

**CURRITUCK COUNTY  
ECONOMIC DEVELOPMENT ADVISORY BOARD**

September 24, 2009

Bank of Currituck, Grandy

Attendance: Elizabeth White, Greg Wirth, Tameron Kugler, David Palmer, Peter Bishop, Mike Painter

Guests: Stuart Chamberlain, Web Development Specialist, Currituck County

**Item I. Call to Order**

Vice-Chairman Palmer called the meeting to order at 7:07 PM.

**Item II. Approval of Agenda**

Vice-Chairman Palmer entertained a motion for approval. Ms. Kugler moved for approval with the following change: Item VII be moved to Item V. Ms. White seconded the motion. During discussion, Mr. Wirth stated that Chairman Burwell, whom is absent, requested that Item V be tabled for discussion when he is at the next meeting. Mr. Wirth then moved to approve the agenda, but table item V. Mrs. Kugler seconded the motion. Motion carried.

**Item III. Public Comment**

None offered

**Item IV. Approval of August 27, 2009 Minutes**

Vice-Chairman Palmer entertained a motion for approval of the August 27, 2009 minutes. Mr. Wirth moved to approve the minutes. Mrs. Kugler seconded the motion. Motion carried.

**Item V. Tabled**

**Item VI. Discussion and Action on Website Design, Logo and Slogan**

Stuart Chamberlain was introduced by Vice-Chairman Palmer for a presentation on the new Economic Development website. The presentation showed design templates with slight variations in color and design for the page.

Mr. Chamberlain described the features and designs of the various site designs: mapping, news feed, incentives, a masthead image-rotator, search, FAQ's, available properties, etc. Items like the spotlight sections for news, profiles and featured properties will be manually imputed stories, testimonials and available real estate.

Regarding the logo transformation, Mr. Chamberlain provided several of the transformations and permutations of a Currituck County economic development logo, with several options to consider. Another possible solution is to outsource a graphic design firm to put together templates for a reasonable cost.

Vice-Chairman Palmer and Mrs. Kugler asked if Currituck.com and CurrituckCounty.com were still available. Ms. White wondered about the resolution of the page, and what would appear without scrolling. Scrolling could be a problem for keeping information in sight for the client or user. Mr. Chamberlain will look into the availability of additional sites and the resolution, including sizing options of the page.

Director asked how long a site would take to construct, given a contract by October 1. Mr. Chamberlain stated that a site could be up as soon as one month.

The consensus of the EDAB was to approve the design elements as presented and adjust to keep design above the scroll for clients. Mr. Chamberlain will make adjustments and send them to the Director and EDAB for final approval.

Regarding the logo, the EDAB preferred an option outside of the existing tourism base logo of Currituck, NC and the geese used in County logos. The preferred logo of the EDAB utilizes Currituck, North Carolina, with a green balanced swipe to the lower left and the message, "Our Resources, Your Future." Mr. Chamberlain made some color and design changes at the meeting.

Vice Chairman Palmer entertained a motion to approve and adopt the logo as presented. Ms. White moved that the logo as designed be adopted as presented to the Board of Commissioners for approval and adoption. Mr. Wirth seconded the motion. Motion carried unanimously.

Vice Chairman entertained a motion to approve the homepage website design for ED. Ms. White moved that the webpage design be approved with content moved above the fold, with the new logo, and moved forward for approval. Mrs. Kugler seconded the motion. Motion carried unanimously.

#### **Item VII. Discussion & Action on EDAB-Tourism Survey**

Director provided the latest draft of the business survey and asked for any final revisions of the questions. Ms. White provided several small revisions, including adding options from question 3-1 to section 2-1, copying questions from section 2 to 3, and separating real estate functions within question 3-1.

Ms. Kugler moved that the EDAB adopt the survey format with the changes as presented. Ms. White seconded the motion. Motion carried.

