

**Person County Economic Development Commission**  
**Meeting Location: Piedmont Community College, S100**  
**1715 College Dr., Roxboro, NC 27573**  
**Tuesday, August 28, 2018**  
**4:00 p.m.**

**Annual Organizational Meeting Agenda**

4:00 PM	1. Welcome	Mr. David Newell, Sr., Chairman
4:01 PM	2. Invocation	Mr. Derrick Sims, Secretary
4:02 PM	3. Officer Nominations and Vote	Mr. David Newell, Sr., Chairman
	a. Chair	
	b. Vice-Chair	
	c. Secretary	
4:08 PM	4. Approval of Consent Agenda	Newly Elected Chairman
	a. July 2018 Meeting Minutes	
	b. Project Update for July-August 2018	
Motion:	Request Motion to Approve Consent Agenda as Presented	
	5. Staff Update	Mrs. Sherry Wilborn, ED Specialist
4:09 PM	a. Marketing Efforts	
	i. Person County and Mega Park	
	ii. Partnerships	
	iii. Social Media	
4:20 PM	b. Upcoming Events	
	i. Small Business Symposium	
	ii. IRC Sponsorship	
4:28 PM	c. Major Employers Info	
4:30 PM	6. County Manager Comments	Ms. Heidi York, County Manager
	7. Member/Organizational Updates	
4:35 PM	a. 1-minute Round Robin	All
4:50 PM	8. Chairman's Report	Newly Elected Chairman
5:00 PM	9. Next Meeting - September 25, PCC, S100, 4p.m.	Newly Elected Chairman
5:00 PM	10. Adjourn	Newly Elected Chairman
Motion:	Request Motion to Adjourn	
	<b><u>Meeting Materials:</u></b>	
	Agenda	July 2018 Meeting Minutes
	Project Update	

**Minutes of the July PCEDC Meeting  
Piedmont Community College, Room S-100  
July 24, 2018**

**Voting Board Members Present:**

Mr. David Newell, Chairman  
Mr. Derrick Sims, Secretary  
The Honorable Gordon Powell  
Mr. Danny Talbert

Mr. Ernie Wood  
Mr. Dale Reynolds  
The Honorable Merilyn P. Newell  
Mr. Donald Long

**Non-Voting Board Members Present:**

Mr. Brooks Lockhart, City Manager  
Dr. Pamela G. Senegal, PCC President

Dr. Claudia Berryhill, Agricultural Representative  
Ms. Heidi York, County Manager

**Board Members Absent:**

Mr. Phillip Allen, Vice-Chairman

**ED Staff Present:**

Mrs. Sherry Wilborn, ED Specialist

**Others Present:**

Ms. Sallie Vaughn, GIS Manager  
The Honorable Jimmy Clayton, Commissioner  
Mr. Bill Willcox, The Courier-Times  
Ms. Lynda Clayton, RDG Director

**Meeting Materials:**

Agenda  
Project Update

May 2018 Meeting Minutes

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**Chairman's Welcome and Invocation:**

1. At approximately 4:01 p.m., Chairman Newell called the meeting to order and asked Mr. Sims to offer an invocation.
2. Mr. Sims gave the invocation.

**Approval of Consent Agenda:**

3. Chairman Newell asked for a motion to approve the Consent Agenda if there was no discussion about any of the items.

A motion was made and unanimously passed to approve the Consent Agenda as presented.

Motion: Dale Reynolds

Second: Derrick Sims

**Staff Update:**

**Marketing Efforts:**

4. Mrs. Wilborn projected a PowerPoint presentation to guide the discussion of the items in this update. That presentation is included as a part of this recording. Mrs. Wilborn opened by making members aware of the EDC ad and content in the recently-published Chamber of Commerce Community Guide, a copy of which each of them had at their seats. She also shared that there was funding in the EDC budget to produce a Quality of Life video for Person County and the Mega Park. Mrs. Wilborn went on to explain that she and Ms. Vaughn were collaborating on several projects to market Roxboro, Person County and the Person County Mega Park and that they would be sharing the role of updating the Commission on these projects for this agenda item. There was an explanation and a demonstration of a sample story map, a buildings and sites database for local spaces and a planning tool created especially for the EDC by the Person County GIS department.

