

REGULAR BOARD OF COMMISSIONERS MEETING

TOWN OF WAKE FOREST, NORTH CAROLINA

July 18, 2006

Mayor Jones called to order a regular meeting of the Board of Commissioners at 7:00 p.m. Present were Commissioners Stephen Barrington, Velma Boyd-Lawson, David Camacho, Frank Drake, and Margaret Jones Stinnett as were Town Manager Williams, Town Clerk Wilson, Planning Director Russell, Planner Sary, Public Works Director Barton, Engineering Director Keravuori, Parks and Recreation Director Simpson, and Town Attorney Vernon.

Mayor Jones led everyone in the Pledge of Allegiance.

1. Approval of agenda.

Mayor Jones reported that an additional item needed to be added to the agenda for approval:

11. Public Safety Items.

- A. Consideration of approval of resolution approving receipt of grant monies for Traffic Safety Funding Sponsored by the North Carolina Governor's Highway Safety Program. (Attachment 11.A.)

ACTION: Commissioner Boyd-Lawson made a motion to approve the agenda as amended. Commissioner Camacho seconded the motion, which carried unanimously (5-0).

2. Approval of minutes.

- A. **Meetings held May 31, 2006 (Budget Work Session), June 6, 2006 (Work Session and Joint Public Hearings), and June 20, 2006 (Regular Board of Commissioners Meeting).**

ACTION: Commissioner Barrington made a motion to approve the minutes of meetings held May 31, 2006 (Budget Work Session), June 6, 2006 (Work Session and Joint Public Hearings), and June 20, 2006 (Regular Board of Commissioners Meeting) as submitted by Town Clerk Wilson. Commissioner Drake seconded the motion, which carried unanimously (5-0).

3. Presentations.

A. Presentation by Tom Iverson, Chairman of the Downtown Revitalization Corporation (DRC).

Mayor Jones recognized Mr. Tom Iverson, who spoke saying he was the outgoing chair of the Downtown Revitalization Corporation (DRC) and reported the State of your Downtown is good and getting better.

Successes from the year just completed include:

- * The development and implementation of a Downtown Façade Improvement Grant program. Four (4) grants have been approved and all funds have been allocated for this year just finished.
- * Due to the loss of our Downtown Manager during the year, we reevaluated the position and advertised for an Executive Director at a competitive salary. The DRC has been fortunate enough to hire an Executive with over 20 years experience in Downtown's such as the Town of Wake Forest. She begins full time with us in just a few weeks.
- * The DRC has completed a 6-month long Marketing and Signage plan for Downtown Wake Forest. This study provides for a new corporate identity for Downtown and Wake Forest, a market analysis allowing us to target certain business segments, and a design guide for wayfinding, trailblazing, and gateway signage.
- * Completed the design and printing of placards for display in the windows of vacant downtown businesses that tell the story of the renaissance of downtown Wake Forest. Since there are few empty storefronts right now, these will be displayed during events and in windows in the event of any vacated businesses.
- * Held the first Renaissance Ball – the first fund raising event for the DRC.
- * Added the downtown Farmer's Market management to the Board of the DRC. This will create some great synergies as The Market grows along with the Downtown.

Some of the plans for the DRC for the coming year include:

- * Complete the process for reapplication for membership in the Main Street Program, sponsored by the North Carolina Department of Commerce. Inclusion will provide leadership, consulting, training, and access to and assistance with grants designed to help downtown's like ours through the revitalization process. Application due in August.
- * Design and implement Wayfinding Signage and Banners in Downtown Wake Forest.
- * A full revamp of the DRC's Web Site to include interactive property and business inventories in the downtown area.
- * Create an easy access for support for downtown businesses through the Small Business Technology Development Center run by North Carolina

State University – the first step in creating a true downtown business incubator.

- * Develop a Local Loyalty program to spur repeat visits and build a database of local shoppers for analysis and marketing purposes.
- * Expand the Façade Improvement Grant program to double the number of grants approved.

Mr. Iverson spoke further saying that the Downtown Wake Forest will prosper and grow this coming year. The DRC is proud to be a part of the renaissance of the Downtown. The DRC is a good organization with great people doing some wonderful things. If anyone listening right now, here or at home, would like to be part of the growth of your downtown, simply go to: www.wakeforestdowntown.com for information on how to contact us.

