

MINUTES OF RETREAT OF THE
CITY COUNCIL
OF THE CITY OF SANFORD
SANFORD, NORTH CAROLINA

The City Council held a retreat at the Mid Pines Inn and Golf Club, located at 1010 Midland Road, Southern Pines, North Carolina, on Friday, March 8, 2019, beginning at 9:00 A.M., in the Julius Boros Boardroom. The following people were present:

Mayor T. Chet Mann	Council Member James Williams
Mayor Pro Tem Rebecca Wyhof Salmon	Council Member Byron Buckels
Council Member Jimmy Haire	Council Member Norman Charles Post III
Council Member Charles Taylor	Council Member Sam Gaskins
City Clerk Bonnie Davis	City Attorney Susan Patterson
City Manager Hal Hegwer	Deputy City Clerk Vicki Canady
Management Analyst Holly Marosites	

Mayor Mann called the meeting back to order.

Presentation by SAGA

SAGA CEO Michael Smith, shared SAGA's 2018 Annual Report (Exhibit A) and explained that when they were formed in 2014, they went through a long planning process for 100 action items and highlighted a few of them. Their focus has been to market, recruit, assist, convene and promote Sanford. He thanked Council for their leadership and financial assistance. SAGA has succeeded in achieving its original five-year goals of creating 1,500 jobs; \$150 million in new tax base and \$50 million in new payroll. With the help of Council and many others, SAGA was able to accomplish that goal. SAGA contracts with DCI - an economic development group headquartered in New York City to develop image and awareness advertising and to connect us with site consultants and commercial real estate brokers. We have contracted with DCI for the last one and a half years. Images of the Central Carolina Enterprise Park to promote the Shell building have been sent to site consultants and to commercial real estate brokers and it has been very successful. They make a very conscious effort to keep the community and leadership informed and to be as transparent as possible.

Mr. Smith recently travelled with the Research Triangle Partnership to Charlotte, Columbia and Greenville, South Carolina to visit site consultants. Site Consultant Mark Williams and NC Core Initiative are two good marketing resources that will bring an industry to the Moncure Megasite.

Mr. Smith stated that Jimmy Randolph is a great addition to the SAGA staff as he works with the existing small businesses and resolves a lot of issues. Some individuals he is talking with are interested in the Shell building. They have a recruiting trip planned with the Economic Development Partnership of North Carolina (EDPNC) team to New York in April and an overseas trip later this year. Bob Joyce will travel to Washington DC in June to Select USA, an annual event for foreign companies planning to invest in the United States. He will be part of the EDPNC delegation.

The Central Carolina Enterprise Park is certified by the North Carolina Commerce. There are sixteen lots in the park ranging from 5 to 55 acres. Thanks to the Council it is a shovel-ready industrial park. The extension of water and wastewater to the CCEP, plus the County's fiber line internet and the grant for the monument signage has given us a significant tool and a competitive advantage. Mr. Joyce stated that we are one of only a few communities that has this number of certified sites. We are probably one of 20 certified sites that would have over 120 acres. The price point for the land is \$35,000 per acre which is extremely competitive for our region. Dow ThermoTech was their first sale, and staff is seeing a lot of interest in the Shell Building. With the floor being poured in the building, it makes a huge difference and looks better with a floor. The park sits on an interchange. He showed a video of the Spec building by SAMET Corporation. Over 50 percent of the leads comes from the EDPNC.

Mr. Smith noted that the Triassic site is sold and the due diligence is going well. Due to Static Control moving its production activities to China, several buildings will be available. The old Stanley Tool building on Lee Avenue and two buildings on J. R. Simpson Industrial Drive will also be available. The Shell building continues to generate interest; 26 projects have been submitted since August.

The unemployment rates have dropped from 8.3 percent in 2013 to 4.1 percent in 2018. As a community, we have cut our unemployment percentage in half and added 1,734 people to our employment base. Mr. Smith gave an update on the retail sales and tax collections.

Mr. Smith noted that the creation of a Tourism Development Authority and the establishment of a permanent funding stream from occupancy tax was a goal of the Chamber for over ten years. He and TDA Chairman Kevin Brown are meeting to discuss promoting Sanford.

Regarding the Residential Task Force, an ad hoc committee of SAGA met about six times. They hosted representatives from regional and national builders and developers. The goal was to interest these developers incoming to Sanford with a high-quality product. They visited the Buggy Factory to show developers the one-stop shop building. It appears we may have finally attracted a major developer. Out of the 26 projects, over 50 percent are coming from the Economic Development Partnership of North Carolina in Cary. They hold monthly meetings with SAMET and the next meeting is March 14. Lots 6 and 9 are two lots that have been shown for big projects needing at least 20 acres.

Mr. Smith thanked Council for their support in the area of incentives.

Closed Session

Attorney Patterson read a motion to go into closed session in accordance with N.C.G.S. 143.318.11(a)(4) to discuss matters relating to the location or expansion of industries or other businesses in the area served by the public body; and (6) to discuss a personnel issue. So, moved by Council Member Post and seconded by Council Member Gaskins, the motion carried unanimously.

Return from Closed Session

The meeting resumed at 11:35 A.M.

Wrap Up Priorities

Mayor Mann presented a powerpoint presentation on Sanford Updates (Exhibit B). He displayed pictures of the public arts initiative, homelessness initiative, and the Tourism Development Authority that have been very successful.

Sanford Moving Forward

Mayor Mann presented a powerpoint (Exhibit C) presentation titled, "Sanford Moving Forward." He showed the Downtown Accomplishments; streetscape and pedestrian improvement bonds - \$6.5 million; sidewalk improvement bonds - \$2 million; and wayfinding signage. Mayor Mann asked that Council write down the projects they would like to see done. He noted there is some interest in the tobacco warehouse on Wicker Street. Regarding the Wicker Street sidepath, this is the area where the underground utilities will improve that area tremendously. The same group that is interested in the tobacco warehouse is also interested in the Stanley Home and Garden Building. Mr. Hegwer stated that with the round-a-bout at Carthage Street and Wicker Street, there will be a 20 percent match and the City is responsible for the underground utilities. Mr. Gaskins suggested installing utilities underground going up Carthage Street to Horner Boulevard in lieu of going up Wicker Street.

Mr. Taylor noted that the cost to pick up the recyclables is not covering the actual cost. He suggested looking at the true cost and passing it on to the citizens.

Mayor Mann informed Council that the Depot Committee is trying to put together a fundraising committee to raise private funds for making the Depot a Visitor's Center.

Council Members discussed various proposed projects and asked Council to write down the projects they felt were important to them to be done. Mr. Hegwer will get the information on the King Roofing bids.

Mayor Mann thanked Council for their hard work and dedication

ADJOURNMENT

Council Member Post made the motion to adjourn the meeting. Seconded by Mayor Pro Tem Salmon, the motion carried unanimously.

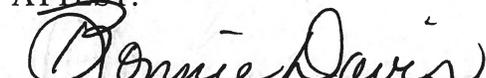
ALL EXHIBITS CONTAINED HEREIN ARE HEREBY INCORPORATED BY REFERENCE AND MADE A PART OF THESE MINUTES.

Respectfully Submitted,



T. CHET MANN, MAYOR

ATTEST:


BONNIE DAVIS, CITY CLERK