

**TOWN OF SELMA
WORK SESSION
JERNIGAN BUILDING
110 EAST ANDERSON STREET
SEPTEMBER 29, 2016**

MEMBERS PRESENT:	<p>Mayor Cheryl Oliver, Mayor Pro-tem Jackie Lacy, Councilmember William Overby, Councilmember Mark Petersen, and Town Manager Jon Barlow.</p> <p>Councilmember Tommy Holmes was unable to attend.</p> <p>Other staff present: Planning Director Julie Maybee, Police Chief Richard Cooper, and Interim Town Clerk Brenda Thorne.</p>
CALL MEETING TO ORDER:	<p>Mayor Oliver called the meeting to order at 6:00 p.m. and declared a quorum was present.</p>
ADULT HIGH SCHOOL CLASSES AND BASIC JOB CLASSES:	<p>Mr. Eric Jackson of 1103 South Pollock Street stated that he was present to discuss in further detail the possibilities of starting an Adult High School class and Basis Job Skills Class in Selma. He advised Council that there criteria that needed to be met in order to qualify these programs at no cost; which included being unemployed, working and eligible for Federal Earned Income Tax Credit, working and earn wages at or below 200% of the federal poverty level guidelines, or received a notice of pending layoff. Mr. Jackson stated that a lot of the people that would benefit from this do not subscribe to the <i>Selma News</i>. He said that they may or may not have a computer to do things online. Mr. Jackson stated that they could advertise by putting put brochures in different locations across Town.</p> <p>Mayor Oliver asked if JCC was willing to sponsor that communication.</p> <p>Mr. Jackson stated they probably would do, but was not sure what. He said that they have fliers for the skills classes. Mr. Jackson stated that it would just be a matter of getting them distributed. He said that was where the Advisory Committee comes in. Mr. Jackson stated that with the Advisory Committee, they are the links into the community. He said that it could be put in the Selma Tracks, which was a great, inexpensive way to get the word out to a lot of people.</p> <p>Mayor Oliver asked Mr. Mitchener of Mitchener University if he would like to review what he would be doing, and if his location would be a viable alternative for the course. She said that Council would like to understand what they have.</p> <p>Mr. Moses Mitchener of Mitchener University stated that they would be a four-year online for profit institution. He said that they were going to offer Bachelor Degrees in Marketing, Operations Management, and Accounting to start with. Mr. Mitchener stated that everything again would be online. He said that where they would be located is their central headquarters, which would have a library, computer lab, and additional space for students and staff. Mr. Mitchener stated that they were working and going through</p>

	<p>licensing with the state, and was hoping to have everything cleared by early 2017, but when dealing with the state, you cannot pinpoint a date.</p> <p>Mayor Oliver asked if there was any instruction that accompanied the online, or were they simply providing the computer access and the students work independently.</p> <p>Mr. Mitchener stated that the students will work independently, and the course work would be online so students would need computer access to do the instruction and submit assignments.</p> <p>Councilmember Petersen asked if like using Blackboard.</p> <p>Mr. Mitchener stated that was correct.</p> <p>Councilmember Overby stated that they could be located anywhere and still take the course.</p> <p>Mr. Mitchener stated that was correct.</p> <p>Mayor Oliver stated that she talked with Mr. Mitchener briefly. She said that when Mr. Mitchener was getting started, he met with JCC, and they have agreed that when Mr. Mitchener has his licensing and is accredited, then they could talk about transfer of credits. Mayor Oliver questioned Mr. Mitchener about them having five computers.</p> <p>Mr. Mitchener stated that they were not going to have a huge number of computers in the library area, because they were just getting started.</p> <p>Mayor Oliver asked about Wi-Fi access, and if others could bring in their computer to work there.</p> <p>Councilmember Overby stated that this was for students not in their vicinity. He said that he could take the course, and not go in to see him.</p> <p>Mr. Mitchener stated that was correct. He said the student would have login IDs to get into the course to submit assignments, and have communications with the instructor through email or by phone.</p> <p>Mayor Oliver stated that they could take it there, and asked if that was the reason for the computers.</p> <p>Mr. Mitchener stated that was correct.</p> <p>Councilmember Overby stated that the Basic Computer Skills class was 36 hours and runs from October 11th through the 17th, which is 12 times that they meet. He said that his concern was meeting on Tuesdays and Thursdays from 6 to 9.</p>
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Mr. Jackson stated that once they figure out a place, they could modify the schedule.

