



**Town Board Regular Meeting**  
August 4, 2020 – 7:00 PM  
502 Southtown Circle, Rolesville, NC 27571

**Agenda**

**A. CALL TO ORDER**

1. Pledge of Allegiance
2. Invocation
3. Introduction of New Police Department Employees Jose Luis Perez-Apodaca and Matthew Liggins
4. Employee Recognition of Police Lieutenant Richard Haynes for the Successful Completion of the North Carolina State University Administrative Officers Management Program (AOMP).
5. Review of Agenda by the Board and Additions/Changes of Items of Business to the Agenda for Consideration.
6. Public Invited to be Heard – In addition, the Town Clerk will compile and read aloud all comments in the meeting that were received prior to its start. All comments will be made part of the permanent Official Record. To submit public comments prior to the meeting, complete a [Public Comment Submission Form](#).
7. Town Board Liaison Reports
  - Planning Board – Commissioner Medley
  - Parks & Recreation Advisory Board – Commissioner Vilga
  - Economic Development – Commissioner Sutton
  - Public Safety – Commissioner Wilson

**B. CONSENT AGENDA**

1. Minutes of the July 7<sup>th</sup> and July 21<sup>st</sup> Town Board Meetings.
2. Chandlers Ridge Development Order Approval.
3. ANX20-04 – Mitchell Mill Road Investors, LLC (Kalas Falls) Voluntary Annexation – Town Clerk Certify the Sufficiency of the Petition and Schedule the Public Hearing for September 1, 2020.

**C. ITEMS OF BUSINESS**

The Town of Rolesville is committed to providing accessible facilities, programs and services for all people in compliance with the American with Disabilities Act. Should you need assistance or a particular accommodation for this meeting please contact the ADA Coordinator.

1. Determination of Setting a Public Hearing for Unified Development Order Text Amendment 20-01 (UDO TA20-1), R-3 Zoning District – Add Single-Family Dwelling Units as a Permitted Use.
2. Discussion of Chamber of Commerce Request for Additional Funds.

#### D. COMMUNICATIONS

1. Town Attorney
2. Town Manager
3. Town Staff

#### E. ADJOURN

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**Town Board Regular Meeting**  
July 7, 2020 – 7:00 PM  
502 Southtown Circle, Rolesville, NC 27571

**Minutes**

**A. CALL TO ORDER**

Present:

Mayor Ronnie Currin  
Commissioner Jacky Wilson  
Commissioner Paul Vilga

Mayor Pro Tem Michelle Medley  
Commissioner Sheilah Sutton  
Commissioner April Sneed

Also Present:

Town Manager Kelly Arnold  
Town Clerk Robin Peyton  
Planning Director Danny Johnson  
Police Chief Orlando Soto

Town Attorney Dave Neill  
Finance Director Amy Stevens  
Parks & Rec Director J. G. Ferguson  
Community & Econ. Dev. Mgr. Mical McFarland

1. Pledge of Allegiance

**Mayor Currin led the Pledge of Allegiance**

2. Invocation

**Pastor Jim Upchurch of Christ Church of Rolesville gave the invocation.**

3. Review of Agenda by the Board and Additions/Changes of Items of Business to the Agenda for Consideration.

4. Public Invited to be Heard – In addition, the Town Clerk will compile and read aloud all comments in the meeting that were received prior to its start. All comments will be made part of the permanent Official Record. To submit public comments prior to the meeting, complete a [Public Comment Submission Form](#).

**Town Clerk Robin Peyton read the following public comment aloud that had been submitted online (Town Manager Kelly Arnold's responses in italics):**

*Bryant West, 401 Virginia Water Drive, Rolesville*

"Good evening everyone,

1. Why are we giving the fire department almost a million dollars? What does that money pay for specifically? I know their service, but we need a breakdown of those services. Has there been a study done to hire our own Fire Department? *The funding is equivalent to a total of ten (10) cents of property tax. Seven (7) cents are used for operating purposes, one (1) cent is used to fund future capital equipment; and two (2) cents is to pay for the debt of the ladder truck that was purchased and debt funded about eight years ago. There has not been a formal study for a Town owned and operated Fire Department. Rolesville Fire District provides service to both Rolesville and unincorporated Wake County. As Rolesville grows, so does the*

*number of calls for the Town. It is anticipated that there will be a need to study the continued operating and funding structure of fire services in the future.*

- 2. In a town that is growing really fast, we see an increase of minorities. When I look at the staff, it doesn't reflect the town at all. What is being done to hire (not elect) people of color? Why do we only have one person of color in a management position? Does Rolesville practice Affirmative Action? You are correct that the Town is growing as is the number of staff over the course of the past ten years. The total number of employees does not mandate a Federal Affirmative Action program, but the Town is following best practices to expand our recruitment outreach and seeks a diverse candidate pool for open positions. Here is a summary of our current employee roster:*

*The Police Department current roster of 20, there are 2 Hispanic, 2 Black, and 2 female employees – 3 of those positions are supervisory.*

*Of the remaining 15 non-police personnel, 3 staff members are Black and 1 is Asian/Pacific Islander. As the number of personnel has grown, the overall staff has become more diverse.*

*Of the Town Manager and the four department heads who supervise employees, 1 is Hispanic and 1 is female.*

- 3. Does the town have evaluations with its staff? How does the town manager deal with complaints that may come into HR from employees? Is the HR Department full time or pulling double duty? The Town does have a performance coaching system that incorporates bi-monthly supervisor/employee sessions with an annual evaluation. The Town Manager involvement with complaints is dependent upon the complaint. The Human Resources functions are currently supervised by the Finance Director. Until one year ago, the Town did not have any Human Resources support. Last year, a Human Resource Analyst position was funded and hired to bring our human resources practices, policies, and procedures to a level that is needed for our current organizational size. The Town has funded an organizational study to review the current organization structure and to develop a staffing plan. This study has not started but should be completed in the next six to nine months.*

## 5. Town Board Liaison Reports

- Planning Board – Commissioner Medley: **Medley reported that the Planning Board held a very short meeting at which questions were raised about upcoming Case: PR19-03. A-Master. Namely: Clarification on the road by CVS, what type of commercial would/could be in front, what is the timeframe and who would maintain the lot.**
- Parks & Recreation Advisory Board – Commissioner Vilga. No report as meeting was cancelled.

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- Economic Development – Commissioner Sutton. **Sutton highlighted that a meeting with the Chamber is coming up. Sutton stated her focus is on businesses. A business after hours was to have been sponsored by the Town on June 25<sup>th</sup> but was cancelled due to COVID-19. Commissioner Sutton met in late May with Wake Tech who was found to have excellent programs being provided. Sutton stated she would like to see us take advantage of them as a new business resource. More to come on REDAC. More information is to be reported from Mical McFarland under his staff report later in this meeting.**
- Public Safety – Commissioner Wilson: **Fire Chief Privette and the board met with the eleven full-time firemen and the fire department’s current benefits provider representative. Current benefits do not compare to what the Town can offer. The fire fighters are getting both antsy and recruited by other fire departments.**

**Commissioner Sneed asked what benefits the fire fighters were not receiving. Commissioner Wilson responded that they do not receive retirement on a state level and were they to become injured they would not receive supplemental income.**

## B. CONSENT AGENDA

**Moved by Commissioner Sutton to approve the July 7, 2020 Town Board Regular Meeting Consent Agenda with one change to the Wake Transit Local Area Roles and Responsibilities Agreement to add that staff administratively add that there be a stop added at Lowes Foods on 401 with consent agenda further consisting of the following:**

1. Minutes of the June 2<sup>nd</sup> and June 16<sup>th</sup> Town Board Meetings.
2. Proclamation Recognizing the Centennial of the 19<sup>th</sup> Amendment and the 100<sup>th</sup> Anniversary of the League of Women Voters.
3. Wake Transit Local Area Roles and Responsibilities Agreement (GoRaleigh Bus Service)
4. FY20-21 Budget Ordinance Amendment – Rollover Items from FY19-20
5. PR19-03 A-Master Mixed -Use Master Plan – CO/SUD District (Townhomes/Commercial)
  - a. A-Master Mixed -Use Master Plan – CO/SUD District (Townhomes/Commercial) Order Approval.
  - b. PR 19-03 A-Master Team Townhomes/Commercial Preliminary Subdivision Plat Approval.
6. Approval of Rolesville Crossfit Order – Case SP19-04.

