

# **Zebulon Board of Commissioners**

## **Retreat**

## **Minutes**

**February 23, 2022**

Present: Glenn L. York-Mayor, Beverly Clark, Shannon Baxter, Larry Loucks, Quentin Miles, Joe Moore-Town Manager, Lisa Markland-Town Clerk, Mike Clark - Planning, Sheila Long – Parks & Recreation, Teresa Piner - DAC, Eric Vernon-Attorney

Mayor York called the meeting to order at 9:00am.

### **APPROVAL OF AGENDA**

Commissioner Clark made a motion, second by Commissioner Loucks to approve the agenda. There was no discussion and the motion passed unanimously.

Town Manager Joe Moore presented the reason for the retreat and why it was being held in Apex. Joe thanked the Apex staff that was present for helping with the retreat and the work that was put into the meeting to help Zebulon to be ahead of the game as it grows.

### **DOWNTOWN**

Mike Clark, Planning Director introduced Apex staff members Russel Dalton – Transportation Engineer and Shannon Cox – Long Range Planning Manager. Shannon and Russell presented about the process they went through to develop their downtown to include mixed uses of commercial and residential. The Town of Apex created a Downtown Master Plan, as well as a 15 page brochure about their downtown. The community was involved in its creation, and it is utilized to direct how the downtown is developed.

There was discussion about how what the Town of Apex did applied to the Town of Zebulon. It was shown many things that Apex did that could apply to the Town of Zebulon.

The group took a walking tour of downtown Apex with Russel and Shannon talking about the various projects that had been completed and others that were underway so that everyone could see how what was previously discussed was implemented.

### **PLACEMAKING**

The Mayor stated that the Building Upfit Grant would be discussed at another meeting, and they would move on to the Zebulon Social District. Teresa Piner, the DAC Coordinator, presented on the Zebulon Social District stating that it was being proposed by staff to meet the goal of the Strategic Plan to have a vibrant downtown. It was explained that there were many municipalities that were in the process of implementing the same program for their communities.

The proposed district was shown on the map, along with the regulations. There was a great deal of discussion about multiple districts, charging a fee to be in the district, public bathrooms, and how it would be implemented.

Teresa explained that there was an educational component to the process to help the businesses and community to understand what would be and would not be allowed to occur.

There was discussion about patrons being targeted for DUI and how that would be handled.

The benefits of the social district were shared which included increase foot traffic, gathering downtown, use of outdoor space in the alleys, attraction of newcomers to downtown and increase in patrons to businesses.

There was discussion about the social district and the possibility of a hybrid and the need for additional information. Mike Clark stated that they would get some public input on a social district to find out what they would like and would not like to see.

Mayor York recessed for lunch and to reconvene at 1:30pm.

Mayor York called the meeting back to order at 1:30pm.

**ECONOMIC DEVELOPMENT**

Mike Clark introduced the next topic of economic development and the discussion panel of Albert Alwang – WC Economic Development, Gina Clapp – Former Holly Springs Planning Director, Irena Krstonobvic – Holly Springs Economic Development Director and Joanna Helms – Apex Economic Development Director.

Mike asked a series of questions that allowed each of the panelists to talk about what they did to promote development within their communities. There was a discussion about the importance of building relationships with property owners so that they know that what the Town wants to do is not tear down the buildings but to work with the property owners to bring the best options for the property and the Town.

The panelists explained that it would be important to have a person that did economic development for the Town, and they were specific to state that it should not be the Chamber of Commerce. The two entities did not work in the same realms, and it needed to be a Town position.

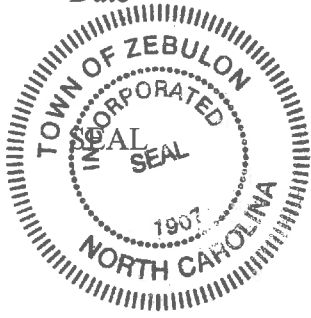
There was discussion about the work session on March 17<sup>th</sup> and that there was a need to meet at 4:00pm.

Commissioner Loucks made a motion, second by Commissioner Miles to change the time of the work session on March 17<sup>th</sup> to 4:00pm. There was no discussion and the motion passed unanimously.

The meeting was adjourned at 3:47pm.

3/17/2022

Date



*Glenn L. York*  
Glenn L. York—Mayor

*Lisa M. Markland*  
Lisa M. Markland, CMC—Town Clerk