Councilmember Overby questioned if he was asking the people to come to one facility at one time and everyone be there.

Mr. Jackson stated if they were to have 30 people to sign up, 15 would be the maximum for the class. He said that they would split it up and do two classes at different times, and modify the times.

Councilmember Overby stated that based on Mr. Mitchener, the difference is yours is set and has to be done within a timeframe.

Mr. Mitchener stated that was incorrect.

Councilmember Overby asked if he could take three or four years to finish it.

Mr. Mitchener stated that was correct, but they would never physically have to be on campus.

Councilmember Overby stated that he thought they were talking about two different scales of people.

Mayor Oliver stated that she was looking at Mr. Mitchener for this as a potential location. She said that their programs were totally separate.

Mr. Jackson stated that the Library would be good, but their computers are used during the day. He said that if they were to use the Library, it would have to be in the evening. Mr. Jackson stated that he thought the Library was open on Thursday nights, and might could use the Library on Wednesday nights to have access to the computers. He said that they would need to have someone there. Mr. Jackson stated that JCC does have some laptops they could bring, but there was not enough for everyone. He said that some people have their own laptop.

Mayor Oliver asked if Council had thought of any locations other than the Library since the September 13th meeting.

Councilmember Overby stated that the Fire Department would be a good location since they have a conference room and Wi-Fi. He said that Wi-Fi would soon be all downtown.

Councilmember Petersen stated that they could also use the American Legion building. He said that they did not have Wi-Fi, but they have envisioned having it installed in the future.

Councilmember Overby stated that they could also negotiate with the Boys & Girls Club, which already has computers in there.

Mayor Oliver stated that they could potentially use the Alumni building on the Harrison campus. She said that they have a computer room that has ten computers and Wi-Fi throughout the building. Mayor Oliver stated that the banquet hall could be used for the set-up of tables, as well as use of the computer room. She said that she had asked about the computers, and they are used by Tarsha Johnson's summer program Monday through Thursday from 3p.m. to 5:30 p.m. Mayor Oliver said that she had told Rev. McPhail that Council would be discussing options tonight, and asked Mr. Jackson if he was interested in her giving his name to Rev. McPhail. She said that Rev. McPhail thought it was worth discussing

Mr. Jackson stated that would be a great space since it had plenty of parking and was centrally located. He said that someone had to walk, they could.

Mayor Oliver stated that the Harrison Center for Active Aging has a computer room, but the Harrison Alumni building might lend itself better to what they want in terms of set-up and keeping it.

Town Council discussed possible schedules at these different locations.

Mr. Jackson stated that JCC would have to look into that. He said that they know what times work best.

Mayor Oliver stated that she thought the Harrison campus was a good central location with a lot of parking.

Mr. Mitchener stated that one concern he had was with the demographics of people that they target for the program. He asked what would happen when there was a person that came for the first week, but does not come for the next three weeks with their reason being that they did not have a ride, and they will not walk.

Mayor Oliver asked if the person would be treated as if they were on the JCC campus. She said that she did not see JCC having varying schedules.

Mr. Mitchener asked how they were going to accommodate those people. He said that a lot of people want to get their GED, but they do not have a car or access to JCATS.

Mr. Jackson stated that was why he suggested having it in Selma.

Mr. Mitchener stated that wherever they put the class, there were going to be students who could not make it, but want to make it. He asked how would they satisfy that need.

Mayor Oliver asked how Mr. Mitchener would be satisfying that need. She said that his was a little different because they could take three to four years to complete the course.

Mr. Mitchener stated that with the University, everything was online, and students were in the comfort of their own home for the entire program. He said that for the GED program, there are people that work, single moms, and people have things going on that might not be able to get there. Mr. Mitchener stated that was a problem that Council needed to focus on.

