



# PERSON COUNTY

— ECONOMIC DEVELOPMENT —

**Date:** March 26, 2024

**Time:** 4:00 pm

**Location:** EDC Boardroom, 303 S. Morgan St., Roxboro, NC 27573

## Regularly-Scheduled Meeting Agenda

Time	Item	Leader
4:00	Welcome	Mr. G. Phillip Allen, Chairman
4:02	Invocation	Mr. Scott McKinney, Vice-Chairman
	<b>**</b> Consent Agenda	
	▪ November 28, 2023 Meeting Minutes	
4:03	▪ December 20, 2023 Meeting Minutes	Mr. G. Phillip Allen, Chairman
	▪ December 22, 2023 Meeting Minutes	
	▪ January 23, 2024 Meeting Minutes	
4:05	Ethics Training	Mr. Bob Hornik
4:25	Economic Development Reset	Mr. G. Phillip Allen, Chairman
5:05	Strategic Plan	Ms. Brandy Lynch, ED Director
	Next Meeting	
5:15	<i>Set for May 28, 2024, 4:00pm, EDC Boardroom, 303 S. Morgan St., Roxboro, NC 27573</i>	Mr. G. Phillip Allen, Chairman
5:16	<b>**</b> Adjourn	Mr. G. Phillip Allen, Chairman

**\*\***Action Requested

Takeaways:	Notes:
▪ New Existing Industry Specialist	
▪ Website	
▪ New Logo	
▪ Boardroom	
▪ WRAL	

EDC Minutes for November 28, 2023  
Open Session

**Minutes of the PCEDC Regularly Scheduled Meeting  
Person County EDC Board Room  
303 S. Morgan St., Roxboro, NC 27573  
November 28, 2023**

**Voting Board Members Present:**

Mr. Phillip Allen-Chairman  
Mr. Donald Long-Vice Chairman  
Dr. Scott McKinney  
Mr. Jay Poindexter  
Mr. Kenneth Perry

The Honorable Gordon Powell  
The Honorable Merilyn Newell  
Ms. Sherry Clayton  
Mr. Jody Blackwell

**Ex Officios Present:**

Dr. Claudia Berryhill, Agricultural Representative  
Mr. Brooks Lockhart, City Manager  
Dr. Pamela Senegal, PCC President  
Ms. Katherine Cathey, County Manager  
Dr. Rodney Peterson, PCS Superintendent

**ED Staff Present:**

Ms. Brandy Lynch, Director  
Ms. Briana Whitt, ED Specialist (Minutes)

**Others Present:**

Mr. George Willoughby  
Mr. Bo Freeman  
Ms. Julie Maybee  
Mr. Derrick Sims

**EDC Welcome and Invocation:**

At 4:00p.m., Chairman Allen called the meeting to order.

Mr. Donald Long gave the invocation.

**Approval of Minutes:**

Chairman Allen recognized The Honorable Merilyn Newell for the approval of the October 18, 2023 minutes.

EDC Minutes for November 28, 2023  
Open Session

A motion made, seconded, and unanimously approved to approve the October 18, 2023 meeting minutes.

**Motion:** Mr. Phillip Allen

**Second:** Mr. Jody Blackwell

Chairman Allen called for a motion for approval of the 2024 Meeting Schedule.

A motion was made seconded and unanimously passed for approval of the 2024 Meeting Schedule as presented.

**Motion:** Mr. Phillip Allen

**Second:** Mr. Jody Blackwell

**Director's Report:**

Ms. Lynch starts by going over the busy month of November. Ms. Lynch attended the Organization, Operation, and Strategy for Economic Developers at ECU, and will return in December for the Legal Framework for Economic Developers. The class in November was instructed by Charles Hayes very funny and light-hearted class.

Ms. Lynch was invited to attend the NEXT program in Chicago, which is a program for Economic developers at the start of the journey. Noble members of the top 50 economic developers have attended the class. (photo in the PowerPoint to show a few notable faces of others who attended)

The board was invited to attend the Farm City Breakfast on November 9<sup>th</sup>, 2023. Ms. Lynch wanted to thank Mr. Freeman for the invitation and applauded the fellowship and meal, Dr. Rachel Vann was the keynote speaker. Hope to invite Dr. Vann to a 2024 meeting, very informative. (Shared the program from Farm City Breakfast)

The Economic Development website is in desperate need of updates, Marketing Alliance built the website and they would be the best beat to update it. Ms. Lynch shared some examples of other websites that had interested her that Marketing Alliance had previously built with bold colors, bold video, bringing in the sites but then they also talked about local lakes and recreation.

