

Meeting Agenda

Date: August 27, 2018

Subject: Avery County Economic Development Advisory Committee

We will give the floor to Mr. Mike Reese – guest speaker invited by Susan and then open our meeting after his presentation.

1. Approve and or amend August 13th. meeting minutes.
2. Continue to reassess our EDC goals and objectives as a result of our combined BoC & EDC meeting.
 - a. Officially appoint a new Marketing Committee chair & committee.
3. **Phillip Barrier updates & Status Reports:**
 - a. High speed internet grants?
 - b. Status of ad in “Visitor, Relocation and Business Guide” and Junior Achievement funds?
 - c. New business development news [Newland strip mall, US Textiles property & IRC building and old Cannon Hospital in Banner Elk].
 - d. Other?
4. **Old Business:**
 - a. Avery County video progress?
 - b. Larry re. follow-up contact with Ms. Frances Magruder, Grandfather Golf & Country Club status?
 - c. Has Phillip culled “Available” properties from master list that are not officially available?
 - d. Zack Burnop, CEO of 3BfilmZ as an EDC “Poster Image”?
 - e. High speed internet via satellite services. Based on Roy’s research should we consider potential county grant funding re. dishes for income eligible families?
 - f. Other?
5. **New Business:**
 - a. Address Roy Reynolds resignation. Susan has a potential candidate.
 - b. Ken re. Allen Cook partnership and possible new small businesses coming to Avery County.
 - c. Blake Vance e-mailed me that he would like to recommend his friend David Huskins, who is an economic development consultant, as an EDC guest speaker. He was previously responsible for attracting many of the (now closed) factories to Avery - TRW, Owens Bringham, and Addco. He is semi-retired, but possibly interested in working with Avery County. Should we do this in a Special Meeting, to give him our full attention for one hour?
 - d. Excerpt from an e-mail from Susan: You know I think we could use our joke about the morgue from the other night [after our 7/30 meeting] for marketing and promotion: “Avery County is just like the morgue - people are just dying to get there!!”
 - e. As Susan has confirmed that Rebecca Bloomquist, High Country Council of Governments has offered her assistance with grant writing, should we recommend that the Board of Commissioners investigate grants that they/we would be eligible to apply for?
 - f. Given our ever growing agenda items should we consider longer meetings or meeting twice a month [brought up at our May meeting, but not fully addressed]?
 - g. Other?

- 6. Marketing sub-Committee Report [Carmen & Melynda]:**
 - a. Mr. Frank Ruggiero, Director of Marketing for the Grandfather Mountain Stewardship Foundation has agreed to act as an ad hoc advisor to our Marketing Committee. We owe Jesse a big THANK YOU for his efforts on our behalf in this regard and ditto Carmen for being willing to chair the committee. Next step?
 - b. Ken and Phillip discussed inviting The Avery Journal & Avery Post to meet with the EDC and/or Marketing Committee to do some feature articles, this to get our message out to current & prospective small business owners – should we pursue?
 - c. Other?
- 7. Agricultural sub-Committee Report [David Pollard]:**
 - a. Further discussion re. David's 8/13 presentation.
 - b. Other.
- 8. Education sub-Committee Report [Susan & Ken]:**
 - a. Junior Achievement re. Avery High School/Ms. Teila Terrell
- 9. Outdoor Recreation sub-Committee Report [Trey]:**
 - a. Trey re. status of Grandfather Mountain Soccer Games, other ideas?.
- 10.** Leadership Avery report [Larry].
- 11.** Other new business and/or issues to address?
- 12.** Potential discussion topics:
 - (a) Visitor Center. (b) Grants – i.e. Kate Gavenus, Tourism & Economic Development Coordinator for Beech Mountain and her offer at our 5/28/18 meeting. (c) Utilization of vacant/abandoned commercial buildings. (d) Christmas tree & other agricultural tourism & economic development (e) heritage tourism (f) photo-electric/solar farms (g) Gated community business owner members as a potential new business source (h) International partnership (i) Trade show participation.
- 13.** What have I/we missed – questions, concerns, other?
- 14. Next meeting – Monday, September 24th?**