

NORTH CAROLINA DOWNTOWN NEWS



Partnerships - Advocacy - Revitalization

**Summer/Fall Edition
September 2007**

A Publication of the North Carolina Downtown



President's Message.....

Jason Epley

My time has finally arrived! I was "President-in-waiting" over the past two years and have now, officially taken office. I've had a whirlwind of a summer, changing jobs, taking over as President of NCDDA and moving my family from our home of 11 years in Fayetteville back to the Piedmont where I grew up – not to mention vacation mixed in there as well. So, how has your summer been so far?

As the NCDDA Board of Directors looks ahead we have many goals to accomplish over 2007 - 2008. We have **Regional Directors** moving forward - planning to hold at least two meetings per region this coming year and we are working on "seminars" to be held at eastern and western locations this Fall and Spring. Please see the registration information later in this newsletter for the **Fall Seminar on Downtown Incentives** – focusing on two examples from Smithfield and Lincolnton where tax incentives, similar to the industrial recruitment /economic development incentives that have been adapted for downtown economic development. This should be a topic of interest to the entire membership.

Speaking of membership, **who do you know that should be a member in your region that is not?** Take some time to get to know other downtown managers and planners in your area and encourage them to become a

member of NCDDA. The more folks we can bring together as an organization, the more influence we can have in promoting downtown development statewide.

Several conferences /events that NCDDA will have a strong presence at are approaching that you may want to place on your calendars:

- Sept 26th – 28th – NCAPA Conference (Chapel Hill)
- October 5th – NCDDA Board Meeting (Salisbury)
- October 9th and 11th – NCDDA Fall Seminars (Smithfield and Lincolnton)
- October 14th – 16th - NCLM (Fayetteville)
- October 25th – 27th – Preservation NC (Raleigh)
- January 30 – Feb 1, 2008 – Main Street Conference (Rocky Mount)

Thank you for your efforts in promoting downtown development in your community. In the weeks ahead, look for Regional Meetings and events where you can become more involved with NCDDA. Please contact me or any Board member concerning questions or suggestions you may have. Let's continue working together to improve downtown development for our entire State.

**NCDDA's Statewide
Fall 2007-Seminar Series**

Smithfield (October 9th) · Lincolnton (October 11th)

"Downtown Incentives"

What incentives are available for downtown development? Have you always wanted a tax incentive available for you to use in attracting downtown development like the industrial recruitment folks always seem to do?

Come to Smithfield or Lincolnton in October to hear about how Lincolnton and Smithfield have worked with their local elected officials to create a "tax" incentive similar to those used for industrial recruitment. Also, you will hear a brief presentation on other statewide incentives for downtown development.

Finally, this is your chance to brainstorm with your fellow downtown director's on what policies and legislation NCDDA should be working on to prepare for the next session of the General Assembly in the spring. The NCDDA Board wants to hear from you the type of legislation we should be promoting.

Seminar Schedule

- 9:00 – 9:30 Registration / Refreshments
- 9:30 – 9:35 Welcome and Introductions
- 9:35 – 10:05 Smithfield Example
 - Chris Johnson, Downtown Smithfield Development Corp.
- 10:05 – 10:35 Lincolnton Example
 - Brad Guth, Lincolnton Downtown Development Association
- 10:35 – 10:50 Break
- 10:50 – 11:05 Overview of Statewide Incentives
 - Ray Gibbs, Chas. H. Sells, Inc. (Former, President of Downtown Greensboro, Inc.)
- 11:05 – 11:45 Facilitated Discussion Questions?
What are NCDDA's Legislative issues for 2008?
- 11:45 - 11:50 Closing – Where do we go from here? (Please have lunch in small groups to discuss issues further)

Registration Fee: \$20 NCDDA Member
\$30 non-member



WORKSHOP SERIES REGISTRATION

NCDDA's Statewide Fall 2007 Seminar Series
Smithfield (October 9th) • Lincolnton (October 11th)

"Downtown Incentives"

Name _____

Title _____

Organization/Company _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

Email _____

Is this your first meeting? Yes No

Special Needs _____

Registration Fees

Amount Enclosed: \$ _____
\$20 NCDDA Member
\$30 Non-Member

Membership application available on our website
www.ncdda.org.