Mayor Oliver stated that would be a conversation that Mr. Mitchener could be involved in with JCC regarding the potential location of folks. She said that if someone ends up being in that kind of situation that they be funneled over. Mayor Oliver stated that their purpose was not to design the curriculum or to determine the courses.

Mr. Mitchener stated that Mitchener University was not doing the GED program. He said that they get the students that graduate from high school, associates programs, or transfers from a community college. Mr. Mitchener stated that they would have these students when they were done with their GED.

Councilmember Overby stated that this program was to help get these people to Mitchener University and JCC.

Mr. Jackson stated that a lot of the GED classes are now online.

Councilmember Overby stated that in the pilot, they have to figure out how to accommodate these people, He asked Mr. Jackson if they could not get to the classroom, could they do it from home.

Mr. Jackson stated that he could not speak for JCC. He said that on the computer skills, there were some things that would have to be done in the classroom, but a lot of it could be done online. Mr. Jackson stated that someone from JCC could answer that better than he could.

Mayor Oliver stated that the next step would be meeting with a representative from JCC, Mr. Jackson, and Mr. Mitchener as well to understand what was going on when the program gets started to see if there is enough interest.

Mr. Jackson stated that the waters needed to be tested. He said that this was something that he thought would be a benefit to people.

Councilmember Overby stated that he was excited about both programs. He said this gives the opportunity to people that wants to learn, and thought that there were a lot of people out there that wants to learn. Councilmember Overby asked how do people get there that cannot get there. He said that this was something that needed to be reviewed.

Mr. Jackson stated that this was something that JCATS could possibly take a look at. He said that JCC would know better about retention and numbers of people that would actually go through with it.

Mayor Oliver stated that they have identified six places, which included the Selma Public Library, Selma Fire Department conference room, the American Legion building, the Harrison Alumni Building, the Harrison Center for Active Aging, and the Boys and Girls Club. She said that the Selma Public Library's computers were heavily used. Mayor Oliver stated that the hours for night usage, other than Thursday nights, but was booked throughout the day.

Mr. Jackson stated that during the day, there were people at those computer. He said that he thought the Library had only eight computer.

Town Manager Barlow stated that were only seven or eight computers and the space was limited.

Mayor Oliver asked that if the survey produced three people that needed a place, if they could use the Library on Monday and Wednesday nights.

Town Manager Barlow stated that the Town would have to staff the Library to open and close the Library during that time. He said that if they were to use the Fire Department, they would have to coordinate with them to make sure that the class does not interfere with the training they do at night. Mr. Barlow stated that it would be a nice facility that was convenient, had WiFi, and was set up for instruction.

Mr. Jackson stated that he would contact the JCC representative to see if she could meet at the Harrison Alumni location. He said that the second place would probably be the Senior Center.

Mayor Oliver stated that it was mentioned that 15 was the maximum number. She asked what was the minimum number.

Mr. Jackson stated that it might be five, but was not sure.

Mr. Mitchener stated that a few years ago, he had an absolute program, which he was to oversee the GED testing. He said that in order to get an instructor from JCC, there needed to be a minimum of 15 students for them to send someone out.

Mayor Oliver stated that this was something that they needed to ask the JCC representative.

Councilmember Overby stated that he thought that was correct.

Mr. Jackson stated that 15 was right for the GED program, but was not sure for the HRD program.

Mayor Oliver stated that for the record and for the minutes, if Councilmember Petersen knew when the American Legion building would have WiFi, which would be important at this point.