**The motion was seconded by Commissioner Vilga and carried by unanimous vote.**

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## C. ITEMS OF BUSINESS

### 1. Community Input on Americans with Disabilities Act (ADA) Draft Transition Plan

Finance Officer Amy Stevens provided a summary introduction of the proposed Town of Rolesville ADA Transition Plan as provided to the board in its agenda packet.

### 2. Public Hearing (Legislative) – Case: ANX20-02 – Evans Property, 3608 Foxwild Lane.

#### INTRODUCTION BY STAFF

Planning Director Danny Johnson provided an historical summary of the voluntary annexation petition under consideration.

#### OPEN PUBLIC HEARING

**Mayor Currin opened the public hearing on Case: ANX20-02 at 8:03 p.m.**

#### COMMENTS FROM PUBLIC IN FAVOR

*Mr. David Evans, 3608 Foxwild Lane.*

Mr. Evans was present to support his petition and stated that radon has been found in his well water system thus his reasoning for wanting annexation and hooking on to the public water system.

#### COMMENTS FROM PUBLIC IN OPPOSITION

NONE

#### CLOSE PUBLIC HEARING

**Mayor Currin closed the public hearing on Case ANX20-02 at 8:06 p.m.**

**Moved by Commissioner Wilson to approve voluntary annexation of ANX20-02, David and Ashby Evans for 1.972 acres located at 3608 Foxwild Lane in to the Rolesville Town limits; seconded by Commissioner Sutton. Motion carried by unanimous vote.**

## D. COMMUNICATIONS

### 1. Town Attorney - NONE

### 2. Town Manager

*Town Manager Kelly Arnold provided the following report:*

- Reminder that the next work session is July 16<sup>th</sup>. A joint virtual meeting with the Rolesville Chamber of Commerce is planned and will begin at 6:00 p.m.

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- July 24<sup>th</sup> from 8:00 a.m. to 1:00 p.m. is a scheduled special virtual work session to discuss and receive information on two one-hour topics: the text amendment tabled at the last board meeting and the draft of the mixed-use downtown district that will be used or the new UDO that is being expedited for use on a private-public development on Main and Young streets. The latter will include all components including parking, zoning, signage, etc.
- Due to the beginning of Summer, there has been a rise in golf cart use on town streets and the police department has been out educating citizens regarding the town's policy to follow the state's statutes mandating they be road worthy, a decision made by the board in October 2018.
- A future facility discussion, funded in this year's budget, has started and more information is to come soon. Feasibility study has been kicked-off and will determine if the NCDOT project on Young and NC-401 will be a viable option for a future public works facility in future. Meeting held with Stantec where they revealed the two proposed options for the intersection of Young and Main Streets. Stantec has been asked to create a videotape of the two options for distribution out to stakeholders for their review and comments.
- The school park has new mulch, fresh paint and Wake County Public Schools has removed its sign. This provides opportunity for a new sign by the Town.
- Wake County is in receipt of a large shipment of face masks for distribution to municipalities and their large employers.

### 3. Town Staff

#### Planning Department

*Planning Director Danny Johnson provided the following report:*

- Twenty single family home permits were issued during the month of June.
- The department is currently at 83 permits issued which is roughly one-half of the 153 the department expects for the year. The fiscal year was closed out with 151 permits.
- The Technical Review Committee currently has 13 projects under review.

#### Finance Department

*Finance Director Amy Stevens provided the following report:*

- Staff is working very hard on closing entries in order to close out the old fiscal year and begin the new fiscal year.

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- A change in staff health benefits is being implemented.

### Parks & Recreation / Public Works Departments

*Parks & Recreation Director J. G. Ferguson provided the following report:*

- Thanked staff for working double-time working on programming.
- Summer camp began on-time. Only one-half participants are being accommodated (12) due to CDC recommendations for COVID-19 precautions.
- Discussions with Wake County are being held on how to help with child-care and learning.
- Programming is being communicated digitally versus printing of hard copies.
- Public Works completed fencing and curbing at the ballfields.
- Fall registration for athletics has been conducted.
- 34 vendors have already signed up for Fall Fun Fest.

### Community & Economic Development

*Community & Economic Development Manager Mical McFarland offered the following report:*

- The department has been responding to local businesses with resources to assist during COVID-19. Five Rolesville businesses have received payroll protection loans from the Small Business Association ranging between 150K to 350K reportedly (possibly less as information on loans awarded for less than 150K are not provided).
- As of July 1<sup>st</sup>, no loans were approved for the Wake Forward Small Business Relief Program in the Rolesville zip code.
- Continue to work closely with the Rolesville Chamber of Commerce.
- There were 41 active economic development projects in Wake County This time last year there for 45. Companies are looking to relocate to the area despite COVID-19.
- The Main Street Development project continues.
- A Volleyball promoter has proposed a new facility on Granite Falls Boulevard, Cross-fit Rolesville has proposed a new location next to the State Employees Credit Union and the ground-breaking for the new 3-story medical building at Main and Rogers Road will take place soon.

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- Wake County/Greater Raleigh Convention and Visitors Bureau has implemented *People First Tourism* to boost tourism which has experienced a decline due to COVID-19. McFarland is working to identify appropriate sites in Rolesville to promote under the program.

### Police Department

*Police Chief Orlando Soto provided the following report:*

- The department has been utilizing alternate means of communication under COVID-19 to remain task-oriented and responsive. Staff has been great and no complaints have been received. The department remains ready to protect and serve the community.
- The Chief reported that officers take an oath of office to be alert and vigilant to enforce the laws of the state and not be influenced in any manner on account of personal bias or prejudice and he has not heard one police officer, sheriff's deputy, state police officer, law enforcement executive, law enforcement trainer or law enforcement expert offer an excuse for the actions of the Minneapolis police officers involved in the death of George Floyd. The Rolesville Police Department enacted policies and procedures prior to the incident to ensure officers are acting according to best practices. A fact made evident by the January 2020 positive recognition of the department following a League of Municipalities review. The Chief made a promise that, under his command, the department will continue to follow best practices, policies and procedures and receive the best training possible to provide the best customer service to the community. The department has received numerous communications of support and prayers from the community and the Chief offered his appreciation of this. The Chief asked, rather than resort to posting on social media, to please contact the department directly.

E. ADJOURN TO CLOSED SESSION PURSUANT TO N.C.G.S 143-318.11(a)(4) TO DISCUSS MATTERS PERTAINING TO ECONOMIC DEVELOPMENT AND N.C.G.S. 143-318.11(a)(5) TO DISCUSS MATTERS PERTAINING TO POTENTIAL ACQUISITION OF REAL PROPERTY. 8:48 p.m.