Ms. Lynch brought up the question when it came to her attending all these different classes and conferences, that the logo that Person County Economic Development has compared to other Economic Development departments is very different. If the board would agree to the logo change, Marketing Alliance would be the ones making the new logo first, they would send a few ideas to be voted on. If the logo gets changed it will push back the website update.

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Open Session

A lot is currently changing, the walls in the boardroom are currently blank. Hoping to make some changes to the boardroom to make it more welcoming and inviting when guests come. The plan is to incorporate some local photographers and their photography that we have received permission to use. Wanting prospects when they enter the boardroom to know what Person County is and what we represent.

Ms. Lynch gave an update on when the Board of Commissioners will meet which is on December 4<sup>th</sup>, 2023 in the county auditorium. As far as the December meeting it has always been left up to the board if they would like to meet. If the board decides to not have a meeting in December, the next meeting would be in January the yearly organizational meeting, election, and ethics training would be taking place so there after as well.

Ms. Lynch updated the board about the WRAL video, received the first draft a couple of weeks ago and Ms. Lynch and Ms. Whitt reached back out to WRAL with a few tweaks to the video and guaranteed to have the second draft back on Friday. Wanted to work with some local partners to look at the video before it is made live. The plan was to let the video go out in November and December but after cross-communication, Ms. Lynch did not want the message to be missed. Articles have been pushed to the first of the year and will be put on a rotating basis, coming out every couple of weeks.

A motion was made, seconded and unanimously passed to contract the redesign of the Economic Development logo.

**Motion:** The Honorable Marilyn Newell

**Second:** Mr. Jay Poindexter

**Member Comments:**

Dr. Senegal started off by making the board aware that Piedmont Community College received a visit from the board of nursing, and they were very impressed with the work that was being done that the board of nursing immediately approved the school to increase the number of students to 48.

Dr. Berryhill tagged on to Ms. Lynch's comments about the Farm City Breakfast.

Dr. Peterson gave a shout-out to the commissioners in regards to approving the project at the High School, there are several projects underway thanks to the covid money, the high school is currently going through a full complete HVAC and will now have air through the hallways.

Mr. Lockhart stated that he is currently sitting outside of 6 weeks waiting on the award letter before they are able to receive their funding. The permitting for the western sewer is in process and will begin on December 15<sup>th</sup>, 2023. Acknowledged the new utilities director Mr. Chad Lawson.

EDC Minutes for November 28, 2023  
Open Session

Dr. McKinney also tagged on about the Farm City Breakfast and was impressed by the speaker.

**Chairman's Report:**

Chairman Allen offered no report.

**Closed Session:**

Chairman Allen requested a motion to enter into Closed Session pursuant to NC General Statutes 143-318.11(a)(5)

A motion was made, seconded and unanimously passed to go into closed session.

**Motion:** Mr. Donald Long

**Second:** The Honorable Merilyn Newell

Closed Session was entered into at 4:28 pm

*Chairman Allen turned the meeting over to Donald Long before his departure.*

**Next Meeting:**

A motion was made, seconded, and unanimously passed to approve the next meeting date.

**Motion:** The Honorable Merilyn Newell

**Second:** Mr. Jay Poindexter

The next meeting is announced for Wednesday, December 20, 2023, at 4:00 p.m. in the Person County EDC Boardroom, 303 S. Morgan St. Roxboro, NC 27573.

EDC Minutes for November 28, 2023  
Open Session

**Adjournment:**

A motion was made, seconded, and unanimously passed to adjourn the meeting at approximately 5:32 p.m.

