



# Town Council Work Session

March 17, 2026 | 3:30 PM

Apex Town Hall | 73 Hunter Street, Apex, NC  
3rd Floor Training Rooms A and B

**NOTE:** This meeting is anticipated to last 4 hours

## AGENDA

**1. Call to Order | Pledge of Allegiance**

*Mayor, Jacques K. Gilbert*

**2. Economic Development Academy – 1 hour**

*Joanna Helms, Director, Economic Development Department*

*Charles A. Hayes, Senior Fellow, East Carolina University (ECU)*

*R. Daniel Parks, Instructor, East Carolina University (ECU)*

**a) Session Outcomes: How We Make the Most of Today**

**b) Economic Development: What IT IS; What IT IS NOT**

**c) Apex (Key Economic Development Issues, Successes)**

**3. BREAK – 10 minutes – 4:30 p.m.**

**4. Economic Development Academy Continued – 1 hour**

*Charles A. Hayes, Senior Fellow, East Carolina University (ECU)*

*R. Daniel Parks, Instructor, East Carolina University (ECU)*

**d) Apex: Economic Dynamics**

**e) Future Trends and Forces**

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English	Spanish	Chinese (Simplified)
<p><b>ANNOUNCEMENTS</b> Members of the public can access and view the meeting on the Town’s YouTube Channel <a href="https://www.youtube.com/c/TownofApexGov">https://www.youtube.com/c/TownofApexGov</a> or attend in-person. The meeting date, start time, and location details are included at the top of this agenda document.</p>	<p><b>ANUNCIOS</b> Las personas interesadas pueden acceder y ver la reunión a través del canal de YouTube de la Ciudad en <a href="https://www.youtube.com/c/TownofApexGov">https://www.youtube.com/c/TownofApexGov</a> o asistir en persona. En la parte superior de este documento de agenda se indican la fecha, la hora de inicio y la ubicación de la reunión.</p>	<p>公告 公众可通过镇政府的YouTube频道 <a href="https://www.youtube.com/c/TownofApexGov">https://www.youtube.com/c/TownofApexGov</a> 在线旁听会议，或选择现场参与。会议日期、开始时间及地点详情见本议程文件顶部。</p>
<p><b>Accommodation Statement:</b> Anyone needing special accommodations to attend this meeting and/or if this information is needed in an alternative format, please contact the Town Clerk’s Office. The Town Clerk is located at 73 Hunter Street in Apex Town Hall on the 2nd Floor, (email) <a href="mailto:allen.coleman@apexnc.org">allen.coleman@apexnc.org</a> or (phone) 919-249-1260.</p>	<p><b>Aviso sobre adaptaciones:</b> Si necesita adaptaciones especiales para asistir a esta reunión o requiere esta información en un formato alternativo, comuníquese con la Oficina del Secretario Municipal, ubicada en el segundo piso del Ayuntamiento de Apex, en 73 Hunter Street, por correo electrónico a través de <a href="mailto:allen.coleman@apexnc.org">allen.coleman@apexnc.org</a> o llamando al 919-249-1260.</p>	<p><b>便利服务声明:</b> 如需特殊便利服务以参加本次会议，或需要将本信息提供为其他格式，请联系镇书记官办公室。办公地址：Apex镇政务厅二楼（Hunter街73号） 邮箱：<a href="mailto:allen.coleman@apexnc.org">allen.coleman@apexnc.org</a> 电话：919-249-1260</p>



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## AGENDA – CONTINUED

**5. BREAK – 30 minutes – 5:30 p.m.**

**6. Economic Development Academy Continued – 2 hour**

*Charles A. Hayes, Senior Fellow, East Carolina University (ECU)*

*R. Daniel Parks, Instructor, East Carolina University (ECU)*

**f) Making it Work (Leadership, Economic Competitiveness)**

**g) Triple Helix (Implications for Apex)**

**h) Trade Cluster / Target Industries**

**i) Planning: Critical Thinking for Economic Development**

**j) Champions Plan**

**k) Summary: Next Steps Needed for the Town of Apex**

**7. Adjournment**

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