

Meeting Agenda

Date: March 30, 2021

Subject: Avery County Economic Development Advisory Committee

IMPORTANT INFORMATION: Meeting - virtual or on-site, to be decided by March 25.

The meeting will come to order.

1. Approve and or amend the February 23rd. Meeting Minutes.
2. **Unfinished Business:**
 - a. Ken Walter to provide a progress report on our Web Site Development Project, with potential additional comments from Melynda Pepple and/or Jerry Moody.
 - b. Kate Gavenus re. Main Street America in Newland status/progress update. NOTE: On COVID-19 hold.
 - c. Eric Berg - presentation follow-up re. quality of life and tourist investments. NOTE: This presentation has been postponed until such time as our EDC again meets in person.
 - d. Other?
3. Phillip Barrier updates & new Bojangles', O'Reilly Auto Parts. Availability of Avery County Logo decals? Other new business news?
4. Susan Siirila re. sale of the Pineola Inn and planned changes.
Dave Smith re. Newland strip mall property development status.
Ken Walter re. Bent Pine Hollow, Chris Zecca and Pisgah Picnics, Mary Vasgaard.
5. **New Business and/or other issues to address:**
 - a. Address the possibility of advertising on Ray's Weather web site?
Text Ads \$82.50 - \$165/mo., Easy Online Setup, Customer controlled – make changes anytime
Banner Ads \$220/mo., Top center, Minimum of 30,000 monthly page views
Blitz Ads \$550/mo., Top right hand corner, 250,000+ monthly page views, free text ad included
Banner/Deluxe Text ad combo - \$275/mo.
Notes:
No contract required
We provide a monthly proof of performance report
Free ad design
 - b. Ken report on Retail Strategies efforts and involvement.
 - c. Melynda's news announcement.
 - d. Committee member term expirations: Eric Berg on May 1st. [was appointed to fill out Carmen Lacey's term] and Melynda Pepple on April 2nd. or May 1st. [date is in question].
6. **Agricultural sub-Committee Report [Jerry]:**
 - a. News and/or updated information on the kill & chill project.
7. **Education sub-Committee Report [Susan, Dave & Ken]:**
 - a. We will consider resumption of our Junior Achievement program when it is COVID-19 safe.
8. **Marketing sub-Committee Report [Melynda]:**
 - a. Availability of the Avery County Chamber of Commerce's 2021 "Business & Visitor Guide".
9. **Future discussion and/or action topics:**
 - a. ?

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

11. Next meeting – Tuesday, April 27th.

Are there any objections to closing the meeting? Hearing no objections, the meeting is adjourned.

NOTES: (1) Opening & closing instructions in **bold** are now in compliance with “Robert’s Rules of Order”, 11th Edition.

PREVIOUS MEETING NOTES:

1. April 29, 2019 combined EDC/BoC meeting review. For the record our suggestion list was:

- a) The development of an Arts, Craft & Agricultural Products Market. Such a facility appropriately marketed would serve all of Avery County.
- b) Pitch to gated community members our Avery County business opportunities and county needs, in the hope of enlisting their interest and/or support.

NOTE: Susan has made an excellent suggestion - “Next time, instead of calling it a joint meeting, what if we call it a ‘presentation’ to the BOC. We could break the hour in half & in the first half hour, we could share info on what we have accomplished. Then, give the second half hour for feedback or talk time.”

2. Previously Phil Trew, NC Works and Rebecca Bloomquist, High Country Council of Governments have offered their assistance with grant writing - as has Kate Gavenus [many moons ago]. Is investigating grants something we should be recommending to the Board of Commissioners?

3. At the October 28, 2019 meeting a motion was made & passed extending the EDC Meeting times from 6:00 to 6:30 PM, on those dates when the committee has a guest speaker.

Reminders:

1. Retaining Employees Workshop – to be rescheduled when it is COVID-19 safe.

2. Allen Cook, Mayland Community College Small Business Center continues to offer assistance programs & services to help business owners understand & apply for grants & loans.