**Motion:** Mr. Jay Poindexter

**Second:** Mr. Jody Blackwell

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**Date Approved**

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**Secretary**

**Minutes of the PCEDC Regularly Scheduled Meeting  
Person County EDC Board Room  
303 S. Morgan St., Roxboro, NC 27573  
December 20, 2023**

**Voting Board Members Present:**

Mr. Donald Long-Vice Chairman

**Voting Members Absent:**

Mr. Phillip Allen-Chairman

Mr. Jody Blackwell

Ms. Sherry Clayton

Dr. Scott McKinney

The Honorable Gordon Powell

Mr. Kenneth Perry

The Honorable Marilyn Newell

Mr. Jay Poindexter

**Ex Officios Absent:**

Dr. Claudia Berryhill, Agricultural Representative

Dr. Pamela Senegal, PCC President

Mr. Brooks Lockhart, City Manager

Ms. Katherine Cathey, County Manager

Dr. Rodney Peterson, PCS Superintendent

**ED Staff Present:**

Ms. Briana Whitt, ED Specialist (Minutes)

**EDC Welcome and Invocation:**

At 4:00p.m., Mr. Donald Long stated that there was not a quorum to conduct any business.

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**Date Approved**

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**Secretary**

**Minutes of the PCEDC Regularly Scheduled Meeting  
Person County EDC Board Room  
303 S. Morgan St., Roxboro, NC 27573  
December 22, 2023**

**Voting Board Members Present:**

Mr. Donald Long-Vice Chairman

Mr. Jay Poindexter

Mr. Phillip Allen-Chairman

Mr. Jody Blackwell

The Honorable Merilyn Newell-Secretary

Dr. Scott McKinney

The Honorable Gordon Powell

Mr. Kenneth Perry

Ms. Sherry Clayton

**Ex Officios Present:**

Dr. Rodney Peterson, PCS Superintendent

Mr. Brooks Lockhart, City Manager

Ms. Katherine Cathey, County Manager

**Ex Officios Absent:**

Dr. Claudia Berryhill, Agricultural Representative

Dr. Pamela Senegal, PCC President

**ED Staff Present:**

Ms. Brandy Lynch, Director

Ms. Briana Whitt, ED Specialist (Minutes)

**EDC Welcome and Invocation:**

At 4:00p.m., Chairman Allen called the meeting to order.

Mr. Donald Long gave the invocation.

Chairman Allen made the board aware that the board of commissioners extended the option for the Mega Park, therefor there will be no closed session needed.

**Next Meeting:**

The next meeting is announced for Tuesday, January 23, 2024 at 4:00 p.m. in the Person County EDC Boardroom, 303 S. Morgan St. Roxboro, NC.



EDC Minutes for December 22, 2023

**Adjournment:**

A motion was made, seconded, and unanimously passed to adjourn the meeting at approximately 4:01p.m.

**Motion:** Donald Long

**Second:** Jay Poindexter

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**Date Approved**

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**Secretary**

**Minutes of the PCEDC Regularly Scheduled Meeting  
Person County EDC Board Room  
303 S. Morgan St., Roxboro, NC 27573  
January 23, 2024**

**Voting Board Members Present:**

Mr. Phillip Allen-Chairman  
Mr. Donald Long  
Mr. Jody Blackwell  
The Honorable Marilyn Newell

Dr. Scott McKinney-Vice Chairman  
Mr. Kenneth Perry  
The Honorable Gordon Powell  
Ms. Sherry Clayton

**Voting Board Members Absent:**

Mr. Jay Poindexter

**Ex Officios Present:**

Ms. Katherine Cathey, County Manager  
Dr. Claudia Berryhill, Agricultural Representative  
Mr. Brooks Lockhart, City Manager  
Dr. Pamela Senegal, PCC President  
Dr. Rodney Peterson, PCS Superintendent

**ED Staff Present:**

Ms. Brandy Lynch, Director  
Ms. Briana Whitt, ED Specialist (Minutes)  
Mr. Dan Craig, CPA

**Others Present:**

Mr. George Willoughby  
Mr. Bo Freeman  
Ms. Kim Strickland  
Mr. Chris Weaver  
Ms. Sherry Wilborn

**EDC Welcome and Invocation:**

At 4:00p.m., Chairman Allen called the meeting to order.

Mr. Donald Long gave the invocation.



## EDC Minutes for January 23, 2024

Ms. Lynch plans on attending a TDA meeting tomorrow regarding Wayfare signs. Ms. Lynch took a minute to talk about the Roxboro Chamber of Commerce, the Roxboro Chamber of Commerce is one of our great partners. Ms. Lynch was able to attend the Roxboro Chamber of Commerce Annual Banquet this year at the Homestead Festival House, an amazing turnout.

