead of once every two years at the one location.

The DOT's long term consideration to bypass traffic from Route 87 was also discussed. The project was on their list because of the Port which was to be built in Southport. The Governor's ranking system with respect to highway projects does not even rank that project as it is far down the list.

The Business Development Committee discussed meeting with the City's other Committee Chair people to discuss their ideas and potential involvement of the business corridor and the general overall appearance of the City to help entice business development. Jeff suggested Chris May from Council of Governments to moderate a meeting of all the Committee Chair people and any members they wish to invite to establish the priorities of the business corridor development. Joan Kinney will call the

cities with the Wal-Mart Express stores to determine how they enticed Wal-Mart to come to their cities.

The acquisition of the Reeves Telecom properties by developer Jeff Earp was discussed and the Committee requested that Jeff Repp advise if and when the sale goes through. The Committee would like to also invite Jeff Earp to the meeting.

Committee members stated that all the residents they have spoken with would like to see a grocery store and a pharmacy open in the City. Publix could be another option as that is the new grocery store opening in North Carolina.

There was a discussion about ownership of the commercial properties on Route 87. Building Inspector Jim Nicholas provided the Committee with a map which showed the C-1 commercial area.

The Planning Board Survey questionnaire was discussed as to what the residents requested. Jim Nicholas stated one of the questions was, “Is the development of the commercial corridor a concern of yours considering the waste water system is operational?” He stated there were 147 responses, 21% were very concerned, 42% concerned and 28% were not concerned. In the same survey there was another question, “Would you agree with the development of an ordinance for cluster/patio homes and/or other multi use buildings, i.e. living quarters over a commercial building?” There were 61% in favor and 35% not in favor. Another question on the survey was the opening of Antenna Farm Road which 77% were in favor.

Jim Nicholas mentioned to the members that last month there were seven vacant buildings in the corridor with one building just recently rented and believed this should also be a focus of the Committee. He will be meeting with someone interested in renting the Donut Shoppe with a similar type business. The Committee also discussed the Doshier Hospital building which has been vacant for many years and should be contacted and asked what their intention is for the building.

The Committee discussed Sharon Zakszeski’s ideas for businesses she thought would be ideal for the commercial corridor: dental office, nail salon, fast food chain, arcade/soda shop and skating rink for the kids – some type of place for the kids. A veterinarian office was also mentioned.

V. Adjournment ~ A Motion was made by Sharon Zakszeski to adjourn the meeting at 4:38 PM.

Vote 4 – 0

Respectfully submitted ~ Pamela Bellina, Administrative Assistant

Business Development Committee

Who Are We

Your neighbors – volunteering our time and talents and bringing our collective experiences and ideas together to discuss initiatives and implement strategies to improve the business environment in our city.

Our Mission

The mission of the Boiling Spring Lakes Business Development Committee (BSLBDC) is to enhance the City's economic well-being by seeking to attract new businesses through the creation of a main street corridor along Hwy 87 and promotion of the City as a full service business destination going to and from our counties beaches, with a focus supporting activities for the development of recreation and leisure- based market opportunities. The ultimate goal is to provide City residents with a prosperous community where ample opportunities exist to work, shop and play.

Objectives

- Develop an effective strategic planning process and planning calendar
- Develop a strategy and action plan to increase commercial businesses in the city including advising city elected officials on financial and development incentives to encourage business development
- Discuss initiatives and implement strategies to improve the business environment in our city
- Identify and pursue socioeconomic business opportunities
- Develop supportive collaborations with area agencies and organizations