**Moved by Commissioner Wilson that the board adjourn to closed session for the following purposes: (1) pursuant to N.C.G.S. 143-318.11(a)(4) to discuss matters relating to the location and expansion of businesses in the town including agreement on a tentative list of economic development incentives that may be offered by the town board in negotiations and (2) pursuant to N.C.G.S. 143-318.11(a)(5) to instruct the town staff concerning the position to be taken by or on behalf of the town board when negotiating the price and other material terms of a contract or proposed contract for the acquisition of real estate purchase, option, exchange or lease; seconded by Commissioner Sutton. The motion carried by unanimous vote. The Town Board entered closed session at 8:49 pm.**

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**Town Board Regular Meeting**  
July 21, 2020 – 7:00 PM  
502 Southtown Circle, Rolesville, NC 27571

**Minutes**

**A. CALL TO ORDER**

Present:

Mayor Ronnie Currin  
Commissioner Jacky Wilson  
Commissioner Paul Vilga

Commissioner Sheilah Sutton  
Commissioner April Sneed

Mayor Pro Tem Medley joined the meeting at 7:46 p.m.

Also Present:

Town Manager Kelly Arnold  
Town Clerk Robin Peyton  
Planning Director Danny Johnson  
Police Chief Orlando Soto  
Parks & Rec Director J. G. Ferguson

Town Attorney Dave Neill  
Finance Director Amy Stevens  
Planner Julie Spriggs  
Comm & Econ Dev. Mgr. Mical McFarland

1. Pledge of Allegiance

**Mayor Currin led the Pledge of Allegiance**

2. Invocation

**Reverend Michael Eley of New Bethel Baptist Church gave the invocation.**

3. Review of Agenda by the Board and Additions/Changes of Items of Business to the Agenda for Consideration.

**Moved by Commissioner Wilson to approve the July 21, 2020 Town Board Meeting agenda as presented; seconded by Commissioner Vilga. Motion carried by unanimous vote.**

**B. CONSENT AGENDA**

1. Call for Public Hearing: Case PR20-03 – The Preserve @ Jones Dairy Road (South) Preliminary Subdivision Plat.
2. Call for Public Hearing (Quasi-Judicial): Case SUP20-01- Carlton Pointe PUD Special Use Permit Amendment – Greenway Trail Replacement for Previous SUP Conditions.
3. ANX 20-04 Non-Contiguous Voluntary Annexation Petition by Mitchell Mill Road Investors, LLC, Manly Farm Road, Wake County PIN# 1757994300, and Resolution directing the Town Clerk to Investigate the Sufficiency of the Petition.
4. Americans with Disabilities Act (ADA) Transition Plan Adoption by Resolution

**Moved by Commissioner Sutton to approve the consent agenda as presented; seconded by Commissioner Vilga. Motion carried by unanimous vote.**

**C. ITEMS OF BUSINESS**

1. Public Hearing (Legislative) – Case: UDO TA20-03 Article 10 – Add Senior Housing Parking Standards.

#### OPEN PUBLIC HEARING

**Mayor Currin opened the public hearing on Case UDO TA20-03 at 7:06 p.m.**

#### INTRODUCTION BY STAFF

Town Planner Julie Spriggs introduced Case UDO TA20-03 with a PowerPoint presentation including the current parking standards existing in the Unified Development Ordinance.

#### PUBLIC IN FAVOR

NONE

#### PUBLIC IN OPPOSITION

NONE

#### CLOSE PUBLIC HEARING

**Mayor Currin closed the public hearing on Case UDO TA20-03 at 7:47 p.m.**

**The board declined to act or continue the public hearing at this time. The hearing dies for lack of action by the board.**

2. Presentation of Cobblestone Development Project and Draft Economic Development Agreement between Town of Rolesville and Cobblestone Development.

Kenyan Burnham of The Foxwood Group, developer, provided an update on the project. Changes to total residential units, parking and overall scope of the project were covered and diagrams were shared.

Ashley Anderson of Holshouser Law Group reviewed the proposed economic development agreement with Cobblestone Crossing of Rolesville, LLC (a subsidiary of The Foxwood Group) via Zoom as well as previously provided PowerPoint presentation.

3. Consideration of Request by Rolesville Rural Fire Department and Determination of Process and Consultant.

Finance Director Amy Stevens put forth a recent request made by the Rolesville Rural Fire Department for the Town to hire the full-time employees of the Fire Department and absorb them as Town employees.

Stevens outlined the process taken to select a consultant to conduct a cost study and further processes were discussed.

Board members expressed concerns that not a wide-enough net was cast to solicit consultants as candidates to conduct the study.

Stevens was directed to re-submit an RFQ to gather additional consultants and provide an additional report of staff recommendations for a decision by the board at its August 18<sup>th</sup> meeting.

#### D. ADJOURNMENT

**There being no more business before the board, it was moved by Commissioner Wilson to adjourn the meeting, seconded by Commissioner Medley. Motion carried by unanimous vote. Meeting adjourned at 9:50 p.m.**

**STATE OF NORTH CAROLINA  
TOWN OF ROLESVILLE**

**BEFORE THE TOWN OF ROLESVILLE  
BOARD OF COMMISSIONERS  
PR 18-02**

**WRIGHT-WHITLEY DEVELOPMENT  
COMPANY, LLC & MELISSA CORBIN  
NORDORF AND LINDA TRIPP-CORBIN  
APPLICATION FOR PRELIMINARY  
SUBDIVISION PLAT APPROVAL  
FOR 96-LOT RESIDENTIAL SUBDIVISION  
LOCATED AT 410 W. YOUNG STREET**

**EVIDENTIARY HEARING  
FINDING OF FACT AND  
CONCLUSIONS OF LAW**

This request from WRIGHT-WHITLEY DEVELOPMENT COMPANY, LLC & MELISSA CORBIN NORDORF AND LINDA TRIPP-CORBIN (together, the “Applicant”), pursuant to Rolesville Unified Development Ordinance (the “UDO”) Section 6.3, for approval of a preliminary subdivision plat of a 96-lot residential subdivision located at 410 W. Young Street, Rolesville, North Carolina, known as “Chandler’s Ridge” came before the Town of Rolesville Board of Commissioners (the “Board”) on June 16, 2020. The real property located at 410 W. Young Street, Rolesville, North Carolina having Wake County Parcel Identification Number 1769-36-2758 (the “Property”).

Based upon testimony of the witnesses, documentary evidence, exhibits and other evidence presented at the June 16, 2020 public hearings, the Board voted unanimously to APPROVE the preliminary subdivision plat, with the Conditions set forth below, allowing the development of a 96-lot residential subdivision as a conservation subdivision and as reflected on said approved plat.

The Board’s decision to approve the preliminary subdivision plat application is based on the Findings of Fact and Conclusions of Law set forth below:

**FINDINGS OF FACT**

1. The Applicant is seeking Preliminary Subdivision Plat Approval for a 96-lot residential conservation subdivision located at 410 W. Young Street, Rolesville, North Carolina, known as “Chandler’s Ridge”.
2. The Property is approximately 171.53 acres.

3. The application and other records pertaining to the Preliminary Subdivision Plat Approval application are part of the record.
4. Notice has been provided as required by law.
5. The Property currently is zoned R-2 and R-40W.
6. Pursuant to the UDO, Preliminary Subdivision Plat Approval is required for Chandler's Ridge Subdivision.
7. The Applicant submitted Preliminary Subdivision Plat Approval Application to the Town of Rolesville requesting that the Town approve the preliminary subdivision plat reflecting a subdivision consisting of a 96-lot residential subdivision upon the Property (the "Application").
8. Following advertisement, the Board conducted a quasi-judicial public hearing on the Application on June 16, 2020 (the "Hearing").
9. The future land use classification for the Property is Low Density Residential which is consistent with the request in the Application.
10. Portions of the Property previously were annexed into the Town's corporate limits and the remainder is within the Town's extraterritorial jurisdiction ("ETJ") and will have fire and police protection as well as public water and sewer.
11. All applicable sections of the UDO are satisfied and met by the proposed plan.
12. The following witnesses were qualified as experts in their respective fields: Teddie Whitley – Land Developer; Pablo Reiter – Division President of Regional Home Builder Tarramor Homes; Tyler Probst – Civil Engineer with Bateman Civil Survey; Kevin Dean – Traffic Engineer with Kimley-Horn & Associates. Collectively, these expert witnesses' sworn testimony provided that:
  - a. Based upon market analysis, the proposed development will not have a negative impact on the value of adjoining property;
  - b. Based upon recent development approvals and trends in the area, the proposed development is compatible with the surrounding areas as to the scale, bulk, coverage, density and character of the surrounding neighborhood;
  - c. The proposed use will not cause any foreseeable traffic issues related to flow or parking because of existing and planned transportation infrastructure, including the commitments contained within the Application related to road improvements;
  - d. The proposed development is consistent with the Comprehensive Plan, other applicable official plans, manuals or documents adopted by the Town;
  - e. The proposed use of the Property complies with applicable requirements of the UDO;

- f. The proposed use of the Property is appropriately located with respect to public facilities and infrastructure; and
- g. The proposed use will not materially endanger the public health or safety.