Ms. Lynch announced that Mr. Blackwell is the new Board Chair of the Chamber. The Chamber now has a new Executive Director Alexis Lunsford, a part-time social media employee, and Sara Sumner has moved into a new role. The Chamber has also done some remodeling, a beautiful mural has been put in their lobby.

The new position has been posted and applicants are being reviewed as they come in. PATS/EDC lobby is undergoing some redecorating. Also, there will be ethics training coming up in March of 2024.

Ms. Lynch talked about the logo in the last meeting. Wanting the logo to represent the county, Ms. Lynch sent the board two logos for them to review to get feedback on what needed to be changed, went back to Marketing Alliance to make some changes to the logo such as the fields, barn and toning down the colors and Marketing Alliance came back with four new ones based on the two that the board had reviewed. The four new logos depict our farms, great lakes, barns, and also the shape of the county. Ms. Lynch also spoke with Ms. Strickland, Person County's Public Information Officer, concerning the revised logos and asked the board if they would like to hear her thoughts and suggestions. Ms. Strickland believes that the county needs to streamline the logo and if anyone else would like to use this logo for the county they would be able to take out Economic Development and replace it with the name of their department and use it. Ms. Lynch passed out a packet of all of the logos, the first two, and the revised ones to compare.

Mr. McKinney stated that he would like to hear the thoughts and direction Ms. Strickland could give the board about the new logo. Ms. Strickland stated that this is one of the things that Person County needs and that there are works on branding and initiatives, all trying to work together to make a brand for Person County. Wanting to honor the roots and growth. What do we want Person County to be? What do we want people to see and know about Person County? The shape of the county is a big thing but it's hard to translate that to people that don't know. This is all just part of the steps by having all of these entities look for what we want to represent and how we want to represent it, Ms. Strickland applauded this group for wanting to start it. Ms. Lynch stated that we are currently on hold for advertising and the website until the logo is done.

Ms. Lynch talked about the Strategic Plan, it was made in August – September 2022. It was very large and super detailed which is very hard to condense. Ms. Lynch reached out to some of her Economic Development partners, and consultants and asked what was a good idea for Strategic Action Plans and suggested a Strategic Action Agenda, which is more like a two page on what Person County needs. After reaching out to Ted Abernathy in regards to an idea on how to move forward he came back with a proposal to create a Strategic Action Agenda. The work will

## EDC Minutes for January 23, 2024

take approximately two months, the quote received was \$6,300.00. Ms. Lynch asked the board if they would be interested in the proposal. The board requested that Ms. Lynch get more explanation of what the quote from Ted Abernathy entailed. Some board members noted they would prefer to keep this project in house.

Ms. Lynch made the board aware that the activity in the department is still very high, and there are still projects being worked on. There has been interest in the North Park Site and have had a couple of site visits there. Mr. Perry questioned about having site visits to both the Mega Park and North Park Sites, Ms. Lynch stated in the last three months, yes.

### **Member Comments:**

Dr. Berryhill made the board aware from the agricultural point of view 2022 was better in terms of economics, the farmers were either average or below average this year. Tourism has boots on the ground with the company out of Waynesville, AMG, the company is going around and inventorying all of the signs to compare on what Person County has and what Person County needs.

Dr. Senegal shared a couple of things, such as the enrollments are up by 8% for the spring. There are now new FAFSA forms and the forms have been slimmed down from 200 questions to now only 40 questions. Piedmont Community College is partnering with Vance-Granville to advance the cyber security network training, trying to make sure that cyber security jobs are made more available throughout the region. Once a year Vance-Granville would host cyber security classes with the hopes that the next semester they would attend PCC to finish out their cyber security career.

Mr. Blackwell mentioned that Polywood project has been approved by the state, and the first training has already been set up with Polywood on the expansion. Mr. Blackwell just received an update today that the project out at Lucy Garrett Road has been approved by the state as well.

Dr. Peterson stated that the high school has multiple projects going on, it's not what you just see on the outside. The high school is undergoing heating and air overhauls, which was part of the Care Act. As well as redoing all of the ventilation inside the school, heating and cooling inside of the gym, and multiple air condition units are being replaced on the roof over spring break. There is ADA projects going on at the high school as well. The project you see on the be ADA compliant as well.

