

**CURRITUCK COUNTY
ECONOMIC DEVELOPMENT ADVISORY BOARD**

May 28, 2009

Bank of Currituck, Grandy

Attendance: Elizabeth White, Greg Wirth, Tameron Kugler, David Palmer, H.D. Newbern,
Peter Bishop, Commissioner John Rorer, Kevin Burwell, Matt Converse

Absent: Mike Painter (excused)

Guest: Stuart Chamberlain, Web Development Specialist, Currituck County

Item I. Call to Order

Chairman Burwell called the meeting to order at 7:05 PM.

Item II. Approval of Agenda

Chairman Burwell entertained a motion for approval. Mr. Wirth asked that an Item VII (a) be added to further discuss nodal development projects.

Chairman Burwell entertained a motion for approval of the agenda as amended. Mr. Wirth moved for approval. Ms. Kugler seconded the motion. Motion carried.

Item III. Public Comment

No public comment offered.

Item IV. Approval of April 23, 2009 Minutes

Chairman Burwell entertained a motion for approval. Mr. Wirth asked about the business directory advertisement. Director stated that he was still working with Mr. Snowden on the booklet and the project had been delayed. The full discussion on proscribed action is included in the April minutes.

Mr. Palmer moved to approve the amended April 23, 2009 minutes. Ms. White seconded the motion. Minutes were approved.

Item V. Discussion & Action on Strategic Plan

Mr. Palmer provided the most updated copy of the framework. Ms. White explained that the matrix and presentation work hand-in-hand to flesh out the three-pronged approach provided and allow for milestones and measurables to be inserted by the EDAB in continued discussion. The framework provides for a structured approach to involvement, action and follow-up for board actions. It will also involve several other actors and advisory boards, so prioritization and cooperation will be important aspects of implementation.

Mr. Converse suggested that the EDAB should consider a facilitated retreat or brainstorming session to highlight priorities and set milestones. Suggestions for

mediators included Ray White of the Northeast Commission, Holly White of the Planning Department, and Mike Twiddy of the SBTDC. Director will coordinate with the board on available dates and locations.

Mr. Converse moved to adopt the presented strategic framework. Mr. Wirth seconded the motion. Motion carried.

Item VI. Discussion on Website Development

Director introduced Stuart Chamberlain, the recently-hired Web Development & E-Marketing specialist for the Economic Development & Tourism departments. Stuart will be doing the web development work for our new site. Mr. Chamberlain is a graduate of Virginia Tech, is married, and lives in Powells Point. He previously did site design and management for Village Realty.

Mr. Chamberlain provided the board with a short presentation of his preliminary research and suggestions for starting an independent site, including discussion of domain names, site information and features, statistics, photography, data/tracking, preliminary design and launch considerations. Mr. Chamberlain provided several examples of website designs and layouts that he preferred and could serve as a model for the development of Currituck's site.

Ciniva systems, the current 'back-end' hosting and navigation partner for our web operations, would be available to assist. Ciniva could also provide SEO related services to this site, along with the way the site is written.

Mr. Converse moved to support the construction of a splash page with link to current contact information and the purchase of domain names to support the page. Director and Mr. Chamberlain will also provide a plan for design and deployment for review. Mr. Palmer seconded the motion. Motion carried.

Item VII. Discussion and Action on EDAB-BOC Communication & Liaison

Pursuant to the direction of the board at the previous meeting, director presented the EDAB with a draft letter addressing the BOC regarding communication on county actions.

The EDAB collectively felt that in order to play a role and function in economic development matters, the board should take a more active role in communications with the BOC. This function could be apolitically accomplished by the Chairman of the EDAB, who in addition to the Director and BOC representative, would come to the BOC as a whole to bring matters of concern from the advisory board. Furthermore, the establishment of the Chairman for this function could address observed failure of communication in other advisory boards.

Mr. Palmer moved that the EDAB Rules of Procedure be amended to reflect the status of the Chairman or a board appointed designee act as liaison between the Board of Commissioners and the EDAB. Mr. Wirth seconded the motion. Motion carried.

Concerning the letter, the board agreed on the following language:

'At the May 28, 2009 regular meeting of the Currituck County Economic Development Advisory Board, the appointed members of the board expressed a strong interest in

taking a larger role and having a voice in the planning and development of Currituck County. As such, the Currituck County Economic Development Advisory Board passed a motion requesting this letter be read into the minutes at the June 1, 2009 meeting of the Board of Commissioners.

The Economic Development Advisory Board can assist the Board of Commissioners in making the best decisions for the residents of Currituck County by utilizing the membership to assess projects and opportunities from a long-term development perspective. This will result in a stronger partnership and relationship with the Board of Commissioners.

Specifically, the Economic Development Advisory Board membership requests that the Board of Commissioners allow the advisory body sufficient time and opportunity to:

- Adopt specific rules and procedures to the Economic Development Advisory Board, including changes to the communication procedure with the Board of Commissioners
- Comment and provide analysis and input on the manifold projects, objectives and developments within the County
- Enable the Economic Development Advisory Board to take part in master-planning discussions and visioning for the County

On behalf of the Currituck County Economic Development Advisory Board, I ask that you please consider this request for action. If you have any questions regarding this request, please contact me or your appointed member of the EDAB to discuss this letter further.'

Mr. Palmer moved that the EDAB ask Mr. Rorer to place the advisory board Rules of Procedure on the June 1, 2009 BOC meeting, accepting the letter as approved, and with the Chairman reading the letter described above into the minutes of the BOC meeting. Mr. Converse seconded the motion. Motion carried.

Mr. Rorer said that he would place the item on the agenda.

Item VII(a) Removed in session

Item VIII. Director's Report:

Director removed Maple-Barco small area plan for the next meeting. Regarding the Maple Commerce Park, Director shared information about the transition of the commerce park to a "green park" which essentially involves overall site design and stormwater LID practices. Mr. Converse suggested director utilize the resources of the NC Coastal Federation.

The new design will also retain riding trails and additional recreational trails. The cost estimate is approximately \$200,000 more than the original estimate. The design enhances natural features and maximizes parcel access with minimal road construction.

Director also provided a copy of the ICA for Stellar Trade Support LLC, an FTZ consultant. The County is moving forward with a contract to do this project. Mr. Palmer wondered if the Northeast Commission or NC Commerce were involved. Director stated that the commission was set to be the original applicant, but could not for financial reasons. Director added that the department of commerce has not been

a party to these discussions officially yet at this time. Chairman Burwell provided a presentation and fully described the process to the EDAB.

Mr. Palmer moved to support the application going forward. Mr. Wirth seconded the motion. Motion carried.

Regarding the survey, Director will work with Ms. White on furthering the survey listings and response. The list is in a level of completion, but giving the temporal resources of the department, the director requested an indication of how much contact information is enough. The board was supportive of cleaning this up and moving forward with the data as it exists.

Director stated that the corridor sweep would be getting started in mid-June, and he was looking forward to meeting with businesses face-to-face to discuss signage, ordinance issues and business growth possibilities.

Item XI. Other Business & Announcements

Mr. Palmer briefly stated the Chamber of Commerce's program for televised forums on important topics for residents, including general government, hurricane preparedness, law enforcement, schools, etc. Mr. Palmer will be working with County technology staff and Chamber staff to coordinate events.

Item XII. Adjourn

There being no further business, Mr. Converse moved to adjourn. Mr. Newbern seconded the motion. The meeting was adjourned.