### CONCLUSIONS OF LAW

1. Based upon the uncontroverted competent, substantial, and material evidence appearing in the record at the Hearing and in the Application, the approval criteria of a Preliminary Subdivision Plat contained in Section 6.3 of the UDO have been met, specifically:
  - a. The proposed use of the Property will not materially endanger the public health or safety;
  - b. The proposed use of the Property will not substantially injure the value of the adjoining property;
  - c. The proposed use of the Property will be in harmony with the scale, bulk, coverage, density and character of the area or neighborhood in which it is located;
  - d. The proposed use of the Property generally conforms with the Comprehensive Plan and other official plans and manuals or documents adopted by the Town;
  - e. The proposed use of the Property is appropriately located with respect to transportation facilities, water supply, fire and police protection, waste disposal and similar facilities;
  - f. The proposed use of the Property will not cause undue traffic congestion or create a traffic hazard; and
  - g. The proposed use of the Property will comply with all applicable requirements of the UDO.
2. That based upon the foregoing, the Applicant is entitled to approval of the requested preliminary subdivision plat for a 96-lot residential subdivision on the Property subject to those conditions set forth below.

### CONDITIONS OF APPROVAL

The Preliminary Subdivision Plat is approved as motioned and subject to the conditions outlined below:

Moved by Commissioner Wilson to approve PR18-02 Chandler's Ridge Preliminary Plat subject to the Development Agreement with the addition of the following conditions: (i) a 6' tall fence running along the entirety of the rear property lines of lots 19-24 shall be

constructed and shown on all approved plans; and (ii) a 6' tall fence running 1000 along the rear property line of the along the Garcia Freeman property shall be constructed and shown on all plans; and (iii) neither the Bradford Pears, nor their canopies on the Rolesville Baptist Church cemetery property shall be disturbed. Motion was seconded by Commissioner Sutton and carried by unanimous vote.

ACCORDINGLY, based upon the foregoing FINDINGS OF FACT and CONCLUSIONS OF LAW, the Town of Rolesville Board of Commissioners hereby approves the preliminary subdivision plat for a conservation subdivision consisting of 96-lot residential lots as set forth in application PR 18-02 subject to the conditions contained herein.

THIS THE \_\_\_\_\_ DAY OF \_\_\_\_\_, 2020.

\_\_\_\_\_  
Mayor

**CERTIFICATION**

I, \_\_\_\_\_, Town Clerk for the Town of Rolesville, North Carolina, do hereby certify the foregoing to be a true copy of a development order duly adopted at the meeting of the Town of Board of Commissioners held on the \_\_\_\_\_ day of \_\_\_\_\_, 2020.

In witness hereof, I have hereunto set my hand and caused the seal of the Town of Rolesville to be affixed this \_\_\_\_\_ day of \_\_\_\_\_, 2020.

\_\_\_\_\_  
\_\_\_\_\_

Rolesville Town Clerk

**CERTIFICATE OF SUFFICIENCY**

**ANX 20-04: Mitchell Mill Road Investors, LLC**

To the Board of Commissioners of the Town of Rolesville, North Carolina:

I, Robin E. Peyton, Town Clerk, do hereby certify that I have investigated the attached petition and hereby make the following findings:

- a. The petition contains an adequate property description of the area(s) proposed for annexation.
- b. The area described in the petition is contiguous to the Town of Rolesville primary corporate limits as required by G.S. 160A-31.
- c. The petition is signed by all owners of real property lying in the area described therein.

In witness whereof, I have hereunto set my hand and affixed the seal of the Town of Rolesville, this 4th day of August 2020.

*Robin E. Peyton*

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Robin E. Peyton  
Town Clerk



## Memorandum

**To:** Town Board  
**From:** Kelly Arnold, Town Manager  
**Date:** July 28, 2020  
**Re:** Determination of Setting a Public Hearing for UDO TA 20-01, R-3 Zoning District – Add single-family dwelling units as a permitted use

This item was originally scheduled on the June 16, 2020 agenda, but Town Board chose to take it off consent and discuss it in a special work session. That work session was held on July 24, 2020. Based upon that work session, Town Board agreed that the item be re-scheduled for the August 4, 2020 agenda to determine if and when a Public Hearing is scheduled.

### Board Options

- A) Board approves setting a public hearing and sets a date certain for the public hearing.
- B) Board does not approve setting a public hearing and the text amendment will not be considered by the Town Board.
- C) Board tables setting a public hearing until the next meeting.
- D) Board postpones action to set a public hearing to a certain future meeting.
- E) Board does not set public hearing, but remands the text amendment back to Planning Commission to consider additional information that was presented in the July 24<sup>th</sup> work session.

### Review of Possible Action

Previously it was staff's recommendation to set a public hearing. This is still the recommendation if the Board is interested in conducting a public hearing on the text amendment.

If the Town Board is interested in setting a public hearing then the recommended date is September 1, 2020.

If the Town Board is not interested in setting a public hearing then it is recommended that during deliberation the Board express a preference of any future action to the developer that requested the text amendment.

The Board has the prerogative to choose one of the options. It will take a simple majority of the Board to approve an option.



## Memorandum

**To:** Mayor and Town Board  
**From:** Mical McFarland, Comm. & Econ. Development Manager  
**Date:** August 4, 2020  
**Re:** Agenda Item # C.2. Consideration of Request for Additional Funds by Rolesville Chamber of Commerce

### Background

On July 16, 2020, the Town Board and Chamber of Commerce Directors held its second annual joint (virtual) meeting to build upon and strengthen the relationship between the two entities. At this meeting, the Chamber provided a report of current activities, an overview of the newly established Chamber Foundation, and a request for continued support from the Town. The request for continued support included additional funding over and above the Town's contribution from the previous year.

Following the July 16 meeting, the Town Board made a request for additional information, and a response was provided by the Chamber, attached herein.

### Board Options

The consideration before the Board is regarding the Town's financial contribution towards supporting Chamber activities. Options include authorizing the same contribution from the previous fiscal year, authorizing some or all of the additional funding request, or desiring more time and/or information before making a determination.

### Relationship to Current Budget/Goals

The Town's budgeted contribution in the previous fiscal year was \$18,000.

The request for the 2020-2021 fiscal year is \$30,000.

Previous contributions were as follows, in addition to annual membership dues:

- FY 2016-2017        \$8,000
- FY 2017-2018        \$12,000
- FY 2018-2019        \$12,000
- FY 2019-2020        \$18,000

The Town's 2020-2022 Strategic Plan includes the following key focus areas:  
Community Connection and Mindful Growth.

Under Community Connection is the following goal:

- Build coalitions with state, county, and community partners to address regional issues

Under Mindful Growth is the following goal:

- Foster a business community that supports entrepreneurship, innovation, and small business development

The Rolesville Chamber of Commerce is a community partner that supports entrepreneurship and small business development through various programs and resources.

