

Meeting Agenda

Date: June 24, 2019

Subject: Avery County Economic Development Advisory Committee

1. Welcome Dave Smith as our newest EDC member.
2. Approve and or amend the May 20th. meeting minutes.
3. Guest Speaker [thanks to Kate Gavenus]: Chuck Abernathy, the Economic Development Director for McDowell County to speak with us about his study on the workforce participation rate in his area, and how he's used that information to find who is employable, and determine ways to get people into gainful employment in McDowell County.
4. Phillip Barrier updates & Status Reports.
5. Ken, Phillip & Dave: IRC and Newland strip mall property development status.
6. Ken, Susan, Dave **and video**: To explain their private funding of Blue Ridge Film Production's generation of an EDC promotional video featuring our Avery County Pool opening. We tentatively plan on pitching this concept to the Avery County Board of Commissioners during their July 1st. meeting. We propose doing similar videos during the months/years ahead – Heritage Park, Avery County High School addition, credit union building, etc. all at less than \$400.00 each. This to promote Avery County as a progressive county and thus an ideal location to start or grow a business.
7. Kate and/or Jesse: Re. the Boone Chamber's multi-County economic summit on May 22nd.
8. Comments re. Avery County High School Culinary Program donation.
9. Dave Smith: Introduction to the Main Street America organization.
10. **Old Business:**
 - a. Previous combined EDC/BoC meeting review. For the record our suggestion list was:
 1. The development of an Arts, Craft & Agricultural Products Market. Such a facility appropriately marketed would serve all of Avery County.
 2. Financial support for the Avery County High School Culinary Arts Program.
 3. 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."
 - b. 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?
 - c. Other?
11. **New Business:**
 - a. None?
12. **Marketing sub-Committee Report [Melynda]:**
 - a. Other collaboration ideas with Mr. Frank Mr. Frank Ruggiero, Director of Marketing for the Grandfather Mountain Stewardship Foundation?
 - b. Other?

13. Agricultural sub-Committee Report [David Pollard]:

- a. Status of wineries visits - re. having our logo on the Linville Falls wine bottle labels?
- b. Other.

14. Education sub-Committee Report [Susan & Ken]:

- a. None.
- b. Other?

15. Outdoor Recreation sub-Committee Report:

- a. Appoint a new committee?

16. Other new business and/or issues to address?

17. Potential future discussion topics:

- (a) None as of this date.

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

19. Next meeting – Monday, July 29th.