



**KEEP SHELBY BEAUTIFUL COMMISSION
MARCH 2, 2011 MINUTES**

UOC Assembly Room, 824 W. Grover St., Shelby, NC

KSB/Others Attending: Allison Gragg, Fred Harrill, Charles Hamrick, Helen Gilliatt, Steve Roderick, Wiley Smith, Don Costner, Sandra Renick, Mike Lowery, Linda Price, Peter Potemkin, Fred Blackley, Jeanette Patterson (Council Liaison), Lottie Murphy (Guest); Kristen Fletcher (Executive Vice President –CCEDP)

Staff: Walt Scharer, Stuart McDaniel, Wanda LaRhette, Charlie Holtzclaw, and Mary Byrnes (KSB Coordinator)

KSB Absent: Marywinn Amaya, Lillian Corprew, and Stan Shaw

Call to Order: Mr. Roderick, KSB Chairman, called the meeting to order at 12:05 p.m. and welcomed everyone. He introduced Kristen Fletcher, Executive Vice President with Cleveland County Economic Development Partnership (CCEDP)

Item 1. Special Presentation – Economic Development Review – Kristen Fletcher (CCEDP)

The primary focus of CCEDP is to work on industrial recruitment in order to bring new jobs to Cleveland County. Ms. Fletcher reported that \$420,000,000 in new capital investments and 388 new jobs were created in 2010. Since 2006 there have been 1,539 new jobs created with over \$2 billion in new capital investments made in Cleveland County. Recruitment of new business projects has a potential of 562 new jobs with over \$2 billion in new capital investments for Cleveland County.

Ms. Fletcher spoke about the “quality of life” found in Cleveland County is the cornerstone of what the community has to offer new business prospects. Economic development beautification is an important part of the recruitment process. Positive first impressions that show pride in ownership of property; gateways into the city that are litter free and welcoming; recycling opportunities and greenways for promoting active lifestyles are all valuable assets to economic development.

According to Ms. Fletcher, KSB can help by working with the community on keeping the city’s major corridors litter free; encourage property owners along major corridors to enhance their landscaping and work on neighborhood beautification projects.

Ms. Fletcher reminded KSB that everyone needs to be an “Ambassador” for the community at all times.

Item 2. Approval of the February 2, 2011 Minutes

Mr. Roderick asked if there were any questions or changes to the February 2011 minutes. There were no changes.

Motion: Ms. Price made the motion to approve the minutes as written

Second: Mr. Costner

Action: Motion passed by unanimous vote.

Item 3. Appearance Committee Report

Ms. Gilliatt presented the March Commercial Appearance Award nomination: Alliance Bank & Trust, 412 South Dekalb St. The criteria for the nominated property included:

- Enhances the appearance of the neighborhood
- Consistently maintains high quality landscape and/or landscape that contributes to the City’s image
- Maintenance of business property that enhances the appearance of their area.

Discussion followed. Mr. Hamrick pointed out that this location is kept clean and neat, but does not have any special or added landscaping features.

Motion: Mr. Harrill made the motion to approve Alliance Bank & Trust at 412 South Dekalb St. for the March Commercial Appearance Award.

Second: Ms. Price

Action: The motion passed by 10 votes to approve with 1 vote opposed.

Ms. Gilliatt reported that there was no residential nomination for March.

Chairman Roderick encouraged the members to be observant of potential nominations for the commercial and residential appearance awards and to submit their nominations to Mr. Shaw or Ms. Byrnes.

Item 4. Committee Reports

- **Cell Tower Committee** – Mr. Scharer reviewed the proposed amendment to Section 11-1.56 of the Unified Development Ordinance as recommended by the Cell Tower Committee. The proposed amendment requires a continuous buffer around the base of such towers in accordance with the existing buffer formula in Article 14 of the UDO. The amendment also creates a new front setback for such towers. A copy of the proposed amendment was distributed to all KSB members.

The proposed amendment changes to Section 11-1.56 will be presented to the Planning and Zoning Board at their March meeting and a public hearing will be held on the proposal at the April 18th meeting of City Council.

Motion: Mr. Lowery made the motion to approve the proposed amendment to Section 11-1.56 of the Unified Development Ordinance as recommended by the Cell Tower Committee.

Second: Ms. Gragg

Action: The motion passed by unanimous vote.

- **2011 Big Tree Contest Committee** – Ms. Byrnes reported that another press release promoting the contest has been released to the local media.
- **2011 Great American Cleanup Committee** – Ms. Byrnes reviewed the 2011 GAC Events Calendar. Highlights included a recap of the February 24 Chestnut Neighborhood Gathering with over 30 attendees. KSB was well represented at the meeting that included comments from the Chief of Police and the Mayor. Attendees were encouraged to sign-up to participate in upcoming GAC events of the Chestnut area.

The first event volunteers are needed for is the Litter Sweep and lot cleanup in the Chestnut area on March 19th. KSB members were also encouraged to sign-up for this event.

The remaining beautification events planned in April, May and June were also reviewed by Ms. Byrnes, who asked for volunteers from KSB to help with these upcoming events.

GAC banners are going up around town and a press release has been released to the local media.

- **Miscellaneous Comments**

There was discussion about property owners taking responsibility for graffiti removal from their buildings and how KSB can help them.

Being no further business, the motion was made to adjourn the meeting at 1:30 p.m.

Respectfully submitted by Mary Byrnes, KSB Coordinator.