

**TOWN OF ROCKY MOUNT
ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
August 27, 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, August 27, 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 Anna Robertson, Ruth Cook, Doug Guilliams and Bernice Cobbs

Board Members Absent: None

Others Present: Economic Development Director Daniel Pinard, EDA Secretary Cherie Compton and Assistant Town Manager Mark Moore

APPROVAL OF AGENDA

Additions or Corrections: None

Motion: To approve the agenda as presented

Motion By: Member Bernice Cobbs

Second: Vice Chair Justin Muse

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:

June 25, 2024 - Regular Meeting Minutes

Motion: To approve minutes as presented

Motion By: Member Doug Guilliams

Second: Member Ruth Cook

Action: Approved by a unanimous vote of members present

SECRETARY REPORT

Secretary Cherie Compton advised members that the statement ending July 31, 2024, had a balance of \$5,000.00.

STAFF UPDATES

Economic Development Director Daniel Pinard provided the following updates:

- Visit Blue Ridge public relations crew will be visiting Rocky Mount
- Mid Atlantic travel writers will be visiting Rocky Mount and will be attending the Twin Creeks event celebrating the Crooked Road 20th anniversary
- Submitted a grant application to Virginia Tourism for a Micro Business Marketing Leverage Grant to help fund the filming, editing and production of a 4-part video series highlighting Rocky Mounts music and moonshine
- Rocky Mount Fest set for September 21 starting at 3:00pm
- Tobacco Commission's 25th Anniversary is coming up and they will be highlighting some of the projects they are most proud of including the Harvester Performance Center
- Town of Rocky Mount was honored at the Southwest Virginia Tourism Awards for 150 Fest
- Variety Kiicks opened on the 2nd floor of 373 Franklin St downtown
- Crooked Road & Co will be opening soon
- Center Stage "The Porch" will be opening soon
- Bank of Botetourt coming up quickly
- Zaxby's development of the former Burger King is underway

COMMITTEE REPORTS

None at this time

OLD BUSINESS

Mr. Pinard presented the Request for Proposal (RFP) for the former Atlantic Union Bank Project for developers to submit redevelopment ideas for the building. He explained the Town is seeking a developer with experience in revitalizing historic buildings and looking for ideas that will enhance the downtown area. The RFP was approved by council earlier this month and will be advertised once its approved by EDA. An open discussion ensued.

Motion: To proceed forward with the current Request for Proposals (RFP) for the former Atlantic Union Bank downtown

Motion By: Vice Chair Justin Muse

Second: Member Bernice Cobbs

Action: Approved by a unanimous vote of members present

NEW BUSINESS

Assistant Town Manager and Co-Manager of the Harvester Performance Center presented the EDA with the Harvester financial update for fiscal year 2024 that ended June 30, 2024. He went over the comparison of financials for fiscal year 2023 and 2024 touching on the number of shows, average attendance, total income, expenses, and profits. He also mentioned other events that were held at the Harvester such as FCHS prom, movies, various community/ business meetings and conferences and many more. An open discussion ensued.

AUTHORITY BOARD COMMENTS

Vice Chair Justin Muse asked if the Town plans to continue the Music at the Market. Mr. Pinard stated this year was hit or miss with the weather, but it is a music series they look to continue at the Farmers Market.

UPCOMING NETWORKING EVENTS & EDA MEETINGS

Community Partnership – September 9, 2024, 9:00 am (1035 Franklin St)
Franklin County Connects – September 11, 2024, 9:00 am (Franklin Center)
EDA Meeting – September 24, 2024, 5:30 pm (Town Municipal Building)

ADJOURNMENT

Motion to Adjourn By: Vice Chair Justin Muse

Second: Member Anna Robertson

Action: Adjourned by a unanimous vote of members present

Time of Adjournment: 6:15 p.m.



Adam Lynch, Chair

ATTEST:



Cherie Compton, Secretary