

KURE BEACH TOWN COUNCIL
SPECIAL MEETING
JUNE 16TH, 2008

MINUTES

On June 16, 2008, the Kure Beach Town Council held a special meeting for the purpose of hearing a presentation from the School of Government regarding economic development. Notice of the meeting was posted at Town Hall on June 5, 2008.

COUNCIL PRESENT

Mayor Mac Montgomery
Mayor Pro Tem Jim Dugan
Commissioner Barry Nelder (arrived at 3:15pm)
Commissioner Jim Vatr

COUNCIL ABSENT

Commissioner Dean Lambeth

STAFF PRESENT

Town Administrator Michelle James
Town Clerk Nancy Avery

Town Attorney Canoutas was in attendance. A quorum of the Council was present.

CALL TO ORDER

Mayor Montgomery called the meeting to order at 1:45pm.

Commissioner Vatr stated the purpose of the meeting was to explore a conversation with and the credentials of the University of North Carolina School of Government regarding their capabilities to work with the Town of Kure Beach on an economic development plan.

School of Government representatives Jonathan Morgan and Will Lambe presented a slide show highlighting the following points:

- Last year, the School of Government interviewed and analyzed fifty (50) Towns across the country with less than 10,000 in population to determine what was and wasn't successful with economic development.
- Seven lessons learned from these 50 case studies were:
 - Community development is economic development.
 - Small towns with the most dramatic outcomes tend to be proactive and future oriented – they embrace changes and assume risk.
 - Successful community economic development strategies are guided by a broadly held local vision.
 - Defining assets and opportunities broadly can yield innovative strategies that capitalize on a community's competitive advantage.

- Innovative local governance, partnerships, and organizations can significantly enhance a community's capacity for community economic development.
 - Effective communities identify, measure and celebrate short-term successes in order to sustain support for long term strategies.
 - Viable community economic development involves the use of a comprehensive package of strategies and tools, rather than a piecemeal approach.
- The Town of Brevard put together a retiree resource network from professional retirees in the town. This network provided business expertise to new and current business owners in town.
- Planning efforts can help develop the 'road map' for growth.
- Strategic Planning Benefits are:
 - Engage leaders and citizens
 - Build consensus on priorities and how to achieve them.
 - Provide direction and purpose.
 - Target ED resources and programs.
 - Promote proactive, forward-thinking decisions.
- A lot of plans were committed to that never come to fruition.
- The steps in the process of strategic planning are:
 - Organize and engage
 - Assess and Analyze (what resources the community has)
 - Envision the Future
 - Prioritize key issues
 - Formulate Action Plan
 - Implement
 - Evaluate
- Organizing the Planning Effort requires:
 - Committing local resources (human, financial/ fund raising) - one thing that will use up resources is effort to reach out to general public.
 - Forming a steering committee (won't necessarily be the Board of Commissioners)
 - Identifying 'champions' among leaders (to keep the process moving)
 - Hiring a consultant to facilitate the process.
 - Raising public awareness.
 - Building local support.
- The community can be engaged by maximizing participation among:
 - Leaders and key stakeholders
 - Target industries and firms

- Citizens at large
 - Under-represented groups
 - Faith-based and grassroots organizations
 - Youth and young adults (the next generation)
- Communities that deal with opposition head on by facing it and talking through the fears and issues are the most successful– if you don't get past this, opposition will continue to raise it's head.
 - Usually there is a negative trigger in each community that brings citizens to the point of wanting change.
 - School of Government approach to economic development is larger than business development. We have been asked in the past to do broad based community visions (such as in Wilson) that also incorporate economic development.
 - School of Government would help identify types of businesses that would flourish in your community.
 - School of Government is currently doing this process in Cumberland County and has done it in Wilson. We are available to assist Kure Beach, but the biggest factor would be whether we can meet the Town's timeline.
 - School of Government would look at what the Town has already done and tell the Town what we think we could do for the Town, based on that information.
 - Before the Town hires anyone:
 - First put together a local steering committee. We recommend this because generally when a community leader starts a process, it can be perceived as "his/her" project rather than a community project.
 - Second write a RFP (request for proposal) that states what you want – that RFP can also be advertised to other agencies to determine interest.
 - Some communities morph the local steering committee into a non-profit to keep the planning effort going until implementation.
 - The key is who the point person is for the organization. In a lot of cases, the Chamber of Commerce or an economic development organization is our client. Rarely is it the Town's local governing board.
 - The Town or the local steering committee may develop the RFP, but the political question is how do you initiate the process in a manner that will maximize local buy in the most.

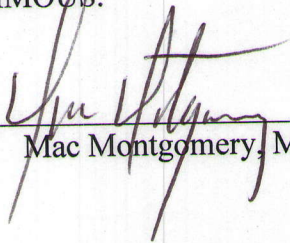
- In the case of Cumberland County, the client is the Chamber of Commerce and members of the chamber wrote the RFP. The local steering committee is made up of people outside the Chamber of Commerce.
- The local government in Kure Beach could staff the project, but the local chamber could 'front' the process.
- Availability for School of Government to start would be late fall or possibly the first of 2009.

Audience comments:

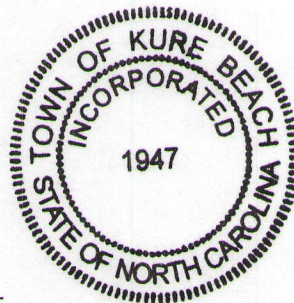
- (unknown) There might be the ability to approach this from an island wide initiative and since the chamber represents the entire island, the chamber could be involved. We are already experiencing social, civic, and environmental volunteerism, so this could take on a broader environmental view and effort.
- Sandy Cox, resident, stated:
 - I believe a lot of residents are going to feel like we are spinning our wheels again, spending money, when there has been no way to encourage the main owner of the property in the B1 to participate.

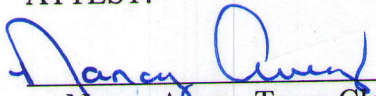
ADJOURNMENT

ACTION - Mayor Pro Tem Dugan MADE MOTION to adjourn at 3:30pm. Commissioner Vatrtr seconded the motion. THE VOTE OF APPROVAL WAS UNANIMOUS.



 Mac Montgomery, Mayor



ATTEST:


 Nancy Avery, Town Clerk

NOTE: These are action minutes reflecting items considered and actions taken by Council. These minutes are not a transcript of the meeting.