

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

Voting Board Members Present:

Dr. Scott McKinney-Vice Chairman
Mr. Jay Poindexter
The Honorable Merylyn Newell
Mr. Jody Blackwell

Mr. Donald Long
The Honorable Gordon Powell
Mr. Kenneth Perry

Voting Board Members Absent:

Ms. Sherry Clayton
Mr. Phillip Allen-Chairman

Ex Officios Present:

Dr. Claudia Berryhill, Agricultural Representative
Mr. Brooks Lockhart, City Manager
Dr. Pamela Senegal, PCC President

Ex Officios Absent:

Ms. Katherine Cathey, County Manager
Dr. Rodney Peterson, PCS Superintendent

ED Staff Present:

Ms. Brandy Lynch, Director
Mr. Bryan Eatmon, Existing Industry Specialist
Ms. Briana Whitt, ED Specialist (Minutes)

Others Present:

Mr. George Willoughby
Mr. Brian Hart
Mr. Bo Freeman
Ms. Dana Blackwell
Ms. Julie Maybee
Ms. Sherry Wilborn

EDC Welcome and Invocation:

At 4:00 p.m., Vice-Chairman McKinney called the meeting to order.

Mr. Jody Blackwell gave the invocation.

Approval of Minutes:

Chairman Allen recognized the Honorable Marilyn Newell for approving the March 26, 2024, and May 28, 2024 minutes.

A motion was made, seconded, and unanimously approved to approve the March 26, 2024, and May 28, 2024 meeting minutes.

Motion: Mr. Donald Long

Second: Mr. Jody Blackwell

NCEDA Update:

Mr. Eatmon informed the board that he and Ms. Whitt attended the June NCEDA summer conference in Wilmington. This conference, which focuses on economic development and planning, provided them with the opportunity to meet key stakeholders and hear from influential speakers, thereby gaining valuable insights. Engaging with new people in such forums is instrumental in learning about innovative strategies and best practices in economic development.

Dr. Melissa Berman was an interesting speaker to Mr. Eatmon and pertinent to Person County. She is a consultant with Career Potential LLC. Dr. Berman is entering businesses, helping them streamline and learn more about their employee workforce. She really spoke about thriving in a multi-generational environment. It's interesting because we currently have five generations in the workforce, in that traditionalist generation, which is definitely bad. People don't want to work anymore. It's really an opportunity rather than a hindrance to businesses having different generations in the workforce, in that each generation will bring a different set of skills and a different attitude, imperative for a company to understand that and capitalize and learn their workforce.

Linda Mosley presented innovative marketing with 365-degree total marketing and thought it was perfect for us because traditional video marketing has primarily been data-driven. So, it is a lot of numbers, like to know what the workforce is, what your product is, and what your education systems are, and you don't want to dismiss that because it is super important to know the data. One of the trends she has noticed is that many more videos are leaning more toward the quality of life and placemaking. At this conference, many people asked where Person County was located.

Ms. Lynch mentioned she saw a 360 Marketing table at a conference last spring and really liked the marketing tools they offered. They were different and unique. We are currently working with 360 Marketing on a few items for a marketing campaign.

Mr. Eatmon shared a brochure that he had been working on with the board to get feedback. He asked the board not to share the draft with anyone quite yet.

Director Report:

Ms. Lynch wanted to welcome Mr. Hart, the assistant county manager who was gracious enough to come. Ms. Lynch also wanted to thank Mr. Eatmon and Ms. Whitt for all the hard work while she was out due to an unexpected surgery. Just a few highlights from the Economic Development Department: from May through July, the economic development staff kicked off the production of the market flyers. He uses some of the beautiful artwork throughout the office space for the flyer. We also probably had a 30-minute call with him, telling him all about the county's history and what we know about it, so we're supposed to get the proof back in about three weeks.

We have submitted the Person County Mega Park for rezoning, a significant step in our long-term economic development plan. This project, which has been in the works for some time, has finally reached a stage where we can move forward with the rezoning process. Ms. Lynch attended the planning board meeting, where the rezoning of the Person County Mega Park was unanimously passed by zoning. Now, it's up to the commissioners on August 5, and Ms. Lynch will also attend that meeting.

Person County Economic Development has an exciting item that will be added into the goodie bags for Cultivate 2024, our upcoming economic development event. The registration is still open, and flyers are included in the packet today. We encourage all of you to sign up and be part of this important event for our county's economic growth.

Ms. Lynch stated that she has had several meetings with Golden Leaf on the future of the North Park project. Ms. Lynch hopes that you all will sign up to visit Cultivate 24. Ms. Lynch was lucky enough to be part of the panel that gave suggestions for speakers, and her suggestion was picked for the keynote speaker. Ms. Lynch shared a video about the keynote speaker for the event just so everyone could get an understanding of her choice.