	<p>Councilmember Petersen stated that he had no idea at this point, but was something that was in their future.</p> <p>Mayor Oliver stated that they could keep this list of five, and would start with the Harrison Alumni building. She asked Mr. Jackson for contact information for the JCC representative.</p> <p>Mr. Jackson stated that he would send the JCC representative the Mayor’s contact information, and vice versa if Council needed more specific questions. He said that he hoped that this was something that they could make a go at, because it was a good idea.</p> <p>Mayor Oliver thanked Mr. Jackson for bring this idea to Council.</p> <p>Mr. Jackson thanked Council for being proactive with this program, and appreciated their interest.</p>
RECOGNITION AWARDS FOR BUSINESSES AND CITIZENS:	<p>Mayor Oliver stated she had recruited Mayor Pro-Tem Lacy to review potential awards. She said that they have some items to present for discussion. Mayor Oliver stated that on the first page, they were looking for a spirit award for a citizen that had done something that Council wanted to recognize, which brought about the star idea. She said that this could be for any age, which would be a token of appreciation. Mayor Oliver stated that things such as this was something that the person could keep as a momentum thought their years. She said that other awards were more for businesses or for an outstanding citizen that Council wanted to recognize beyond the star. Mayor Oliver referred to the second page on the bottom right, as well as the next page, one that was similar on the top right. She said that to complete the package on page four, a new series of awards. Mayor Oliver stated that on the last page, there was a variation that showed a more solid face.</p> <p>Councilmember Overby asked if this was going to replace the plaques.</p> <p>Mayor Oliver stated that it does not have to, or it could. She said that the plaques still have their place. She said that the star was to thank the citizen for their contribution. Mayor Oliver stated that the other was for businesses like Sysco and Bailey Feed Mill, which was something other than a plaque that has the Town’s seal.</p> <p>Councilmember Overby stated that they needed to budget for it, and needed to have them on hand when necessary. He asked if the recipients were going to receive two.</p> <p>Mayor Oliver stated that they would give one per company, and would not be given that often.</p> <p>After further discussion, Council agreed to vote on the awards at an upcoming regular Council meeting once pricing and samples were available for the star pictured on the first page of the handout and for the plaque and stand that was on page 4 (bottom right).</p>

<p>REVIEW OF BUSINESS SECTORS TO WHICH WE SHOULD PROACTIVELY MARKET:</p>	<p>Mayor Oliver stated that Planning Director Maybee put together a package of businesses to which staff could proactively market.</p> <p>Town Manager Barlow stated that this was a good refresher. He said that there have been several reports generated for the Town, and Planning Director Maybee had taken the highlights of both the Sanford Holshouser report and the ElectriCities report to create this presentation tonight.</p> <p>Planning Director Maybee reviewed the following with Council.</p>
	<p style="text-align: center;">Town of Selma, North Carolina</p> <p style="text-align: center;">Town Council Work Session September 29, 2016</p> <div style="text-align: center;"></div> <p style="text-align: center;">2016 Update to Strategic Economic Development Plan</p> <p style="text-align: center;">Targeted Industry Sector Review and Verification</p> <ul style="list-style-type: none">• In the 2016 update to the Town’s Strategic Economic Development Plan prepared by Rocky Lane with Sanford Holshouser, several industry sectors were identified and verified as being viable targets for Selma. These are the same sectors identified in 2004.• The sectors were identified using input gathered from:<ul style="list-style-type: none">• Focus groups,• Interviews, and• Research conducted during the development of the original strategic plan, coupled with observations from site selection and other economic development professionals.• The sectors were then verified as being logical, viable targets by a firm that specializes in the research of industrial growth and location factors.

Preparedness Assessment (SWOT)

Strengths

2004

- Transportation corridors
- Proximity to Raleigh
- Location (NY-FL mid-point)
- Availability & cost of real estate
- Downtown
- Local government support
- American Music Jubilee

2015

- Transportation corridors
- Town government positive in promoting growth-major emphasis on economic development
- Location
- Community focus on healthcare
- Availability & cost of real estate
- Hospital/medical facilities
- JCCC/workforce development
- Workforce
- Certified Sites

Targeted Industry Sectors

The sectors that were deemed as viable targets were:

- Distribution and Logistics
- Biotechnology
- Healthcare Services
- Recreation and Tourism
- **Retail Development (See Electricities Leakage Report)**
- Business Services

Targeted Sectors

- All target sectors are sensitive to -
 - Transportation Influences
 - The transportation corridor improvements including the upgrades and expansion in the rail yard, have bolstered the town's competitive advantages in these areas.
 - More efficient travel makes for easier access to more and larger markets.
 - It also broadens and deepens the potential labor pool further enhancing the competitive position of the town.
 - Location is a major factor when companies make siting decisions for a new plant or expansion.
 - Selma should leverage these enhanced assets to their fullest extent.
 - Demographic Influences