Mr. Lockhart gave two major updates from the city, the sewer plant had the water is tested There was a reviewed scope on the sewer plant project, and the design is still under review. Mr. Lockhart would be heading to Washington DC, to hopefully get on the water resources development act funding.

## EDC Minutes for January 23, 2024

Ms. Cathey started off by stating that the County budget process has kicked off for the upcoming year. The county was also working on the strategic plan. The plan has made good progress through the commissioner and department heads. The hope is to have the plan approved next month. Progress is being made within the southern part of the county on the county farm property, that will be a park, so far volunteers are working alongside county staff creating the beginning of a trail system and there is over a 3-mile loop around the perimeter of the park. There will be additional trails made through the interior to connect that loop so that people will be able to get out and enjoy nature, get exercise and also bring people into the county who will use the park for cycling and other recreational activities.

Mr. Perry questioned Ms. Lynch and Mr. Allen on how many of the projects have been completed since last year. Ms. Lynch stated at the beginning of last year the grant from Golden Leaf was received for the North Park project, which has been cleared and graded. Also, the new position was created and not approved till mid-year. The position then went through the county's grading process. The position was approved in December, but posted in January. A new ED specialist was brought in May. Economic Development has had numerous project requests. The Strategic Plan was discussed between Ms. Lynch and Ms. Cathey, but with other pressing matters had to be halted. Getting the Person County Mega Park option renewal was a huge project, the option was extended at the end of 2023.

Mr. Perry asked Ms. Lynch what she would need to complete the projects, Ms. Lynch stated that she needed to complete the advertising campaign, but that is on hold due to the new logo that is still in the works of being completed. Ms. Lynch made the board aware if she needed action by the board instead of postponing items. Economic Development needs to move forward, and quit putting off things. Lynch cannot focus on the new things that need to be done. Plans are to expand the department reach, bringing the county into the spotlight, telling people what we have to offer, we have a great school system, community college, tourism, and agriculture.

Ms. Clayton looks forward to a great year and appreciates the questions that were asked, and looks forward to the board showing more progress than what was shown in the past years. Also, as far as Person County growing, there are tons of new construction real estate in the county and is growing by people coming in from elsewhere.

Ms. Newell stated all of the developments that have been rezoned in the last 18 months, 9-10 of them have been out-of-town developers.

### **Chairman's Report:**

Chairman Allen started by stating that 2024 is a new year, and some of the things that need to be done were just discussed. One main thing that the board is needing to do is work to continue to work in order to land a prospect for the Mega Park Site. Our existing industries are centers of influence in trying to attract other industries. Mr. Allen said, "We need to support industries that are willing now to make investments in Person County, we want you here!"

EDC Minutes for January 23, 2024

**Next Meeting:**

The next meeting is proposed for Tuesday, March 26, 2024 at 4:00 p.m. in the Person County EDC Board Room 303 S. Morgan St. Roxboro, NC.

**Adjournment:**

A motion was made, seconded, and unanimously passed to adjourn the meeting at approximately 5:22 p.m.