Ms. Lynch turns the floor over to Mr. Blackwell or Ms. Blackwell. Mr. Blackwell started off by making the board aware that they currently have 2 tables set up at Cultivate 2024 if anyone wanted to share anything to showcase. The chamber had a good morning coffee hour last week to get a sense of where everything is. There has been a lot of turnover and change in the chamber. Ms. Blackwell has stepped in as interim director and has reached out. I already have lots of sponsorships going on for personality. Mr.

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Blackwell gave a big thank you to Julie, so personality has taken off because, basically, the chamber has been partnering with tourism to do personality as usual.

Mr. Perry asked for an update on fiber insulation. Mr. Hart gave an update. There are currently 3 grants administered, and federal or state grant projects are ongoing, and different phases are adopted which is the role of the Digital Opportunity Fund is a federally administered grant that was awarded to Spectrum, and it's drawing to a conclusion. The other two or three, are great grant projects; as you are likely familiar with, one has been awarded to Brightspeed.

Ms. Lynch stated the county switched cell phone providers last week. They were with Verizon and now are with AT&T. The two key issues were safety and coverage.

Dr. McKinney reminded the board that an email went out asking them to sign up for Cultivate 2024 and register early. Dr. McKinney stated that Chairman Powell proposed at the commissioner's meeting, at least that they discuss the elimination of the EDC board, within the current county structure. The EDC has three employees capable of carrying out economic development business. This change could eliminate back-to-back meetings and frequent duplication of agenda items, streamline the county's economic development efforts, and eliminate lengthy and unproductive meetings that can be a burden to volunteer members.

Next Meeting:

The next meeting will be Tuesday, September 24, 2024 at 4:00 p.m. in the Person County EDC Board Room 303 S. Morgan St. Roxboro, NC.

Approval of Minutes:

Chairman Allen recognized The Honorable Marilyn Newell for the approval of the March 26, 2024 and May 28, 2024 minutes.

A motion made, seconded, and unanimously approved to approve the March 26, 2024 and May 28, 2024 meeting minutes.

Motion: Mr. Donald Long

Second: Mr. Jody Blackwell

Adjournment:

A motion was made, seconded, and unanimously passed to adjourn the meeting at Approximately 4:57 p.m.

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Motion: Mr. Jody Blackwell

Second: Mr. Jay Poindexter

9/24/2024
Date Approved


Secretary

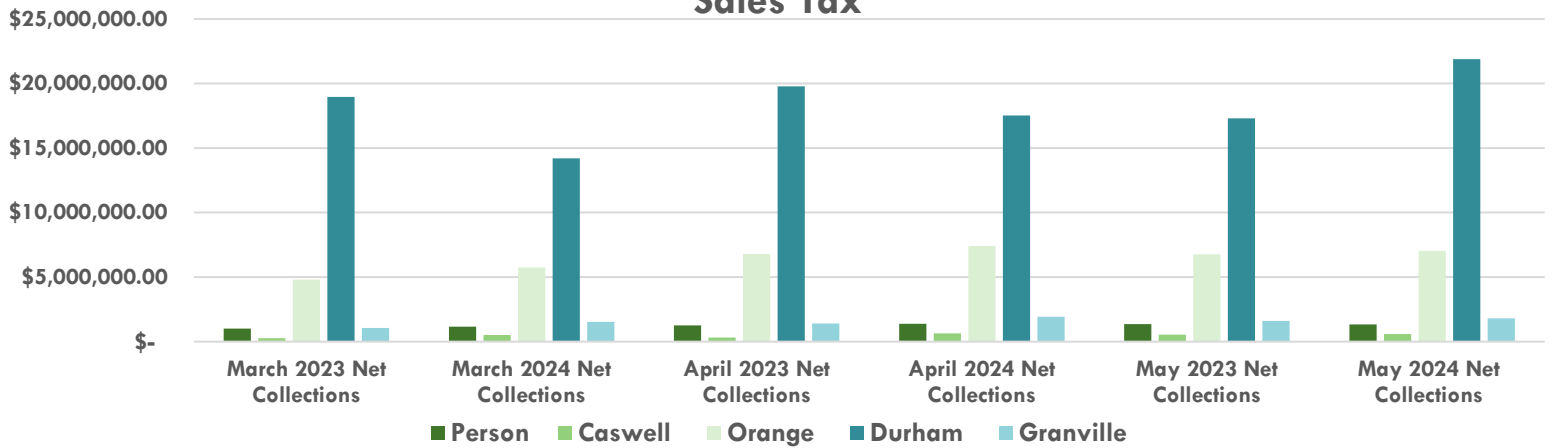


Top 3 Reasons Why Projects Were Not Submitted:

