

**CURRITUCK COUNTY
ECONOMIC DEVELOPMENT ADVISORY BOARD**

February 25, 2010

Bank of Currituck, Grandy

Attendance: Elizabeth White, Kevin Burwell, Tameron Kugler, John Rorer, Peter Bishop, Mike Painter, Ken Edgar, David Palmer (via phone), Ed Cornet (via phone)

Guest: Ben Woody

Item I. Call to Order

Vice-Chairman White called the meeting to order at 7:09 PM.

Item II. Approval of Agenda

Vice-Chairman White entertained a motion for approval.

Mrs. Kugler moved to approve the agenda. Mr. Burwell seconded the motion. Motion carried.

Item III. Public Comment

None offered

Item IV. Approval of January 28, 2010 Minutes

Vice-Chairman White entertained a motion for approval. Mrs. Kugler moved to approve the minutes. Mr. Burwell seconded the motion. Motion carried.

Item V. UDO Rewrite & Planning/Economic Development discussion – Ben Woody

Vice-chairwoman White welcomed Ben Woody. Mr. Woody described the process for starting the UDO rewrite, which began at a BOC retreat in January of 2008. The UDO had not been updated since 1989.

The consultant, Clarion Associates, began work in October 2009. The group has toured all of the County and read all available planning, engineering and economic development documents from the past 25+ years. The consultant group also interviewed stakeholders, review agencies, citizens, etc.

Mr. Woody mentioned that all of this information, including updates and a Citizen Preference Survey, are available on the code site: www.newcodecurrituck.com.

The next upcoming step is Code Assessment, or review of the code itself, the various feedback sources, surveys and practical experience of the former code. The emerging document from the Code Assessment process identifies problem areas and

recommendations to improve the County's zoning and subdivision ordinances. A series of charrettes and public meetings will follow and ensure that the identified areas match the concerns of various interests in the community.

Mr. Woody explained that the consultants will produce, over a 9 month period, new code in the form of modules, or pieces. This process will cycle with public, advisory groups, and the Board of Commissioners for review and approval. Then the staff and consultants will 'test' the new ordinances by modeling sample subdivisions and development on parcels in the county.

Mr. Woody said that the final approvals and public hearings, with a new code adopted, would come in August 2011.

EDAB members wondered how the public could be better informed of the meetings and the process. Mr. Edgar mentioned post offices, places of worship and schools. Mr. Rorer also expressed frustration that only vocal minority seems to voice concerns, and they get unequal attention in the process.

Mr. Woody addressed the concerns by stressing the steps taken to public notice with paid advertisements, flyers, emails and Channel 18 announcements. Mr. Woody was open to the ideas to increase participation and opportunities to better enhance attendance at meetings.

Mr. Woody stated that he was interested in general policy direction from this advisory board and would accept visioning documents in addition to specific concerns related to development ordinances.

Item VI. EDAB Strategic Plan –

Part A – Investment Guidelines & Policy: Geographic Areas and Targets Discussion

Vice-chairwoman White transitioned discussion to the specific geographic areas the EDAB has been working on to share with Mr. Woody.

She explained that the board identified early-on the importance of creating community-specific visioning, which would in turn drive economic development recruitment and resource identification. Further, such visioning would provide a strategic guide to infrastructure investment and community input.

Vice-chairwoman White provided a brief overview of the visioning process through an example of the Corolla and Off Road areas in a powerpoint, which summarized the opportunities and threats for the area and some specific areas to look to grow existing business and attract new, targeted business.

Mr. Painter provided an example with his thoughts on Moyock visioning, discussing the sewer project, increased residential development and the possibility for mixed-use or entertainment destination.

Mr. Edgar and Mr. Cornet both relayed thoughts that natural resources need to play a stronger role in the mid-county areas of Aydlett, Waterlilly and Knotts Island in keeping both with tradition, heritage and eco-tourism opportunity.

Vice-chairwoman White thanked Mr. Woody for his attendance. Mr. Woody asked the EDAB to send the completed visioning documents to his attention for inclusion in

the Code Assessment and Code Writing areas of the UDO rewrite process, and also any other UDO specific concerns.

Vice-chairwoman White asked to speak on behalf of Chairman Palmer, who said that the LUP process had significant input from the community, and he was hesitant to move forward without also involving the community in this boards' visioning process.

Board members generally agreed that public input was important and necessary but that it has been difficult to find the proper medium. Mr. Bishop cited poor attendance and interest and all ED related meetings in the past two and a half years, and numerous surveys and comment periods have seen poor response.

Mr. Painter felt that this project should not stop for lack of public information and the group should take a stance and provide leadership on the issue by providing at least a framework to be critiqued.

Vice-chairwoman White moved to conclude the topic session by summarizing the work to be performed in the coming month. Mr. Painter and Ms. White requested that the existing work, and additional work on geographic areas be provided to the Incentives Committee by 3/7, with summarized and collected documents emailed by 3/21, so members have an opportunity to review prior to the 3/25/10 meeting.

Part B – Discussion & Action on Revised / Updated MCNC Broadband Letter of Support

Mr. Bishop provided a quick update to the revised letter and project. Successful Round 1 applicant MCNC, who is doing the Piedmont and Western NC applications for stimulus funding, has taken over the project for NENCI. The letter has been changed accordingly and is prepared for signature.

Mr. Edgar moved to approve the letter as written. Mr. Painter seconded the motion. Motion carried.

Part C – Directors Report

Mr. Bishop provided a written report to the EDAB, noting several new projects. Interest has been heavy in the Mid-Atlantic and Northeastern states, especially in the metro DC area as lease rates are rising due to expanded government spending.

Mr. Painter and Vice-Chairwoman White specifically discussed ways to interpret possible impact of projects Mr. Bishop is working with, ie, what a 50 job, \$4 million investment means and whether or not an incentive would be appropriate.

Mr. Cornet mentioned he has expertise in this field and can assist Mr. Bishop with further developing criteria to further illustrate corporate investment plans and possible incentives.

Part D – Marketing Committee Draft Advertising Budget

Mr. Bishop provided a basic layout for a marketing budget on an annual basis and sought feedback from the EDAB. The BOC, at their retreat in January, moved to

appropriate additional marketing funding for economic development. In turn, Mr. Bishop created a shell budget with a mixture of physical promotion items, tradeshows, sponsorships and advertising opportunities to envision.

Mr. Bishop will meet with Mrs. Kugler and internet marketing specialist Stuart Chamberlain to further hone the budget prior to next weeks' meeting.

Item VII. Other Business & Announcements

Part A – Board of Commissioners Retreat Recap, John Rorer

Mr. Rorer provided a short update of the issues discussed, like the Whalehead Trust board slimming down members and advisory board meeting schedules possibly being reduced to quarterly.

The BOC also discussed Moyock Wastewater options, including Eagle Creek expansion. The Maple Commerce Park and complex was also reviewed in concert with the YMCA recreation center.

Part B – March Calendar

Please review the March calendar. The Business Expo is slated for March 7th, and the Spring into Tourism presentations are set for March 17th at Corolla and the Mainland.

Item VIII. Adjourn

Mr. Painter moved to adjourn. Mrs. Kugler seconded the motion. Motion carried.