

**MINUTES**  
**WORK SESSION**  
**JUNE 3, 2019**

**6:00PM**

**YOUNGVILLE COMMUNITY HOUSE**

**115 E MAIN STREET**

Town of Youngsville  
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## **Joint Work Session with the Youngsville Planning Board**

Mayor Fonzie Flowers called the meeting to order at 6:01pm.

In attendance were Mayor Fonzie Flowers, Commissioners Catherine Redd, Graham Stallings, and Terry Hedlund. Also, in attendance was Scott Anderson, Youngsville Planning Board and Rick Houser, Youngsville ABC Board. Members of Staff present included Town Administrator Phillip Cordeiro, Town Attorney Edward Bartholomew, and Town Clerk Emily Hurd.

Diane Young, North Carolina Department of Commerce (NC DoC), welcomed everyone back for the final meeting in the Downtown Strong Initiative. She stated it was great to be back and she enjoyed working in Youngsville. Mrs. Young explained that Bruce Naegelen would be our contact after this week.

Mrs. Young showed a PowerPoint Presentation. The third slide explained the Downtown Strong Initiative. Mrs. Young noted Youngsville was one in twenty-four towns selected.

The fourth slide reiterated the four-point approach: Economic Vitality, Design, Promotion, and Organization.

The fifth slide summarized the Opportunity Assessment and Priority Setting Retreat. The Opportunity Assessment consisted of a review of previous economic reports and documents that were made available, along with a tour of Youngsville. The tour was followed by a Priority Setting Retreat.

The sixth, seventh and eighth slides noted the key findings from the Opportunity Assessment. The growth of Wake Forest and Raleigh helps drive both businesses and residents to Youngsville. Mrs. Young noted that Youngsville was governed by a strong Town Administrator who is strategically advancing the community in a forward-thinking manner. With an estimated population of 1,200, Youngsville has minimal capacity to take on additional initiatives. Mrs. Young stated there was a great collaboration between groups and organizations which leads to successful events and endeavors. Main Street is experiencing a significantly high volume of traffic, especially truck traffic, that produces noise, fumes, and congestion. While this is a chief concern, the future implementation of solutions is in the hands of NC DOT. Regardless, Downtown Youngsville businesses are experiencing success. The adopted 2040 Comprehensive Land Use and Master Plan includes a downtown catalyst area streetscape design that will bring physical enhancements to Main Street. The adopted Bicycle and Pedestrian Plan

ties Luddy Park to the downtown core area and will assist in capitalizing on bicycle traffic coming through Youngsville as park of the Mountain to Sea Trail.

The ninth through the twelfth slides summed the Opportunities, Obstacles, Liabilities and Assets (OOLA) Analysis. This list came from previous work sessions.

The thirteenth through the sixteenth slides showed the Implementation Strategy for the Town Brand / Wayfinding. Actions included hiring a firm to develop a Town Brand and wayfinding signage designs. Mrs. Young stated Youngsville has been awarded a grant and has hired a company to move forward with the branding / wayfinding designs. She asked that everyone in Youngsville come out to support the three-day branding workshop. Once the branding has been decided, the Town will need to market and launch the brand. The Town will also need to utilize the brand in all future economic development initiatives and recruitment materials to attract businesses, developers, and investors. Mrs. Young reminded the Board to budget for future fabrication and installation of wayfinding signs. Wayfinding signs should be installed as budgets allow.

Slides seventeen through nineteen detailed all the Tasks. Proposed actions gave a timeline, responsible party, resources needed and which of the four-point approach the task related to.

The twentieth slide showed the second Implementation Strategy for a Farmers and Artists Market. Actions included forming a committee / task force to analyze potential locations for a market that is woven throughout Downtown Youngsville. The Town will need to develop a marketing plan with logo to promote the market.

The twenty-first and twenty-second slides showed the Tasks. Proposed actions gave a timeline, responsible party, resources needed and which of the four-point approach they related to. Mrs. Young noted it was late in the year and the Farmers and Artists Market will probably open next year.

Slide twenty-four showed the Next Steps. Next Steps included reviewing the work plan, editing responsible parties and completion dates as needed, and adding tasks that make the workplan more complete. Mrs. Young stated the Town would need to utilize the workplan to remain focused and action oriented. The Town will then need to develop a workplan for all future Downtown Youngsville initiatives, keeping in mind that all four areas of the Main Street approach should be incorporated into each future workplan.

Slide twenty-five summarized that Youngsville is a small, proud community that is attracting businesses, residents, and visitors from surrounding metropolitan areas due to its authentic character and creative offerings. The development and implementation of a town brand that communicates Youngsville's character will assist in future downtown revitalization and business recruitment efforts.

Mrs. Young stated that "You don't have to be large... You just have to be creative!".

The final slide showed contact information for Liz Parham, NC Main Street and Rural Planning Center. Mrs. Young explained that Mr. Naegelen would help assist the Town with NC DOT and installing wayfinding signage. She noted this was a lengthy process and would need to be spread out. Mrs. Young stated the firm the Town hired, Arnett Muldrow & Associates, was a great team that does excellent work. She stated Mr. Naegelen can also help with the Farmers and Artists Market, including rules and guidelines. As the Town moves forward, Mr. Naegelen can also help with other projects as needed.

Cordeiro noted the Town had hired Arnett Muldrow & Associates and stated they were a competent firm who would lead us through the branding and marketing process. He explained they would be an important part of the upcoming focus groups. Cordeiro broke down the focus groups they had planned and asked that he be notified if more people needed to be added. Focus groups would be held on June 24<sup>th</sup> and 25<sup>th</sup>.

Mrs. Young asked that this presentation be forwarded to Arnett Muldrow & Associates, so they can be ahead of the game. Cordeiro and Mayor Flowers thanked Mrs. Young and Mr. Naegelen for all their help, it was greatly appreciated. Mayor Flowers stated it was great to have experts guide us through this process.

Commissioner Hedlund stated he would relay this information to the Franklin County Chamber of Commerce during their monthly meeting.

Commissioner Redd inquired about the next steps for the Farmers and Artists Market and Cordeiro explained he was in the process of starting a committee. He stated that he has already reached out to several people. Once the committee has been formed, then they will start scheduling meetings to work on the Farmers and Artists Market.

The Work Session ended at 6:31pm