B. Presentation by Wake Forest College Birthplace Society concerning funding for the proposed museum annex.

Mayor Jones recognized Mr. Ed Norris, Executive Director of the Wake Forest College Birthplace Society, who spoke saying a museum in a community is a key piece in economic development. As I told you the last time I stood before you, tourism is the fastest growing industry in our state and heritage tourism is the largest part of that industry. In June the museum's visitors came from all across North Carolina, 5 other states and 2 foreign countries (Brazil & Ireland) as well as Wake Forest. These visitors were largely attracted here because of our museum. They eat, shop, and otherwise spend their money in Wake Forest.

Let me first answer a few concerns raised since our last request to this board. All museums in today's world are funded by a variety of sources. All publicly owned museums receive a major part of their funding from private support groups and corporate sponsors. Likewise nearly all private museums receive public funds from local, state or federal sources. Private museums receive government funds because governments realize the importance a museum can play in a community's infrastructure.

The Wake Forest Birthplace Museum does not belong to Wake Forest University nor is it run by alumni. Here are the Facts: It is operated by the Wake Forest College Birthplace Society, Inc. Half of the Board members (7 of 14) are non-WFU Alums. Mr. Norris said that as executive director, he is not a graduate of WFU. Nearly 80% of the visitors are not associated with Wake Forest University.

If the museum were to move to downtown as one citizen suggests, under the condition of the deed, the property on North Main Street would revert back to Wake Forest University. It is doubtful that it would remain a beautiful park and gardens maintained totally free for the enjoyment of Wake Forest residents. It would no doubt be offered by the University for sale, perhaps to underwrite some

of the cost of such a move. If it were to remain a park, the tax payers of Wake Forest would likely have to pay much more than is proposed for the new building just to maintain what they now enjoy for free. What does Wake Forest University contribute now? WFU contributes the equivalent of a plus \$1,000,000 endowment through maintenance and up-keep of the building, office expenses, and salary and benefits for the executive director.

What will the Calvin Jones House be used for, will it be empty or just storage? It is planned that when the new facility is occupied that attention will turn toward making the Calvin Jones House a true museum. Possibilities are endless, an early 19th Century doctor's office, the first president's home, the first college dining hall, students rooms from various periods in history, a boarding house, the first Wake Forest Post Office or any or all of those things. The Jones' house is truly unique in its past uses. It is also the principle artifact of the museum; it is not just a house that holds a museum. It is where Wake Forest University had its beginnings and it is the birthplace of the Town of Wake Forest.

Yes, the new facility will allow the Birthplace Society to preserve, display and better tell the story of the first 122 years of Wake Forest University. However, that history is also the history of Wake Forest and why the town exists today.

However, it will also allow the Birthplace Society to display exhibits on the town, its people and businesses that have made the Town of Wake Forest a great place to work and live.

- * A museum that can tell the history of our African-American citizens and their efforts to achieve a prominent place in the community. A museum that can tell the story of "the other Wake Forest" as the mill village grew and became a major part of the local economy.
- * A museum that will allow us to meet the curriculum needs for our 3rd, 4th and 8th grade students studying Community and North Carolina history in our local schools.
- * A museum that will provide local civic clubs a place to meet or hold events.
- * A museum that will help enrich the lives and further educate our citizens by allowing for special programs, seminars and special touring exhibits.
- * A museum that will truly be the center piece for the town.

Mr. Norris reported that next week the Birthplace Society will kick-off a major fund raising campaign. This kick-off will be here in the Town of Wake Forest. The Birthplace Society has been offered the staff and resources of the University's Advancement office to continue that effort and the Birthplace Society will be working with them closely.

The Birthplace Society has a unique design drawn by award winning Winston-Salem architect Edwin Bouldin. When completed and landscaped from the front view it will appear not to be one building but a cluster of buildings as would have been found behind the Jones house and other plantation houses in this area in the early 19th century. Upon entering you will see a modern facility that meets all the needs for a museum and community center. To better meet the needs of the museum, to keep within rising cost and to meet the concerns of neighbors who felt the planned and approved building was too large, Mr. Bouldin has reduced the size of the building from just over 10,000 square feet to just under 7,000 square feet. In doing so he has maintained the unique character of the design and all the function of the interior design.

This summer the restroom facility will be constructed. This is the first phase of the construction project. Funds raised by the Birthplace Society and from the Town will pay for this first phase.