### **Recommended Action**

N/A

### **Attachments:**

1. Chamber Community Flyer
2. Chamber Activity Update
3. Chamber Foundation Information Flyer
4. Existing Town of Rolesville and Chamber of Commerce MOU
5. Draft of Fiscal Year 2020-2021 MOU
6. MOU Allocation Chart
7. Response to Town Board Request for Information



# COMMUNITY



## PROMOTE

- Encourage and enlighten businesses about benefits of operating in Rolesville.
- Inform local and surrounding area residents about chamber businesses and how to support them.
- Build business to business network opportunities.



## PRESERVE

- Help to insure the existence of the chamber with financial support from the town in the form of sponsorship and chamber program contributions
- Continue to review and implement cost cutting strategies that will allow the chamber to enhance membership benefits..
- Devise campaigns dedicated to membership growth and retention
- Research grant opportunities and low interest loan funding.
- Maintain fiscal transparency and ensure spending is in accordance with MOU objectives



## PARTNER

- Strengthen the relationship between the town officials and chamber board of directors.
- The chamber is an extension of the town's initiatives to support local businesses and economic development.



P.O. Box 518 (*Mailing*)  
200 E. Young Street (*Physical*)  
Rolesville, NC 27571  
Phone: (919) 562-7069  
[www.rolesvillechamber.org](http://www.rolesvillechamber.org)

Mayor Currin and Rolesville Commissioners,

We look forward to working with the Town of Rolesville again this year. We are proud of our partnership with the town with whom we share a common goal to create a sustainable and vibrant local business and economic climate in Rolesville.

The Chamber brings together resources, expertise, and wisdom to fulfill the business and community's need for the following:

- **Resources:** Provide resources or wherewithal to acquire them from others.
- **Advisors:** Provide sound business counsel with respect to local economic plans, activities, initiatives, and strategies.
- **Stewards:** Help conserve precious community assets and utilize them in the most efficacious way.
- **Experts:** Utilize personal credibility to advance business plans by validating, endorsing, and establishing their soundness.
- **Champions:** Demonstrate leadership in the pursuit of community goals and continuously raise the bar with respect to its future and its capabilities.

The chamber continues to improve in effective communication, workforce development and educational initiatives and its collaborative efforts.

#### **EFFECTIVE COMMUNICATION**

The chamber worked to improve its digital footprint and monitoring to pinpoint how to improve our outreach. Our data shows the following:

- Town of Rolesville is #1 referral site for the chamber
- Increased social media combined following by over 15%
- Website views per month with no SEO increased by over 13%
- Over 30% of website visitors directed from FB alone
- 60% of users are male
- 50% of visitors on website are between ages 34-54
- 60% of visitors are on mobile device

#### **WORKFORCE DEVELOPMENT AND EDUCATIONAL INITIATIVES**

In reviewing the continued training needs, there has been a direct focus on offering more training and educational opportunities for chamber member and the community. This focus included the following initiatives:

- Youth Leadership Rolesville
- LaunchROLESVILLE

*“Partnering in Business, Progressing Our Town”*

- Created the Rolesville Chamber of Commerce Foundation to allow more opportunities to offer workforce development and support the chambers economic development efforts.

### **COLLABORATIVE EFFORTS**

With the dedication of staff and a team of volunteers, the chamber has been able to offer improvements to relationship with businesses and the community. A few of our collaborative efforts include the following:

- Partnered with Rolesville High school to assist in fostering stronger relationship between school and community. For example, the chamber invited the athletes to participate in Annual BBQ & Bands Festival, the Rolesville Christmas Parade and many other volunteer activities.
- Worked with the town's economic development manager to build relationships with business owners, shared news to promote Rolesville, and attended regular meetings as well as events to promote Rolesville.
- Active on many committees including Food Security, Rolesville/Wake Forest Transit Study, Northern Community CAC, and Wake Census 2020.

### **MEMBERSHIP REVIEW**

All data is compiled as of September 2017

#### **Total Membership**

September 2017: 141

September 2018: 145

December 2018: 150

December 2019: 162

*Overall membership increase: 13%*

#### **Dropped Members**

September 2017 - December 2019: 36

*Reasons range from business closing and outstanding invoices*

#### **Total New Members**

September 2017 - December 2019: 51

The information reflected is minimal in comparison to the work that we have been able to accomplish as team. With the current pandemic, the chamber is aware this may be a year when businesses will need us more than ever. We have been providing one-on-one consultations for businesses who need assistance in navigating or rethinking how they do business. We have implemented working with all Rolesville businesses during the pandemic regardless of chamber membership status. Our goal along with many other organizations is to be a catalyst for smart growth of the Rolesville businesses during and after the pandemic.

We have no doubt, that with the focus and attention through our continued partnership that our businesses in the Rolesville community will thrive. While the road ahead has presented challenges and barriers, we are prepared to work side by side with the town.

## Mission Statement

The Rolesville Chamber of Commerce Foundation is dedicated to strengthening the Chamber's long-term competitiveness by providing educational opportunities for both adults and youth focusing on leadership, entrepreneurship, economic development, and workforce development initiatives.

## Foundation Initiatives

**LaunchROLESVILLE** - The Foundation will continue to support and develop entrepreneurs and small businesses in the Rolesville area, by supporting the successful LaunchRolesville program starting its third year of operation. The entrepreneurship program called "LaunchROLESVILLE." is a free program that mirrors the one in Wake Forest in which entrepreneurs go through thirteen weeks of classes (one evening per week). The curriculum was developed by Wake Tech's Entrepreneurship Initiative to provide a solid framework to support the entrepreneur as they start a business or begin a journey to success in business. Students learn about the Entrepreneurial Lifestyle, How to Create a Personal & Business Vision Statement, How to take an IDEA to Business, Create and Evaluate Sample Elevator Pitches, Learn how to do Market Research, Build a Business Model Design, Pricing Strategy, Legal Strategy, and Business Exits, How to Comply with Laws, Regulations, and Read Contracts, How to Build the Org and Team, What are the Cash Needs and How to be Profitable and much more.

**Youth Leadership Rolesville** - Each year, a selected group of local High School students learn not only what's going on in the business community but, how they can make a difference. The program builds community relations through an in-depth view of cultural, economic, historic, social, and local government resources. Youth leadership meets monthly, and experience topics ranging from Personal Image and Branding to becoming a Financially Savvy Young Adult.

**Leadership Rolesville** - Leadership Rolesville will be a new initiative in the Rolesville community. Each year, a select group of local residents will learn not only what's going on in the business community but, how they can make a difference. The program will build community relations through an in-depth view of cultural, economic, historic, social, and local government resources.

## Economic Development

**Advocacy** - The Foundation will become the independent voice for small business within the Town of Rolesville. We will accomplish this goal by guaranteeing that small business views are heard in the regulatory process and by providing policymakers and small business stakeholders with the knowledge they need to advance the small business economy.

**Sector Strategy** - It's important for the Rolesville community to diversify its economy through businesses in different sectors, the same way it's important for investors to diversify their investments in different funds. A diversified economy is a stronger economy since the community isn't dependent on one industry.

**Workforce Development** - We will work to bring Wake Tech Community College to Rolesville with classes to support our local workforce and to further educate the employees of our existing business in Rolesville. Creation of a skilled and thriving workforce by adoption/creation of a clear and coherent message that the Town of Rolesville IS the place for jobs; market abundance of existing resources in the county for education and training if potential workers have a skill gap; support and enhance existing services to address the Town of Rolesville unemployed persons' barriers to work.

