

Meeting Agenda

Date: April 27, 2021

Subject: Avery County Economic Development Advisory Committee

IMPORTANT INFORMATION: In person meeting, but please remember we need to be in compliance with COVID-19 social distancing, face mask and all 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 March 30th Meeting Minutes.
- 2. Unfinished Business:**
 - a. Ken Walter to provide a progress report on our Web Site Development Project [with a special expression of appreciation to Anne Winkleman & Alex Gavenus at the Avery County Chamber of Commerce for their efforts on our behalf].
 - b. Kate Gavenus re. Main Street America in Newland status/progress update. NOTE: On COVID-19 hold.
 - c. Eric Berg - presentation follow-up re. quality of life and tourist investments.
 - d. Dave Smith re. Retail Strategies continuing retail marketing education program.
 - e. Advertising on Ray's Weather web site?
 - f. Other?
- 3.** Phillip Barrier updates and other news re. Bojangles', O'Reilly Auto Parts, etc. Availability of Avery County Logo decals? Other new business news?
Dave Smith re. Newland strip mall property development status.
Ken Walter re. Bent Pine Hollow, Chris Zecca.
- 4. New Business and/or other issues to address:**
 - a. Status of new EDC appointments?
 - b. Other?
- 5. Agricultural sub-Committee Report [Jerry Moody]:**
 - a. News and/or updated information on the kill & chill project.
- 6. Education sub-Committee Report [Susan Siirila, Dave Smith & Ken Walter]:**
 - a. Ken - Litter education program in our Avery County School System. I presented this idea to Jesse Pope as a joint effort - Grandfather Mountain & EDC, Jesse expressed that we would have "his full support and willingness to do what we can to make this happen".
 - b. We will consider resumption of our Junior Achievement program when it is COVID-19 safe.
- 7. Marketing sub-Committee Report [Melynda]:**
 - a. Availability of the Avery County Chamber of Commerce's 2021 "Business & Visitor Guide".
- 8. Future discussion and/or action topics:**
 - a. ?
- 9.** What have I/we missed – questions, concerns, other?
- 10. Next meeting** – Tuesday, May 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:

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 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?
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. Retaining Employees Workshop – to be rescheduled when it is COVID-19 safe.
2. Allen Cook, Mayland Community College Small Business Center continues to offer assistance programs & services to help business owners understand & apply for grants & loans.