



Edenton Town Council  
Special Meeting  
&  
Committee Meetings  
March 25<sup>th</sup>, 2024  
6:00 p.m.

Council Chambers, 504 S. Broad Street

*Remote Video Access Available via Zoom at:*

<https://us02web.zoom.us/j/2524822155?pwd=TONFUEJOMXlnV3B2UFA1SOR0ajgzUT09>

*Meeting ID: 252 482 2155*

*Password: 458434 Dial in Option: 301-715-8592 (Meeting ID & Password same as above)*

**AGENDA**

**I. Special Meeting**

- A. Special Presentation – Social District Six Month Update – Dewayne Whealton/Ches Chesson
- B. Special Presentation – Destination Downtown Edenton (DDE) Economic Update – Ches Chesson
- C. Town of Edenton Tree Committee - 2024 Arbor Day Proclamation - Dewayne Whealton

**II. Committee Meetings**

- A. Administrative Committee
  - 1. Confederate Monument Update
- B. Finance Committee
  - 1. 2024 City Vision Conference - Council & Manager Travel Request

**III. Closed Session**

Per NCGS 143-318.11(a)(5) to establish, or to instruct the public body's staff or negotiating agents concerning the position to be taken by or on behalf of the public body in negotiating the price and other material terms of a contract or proposed contract for the acquisition of real property by purchase, option, exchange, or lease.



EDENTON  
*North Carolina*

# SOCIAL DISTRICT

DRINK RESPONSIBLY -- BE 21

6 Month Review



# Outline

Baseline

Ambassador feedback

Foot traffic data

Incidents

Economic Impact

Recommendations



# The Edenton Social District launched September of 2023

Currently there are approximately 60 municipalities that have implemented social districts. This is an increase of nearly 20 municipalities since Edenton's launch

There are currently 20 participating businesses in the district (green and yellow stickers)

The purpose for the social district was for a new and innovative way to increase economic development for new and existing businesses

More streamlined for special events within the Social District



# Ambassador Feedback

Initiation of the Social District occurred in Fall, therefore it is hard to gauge how Spring and Summer will be impacted

There is very little social district activity after 5:00 p.m. on Sundays

Larger signage needed

Better communication between event organizers and ambassadors



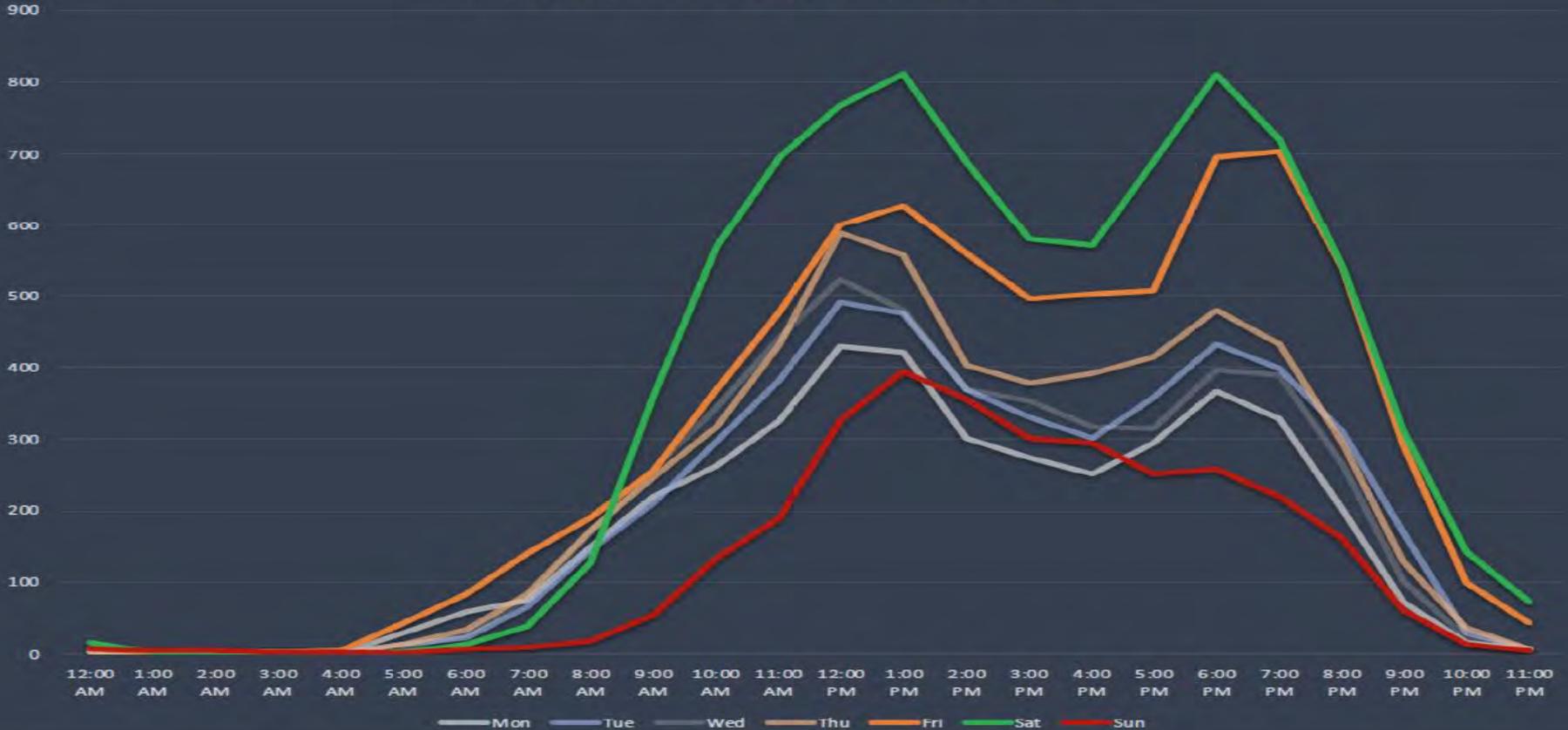
## No significant change in Foot Traffic related to Social District

Foot traffic steadily increases from Sunday through Saturday, with the highest daily foot traffic times occurring on Thursday, Friday, and Saturday. Given historical data we're unable to conclude the impact of the Social District to Foot Traffic.

