

**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 Marilyn 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 Marilyn 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.

EDC Minutes for November 28, 2023  
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 Marilyn 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 Marilyn 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

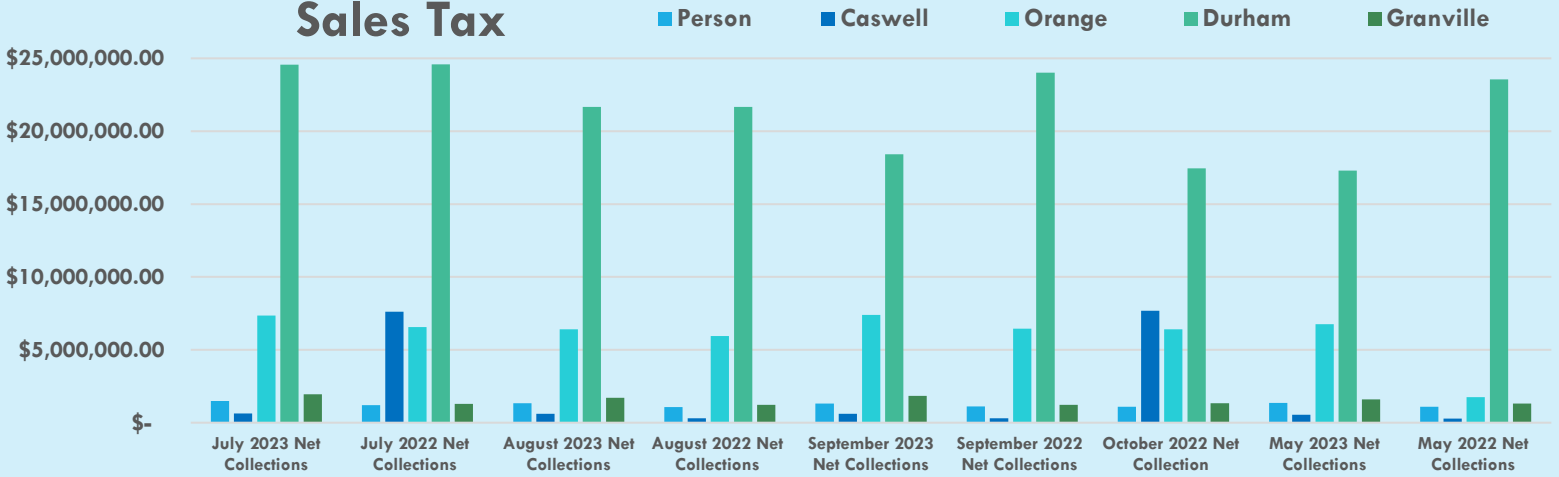
**Second:** Mr. Jody Blackwell

3-26-2024  
Date Approved

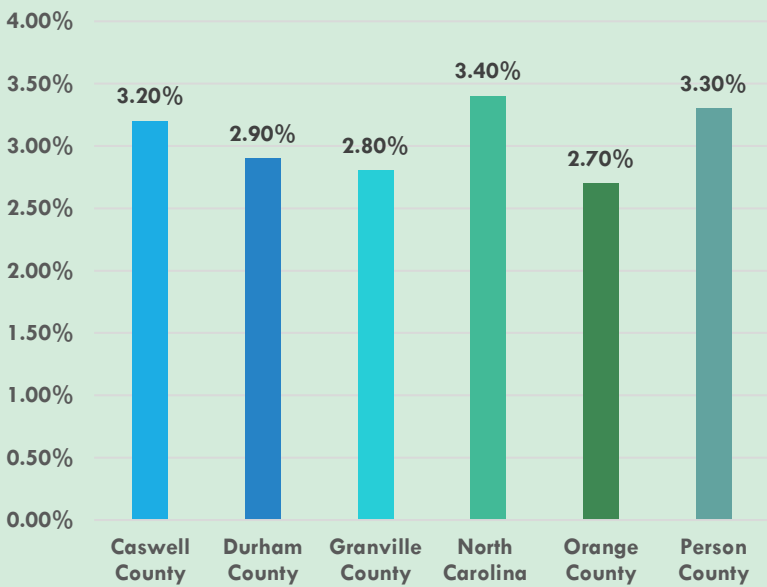
Merilyn P. Newell  
Secretary



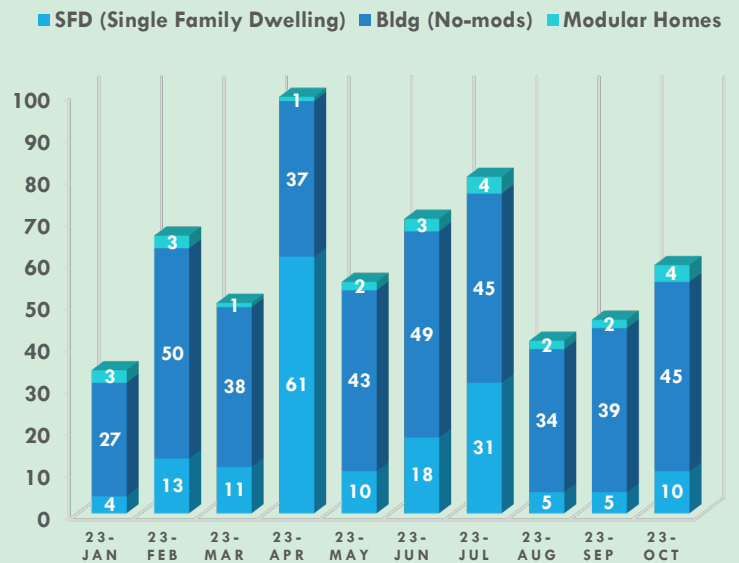
## Sales Tax



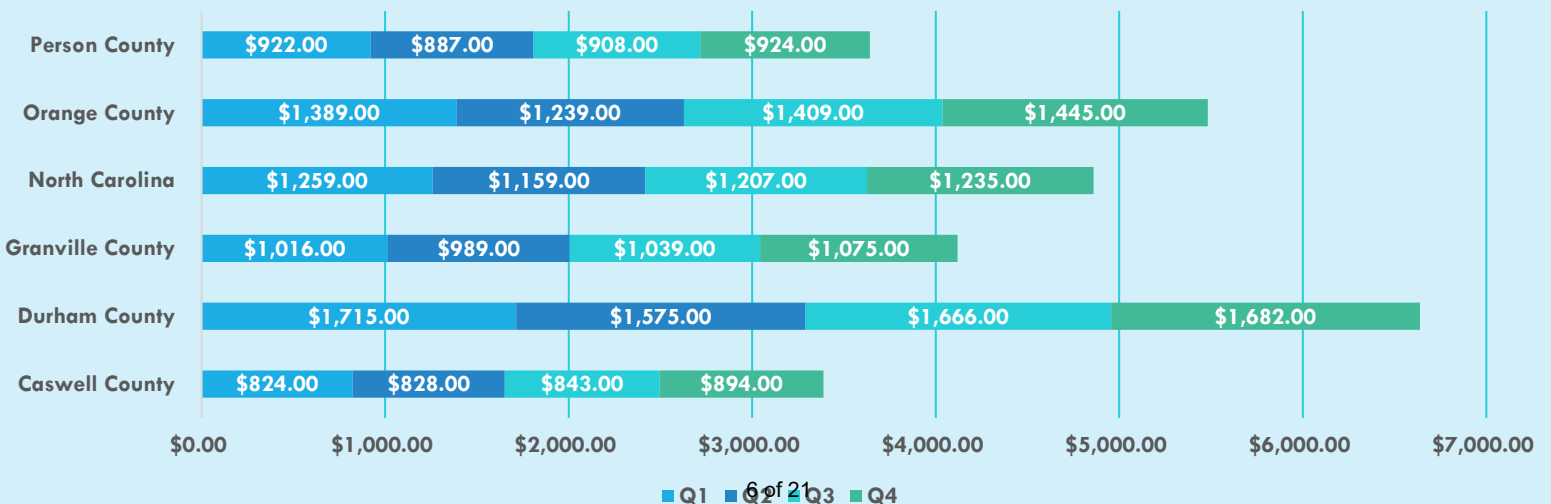
## September 2023 Unemployment Rates



## PERMIT ACTIVITY



## Average Weekly Wage 2022





««Notice: For Emergency and/or Special Called Meetings of the EDC, please check the [EDC Meeting Materials](#) section of the [EDC website](#).»»

Upcoming 2024 Meeting Dates for the  
 Person County Economic Development Commission

Date:	Time:	Location:
January 23, 2024	4:00 p.m.	<a href="#">Person County Transit &amp; Development Building</a> **
March 26, 2024	4:00 p.m.	<a href="#">Person County Transit &amp; Development Building</a> **
May 28, 2024	4:00 p.m.	<a href="#">Person County Transit &amp; Development Building</a> **
July 23, 2024	4:00 p.m.	<a href="#">Person County Transit &amp; Development Building</a> **
September 24, 2024	4:00 p.m.	<a href="#">Person County Transit &amp; Development Building</a> **
November 19, 2024	4:00 p.m.	<a href="#">Person County Transit &amp; Development Building</a> ***
December 2024*	TBD	TBD

\*The EDC meets on 4<sup>th</sup> Tuesdays of every other month. Because the 4<sup>th</sup> Tuesday of December 2024 falls on the week of a major holiday, the Commission will determine at its November meeting whether to hold a December meeting.

