
ZEBULON

NORTH CAROLINA

**ZEBULON
BOARD OF COMMISSIONERS
MINI-RETREAT
AGENDA
February 23, 2022
9:00 am**

The Commissioners will convene at Halle Cultural Arts Center (237 N. Salem St., Apex, NC 27502). This meeting will be open to the public for in-person attendance only.

I. APPROVAL OF AGENDA

II. INTRODUCTION

Economic Development strategies focus on recruiting business, retaining and expanding existing businesses, and creating new business. The Board will hear the policies and plans developed by two communities in Wake County. Specifically, the strategies employed by Holly Springs to attract Biotech companies, and Apex to develop their downtown as a planned development mix of commercial and residential land uses. The Board will spend some time discussing Zebulon's role in either of these strategies.

III. PLACEMAKING: DOWNTOWN APEX

The Board will hear how Apex transformed their downtown into a community gathering place and hub for commercial activity. The Board will then tour the downtown to understand the purpose of area in generating increased property values and sales activity, and how those areas may be implemented in Zebulon. The Board will spend some time discussing the creation of a Social District and a Building Upfit Incentive.

IV. LUNCH BREAK

V. BUSINESS RECRUITMENT: HOLLY SPRINGS AND APEX

The Board will hear how Holly Springs and Apex planned their land use zoning and utility capacity, and coordinated with regional economic developers, to become "the overnight success twenty-years in the making". The Board will assess how well Zebulon is currently positioned to pursue the same recruitment strategy. This discussion will help preview the discussion at March's Mini-Retreat focused on how to protect and develop Zebulon's current position in economic development.

VI. ADJOURN