

Meeting Agenda

Date: November 20, 2017

Subject: Avery County Economic Development Advisory Committee

1. Approve September meeting minutes:
2. Address need for a permanent Vice-Chairperson
3. Does everyone have their business cards?
4. Phillip Barrier updates:
 - a. Disclaimer/waiver status?
 - b. High speed internet grants?
 - b. New business development news?
 - c. Status of hiring a potential EDC consultant?
 - d. Status of Larry's suggestion that an EDC page link be added to the county web site?
 - e. High Country Impact Fund report.
 - e. Other?
5. Marketing sub-Committee Report:
 - a. ASU logo & branding efforts - re. going forward plan. Need for new business cards, letterhead, etc. Have our new logo & video [?] added to other web sites – "VisitNC.com", Sugar Mountain, etc.
 - b. Larry re. community outreach: Meeting with Avery County Planning Commissioner, Avery County School Superintendent meeting scheduled for this Wednesday.
 - c. Larry re. benchmarking off other county/state economic development efforts.
 - d. Economic Development Partnership webinar, meeting with Tommy Bureson on business plan development & Junior Achievement, and my discussions with David Bureson.
 - e. Status of Larry's recommendation to the County Commissioners that we implement a page on the county website for the economic development commission. Need to schedule Marketing Committee meeting to address link layout & information.
 - f. **Important** – Need to hopefully pass a motion to provide ASU Team with \$500.00 stipend each.
6. Roy Reynolds - re. Newland Planning Committee & [on my request Roy has agreed to be our liaison with this new group] and Sugar Mountain TDA explanation [Roy volunteered for this].
7. Mark Parlier – Elk Park comments and work ready communities/ACT Career Readiness testing.
8. Youth Athletics sub-Committee Report.
9. Lodging/Food Services sub-Committee Report.
10. Potential discussion topics:
 - (a) Visitor Center. (b) Grants. (c) Utilization of vacant/abandoned commercial buildings.
 - (d) Christmas tree & other agricultural economic development (e) photo-electric/solar farms (f) Closed loop system fish farming (g) public shooting range.
11. New business and/or issues to address.
12. What have I/we missed – questions, concerns, other?
- 13. Next meeting – November 27th., need to discuss potential of combining Nov. & Dec. meetings?**

Notes: (1) As we learned at our September meeting tax incentives are prohibited by NC law, although grants are not.

(2) Susan Siirila informed us that NC already has employee training incentives through their OJT & Work Opportunity Tax Credit programs.