

Economic Development Committee (EDC) Meeting Notes  
December 14, 2016 Meeting

This is the tenth meeting of the Economic Development Committee. In attendance were Sean Dowell, Ben Baxley, Dick Swank, Lori Lacassagene, and Lance Wood. Missing was Neil Bromilow.

Topic and Goals Discussed Included:

- <sup>35</sup><sub>17</sub> **Combination of Committees:** All agreed that with the redundancy of individuals on groups coming together as one group would be beneficial. BB noted that while all should be one committee, it may be best to have Facade Grants as its own sub-committee to the larger one (reporting back to the larger master committee about activity). This would allow all active town volunteers to be on the same page and work in the same direction. This concept was supported by all and should be presented to other committees. Specifically discussed otherwise was that 1) we do combined committee in 2017, 2) we do alternating meeting times of 2 PM one month, 6 PM or later the 2<sup>nd</sup> month, 2 PM the third month, 6 PM or later the 4<sup>th</sup> month; this would allow different individuals to participate even with different schedules, 3) at the first meeting each committee should present what had been accomplished to date; this would get all parties on the same page and 4) get everyone consistent on the Business Social; see further notes below. To further discuss this re-combination of committee, BB was going to invite all of these groups to our next meeting. If folks come, this topic can be discussed more in depth and plans made on how to arrange our overall group.
- <sup>35</sup><sub>17</sub> **Participants in 2017:** As our roles are voluntary and it is a new year, it was discussed that 1) we should ask those on committees if they want to stay and 2) invite others to join who may not know about these opportunities. This invitation can be done with an announcement at the business social, a posting on our website, personal invites, and in other ways. This can be discussed in further details as part of the single committee idea in 2017.
- <sup>35</sup><sub>17</sub> **Economic Recruiting:** Within its first year the Economic Development committee formalized “proof of market” with its many reports about commercial activity. Any commercial requirement can come to town and easily find information on our community. With this now accomplished, the topics of next steps and specifically Economic Recruitment / Education was discussed. While our group meets once a month, both Guilford and Alamance County have paid economic developers who should know what Gibsonville has to offer. SMD mentioned that we should “close the circle” relative to economic development and paid area business contacts. To that end, invites to our March 2017 business social will be made to Economic Development / Chamber individuals in the area (SMD), the Convention & Visitors Bureau (LL), and any other groups that have an active, paid staff member pushing our community or county. While Gibsonville many not have a paid person to put in the time necessary for recruitment, we can take advantage of what is already available from our tax dollars. Since Gibsonville has a split personality / two counties, we could also take advantage of contacts in both areas.
- <sup>35</sup><sub>17</sub> **Education:** Education was discussed, at NB's request. The group did not have any ideas as to how to facilitate this in Gibsonville. Additional discussion on this topic can be addressed in future meetings.

- <sup>35</sup><sub>17</sub> **Business Social:** Group actively discussed invitations, potential speakers, and the best March 2017 date for the event. It was discussed that we should get speakers arranged now in order to have invitations with “good information” to go out in 2017. Since we did not think we would hit our January 2017 invitation date in time, Save The Date notes will be sent out about this Business Social in mid January 2017. More detailed invites will go out in February 2017. Relative to speakers, having County Economic Development / Chambers present was one idea liked by members. If this cannot be arranged by our next meeting, we can re-evaluate what to do with speakers at the Business Social. Finally, we moved the Business Social date from March 6 to March 13 in order to not conflict with another town meeting. Our next meeting in January is to be used to get up to speed on this event and make sure we are very prepared.
- <sup>35</sup><sub>17</sub> **Shared Calendar of Town, Merchants, Etc:** BB has collected dates of different groups and will email this out. We need to decide on what type of format we want this information and get it assembled. After this step one, we can decide on how to format this shared calendar and where it should be distributed.

The next meeting was scheduled for Wednesday, January 18, 2017 @ 2 PM.