\*\*Person County Transit & Development Center is located at 303 S. Morgan St. Roxboro, NC 27573

\*\*\* The November meeting will be on the 3<sup>rd</sup> Tuesday.

For more information, please contact the ED Office at 336.597.1752.

*EDC Regularly-Scheduled Meeting*  
**November 28, 2023**



# *Directors Report*

# Economic Development



- Attended the Organization, Operation, and Strategy for Economic Developer in North Carolina Class at East Carolina University
- In December the Director will attend the class on Legal Framework for Economic Developers in North Carolina at East Carolina University



**NCCED**

# Economic Development



- Attended the Next+ Program in Chicago
  - The program is for Economic Developers at the start of their journey.
  - Notable members of the Top 50 Economic Developers have attended the class.
  - Program included a Gallup Strength Assessment and 2 Executive Coaching Sessions.
  - RTRP was a partial sponsor.
  - North Carolina had several Economic Developers in the class.

# Economic Development



- Attended the Farm City Breakfast on November 9, 2023
  - Thanks to Cooperative Extension for the invitation.
  - Dr. Rachel Vann was the keynote speaker. Dr. Vann is the Platform Director for Extension, Outreach and Engagement, Assistant Professor and Soybean Extension Specialist.
  - Advancements in research for various crops.
  - Plant Sciences Building at NC State University
- Plan to invite the Person County's Field Crop Agent to a 2024 meeting.
- The Farm-City week poster contest was amazing!

# Economic Development

**PERSON COUNTY**  
ECONOMIC DEVELOPMENT



*Everything is Better in Person*

## PROGRAM

### BREAKFAST

### WELCOME

Bo Freeman  
*County Extension Director*

### INVOCATION

Reverend Phillip Jackson  
*Christian Coalition to End Poverty NOW*

### FARM-CITY WEEK POSTER CONTEST

Lexi Swick  
*4-H Agent*  
Kim Fox  
*Fidelity Bank*

### RECOGNITION OF SPECIAL GUESTS

H. Earl Brooks  
*Advisory Leadership Council Chairman*

### INTRODUCTION OF GUEST SPEAKER

Mikayla Berryhill  
*Field Crops Agent*

### DR. RACHEL VANN

*NC Plant Sciences Initiative Platform Director*

### ADJOURNMENT

***Agriculture: You Can't Live Without It.***

***Thank a Farmer***

*North Carolina State University and North Carolina A&T State University commit themselves to positive action to secure equal opportunity regardless of race color, religion, creed, national origin, sex, age, disability, or veteran's status. In addition, the two Universities welcome all persons without regards to sexual orientation. North Carolina State University, US Department of Agriculture, and local governments cooperating.*

## OUR SPEAKER

### Dr. Rachel Vann



Department of Crop and Soil Sciences

*Platform Director for Extension, Outreach and Engagement*

*Assistant Professor and Soybean Extension Specialist*

*Plant Sciences Building, N.C. State University*

[rachel\\_vann@ncsu.edu](mailto:rachel_vann@ncsu.edu)  
<https://soybeans.ces.ncsu.edu/>

Dr. Rachel Vann provides leadership for the NC State Soybean Extension Program focused on providing soybean stakeholders across North Carolina with agronomic information that will aid in maximizing soybean yields. Rachel directs her extension efforts towards general soybean agronomic management. The focus of her research program includes appropriate soybean maturity group selection, ideal planting windows, rotational effects on soybean production, maximizing cover crop benefits to increase soybean yields, product evaluation, and grain pea production. She teaches the Agricultural Institute and undergraduate course on soybean production in the spring. Rachel also serves as the N.C. Plant Sciences Initiative Platform Director for Extension, Outreach and Engagement, and is the lead principal investigator for the Science for Success project, supported by the United Soybean Board.