Economic Development Product Review

Sites and Acreage

Selma	Smithfield	Benson	Clayton	Four Oaks
158 (CS)	92 (CS)	87	161	184 (CS)
55(CS)	104	78	56	70
119	76	63	49	
113	66	47	32	
52	59	35	31	
	46	18	23	
	43	14		
	36			

Buildings and Square Footage

Selma	Smithfield	Benson	Clayton	Four Oaks
N	177,421	67,298	293,964	N
O	89,615	43,500	90,000	O
N	29,135	4,560	74,100	N
E			58,000	E
			39,840	
			33,125	

Economic Development Priorities

2004

- 1) Existing B & I Support
- 2) Marketing & Advertising
- 3) Product Development
- 4) Retail Development
- 5) Retirement Development

Other:

- 6) Gateways
- 7) Tourism/Entertainment
- 8) JCEDC Efforts
- 9) Incentives

2015

- 1) New Business Recruitment
- 2) Existing B & I Support
- 3) Retail Development
- 4) Marketing & Advertising
- 5) Residential Development
- 6) Business Park Development

Other:

- 6) Downtown Development
- 7) Certified Sites
- 8) Support of Public Schools

Opportunities

2004

- Complete Oak Tree Park
- Capitalize on I-95 location
- Tourism/Retirement development
- Clayton Bypass
- Oil terminal spin-off businesses

2015

- Bailey Feed Mill
- Exit 97 Development-Eastfield
- Selma as a destination
 - Leverage JR's, DeWayne's
 - American Music Jubilee
 - Eastfield
- Downtown
- Tank farm
- Promote/market Certified Sites
- Duke buy-out/reduced electric rates
- Enhance business friendly attitude & ordinances
- Expansion (BRE) Program

Electricities: Leakage Survey & Radius Study

9.26.16

- As retail is driven by demographics, the Leakage Survey and Radius Study completed by Electricities provides valuable information in this area, and guides the development of a recruitment strategy.
- **Leakage/Surplus Factor presents a snapshot of retail opportunity.**
 - A **positive value** represents "Leakage" of retail opportunity outside the trade area.
 - A **negative value** represents a surplus of retail sales, a market where customers are drawn in from outside the trade area.
- Retail Gap represents the difference between Retail Potential and Retail Sales.

Retail Development: Benefits

- Employment Options
 - Management Level Positions
 - Ancillary Jobs
 - Landscaping, Parking Lot Maintenance, Etc.
- Assists in Attracting New Industries
- Quality of Life
 - Provides New Services and Products to Residents
 - Creates a Positive Shopping Environment:
 - A full retail base sustains the needs of its own population.
 - Provides Indirect Support for Community Initiatives

Examples of Retail Opportunities

- Automotive Dealers
- Home Furnishing Stores
- Specialty Food Stores
- Shoe Stores
- General Merchandise
- Sporting Goods, Hobby, Book & Music Stores
- Electronic Shopping & Mail-Order Houses
- Vending Machine Operators
- Direct Selling Establish
- Specialty Food Services

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Current Trends in the Market

Strengths:

- New retail centers are being developed.
- Non-traditional shopping center mix;
 - Multi-use, Medical, Government
- Live, Work & Play is real.

Weaknesses:

- Online Retail still catalyst for change
- Vacant big boxes

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Preparedness Recommendations Review

- | | |
|--|---|
| 1) Existing Business & Industry Support
Good interaction with Existing Business, but no formal program | 6) Gateways
Some aesthetic improvements |
| 2) Marketing and Advertising
Materials need enhancements
Website-good features-video link | 7) Tourism/Entertainment
Some Growth, room for additional growth |
| 3) Product Development
Excellent Progress | 8) JCEDC
Excellent progress |
| 4) Retail Development
Mixed progress, excellent potential | 9) Incentives
Utilized in the past, need a more formalized policies |
| 5) Retirement Development
Considered Certified Retirement Community | |

Marketing Plan Review

1) Marketing Strategies

Recommended multiples strategies centered on the town's location

Emphasized in some areas, but no overarching strategy

Collaborative Efforts: Town of Smithfield

Smithfield-Selma Area Chamber

Johnston County EDC

Research Triangle Partnership

Johnston County Visitors Bureau

Electricities

2) Client Response Materials

Needs standardization and aesthetic enhancements

3) Target Industry Sectors

Targets made known to JCEDC

Mixed results

4) Website

Recommended adding sections on Business & industry and Economic Dev.