Motion: Mr. Scott McKinney

Second: Ms. Sherry Clayton

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**Date Approved**

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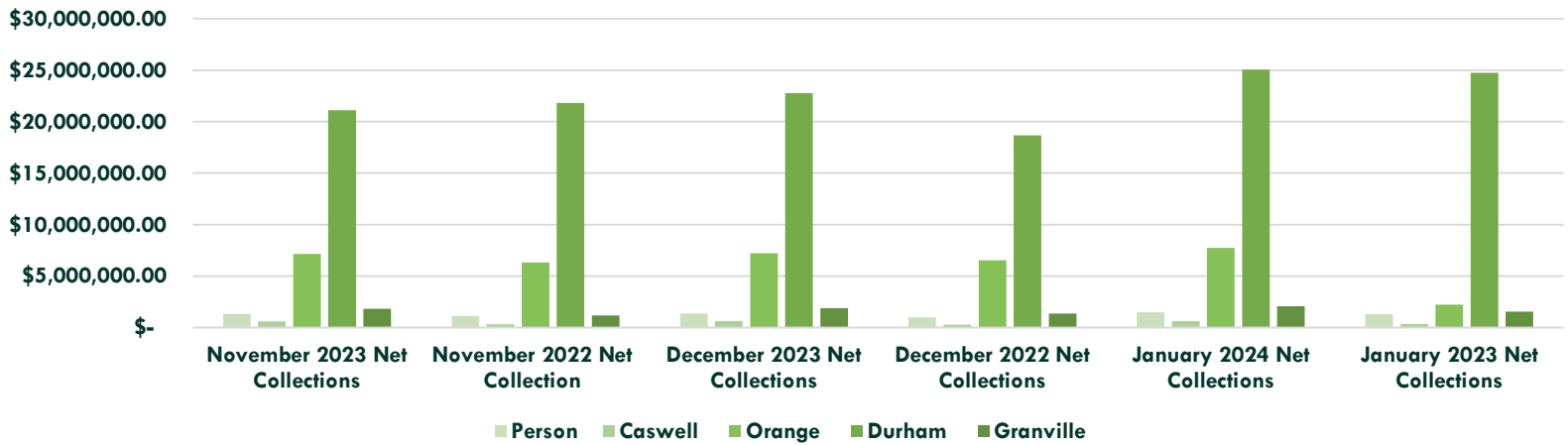
**Secretary**

# Person County Demographic Report

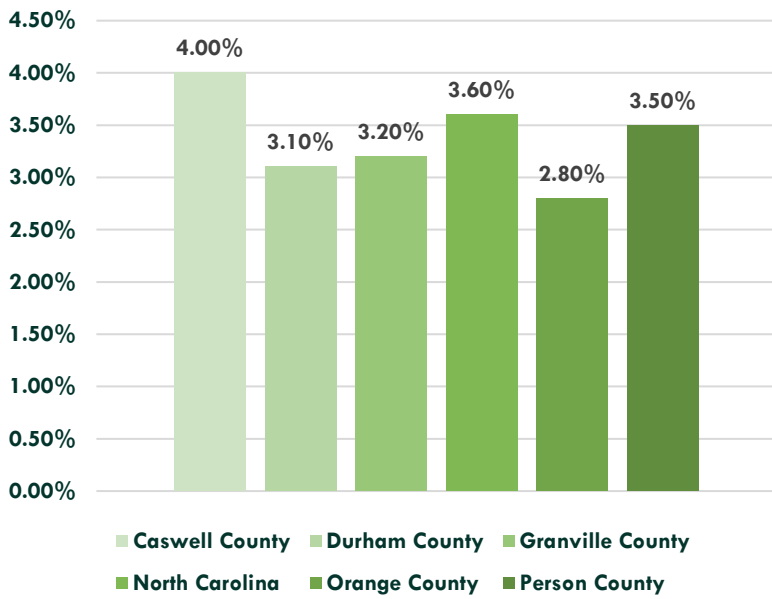


**PERSON COUNTY**  
ECONOMIC DEVELOPMENT

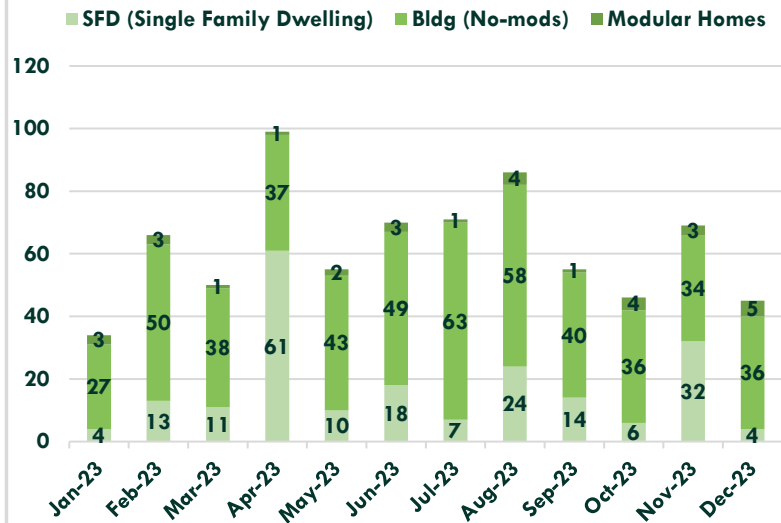
## Sales Tax



## January 2024 Unemployment Rates



## Permit Activity



## Average Weekly Wage 2023