I plan on attending the following Seminar:

- Smithfield (Oct 9th)**
- Lincolnton (Oct 11th)**

Smithfield Site

Howell Theatre
141 South 3rd Street
Smithfield, NC 27577
Contact: Chris Johnson 919.934.0887
www.downtownsmithfield.com/

Lincolnton Site

Fire Department – Training Room
116 W. Sycamore Street
Lincolnton, NC 28093
Contact: Brad Guth - 704.736.8915
www.ci.lincolnton.nc.us/bizcommdev.html

**Please return this form with your check payable to
NCDDA and send to:**

**NCDDA – Central Office
Post Office Box 1795
Morehead City, North Carolina, 28557**

NEW NCDDA Board Members for 2007 - 2009

Thank you to all of the NCDDA Board Members for 2006 -2008 for your continued service and welcome to the new Board Members for 2007-2009. We are excited to have such a professionally diverse and energetic Board!

Please join me in welcoming the newly elected Board Members for 2007 – 2009 that are listed below.

- **President-Elect—Randy Heman** is the Executive Director of Downtown Salisbury, Inc. Randy has served NCDDA as President, Vice President and most recently as V.P. of Technical Assistance. He likes the direction the Board is headed and is excited about continuing to stay involved on the board – providing his experience in accomplishing the mission of NCDDA. Randy has been a member of NCDDA since 1987.

- **Treasurer—David Montgomery** is the Executive Director of Downtown Sanford, Inc. He believes that the NCDDA along with the NC Main Street Program is one of the few organizations in the state that is a true advocate of downtowns in the State of North Carolina. With its vast network of experienced downtown Directors and other private and public partners; NCDDA has the ability to campaign to policymakers the importance downtowns have on people's lives both economically and socially. As such, he welcomes the opportunity to be a part of the Board of Directors to help further the renaissance of downtowns throughout all of our North Carolina communities.

- **Vice President – Technical Assistance**
Brian Borne is the Executive Director of the Gastonia Downtown Development Corporation. His involvement over the past years has been as a member and he would like to contribute to the organization success and future by being more involved at the board level. Brian feels that his experience and background are in line with the VP of Technical Assistance seat.

- **Vice President – Government Affairs**
Chris Johnson is Executive Director of the Downtown Smithfield Development Corporation. Originally elected to the board in 2003 as Region 6 Vice President, he was appointed Vice President - Government Affairs this year to fill a vacancy. Chris serves on several boards, including the Research Triangle Regional Partnership, Johnston County Economic

Development Corporation and the Smithfield-Selma Area Chamber of Commerce. Through these positions he has been afforded the opportunity to develop valuable contacts. Chris has been a member of NCDDA since 1999.

- **Vice President - Membership—Anne Morris** is the Senior Planner for Downtown Development with the Town of Cary. As a new member of NCDDA, she and her community will benefit from the experience of other Board members. As VP of Membership, Anne will bring lots of questions, “what ifs,” and a willingness to pursue new ideas and people who can add new perspectives to the organization.

- **Vice President – Region #2 (Southern Piedmont) - Karen Weston-Chien** is an Associate with HadenStanziale, PA, a full -service planning, landscape architecture and civil engineering firm with offices in Charlotte, Durham and Wilmington. Karen says she would like to be on the NCDDA board because the organization plays a vital role in the health of downtowns across the state. She has been an NCDDA member since 2000.

