



**Town of Clayton
Town Council Work Session Minutes
Monday, March 6, 2023 at 3:00 PM
Rotary Room, Town Hall
111 E. Second Street**

Council Present:

Mayor Jody McLeod
Mayor Pro Tem Jason Thompson
Council Member Andria Archer
Council Member Avery Everett
Council Member Michael Sims
Council Member Porter Casey

Staff Present:

Rich Cappola, Town Manager
Jim Cauley, Town Attorney
Heidi Holland, Town Clerk
Dolores Gill, Deputy Town Manager
Lee Barbee, Interim Deputy Town Manager/Fire Chief
Robert McKie, Finance Director
Tim Robbins, Project Manager
Patrick Pierce, Economic Development Director
Joshua Baird, Engineering Director
Jonathan Jacobs, Assistant Engineering Director

Council Absent:
None

1 CALL TO ORDER

- a) Mayor McLeod called the meeting to order at 3:04 p.m.

2 ADJUSTMENT OF THE AGENDA

- a)
- Approve or Adjust the Agenda**
RESULT: CARRIED 5-0
MOVER: Jason Thompson
SECONDER: Andria Archer
YES: Jason Thompson, Andria Archer, Avery Everett, Michael Sims,
and Porter Casey
NO: None

3 ITEMS FOR DISCUSSION

- a) **Retail Strategies (30 Minutes)**
Presenter: Patrick Pierce, Economic Development Director and Matt Jaeger,
Retail Strategies

Patrick Pierce introduced Matt Jaeger and Cole Clark with Retail Strategies.
Mr. Jaeger discussed growth and what drives retail to Clayton.

Their Process:

- **Data & Demographic Analysis:** We refresh market data for the Clayton custom trade area annually. This allows our team to see the market from the same perspective as national retailers.

-
- **Boots on the Ground:** Annually we visit the market to update our inventory of real estate assets in Clayton. Throughout the year we work to develop and nourish relationships with local brokers, developers and property owners.
- **Pleasant Persistence:** Day after day, week after week, year after year our team remains pleasantly persistent with national retail brands promoting viable sites in Clayton. National retail brand reps are constantly receiving sites from around the country – we put Clayton at the front of the line.
- **Trade Show Representation:** Our team travels across the country to ICSC and Retail Live! shows to promote Clayton and the opportunities in the market.
- **Investment Multiplier:** We act as an extension of the Town's on-going economic development efforts. Our goal is to multiply the results of your team by focusing specifically on retail recruitment.
- **Relationship Agent:** Our team is actively looking for ways to leverage our deep bench of industry relationships to promote retail opportunities in Clayton.

Retail Strategies has been actively involved in the following Clayton developments:

- Culver's (complete)
- National Burrito Fast Casual Brand (on-going)
- International Grocer (on-going)
- Copper District (prospecting & retail advisement)
- Bell Commercial Retail Development (on-going recruitment)

b) CIP Projects (40 Minutes)

Presenter: Joshua Baird, Engineering Director

Mr. Baird provided a quick update. Shared were stats of the projects' total risk to the town; the goal is to move projects into the low-risk area. There was discussion on the decision criteria and the weight rank system. Health and safety ranked more importantly for Council at 24%. Shared was a spreadsheet staff submitted for review with justification on each project and their scoring. Staff has met with the Executive Team and have discussed the score of each project. There were a total of 49 projects submitted totaling \$150 million dollars.

Shared were the projects and how they ranked as well as a summary sorted by rank and prioritized by staff. Next steps are to hear from Council and provide a list of projects to finance, then determine what the needs are. Davenport

would be working with Finance and plan next steps. They would provide a cost of funding all projects. The weighting exercise Council worked on at the retreat last year are being used and would be averaged out. Now that projects have run through the model, staff would like to make sure Council is happy with the order.

Mr. Cappola stated we are looking at other funding opportunities, this information would come from Davenport. Mr. Baird stated he would include a column for the money value of each project as well as a description. Mr. Cappola stated to Council, as they look through scorings for the projects in the spreadsheet, if they see one that seems low, to let staff know. Mr. Cappola stated staff would package this information up a couple different ways and provide to Council. Mr. Cappola asked Council to send in their points for each project the week before the March Retreat so this information could be compiled for discussion at the retreat.

c) Dinner and Discussion (20 Minutes)

There was discussion on the Main Street Sidewalk Project

This is a LAPP funded project that has been progressing. This project would take the sidewalk down to Vinson's. There was detailed discussion on different alternatives for this project. It was stated there may be some traffic calming to this which could increase foot traffic.

With Alternative #1, an 8' retaining wall would be needed as well as a significant amount of utility relocation.

With Alternative #2, switchback and a set of ramps would be needed but would avoid significant overhead utility relocation. This scenario would require easements.

With the current design, this would take away 14 parking spaces and would move the curb into the road. From a construction standpoint, either scenario would be about the same cost.

4 CLOSED SESSION

a) Closed Session to Discuss Personnel Matter in accordance with NC GS 143-318.11(a)(6)

Motion To Go Into Closed Session at 4:48 p.m.

RESULT: CARRIED 5-0

MOVER: Andria Archer

SECONDER: Jason Thompson

YES: Jason Thompson, Andria Archer, Avery Everett, Michael Sims, and Porter Casey

NO: None

Motion To Return To Open Session at 5:02 p.m.

RESULT: CARRIED 5-0

MOVER: Andria Archer

SECONDER: Jason Thompson

**YES: Jason Thompson, Andria Archer, Avery Everett, Michael Sims,
and Porter Casey**

NO: None

5 ADJOURNMENT

a) Adjourn

With nothing further, the meeting was adjourned at 5:11 p.m.

Motion To Adjourn

RESULT: CARRIED 5-0

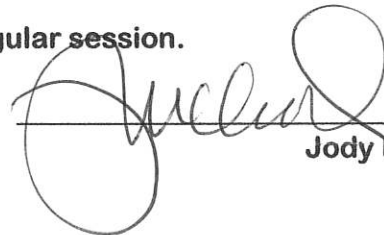
MOVER: Jason Thompson

SECONDER: Porter Casey

**YES: Jason Thompson, Andria Archer, Avery Everett, Michael Sims,
and Porter Casey**

NO: None

Duly adopted this the 20th day of March 2023, while in regular session.



Jody L. McLeod
Mayor

ATTEST:



Heidi L. Holland, CMC, NCCMC
Town Clerk

