

Meeting Agenda

Date: June 29, 2021

Subject: Avery County Economic Development Advisory Committee

If you can't make the meeting, but would like to join by phone please let me know as far in advance as possible.

The meeting will come to order.

1. Approve and or amend the May 25th Meeting Minutes.
2. **Guest speaker – Mr. Michael Cooper, Shared & Regional Government Affairs Director from the High Country/Near West NC Realtors, who will most likely take up most of our time from 5:00 to 6:00, as a result this will be a 1½ hour long meeting.**
3. **Unfinished Business:**
 - a. Ken Walter we have added more photos to the new web site and a YMCA letter in the “Thriving Businesses” section, all done at no charge courtesy of Anne Winkleman & Alex Gavenus from the Avery County Chamber of Commerce.
 - b. Ken re. video project – Community Center, Hospital and High School status.
 - c. Ken re. Bent Pine Hollow, Chris Zecca encountering municipal roadblocks. Allen Cook, Mayland Small Business Center Director, Phillip Barrier and I are hoping to bring all the stakeholders together at an upcoming on site gathering.
 - d. Dave Smith re. Retail Strategies continuing retail marketing education program. Note: It would appear that this education/training program would be eligible to be funded under the American Recovery Plan.
 - e. Kate Gavenus re. Main Street America in Newland status/progress update. NOTE: On possible grant application review hold.
 - f. Other?
4. Phillip Barrier updates and other news re. O’Reilly Auto Parts, etc. Availability of Avery County Logo decals? Other new business news?
Dave Smith re. Newland strip mall property development status.
5. **New Business and/or other issues to address:**
 - a. New EDC appointments - we have two (2) new members, names to be announced.
 - b. Phillip Barrier’s EDC review homework assignment.
 - c. Workshop topic ideas?
 - d. American Recovery Plan news applicable to Avery County & EDC?
 - e. How about a “Business Expansion and Attraction Toolbox” for the county, similar to what Kate Gavenus did for the Town of Beech Mountain?
 - f. Other?
6. **Agricultural sub-Committee Report [Jerry Moody]:**
 - a. News and/or updated information on the kill & chill project news.
7. **Education sub-Committee Report [Susan Siirila, Dave Smith & Ken Walter]:**
 - a. If the high school is willing do we want to resume this program? If so, we will need volunteers.
8. **Marketing sub-Committee Report:**
 - a. Should we be considering changes to our ad in the Avery County Chamber of Commerce’s 2022 “Business & Visitor Guide”?
 - b. News/other?

9. Future discussion and/or action topics:

a. ?

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

11. Next meeting – Tuesday, July 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. Allen Cook, Mayland Community College Small Business Center continues to offer assistance programs & services to help business owners understand & apply for grants & loans.