

Meeting Agenda

Date: September 27, 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 know ASAP.

The meeting will come to order.

1. Approve and or amend the August 30th. Meeting Minutes.
2. Shout Out [applause] to Ed Dean as Premier Pharmacy won the “Best of the Best” Avery Journal Pharmacy Award and also for having the best pharmacist. .
3. **Guest speaker presentation** – Maxine McLaughlin, Tax Credit & Health Justice Advocate from Pisgah Legal Services [reminder - re. my sharing e-mail of August 29th.]
4. **Unfinished Business:**
 - a. Apprenticeships Workshop on October 11th – we have reserved the facility from 10:00 AM to 3:00 PM. Ellis Ayers has lined up Charlie Milling as our keynote speaker, Ken has asked Ellis to speak after Charlie to present our local programs & opportunities and as a local resource contact. Ken has sent the e-mail “flash” ad copy to Anne Winkleman, invitation letter & invite list to Dawn Carpenter, notice/press release copy to Lily Kincaid at the Avery Journal and made arrangements with Jerry Moody & Arizona Cragg at Cooperative Extension to record the workshop for YouTube viewing. Susan Siriila is making the lunch arrangements with the Little Deer Café and also working on the workshop program.
 - b. Kate Gavenus to report on New Business Guide Tool Box project and survey budget status.
 - c. Phillip Barrier to report on his efforts to recruit a potential future workshop presenter.
 - d. Phillip Barrier to report on the progress of the Great Grant, CAV Grant and American Recovery Plan funds going forward to provide county broadband coverage.
 - 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. Phillip to provide any updated status information on the EV Charging Stations grant application.
 - g. Other?
5. **Pending Unfinished Business:**
 - a. Avery County High School & Cannon Hospital videos to be schedules in or after July.
Ken has retained Blue Ridge Film Productions, Brent Ramsey to do these 2 videos. They are currently very busy so his plan is to use his drone to video the buildings during the peak of the October fall foliage season, then do the interviews in November or early December, with finished videos end of December or early January. He will coordinate his drone dates with Ken so he can arrange for security clearance at both facilities.
 - b. Occupancy Tax bill progress in the NC General Assembly/Legislature.
 - c. Other?
6. **New Business and/or other issues to address:**
 - a. Dan Williams & Ken to report on their recent efforts re. the development of affordable/market rate apartment housing in Newland and doing so with the potential for some affordable residential housing as well.
 - b. Dave Smith re. any new Avery County commercial real estate news?
 - c. Other?

7. **Avery County Chamber of Commerce** - Anne Winkleman on vacation, Ken to provide her report.
- Festival updates.
 - Other?

8. **Agricultural sub-Committee Report [Jerry Moody]:**
- News and/or updated information on the kill & chill project news.
 - Farm land conservancy progress update.
 - Avery County Fair report.
 - Other?

9. **Mayland Community College [John Boyd]**

10. **Education sub-Committee Report [Ellis Ayers]:**
- See “New Business Section 4a”.

11. **Marketing sub-Committee Report [Ken Walter]:**
- Nothing to report.

12. **Future discussion and/or action topics:**

- 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?

Note: This is currently on “hold” pending resolution of the Occupancy Tax holdup dilemma.

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

14. **Next meeting** – Tuesday, October 25th.

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:

- April 29, 2019 combined EDC/BoC meeting review. For the record our suggestion list was:
 - The development of an Arts, Craft & Agricultural Products Market. Such a facility appropriately marketed would serve all of Avery County.
 - 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.”
- 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?
- 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.
- 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.