

**TOWN OF ROCKY MOUNT
ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
March 23, 2021
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, March 23, 2021 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, Ann Dillon, Chas Mitchell, Tyler Lee, and Tara Holley

Board Members Absent: None

Others Present: Cultural & Economic Development Director Beth Simms, and EDA Clerk Cherie Compton

APPROVAL OF AGENDA

Additions or Corrections: To move Old Business above Secretary's Report for tonight's meeting

Motion: To approve the agenda with the change

Motion By: Vice Chairman Doug Guilliams

Second: Member Tyler Lee

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:

January 26, 2021 - Regular Meeting Minutes

Motion: To approve minutes as presented

Motion By: Member Tyler Lee

Second: Member Ann Dillon

Action: Approved by a unanimous vote of members present

OLD BUSINESS

Rachel, Lucas, Tony, and Brittany from Access joined the meeting. Rachel gave a brief recap of the results from the surveys that were previously presented at the last meeting.

Tony presented new logo ideas, how they work in context, branding and ad ideas. The team came up with three themes 1) Lets go home 2) A great place to grow 3) You may think you know us, but were something else. Tony discussed the pros and cons of the new logos he presented and asked for feedback from the EDA members. Chairman Adam Lynch stated he liked seeing them in context on the ads itself. Member Tara Holley said that she really liked the idea of the group of family logos, so they had little more to work with for versatility, she also noted that on video 1 the word evolves stuck out and she liked that. Video 2 made her feel warm and at home. Video 3 was a little wordy to her but really liked the ending “we’re something else” and other members agreed also. Member Tyler Lee and Economic Development Director Beth Simms mentioned they liked the “A great place to grow”. An open discussion ensued.

Member Tara Holley inquired about the next steps in the process. Tony from Access stated the next step would be for them to gather any other thoughts and ideas and have Beth draft an email to them and begin flushing out the things they did not like to create a more final product.

After the Access group left an open discussion ensued regarding steps moving forward, revamping the Town website, the family of logos, ideas on how to use the new logos and the branding.

SECRETARY REPORT

Economic Development Clerk Cherie Compton gave an update of the balance from statement ending February 28, 2021 with a balance of \$136,822.18.

STAFF UPDATES

Cultural & Economic Development Director Beth Simms gave an update on:

- The Harvester possibly opening in September
- Strategic Planning for the Harvester
- Sidewalk sale on the 17th
- Looking at a busy market season all tables sold out on most all weekends
- Working with businesses staying open like First Fridays events
- Cruise-Ins are planned

COMMITTEE REPORTS

None at this time.

NEW BUSINESS

Cultural & Economic Development Director Beth Simms will be leaving the town on April 2nd and the staff liaison will be Assistant Town Manager Mark Moore.

Cultural & Economic Development Director Beth Simms went over the invoices for Access for the different phases of the branding project. She explained the overage of \$10,000 in phase one and that the overage could be paid with tourism grant funds in her budget and has asked Access moving forward to update often so they can keep track budget amounts in each phase. Member Tara Holley asked where the original plan for the tourism grant funds would have been going, Beth stated advertising for events etc. and that there would still be money for those plans. Beth Simms asked for approval to issue payment for Phase 2 in the amount of \$25,000 to Access.

Motion: To approve check for \$25,000 to Access from EDA Funds

Motion By: Member Tara Holley

Second: Member Tyler Lee

Action: Approved by a unanimous vote of members present

UPCOMING NETWORKING EVENTS & EDA MEETINGS

Franklin County Connects is the 2nd Wednesday of every month.
EDA meeting- Tuesday, May 25, 2021

ADJOURNMENT

Motion to Adjourn By: Member Tyler Lee

Second: Member Ann Dillon

Action: Adjourned by a unanimous vote of members present

Time of Adjournment: 6:41 p.m.

Adam Lynch, Chairman

ATTEST:

Cherie Compton, Clerk