Tonight the Birthplace Society is asking the Board of Commissioners to further consider becoming or actually continuing to be a partner with the Birthplace Society, Wake Forest University and friends of the museum in funding this project. Mr. Norris said the Birthplace Society is not asking for a huge one time grant. They are asking for a commitment. A financial contribution this year that will fit within the means of the Town and the balance of that commitment to be paid over a period of years to be determined by this body. With that the Birthplace Society will secure the needed construction funds from the bank.

The question has been asked both here and in Winston-Salem; what happens if the fund raising is not successful and the building is not built? Of course, any funds received and not expended from both the town and the university would be returned. However, construction will not begin until we have a commitment for the needed funding. Therefore, that scenario is very unlikely.

The Birthplace Society is anxiously looking forward to this new and exciting museum facility and hope that the Town of Wake Forest will take this opportunity to become a full partner with the Birthplace Society.

Mayor Jones recognized Mr. Sherrill Brinkley, who spoke saying that the museum is important to the heritage of Wake Forest. The Calvin Jones house is where it all started where Mr. Jones wanted to educate young people. Wake Forest is a unique town. The local radio station, WPCE, plays classical music and is heard everywhere. Mayor John Byrne of Fuquay Varina said that he would give anything to have a museum in his town. Mr. Brinkley urged the Board of Commissioners to help fund the museum and the heritage of Wake Forest.

Mayor Jones spoke saying that she had heard about the Folk House located on South Avenue (located across from the Wake Forest Baptist Church). The house is the only

remaining structure of three (3) houses built by John Berry in 1838 for the newly formed Wake Forest College. A number of people and groups, including Capital Area Preservation and the State Historic Preservation Office, are trying to preserve the house which was built in 1838 as one of the three (3) original buildings constructed for the new Wake Forest College. The house is now the second oldest building in Town after the Calvin Jones house. It has been for sale for \$700,000 for several months. The Folk House is a very important building in Wake Forest. The house was constructed with brick made from local clay. The house was built before the Civil War. There are several outbuildings (kitchen/servant quarters). Mayor Jones said that she would like for the Board of Commissioners to do its very best to help preserve the house. It is a part of Wake Forest history and could be used as a museum/meeting place.

Mayor Jones spoke suggesting that the Board of Commissioners to delay making a decision on the Birthplace Society's request for funding.

Consensus of the Board of Commissioners was to discuss the Folk House and the Birthplace Society's request at the August 15, 2006 meeting.

4. Public hearings / Public Comment.

A. Public hearing and approval of ordinance for contiguous annexation submitted by Willfair Properties, LLC for property located off Rogers Road comprising 18.75 acres. (Note: Public Hearing continued from June 20, 2006 Board of Commissioners Meeting).

At 7:48 p.m., Mayor Jones opened the public hearing on the contiguous annexation submitted by Willfair Properties, LLC for property located off Rogers Road comprising 18.90 acres.

At 7:49 p.m., there being no one present to speak to this item, Mayor Jones continued the public hearing to the August 15, 2006 meeting.

B. Public Comment.

No one spoke.

4.1 Closed Session: N.C.G.S. 143-318.11(a)(5) - Land Acquisition - New Town Hall Site.

ACTION: At 7:50 p.m., Commissioner Drake made a motion to go into Closed Session for the purpose of Land Acquisition - New Town Hall Site governed by N.C.G.S. 143-318.11(a)(5).

At 8:22 p.m., Commissioner Stinnett made a motion to return to the regular meeting. Commissioner Boyd-Lawson seconded the motion, which carried unanimously (5-0).

Mayor Jones recognized Ms. Vicki Grant with Little Diversified Architectural Consulting, who made a brief presentation concerning the Conceptual Site Analysis for the Municipal Master Plan for the location of the new Town Hall site (copy of documentation on file in Town Clerk's Office).

ACTION: At 8:42 p.m., Commissioner Drake made a motion to go into Closed Session for the purpose of Land Acquisition - New Town Hall Site governed by N.C.G.S. 143-318.11(a)(5).

At 9:07 p.m., Commissioner Boyd-Lawson made a motion to return to the regular meeting. Commissioner Camacho seconded the motion, which carried unanimously (5-0).

