

Meeting Agenda

Date: August 13, 2018

Subject: Avery County Economic Development Advisory Committee

1. Approve and or amend June meeting minutes.
2. Reassess our EDC goals and objectives – we can decide where in the course of our meeting we want to address this topic:
 - a. As a result of our combined BoC & EDC meeting re-think, re-invent & re-engineer who we are and what we want to accomplish in the year ahead.
 - b. Appoint a new Marketing Committee chair & committee – see 6a below
3. **Phillip Barrier updates & Status Reports:**
 - a. High speed internet grants?
 - b. New business development news [Food City, old Cannon Hospital & US Textiles property in Newland].
 - c. EDC public hearing update - re. a onetime EDC budget hearing.
 - d. Avery County logo trademark status.
 - e. Other?
4. **Old Business:**
 - a. Larry re. follow-up contact with Ms. Frances Magruder, Grandfather Golf & Country Club status?
 - b. Avery County web site “Latest News”, “latest Events” – looking good.
 - c. Has Phillip culled “Available” properties from master list that are not officially available?
 - d. Zack Burnop, CEO of 3BfilmZ as an EDC “Poster Image”?
 - e. High speed internet via satellite services. Based on Roy’s research should we consider potential county grant funding re. dishes for income eligible families?
 - f. Other?
5. **New Business:**
 - a. Address Roy Reynolds resignation.
 - b. Ken re. working with Allen Cook and a possible new small coming to Avery County.
 - c. Blake Vance e-mailed me that he would like to recommend his friend David Huskins, who is an economic development consultant, as an EDC guest speaker. He was previously responsible for attracting many of the (now closed) factories to Avery - TRW, Owens Brigham, and Addco. He is semi-retired, but possibly interested in working with Avery County. Should we do this in a Special Meeting, to give him our full attention for one hour?
 - d. Excerpt from an e-mail from Susan: You know I think we could use our joke about the morgue from the other night [after our 7/30 meeting] for marketing and promotion: “Avery County is just like the morgue - people are just dying to get there!!”
 - e. As Susan has confirmed that Rebecca Bloomquist, High Country Council of Governments has offered her assistance with grant writing, should we recommend that the Board of Commissioners investigate grants that they/we would be eligible to apply for?
 - f. Given our ever growing agenda items should we consider longer meetings or meeting twice a month [brought up at our May meeting, but not fully addressed]?
 - g. Other?
6. **Marketing sub-Committee Report [Carmen & Melynda]:**

- a. Mr. Frank Ruggiero, Director of Marketing for the Grandfather Mountain Stewardship Foundation has agreed to act as an ad hoc advisor to our Marketing Committee. As a result Carmen has graciously agreed to be committee chairperson on a trial basis. We owe Jesse a big THANK YOU for his efforts on our behalf in this regard and ditto Carmen for being willing to chair the committee.
- b. Should the county purchase a combined County/EDC ad in the Avery County Chamber of Commerce's "Visitor, Relocation & Business Guide" – re. pricing I e-mailed on 07/09?
- c. Logo video upgrade project. Cole Finch is too busy in his new job to handle, it has been reassigned to Alex Amaya – one of the 4 original ASU Team Members. Ken will coordinate with Alex to complete video, make photo stills and trademark. Cost estimated to remain the same at \$500.00.
- d. Ken and Phillip discussed inviting The Avery Journal & Avery Post to meet with the EDC and/or Marketing Committee to do some feature articles, this to get our message out to current & prospective small business owners.
- e. Other?

7. Agricultural sub-Committee Report [David Pollard]:

- a. Status of adding our logo to Christmas tree tags.
- b. Ag. Committee presentation.

8. Education sub-Committee Report [Susan & Ken]:

- a. Junior Achievement re. Avery High School/Ms. Teila Terrell
- b. Mayland partnership.

9. Outdoor Recreation sub-Committee Report [Trey]:

- a. Trey re. status of Grandfather Mountain Soccer Games.
- b. 05/01 NC Outdoor Recreation Industry program report.

10. Leadership Avery report [Larry].

11. Other new business and/or issues to address?

12. Potential discussion topics:

- (a)** Visitor Center. **(b)** Grants – i.e. Kate Gavenus, Tourism & Economic Development Coordinator for Beech Mountain and her offer at our 5/28/18 meeting. **(c)** Utilization of vacant/abandoned commercial buildings. **(d)** Christmas tree & other agricultural tourism & economic development **(e)** heritage tourism **(f)** photo-electric/solar farms **(g)** Gated community business owner members as a potential new business source **(h)** International partnership **(i)** Trade show participation.

13. What have I/we missed – questions, concerns, other?

14. Next meeting – Monday, August 27th ?

NOTE: We will want to provide David ample time to fill us in on his Agricultural sub-Committee efforts.