

# **CURRITUCK COUNTY ECONOMIC DEVELOPMENT BOARD**

**April 24, 2008, 7:00 pm**

## **Historic Currituck County Courthouse**

Attendance: Kevin Burwell, Barry Nelms, Tameron Kugler, Bob Collins, Brian Innes, HD Newbern, Mike Painter, Fannie Newbern

Absent: Matt Converse

### **Item I. Call to Order**

Chairman Burwell called the meeting to order.

### **Item II. Approval of Agenda**

Director indicated that Mr. Lane would not be attending to make his presentation because his father is in the hospital. A motion was made by Mr. Collins and seconded by Mr. Innes for approval of agenda as amended. Motion passed.

### **Item III. Public Comment**

Mr. Keith Hall, owner of the Pointe Golf Club in Harbinger, was recognized. Mr. Hall spoke before the board concerning an expansion project for his clubhouse and restaurant. Because of state fire code requirements, Mr. Hall must install a sprinkler system and fire hydrant at his facility, which is over 4,000 feet from the nearest water line. The cost of these improvements is over \$150,000. Mr. Hall asked the board to review his case and petition the Board of Commissioners to assist financially in a water line extension down S. Spot Road. As a longtime taxpayer, employer, and business-owner, Mr. Hall argued, the County should partner with him and support his expansion. Without county support, Mr. Hall will install the water line himself on his own property, not on S. Spot Road, so the line would not benefit the county or attract new customers along the road. Mr. Hall's frustration is great with this situation, but he thanked the board for their time and staff for their efforts on this issue

Mr. Nelms said that the Board of Commissioners was aware of Mr. Hall's situation. He addressed the issue as a countywide concern that needed appropriate comprehensive planning for both residential and commercial (fire protection) applications. The situation is, according to Mr. Nelms, a "who do we serve and extend first," question. Furthermore, the topic of utilities extensions underlies the issue of Southern Currituck versus Northern Currituck infrastructure

improvements and board members discussed how to deal with the issue moving forward.

#### **Item IV. Approval of February 28, 2008 Minutes**

Mr. Collins moved to approve. Mr. Innes seconded the motion. Minutes were approved as submitted.

#### **Item V. Presentation by Brent Lane, Principal Investigator, UNC Vision Study**

Deleted

#### **Item VI. Discussion and action on marketing RFP**

Based on previous discussion, Director developed a request for proposals for comprehensive marketing services from an outside consulting group, as the department does not have internal resources or staff to accomplish this goal. The proposal covered the full range of marketing considerations, from print media, website, and development of a creative tag line and specific brand. Nine firms were sent the RFP, a mixture of NC and VA-based marketing companies.

The Director developed a linear proposal requiring deliverables at each step of the proposed 3-month contract, culminating in an implementation plan and presentation of full findings to the board. Director is looking forward to feedback on costs and timing for the project. The due date for proposals is May 21 so that the board can discuss replies at our next meeting.

Mr. Collins asked what the status was on the billboards. Director replied that the Coinjock billboard has been paid for the next year and that he would do the same with the Moyock billboard before the end of this year's budget.

Ms. Newbern moved to accept the RFP and send it to bid. Mrs. Kugler seconded the motion. Motion carried.

#### **Item VII. Discussion and action on Economic Development Incentive program**

Director had previously supplied a draft to members. Policy at this point is general and highlights procedures and principles of the incentive policy. Sections referring to NC statutes governing incentives are required by law.

Specific detailed subsections are the next step for the policy formation. Director described that these will include target industries, small business, county owned

property, infrastructure and training. An application for assistance is also under development that would give all relevant facts of a project.

Director will report back to the board with more development of detailed sub-sections of the policy for review and continued enhancement.

### **Item VIII. Discussion on Meeting Location Policy**

Chairman Burwell wanted the board to formally address the meeting locations for future board meetings. According to board procedure, in order to officially set a new meeting place, a board member must submit in writing to the full board a request for a regular monthly meeting place, and then the full board can vote on this. Currently, the regular meeting place is the Courthouse. However, members expressed interest in a smaller, more intimate room, and also a more central location for Corolla and southern Currituck members. The board room at the Bank of Currituck (where this meeting is taking place) was selected as a good option, and all members concurred.

The board requested that staff put an official meeting place change in writing to reflect the new location for meetings. The full board will vote on the change at the May meeting in keeping with rules of procedure.

### **Item VIII. Discussion on Committee Formation**

As staff comprises of a single individual, and tasks are manifold, Director has asked the board to develop two committees to cover important actions for the department – strategic planning and marketing. The marketing committee would focus on the RFP and relations with the marketing consultant firm. The strategic planning committee would help develop a plan for continued development of the county for the coming years (5-10-20 years).

Board members agreed this is a good approach and appropriate for the skill sets of the membership. Chairman Burwell so decreed and formed the two committees.

Marketing: Tameron Kugler, Chair; Brian Innes & Fannie Newbern  
Strategic Planning: Kevin Burwell, Chair; Bob Collins & Chamber Representative

Committee chairs will communicate with their groups via email, phone and meetings as needed, providing full reports of activity at each monthly meeting hereafter.

## **Item IX. Director's Report**

Director stated that, to report the most up-to-date information to the Board, he will complete monthly reports to coincide with the monthly meetings rather than at the end of calendar months. While this will result in some monthly overlap, it is appropriate that the Board be able to discuss items from the most recent report at the meetings. Matters relating to confidential items that are requested for discussion will be placed on the closed session agenda. The full director's report is NOT a public document, as it contains confidential information.

### **A) Project Updates**

Grave Digger – This business is planning to expand its County operations. Director met with Dennis Anderson and went over costs and needs. The Rural Venture Fund may be a source of financing for the truck fabrication project.

Assisted Living Facility – Chuck White of Spinnaker Development had a public hearing about this 90-bed facility. County officials were present to support, as well as several community members. Project appears to be a go on the regulatory side.

Kogok Steel - Director described a steel fabrication business interested in locating in the Moyock area. Director has sent a package to DOT for Industrial Access Funds to get state assistance in paving Inventor's Way in Moyock. Client is also in contact with NC Commerce on other incentives.

### **B) Chesapeake Lakes**

This project has not gone before Chesapeake City Council as of yet. The group apparently is having trouble getting property owners to sign off on proffers for the project. Chesapeake is strict on how long a project can be delayed, and this project is nearing that point. Barring a miraculous turn around, the project appears to be dying.

Director reminded members about the Business & Industry Luncheon on April 29<sup>th</sup> at the community room, Bank of Currituck, Grandy.

## **Item X. Other Business and Announcements**

Chairman Burwell and Director attended an open-house networking event hosted by the Northeast Commission's Committee of 1,000. The group invited Hampton Roads businesses and chamber members for food, drink and prizes. It was a great event and everyone left with a prize! (except the Director & Chairman Burwell!)

**Item XI. Adjourn to Closed Session – Project Big Tomato, Moyock**

Ms. Newbern moved to adjourn to Closed session to discuss “matters relating to the location or expansion of industries or other businesses in Currituck County, including agreement on a tentative list of economic development incentives that may be offered by Currituck County in negotiations.” Mr. Collins seconded the motion; motion passed unanimously. The meeting was adjourned to closed session.

Ms. Newbern made a motion to adjourn closed session. Mr. Collins seconded the motion; motion carried.

**Item XII. Adjourn**

Mrs. Kugler moved to adjourn. Mr. Newbern seconded the motion. Motion carried; meeting adjourned.