

NORTH CAROLINA
COUNTY OF GREENE

The Greene County Board of Commissioners met in regular session on Tuesday, July 6, 2010 at 5:30 p.m. in the Greene County Office Complex. Present for the meeting were Chairman Denny Garner, Vice-Chairman Jerry Jones and Commissioners Jack Edmondson, Bennie Heath and James Shackelford. County Manager Don Davenport and County Attorney E.B. Borden Parker were also present.

Also present were members of the Economic Development Commission – Mr. Ed Sugg, Chairman, Ms. Dora Pasour, Dr. Faith Bynum, Mr. William Connor and Mr. Frank Harper.

The Chairman called the meeting to order. Commissioner Jones gave the invocation and led the pledge to the flag.

On motion by Commissioner Jones, seconded by Commissioner Edmondson the Board voted unanimously to approve the amended agenda as presented.

On motion by Commissioner Jones, seconded by Commissioner Edmondson the Board voted unanimously to approve the following items from the consent agenda.

**June 14, 2010 Recessed Meeting Minutes
June 21, 2010 Regular Meeting Minutes
June 25, 2010 Recessed Meeting Minutes**

BUDGET AMENDMENTS

DSS	\$49,533.00	Monies rolled forward from 2009-2010 budget from the Federal Government Department of Defense for the cost associated with administering the Food & Nutrition program.
DSS	\$326,190.00	Monies rolled forward from 2009-2010 budget from State for TANF-Emergency Subsidized Employment TANF Emergency Contingency – TANF ARRA funds.

Chairman Sugg called with Economic Development Commission to order.

Mr. Chris Roberson, Assistant County Manager introduced Mr. Bob Leake, Leake-Goforth and Mr. Lawrence Bivens, Evensong Communications to present the Economic Development Strategic Plan for Greene County.

Mr. Leake and Mr. Bivens presented the findings for the Strategic Plan. Mr. Leake also showed various types of postcards that can be used to market properties and the County. He noted that these would be sent to a permanent database of consultants.

Greene County: Strengths to Build Upon

- Accessible Geography
- Affordability for Businesses and Residents
- Technological Readiness
- Legacy of Entrepreneurship
- Large Base of Volunteers
- Proximity to Spirit AeroSystems, Sanderson Farms
- Diversity of Tourism Resources & Attractions

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Greene County: Obstacles to Overcome

- Lack of Strong Economic Development Profile
- Limited Economic Development Product, Capacity and Amenities
- Absence of Written Incentives Policy
- Limited Marketing and Promotional Resources
- Lack of Effective Orchestration of Economic Development Organizations and Volunteers
- Limited Knowledge of and Support by Public for Economic Development Programs

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Recommendation 1: Improved Organization and Coordination

- Create an Economic Development Coordinating Council
- Assign Responsibilities and Duties
- Encourage Participation by Business Leaders
- Reinforce Central Leadership Role of Greene County EDC
- Maximize Volunteer Resources
- Establish Advisory Council of Cross-Functional Leaders from Inside and Outside the County

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Recommendation 2: Small Business Support Systems

- Join 'Economic Gardening' Movement
- Establish a Business Development Center
- Link Entrepreneurs with Technology Tools and Market Intelligence
- Highlight Entrepreneurial Education in Greene County Schools
- "Find a Need and Fill It"
- Apply Across All Segments of the County Economy

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Recommendation 3: Improving Product and Infrastructure

- Conceptual Master Plans for all County industrial and commerce parks
- Expansion of Industrial Park in Snow Hill
- Countywide land-use plan with 'spot' zoning
- Public-private partnering to develop "Business Park at Cutter Creek"
- Construction and promotion of a "Virtual Building"

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Recommendation 3: Improving Product and Infrastructure (Con't)

- Partner with Hookerton for Industrial/Business Property
- Post Up-to-Date Information and Images of All Industrial Properties on NCsitesearch.com
- Aggregate Five-county Demographic and Economic Information as "Greene County Reach"
- Advocate State Funding for Widening of N.C. Hwy. 58 from Wilson to Kinston