#### **Item VIII. Strategic Plan**

Recap of 9/8/09 BOC-EDAB Work-Session:

EDAB members recounted the discussion at the joint session with the Board of Commissioners. Director shared a general recollection of the joint meeting, which consisted of role clarification, communication improvement, and discussing the specifics of the strategic plan. Further, the advisory board revised the delivery of the minutes and priority items to the BOC and senior staff the day following EDAB meetings. This will improve communications.

Moving Forward: Priority Items, Work groups & current projects:

- 1) Provide the EDAB Strategic plan to the BOC for adoption

- 2) Select priority areas and group leaders from the EDAB
- 3) Utilizing work groups and the Strategic Plan to set future agenda and take action on last month's meetings

#### Setting the Agenda for Future Meetings:

The agendas for future meetings will be compiled from the Strategic Plan priority items and actionable items from previous meetings and the results of work-group progress. Current projects, client decisions and other timely items will be worked into the monthly agendas as required.

Mr. Wirth moved to present the EDAB strategic plan to the BOC for consideration and adoption, including the tracked changes of dates. Ms. White seconded the motion. Motion carried.

### **Item IX. Director's Report**

**Moyock WWTP Update:** Director notified the EDAB that the Moyock project has received its permit from DENR for the force-main construction. Final grant application is due October 1. Client has closed on the Shingle Landing property and construction drawings are in process. Project start date appears to be in December 1, 2009.

**Waterline/Hydrant Policy:** Director updated the EDAB on the process of the waterline and hydrant policies, sharing the County Engineer's presentation at the 9/21/09 work session. EDAB members will provide additional comment as policy is formulated on the staff level.

The EDAB noted that incentives guidelines and ways to use the development finance tools should be a priority in overall infrastructure and incentive discussions. The group noted that the process and tools used to arrive at the incentive package for Project Forest would be useful in preparing the incentive guideline, and requested materials and data used in this process for those purposes. Specifically, the group noted that since this information will be public in the future that the incentive guidelines had to take this into consideration, as the county has now set a precedent for future business incentives. Director will provide requested data and work with the EDAB for presentation and discussion at the next months' meeting.

**October Schedule:** Director shared several items from the upcoming schedule, including the NBAA conference, HBA meetings, ECSU aviation conference and FTZ meeting in Charlotte. It will be a very busy month!

### **Item X. Other Business & Announcements**

**Next Month's Agenda:** The EDAB set forth the following three areas to be worked on during the month so that at the next meeting there could be decisions taken and actions on each of the areas.

- Incentives, past and present, and Development Finance Tools as a priority item
- Working on event groups and events
- Unified Development Ordinance rewrite and the use of standards, nodal development, etc.

Mr. Wirth tendered his resignation effective immediately, and thanked the EDAB members for their service and contributions. Mr. Wirth was complimentary of the strategic plan and the positive steps of the board and wished everyone well.

Gregory J. Wirth  
3305 Caratoke Highway  
Currituck, NC 27929  
252-232-2540  
Email: [gregory.wirth@mchsi.com](mailto:gregory.wirth@mchsi.com)

September 24, 2009

Kevin Burwell, Chairman  
Economic Development Advisory Board  
283 Green View Road  
Moyock, NC 27958

Dear Chairman Burwell:

It is with great reluctance that I tender my resignation from the Economic Development Advisory Board effective immediately.

I would like to thank the commissioners for the opportunity to attempt to serve and represent the residents of Currituck County. I have enjoyed my short tenure as a member of the EDAB, sharing ideas, concepts and a real vision for Currituck County. The composition of this board is above reproach and the viability and effectiveness of this board is only limited by its ability to bring ideas forward.

When elected officials refuse to entertain ideas because they don't coincide with their own agendas or they are seeking personal redemption, our problem is political not economic. As a duly appointed member of the EDAB my duties and responsibilities were to represent the best interests of all residents of Currituck County not the commissioners

Sincerely,

Gregory J. Wirth

cc: Peter Bishop  
J. Owen Etheridge

**Item XI. Adjourn**

There being no further business, Mr. Wirth moved to adjourn. Ms. White seconded the motion. The meeting was adjourned.