

**VILLAGE OF WESLEY CHAPEL**  
**MASTER PLAN COMMITTEE MINUTES**

7:00PM NOVEMBER 28, 2006  
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The Master Plan Committee of the Village of Wesley Chapel, North Carolina met in the Fellowship Hall of the Wesley Chapel United Methodist Church at 120 Potter Road South, Wesley Chapel, North Carolina, with Chairman Chris Mangano presiding.

MEMBERS PRESENT: Chris Mangano, Ashleigh Mock, Mike de Julian, Brenda Cherry, Elaine Rosoff

MEMBERS ABSENT: Dick Raby, David Boyce

OTHERS PRESENT: Mayor Tracy Clinton, Justin Krieg, Janet Critz

VISITORS: Jim Critz, Brad Horvath

TIME CONVENED: Chris Mangano called the meeting to order at 7:05 PM. A quorum was present.

1. WELCOME AND APPROVAL OF MINUTES

Motion to approve the November 14, 2006 minutes made by Mike de Julian and seconded by Brenda Cherry. Motion passed unanimously.

2. JANET CRITZ – DISCUSSION ON “BRANDING YOUR COMMUNITY”

Opportunities through Urban Open Space have inspired Janet. Specifically, branding your community in order to create and maintain an image of a community.

4 keys to branding your community:

- Authenticity – identify the most important thing in your community. What is cherished, valued, important, unique, and authentic? You need to know your people first in order to find this.
- The key to success is never change – be consistent.
- Make a concept connection – people need to connect with what you are doing. We are going in this direction because the people of community want this. Then provide an outline of how to get there. We can't change that we are within 25 – 30 miles of Charlotte; we will feel the ripple effects from the city. Mineral Springs has provided a concept and is consistent.
- Generic is not acceptable – it is not good enough. For example, in the past Indian Trail has been developer driven instead of plan driven. Mineral Springs and Wesley Chapel have an opportunity to be proactive and be

Approved 12.12.06

plan driven. We do not have to settle, we need to have the enthusiasm and take the time to plan. The economy should be balanced about 60% residential to 40% commercial. Planning and demanding the best is not only aesthetically pleasing, it's not good for the economy.

For example, when Campbell Soup was presented with two competitors, the generic brand and Progresso, they decided to chase after generic. They won the battle against the generic, but lost the war because they could never catch Progresso.

Janet's mother works for Tomlinson Furniture. Mr. Tomlinson said "4 men working with you are worth 40 working for you." Don't build a product, build a standard.

Janet read a quote "A leader's reaction is always more crucial than his opponent's detraction." He may even try to belittle his worth, you're reaction is crucial.

Janet shared the speech Teddy Roosevelt gave in Paris in 1910 called, "The Man in the Arena."

We should take this opportunity to set the standards high.

The committee members discussed Janet's speech, brainstorming first steps to finding our brand identity and setting standards high? Examples were given how McDonalds will change its storefront in areas where required, like the one outside the Biltmore in Asheville. Just Krieg advised that form based code is used to establish architectural standards, such as the size of the structure and appearance of the structure.

### 3. REPORT OUT ON DEVELOPMENT RESEARCH

Delafield, WI held a series of town hall meetings in order to get community input. They put policies in place to support the community's desires. They created a brand identity and logo. One portion of their master plan included a residential development control system in which they established a system to control the rate of growth.

Nagshead put out a survey in week 17 of their process. They and put together a list of every major group affected by their work and invited 1 person in each stakeholder group to participate in the master plan meetings. They were able to get more interested parties and more influencers.

The committee discussed getting the participation piece right and completing the RFP in order to get a consultant to lead us through the participation. Identify stakeholders groups and associated names in order to invite them to participate in a series of open meetings to start gathering input from the community.

### 4. EXPAND ON GOALS

The committee discussed putting the expansion of the goals on hold while the RFP is completed to get a consultant.

Approved 12.12.06

5. OTHER BUSINESS

The committee discussed the need to move forward. A necessity is to hire a consultant to get the ball rolling on holding meetings with stakeholders. Justin Krieg suggested inviting Professor Walters to the next Master Plan meeting. Justin will contact Walters and invite him to our December 12 meeting to listen to our needs and tell us what our next steps will be.

Mayor Clinton mentioned that there are so many topics she wished she knew how the community felt.

The committee discussed that we should all review websites provided by Mayor Clinton.

David Boyce has had other priorities and will not be able to participate in the committee until March. The committee discussed the ability to move forward with Boyce's extended absence. Ashleigh Mock to make the motion to continue during Boyce's absence and Brenda Cherry seconded the motion. Motion passed unanimously. Boyce will still be sent the minutes in hopes that he will provide input when he can.

Brad Horvath spoke briefly about using the goals we have already established as the requirements for an RFP.

The committee discussed the identification of key stakeholders including representatives from ETJ areas, neighborhoods, large land owners, business owners and utilities. It will be important to have key influencers come to meetings.

Thee committee discussed brand ideas including Wesley Chapel: Thoughtful, Responsible, Desirable (drive community to its peak); A Community that Cares; A great place to live and raise a family.

6. TOPICS FOR NEXT AGENDA (December 12)

The committee discussed waiting to hear from Justin Krieg regarding the consultant attending and form the agenda then.

7. ADJOURNMENT

Motion to adjourn by Mike de Julian and seconded by Brenda Cherry. Motion passed unanimously. Meeting adjourned at 8:42 PM.

Respectfully submitted,

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Ashleigh Mock

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Chris Mangano