

**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 Merilyn 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.

Officer Nomination and Vote:

ED Director Brandy Lynch opens the floor for nominations for the Chairman position. Nomination of Phillip Allen, for the position of Chairman, was made by Mr. Kenneth Perry.

A motion was made, seconded and unanimously passed for Phillip Allen as Chairman.

Motion: Mr. Kenneth Perry

Second: Ms. Sherry Clayton

ED Director Brandy Lynch opens the floor for nominations for the Vice Chairman position.

Mr. Phillip Allen nominates Mr. Donald Long for the position of Vice Chairman.

Motion: Mr. Phillip Allen

Second: The Honorable Marilyn Newell

Ms. Sherry Clayton nominates Dr. Scott McKinney for the position of Vice Chairman.

A motion was made, seconded and unanimously passed for Dr. Scott McKinney as Vice Chairman.

Motion: Ms. Sherry Clayton

Second: Mr. Jody Blackwell

ED Director Brandy Lynch opens the floor for nominations for the Secretary position.

Mr. Kenneth Perry nominates The Honorable Marilyn Newell for Secretary.

A motion was made, seconded and unanimously passed for The Honorable Marilyn Newell for Secretary.

Motion: Mr. Kenneth Perry

Second: Mr. Jody Blackwell

Director's Report:

Ms. Lynch starts off by making the board aware of the classes attended at ECU, Legal Framework for Economic Developers in North Carolina in December then the Retention and Expansion of North Carolina in January, these both go to NCCED certification.

The WRAL video and story ad campaign is ready, the only hiccup is the need for a new logo and one picture that is not ready. As soon as the logo is ready and the picture should be ready within the weeks, then the plans will be made to launch the in two-week increments.

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

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.

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

3-26-2024
Date Approved

Merlynn A. Newell
Secretary

**Regularly-Scheduled Meeting
 Agenda**

4:00	Welcome Invocation	Mr. G. Phillip Allen, Chairman Mr. Donald Long, Vice-Chairman
4:05	Officer Nomination and Vote a. Chair b. Vice-Chair c. Secretary	Ms. Brandy Lynch, ED Director
4:15	Director's Update	Ms. Brandy Lynch, ED Director
4:20	Member Comments	Members and Ex Officios
4:25	Chairman's Report	Newly Elected Chairman
4:29	Next Meeting <i>Set for March 26, 2024, EDC Boardroom, 303 S. Morgan St., Roxboro, NC 27573</i>	Newly Elected Chairman
4:30	**Adjourn	Newly Elected Chairman

** Action Requested

NOTES

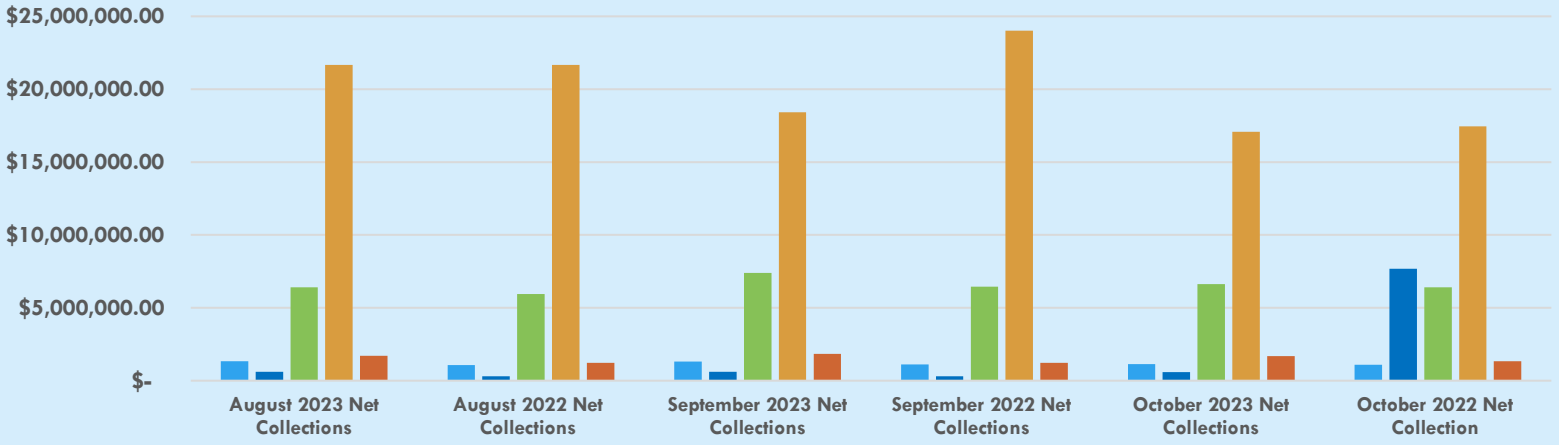
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Takeaways:

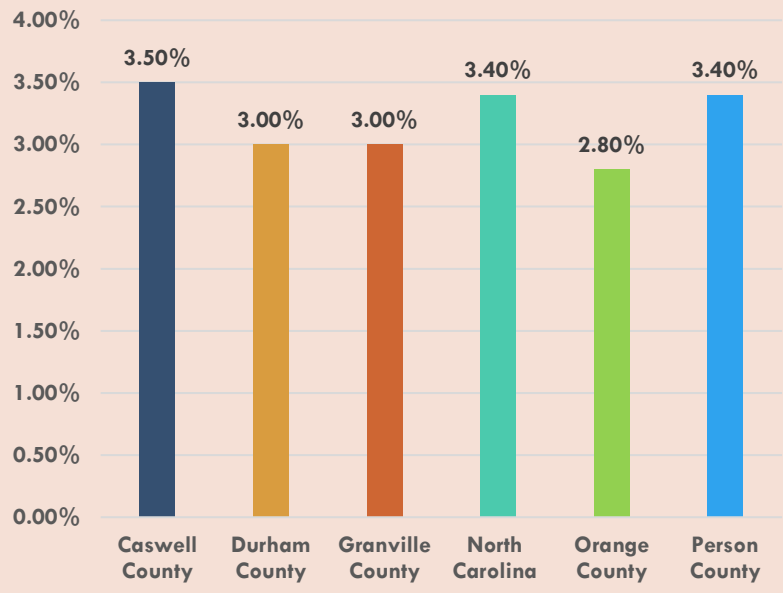
-  **New Position Posted**
-  **Logo**
-  **Website**
-  **NCCED Classes**