Mrs. Wilborn also informed members that Duke Energy and EDPNC would be partnering with the ED department to get drone footage of the Mega Site and have it included on a page on the EDPNC website devoted to the Person County Mega Park. Additionally, she said that RTRP was sharing monthly regional updates with over 500 site selector consultants and had recently included the announcement of the grant awarded to Person County by the NC Commerce Rural Division for waterline extension to the site.

Finally, Mrs. Wilborn shared about local social media efforts to market Person County through the PCEDC Twitter account.

**Upcoming Events:**

Mrs. Wilborn reminded the Board about the upcoming Small Business Symposium to be held on September 20<sup>th</sup> as well as the annual co-sponsorship of the IRC luncheon to be held on September 11<sup>th</sup> and asked for input and participation.

**Planning:**

Mrs. Wilborn updated the Commission about details of the Federal Opportunity Zones that had first been introduced in February 2018 and said that this was an economic development tool that was still being developed and that professionals at all levels in the field were still working to understand the best ways to utilize it. She shared that Ms. Vaughn had added the local tracts thus qualified to the EDC GIS planning tool as well as some other data available through public reports such as property sales for the last 365 days.

**Member/Event Updates:**

**GKN Existing Industry Visit:**

5. Mrs. Wilborn reminded members that it had been announced at the May EDC meeting that there would be an existing industry visit with GKN which would include representatives from other economic development partners. She said that meeting took place on June 1<sup>st</sup>, and that

there was good discussion about partnerships that might be formed to keep a pipeline of skilled workers for the manufacturing sector. She said the conversation had continued beyond the meeting and asked Dr. Senegal to share more. Dr. Senegal started out by saying that PCC had held follow up meetings with staff at GKN which included the public school system and the college to continue to find ways to plug employees in. With regards to additional specialized training needs, Dr. Senegal said that she hoped to have approved at an upcoming PCC Board meeting to have an architect on retainer for the college. At the first meeting, she said she wanted to have the manufacturers around the table to help guide the design or redesign training space to better meet their needs.

**Rural Day:**

Dr. Berryhill thanked the Commission for the opportunity to go and spoke about Rural Day as the only ED representative who attended. She shared some of the speakers, themes and takeaways. Three key themes that she shared were broadband, healthcare and tourism. At the conclusion of Dr. Berryhill's comments, Mrs. Wilborn shared a link where the members could go to view videos of the key speakers of the day.

**Energizing Rural NC:**

Mr. Sims spoke first about this event and shared the five buildings blocks of economic development as they were presented at the conference as follows – Education, Workforce, Infrastructure, Health, Leadership. Mr. Sims honed in on the workforce aspect and cited a program from another area which had incorporated partnerships between public schools, industry, community college, local government and non-profits to focus on building up the manufacturing workforce.

Vice Chairman Powell spoke next with a focus on the importance of Leadership, saying that success must come from local leadership and that there must be a vision. He added that Education comes to the top in every discussion and stated that Person County must educate a group of people that industry would want to come to and that local funds would make the difference in these programs. He shared some suggestions as to how this might happen and pointed out that other areas had the same issues. Vice Chairman Powell emphasized that Person County must be unique in its approach.

**County Manager Comments:**

6. Ms. York shared an update about the ongoing search for the new ED Director. She said that there were 14 applications which her HR staff would begin to review on the coming Friday. She asked that if anyone from the Commission was interested in participating on an interview panel to please let her know as soon as possible. She proposed that she might have the final candidate(s) to do a presentation to the EDC and that she may also have some to do a Q&A session in which an EDC representative might also participate. She closed by saying that her goal was to have someone in place by the end of September.





