

**Marshville Town Council  
Special Meeting  
7:00 P.M. Tuesday, October 28, 2008  
Laverne Hall, Wingate University  
Wingate, NC**

Present: Mayor Franklin D. Deese, Council Members Ned Beachum, Margaret Bivens, Dora Bridget and Denise Whitley, Town Administrator Carl Webber, Town Clerk/Finance Officer Shelley Maness. Mayor Pro-Tem Gail Kiker was absent.

Mayor Deese opened the meeting at approximately 7:15 p.m. and welcomed everyone in attendance. Maurice Ewing, president of Union County Partnership for Progress, introduced Greenfield representatives Mary Lilley and Robin Spinks.

Ms. Spinks reviewed the findings and recommendations derived from the Marshville-Wingate Joint Economic Development study and acknowledged that the study was not an in-depth analysis, but a starting point for the two towns. Some of the key findings were:

1. Union County and Towns are growing rapidly.
2. The median household income for Union County is high.
3. Union County has a high percentage of manufacturing jobs.
4. In-community into Union County is significant.
5. Towns' tax bases are stagnant.
6. Transportation corridors are congested.
7. Infrastructure is inadequate.
8. There are no Class A industrial/commercial sites or buildings.
9. Downtown areas for both communities are dormant.
10. Wingate University is a significant asset.
11. Helms Center is unique, but isolated.
12. There is excellent cooperation between towns.

Greenfield based their recommendations on the following priorities set by members of the two communities at previous meetings:

- Priority 1: Expand water and sewer availability.
- Priority 2: Cooperate with each other and the County on regional land use plans.
  - a. Business corridors needed
  - b. Plan for the I-74 impact
  - c. Set aside land for industrial parks
- Priority 3: Increase the Towns' tax base and revenue.
- Priority 4: Create a bold destination or gateway image.
- Priority 5: Engage landowners to become part of the vision.

In order to accomplish these priorities, Greenfield recommended the following:

Priority 1

1. Decide on an engineering plan
2. Hire grant writing and financial consultants
3. Negotiate utility rights of way

4. Recruit willing and able persons to run for County Commissioner from the Eastern part of the County.

Priority 2

1. Start now on unified and accelerated planning.
2. Designate large areas for business corridors and an industrial park.
3. Research ownership, development and funding mechanisms allowing for multi-jurisdictional revenue and cost sharing.
4. Plan densities and mixed use ordinances to achieve and maintain the rural and suburban nature of the Towns as they exist today.
5. Work proactively with private developers to help them understand what the Towns desire.
6. Plan for impact of I-74 and actively encourage the NC Turnpike Authority to complete the Monroe Connector.

Priority 3

1. Proactively recruit targeted businesses (i.e., motels, pharmacy, upscale retail shops, retirement communities, student-related services, new affordable housing, etc.)
2. Develop a tax incentive program to encourage downtown building owners to redevelop and expand properties.
3. Explore the possibility of a new downtown for Wingate.

Priority 4

1. Utilize the new Monroe Connector interchanges as “Gateways” to the communities
2. Recruit an anchor venue/attraction for the US Hwy 74 and Monroe Connector interchange
3. Develop the major Class A business park.

Priority 5

1. Better leverage the resources of Wingate University.
  - a. Use Wingate facilities to host other institutional education programs
  - b. Provide small business consulting services to local businesses through Business School.
  - c. Offer Health care services through Physicians Assistance program.
  - d. Promote concert and other entertainment series.
  - e. Wellness center for students open to community membership.
  - f. Services for Latino community

Other Recommendations

1. Promote Light Rail commuter trains from Charlotte with final stop in Marshville.
2. Unified marketing effort.

Greenfield offered the following suggestions on how to begin the process:

- Identify and recruit determined, enthusiastic leaders
- Establish committees and assign specific tasks
- Hold a Charrette
- Coordinate the overall plan with separate tasks

Ms. Spinks and Ms. Lilley answered general questions from the public regarding the plan. Mayor Deese said that he appreciated the work that Greenfield had done and was excited about moving forward with the recommendations. Mr. Ewing noted that a copy of the report would be available on both Towns' websites. Mr. Bill Braswell, Mayor of Wingate, said that he was overwhelmed by the amount of work required to accomplish the established goals, but said the Towns should take it one step at a time. Ms. Lilley assured the group that growth was coming to the area and the Town Councils had the opportunity to develop the way they wanted by means of zoning and unified planning.

As the meeting concluded, Mr. Ewing acknowledged that two towns coming together on such a large project was a historic occasion for Union County. He volunteered the services of Union County Partnership to help in any way. Mr. Ewing also asked the towns to implement a joint committee to review the information presented and move forward with the project.

Mayor Deese thanked everyone for attending the presentation and adjourned the meeting at approximately 8:10 p.m.

These minutes approved this \_\_\_\_ day of \_\_\_\_\_, 2008.

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Franklin D. Deese  
Mayor

Attest: \_\_\_\_\_  
Shelley H. Maness  
Town Clerk