

**CURRITUCK COUNTY
ECONOMIC DEVELOPMENT ADVISORY BOARD**

January 28, 2010

Bank of Currituck, Grandy

Attendance: Elizabeth White, Kevin Burwell, Tameron Kugler, David Palmer, Peter Bishop,
Mike Painter, Ken Edgar, Ed Cornet

Item I. Call to Order

Chairman Burwell called the meeting to order at 7:09 PM. Mr. Burwell opened the floor for nominations for Chairman and Vice-Chairman for 2010.

Nominations for Chairman:

Ms. White nominated Mr. Palmer for chairman. Hearing no other nominations, the board voted unanimously to elect Mr. David Palmer Chairman of the EDAB.

Chairman Palmer entertained nominations for Vice-Chairman. Mrs. Kugler nominated Ms. White for Vice Chairman. Hearing no other nominations, the board voted unanimously to elect Ms. Elizabeth White Vice-Chairman of the EDAB.

Item II. Approval of Agenda

Chairman Palmer entertained a motion for approval. Ms. White suggested that Mr. Cornet introduce the investment guidelines during Item V par A (a).

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

Item III. Public Comment

None offered

Item IV. Approval of December 3, 2009 Minutes

Chairman Palmer entertained a motion for approval. Mr. Cornet moved to approve the minutes. Mr. Painter seconded the motion. Motion carried.

Item V. EDAB Strategic Plan –

Part A (a)– Investment Guidelines & Policy

Mr. Palmer yielded the floor to Mr. Cornet to lead discussion on the investment checklist that he provided to the EDAB via email.

Mr. Cornet discussed a checklist that was used throughout his professional career to aid in making investment decisions strategically. The process would analyze risk, alternatives and capital expense. The resulting analytic document would compose no more than three pages of condensed analysis on a given project. Such a document would aid the EDAB and staff in providing sound recommendations when confronting an investment or project decision.

Mr. Cornet's final thought that this document, or a similar process, should be a part of the framework for financial decision-making. Mr. Palmer asked about the relation of the investment guidelines checklist with the incentive policy.

Ms. White stated that the same framework would apply and work together with the incentive guidelines, and with further drill-down could undergrid the investment methodology. Chairman Palmer and the incentives committee members concurred that the basic tenants of the checklist be included in the guidelines, and will incorporate them in the draft document.

Part A (b)

Incentive Guidelines & Policy – Visioning Meeting & Next Steps

Ms. White went through the incentive policy guidelines document, describing the process that the Incentives committee has been going through with electronic sharing, editing and writing.

The document addresses two main incentive targets, new/expansion business and business retention, and identifies two specific targets, health care services and mixed-use development. Each of these sections is linked to funding mechanisms and support linkages.

Further sections of the draft document highlight the eight geographic areas of concern in the County as defined in the Strategic Plan. Ms. White recounted that the EDAB had chosen previously to look first at the highest priority areas for development impacts. These were: Moyock, Corolla/Carova, Maple-Barco and the Mid-Currituck Bridge termini. Fuller descriptions and beginning draft work on target industries and regulatory issues – for these sections are located near the end of the document.

Ms. White also described the visioning meeting held January 8th with Ben Woody, Vance Aydlett, Lynne Wilson and Greg Wirth. As the UDO rewrite continues progress, the EDAB saw an opportunity to work with Planning to align our visioning with their code assessment and visual impacts. Ms. White provided a specific example within the framework of Corolla / Carova.

Ms. White said that Mr. Woody would like to see the EDAB put together a set of suggestions and issues related to each area for consultant review. The board could even identify specific code concerns to share. Mr. Cornet asked if each member would be tasked with work on these descriptions. Members volunteered for certain sections: Moyock (Mike Painter), Tameron (Jarvisburg), Ed (Mainland Terminus & OBX), Ken (Mainland Terminus). Mr. Edgar further requested that dates and titles be placed on each document to avoid confusion when exchanging drafts.

The EDAB unanimously felt that they should schedule Mr. Woody meet with the EDAB at our February meeting. Chairman Palmer will ask Mr. Woody to join us at the next meeting.