*Person County* **EDC**  
*Everything is Better in Person*  
*Economic Development Commission*

July 24, 2018

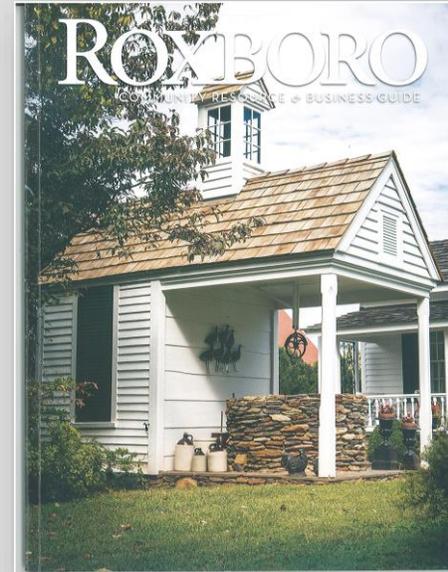
# MARKETING EFFORTS

## Person County Mega Park

Partnerships

Social Media

- The new RACC guides are out and include a back cover ad and 2-page spread (pp. 84-85) touting both general PCED superlatives as well as the PCMP. \*\*TDA has rented space at RDU to display copies of the guide.\*\*



- There is funding in the ED Budget to produce a QOL video for the EDC website and to be incorporated into all marketing for PCMP.
- Person County GIS is working to create a [story map](#) for PCMP which could eventually expand to all of Roxboro & Person County.

# MARKETING EFFORTS

Person County Mega Park

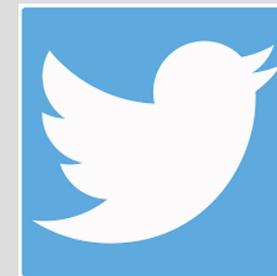
Partnerships

Social Media

- **Duke Energy and EDPNC** are partnering with PCED to get drone footage and a greater web presence for the PCMP.  
<http://edpnc.com/megasites/>
- **RTRP** has begun a campaign to send monthly emails to over **500 site selector consultants** to let them know about announcements in our region.
  - The most recent email included the announcement about the \$1.6M grant awarded to Person County by NC Commerce -  
<https://mailchi.mp/e03b982348d3/news-from-the-research-triangle-region>
- **Person County GIS** is working on a local building and sites database that could be used for locating retail and commercial space in addition to manufacturing/industrial space. This will require a good bit of direct data entry by ED staff, but we hope to have it ready by the SBS.

# MARKETING EFFORTS

Person County Mega Park  
Partnerships  
Social Media



The screenshot shows the Twitter profile for Person County EDC (@PC\_EDC). The profile header includes the account name, location (Roxboro, NC), website (personcountyedc.com), and join date (January 2016). The profile picture is a circular logo with 'PC' over 'ED'. The stats bar shows 222 tweets, 67 following, 63 followers, 35 likes, 0 lists, and 0 moments. The main content area displays two retweeted tweets: one from N.C. Commerce (@NCCommerce) about Rural ReadySites grants, and another from EDPNC (@edpnc) about business tax burden in North Carolina. The bottom right sidebar features 'Your Tweet activity' (1,526 impressions), 'Who to follow' (listing InnkeeperRoxboro, Hampton Inn Roxboro, and Person-Cnty-Pub-Lib), and 'Trends for you' (listing #ReadingSummit, Stormy Daniels, and #ThursdayThoughts).

# UPCOMING EVENTS

## Small Business Symposium

IRC Sponsorship



# SMALL BUSINESS Symposium

SEPTEMBER 20, 2018

Kirby Cultural Arts Complex, 2nd Floor — 10am to 2pm

Interested in starting a new business or growing an existing one?

Join us for the Small Business Symposium and learn about resources available to you covering a wide range of topics from guest advisors!

Live demonstrations will be given relating to free, publicly-accessible demographic, sales, and retail reports to guide your decisions.

**Representatives will be on hand from the following departments & organizations:**

NC Rural Center  
Access NC  
Business Link North Carolina (BLNC)  
Kerr-Tar Regional Council of Governments  
NC Military Business Center  
The Institute—Women's Business Center  
Carolina Small Business Development Fund  
Small Business & Technology Development Center  
Elon Business Law  
Local Regulatory Agencies  
Piedmont Community College  
Roxboro Development Group

**Representatives continued....**

Person County Economic Development Commission  
Roxboro Area Merchants Association  
Roxboro Area Chamber of Commerce

**Advisory panels will cover the areas of:**

Finance  
Technology/Social Media  
How to Write a Business Plan  
Local Guidelines  
Market Data  
Veterans Resources  
Available Properties  
and more!

