

Meeting Agenda

Date: November 30, 2021

Subject: Avery County Economic Development Advisory Committee

IMPORTANT INFORMATION: While this will be an in person meeting, please remember we need to be in compliance with any applicable COVID-19 social distancing, face mask or other COVID -19 guidelines.

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 October 26th. Meeting Minutes.
2. **Unfinished Business:**
 - a. Phillip will show the Community Center video. To date both Ken & Phillip made corrections/changes. Ken will make arrangements with to have loaded on our web site when he returns. [Reminder - the price quoted to do the Community Center video is applicable to doing both the Hospital & High school videos.]
 - b. Anne Winkleman to provide the final report on our Avery County Chamber of Commerce "Business & Tourist Guide" ad.
 - c. Clayton Harpold to report on Mission Statement progress. If grammar & punctuation are correct do we want to move to adopt?
 - d. Kate Gavenus to report on New Business Guide Tool Box project.
 - e. Clayton for Ken - Ken wanted to us to know that the Four County Housing Needs Assessment project is underway – approximately at the half way point, with the report hopefully ready to present by the end of January.
 - f. Occupancy Tax status?
 - g. Clayton for Ken – there is no new Structall or Bent Pine Hollow news to report.
 - h. Other?
3. Phillip Barrier updates and other news re. strip mall property, 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. Ken extended an invitation to Victoria & Jon Bowman – Structall, to be guest speakers at our January meeting, which has been accepted. For their presentation topics he suggested – informing us about their company, products to be produced here in Newland, problems we may be to help with, any short or long term plans they would want to share with us and any other information they feel would be of interest.
 - b. Ken has learned that Carmen Lacey, Cannon Hospital President will be retiring at the end of the year and as the new Appalachian Regional Behavioral Health Hospital at Cannon Hospital has been completed he has requested the Board of Commissioners approve going ahead with the video shoot in December before her retirement. Ken has discussed with Brent Ramsey at Blue Ridge Film Productions and they are working on coming up with a mid-December date convenient for all.
Note: Phillip has advised we will need to abort due to insufficient funds.

- c. Ken has been a stakeholder participant in the Newland Assessment, which is now complete and awaiting the final report. After the organizational meeting on October 26th. - which took place at the Newland Town Hall, the stakeholders we were asked to invite individuals to the first open meeting - which took place on November 10th. at the new Community Center. Ken thought Edward Dean as a the owner of Premier Pharmacy would be a great addition to this team and he agreed accordingly. Ken also invited Victoria Bowman who wanted to attend, but unfortunately could not make the meeting. Newland Mayor Jaynes invited all the downtown business owners to attend as well. Hilary Greenberg the revitalization grant facilitator has finished her role and it will now be up to the Town of Newland to decide on how they wish to go forward or not.
- d. American Recovery Plan news applicable to Avery County & EDC?
- e. 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 [Ken]:

- a. No report.

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

- a. Ken as our EDC Chairperson was asked to join the new Avery County School System “Business Advisory Council” and has accepted. He attended their first meeting as did Phillip Barrier.

Note: Clayton to request Phillip give a report accordingly.

- b. “Finding, Keeping, and Motivating Workers Workshop” to be presented by Professor Tonya Snider - re. offer from Allen Cook. Per Phillip Barrier’s recommendation during our September meeting it was agreed to postpone this workshop until early next Spring due to the ongoing COVID-19 pandemic. Reminder: our only obligation to host will be to provide a venue – Avery County Community Center and lunch and we will also offer as Zoom webinar for those who cannot attend in person. Note: Allen Cook OK’d re. 09-29 e-mail.

- c. Other

9. Future discussion and/or action topics:

- a. ?

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

11. Next meeting – Tuesday, January 25th [per previous agreement there will be no December meeting].

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.