- **Vice President – Region #3 (Southern Coastal Plain) - Mary Rose** is the Senior Planner for the City of Clinton/Sampson County Planning Department. Mary has been a key to the successful revitalization efforts in the City of Clinton and has been an active member of Region 3. She is interested in serving on the NCDDA Board in order to gain, as well as share knowledge of downtown revitalization. She looks forward to the opportunity to assist NCDDA with bringing organizations and professionals together in order that we might share our enthusiasm for downtown revitalization, special events, historic preservation, and other efforts which contribute to the vitality of our downtowns.

- **Vice President – Region #4 (Central Coastal Plain) - Kathy Bethune** is Executive Director of the Wilson Downtown Development Corp. Prior to coming to Wilson, Kathy was Executive Director of the Martin Economic Development Corporation in Martin, Tennessee. She has also been a business broker and has her NC Real Estate license. She is willing to serve on the NCDDA board to work closely with other downtown professionals throughout the state. As VP for Region 4 she wants to encourage partnerships and regionalism. Kathy has been an NCDDA member since 2003.

North Carolina Downtown Development Association

The North Carolina Downtown Development Association (NCDDA) is a non-profit membership organization consisting of town, downtown development organizations, merchant associations, chambers of commerce, and private professionals.

The purpose of NCDDA is to create a state-wide network of people and organizations involved and interested in downtown revitalization. NCDDA strives to function as a leader in downtown issues, as a center for information and training as well as a clearinghouse of ideas

NCDDA Membership Benefits

NCDDA Members enjoy the following benefits: Fee-based Technical Assistance (TAT's), Newsletters, Membership Directory, Excellent Website – www.ncdda.org, On-line Members Only Listserv, Semi-annual Seminars and Workshops, Regional Roundtable Discussions, Legislative Updates, Regular Email Updates

NCDDA Membership Categories

Community Member: Includes two representatives from the same downtown/community organization. The categories are as follows:

Large Cities: (pop. 50,000+)

Medium Cities: (pop. 2,500-50,000)

Small Towns: (pop. <2,500)

Associate Member: Individual members & volunteers.

Professional Member: Consultants, architects, engineers etc.

Corporate Member: vendors and suppliers

Questions?

Contact:

Jason Epley - President

Email — jepley@cmrplanning.com

Tel — 1.800.650.3925

Anne Morris — Vice President of Membership

Email — Anne.Morris@townofcary.org

Tel — 919.469.4087

Membership Application

Community Member - (Based on Community Size): Large City: \$250
Medium City: \$150
Small Town: \$9

Associate Member: \$50 ~ Professional Member: \$100 ~ Corporate Member: \$250

Name: _____ Title: _____

Name of Organization: _____

Mailing Address: _____

Email: _____ Web Page: _____

Phone Number: _____ Fax Number: _____

County: _____

Signature: _____

Make check payable to NCDDA.

Send to: NCDDA Central Office
PO Box 1795,
Morehead City, NC 28557
252.422.5300 ~ ncdda@ec.rr.com

“Passing of the Gavel”

...Bruce Naegelen...



Jason Epley would become our president this year, and you voted to have **Randy Hemann** serve as president-elect for two years. Serving as your president the past two years has been fulfilling and provided a great opportunity to meet and work with many of you.

The board you elected this year reflects a pattern of professional diversity that has been growing in recent years thereby providing a broader base of knowledge and experience in our focus of downtown revitalization and development. Jason introduces you to the new board members on an individual basis in another column on this page, but I would like to say that this new board, as in the past, has quality people who have the best interests of NCDDA and North Carolina's downtown at heart. I am proud and glad to have worked with each of them and look forward to serving with them the next two years as past president.

Of course, there are always those individuals who make way for the new folks. As the new board took their positions in July, three fine people came off the board.

Ian Kipp, Downtown Development Manager in Rocky Mount served as our VP of Membership for the past couple of years and did an admirable job. He's doing a great job in Rocky Mount and we look forward to his continued involvement in NCDDA as a member. Many of NCDDA's members will be visiting Ian's community at the end of January for the NC Main Street conference.

