

Meeting Agenda

Date: August 31, 2021

Subject: Avery County Economic Development Advisory Committee

At this time this is scheduled to be an in person meeting, face masks required. 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 July 27th Meeting Minutes.

NOTE: Given the accelerating rate of Covid-19 Delta Variant it is my opinion that we must take this into consideration re. planning any future activities. Other opinions?

2. Unfinished Business:

- a. Ken re. video project – The price quoted to do the Community Center video is applicable to doing both the Hospital & High school. Jerry Moody and I met with Brent Ramsey on Friday August 20th to “scope” out the Community Center site and pre-plan the video. We are scheduled to shoot on September 20th at 12:00 noon, Phillip Barrier & Jerry Moody will be our presenters. Per Carmen Lacey on 8/12 she is not in a position to consider scheduling a hospital video shoot because of the increasing Covid-19 case load.
- b. Susan Siirila to provide the “Goals” input she has received – re. our EDC review homework assignment.
- c. Ken to explain an offer he has from Allen Cook for us to host the “Finding, Keeping, and Motivating Workers Workshop” as previously presented by Professor Tonya Snider in Burnsville. Our only obligation will be to provide a venue – Avery County Community Center and lunch. We will also offer as Zoom webinar for those who cannot attend in person.
- d. Web Site success – Sarah Killby, Banner Elk starting a marketing company and read about our referral services. She was delighted when I told her about Allen Cook.
- e. Ken re. latest Newland Structall and Bent Pine Hollow news.
- f. Other?

3. Phillip Barrier updates and other news re. O'Reilly Auto Parts, Structall, etc. Availability of Avery County Logo decals? Other new business news?
Dave Smith re. Newland strip mall property development status.

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

- a. I will not be available September 9th. thru the 17th.
- b. Read Melynda's e-mail.
- c. American Recovery Plan news applicable to Avery County & EDC?
- d. Other?

5. Avery County Chamber of Commerce - Anne Winkleman.

6. Agricultural sub-Committee Report [Jerry Moody]:

- a. News and/or updated information on the kill & chill project news.
- b. Other

7. Marketing sub-Committee Report:

- a. I have asked Anne Winkleman to provide us a quote to redesign our 2022 “Business & Visitor Guide” ad, quote both a ½ page ad - as we have done previously and the cost of a full page ad.
- b. News/other?

8. Education sub-Committee Report [Susan Siirila, Dave Smith & Ken Walter]:

- a. Junior Achievement – back on pandemic “Hold” [if and when we ever decide to resume this program we will need volunteers].

9. Future discussion and/or action topics:

- a. ?

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

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