**Endowment** - The Foundation will create an endowment to help financially support the long term goals and expenses of the Rolesville Chamber of Commerce. The goal for the Foundation's Endowment Fund is to grow, whereby interest made from the fund will be used to assist in the creation of new initiatives and further investments in the community. The endowment fund will also help grow the chamber, which in turn, invest back into the community.

## **Board of Directors**

The board consists of the following members. Officers will be serving a 2-year consecutive term.

Brad J Walker - President of the Foundation Board

Connie Mitchell - Treasurer

Ellen Ransom - Secretary

Rachel Morris - Executive Director

Allen Mitchell - President of Chamber of Commerce Board

Ronald Sharon

M. Niel Ransom

DRAFT

**Memorandum of Understanding (MOU)**  
**Between the Town of Rolesville and**  
**The Rolesville Chamber of Commerce**

This memorandum of understanding, made between the Town of Rolesville (hereinafter referred to as “the Town”) and the Rolesville Chamber of Commerce (hereinafter referred to as “the Chamber”), hereinafter referred to as the “agreement”.

**WHEREAS**, the Town and the Chamber both value and support the businesses in the Rolesville community; and

**WHEREAS**, the Town realizes the importance of the Rolesville Chamber of Commerce in supporting, networking, and promoting businesses in the Rolesville community; and

**WHEREAS**, the Town desires to support the efforts of the Chamber of Commerce in bringing the business community together by organizing and holding events.

**NOW, THEREFORE**, in consideration of the mutual obligations and promises set forth below, the parties hereto agree as follows:

The Town agrees to:

1. Remain a member of the Chamber of Commerce and pay annual dues as set by the Chamber Board of Directors.
2. Contribute to the Chamber \$18,000 (in addition to the annual dues) throughout the fiscal year.
3. Allow the Chamber to reserve and use the Council Chamber space at Town Hall for a total of 48 hours at no cost. Reservation and use can be any date and time during the normal business hours of Town Hall (Monday through Friday from 8 am to 5 pm) when no prior reservations or scheduled use exist.
4. Allow the Chamber to reserve and use the Community Center space at Town Hall for a total of 40 hours at no cost. A “Facility Use Request” must be submitted at least two (2) months in advance. Scheduling for this will need to work around any classes or paying reservations established prior to the Chamber’s Facility Use Request application.
5. Make available four (4) off-duty police officers throughout nine (9) hours for the BBQ event.
6. Provide at least fifteen (15) police officers throughout four (4) hours for the Christmas Parade. This will be an in-kind donation by the Town absorbing the cost.
7. Continue to support the Rolesville Youth Leadership program.
8. Existing members of the Rolesville Chamber of Commerce are permitted to reserve facilities at the resident rate \$45 per hour (2 hour minimum) when no prior reservations or scheduled use exists. For rentals after office hours, weekends, and/or holidays, an additional \$15 per hour will be charged for staffing. The maximum opportunities for the reduced reservation shall not exceed six (6) events within the term of this agreement. Facility use reservations shall be submitted by the Chamber of Commerce staff at least two (2) months prior to the requested date.
9. Coordinate and share EastWakeTV access with the Chamber to support and promote the Town and Rolesville businesses.

The Chamber agrees to:

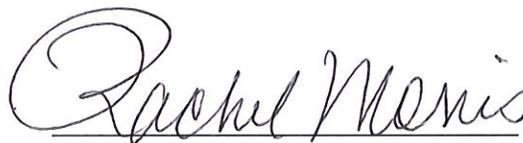
1. Provide the Town of Rolesville twelve (12) tickets to their annual dinner.
2. Provide the Town of Rolesville twelve (12) tickets to the Sponsorship Appreciation Event suite provided by the Centennial Authority at the PNC Arena.

3. Provide the Town of Rolesville premium advertisement on all marketing material produced. This includes banners, programs, & printed ads for the BBQ, Business Expo, Christmas Parade, Evenings with Santa, Golf outing, and the Annual Dinner.
4. Provide the Town a booth at the Business expo
5. Provide the Town space in the Christmas parade and one parade float free of charge
6. Pay the off-duty rate of \$35 per hour directly to the four (4) police officers (to be determined) for the nine (9) hours service at the annual BBQ event. This cost will be an estimated \$1,260.
7. Premium sponsorship advertising and one foursome team registration at the Chamber Golf Event.

This agreement is effective from the date of execution until June 30, 2020. At any point in time, either party may request that the responsibilities be amended. This agreement can be cancelled at any time throughout the term by either party with 30 days prior written notice to the other party.

Agreed upon this 7th day of May, 2019 by the Town of Rolesville Board of Commissioners

  
Town of Rolesville  
Mayor

  
Rolesville Chamber of Commerce  
Executive Director

This instrument has been preaudited in the manner required by the Local Government Budget and Fiscal Control Act.

  
Finance Officer

5/9/19  
Date

**Memorandum of Understanding (MOU)**  
**Between the Town of Rolesville and the Rolesville Chamber of Commerce**

This memorandum of understanding, made between the Town of Rolesville (hereinafter referred to as “the Town”) and the Rolesville Chamber of Commerce (hereinafter referred to as “the Chamber”), hereinafter referred to as the “agreement”.

**WHEREAS**, the Town and the Chamber both value and support the businesses in the Rolesville community; and

**WHEREAS**, the Town realizes the importance of the Rolesville Chamber of Commerce in supporting, networking, and promoting businesses in the Rolesville community; and

**WHEREAS**, the Town desires to support the efforts of the Chamber of Commerce in bringing the business community together by organizing and holding events.

**NOW, THEREFORE**, in consideration of the mutual obligations and promises set forth below, the parties hereto agree as follows:

The Town agrees to:

1. Remain a member of the Chamber of Commerce and pay annual dues as set by the Chamber Board of Directors.
2. Contribute to the Chamber \$30,000 (in addition to the annual dues?) throughout the fiscal year. In return for this contribution, the Chamber will complement the Town’s economic development efforts through:
  - a. Launch Rolesville, a program which supports and promotes entrepreneurship and small business development in Rolesville.
  - b. Local Business Retention and Expansion (BRE) in partnership with the Town’s Community & Economic Development Manager to engage and support the local business community and promote economic development.
  - c. Participation with the Town to communicate and organize activities and events that market Rolesville as a great place to do business, promote tourism, help recruit new business, and create a good business climate in Rolesville.
3. Support the Youth Leadership Rolesville program by... (include more specific language here?)

The Town also agrees to provide the following:

4. Reservation and use of the Council Chamber space at Town Hall for a total of 48 hours at no cost. Reservation and use can be any date and time when no prior reservations or scheduled use exist.
5. Reservation and use of the Community Center space at Town Hall for a total of 40 hours at no cost. A “Facility Use Request” should be submitted at least two (2) months in advance, and the Chamber must use the Town’s standard rental form and abide by the conditions for the rental including cleaning. Scheduling for this will need to work around any classes or paying reservations established prior to the Chamber’s Facility Use Request application.
6. Make available four (4) off-duty police officers throughout nine (9) hours for the annual BBQ event.
7. Provide at least fifteen (15) police officers throughout four (4) hours for the Christmas Parade. This will be an in-kind donation by the Town absorbing the cost.

8. Reservation and use of Town facilities for existing members of the Rolesville Chamber of Commerce at the resident rate of \$45 per hour (2 hour minimum) when no prior reservations or scheduled use exists. For rentals after office hours, weekends, and/or holidays, an additional \$15 per hour will be charged for staffing. The maximum opportunities for the reduced reservation shall not exceed six (6) events within the term of this agreement. Facility use reservations shall be submitted by the Chamber of Commerce staff at least two (2) months prior to the requested date.
9. Shared use of access to EastWakeTV to support and promote the Town and Rolesville businesses.