- Current website very attractive
 - Tabs for Economic Development & "What New Business Need to Know"
 - Link to videos on Certified Sites
- Readability needs enhancement

5) Existing Business

Good interaction and contacts with existing business, but not formal program

6) Retail Development

Good progress

Potential of Eastfield

7) Tourism Development

Some Progress

Eastfield potential

8) Virtual Shell Building

No action and do not recommend moving forward on this element

- 9) Internal Marketing Strategies
 - Spokesperson
 - Regular presentations
 - Annual Report
 - Wide distribution

Recommendations and Action Plan

1. Develop and Initiate an External Marketing Campaign
2. Johnston County Community College
3. Retail Development
4. Amusement/Entertainment Development
5. Existing Business and Industry
6. Retirement Development
7. Residential Development
8. Incentives

Recommendations and Action Plan

9. Beautification/Gateways
10. Town Image
11. Public Education
12. Collaborative Efforts with Smithfield and other Municipalities

Planning Director Maybee stated that she wanted to highlight the need for a more formalized policy on incentives. She said that she was collecting information regarding different incentive policies for a later presentation to Council. Ms. Maybee stated that having a formal policy in place would help.

	<p>Mayor Oliver thanked Ms. Maybee for her presentation. Mayor Oliver presented to Council a handout regarding the major employers in Johnston County. She said that one of the things that they could play off of was who was here by looking at who are their customers and suppliers when you think about specific businesses to target.</p> <p>Planning Director Maybee stated that she had an inventory of the industries in the area as well.</p> <p>Mayor Oliver stated that the information that was put together was helpful, and would help Council as they talk with others.</p>
<p>SET DATES FOR MEETING WITH UPTOWN SELMA PROPERTY OWNERS:</p>	<p>Mayor Oliver stated that the Town of Princeton had recently conducted meetings with its uptown property owners. She said that she had talked with Mayor Rains, and he took the time to share things, such as what incentives that they had in place and to get ideas for incentives. Mayor Oliver stated that it was a good way to get input and fresh ideas. She said that she would like to present the idea of the paint the Town project.</p> <p>It was the consensus of Council to schedule the Uptown Selma Property Owners’ meeting for either November 3rd or 17th at 6:00 p.m.</p>
<p>MEETING WITH RENTAL PROPERTY OWNERS:</p>	<p>Mayor Oliver asked Council if they wanted to set the dates of November 3rd for the Uptown Selma Property Owners, and set November 17th for the Rental Property Owners.</p> <p>Council was in agreement.</p>
<p>INITIAL MEETING WITH CITIZENS IN ONE OF THE FOUR QUADRANTS OF TOWN:</p>	<p>Mayor Oliver stated that Council had discussed doing the four quadrant meetings again, where the Council goes out into the community and meet.</p> <p>It was the consensus of Council to begin the quadrant meetings in January.</p>
<p>NEXT JOINT COUNCIL/ PLANNING BOARD MEETING:</p>	<p>Mayor Oliver stated that they were due to have the second half of the Joint Board of Adjustment/Planning Board meeting. She asked Planning Director Maybee if she was ready to schedule that meeting at this time.</p> <p>Planning Director Maybee stated that they would have to schedule that meeting at a later date. She said that she and Attorney Benshoff were working on the draft, and it would be later in November before that is ready.</p> <p>Town Manager Barlow stated that it might take two joint sessions to review all the data. He said that it was too much to review in one meeting.</p> <p>Councilmember Overby stated that November was booked with meetings, and recommended that the meetings be scheduled in December.</p>

ADJOURNMENT:	<p>With no further business, a motion was made by Councilmember Mark Petersen and seconded by Mayor Pro-Tem Jackie Lacy to adjourn. Motion carried.</p> <p>The meeting adjourned at 7:16 p.m.</p>
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BRENDA W. THORNE, Town Clerk