Part B – Presentation on Currituck County Economic Development Website

Chairman Palmer yielded the floor to Mr. Stuart Chamberlain to give an update and presentation on the new website. Mr. Chamberlain explained the features of the site and the various buttons. Most information will be available to the user within two clicks, with a full data center to compliment a business list and job search.

Mr. Palmer suggested that the section dealing with Bids & Proposals have a separate button for users to find easier. Mr. Cornet commented that a more visual link to tourism and vacationers may be appropriate, considering the importance of the industry.

Mr. Cornet warned about the dedicated maintenance required to put together the real estate and jobs databases. Consideration should be offered to other technologies that are more efficient for staff resources and these databases grow.

Finally, Mr. Chamberlain provided the board with a demonstration of heat-mapping software, which shows how and where users interact with your website.

Please see the attached power-point slides for further details.

Part C – Discussion & Action on NENCI Broadband letter of support

Mr. Bishop and Mr. Cornet provided a short synopsis of the NENCI Rural Broadband project. The project would connect the Outer Banks to Raleigh with 'middle-mile' high-speed broadband connectivity. The Currituck County Board of Commissioners has already provided a letter of support – this letter would supplement theirs.

Mr. Cornet mentioned that the local match would be somewhere from \$25,000 to \$50,000. There is still a requirement of 'last mile' providers (Charter, Mediacom, CenturyLink) and even the County to provide drop points and connectivity to schools and homes.

Mr. Edgar motioned to move forward with the letter as written. Mr. Painter seconded the motion. Motion carried.

Part D – Discussion & Action on Airport Hangar Resolution

Chairman Palmer noted that the resolution for consideration is not what was requested from the advisory board. Chairman Palmer requested a motion to table to item. Mr. Painter moved to table. Mr. Cornet seconded the motion. Motion carried.

Part E – Director's Report

Mr. Bishop provided written reports for the EDAB to review.

Mr. Bishop further described the Maple Commerce Park site plan and ongoing work and improvements at the site, showing an enlarged aerial and site plan overlay. The project will be going to the Planning Board in March and the Board of Commissioners in April for plat approval.

Mr. Bishop described some of the green stormwater features on the site and covenants. Chairman Palmer asked if the county was considering grey water reuse;

Mr. Bishop stated that they were not at this time, but the wastewater would be treated to a re-use standard.

Ms. White asked about the client reports and requested that Mr. Bishop make an effort to link clients and prospects to the EDAB strategic visioning documents.

Finally, Mr. Bishop announced the department's sponsorship and participation at the upcoming Chamber Business Expo on March 6, 2010 at Currituck High School. The table will feature the new website for economic development.

Part F – CTP Committee Report

Mr. Bishop provided a short report in Chairman Palmer's stead, as he was absent for the evenings' meeting. The group went over results from the CTP survey and discussed future traffic loads. Mr. Bishop will distribute the results once he gets them electronically.

Ms. White asked that Chairman Palmer and Mr. Bishop to insert discussion of the off-road areas and traffic when opportunities arise in these meetings. There are several traffic-related issues that the committee should address in long-term planning.

Part G – UDO Committee Report

Mrs. Kugler felt most UDO issues and updates were covered in the earlier section of the meeting. However, Mrs. Kugler did mention that by clarifying architectural and visioning standards for our specific areas, we will assist with the overall incorporation of EDAB and Planning UDO vision, and expressed her optimism in a combined process moving forward.

Part H – Marketing Committee Report

Mr. Bishop provided a report of the December 18th meeting for the committee. The meeting provided insights into future promotional materials and goods. Many of the suggestions and progressions are seen in the documents and website. Mr. Bishop will provide the EDAB information on upcoming shows, potential expenses, and other marketing ideas.

Mr. Bishop also discussed possible future designs for the billboards that the county controls. At the direction of the EDAB and Chairman, Mr. Bishop will also explore additional billboard options for a north-facing location to add to the other south-facing locations.

Item VI. Other Business & Announcements

Chairman Palmer gave an update on behalf of Commissioner Rorer on the upcoming weekend retreat. Mr. Bishop informed the group that he will not be attending the retreat and has not been requested to be there.

