

# **CURRITUCK COUNTY ECONOMIC DEVELOPMENT BOARD**

**March 27, 2008, 7:00 pm**

## **Historic Currituck County Courthouse**

Attendance: Kevin Burwell, Barry Nelms, Tameron Kugler, Bob Collins, Brian Innes, HD Newbern, Matt Converse, David Palmer

Absent: Fannie Newbern

### **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. A motion was made by Mr. Converse and seconded by Mr. Newbern for approval of agenda. Motion passed.

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

Mr. John Henry Snowden, III, was recognized. He spoke to the board about the Chesapeake Lakes project which he supported, and referred to a letter signed by the board's chair expressing concerns with economic leakage regarding this project. He was unaware of any discussion by the board regarding the project during an open meeting. He further cited instances of economic leakage through legal ads being placed in out of county newspapers. He stated that the county needs a policy to do business with local businesses. He suggested that the board should welcome businesses to come to them to talk about economic development and mentioned a tourism-related fishing guide he was publishing.

Mr. Collins requested a copy of the ED Department budget. Director would furnish when available.

### **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 Gary Smith, Association of Corolla Businesses**

Mr. Gary Smith introduced his colleague, Andy Grossman. Mr. Smith outlined the purpose and need for the Association of Corolla Businesses. It was felt there was no voice for Corolla businesses and there was a need to communicate with each other as well as the County and other agencies. There are 25 charter members, and the first meeting was held recently. Among issues to be addressed is a study of the impact of the Mid-Currituck Bridge (if built), both during and after construction. The majority of communication and information dissemination will be through their website rather than meetings. A major purpose of the Association is to grow businesses, and the group is considering vice presidents to coordinate restaurants, retail, and resorts. He stressed the importance of liaising with the Chamber, Travel and Tourism, and the Economic Development Board.

Discussion followed on the need for the group as well as the services already provided by the Chamber and the County. It was agreed that better communication would be advantageous to avoid duplication of efforts. Mr. Smith was commended for his presentation to the board. He listed several marketing strategies that had been suggested. Chairman recognized Mr. Grossman who gave a power point presentation showing specifics on the Association's organization and objectives as well as a detailed outline of the features of the website. They have filed for non-profit status. The Chairman thanked them for their attendance and invited them back anytime.

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

Deleted

**Item VII. Discussion and action on Billboard recommendations**

Director showed several options for consideration. Two billboard designs were needed. Although several suggestions were made for improving the options, it was suggested that a billboard design expert be consulted to determine the most effective colors, fonts, etc. The decision needed to be made as to who was to be targeted and what message needed to be proclaimed. A brand for economic development was also suggested; however, it was also suggested that one brand/logo should be adopted for all phases of the county marketing. Several ideas were suggested; however, the board asked that the Director consult with an expert and bring back the information to the next meeting for action.

**Item VIII. Discussion and action on Economic Development Incentive program**

Director had previously supplied a draft to members. He briefly outlined what the document did and did not include based on his research and previous suggestions from the members. Mr. Collins moved to table action until the next

meeting so members could have opportunity for review. Mr. Newbern seconded the motion. Motion carried.

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

### **A) Project Updates**

Moyock Sewer Project- Director reported there would be a work session prior to the Board of Commissioners April 7 meeting to hear options for an expanded sewer system in Moyock, which is hoped to be completed in 24 months.

Grave Digger – This business is planning to expand its County operations. Director was planning to meet with him to explore options.

Director described a steel fabrication business interested in locating in the Moyock area.

There was nothing new to report on project Big Tomato.

### **B) Strategic Planning Update**

Director felt that committees would be advantageous for strategic planning and marketing. At the Chairman's request, Director will provide parameters for the committees.

### **C) Chesapeake Lakes Retail Development**

Director related that main concerns with this project are development at the border and wastewater. Mr. Nelms related that the Currituck and Chesapeake boards would be meeting to discuss this project and other issues. Members felt it was important to develop a working relationship with Chesapeake.

Director announced that he would be out of town Monday-Wednesday of the following week at the first Comparable Communities Visit. UNC asked him to apologize for the short notice of the first visit, not giving others an opportunity to attend. He asked for any interest on the part of the members to accompany him on one of the next two visits.

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

Mr. Palmer asked if it would be permissible for a designee from the Chamber to attend in his place occasionally. Ordinance allows for that.

Mr. Collins asked if there was a more informal setting available for board meetings. Several locations were mentioned. Mr. Collins moved to explore other options. Ms. Kugler seconded the motion. Motion carried.

Ms. Kugler asked about a previously discussed tour of the county. Director was to determine a date mutually agreeable to members.

Mr. Newbern asked Mr. Nelms for an update on the Moyock Library project. He related that the property had been transferred to the County and, although the project had not gone out for bids, it was nearing that stage.

Mr. Nelms noted that the Moyock Welcome Center was nearing completion and invited members to go by and check it out. He noted there would be space for economic development displays. Interested businesses should contact Diane Sawyer. Center should be open by May 1.

NE Commission Regional Economic Group-Committee of 1000 affiliate would be hosting on April 10 a get to know NE NC event for Hampton Roads area Chamber of Commerce Boards of Directors.

#### **Item XI. Adjourn**

Mr. Newbern moved to adjourn; Mr. Collins seconded the motion; motion passed unanimously. The meeting was adjourned.