

**AGENDA  
SPECIAL CITY COUNCIL MEETING  
INFRASTRUCTURE AND DEVELOPMENT WORKSHOP  
(DISCUSSION ONLY)  
APRIL 11, 2016 – 6:00 PM**

- I. Call to Order – 6:00 pm
- II. Workshop – Infrastructure and Development – Discussion only.
- III. Possible Executive Session – Purchase and Sale of Real Estate – No action will be taken.
- IV. Adjournment

Bill Gruen  
City Manager

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**Agenda  
Special City Council Meeting  
(Discussion Only)  
April 11, 2016 - 6:00 p.m.**

**I. Call to Order – 6:00 pm**

The Special April 11, 2016 meeting of the City Council was convened at 6:00 p.m., and called to order by Mayor Rex Barbee.

**Council Members Present:**

Councilman Nic Farley  
Councilman Craig Morton  
Councilwoman Sue Morgan  
Mayor Rex Barbee

**Council Members Absent:**

None. *(Position open, due to the resignation of Jim Baity)*

**Others Present:**

City Manager Bill Gruen  
Economic Development Director Jeanne Gustafson  
Finance Director Ben Stratemeyer  
City Clerk Bev Quinn

**II. Workshop – Infrastructure and Development – Discussion only.**

City Manager Bill Gruen indicated the workshop session is for discussion only, and that there would be no action taken.

Economic Development Director Gustafson indicated she and Councilman Farley will be attending the ICSC show in Las Vegas from May 22 – 25, and provided a slide show outlining their plans. *(Slides will be copied throughout the minutes.)*

Ms. Gustafson indicated there will be approximately 36,000 people attending, and 10,000 exhibits. Ms. Gustafson indicated she is currently going through the registration list and identifying which booths she and Councilman Farley will want to meet with. Gustafson indicated that many of the restaurants and businesses that Salem wants to attract have minimum demographic requirements, and our challenge is showing them that Salem has a much higher daytime population than our demographics suggest, and that we have a great draw.

The Challenge

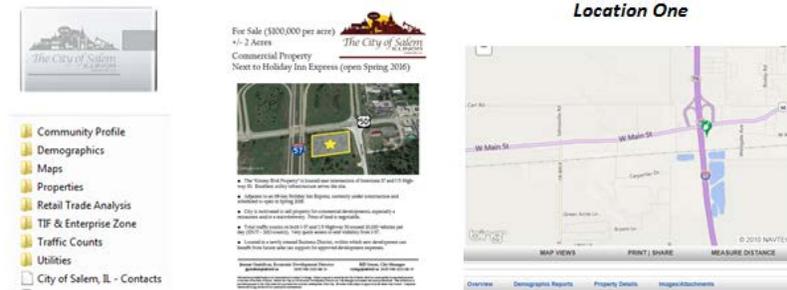
	A	B	C	D	E	F	G	H
1	Company	Demographic Mile Range	Demographic Population Min	Salem 2010 Population	Demographic Avg House Inc	Salem Avg HI	Demographic Traffic Count	
2								
3	AMC Theatres	5	150000	11769	0	0	0	
4	Atlanta Bread Company Bakery Cafe	3	25000	9134	50000	49140	25000	
5	Monkey Joe's	0	0	0	0	0	0	
6	Blaggi's Ristorante Italiano	0	0	0	0	0	0	
7	Big Lots	5	50000	11769	0	0	0	
8	C.J. Banks	3	50000	9134	50000	49140	0	
9	Christopher & Banks	3	50000	9134	50000	0	0	
10	Chuck E. Cheese's	5	200000	11769	0	0	30000	
11	Dress Barn Combination Stores	5	120000	11769	45000	50676	0	
12	Dress Barn Combination Stores	5	120000	11769	45000	50676	0	
13	Express Car Wash	5	150000	11769	35000	50676	27000	
14	Fazoli's	3	40000	9134	40000	49140	0	
15	Golden Corral	1	15000	0	0	0	25000	
16	Goodrich Quality Theatres	5	100000	11769	0	0	0	
17	Hawthorn Suites	0	0	0	0	0	0	
18	Hooters	5	100000	11769	45000	50676	0	
19	Kerasotes ShowPlace Theatres	5	125000	11769	0	0	0	
20	Lowe's	10	60000	22276	0	0	25000	
21	Lowe's	10	60000	22276	0	0	25000	
22	Microtel Inn & Suites	0	0	0	0	0	0	
23	Minuteman Car Wash	1	15000	0	0	0	0	
24	Movie Gallery	0	0	0	0	0	8500	
25	Movie Gallery	0	0	0	0	0	8500	
26	Saltgrass Steakhouse	5	250000	11769	75000	50676	0	
27	Starbucks Coffee Company	1	50000	0	45000	0	0	

Some Examples of Our Opportunities

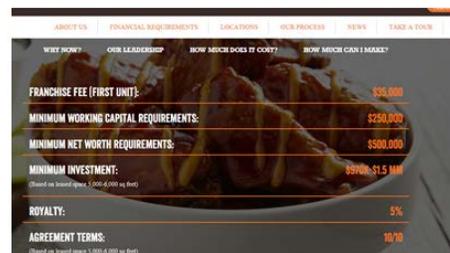
- Strong US Route 50 traffic count
- Strong Pull Factor
- Strong Daytime Population with local industries and county seat
- Strong Exit Rates
- Commute Time
- Infrastructure

Ms. Gustafson indicated she is preparing promotional materials for Recon which will be placed on USB cards for the convenience of prospects.

## Promotional Materials for Recon



## Franchise Investors?



City Manager Gruen indicated the City is still actively pursuing a truck stop, and added that the local trucking firms have indicated it would be beneficial for have one in Salem.

City Manager Gruen discussed the expiration of the Enterprise Zone, and what would be entailed in applying for a new one. Extensions are no longer permitted, and towns with expiring Enterprise Zones must reapply, and cannot do so until two years before the expiration date. Additional discussion took place regarding TIF zones and possible expansions of TIF zones. Also discussed were possible infrastructure improvements to facilitate development. Finance Director Ben Stratemeyer provided an outline of what Fund 18, and what funds may be available for infrastructure improvements. Mr. Stratemeyer indicated Public Works Director John Pruden has indicated that if there is ever a sewer failure, the repairs could cost in the area of \$1.2 million.

III. **Possible Executive Session – Purchase and Sale of Real Estate – No Action to be taken.**  
No Executive Session.

IV. **Adjournment**  
As there was no further business to discuss, ***motion was made by Councilman Morton and seconded by Councilman Farley, the meeting was adjourned at 8:05 pm. Roll call vote: AYES: Councilman Farley, Councilman Morton, Councilwoman Morgan, Mayor Barbee. NAYS: None. Motion carried.***

Bev Quinn, CMC  
City Clerk

Minutes approved: \_\_\_\_\_