

Town of Spring Lake
Board of Aldermen Workshop
Municipal Building
300 Ruth Street
Spring Lake, NC 28390

December 13, 2010

MINUTES

5:30 p.m.

The Spring Lake Board of Aldermen held a workshop in the Grady Howard Conference Room of the Municipal Complex with Mayor Ethel T. Clark presiding.

Board Members Present: Mayor Pro Tem James O'Garra
Alderman James Christian
Alderman Richard Higgins
Alderwoman Debora Hudson
Alderwoman Fredricka Sutherland

Others Present:

Leonard Barefoot, Interim Town Manager
Rhonda Webb, Town Clerk
Allen Coats, Finance Director

From Spring Lake Chamber of Commerce Economic Development Committee:

Jonn Thomas, President
Becky Horton, Executive Director
Rocky Keim
Billy Wellons
Bob Stafford

From Fayetteville-Cumberland County Chamber of Commerce

Economic Development Group:
Doug Peters, President/CEO
Bo Gregorey, Director of Economic Development
Doug Byrd, Government Liasion
Cathy Johnson, Manager, Existing Industry and Retention
Amber Quinn, Manager, Research and Analysis

The purpose for this workshop was to allow the Spring Lake Chamber of Commerce Economic Development Committee and the Spring Lake Board of Aldermen to discuss with the Fayetteville-Cumberland County Chamber of Commerce Economic Development Group what Spring Lake needs to do to promote economic development in Spring Lake.

Mr. Byrd provided the Board with an overview of what economic development is and how he feels works best to bring it to your area. He advised that most of the businesses that come to North Carolina come through the NC Department of Commerce. Some still come through site consultants. He stated that they make sure Cumberland County is well liked and well represented. He advised that they are our partners and that we are all in this together. The Fayetteville-Cumberland County Chamber of Commerce Economic Development Group presents Cumberland County as a whole and can not specifically try

to sell Spring Lake above any other municipality.

He advised that Incentives are a necessary evil. They tend to complicate the process but companies look for them and they sometimes are the only thing that makes or breaks a deal. First impressions are the most important and you only get one chance to make it. You must determine who will be on the team that will meet and try to sell your area. Economic development is basically just common sense. Communication is very important also. We need to make sure our web site contains the information that would be requested in an RFP. Confidentiality is a must.

They advised that the majority of the people are looking for sites that are already developed. They do not currently have enough information on Spring Lake. We need to get them the information that they need.

The Board's consensus was to proceed as recommended.

The meeting ended at 6:40 p.m.

Rhonda D. Webb

Rhonda D. Webb, MMC
Town Clerk



ATTEST:

Ethel T. Clark

Ethel T. Clark
Mayor