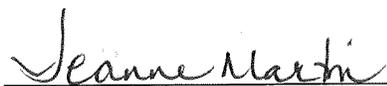


TOWN OF BURNSVILLE
Special Meeting
September 21, 2015

On September 21, 2015, the Town Council, with members Mayor Theresa Coletta, Ruth Banks, Judy Buchanan, and Ron Powell present, held a special meeting at the Burnsville Town Center. Councilor Bill Wheeler was absent from the meeting. Also in attendance were staff members Anthony Hensley, and Jeanne Martin. The purpose of the meeting was to meet jointly with Yancey County Commissioners, Yancey County EDC board members and others to discuss matters related to economic development in the Town of Burnsville and Yancey County.

Phil Trew, Director of Planning and Development, High Country Council of Governments, led discussion. A summary of highlights from the meeting, which was prepared by Mr. Trew, is attached to these minutes and by reference made a part hereof.

The group agreed to meet again next spring. There being no further business, the meeting adjourned.



Jeanne Martin, Town Clerk



Theresa Coletta, Mayor

SUMMARY

Joint Work Session – September 21, 2015

Yancey County Commissioners Burnsville Town Council Yancey County EDC

Attendees

Ruth Banks, Burnsville Town Council
Judy Buchanan, Burnsville Town Council
Theresa Coletta, Mayor, Town of Burnsville
Ginger Johnson, Yancey Chamber of Commerce
Ron Powell, Burnsville Town Council
Anthony Hensley, Town of Burnsville
Jeanne Martin, Town of Burnsville
Warren Eare, Yancey EDC
Niles Howell, Burnsville Fire Department
Tres Manger, Yancey County Cooperative Extension
David McIntosh
Kevin McCraw, Yancey EDC
Jill Austin, Yancey County Commissioner
Nathan Bennett, Yancey County Manager
Jason Robinson, Yancey County
Johnny Riddle, Yancey County Commissioner
Byrl Ballew, Yancey County Commissioner
Jon Ray, Yancey EDC
Schell McCall, Yancey EDC
Erica Deaton, Yancey EDC
Cynthia Deyton, Yancey EDC
Jamie McMahan, Yancey County
Wanda Proffitt, Executive Director, Yancey EDC

Accomplishments from 2014 Joint Work Session

1. Broadband
 - Establishment of www.exploreburnsville.com
 - Request for Proposals for marketing plan
2. Industrial Site Development
 - Development of Burnsville Business Park (former hosiery plant)
 - Brownfields application

- 2 leases
- 3. Tourism Promotion
 - Establishment of www.exploreburnsville.com
 - Dark sky observatory
- 4. Agri-Business Development
 - TRACTOR
 - In 3rd full year
 - Yancey growers represent 50% of sales
 - Continued expansion of suppliers and buyers
 - Need more growers - have property to offer
 - MDI and Ingles are large buyers
 - County has applied for technical assistance through the Appalachian Regional Commission and EPA's Local Foods/Local Places program
 - County has applied for funding to expand markets for local foods from the Community Foundation of NC
- 5. US Highway 19E
 - Rights-of-way secured for three gateway sites
 - Designs completed for three gateway sites
- 6. Physical Infrastructure
 - Fire Department site secured; design completed
 - Additional funds for Micaville waterline extension secured from Appalachian Regional Commission
 - Micaville sewer system progressing
 - Additional funds secured from GoldenLEAF Foundation
 - All environmental permits received

Identification of Economic Development Priorities for FY 2015-16

1. Physical Infrastructure
 - Town has significant water and sewer maintenance needs
 - Town needs funding for new Fire Department
 - Funding needed to connect Micaville Elementary School and East Yancey Middle School to sewer system
 - Sewer availability will improve marketability of Taylor Togs site
 - Micaville sewer system will need customers to operate effectively
 - Decision will need to be made on operator of Micaville sewer system
 - **Priorities**
 - **Complete Micaville water system**
 - **Complete Micaville sewer system**

2. Broadband Utilization

- Need connectivity in Hickory Springs area
- Need to fill unserved pockets
- Same key issue as 2014 – how to market the broadband availability in the County?
 - Proposal from King Strategic Relations - \$30,000
 - Need to get www.exploreburnsville.com to register/register higher on internet search engines
 - Need more funding for marketing
 - Utilize existing contractual services from Janice McKinney to expand and promote www.exploreburnsville.com
- **Priority – use existing Marketing Committee to develop strategy to drive traffic to www.exploreburnsville.com**

3. Industrial Site Development

- Winterstar is working in obtaining ownership of Burnsville Business Park
- Taylor Togs building has limitations (height, interior obstructions)
- Taylor Togs property is for sale
- French Broad Electric has loan funds available through USDA's Rural Economic Development Loan and Grant (REDLG) program
- Need to market Taylor togs, Avondale, and OMC sites
- Need to identify another site to develop using Burnsville Business Park model
- **Priority – finish development of Burnsville Business Park site, including leasing of remaining available space**

4. Tourism Development

- Tourism promotion currently handled by Yancey Chamber of Commerce
- Chamber receives occupancy tax (3%)
- Need for performance measures to gauge tourism marketing efforts
- Use existing Marketing Committee to guide tourism promotion
- Recruit hotel
- **Priority – recruit destination restaurant**

5. Agri-Business Development

- TRACTOR
 - Need to revise/update Business Plan
 - Need larger refrigerator truck
 - Facility needs improvements

- Need to expand hours and offerings at Yancey County Farmers Market
- Need to have TRACTOR as vendor at Yancey County Farmers Market
- Voluntary Agricultural District Program can facilitate local food production
- Food insecurity is a problem in Yancey
- **Priority – re-establish Agricultural Advisory Committee to develop strategies to improve agri-business development**

6. Downtown Revitalization

- Complete the 3 gateways
- Need strategy to fill vacant commercial buildings
- Need additional funding for public art projects
- Need to organize additional events
- Need permanent stage on Town Square
- **Priority - establish a 501c3 entity to address downtown business development, with suggested activities to include development of events and purchase of vacant properties**