

Economic Development Workgroup Meeting Notes

DATE Tuesday, April 10, 2012, 1- 2pm

PURPOSE Goals refinement, Community meeting (reality check) preparation

FROM

ATTENDEES Mark Burrows, Robin Cape, Jennifer Flynn, Kevin Hayes, Judi Jetson, Dan Leroy, James Lee, Grant Millin, Stephanie Monson, Joseph Naylor, Howard Nemon, Eva Reynolds, Andrea Robel, Karen Smith, Linda Southard, Stephanie Twitty, Shelley White,

HANDOUTS Agenda, slides on goals from plan review and goal statements from workgroup sessions from Land Design Consultants, Survey on GroWNC ED Goals was on the screen for review.

- Brief welcome & introductions occurred. Ron briefly reviewed the purpose of the meeting with the group.
- A discussion involving a review of **Goals and Objectives** with comments from survey occurred.
 - The group questioned the value of using the meeting's single hour available to discuss the exact verbiage of the 7 goals presented and prioritizing them. It was generally agreed that 5 Goals would be optimal and that staff and the consultants could create these based on the input from the group and survey
 - It was noted that only 10 workgroup members had taken the survey and that others in the group should respond to the survey ASAP to help guide the refinement
 - Questions and discussion arose around pros and cons for more specificity in the goals. It was noted that keeping them general enough has an advantage to allow flexibility for support and implementation by organizations of the region. It was noted that these goals were in fact very similar to ED Goals already in place by organizations in the region. Using general Goals for the region could be further defined by objectives and actions plans that may emerge at the regional and local levels
 - Discussion occurred about the ability to create goals without a clear vision statement first. It was acknowledged that the federal and regional livability principles aided a vision and that staff/consultants could go back to these principles to see if/how an ED vision statement for the goals might be created. A clear vision statement may need to emerge a bit later in the process based on public input.
 - It was noted that goals need to support "quality" growth and development



- It was noted that it is difficult to create clear and meaningful goals without data to support the decision making process. Data does exist in the plans and strategies reviewed and data sets are being generated at this time by the consultant teams and staff that will be used at the community meetings and for model development.
- It was noted that once a vision statement, goals and data are created and agreed upon, implementation strategies can be developed. It was also noted that the public input from the community meetings are needed to empower communities to develop strategies as well.
- **Data needs** for the workgroup and public were discussed. The group is very interested in relevant and detailed data that will help the decision making process. Examples of needed data include:
 - A chart of the number of businesses by size in the region
 - Information on who is putting people to work (by cluster)
 - Income levels of residents in the region
 - Number of start-ups compared to state and nation
 - Analysis of the kind of growth that is occurring in the region (by cluster/sector)
 - Census tracts including people of color
 - List of business resources including contact info
 - Work-shed commute patterns
 - Living wage and true cost of living index

Community (Reality Check #1) Meetings (dates to be announced soon)

- Carrie Reviewed of purpose of the meetings with the group. These public meetings are to:
 - Introduce the general public to the project;
 - Share what the various workgroups have come up with, including common goals created for the region;
 - Present data on the state of the region for public input;
 - Listen to the public about their perceptions of the region and their community, its needs, priorities, goals, etc. and their vision for the future
- The structure of the reality checks that will be held in each County will be:
 - A station that introduces the public to the project
 - Stations for each topic area (ED, Housing, Transportation, etc.) that will be tended to by staff, consultants and workgroup volunteers
 - Data will be available for public review at each station
 - Public input will be sought to help guide the process and products – this is primarily a listening event for us
- The workgroup was asked to identify a “story” to tell at the Reality check #1 events. Questions arose about what that means. Generally speaking, those who are volunteering for the reality checks should be prepared to share examples of what constitutes a good economic development project that reflects the goals of the GroWNC initiative. These stories should be relatable to the adopted livability principles.



ASSIGNMENTS:

- 1. Workgroup members who have not taken the ED Goals Survey should do so ASAP this week (poll completed):**
- 2. Workgroup members - Sign up to attend/volunteer for community meetings – All (A sign-up sheet will be circulated when the dates are finalized – please watch for it)**
- 3. Workgroup members - Once a community meeting locations and times are finalized – assist with public outreach (materials to be provided)**
- 4. Staff will work with consultants to refine goals to 5 and distribute with meeting notes (done)**
- 5. Staff will check in with consultants about creating a vision statement for the ED workgroup**
- 6. Staff will work with consultants to relay data being created for the reality check to the ED workgroup**