



Town of Angier

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Robert K. Smith
Mayor

Gerald Vincent
Town Manager

Community Development Advisory Board Meeting
Monday, April 26, 2021, 6:30 PM
Angier Board Room, 28 N Raleigh St., Angier NC 27501
Minutes

Attendees: Addison Allgood

- Rachel Barnes, Board Member
 - Brian Causer, Board Member
 - Rick Gutierrez, Board Member
 - Jim Nicholson, Board Member
 - Addison Allgood, Board Member
 - Heather Keefer, Town of Angier Community Development Coordinator
- (quorum = 5 members present)*

Meeting Kickoff

- Welcome & Opening Remarks
- Introductions & Members present

Brian Causer called the meeting to order 7:35 and welcomed the group and provided opening since this is the first meeting back since pausing the meeting from COVID and changes in the Community Development Program. Introduced himself and the Board Members in the room and not in attendance, new board member Addison Allgood and Heather Keefer new Community Development Coordinator.

Board Overview

- **Bylaws:** Heather Keefer provided an updated: bylaws have been updated and approved on 4/20/2021 will be posted to <https://www.angier.org/minutes-and-agendas> once signed and scanned. Notable changes, Name changed to Community development Advisory Board, Meeting the 4th Monday of every month, added staggered terms and Community Development Coordinator staff title change.
- **Terms:** Heather Keefer provided summary of the term limits and a loose plan to stagger the board membership. Up to 3 two year terms, it would be good if 2-3 seats open up for new 2022 appointments. You can take a break and come back onto the board for a future term. Staff needs to know if Board Members want to serve another term by September/October meeting to allow for time to post upcoming vacancy and have the Board of Commissioners appointment in December 2021.
- **Elect 2021 Chair & Vice Chair:** Heather Keefer went over the need to vote in a new a new Chair and Vice Chair for 2021 and options for voting. Quorum has been met with 5 members present

but vote could be pushed to the May meeting. Board moved forward with discussion, Brian Causer willing to serve as chair another year and Jim Nicholson nominated by Rick Gutierrez. Vote held and unanimous vote yes for both Brian Causer, Chair & Jim Nicholson, Vice-Chair next election January 2022.

- **Committees & Volunteers:**

- Heather Keefer mentioned that it appeared that the Main Street program has many committees and a very prescriptive approach to running them. Now that we are no longer in the program we have the flexibility to create new committees. After her review of the community development needs it appeared that there were three focus areas “buckets” that most Advisory Board tasks would fall into. 1. Events, 2. Marketing, 3. Projects. Heather noted that over time the buckets can be re-evaluated and either turned into Committees or focus areas could be modified to meet the needs of the Board.
- Brian Causer provided a description of the Main Street Affiliation and the reasons for the town ending its affiliation with the program. Overall it was best for the Town to have a Community development program that would focus on the town as a whole and not just the “main street” area. Brian also highlighted the need for quick decisions to iron out the system so we can transition from the downtown focused program.
- Brian noted that he reviewed the Economic Development Plan for Angier and there is a sense of urgency in the next 5 years to get the downtown in a position to draw in people from the bypass.
- NC State downtown plan is still in the process and Heather will be coordinating with them as they finalize the plan and provide updates. They anticipate having the plan ready in June.

Marketing – Group Discussion

- **Website:** <https://www.angierdowntown.org/>
 - Right now we need to update the website so it can be used. We need the Calendar, blog and the Business directory functioning ASAP.
 - Most thought the website looked outdated and we discussed the possible process and budget request options for swapping from the current website provided to a new website.
 - Possibly changing to a WordPress site in the future would be good. The Community Calendar, Blogs, Events, Directory are things that are needed from the site. But the Site is a Hub for marketing and creating a vision for the Town.
- **Social Media:** Get to know Angier is on Facebook, Twitter and Instagram. The name can be changed in the future to match branding. Right now Heather is adding content of what is happening in Angier.
- **Other Types of Advertisement:** Vlog or online magazine aspects could be located on the new website and pushed out to other media like Facebook and YouTube.
- **TO DO:**
 - Breakout group to work on immediate website updates to get it up and running. Heather will start to pull a group together over the next two weeks.
 - Breakout group to work on new branding ideas for Angier Community Development. Heather will also start to pull together a group to work on this item then gain stakeholder input prior to launching.
 - Becky Butts and Patti Davis have volunteered to help with the website updates and branding if needed.

Events – Group Discussion

- **Past Events & Upcoming Planned Events**
 - Concerts in the park will start back up in August 2021
 - Discussed a social media “pre-open plan” as well as Facebook and Instagram posts until the community calendar is up and running.
- **TO DO:**
 - Heather Keefer would like to put together FAQ sheets to make it easier to know what best practices are needed to hold events in town and when permits are needed.

Projects – Group Discussion

- **Past Projects & Status of Current Projects**
 - Briefly discussed that projects could be small easy-to-do group activities or they could be events or more complex coordinated activities
- **Future Project Ideas**
 - Multicultural projects/concerts
 - Farmers Market

In Closing – Group Discussion

- Recap assignments and directives to be completed by next meetings
 - **Top priorities:** Website Updates and Branding Ideas

Brian Causer Adjourned Meeting 8:30 PM