The Chamber agrees to:

1. Provide the Town of Rolesville twelve (12) tickets to their annual dinner.
- ~~2. Provide the Town of Rolesville twelve (12) tickets to the Sponsorship Appreciation Event suite provided by the Centennial Authority at the PNC Arena.~~
3. Provide the Town of Rolesville premium advertisement on all marketing material produced. This includes banners, programs, and printed ads for the annual BBQ event, Business Expo, Christmas Parade, Evenings with Santa, Golf outing, and the Annual Dinner.
4. Provide the Town a booth at the Business expo.
5. Provide the Town space in the Christmas parade and one parade float free of charge.
6. Pay the off-duty rate of \$35 per hour directly to the four (4) police officers (to be determined) for the nine (9) hours service at the annual BBQ event. This cost will be an estimated \$1,260.
7. Provide premium sponsorship advertising and one foursome team registration at the annual Chamber Golf Event.

As part of this agreement, the Chamber is required to present a financial statement to the Town upon request per the provisions of N.C. General Statute 55A-16-24, highlighting Chamber activities and showing how the funds received from the Town of Rolesville are being used. The Town may request a report from the Chamber quarterly or bi-annually, depending on the desire of the Town Board.

This agreement is effective from the date of execution until **June 30, 2021**. At any point in time, either party may request that the responsibilities be amended. This agreement can be cancelled at any time throughout the term by either party with 30 days prior written notice to the other party.

Agreed upon this \_\_\_\_ day of \_\_\_\_\_ by the Town of Rolesville Board of Commissioners

\_\_\_\_\_  
Town of Rolesville  
Mayor

\_\_\_\_\_  
Rolesville Chamber of Commerce  
Executive Director

This instrument has been preaudited in the manner required by the Local Government Budget and Fiscal Control Act.

\_\_\_\_\_  
Finance Officer

\_\_\_\_\_  
Date

**Exhibit 1**  
**Rolesville Chamber of Commerce MOU Allocation**

Budget Year 2020-2021					
	2019-2020 MOU Allocation Request from Town of Rolesville	2020-2021 MOU Allocation Request from Town of Rolesville	\$ Variance	%	
<b>Schedule of Expenditures</b>					
<b>Program Expenditures</b>					
Youth Leadership	\$500	\$2,500	\$2,000	80%	
Launch Rolesville	1,000	5,000	\$4,000	80%	
Leadership Rolesville	0	2,500	\$2,500	100%	
Ambassador Program	500	500	\$0	0%	
Business After Hours	500	500	\$0	0%	
Lunch and Learn Series	500	500	\$0	0%	
Chamber Foundation	0	3,000	\$3,000	100%	
<b>Total Program Expenditures</b>	<b>\$3,000</b>	<b>\$14,500</b>	<b>\$11,500</b>		
<b>Event Expenditures</b>					
Annual Dinner	\$1,000	\$1,000	\$0	0%	
Cornhole	0	500	\$500	100%	
BBQ Bands	6,000	6,000	\$0	0%	
Christmas	1,250	1,250	\$0	0%	
Golf	2,000	2,000	\$0	0%	
<b>Total Event Expenditures</b>	<b>\$10,250</b>	<b>\$10,750</b>	<b>\$500</b>		
<b>Organizational Expenses</b>					
Website, Technology & Branding	\$1,750	\$1,750	\$0	0%	
Welcome Wagon	1,500	1,500	\$0	0%	
Insurance (events)	1,500	1,500	\$0	0%	
<b>Total Operating Expenditures</b>	<b>\$4,750</b>	<b>\$4,750</b>	<b>\$0</b>		
<b>Total Schedule of Expenditures</b>	<b>\$18,000</b>	<b>\$30,000</b>	<b>\$12,000</b>		
<p>The MOU allocation request was based on the immediate needs of the Rolesville Chamber of Commerce and how to best reflect the ongoing partnership with the Town of Rolesville. While these are clearly two separate entities, the Chamber wants the funds requested to be used in a way that has a direct impact on how this Town is supporting local businesses, chamber members, and chamber programs and events that are made possible with the Town of Rolesville funding.</p>					

## Chamber Response

# Follow Up Questions & Answers

### **1. What is the purpose of Leadership Rolesville and resulting benefits to the Rolesville community? Is it part of Leadership Raleigh?**

A. Leadership Rolesville, like similar programs nationwide, is designed to develop responsible and informed community leaders. Recognized and emerging leaders in the community are selected to represent the diverse demographic of the Rolesville Community.

The Leadership Program strives to develop practical leadership skills while promoting personal growth. Sessions will cover topics including diversity, education, social concerns, health care, law enforcement, project management and government. The program begins with a team building opening retreat and ends with a closing retreat where the class presents their projects that are developed throughout the year.

#### WHAT YOU CAN EXPECT FROM LEADERSHIP ROLESVILLE...

1. Thought-provoking sessions where we explore community issues and participate in processing what we have learned through class discussion
2. An opportunity to develop leadership and interpersonal skills and team build with classmates
3. An opportunity to work on real issues in our community
4. Networking opportunities with the class and community leaders.
5. Support and commitment from the Rolesville Chamber of Commerce and the Foundation.

No - This program is not affiliated with Leadership Raleigh.

### **2. Pre-COVID-19, what services were provided to Rolesville businesses by the Chamber? What is the plan going forward to support Rolesville businesses in a virtual manner in a possible continued COVID environment?**

A. There are a number of resources that the chamber provides including meeting space, notary services, one-on-one business strategy sessions and advocating to reference a few. Moving forward the chamber is increasing its education and training in addition to technology to support businesses. We are currently evaluating various software programs to assist in marketing and streaming. The chamber has also started recording business spotlights for Rolesville businesses and chamber members. The ultimate goal is to increase awareness of Rolesville businesses and to put a face to the business name.

### **3. How many Rolesville businesses are members of the Rolesville Chamber?**

A. 64

### **4. How many staff members and what type of staff does the Chamber have, paid or unpaid?**

A. The chamber has one paid staff member. We have had an unpaid staff volunteer over the year, but she has since gained full-time employment.

**5. Given the uncertainty we are in at this time - in the world/communities/schools - why do you feel now is the appropriate time to start up the Foundation?**

A. The foundation was officially approved by the NC Secretary of State on December 31, 2019 before the pandemic. We saw the need to establish the foundation dedicated to strengthening the Chamber's long-term competitiveness by providing educational opportunities for both adults and youth focusing on leadership, entrepreneurship, economic development, and workforce development initiatives. Establishing a 501c(3) will open up additional avenues to diversify funding to support initiatives. The chamber was able to secure foundation board members whose personal and professional goals align with moving the initiatives forward. One of our newest board members include Lenwood Long, Sr. who recently retired as the President/CEO of Carolina Small Business Development Fund (CSBDF) with an extensive knowledge in working with entrepreneurship, veterans and small businesses.

**6. What happens with the funds if the programs outlined under the Foundation are not able to meet in person as I assume is anticipated given the numbers, and the monies aren't used as planned – assuming materials, food, etc.?**

A. The programs have not ruled out in-person meetings. Work is still being done to incorporate in-person interaction for portions of the program. The programs have adapted to an online format to continue servicing and educating participants. Materials and food for some programs will continue as normal (ie for LaunchROLESVILLE, participants will pick up boxed meals from restaurants before the program begins). The goal is to keep supporting businesses and encouraging our participants to support businesses. Any unused funds will be held in a reserve account earmarked for the program.