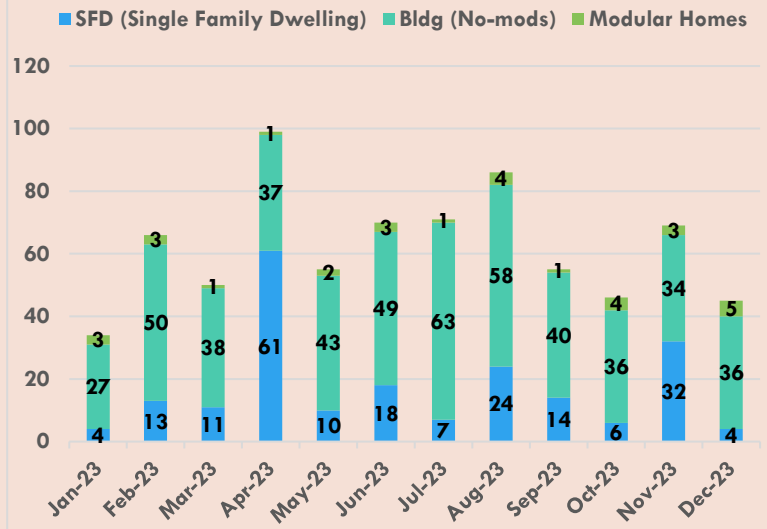
Sales Tax



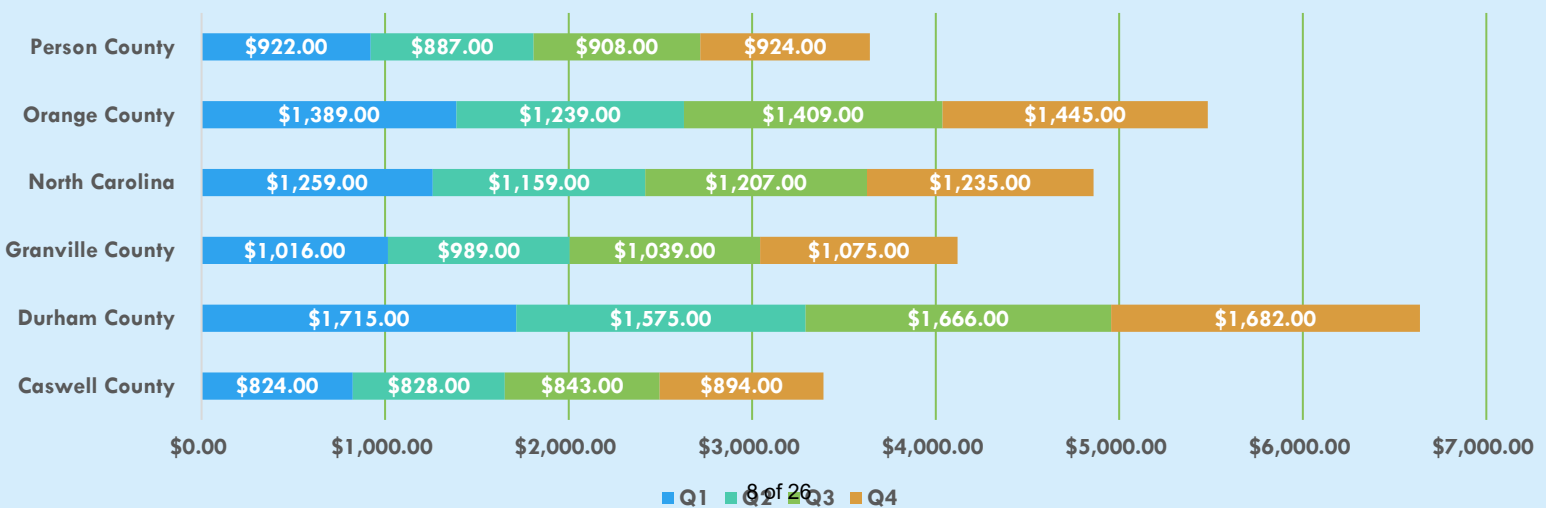
November 2023 Unemployment Rates



Permit Activity



Average Weekly Wage 2022



EDC Regularly-Scheduled Meeting
January 23, 2024

Directors Report

Economic Development



- In December the Director attended the class on Legal Framework for Economic Developers in North Carolina.
- In January the Director completed another course on Retention and Expansion in North Carolina.



NCCED

Economic Development



- The video and story ad campaign is ready. We will launch as soon as the new logo is ready.
- The Director plans to attend a meeting at TDA on Wayfair signs tomorrow.
- The WRAL video and story ad campaign is ready. We will launch as soon as the new logo is ready.

Updates and Info

- Attended the Roxboro Chamber of Commerce Annual Banquet, at the Homestead Festival House.
- Jody Blackwell is the new Board Chair.
- The Chamber, now has a new Executive Director, a part-time social media employee, and Sara has moved into a new role.
- The Chamber also did some remodeling, with a freshly painted mural.

Updates and Info

- The New Position has been posted and applications are being reviewed as they come in.
- The EDC/PATS lobby will be undergoing some redecorating.
- Ethics Training March
- Economic Development Logo update-Direction from the board

Things to take note of in reference to the logo

Updates and Info



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Person County, NC

Brand Identity Development

January 19, 2024

LOGO DESIGN LAYOUT: 1



PERSON COUNTY
— ECONOMIC DEVELOPMENT —



PERSON COUNTY
— ECONOMIC DEVELOPMENT —

LOGO DESIGN LAYOUT: 2



PERSON COUNTY
— ECONOMIC DEVELOPMENT —



PERSON COUNTY
— ECONOMIC DEVELOPMENT —

LOGO DESIGN LAYOUT: 1



PERSON COUNTY
— ECONOMIC DEVELOPMENT —



PERSON COUNTY
— ECONOMIC DEVELOPMENT —

LOGO DESIGN LAYOUT: 2



PERSON COUNTY
— ECONOMIC DEVELOPMENT —



PERSON COUNTY
— ECONOMIC DEVELOPMENT —

LOGO DESIGN LAYOUT: 3



LOGO DESIGN LAYOUT: 4



PERSON COUNTY
— ECONOMIC DEVELOPMENT —



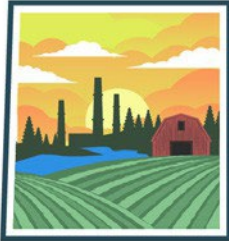
PERSON COUNTY
— ECONOMIC DEVELOPMENT —

1



PERSON COUNTY
— ECONOMIC DEVELOPMENT —

2



PERSON COUNTY
— ECONOMIC DEVELOPMENT —

3



PERSON COUNTY
— ECONOMIC DEVELOPMENT —

4



PERSON COUNTY
— ECONOMIC DEVELOPMENT —

Updates and Info

- Review of the Strategic Plan-Ted Abernathy-Board Direction
 - Review and integrate PCC and PCS Strategic Plans
 - Update Data for marketing
 - Evaluate Resource Capacity and make sure the choices are realistic for the ED Departments staff size
 - Create more of a Strategic Action Agenda-2 pager
 - The work will take about 2 months

Updates and Info

- Person County Economic Development
 - Activity
 - Projects
 - Meetings



Thank You!