

**State of North Carolina  
County of Avery**

The Avery County Board of Commissioners held a Special Meeting on Monday, April 23, 2018 at 4:30 p.m. in the Commissioners Board Room, Avery County Administrative Complex, 175 Linville Street, Newland, NC. The purpose of the meeting was to discuss and receive public comment regarding approval of expenditure of funds for a contract with Toby Outdoor for advertising in an amount not to exceed \$2500.00 and a contract with Lamar Advertising, Inc. for advertising in an amount not to exceed \$1250.00; approval of expenditure of funds for License Image Agreement in an amount of \$75.00; and approval of expenditure of funds for trademark/logo protection in the amount not to exceed \$2,000.00.

Members Present: Martha Hicks, Chair; Blake Vance, Vice-Chair; Faith Lacey; Tim Phillips; Wood Hall Young, Jr.

Members Absent: None

**Call To Order**

Chair Hicks called the meeting to order at 4:30 p.m.  
Phillip Barrier led prayer.

**Motion by Blake Vance and second by Tim Phillips to go into a time of Public Hearing at 4:32 p.m. regarding the approval of expenditure of funds for economic development committee. Motion unanimously approved (5-0).**

Phillip Barrier, County Manager, stated that it was the recommendation of the Economic Development Committee that they are ready to move forward with a billboard on Hwy 421 with Toby Outdoor for a total price of \$2050.00 and that is a two month contract.

Wood Hall Young, Jr. questioned if after the two months if we decided to continue do we just pay the rent or what? Larry Hazen, Economic Development Committee member, answered that it is the intent of the Economic Development Committee to continue this for the entire year after the additional two months is up. We would like to do a seasonal presentation. This is the billboard for spring.

Blake Vance questioned if this was existing money already in the budget. Mr. Barrier answered yes that it was.

Faith Lacey stated that the copyright that you are asking for us to pay for the image from Sallie Woodring should be her responsibility to pay for. Michaelle Poore, County Attorney, stated that was not a copyright but was the fee for using Ms. Woodring's picture.

Ms. Poore stated that there are four things that we are looking at for this public hearing. We have an agreement with Toby Outdoor for \$2050.00 for two months and there is the fee for using the picture which is \$75.00 and then there is an agreement with Lamar advertising and there is a fee for the county to get a trademark for the logo.

Faith Lacey stated that the picture was beautiful but that there were so many advertisements about the viaduct. I don't see anything different about this and I look at it as an advertisement for the parkway and Grandfather.

Blake Vance stated that he thought it looked great. That is in Avery County and our purpose is to associate this beautiful view with Avery County.

Tim Phillips stated that he did set on that committee and that this committee has worked hard and done a fantastic job.

Ken Walter, Economic Development Committee Chair, explained that what the committee was looking for was brand identification and that so many people identify with the viaduct so the idea was to put something out when we start that really has the power of brand identification.

Faith Lacey stated that she appreciated all of the work but I still think it is a repetition of what is out there.

Tim Phillips stated that you want that image ingrained in people's mind to associate with Avery County.

Wood Hall Young, Jr. commented that we are in the very beginning stages of this. I think it is a good idea because that is one thing that Avery County is known for in the whole Southeast. As we go further, then have different things on the billboard.

Blake Vance stated that nothing has been done haphazardly here. It seems simple when you look at it now but it takes a lot of work and good minds coming together and having good ideas.

There were no further comments.

**Motion by Tim Phillips and second by Wood Hall Young, Jr. to go out of Public Hearing at 4:44 p.m. Motion unanimously approved (5-0).**

**Motion by Blake Vance and second by Tim Phillips to approve expenditure of funds for a contract with Toby Outdoor for advertising in an amount not to exceed \$2500.00 and a contract with Lamar Advertising, Inc. for advertising in an amount not to exceed \$1250.00; approval of expenditure of funds for License Image Agreement in an amount of \$75.00; and approval of expenditure of funds for trademark/logo protection in the amount not to exceed \$2,000.00.**

**VOTE: Motion passes 4 to 1.**

**For—Martha Hicks; Blake Vance; Tim Phillips; Wood Hall Young, Jr.  
Against—Faith Lacey**

**Adjourn**

**Motion by Blake Vance and second by Tim Phillips to adjourn this meeting at 4:45 p.m. Motion unanimously approved.**

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**Martha Hicks, Chair  
Avery County Board of Commissioners**

ATTEST: \_\_\_\_\_  
Cindy Turbyfill, Clerk