

Meeting Agenda

Date: October 29, 2018

Subject: Avery County Economic Development Advisory Committee

We will give the floor to Dr. Lee King, President of Lees-McRae College – guest speaker invited by Jesse and then open our meeting after his presentation.

1. Approve and or amend September 24th. meeting minutes.
2. Continue to reassess our EDC goals and objectives as a result of our combined BoC & EDC meeting.
 - a. New idea suggestions and re. #5b below.
3. **Phillip Barrier updates & Status Reports:**
 - a. Newland “Home & Harvest Festival” report.
 - b. New EDC Member selection status.
 - c. Western Carolina Managers Meeting on Oct. 12th., anything applicable to our EDC efforts?
 - d. Contact with representative he & Ken met in Marion previously?
 - e. New business development news [Newland strip mall, US Textiles property & IRC building and old Cannon Hospital in Banner Elk].
 - f. High speed internet grants?
 - d. Other?
4. **Old Business:**
 - a. Avery County video is now complete. Does everyone have their copy?
 - b. The Watauga Cty. location for the other business Allen & Ken were working on has not worked out. Ken is working with this entrepreneur and Avery County is now back in the running.
 - c. Zack Burnop, CEO of 3BfilmZ as an EDC “Poster Image”?
 - d. Other?
5. **New Business:**
 - a. Homework assignment of 10/03, re. ideas, suggestions & recommendations to share & discuss?
 - b. Use of Blue Ridge Film Productions/Brent Ramsey and his drone to enhance the marketing of our available commercial/industrial properties?
 - c. Is there any further information on Miss. Debbie Gragg and her group’s efforts to be involved with economic development? Is this something we need to follow-up on?
 - d. Blake Vance re. 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 Brigham, and Addco. He is semi-retired, but possibly interested in working with Avery County. If we can schedule him to be a guest speaker should we do this in a Special Meeting, to give him our full attention for one hour? *Status???*
 - 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. Other?
6. **Marketing sub-Committee Report [Carmen & Melynda]:**
 - a. Avery Chamber of Commerce “Visitor, Relocation and Business Guide” ad status?
 - b. Other collaboration ideas with Mr. Frank Mr. Frank Ruggiero, Director of Marketing for the Grandfather Mountain Stewardship Foundation?
 - c. 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 – scheduled for November.
 - 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. Other.
- 8. Education sub-Committee Report [Susan & Ken]:**
 - a. Susan re. Junior Achievement program implementation report.
- 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) Crafts, Artesian & Farm Mart concept for Newland
 - (b) Grants – i.e. Kate Gavenus, Tourism & Economic Development Coordinator for Beech Mountain and her offer at our 5/28/18 meeting
 - (c) Christmas tree & other agricultural tourism & economic development
 - (d) heritage tourism
 - (e) photo-electric/solar farms
 - (f) Gated community business owner members as a potential new business source – i.e. Ms. Frances Magruder
 - (g) International partnership
 - (h) Trade show participation
 - (i) High speed internet via satellite services. Based on Roy Reynold’s research should we consider potential county grant funding re. dishes for income eligible families?
- 13.** What have I/we missed – questions, concerns, other?
- 14. Next meeting – Monday, November 26th?**