DDE and the town will continue to monitor the foot traffic impact over the Spring and Summer

Ambassador hours have been altered to mirror highest foot traffic times

## Avg Daily Foot Traffic Counts By Hour





# No negative incidents reported

No incidents have been reported by the public, police department, or the ambassadors.



# Economic impact improved with Social District adoption

Main Street Communities with established Social Districts have seen the following compared to communities with no social district

60% higher Private investment

26% more net new jobs

40% more net new businesses



## Conclusion

Social districts benefit small business, support community events, increase pedestrian activities and help to invigorate business districts.

Given its impact and no issues related to the social district, it is recommended to continue operation

The town and its partners will continue to monitor the results over the next six months and report back to council with any findings at the 12 month review

The town and DDE will also explore ways to make the social district better by considering recommendations by the ambassadors, police department, non-profit partners, and the public



## PROCLAMATION

WHEREAS, in 1872 J. Sterling Morton proposed to the Nebraska Board of Agriculture that a special day be set aside for the planting of trees, and

WHEREAS, this holiday, called Arbor Day, was first observed with the planting of more than a million trees in Nebraska, and

WHEREAS, Arbor Day is now observed throughout the nation and the world, and

WHEREAS, trees can reduce the erosion of our precious topsoil by wind and water, cut heating and cooling costs, moderate the temperature, clean the air, produce oxygen and provide habitat for wildlife, and

WHEREAS, trees are a renewable resource giving us paper, wood for our homes, fuel for our fires and countless other wood products, and

WHEREAS, trees in our city increase property values, enhance the economic vitality of business areas, and beautify our community, and

WHEREAS, trees are a source of joy and spiritual renewal, and

WHEREAS, Edenton has been recognized as a Tree City USA by the National Arbor Day Foundation and desires to continue its tree planting ways,

NOW, THEREFORE, I, W. Hackney High, Jr., Mayor of the Town of Edenton, do hereby proclaim April 26, 2024 as

## ARBOR DAY

in the Town of Edenton, and I urge all citizens to support efforts to protect our trees and woodlands and to support our town's community forestry program, and

FURTHER, I urge all citizens to plant trees to gladden the hearts and promote the well-being of present and future generations.

DATED this 25th day of March, 2024

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W. Hackney High, Mayor

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Corey Gooden, Clerk



**REQUEST FOR OUT OF TOWN TRAVEL**

TO: Edenton Town Council

FROM: Aaron Coston, Councilman

DATE: 03/25/2024

PERMISSION IS HERBY REQUESTED TO MAKE AN OUT OF TOWN TRIP AT THE TOWN'S EXPENSE TO:

Winston Salem, NC

PURPOSE: Attend 2024 NCLM CityVision Conference

DATE OF TRIP: 04/23/2024 to 04/26/2024

LEAVE EDENTON: \_\_\_\_\_

RETURN TO EDENTON: \_\_\_\_\_

ESTIMATED COST OF TRIP:

MOTEL	\$	<u>891.65</u>
MEALS	\$	_____
MILEAGE	\$	<u>300.00</u>
REGISTRATION	\$	<u>400.00</u>
MISCELLANEOUS	\$	_____

(Attach Registration Form if Available)

TOTAL ESTIMATED COST OF TRIP: \$ 1,591.65

MODE OF TRANSPORTATION:  PERSONAL  TOWN VEHICLE

CHARGE TO ACCOUNT NUMBER 10-410-100

REQUESTED BY:

APPROVED BY:

\_\_\_\_\_ Councilman

TC MEMBER/ DATE

\_\_\_\_\_

DEPARTMENT HEAD / DATE

This instrument has been pre-audited in the Manner required by the Local Government Budget & Fiscal Control Act.

\_\_\_\_\_

FINANCE DIRECTOR / DATE

\_\_\_\_\_

TOWN MANAGER / DATE

A WRITTEN REQUEST FOR ALL OFFICIAL TOWN BUSINESS OUTSIDE OF CHOWAN COUNTY MUST BE SUBMITTED AND APPROVED BEFORE DATE OF TRIP.



**REQUEST FOR OUT OF TOWN TRAVEL**

TO: Edenton Town Council

FROM: Corey Gooden, Town Manager

DATE: 03/25/2024

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Winston Salem, NC

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MEALS	\$	_____
MILEAGE	\$	_____
REGISTRATION	\$	<u>400.00</u>
MISCELLANEOUS	\$	_____

(Attach Registration Form if Available)

TOTAL ESTIMATED COST OF TRIP: \$ 1,291.65

MODE OF TRANSPORTATION: \_\_\_\_\_ PERSONAL  TOWN VEHICLE

CHARGE TO ACCOUNT NUMBER 10-410-100

REQUESTED BY:

APPROVED BY:

 Town Manager

\_\_\_\_\_  
DEPARTMENT HEAD / DATE

This instrument has been pre-audited in the Manner required by the Local Government Budget & Fiscal Control Act.

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