This event is sponsored by the following organizations:



# UPCOMING EVENTS

Small Business Symposium

IRC Sponsorship



September 2018						
S	M	T	W	T	F	S
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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

**Tuesday, Sep 11th 2018**

EDC and PCBIC have signed up for the annual co-sponsorship of the IRC luncheon for Tuesday, **September 11, 2018.**

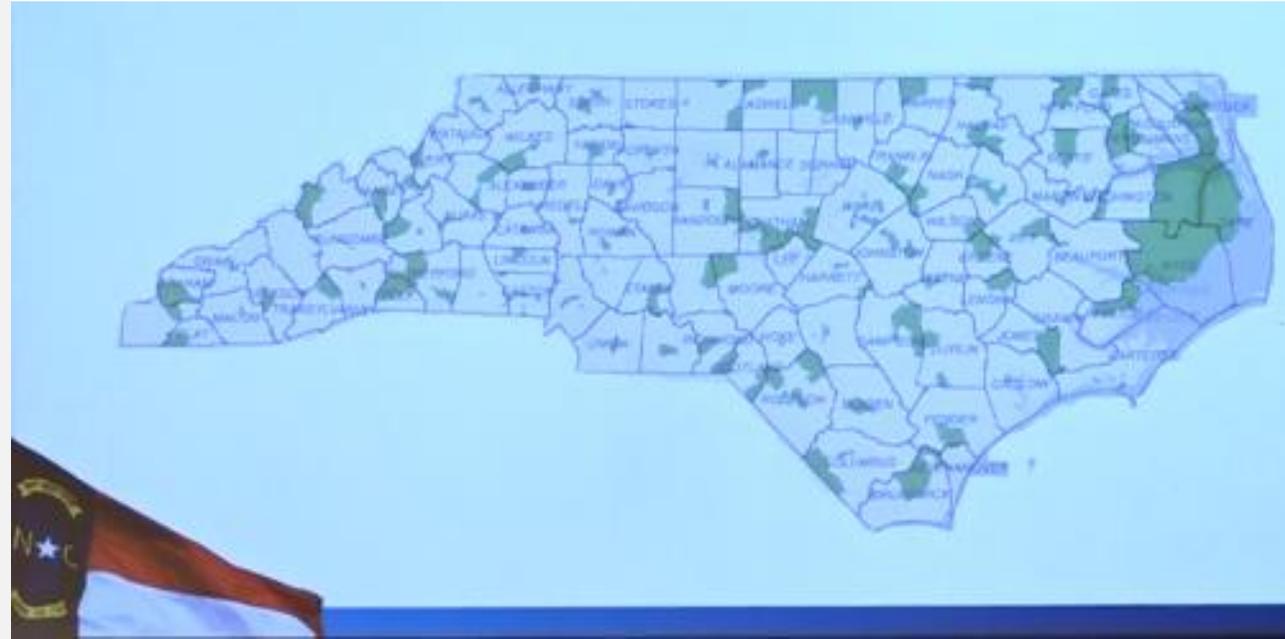
These take place from noon to 1pm at a sponsor-selected venue.

A topic needs to be selected, keeping in mind that there will also be a sponsorship of the Good Morning Coffee Hour on November 14<sup>th</sup>.

