

MINUTES OF STRATEGIC ASSET VALUE MEETING
9 A.M.
West End Conference Room,
225 East Weatherspoon Street
Sanford, North Carolina

The Strategic Asset Value meeting was held in the West End Conference Room of City Hall, located at 225 East Weatherspoon Street, Sanford, North Carolina, on Friday, January 30, 2015, at 9:00 A.M.

City:

Mayor T. Chet Mann
Council Member Sam Gaskins
Council Member Rebecca Wyhof
Council Member Byron Buckels
Council Member James Williams
Council Member Charles Taylor
City Manager Hal Hegwer
City Attorney Susan Patterson
City Clerk Bonnie Davis
Financial Services Director Beth Kelly
Community Development Director Marshall Downey
Downtown Development Manager II David Montgomery
Ray Covington – President of Friends of the Park

County:

County Chairperson Amy Dalrymple
County Commissioner Ricky Frazier
Lee County Manager John Crumpton
Parks & Recreation Director John Payne
GIS Director Don Kovasckitz

Broadway Town Manager Dustin Kornegay

Presenters:

Joe Winters – Brailsford and Dunlavey
Joe Collums – Brailsford and Dunlavey

Joe Collums said that their focus is to help communities or higher institutions to make strategic decisions; they are not architects or designers. He said that they bring those people on board to strengthen the team but their approach is to help set communities up with the right information to make the best decision. Ultimately at the end of the day, whether a multi-sports complex is built or how big it is built, it does not matter to Brailsford and Dunlavey. Their job is to help the committee understand how to make a clear and best decision for your community.

Mr. Collums informed the committee that they and their architect, took a site tour of the parks in Lee County and they focused on O. T. Sloan because it is part of their study so they could perform a site analysis.

Mr. Collums talked about the mission and the purpose of the study. Their mission is to make their clients the strongest owners possible throughout the development process. Their purpose is to inspire and empower organizations to maximize the value of investments that advance communities. He explained the value scale they placed on each category of the analysis. The scale of 0 to 10 represents various levels of commitment that might be required of the entity to attain mission alignment for that outcome category. Either a high or low number might be appropriate. They asked the committee their opinion of each category and how they would like to rank them from their prospective of what they would like to see in a multi-sports complex. Council Members expressed

their views and opinions regarding the breakdown of each category (See attachment). The committee changed some of the value benchmarks to what they felt was critical to a multi-sports complex in Sanford.

Joe Winters said this will give them critical information on how to guide the study.

Ray Covington, President of the Friends of the Park, stated that it takes a whole community and a real guidance from Council that they support this endeavor wholeheartedly. It will be a driving force to bring people into the community and it will be easier to raise money if Council supports the multi-sports complex. He said that in talking with the people in the community, they have to go outside of Sanford to find facilities to use.

Lee County Manager Crumpton added that we have good facilities but not enough of the right facilities.

Mayor Mann stated that approximately 4,000 people come to Sanford to work and we need to capitalize on those people to live here. Mr. Taylor suggested doing a survey to see what it would take for the people that work here to move to Sanford.

Mr. Collums said that staff will go back and consolidate the information that they have received from the meetings such as current performance, current participation in youth sports; all this goes into the study. Then they transition into the market analysis; understanding in very detailed ways – drive times; how many participants you can expect to come to your community; what is participation level by sports in this area; how many tournaments a year you can expect; the financial models so you can understand the range and how it relates back to the design of a facility. The other layer they have to look at is analyzing the actual site, which is the O. T. Sloan Park. The architect will take the lead on understanding the capacity it has to meet the committee's vision; what the program would have to be and how it would have to be configured. They will bring a lot of visuals and illustrations the next time they come in to show what that impact could be. They will transition into the next few weeks and it will be heavy on the research end of it and the understanding of the vision. They will turn around a synopsis of the discussion today that will be drafted and reviewed to make sure there is an agreement about what are the driving vision components. They do not want to move forward until they get a general consensus about where those gaps are and finally do the survey. The survey will be a critical component on how this community sees recreation and where improvements can be made. They break this information down demographically to understand age groups; background; where people live; what they are looking for in terms of improvements. He said that they will need the committee's help in promoting the survey because they want it to be statistically significant so that they can create a margin of error that they know fully represents this community.

Mr. Winters added that they found this survey specifically to be a powerful tool in these cases; it is the voice of the users and you have been elected by the people. The sooner they get the survey going and receive the data back, the quicker they can move on to wrapping up the analysis.

Mayor Mann asked about the time frame for the recommendation. Mr. Collums replied about three months. They will come back with what they call a presentation of preliminary findings - this is what they heard in terms of vision; this is what they studied and this is what they found. It will

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either corroborate with what their hypothesis was about the community or it is something a little different. This is an interim time to discuss the findings and then they will move to a very detailed recommendation phase about the site itself and about the programs that will be most effective to meeting the committee's vision.

ADJOURNMENT

Council Member Post made the motion to adjourn the meeting. Seconded by Council Member Taylor, the motion carried unanimously.

Respectfully Submitted,

T. CHET MANN, MAYOR

ATTEST:

BONNIE DAVIS, CITY CLERK