



ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING
AGENDA

September 27, 2022
5:30 PM

Council Chambers, Rocky Mount Municipal Building
345 Donald Avenue, Rocky Mount, Virginia

The Town of Rocky Mount is pleased to offer assistive listening devices for meeting attendees with special hearing needs. Please ask any staff member or the clerk for assistance.

Call to Order and Welcome

1. Roll Call of Members Present
2. Approval of Agenda
3. Review and Consideration of Minutes
 - 3.a. July 26, 2022- Regular Meeting Minutes
4. Secretary's Report
5. Staff Updates
6. Committee Reports - None at this time
7. Old Business
 - 7.a. Designated Outdoor Refreshment Area (DORA)
8. New Business - None at this time
9. Authority Board Comments
10. Upcoming networking events & EDA Meeting
 - 10.a. Community Partnership - October 10, 2022 9:00 am (1035 Franklin St)
 - 10.b. Franklin County Connects - October 12, 2022 9:00 am (Franklin Center)
 - 10.c. Business After Hours - October 13, 2022 5:00-7:00 pm (Early Inn)
 - 10.d. Franklin County Connects - November 9, 2022 9:00 am (Franklin Center)
 - 10.e. Community Partnership - November 14, 2022 9:00 am (1035 Franklin St)

10.f. EDA Meeting - November 22, 2022 - 5:30 pm (Town Municipal Bldg)

11. Adjournment

**TOWN OF ROCKY MOUNT
ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
July 26, 2022
5:30 P.M.**

The Economic Development Authority (EDA) of the Town of Rocky Mount, Virginia met at the Rocky Mount Municipal Building on Tuesday, July 26, 2022 at 5:30 p.m., with Chairman Adam Lynch, presiding.

ROLL CALL OF MEMBERS PRESENT

Board Members Present: Chairman Adam Lynch, Vice Chair Doug Guilliams, Economic Development Authority Board Members Justin Muse, Tara Holley, Chas Mitchell, Mark Redden, and Amy Worley

Board Members Absent: None

Others Present: Economic Development Director Daniel Pinard, EDA Clerk Cherie Compton

INTRODUCTION OF NEW MEMBER

Staff and Members of the Economic Development Authority welcomed Justin Muse.

APPROVAL OF AGENDA

Additions or Corrections: None

Motion: To approve the agenda as presented

Motion By: Vice Chair Doug Guilliams

Second: Member Mark Redden

Action: Approved by a unanimous vote of members present.

REVIEW AND CONSIDERATION OF MINUTES

Let the record show that prior to the meeting, Economic Development Authority received the following draft minutes for review and consideration of approval:

May 24, 2022 - Regular Meeting Minutes

Motion: To approve minutes as presented

Motion By: Member Amy Worley

Second: Member Chas Mitchell

Action: Approved by a unanimous vote of members present

SECRETARY REPORT

Economic Development Clerk Cherie Compton advised members that the statement ending June 30, 2022 had a balance of \$5,000.00

STAFF UPDATES

Economic Development Director Daniel Pinard provided the following business updates:

- Living Proof Beer Company has opened and business is doing well and asked to help spread the word where their location is in town
- Jose's Mexican Grill has opened in the Franklin Eagle Plaza
- Lifestyle Health Education located on Tanyard has opened a deli inside building from 11-2 Monday, Wednesday, and Thursday
- Old Time Social House where the Perinatal Center was there is a wine bar going into that location
- Touch of Grace Nutrition is opening in the Rocky Mount Plaza
- Unique Expressions hair salon is moving up the road on Franklin Street.
- Starbucks is still moving forward
- Town and County are working together on the steps that will join downtown and uptown areas

Economic Development Director Daniel Pinard provided the following Harvester updates:

- Sept 2021- June 2022 had 51 shows with over 11,000 patrons with average show attendance was 220 per show
- Midwood Entertainment is taking look at shows that are bringing in sales and patrons

There was open discussion about the number of shows that are coming into the Harvester and what the target number for shows per month is. There was also discussion about the type of shows coming, bringing in more local shows, average ticket price, number of patrons and when the entity will be off the Towns books and self-sustaining. Members agreed that they would like to meet with Midwood Entertainment,

Robert Wood, and Mark Moore and see some of the expenses, financial reports, accounting reports.

COMMITTEE REPORTS

None at this time

OLD BUSINESS

The Town applied for the Community Development Block Grant (CDBG) and Economic Development Director Daniel Pinard asked that the members at the previous meeting to appoint a Management Team Representative. Chair Adam Lynch volunteered to start as the representative.

NEW BUSINESS

None at this time

AUTHORITY BOARD COMMENTS

Member Tara Holley met with local businesses and restaurants and got asked to do some research on the Designated Outdoor Refreshment Area (DORA) she presented her findings to the board and staff. Daniel stated that staff is looking into this and together with staff and members they need to come up with more specific guidelines and restrictions. Members asked that Daniel report to Town Staff and Town Council members that this is an idea they would like to explore more for Town events and other possibilities.

Members and staff discussed a Quarterly mailing, or email reaching out to businesses and letting them know happenings and things that they could benefit from as a business.

UPCOMING NETWORKING EVENTS & EDA MEETINGS

Community Partnership for Revitalization- August 8, 2022

SML Chamber of Commerce Franklin County Connects- August 10, 2022

EDA-September 27, 2022

ADJOURNMENT

Motion to Adjourn By: Member Tara Holley

Second: Member Chas Mitchell

Action: Adjourned by a unanimous vote of members present

Time of Adjournment: 6:26 p.m.

Adam Lynch, Chairman

ATTEST:

Cherie Compton, Clerk

Draft