

ECONOMIC AND TOURISM DEVELOPMENT COMMISSION

March 8, 2022 - 5:30 PM

40 Courthouse Street

Columbus, NC 28722

MINUTES

Members Present: James Ayers, Marc Blazar, Moriah Dean, Michelle Fortune, Aaron Greene, Michael Kleiner, Ambrose Mills, Steve Modlin, Cindy Viehman
Others Present: Lindsey Edwards, Janet Sciacca, Annette Staley
Staff Present: Cathy Ruth, Dawn Jordan, Melinda Massey

1. Call to order - Welcome

Steve Modlin called the meeting to order at 5:30pm.

2. Minutes

A. Approval of Minutes from December 14, 2022

A motion was made by Ambrose Mills to approve the minutes from December 14, 2021, seconded by Marc Blazar. A vote was taken and the motion carried unanimously.

3. Foothills Regional Commission - Workforce Development

Annette Staley, Operations Manager Workforce Development, presented resources available through NCWorks. These services include recruitment, accessing untapped talent pools, training, apprenticeships, tuition assistances, job fairs, economic resources, unemployment information, dislocated workers, transportation and others.

4. Roundtable - Updates

Board Members gave brief updates about their organizations. Many job opportunities available, discussions about labor issues, as industries are seeing sustainability and growth.

5. Agricultural Economic Development Update

Dawn Jordan updated the board on the status of winter markets running through April. The outdoor Farmer's Markets will open in April. The farm tours with Rutherford County are being planned for June and October. Agricultural Breakfast in Green Creek on the third Wednesday of the month, David Smiley guest speaker in March.

6. Travel and Tourism Update

Melinda Massey provided an update for Travel and Tourism. People are coming to visit and it has been very busy. The department is meeting and exceeding

budget estimates. Things in the wayfinding programs have changed in the region and there may be an opportunity to revisit the program.

7. Economic Development Update

A. Resolution

Presented the resolution the Commissioner adopted in February and the Board reviewed the draft policy.

B. Policy

Moriah Dean made a motion to recommend the policy to the Board of County Commissioners for adoption, seconded by Michael Kleiner. A vote was taken and the motion carried unanimously.

8. Adjournment

Steve Modlin adjourned the meeting at 6:40pm.