

**MINUTES – SPECIAL MEETING
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
THURSDAY, FEBRUARY 20, 2014 - 7:30 AM
JORDAN ROOM, MATTHEWS TOWN HALL**

PRESENT: Paul Babinski, Russ Gill, Paul Jamison, Greg Klein, Bev Martin, Roger Martin, Steve Thomson, Chamber Executive Director Tina Whitley (ex-Officio); John Urban (ex-Officio); Assistant Town Manager Jamie Justice; Town Clerk Lori Canapinno

ABSENT: Tim Chevront, Mark Harrison, Tim Jones; Commissioner John Higdon (appointed member)

CALL TO ORDER

Mr. Jamison called the meeting to order at 7:35 am.

DOWNTOWN ORGANIZATION DISCUSSION

Assistant Town Manager Jamie Justice explained that a presentation on a possible downtown organization will be made to the Board of Commissioners at its February 24th meeting. This will be presented as information and the Board will discuss it in detail at the upcoming Planning Conference. Mr. Urban will make the presentation with Mr. Gill's assistance.

There was some concern at the last Economic Development Advisory Committee (EDAC) meeting regarding details of any potential organization. Communications Director Annette Privette Keller consulted on branding and marketing information and Department of Commerce Office of Urban Development Director Liz Parham consulted on framework and strategic planning. Ms. Parham has offered her services if the organization moves forward and will facilitate a multi-hour retreat to brainstorm and devise a structured plan. The intent would be to get the Board's endorsement and then work on the organization's strategic plan and determine the brand/vision. This would be a phased plan. Phase I would take a few months and would require approximately \$9,500 to create the strategic and branding/marketing plans. The Board would then review the results and determine whether or not to move forward with the next phase. The intent is to ask for funds in the fiscal year 2014-15 budget. EDAC has been asked to make a recommendation to the Board for or against moving forward with a downtown organization.

Motion by Mr. Martin to recommend approval. Seconded by Mr. Thomson and unanimously approved.

ADJOURNMENT

Motion by Ms. Martin to adjourn. Seconded by Mr. Jamison and unanimously approved. The meeting adjourned at 8:12 am.

Respectfully submitted,

Lori Canapinno
Town Clerk