

Meeting Agenda

Date: May 31, 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 April 26th Meeting Minutes.
2. **Unfinished Business:**
 - a. Ken Walter status update re. our June 9th “Finding, Keeping, and Motivating Workers Workshop”.
 - b. Kate Gavenus to report on New Business Guide Tool Box project and survey.
 - c. Phillip Barrier to report on the Occupancy Tax status and county budget progress.
 - d. Phillip Barrier to report on the allocation in Avery County of the American Recovery Plan funds and any broadband contracts being let as a result of this funding .
 - e. Phillip Barrier to report on any new information/updates re. the new apartment complex at the old Lowes Strip Mall property. Other new business news?
 - f. Other?
3. **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?
4. **New Business and/or other issues to address:**
 - a. I contacted Dr. Brigman by e-mail – “It has been a number of years since we have had a member of our Avery County School System as an Avery County Economic Development Committee member. A seat on this committee is now open and I am hoping that I might entice you to consider recruiting a member of your staff who would be interested in joining our committee. You would be our obvious first choice, but knowing how busy you are I feel it unfair to even ask.” I received an immediate response advising that Ellis Ayers, Director of Secondary Education & CTE would be willing to serve if appointed.
 - b. Phillip Barrier, Dennis Aldridge, Woody Young and I attended a “Tourism Development Authorities and Occupancy Tax” forum hosted by Kate Gavenus on May 3rd. The presenter was Chris Cavanaugh, President of the Magellan Group and an acknowledged authority on all aspects of Occupancy Tax application and TDA administration. His fee to do a presentation for us and the Board of Commissioners would be \$175.00/hour plus expenses (mostly mileage). This might be Occupancy Tax money well spent to educate all of us.
 - c. Dave Smith re. any new Avery County commercial real estate news?
 - d. What can the combined efforts of Avery County government & EDC do to attract a developer to build a combination of affordable residential & apartment housing?
 - e. Other?
5. **Avery County Chamber of Commerce - Anne Winkleman.**
 - a. Festival updates.
 - b. Other?

- 6. Agricultural sub-Committee Report [Jerry Moody]:**
 - a. News and/or updated information on the kill & chill project news.
 - b. Farm land conservancy progress update.
 - c. Other?
- 7. Marketing sub-Committee Report [Ken Walter]:**
 - a. We hear from multiple sources that quality of life and “What do you have to offer?” are the current web site “hot topics” – our web site then is right on the money.
 - b. Other?
- 8. 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?
- 9. 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?
- 10. What have I/we missed – questions, concerns, other?**
- 11. Next meeting – Tuesday, June 28th.**

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.