

Meeting Agenda

Date: June 28, 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. **Welcome** to our newest member Ellis Ayers, Director of Secondary Education & CTE Avery County Schools and welcome back as reappointed members Kate Gavenus and Susan Siirila.
2. Approve and or amend the May 31st. Meeting Minutes.
3. **Unfinished Business:**
 - a. Ken Walter to report on our June 9th “Finding, Keeping, and Motivating Workers Workshop”. The general consensus of opinion was that it was a success – comments anyone?
On June 16th. I sent a Feedback Survey to each of the individuals who attended in person. The initial e-mail request read as follows:
Hi All
First let me thank you for attending our recent “Finding, Keeping, and Motivating Workers Workshop”. As this was our first EDC Workshop event it would most helpful if we could get your feedback by completing this survey and e-mailing it back to me. With the intention of making this a quick & easy survey to complete you will see that we have only nine (9) “Yes” & “No” questions and only one (1) requiring a written answer.
Thank You – Ken Walter, EDC Chairperson
 1. Did you feel the workshop was a productive use of your time?
 2. Would you agree that Tonya Snider was someone well versed and qualified to present the workshop topic?
 3. Would you agree that the presenter's employer culture change concept for attracting and retaining employees has merit?
 4. Do you agree that the workshop presentation was applicable for your business here in Avery County?
 5. Do you feel that that you will be implementing any of the ideas she suggested?
 6. Would you have preferred that the workshop had been presented as an after business hours program with just light refreshments?
 7. Would you agree that the Community Center is a convenient location to attend such programs?
 8. If this workshop was available again would you recommend it to your business colleagues?
 9. Would you consider attending future workshops presented by The Avery County Economic Development Committee?
 10. If you would attend future workshops, what topics would you like to see addressed?

Not receiving a very good response – not unusual, on June 21st. I sent a 2nd. Request Reminder which read as follows:

Good Morning All

I am sure that when you received my first survey e-mail you said to yourself “Gotta remember to do that”. In the hope you were intending to get to it this week I thought sending out a 2nd. request reminder would be appreciated.

There are only 10 quick & easy questions and 9 only require a “Yes” or “No” answer.

As this was our first workshop your feedback would be especially appreciated.

Thank You – Ken Walter

I anticipate having a survey analysis to present at our EDC meeting.

- 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?

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. Other?

5. New Business and/or other issues to address:

- a. Mayland Community College has a new Small Business Center Director – Morgan Suddreth. Phone: (828) 766-1295, her e-mail is - msuddreth@mayland.edu .
- b. Neal Falvey is no longer with the Avery Journal. Lily Kincaid in their new reporter.
- 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. Do we want to think about doing another workshop? If we do, would we want to consider having Tonya Snider do the workshop – on a different topic? Her fee to do in person is \$500, \$250 to do via Zoom.
- f. 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. Farm land conservancy progress update.
- c. Other?

8. Marketing sub-Committee Report [Ken Walter]:

- a. Nothing to report.

9. Education sub-Committee Report [Ken Walter]:

- a. Nothing new to report.

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, July 26th.

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.
- 4. The 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.
- 5. At our May 31, 2022 EDC meeting Ken explained that Phillip, Dennis and he had met Chris Cavanaugh, President of the Magellan Group who is 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.

Reminders:

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