MEETING SUMMARY
Charlotte
October 12, 2016
10:00 AM

Attendance

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<th>Company/Location</th>
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Meeting commenced at 10:00 AM.

1. Introductions
Participants asked to introduce themselves and provide a brief background. This included PRT Technical Team, State and Regional Partners and PRT Community Stakeholders.

2. Review of PRT Action Strategy
Bryan went through the MEDC Rising Tide Action Plan and updated the group on the status of the actions taken by the community.

A new non-profit formed as an outcome of the Rising Tide effort, “Charlotte Rising,” was reviewed. Gregg mentioned that Charlotte Rising had formed as a non-profit and would be seeking 501(c)(3) status. This group was envisioned as the organization that would manage the Charlotte Main Street program.

Discussed ensued regarding the status of the Charlotte DDA and the possibility to disband the organization due to lack of TIF funding resulting from declining taxable valuations. After some discussion regarding the pros and cons of disbandment it was decided that the City would provide the PRT TA team with DDA documents to assess the sustainability of the DDA. Bryan would be coordinating this effort.

Gregg and Bryan mentioned that declining employment in the City resulting from the recession has caused a capacity issue. Not many commitments with few employees to respond. An example was Bryan’s responsibilities as planning & zoning administrator, economic development, Downtown Charlotte administrator, airport manager, housing coordinator and cable television coordinator.

Current redevelopment projects include the Beach Market, located at the corner of Lovett and Bostwick streets and the former chair factory.
3. Scope of Technical Assistance Work Elements
The group focused on the including;
   a) Economic Development Strategy focused on the following:
      I. Former IGA store
      II. Owens Illinois Factory
      III. Former Chair Factory
      IV. Talent Attraction (Spartan and Hospital)
   b) DDA Plan
   c) Subarea Plans – focus on the downtown area
      I. Cross section of M-50 to provide angle parking (this is in response to a discussion with MDOT to convert the existing four lanes with parallel parking to three lanes with angle parking.
   d) Zoning Ordinance Revision – Development Process
   e) Communications Plan

The City is interested in sponsoring a feasibility study in conjunction with a local business man for the redevelopment of the former Chair Factory. The study would include an A/E review, market assessment, pro forma, and funding incentive structure. John will provide Bryan and Nate with an estimated budget.

4. Communications
The web site was reviewed and it was noted that all background documents and information produced through the course of the program will be available on the site. Also discussed was a periodical conference call with all PRT communities to review project status and updates. These will be noticed in advance. It was mentioned that all communications should be sent to Leah DuMouchel at Beckett & Raeder. Her e-mail address is ldumouchel@bria2.com.

Place & Main will be providing communications plan for the City including press release template, media alert and customized media list.

5. Other Issues.
Discussed attendance at the November 8, 2016 Charlotte Rising Board meeting and the November 10, 2016 Charlotte DDA meeting. Both meetings begin at 7:30AM.

Meeting Adjournment: 12:10 p.m.