- Economic Development Authority

Commissioner Rorer, in his absence, requested that Chairman Palmer provide a short synopsis of this concept. An EDA would be independent from the County, could be in the form of a Committee of 100, or some other representation. Chairman Palmer will continue discussion and action into the February meeting.

Director provided a list of February events for the EDAB to review.


Mrs. Kugler announced that the Southern Environmental Law Center Derby Carter will be at the North Banks Rotary Club at Western Sizzlin in Kill Devil Hills at 1 pm on Tuesday, February 2nd.

Item VII. Adjourn

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


Economic Development Advisory Board Meeting 1.28.10

Website Update



ThinkCurrituck.com

- Dynamic Layout
- Optimized for Search Engines
 - Homepage meets current Google standards for attracting a high quality score
 - Relative content, lots of links, image tags
- Every Page/Document is accessible in two clicks or less



Key Features

- “Find What you Need”
- Job Search
 - Businesses can input job listings via the website to be displayed
- Commercial Real Estate Search
- Every business in Currituck County listed



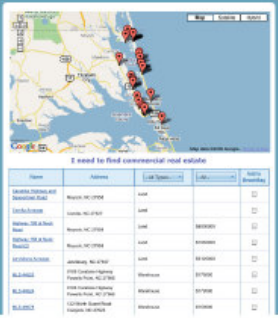

Job Search Sample

- Listed by title, city, status (full time/part time)
- Employers can submit job listings via online form for approval and posting

Job Title	City	Status	Employer
Account Executive	Virginia	Full Time	...
Administrative Assistant	Virginia	Full Time	...
Business Development	Virginia	Full Time	...
Customer Service	Virginia	Full Time	...
Event Planning	Virginia	Full Time	...
Financial Analyst	Virginia	Full Time	...
Human Resources	Virginia	Full Time	...
Marketing	Virginia	Full Time	...
Operations	Virginia	Full Time	...
Project Management	Virginia	Full Time	...
Quality Control	Virginia	Full Time	...
Sales	Virginia	Full Time	...
Software Development	Virginia	Full Time	...
Systems Administrator	Virginia	Full Time	...
Training	Virginia	Full Time	...
Warehouse	Virginia	Full Time	...
Web Development	Virginia	Full Time	...

Real Estate Search

- Sort listings based on property type/price
- Each property is mapped
- “Add to Briefcase”



Address	Price	Property Type
123 Main St	\$150,000	Commercial
456 Oak St	\$200,000	Commercial
789 Pine St	\$180,000	Commercial
101 Elm St	\$220,000	Commercial
202 Maple St	\$190,000	Commercial

Real Estate Listing Details

[Go Back](#) [Print](#) [Email](#) [Add to SearchBox](#)




Name: MLS 58332
Phone: 252-471-2500
Address: 6333 Currituck Highway
 Currituck, NC 27934
Website URL: <http://www.currituck.com/1504903>

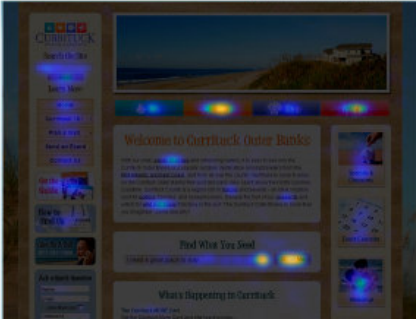
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 Our Research. Your Future.

Heat Maps & Click Tracking

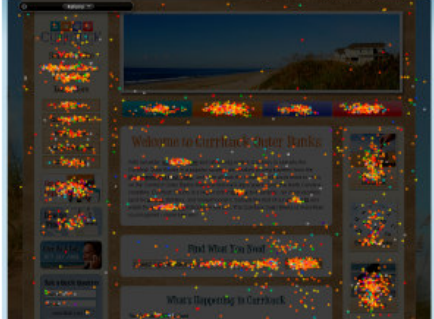
- Enables usability testing
- Ability to see where users are clicking
- We can make adjustments based on areas of the site that are not seeing much activity



 Our Research. Your Future.




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Welcome to Currituck Outer Banks
 Find What You Need
 What's Happening in Currituck




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