# PLANNING

## Federal Opportunity Zones

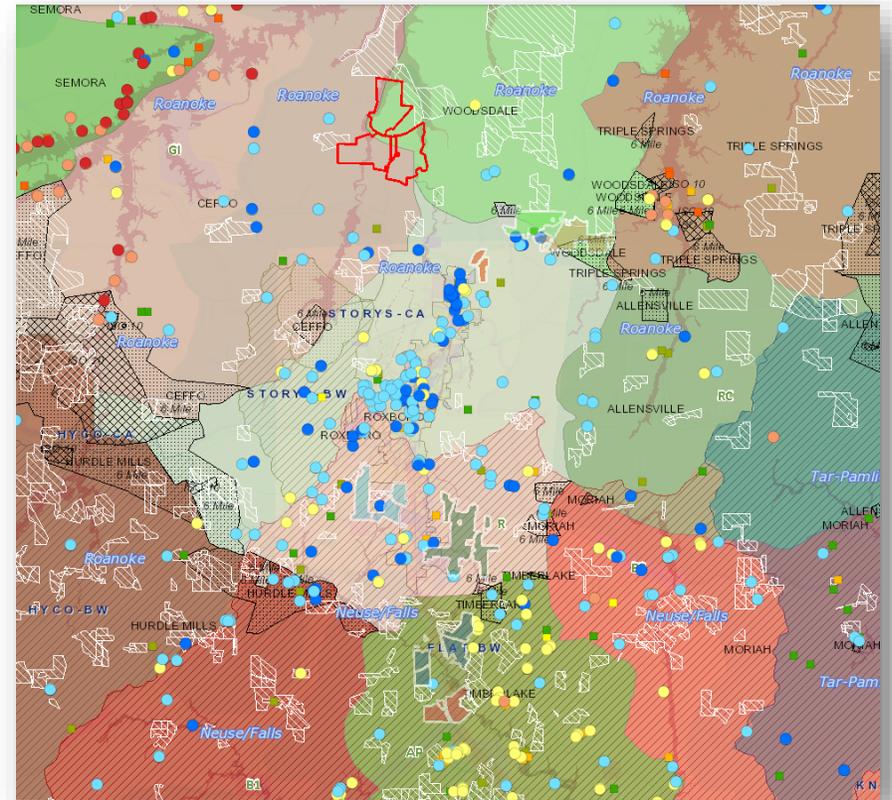
New Mapping Layers



The concept of Federal Opportunity Zones was introduced to the EDC in February 2018. These zones are areas in which investors may receive a tax benefit by investing realized capital gains, with the greatest benefit being received if the investment is left for 10 years. The US Treasury is still developing criteria with the earliest estimates pointing to late 2018 or early 2019. Napoleon Wallace spoke on this topic at the Rural Day event in May. His 10-minute talk may be viewed here: <https://www.youtube.com/watch?v=VD6QydoNrFl>

# PLANNING

## Federal Opportunity Zones New Mapping Layers



Person County GIS has created a tool for the ED office with various layers useful for planning.

Many of these layers have been available and are included on the public-facing tax parcel viewer. Some are exclusive to this tool, such as PCMP, Fed Opp Zones, Property Sales, etc.

# UPDATES

GKN

Rural Day

Energizing Rural NC



At the May EDC meeting, it was announced that there would be an existing industry visit with GKN to include representatives from EDC, RTRP, Person County, City of Roxboro, EDPNC, PCS, PCC.

That meeting took place on June 1<sup>st</sup>. Dr. Senegal will provide an update.

# UPDATES

GKN

Rural Day

Energizing Rural NC

Rural Day 2018 was held May 29, 2018 in Raleigh and was attended by Dr. Berryhill. Videos of the presentations may be viewed at: <https://www.youtube.com/channel/UCYbqTSLh0alo7XALTWHLM4Q>



# UPDATES

GKN

Rural Day

Energizing Rural NC



Attended by Dr. Berryhill, Derrick Sims and Vice Chairman Powell.



# 2018

## Project Update

Period: July 17 - August 21, 2018

Size Range Based on Jobs	Project Name	Lead	Jobs	Investment in \$Million	Request Type	Building SF Req	Ceiling Ht	Acres	Other	Response	Status
Small 0-50	Jersey Hydro*	EDPNC	33	UNK	existing	15k-18k	12-14		seeking existing space with FDA-compliant cleanroom space	did not submit	
Medium 51-200											
Large 201 - 700	RE*	EDPNC	263	\$32.5	existing	350K			incentives offered	submitted bldg	still in talks; awaiting final decision
Extra Large 701+											
Unknown	Husky	EDPNC	UNK	UNK	existing	120k-240k			wanted existing building previously used for food processing	did not submit	

\*update since last reporting