Rachel grew up in Geneseo, Illinois and completed her Bachelor's Degree at the University of Illinois Urbana-Champaign, studying Natural Resources and Environmental Sciences with a minor in Crop and Soil Science (B.S. 2012). She completed her graduate degrees at NC State University. Her Master's degree focused on cover crop management in organic corn production and organic canola production (M.S. 2015). Between her Master's and Ph.D., she completed a U.S. Borlaug Fellowship in Costa Rica. Her Ph.D. focused on cover crop breeding and management and weed control in cotton (Ph.D. 2017). Prior to beginning her position at NC State as the Soybean Extension Specialist, Rachel was a Postdoc in the Organic Grains Program.

# Updates and Info

- Website Updates, Marketing Alliance
- Economic Development Logo update-Direction from the board
- Board and Office space updates

# Updates and Info

**PERSON COUNTY**  
ECONOMIC DEVELOPMENT



*Everything is Better in Person*

**Caldwell County**  
NORTH CAROLINA  
*Economic Development*



**Jesse J. Trivette**  
jtrivette@caldwellcountync.org

---

1909 Hickory Blvd SE Lenoir, NC 28645  
P.O. Box 2888 Lenoir, NC 28645  
www.caldwellnc.com 824.738.172





- The Board of Commissioners will meet on Monday December 4<sup>th</sup>
- December Meeting
- January Meeting
  - Officer Elections
  - Ethics Training

\*\*\*WRAL Video\*\*\*

Thank You!  
I hope you all have a  
Merry Christmas!

# PROGRAM

## BREAKFAST

## WELCOME

Bo Freeman  
*County Extension Director*

## INVOCATION

Reverend Phillip Jackson  
*Christian Coalition to End Poverty NOW*

## FARM-CITY WEEK POSTER CONTEST

Lexi Swick  
*4-H Agent*  
Kim Fox  
*Fidelity Bank*

## RECOGNITION OF SPECIAL GUESTS

H. Earl Brooks  
*Advisory Leadership Council Chairman*

## INTRODUCTION OF GUEST SPEAKER

Mikayla Berryhill  
*Field Crops Agent*

### DR. RACHEL VANN

*NC Plant Sciences Initiative Platform Director*

## ADJOURNMENT

***Agriculture: You Can't Live Without It.***

***Thank a Farmer***

*North Carolina State University and North Carolina A&T State University commit themselves to positive action to secure equal opportunity regardless of race color, religion, creed, national origin, sex, age, disability, or veteran's status. In addition, the two Universities welcome all persons without regards to sexual orientation. North Carolina State University, US Department of Agriculture, and local governments cooperating.*

# OUR SPEAKER

## Dr. Rachel Vann



**Department of Crop and Soil Sciences**

*Platform Director for Extension, Outreach and Engagement*

*Assistant Professor and Soybean Extension Specialist*

*Plant Sciences Building, N.C. State University*

[rachel\\_vann@ncsu.edu](mailto:rachel_vann@ncsu.edu)

<https://soybeans.ces.ncsu.edu/>

**Dr. Rachel Vann** provides leadership for the NC State Soybean Extension Program focused on providing soybean stakeholders across North Carolina with agronomic information that will aid in maximizing soybean yields. Rachel directs her extension efforts towards general soybean agronomic management. The focus of her research program includes appropriate soybean maturity group selection, ideal planting windows, rotational effects on soybean production, maximizing cover crop benefits to increase soybean yields, product evaluation, and grain pea production. She teaches the Agricultural Institute and undergraduate course on soybean production in the spring. Rachel also serves as the N.C. Plant Sciences Initiative Platform Director for Extension, Outreach and Engagement, and is the lead principal investigator for the Science for Success project, supported by the United Soybean Board.

Rachel grew up in Geneseo, Illinois and completed her Bachelor's Degree at the University of Illinois Urbana-Champaign, studying Natural Resources and Environmental Sciences with a minor in Crop and Soil Science (B.S. 2012). She completed her graduate degrees at NC State University. Her Master's degree focused on cover crop management in organic corn production and organic canola production (M.S. 2015). Between her Master's and Ph.D., she completed a U.S. Borlaug Fellowship in Costa Rica. Her Ph.D. focused on cover crop breeding and management and weed control in cotton (Ph.D. 2017). Prior to beginning her position at NC State as the Soybean Extension Specialist, Rachel was a Postdoc in the Organic Grains Program.

# Caldwell County

NORTH CAROLINA

*Economic Development*



Jesse J. Trivette

[jtrivette@caldwellcountync.org](mailto:jtrivette@caldwellcountync.org)

---

1909 Hickory Blvd SE Lenoir, NC 28645

P.O. Box 2888 Lenoir, NC 28645

[www.caldwelldc.org](http://www.caldwelldc.org)

828-728-076