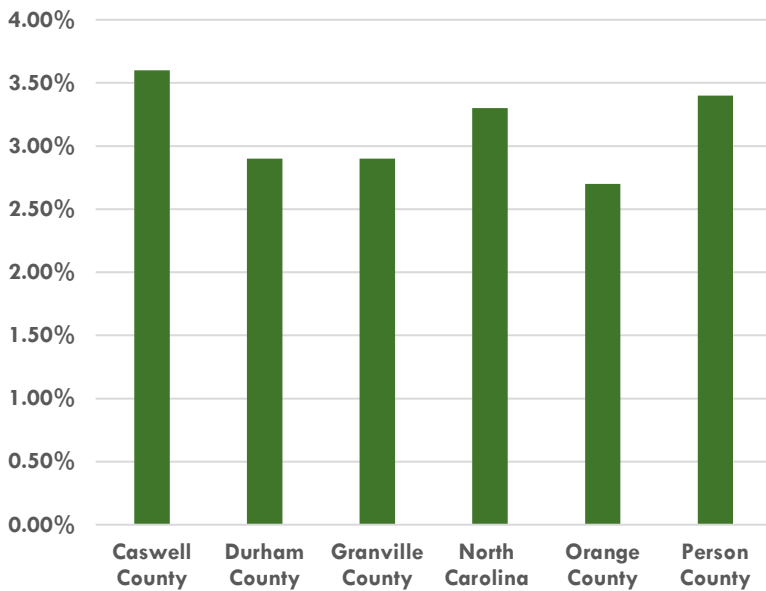
1. 5-10 Miles for an Interstate
2. 32ft – 40ft Ceiling Height
3. Close Proximity to a Major Airport

