

# Mount Pleasant

North Carolina

*Founded in 1848*

**Town of Mt. Pleasant  
Board of Commissioners  
Economic Development Workshop Minutes  
Monday, April 10, 2023 3:00-6:00 P.M.**

**Attendance:** Mayor Del Eudy  
Mayor Pro-Tem/Commissioner Lori Furr  
Commissioner Chris Carter (absent)  
Commissioner William Meadows  
Commissioner Justin Simpson  
Vacant Seat  
Town Administrator Randy Holloway  
Town Attorney John Scarbrough (absent, attendance not required)  
Town Clerk Amy Schueneman

**Also Present:** Crystal Morphis from Creative Economic Development Consulting, LLC, Jeremy Johnson from Cabarrus County EDC, Erin Burris, Crystal Smith, and Darrell Layton.

Crystal Morphis introduced herself and reviewed the agenda. She then reviewed the PowerPoint presentation on the Trends of Economic Development followed by the Cabarrus Economic Development Strategic Plan. Then, Ms. Morphis divided everyone into two groups to brainstorm ideas for the Town of Mount Pleasant.

Ideas listed by the 7 areas are as follows:

1. Development of Business and Industrial Sites, Parks, and Buildings
  - Distillery site uses
  - ID best industrial land
  - Site inventory & management
  - Connect A,B,C Streets with N. Washington
  - Blueberry & Hwy 73 commercial area
  - Cold Springs and Hwy 49 industrial site
  - Foil property mixed use extend towns streets
  - Lion's Club/Senior Center modernize
  - Rezone Property in Comp Plan
  
2. Infrastructure
  - Other transportation
  - Expand & replace sidewalks
  - Cell towers/water tank
  - Recruit high speed internet/broadband
  - Update water treatment facilities and appearance
  - Sewer at Allman Extension
  - Atlas be gone
  - Improve w/s infrastructure
  - Sewer capacity

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**Website:** [www.mtpleasantnc.org](http://www.mtpleasantnc.org) **Email:** [townhall@mtpleasantnc.us](mailto:townhall@mtpleasantnc.us)

### 3. Downtown Development and Redevelopment

- Extend footprint
- Entertainment venue/theater
- Connect to town park
- Parking-need more
- Streetscape improvements
- Landscaping/beautific
- Food truck nights
- Develop "grave lot"-business/housing
- Districts with themes

### 4. Marketing to Businesses, People, and Tourists

- Investor packages/incentives
- YouTube for advertising/Social Media
- Museum Partnership/historic tour app
- List of all to market
- Continue branding
- Future housing variety

### 5. Revitalizing Specific Areas of Town

- ABC Streets/East Franklin-help businesses/Tuscarora Mill
- Redo old church (First Congregational Church)
- Fisher Earnhardt-building redevelop
- Allman Extension Triangle

### 6. Business Retention, Expansion, and Startup

- Distillery expansion
- MP Small Merchants Association
- Business incubator
- Shared office space (Senior Center & Lions Club space)
- Increase façade grants & murals
- Daycares

### 7. Amenity Development

- Thread Trail connect & Gold Rush
- St. Stephens Park Trail
- Increase playground at Town Hall
- Family night activities
- Arts & Culture
- Entertainment venues
- Library/senior programming
- Child care

The Top needs as identified by the Board and Staff were: Blueberry & Hwy 73 commercial area, Foil property mixed use extend towns streets, Expand & replace sidewalks, ABC Streets/East Franklin-help businesses/Tuscarora Mill, and Entertainment venues.

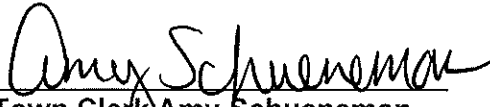
Scheduling when to start working on these projects was discussed and tentatively scheduled:

FY 24: Sidewalks, Blueberry & Hwy 73 commercial area, and Entertainment-stage pad and theater.

FY25: Foil property and ABC/East Franklin

Ms. Morphis will be getting back to the Town with potential next steps to implement these ideas.

By our signatures, the following minutes were approved as submitted on Monday, May 8, 2023 in the Regular Meeting.

  
Town Clerk Amy Schueneman

  
Mayor W. Del Eudy

