

Meeting Agenda

Date: September 24, 2018

Subject: Avery County Economic Development Advisory Committee

We will give the floor to David Huskins - semi-retired economic development consultant and friend of Blake Vance, as our guest speaker. He was previously responsible for attracting many of the (now closed) factories to Avery - TRW, Owens Brigham & Addco and then open our meeting after his presentation. **As of this writing Mr. Huskins' availability has not been confirmed.**

1. **Approve and or amend August 27th. 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. 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. **Susan re. grant information updates.**
 - c. **Reminder: Phillip to attend the Newland Home & Harvest festival in October, looking for perspective candidates to establish a permanent Arts & Craft Mall in Newland.**
 - d. Larry re. follow-up contact with Ms. Frances Magruder, Grandfather Golf & Country Club status?
 - e. Zack Burnop, CEO of 3BfilmZ as an EDC "Poster Image"?
 - f. High speed internet via satellite services. Based on Roy's research should we consider potential county grant funding re. dishes for income eligible families?
 - g. Other?
5. **New Business:**
 - a. **New EDC member status? Have applications been sent to Kate Gavenus & Mike Reese?**
 - b. **Jeff Goss/Cultural Tourism app., re. 09-05 informational e-mail.**
 - c. Ken re. Allen Cook partnership and possible new small businesses coming to Avery County.
 - 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. 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]?
 - f. 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. **First project – Avery County Chamber "Visitor, Relocation and Business Guide" ad. Are we ready to meet with him?**
 - 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. **How about this as a November project?**
 - c. **When do we pursue the article in Carolina Mountain Life magazine?**

- d. Other?
- 7. **Agricultural sub-Committee Report [David Pollard]:**
 - a. **Are we good to go with the logo on the Christmas tree tags?**
 - b. **Status of wineries visits - re. having our logo on their wine bottle labels?**
 - c. Further discussion re. David's 8/13 presentation.
 - d. Other.
- 8. **Education sub-Committee Report [Susan & Ken]:**
 - a. Junior Achievement re. Avery High School/Ms. Teila Terrell - status update.
 - b. **Has the JA "Vendor Packet" been received and payment processed?**
- 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, October 29th? As I will not be here for this meeting and Trey will be in South Dakota we need someone to preside.**

Note: The Agenda items in bold print are those we should - at the very least, include in our meeting before adjourning.