

**TOWN OF ROCKY MOUNT
ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
July 27, 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, July 27, 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, Tyler Lee, Tara Holley, and Mark Redden

Board Members Absent: Member Chas Mitchell

Others Present: Assistant Town Manager Mark Moore, EDA Clerk Cherie Compton, Economic Development Director Daniel Pinard, Finance Director Linda Woody and Town Manager Robert Wood

APPROVAL OF AGENDA

Additions or Corrections: To move the old business Branding Update up to number four on the agenda

Motion: To approve the agenda with the correction

Motion By: Member Tyler Lee

Second: Vice Chair Doug Guilliams

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 25, 2021 - 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

OLD BUSINESS

Branding

Assistant Town Manager Mark Moore discussed the progress of the rebranding of the Town since last fall and turned the floor over to Tony with Access. Tony discussed new logos and ideas for local pictures and videos for the rebranding. Tony and Economic Development Director Daniel Pinard went over the schedule and plans for the places that will be included in videos and pictures of local citizens for the commercial, ads, and billboards etc. Member Tyler Lee also gave suggestions on locations for pictures of videos such as The Grande at 290 and Haywood's Jewelry. Chair Adam Lynch suggested a few citizens that may wouldn't mind participating. Brandy from Access discussed the billboards that they are looking at using for advertising. Members gave feedback on why they thought some were good locations or if there were other locations to possibly look at. Brandy explained how the branding will be used on YouTube, digital banners, social media, and print advertising. Mark Moore also noted the logo will be on the new refuse trash cans, trucks, website, wayfinding sigs, etc.

SECRETARY REPORT

Economic Development Clerk Cherie Compton provided balance from statement ending June 30, 2021 with a balance of \$99,322.18.

STAFF UPDATES

Assistant Town Manager Mark Moore provided the following updates:

- Introduction of new Economic Development Director Daniel Pinard
- Harvester construction, upcoming shows, and new staffing
- The financing structure between Town, EDA, and Harvester
- SVOG (Shutter Venue Operators Grant) grant is still pending

Vice Chair Doug Guilliams asked they came up with the figure that would be cut into quarterly payments from the EDA to the Harvester. Mark Moore stated the figure was calculated based on cost for shows, production, tickets sales, etc.

Motion: To authorize a check in the amount of \$120,825.00 to be written to the LLC in lieu of a check written to the EDA from the Town in the same amount

Motion By: Member Tara Holley

Second: Member Tyler Lee

Action: Approved by a unanimous vote of members present

Daniel Pinard gave an update on:

- Co-Work space- compiling results from the survey that was done
- New openings- The Grand at 290 did the ribbon cutting, Pearls Thimble, Fork Mountain Quilting, Buddys BBQ new location, A List Dance Academy, Womack Electric
- Upcoming events in town- Fridays on Franklin, Farmers Market is starting a Wednesday market, Harvester shows, Warren Street Festival, Cruise In
- Buzzards downtown are being looked at by the United States Department of Agricultural for pest control
- VDOT funding for Weaver Street Extension

COMMITTEE REPORTS

None at this time

NEW BUSINESS

Mark Moore advised the board that terms expiring for Tyler Lee, Ann Dillon, and Adam Lynch and would need to be reappointed by council.

AUTHORITY BOARD CONCERNS

Member Tyler Lee mentioned looking into a "Food Truck Village".

UPCOMING NETWORKING EVENTS & EDA MEETINGS

Franklin County Connects is the 2nd Wednesday of every month.
EDA meeting- Tuesday, September 28, 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: 6:55 p.m.

Adam Lynch, Chairman

ATTEST:

Cherie Compton, Clerk