Connie Kincaid, Executive Director of Hickory Downtown Development Association, and as Treasurer, has been the financial conscience of NCDDA since the last millennium! She has served on the NCDDA board since 1992 and in the capacity of Treasurer for most of those years. The financial status NCDDA enjoys is due in large part

to her fastidiousness in keeping us in line with our budgeting and expenses. We are going to miss her on the board, but look forward to her being an active member.

Ted Alexander, Director of the SW Regional Office of Preservation North Carolina, has been on the board since around 1988 when he was executive director of Uptown Shelby Association, a position he held for 14 years. In all those years Ted has served in many capacities within NCDDA, including my predecessor as president. Did I mention that while serving as president, Ted was elected Mayor of Shelby? Ted is a go-to guy in all aspects of downtown revitalization and historic preservation and we are fortunate to have had the benefit of his experience on the board all these years and certainly in the future as a NCDDA member.

Both Connie and Ted have battled through the highs and lows of NCDDA, which is a testament to the enduring quality and need for this organization.

I am excited about Jason Epley taking the reins of NCDDA. He has a clear vision and style that will elevate NCDDA to new levels, as our past presidents and boards have done over the past decade.

In closing, continue to use NCDDA as a resource in your work. One of the great benefits of NCDDA is the network of downtown professionals within each of our seven regions in the state. Contact your regional director to suggest topics of interest for your region and help schedule an occasional meeting. The regional meetings are designed to bring you other downtown, municipal and other professionals together to discuss issues of common interests related to downtown development. If you're not sure of who your regional director is, please send a note to our Central Office ncdda@ec.rr.com and Susan will be glad to let you know – or – you can visit the NCDDA website www.ncdda.org and click on Membership. Your region is listed and you can even sort the list by region to see the other members in your region!

2007-2009 NCDDA BOARD OF DIRECTORS

<p>President Jason Epley, AICP, CPM Director of Special Projects Benchmark CMR, Inc.</p>	<p>VP Education Brad Guth City of Lincolnnton, NC</p>	<p>Region 5, Northern Coastal Plain Jennifer Harriss Destination Downtown Edenton, Inc.</p>
<p>President- Elect Randy Hemann Downtown Salisbury, NC</p>	<p>Assoc. Dir./Community Member Rodney Swink NC Main Street Program</p>	<p>Region 6, Eastern Piedmont James R. Harris Community & Economic Div. Carrboro, NC</p>
<p>Past President Bruce Naegelen Downtown Dev. Coordinator Town of Clayton, NC</p>	<p>Assoc. Dir./Associate Member Mitch Wilds State Historic Preservation Office</p>	<p>Region 7, Western Piedmont John Allen City of Winston-Salem, NC</p>
<p>Secretary Kate Macintyre Downtown Davidson, NC</p>	<p>Assoc. Dir./Prof. Member John Alexander Shurley, AIA INSIGHT Architects, PC</p>	<p>Large Cities Director Marshall Isler Cumberland Co. Business Council Fayetteville, NC</p>
<p>Treasurer David Montgomery Downtown Sanford, Inc.</p>	<p>Assoc. Div./Corporate Member Jeffery Parsons Conner Gwyn Schenck, PLLC</p>	<p>Central Office Susan Collins Morehead City, NC</p>
<p>VP Technical Assistance Brian Borne Gastonia Downtown Dev. Corp.</p>	<p>Region 1, Mountain Region Tuesdae Rice Downtown Boone Dev. Assoc.</p>	
<p>VP Government Affairs Chris Johnson Downtown Smithfield, NC</p>	<p>Region 2, Southern Piedmont Karen Weston-Chien HadenStanziale</p>	
<p>VP Membership Anne Morris, AICP Senior Planner- Downtown Dev Town of Cary, NC</p>	<p>Region 3, Southern Coastal Plain Mary Rose Senior Planner Clinton-Sampson Planning Dept.</p>	
	<p>Region 4, Central Coastal Plain Kathryn Bethune Wilson Downtown Dev. Corp.</p>	



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