5. Consent Agenda.

ACTION: Commissioner Camacho made a motion to approve the Consent Agenda items as presented. Commissioner Drake seconded the motion, which carried unanimously (5-0).

A. Approval of tax releases (no tax releases received this month).

B. Approval of resolution for the Municipal Reimbursement Agreement Bike Planning Grant with NC-DOT resulting in the following resolution:

RESOLUTION 2006-31

RESOLUTION OF SUPPORT FOR THE 2006
BICYCLE PLANNING GRANT AGREEMENT
BY THE BOARD OF COMMISSIONERS OF THE
TOWN OF WAKE FOREST, NORTH CAROLINA
(Body of resolution contained in Resolution Book 23)

C. Approval of Wildflower, Phase 3 Master Plan.

6. Legislative Items.

A. Consideration of approval of resolution for the Downtown Revitalization Corporation (DRC) to apply for a North Carolina Main Street Program.

ACTION: Commissioner Drake made a motion to approve a resolution for the Downtown Revitalization Corporation (DRC) to apply for a North Main Street Program. Commissioner Barrington seconded the motion, which carried unanimously (5-0) resulting in the following resolution:

RESOLUTION 2006-32
RESOLUTION IN SUPPORT OF A
MAIN STREET PROGRAM FOR THE
TOWN OF WAKE FOREST, NORTH CAROLINA
(Body of resolution contained in Resolution Book 23)

7. Planning Items.

- A. Consideration of approval of Case RZ-06-05: A rezoning request filed by the Town of Wake Forest to rezone 4.75 acres from HD, Highway District (Wake County) to HB, Highway Business District for the properties located at 2500 Burlington Mills Road, 9912 Capital Boulevard (US-1), and 9932 Capital Boulevard (US-1) being Tax PINs: 1738-49-3229, 1738-48-0868, 1738-49-2130.**

ACTION: Commissioner Drake made a motion to approve Case RZ-06-05: a rezoning request filed by the Town of Wake Forest to rezone 4.75 acres from HD, Highway District (Wake County) to HB, Highway Business District for the properties located at 2500 Burlington Mills Road, 9912 Capital Boulevard (US-1), and 9932 Capital Boulevard (US-1) as recommended by the Planning Board. Commissioner Barrington seconded the motion, which carried unanimously (5-0) resulting in the following ordinance:

ORDINANCE 2006-32

ORDINANCE AMENDING THE OFFICIAL ZONING MAP
OF THE TOWN OF WAKE FOREST, NORTH CAROLINA
(Body of ordinance contained in Ordinance Book 19)

- B. Consideration of approval of water allocation for the proposed Village at Wake Forest Subdivision (Calvin Ray Property located on North Main Street - 60 units per year.)**

This item was delayed to the August 15, 2006 meeting.

8. Administration and Financial Items.

None.

9. Public Services Items.

None.

10. Parks and Recreation Items.

A. Consideration of approval of Wake County Open Space Grant application (copy of documentation on file in the Town Clerk's Office).

ACTION: Commissioner Boyd-Lawson made a motion to approve the application for the Wake County Open Space Grant. Commissioner Barrington seconded the motion, which carried unanimously (5-0).

11. Public Safety Items.

A. Consideration of approval of resolution approving receipt of grant monies for Traffic Safety Funding Sponsored by the North Carolina Governor's Highway Safety Program.

ACTION: Commissioner Drake made a motion to approve a resolution approving receipt of grant monies for Traffic Safety Funding Sponsored by the North Carolina Governor's Highway Safety Program. Commissioner Camacho seconded the motion, which carried unanimously (5-0) resulting in the following resolution:

RESOLUTION 2006-33

RESOLUTION APPROVING RECEIPT OF GRANT
FUNDS FOR TRAFFIC STUDY FUNDING
SPONSORED BY THE NORTH CAROLINA
GOVERNOR'S HIGHWAY SAFETY PROGRAM
(Body of resolution contained in Resolution Book 23)

12. Other Business.

Mayor Jones reminded the Board of Commissioners about the annual NCLM Meeting in Greensboro in October 2006.

Town Manager Williams reminded the Board of Commissioners of the mid-year retreat to be held on Friday, August 4, 2006 at the League Building in Raleigh.

13. Adjournment.

ACTION: At 9:25 p.m., Commissioner Camacho made a motion to adjourn the meeting. Commissioner Barrington seconded the motion, which carried unanimously (5-0).