**7. With one of the main focuses of any Chamber being on your business membership, what training/professional development opportunities, and how many, were provided last year (July 2019 – June 2020) for your business leaders?**

A. The chamber has worked hard to not reinvent the wheel and to use business resources available to them. In addition to the leadership programs, the chamber has partnered with entities such as Wake County Economic Development, Wake Tech Small Business Center and other partners to provide educational opportunities for Rolesville businesses and the community. Below are those opportunities that were featured:

Black Business Momentum Sessions  
Rolesville Business Resources  
Coping and Managing Business & Family While Working at Home  
Business Resources Where are You in the Process  
Home Improvements that Benefit My at Home Business  
Chamber 101  
Flourish Women Networking Group  
How to Market Your Business with Social Media During COVID-19  
Strategic Virtual Marketing Summit  
Get Found on Google Free  
North Carolina's Road to Reopening: Aligning Health Policy and Business  
LaunchWake County Reunion

**8. What training/professional development opportunities do you have planned this year for your business leaders and how will those sessions look? Virtual, in-person with social distancing, etc.? Are any of those taking place now? If not, when do you anticipate them starting?**

A. The chamber will offer a combination of both virtual and in-person sessions whenever possible. All training will resume in August 2020. Below is a listing of trainings:

How to Navigate PPP Forgiveness  
What to Consider in Estate Planning  
Money Management in 2020  
Courageous Conversations  
LinkedIn & Your Small Business  
Business Preparedness & Disaster Recovery  
Chamber 101

**9. You spoke on how you provided assistance to those business leaders who have sought help due to COVID-19. What is being done to support those who have not reached out? Ambassador's reaching out? Networking opportunities? Meetings on how to cope and keep the doors open in the midst of the pandemic?**

A. Once the pandemic hit, the chamber made the decision to work with any Rolesville business regardless of membership status. We believe that yes membership has its privileges, but we also know that the business community needs all hands-on deck. The chamber (staff, ambassador and board members) have been contacting businesses one by one to check on them. Some businesses have seen an increase in their business due to the pandemic while others are seeing a shift in what they provide and how. For those businesses who have been able to adapt, we are receiving favorable responses. For those who are not, we are directing them to educational resources, business counseling resources and other businesses who they can possibly partner with that may be able to assist.

We will continue to offer instructions and assistance on how to submit for SBA Funding and working with businesses on solutions for dealing with rent and landlords during this time.

**10. What are the Chamber's feelings/thoughts on when the contribution request would start to level out and become more constant, rather than involve substantial increases year after year?**

A. The chamber does not foresee any additional request for increases in the coming years. The chamber has made significant strides over the years to provide resources to businesses and to be a resource with a severely limited budget. We are a catalyst and voice for the business community. We know Rolesville is expected to grow commercially in the next few years and are positioning ourselves to grow and support not only the businesses, but also the Town.

**11. The Chamber's total budget showing specific line items for salaries, programs, revenues and expenditures, etc., showing more specifically, for example, what is the budget for programs such as Youth Leadership or the Launch Rolesville program, what funds go towards specifically.**

A. See exhibit A-E.

**12. The percent of the overall Chamber budget that the Town contributes, currently and projected with this latest request.**

A. 14.95% currently and 23.68% projected

**13. The percentage of the Town's contribution/sponsorship of the Chamber that goes to support Rolesville Businesses.**

A. 73.61% currently and 74.16% projected

**14. Comparative information, if you're able to provide any, to show for example how much towns of similar size (Zebulon, Wendell, Knightdale, Smithfield, others?) give to their Chambers as a percentage of overall budgets. And/or how much other towns give to Chamber Foundations, Leadership Programs, Launch programs, etc. Of course, everywhere is different and it's hard to compare apples to apples, but some examples of how other towns support their Chambers and chamber programs would be helpful.**

A. A response was only received from one chamber (Wendell Chamber) thus far. The chamber could not provide detailed information due to a death in the family. They did state that the Town and chamber are working to rebuild their relationship. The Town provides support in the form of funding and in-kind.

Exhibit A

## Rolesville Chamber of Commerce Budget Summary

Budget Year	2020-2021
<b>Revenue</b>	
Fundraising	\$54,575
Membership	\$41,000
Sponsorship	\$20,000
Rental Income	\$6,600
Donations	\$3,500
Program Income	\$1,000
<b>Total Revenue</b>	<b>\$126,675</b>
<b>Expenditures</b>	
Fundraising (COGS)	\$45,450
Payroll & Taxes	\$39,370
Program Expenditures	\$17,650
Rent & Utilities	\$14,050
Software & Office Exp	\$6,655
Donations	\$3,500
<b>Total Expenditures</b>	<b>\$126,675</b>
<b>Reserve Overage/(Shortfall)</b>	<b>\$0</b>

Exhibit B

## LaunchROLESVILLE Budget

ITEM	COST
<b>Training (20 students)</b>	<b>\$3,000</b>
<b>Food</b>	<b>\$3,900</b>
20 people @ \$15.00 per person for 8 weeks	\$2,400
Intro Event	\$500
Graduation	\$1,000
<b>Design/Printing Supplies</b>	<b>\$500</b>
Class Materials with Binders	\$300
Cards/brochures to Promote program	\$200
Programs for Graduation	\$100
<b>Advertising</b>	<b>\$600</b>
Website Update	\$300
Annual Hosting	\$200
Social Media Promotion of Program	\$100
<b>Space</b>	<b>\$2,400</b>
44 hours for training and orientation	\$1,900
5 hours for graduation (including setup/breakdown)	\$500
<b>MISC</b>	<b>\$600</b>
Graduation Gifts	\$300
Photographer & Videographer	\$300
<b>TOTAL PROGRAM COST</b>	<b>\$11,000</b>

Exhibit C

## Youth Leadership Rolesville Budget

ITEM	COST
<b>Food</b>	<b>\$2,600</b>
20 people @ \$15.00 per person for 7 sessions	\$2,100
Graduation	\$500
<b>Design/Printing Supplies</b>	<b>\$300</b>
Class Materials with Binders	\$150
Graduation	\$150
<b>Team Activities</b>	<b>\$500</b>
Team Building	\$500
<b>Space</b>	<b>\$700</b>
Training	\$500
2 hours for graduation (including setup/breakdown)	\$200
<b>MISC</b>	<b>\$900</b>
Graduation Gifts	\$400
Polo and Name Badge	\$500
<b>TOTAL PROGRAM COST</b>	<b>\$5,000</b>

## Leadership Rolesville Budget

ITEM	COST
Training (15 students)	\$1,500
Food	\$2,100
15 people @ \$15.00 per person for 6 sessions	\$1,350
Orientation/Intro Event	\$250
Graduation	\$500
Design/Printing Supplies	\$400
Class Materials with Binders	\$150
Cards/brochures to Promote program	\$200
Programs for Graduation	\$50
Advertising	\$900
Social Media Promotion of Program	\$100
Design of Initial Website	\$400
Annual Hosting	\$200
Newspaper/Magazine Ad	\$200
Space	\$1,400
Training and orientation	\$1,200
2 hours for graduation (including setup/breakdown)	\$200
MISC	\$350
Graduation Gifts	\$150
Photographer & Videographer	\$200
<b>TOTAL PROGRAM COST</b>	<b>\$6,650</b>

Exhibit E

## Town MOU Allocation

Budget Year	2019-2020	2020-2021
<b>Revenue</b>		
Fundraising	\$10,250	\$10,750
Membership	\$1,000	\$1,000
Sponsorship	\$6,750	\$15,250
Rental Income		
Donations		\$3,000
Program Income		
<b>Total Revenue</b>	<b>\$18,000</b>	<b>\$30,000</b>
<b>Expenditures</b>		
Fundraising (COGS)	\$10,250	\$10,750
Payroll & Taxes		
Program Expenditures	\$3,000	\$11,500
Rent & Utilities		
Software & Office Exp	\$4,750	\$4,750
Donations		\$3,000
<b>Total Expenditures</b>	<b>\$18,000</b>	<b>\$30,000</b>