

**TOWN OF ROCKY MOUNT
ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
March 26, 2024
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 26, 2024, at 5:30 p.m., with Chairman Adam Lynch, presiding.

ROLL CALL OF MEMBERS PRESENT

Board Members Present: Chair Adam Lynch, Vice Chair Justin Muse, Economic Development Authority Board Members Doug Williams, Bernice Cobbs, and Ruth Cook (joined at 5:36 pm)

Board Members Absent: Anna Robertson

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

APPROVAL OF AGENDA

Additions or Corrections: None

Motion: To approve the agenda as presented

Motion By: Vice Chair Justin Muse

Second: Member Bernice Cobbs

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 23, 2024 - Regular Meeting Minutes

Motion: To approve minutes as presented

Motion By: Member Doug Williams

Second: Vice Chair Justin Muse

Action: Approved by a unanimous vote of members present

ELECTION OF TREASURER

After the January meeting, staff reviewed the bylaws and determined the Treasurer of the EDA should be Finance Director Vincent Copenhaver instead of the EDA secretary

Motion: To elect Vincent Copenhaver as Treasurer for the EDA

Motion By: Vice Chair Justin Muse

Second: Member Bernice Cobbs

Action: The board members voted to elect Vincent Copenhaver as Treasurer

SECRETARY REPORT

Secretary Cherie Compton advised members that the statement ending February 29, 2024, had a balance of \$5,000.00.

STAFF UPDATES

Economic Development Director Daniel Pinard provided the following business updates:

- VDHCD (Virginia Department of Housing and Community Development) staff members toured around town with Daniel in regards to the Virginia Main Street Program. Town is looking to possibly partner with the Community Partnership Board for this
- Rocky Mount Farmers Market season will start on April 6 and run through December
- VAFMA (Virginia Farmers Market Association) awarded the farmers market with a Gold Certification
- Cruisein Rocky Mount kicks off April 6th
- Music series at the market will be held April-August once a month
- Rocky Mount Fest will be on September 21, 2024
- Franklin County Tourism is hosting a Moonshine Tour this year and will be advertised on the tourism page for Rocky Mount (discoverrockymount.com)
- Applied for the DMO (Destination Marketing Organization) Grant
- 2024 Pub Crawl was a success with an estimated number of 3,800 people
- Plan your visit widget on the discover Rocky Mount webpage
- VBR (Visit Blue Ridge) public relations will be hosting the Mid Atlantic Travel Writers Association in August. There will be 60+ travel writers in Roanoke and will visit surrounding areas

- VDOT advised decorative mural crosswalks are not allowed in Virginia. Obtaining quotes from a custom stencil company in Roanoke for a multi tone stencil for sidewalks

COMMITTEE REPORTS

None at this time

OLD BUSINESS

None at this time

NEW BUSINESS

Quarterly Payments

Daniel requested approval for the EDA to accept the check from the Town and quarterly accounting checks to be written to the Harvester Performance Center LLC in the amounts of \$170,000.

Motion: To accept the check from the Town in the amounts of \$170,000 and checks to be written to the Harvester Performance Center LLC in the amounts of \$170,000

Motion By: Member Doug Guilliams

Second: Vice Chair Justin Muse

Action: Approved by a unanimous vote of members present

AUTHORITY BOARD COMMENTS

Member Guilliams asked for Harvester financial updates. Mr. Pinard stated that he believes shows are selling well and there were 12 shows for April but didn't have exact numbers. Chair Lynch asked about status of the property purchased at concrete plant. Mr. Pinard stated the plant is in the process of moving to new location. Chair Lynch mentioned bringing the Realtors Association to town in August/September to visit local establishments to see what Rocky Mount has to offer. Chair Lynch mentioned working with Town Council to form a Moonshine Festival 2025. An open discussion ensued.

UPCOMING NETWORKING EVENTS & EDA MEETINGS

Ribbon Cutting "The Magnolia Closet" – April 2, 2024, 11:30 am (147 Franklin St)

Community Partnership – April 8, 2024, 9:00 am (1035 Franklin St)

Franklin County Connects – April 10, 2024, 9:00 am (Franklin Center)

EDA Meeting – April 23, 2024, 5:30 pm (Town Municipal Building)

ADJOURNMENT

Motion to Adjourn By: Member Ruth Cook

Second: Member Bernice Cobbs

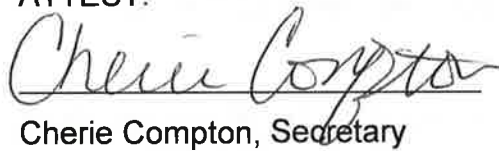
Action: Adjourned by a unanimous vote of members present

Time of Adjournment: 6:17 p.m.



Adam Lynch, Chair

ATTEST:



Cherie Compton, Secretary