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Recommendation 4: Industry Targets

- Technology-driven Back Office Business Centers
- Value-added Agribusiness
- Aviation/Aerospace
- Alternative “Green” Energy
- Defense and Homeland Security Enterprises
- Commercial Businesses and Entrepreneurs
- Tourism

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Recommendation 4 (con't): Recruitment Strategies

- Align with Regional, State Programs and Activities
- Emphasize Technology Skills (“iTech”)
- Modern Trends Agricultural and Consumer Food
- Suppliers and Partners to Spirit AeroSystems and Sanderson Farms
- “Green Economy” Themes
- “Military Economy” Themes
- Home-grown Businesses and “Economic Gardening”
- Diversified Tourism Enterprises

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Recommendation 5: Marketing and Promotion

- Effective, Aggressive Outreach Central to the County's Success
- Personal Relationship-Building with Key "Influencers" (face-to-face)
- Audiences: Internal, Regional, DOC, Consultants/Brokers, Organizations
- Regular Postcard Mailings Emphasizing Distinct County Advantages

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Recommendation 6: Opportunities for Tourism Development

- Contentnea Creek (Eco-tourism)
- Fort Nooherooka (Heritage)
- Tennis Facilities, Cutter Creek Golf Course (Recreational Athletics)
- Working Farms (Agri-tourism)
- Business Travelers and Overflow from ECU Events

Final Thoughts

- Changing Global and Regional Economic Landscape Presenting Opportunities, Challenges
- Geography as a Strength, not Weakness
- Technology, Small Business as Key Themes
- Maximize Volunteers
- Keep Leaders Informed and Engaged
- Marketing, Marketing, Marketing!!!

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Both groups thanked Mr. Leake and Mr. Bivens for a very informative presentation.

On motion by Ms. Pasour, seconded by Mr. Connor the Economic Development Commission voted unanimously to adjourn.

The Chairman opened the floor for public comments.

Being there were no public comments, the Chairman closed the public comment section.

Mr. Michael Rhodes, Health Director presented a list of equipment that the Town of Snow Hill is willing to transfer to the County for the purpose of Animal Control.

Mr. Rhodes also reemphasized the need for a shelter attendant. This position would free up the Animal Control Officers to focus on other duties and education of the public. He noted that services would need to change due to the call volume and the abilities of the two current officers. Call volume to Animal Control has increased tremendously.

Commissioner Edmondson asked the animal cruelty portion could be transferred to the Sheriff Department.

Mr. Rhodes noted that it is an option that can be reviewed.

On motion by Commissioner Heath, seconded by Commissioner Edmondson the Board voted unanimously to accept the transfer of equipment from the Town of Snow Hill for the purpose of Animal Control.

Ms. Becky Sutton, Tax Administrator presented the monthly collection report.

Ms. Sutton then presented the annual settlement to the Greene County Board of Commissioners for FY2009-2010. She advised that the collection rate is the highest for Greene County at

96.15%. Ms. Sutton asked that the Board continue to support HB1770 which has been pushed back by the State until July 1, 2013. This bill would allow for the collection of taxes when vehicle tags are renewed.

Chairman Garner commended the Tax Office staff for their hard work and dedication.

Ms. Sutton presented the Collection Order for FY2010-2011.

On motion by Commissioner Heath, seconded by Commissioner Jones the Board voted unanimously to approve the Collection Order for FY2010-2011.

Mr. Lawton Sugg, Neuse Regional Bees presented a request to put 4 beehives on the Health & Human Service end of the County property on the other side of the existing fence. These hives would be used for education purposes through Cooperative Extension and the schools. Mr. Sugg also noted that he would enclose the beehives inside another fence.

On motion by Commissioner Jones, seconded by Commissioner Edmondson the Board voted unanimously to allow Mr. Sugg to put 4 beehives on the Health & Human Service end of the County property on the other side of the existing fence.

The Board received as information only the disposal of a 29.5 x 29; 28 ply tire.

On motion by Commissioner Heath, seconded by Commissioner Jones the Board voted unanimously to adjourn.