

**TOWN OF ROCKY MOUNT
ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
October 27, 2020
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, October 27, 2020 at 5:30 p.m., with Chairman Adam Lynch, presiding.

ROLL CALL OF MEMBERS PRESENT

Board Members Present: Chairman Adam Lynch, Vice Chair Doug Williams; Economic Development Authority Board Members, Ann Dillon, Lynda Spence, Tara Holley, Chas Mitchell, and Tyler Lee

Board Members Absent: None

Others Present: Cultural & Economic Development Director Beth Simms, Assistant Town Manager Mark Moore, and EDA Clerk Cherie Compton

APPROVAL OF AGENDA

Additions or Corrections: None

Motion: To approve the agenda as presented

Motion By: Member Tyler Lee

Second: Member Ann Dillon

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:

August 25, 2020 - Regular Meeting Minutes

Motion: To approve minutes as presented

Motion By: Member Tyler Lee

Second: Member Tara Holley

Action: Approved by a unanimous vote of members present

Secretary's Report

Economic Development Clerk Cherie Compton gave an update of the balance from statement ending September 30, 2020 with a balance of \$162,822.18.

Introduction

Member Tyler Lee introduced Assistant Town Manager Mark Moore. Mark greeted the members and gave background on his previous positions held; members welcomed Mark to the Town of Rocky Mount.

Old Business

Cultural & Economic Development Director Beth Simms went over the progress of the branding project and asked for approval to issue payment of \$12,500 to Access. Chairman Adam Lynch asked how many draws are expected. Beth stated approximately four draws if things stayed on schedule for branding

Motion: To approve check for \$12,500 to Access

Motion By: Vice Chairman Doug Guilliams

Second: Member Tyler Lee

Action: Approved by a unanimous vote of members present

New Business

Members of Economic Development Authority were presented with a resolution to change the official meeting time from 6:00 p.m. to 5:30 p.m.

Motion: To approve the resolution as written

Motion By: Member Tyler Lee

Second: Member Chas Mitchell

Action: Approved by a unanimous vote of members present

Staff Updates

Beth Simms discussed the sidewalk sale and how it seemed to be a great new event for the Town and will continue in future years. The scarecrow trail is an event that is done with Community Partnership and there was a map created for the trail and seems to be bringing lots of advertisement and free publicity for the area businesses. The parade and downtown Christmas events have been cancelled but there will be three Festive Friday events and many businesses will be staying open later.

Beth handed out the proposed 2021 calendar for EDA noting the change to start the year in January.

Member Lynda Spence asked about the street sounds and where they are placed. Beth explained where the speakers are located and how people walking have enjoyed the music. Member Tara Holley asked about the hours for the farmers market and how long they will continue, Beth stated that the market will continue if weather is permitting. Beth also explained the snap program that has been revamped for the farmers market and the new employee that was hired for it.

Beth introduced the speakers from Access. The speakers explained the process for the branding of the town and current progress, and interviews and questions that will take place. Rachel Spencer from Access asked several questions to the members of the EDA for their input.

Vice Chairman Doug Guilliams hearing no further comments entertained a motion to adjourn.

ADJOURNMENT

Motion to Adjourn By: Member Ann Dillon

Second: Member Tyler Lee

Action: Adjourned by a unanimous vote of members present

Time of Adjournment: 6:52 p.m.

Adam Lynch, Chairman

ATTEST:

Cherie Compton, Clerk