Person County Demographic Report

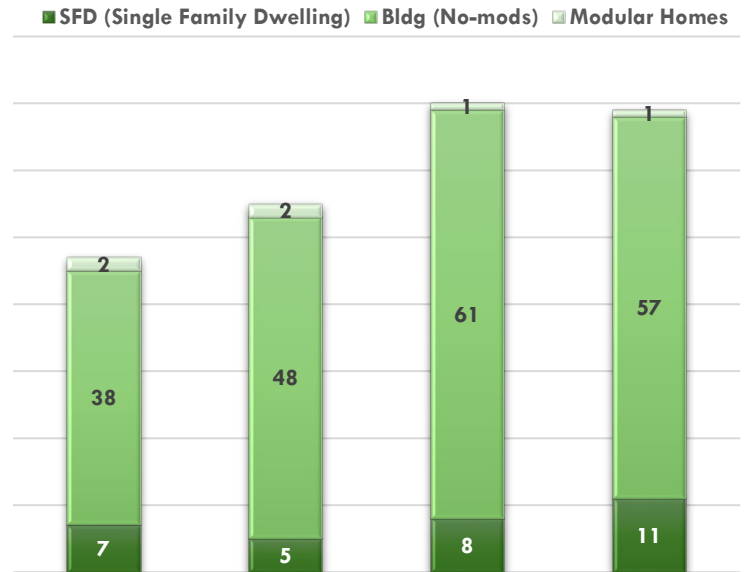
Sales Tax



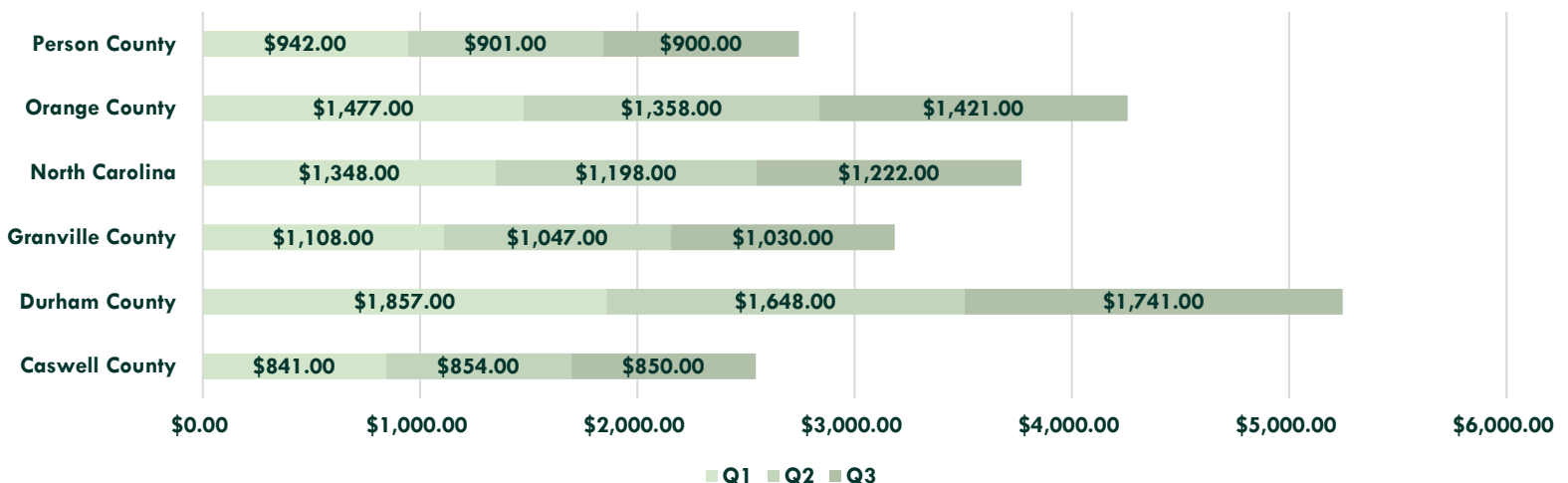
April 2024 Unemployment Rates



Permit Activity



Average Weekly Wage 2023





PERSON COUNTY

— ECONOMIC DEVELOPMENT —

Highlights May-July

- Economic Development staff kicked off production of the Marketing Flyer
- Submitted Person County Mega Park for rezoning
- Attended planning board meeting where the rezoning of the Person County Mega Park unanimously passed
- Planning for Cultivate 2024 is still underway.
- Person County Economic Development has an item in the goody bag for Cultivate 2024.
- Registration is open for Cultivate 2024. Over 90 people have registered
- Reminder: Dominion and Duke Energy partnered to sponsor the keynote speaker
- Jennifer Pharr Davis has agreed to sign autographs and have a book giveaway
- Began getting estimates on the Economic Development revamped website
- Raleigh Regional Airport had an excellent meeting two weeks ago about possible plans
- Market Analysis meetings are ongoing with possible partners/firms
- Brandy had several meetings with Golden Leaf on the North Park project
- Bryan and Bri attended the NCEDA Annual Conference
- Bri will start her NCCED classes in the fall of 2025; Bri and Brandy have already started the ECU part of the program
- Bryan has taken part in the trail information sessions
- Local industry visits have continued in a much more positive light, with a great response
- Staff is working on employee numbers for the Person County CAFR



PERSON COUNTY

— ECONOMIC DEVELOPMENT —

Information for the EDC Advisory Board

- Person County Updates
 - Mayo Park expansion will be starting the bidding process soon
 - Person County hosted the district softball Little League International tournament
 - The 2024-2025 budget was passed by the Person County Board of Commissioners
 - Person County Library Director has taken a position at UNCG
 - Person County switched cell phone providers. Safety and Funding were key issues
 - The tax office had unprecedented compliance
 - Person County EMS gained Funding for Stryker ALS360
 - The funding request for Tar River Land Conservancy for Mt Harmony Tract was approved by the Person County Board of Commissioners
- Roxboro Area Chamber of Commerce changes
- URG will host Touch a Truck on August 9, 5:30-8:00, in Schewel's parking lot
 - Bring school supplies



Summer Conference

Wilmington, NC

June 25th-27th

NC Carolina Core Networking Event

150 mile swath of central North Carolina along US 421 extending from Yadkinville to near Fayetteville that encompasses Winston Salem, Greensboro, High Point, and Sanford.

Attendees included:

EDPNC

Chatham Economic Development Corporation

Moore County Economic Development Partnership

Greensboro Chamber of Commerce

Surry County Economic Development Partnership

Harnett County Economic Development

High Point Economic Development

Fayetteville Cumberland Economic Development Corporation

Duke Energy

VIRGINIA

LEGEND

- Corridor
- 4-year College & University
- Community College
- International Airport
- Airport
- Railroad
- Military Base
- PTI Aerospace Megasite
- Greensboro Randolph Megasite
- Chatham Advanced Manufacturing Megasite
- Triangle Innovation Point
- Transformational Platforms



Thriving in a Multigenerational Environment

Dr. Melissa Furman, Career Potential, LLC

- Five generations are currently in the workforce:
 - Traditionalists, Baby Boomers, Generation X, Millennials, Generation Z
- Understanding differences and learning from those differences is critical to any organization's success
- No longer does a “one size fits all” approach work
 - Instead, the employer (and employees) must understand the different intrinsic and extrinsic motivations of different generations
- Opportunity for businesses to capitalize on different skill sets, better utilize their workforce, and, in some sectors, appeal to a wider client base.

Innovative Marketing

Linda Mosely, 365 Degree Total Marketing

Traditional marketing for Economic Development Organizations centered on data

- Workforce data, product availability, education, etc.

Instead of focusing on data driven marketing, lean into quality of life and placemaking.