

Meeting Agenda

Date: April 26, 2022

Subject: Avery County Economic Development Advisory Committee

Meeting Information – same time and place as usual. If you can't attend the meeting, but would like to join by phone please let me ASAP.

The meeting will come to order.

1. Approve and or amend the March 22nd. Meeting Minutes.
2. **Unfinished Business:**
 - a. Anne Winkleman will have her Avery County Chamber of Commerce “Business & Tourist Guides” to pass out.
 - b. Ken Walter re. our “Finding, Keeping, and Motivating Workers Workshop” report.
 - c. Kate Gavenus to report on New Business Guide Tool Box project and survey.
 - d. Phillip Barrier to report on the final analysis of the Dogwood Trust Survey.
 - e. Phillip Barrier to report on the Occupancy Tax status and county budget progress.
 - f. Phillip Barrier to report on the allocation in Avery County of the American Recovery Plan funds.
 - g. Other?
3. Phillip Barrier and Dave Smith to report on any new information/updates re. the new apartment complex at the old Lowes Strip Mall property. Other new business news?
Comments from Ken Walter.
4. **Pending Unfinished Business:**
 - a. Avery County High School & Cannon Hospital videos to be schedules in or after July - included in our 2022-2023 budget at \$1,000.00 each for fiscal year 2022-2023.
 - b. Avery County ad in the Avery County Chamber of Commerce “Business & Tourist Guide” for 2023 to be increased to a full page ad, per our 2022-2023 budget allocation.
 - c. Other?
5. **New Business and/or other issues to address:**
 - a. Susan Siirila and Ken Walter re. our “Finding, Keeping, and Motivating Workers Workshop”.
Caterer, menu & cost report and our need for an advertising campaign plan.
 - b. Other?
6. **Avery County Chamber of Commerce - Anne Winkleman.**
 - a. Festival updates.
 - b. Other?
7. **Agricultural sub-Committee Report [Jerry Moody]:**
 - a. News and/or updated information on the kill & chill project news.
 - b. Other?
8. **Marketing sub-Committee Report [Ken Walter]:**
 - a. Based on the number of calls received from site selection & relocation people our new web site is being viewed and creating interest in Avery County.
 - b. Other?
9. **Education sub-Committee Report [Ken Walter]:**
 - a. Phillip & Ken to report on the Avery County School System “Business Advisory Council” and “Portrait of a Graduate” programs.
 - b. Other?

10. Future discussion and/or action topics:

- a. Further discussion on Ken Walter's previous suggestion that when the Avery County Occupancy Tax dollars start to flow and the Board of Commissioners hires an administrator would it then be time to consider an Avery County Facebook page?

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

12. Next meeting – Tuesday, May 31st.

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