

**MINUTES OF JOINT MEETING -  
SANFORD AREA GROWTH ALLIANCE,  
LEE COUNTY COMMISSIONERS, TOWN OF BROADWAY COMMISSIONERS,  
and SANFORD CITY COUNCIL**

Thursday, January 23, 2020 – 6:00 P.M.  
McSwain Center, Tramway Road, Sanford, NC

The Sanford City Council, Lee County Board of Commissioners, and Town of Broadway Commissioners met with members of the Sanford Area Growth Alliance (SAGA) Executive Committee and staff at the McSwain Center, located at 2420 Tramway Road, Sanford, North Carolina, on Thursday, January 23, 2020, at 6:00 p.m. The following people from the City of Sanford were present:

City:

Mayor T. Chet Mann  
Council Member Byron Buckels  
Council Member Jimmy Haire  
Council Member James Williams  
City Attorney Susan Patterson  
Management Analyst Holly Marosites  
Deputy City Clerk Vicki Cannady

Mayor Pro Tem Rebecca Salmon  
Council Member Sam Gaskins  
City Clerk Bonnie Davis  
City Manager Hal Hegwer  
City Finance Director Beth Kelly

Absent: Council Member Charles Taylor  
Council Member Norman “Chas” Post III

SAGA Board Chair Kirk Bradley welcome everyone to the meeting. Mayor Mann called the meeting to order. Mr. Bradley stated that one of the program elements of SAGA was to have an all boards meeting annually to keep everyone abreast of what is happening in Sanford/Lee County. Six years ago, they began planning efforts to create an ecosystem that has become the envy of the state. It has taken a lot of investment and vision from the elected boards and the tax base and jobs are increasing.

TOURISM DEVELOPMENT AUTHORITY (TDA) UPDATE (Exhibit A)

Chair Kevin Brown gave an update on the progress of the TDA. He played a short video of Sanford that was compiled from stills and video gathered for the past year. It is only to show assets of the county. A marketing firm has been in Sanford this summer and will be back in the spring, and will come in for footage if we have snow. They have been a great partner in collecting footage to use for a more surgical approach campaign, creating three pillars – shopping/dining, arts/entertainment and recreation/leisure. He added that some of the footage belongs to DSI. The firm has been coming to Sanford during the four seasons to take pictures, etc. We will begin with our outdoor assets, recreation, golf, kayaking, etc. Some assets they have compiled appear on several of their platforms, website, Facebook, etc.; Facebook has had 1,200 followers. The TDA engaged in several events totalling \$41,000 in sponsorships, including Streetfest, Latino Festival, and the EDPNC conference this past October. He stated that some of our assets are some of our best kept secrets. They engaged with the Fishing University this past November and have put together a ninety-second commercial that will run in an upcoming TV series, which Mayor Mann narrated. It will start airing in March. This year, a \$20,000 project has been initiated with Our State Magazine with three issues – Spring, Summer and Fall.

### AIRPORT (Exhibit B)

Executive Director Bob Heuts presented slides of the airport listing the Authority's responsibilities. He noted that they are preparing for expected growth as Raleigh is slowly moving outward to us. He noted there are limitless possibilities with air taxis, package delivery, etc. In North Carolina, we are not a commercial airport; we are general aviation. The original investment is \$14 million and to build a new airport it would cost \$100 million plus. There are 50 people working at the airport and its budget is \$2.4 million. He presented pictures of the new terminal building that was built consisting of 14,500 square feet. The City is extending public sewer to the airport, which will help with creating more jobs. Mr. Heuts displayed a layout of what the airport could look like in 2040. There are triggering events that might create taxiway expansion with the Moncure Megasite, Chatham Park, etc. A master plan has been put together and is being presented to the Lee County Board of Commissioners and the Planning Board to protect the surrounding area of the airport.

### SAGA UPDATE (Exhibit C)

SAGA CEO Mike Smith updated the activities of SAGA and thanked everyone in the room because 2019 was amazing and it takes a team to accomplish what has taken place. They are adding to the website a map showing where Sanford and the airport is located in relation to the Raleigh-Durham area. He noted that our location is not only part of the Research Triangle region but also part of the North Carolina Core. SAGA has re-established connectivity with the NC Department of Commerce and the Economic Development Partnership and is marketing with the *Triangle Business Journal* and WRAL. Mr. Smith explained that the Shell building and the Central Carolina Enterprise Park has been dramatic in terms of having potential clients visiting the site. We have had two clients in that building at the same time and without incentives, Bharat Forge would not have come here, along with our workforce, and incentives from the state and community. SAGA is looking at building Shell building #2 because the first one was so successful.

### TOWN OF BROADWAY

Mayor Don Andrews stated that Broadway is searching for a new town manager. They are planning a big festival and a new business is coming to Broadway.

### CITY OF SANFORD

Mayor Chet Mann thanked everyone for working together to make 2019 a huge success. There were four items he set out to do as mayor and they were: the open for business agenda Council adopted; continue to support SAGA; make Sanford a Destination Sanford; quality-of-life initiatives with quality-of-place and continuing to create community pride. He displayed slides of the City of Sanford's East Sanford Initiative (Exhibit D). The City hired Development Finance Initiative (DFI) from the UNC School of Government to perform a study regarding strategies for potential redevelopment of East Sanford. The study revealed that 50 percent of properties are distressed; homes are older than others in the City and the median home value is lower (\$82,000) than others. One of the key findings is that the neighborhood population in East Sanford is growing three times the rate of the City. He explained the Affordable Housing Needs Assessment Findings and noted there is a market strain on the housing stock for low-income households. Mayor Mann added that the Temple Ball Park could be a key feature moving forward with reinvestment in East Sanford and there are several hundred kids that can walk to it. East Sanford is a target area for Urban Redevelopment Area (URA).

Mayor Mann gave an update on the North Carolina Department of Transportation Street projects (See Exhibit E) and the Homeless Initiative Project with S3 Connect.

LEE COUNTY

Lee County Chair Amy Dalrymple gave an update of County business and noted that the Census will be held this year, and a meeting will be held on February 5 at 6:30 PM at the McSwain Center on Tramway Road

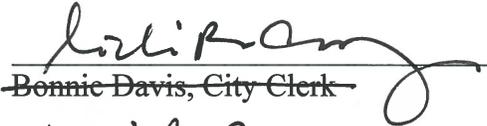
ADJOURNMENT

Mayor Mann declared the meeting adjourned.

Respectfully Submitted,

  
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T. Chet Mann, Mayor

ATTEST:

  
~~Bonnie Davis, City Clerk~~

Vicki R. Cannady,  
Deputy City Clerk