

HAYWOOD COUNTY COMMISSIONERS

REGULAR MEETING – March 3, 2014

CALL TO ORDER

Chairman Mark S. Swanger convened the regular meeting of the Haywood County Board of Commissioners at 9:00 a.m. in the Historic Courtroom at the Haywood County Historic Courthouse, Waynesville, North Carolina, with Chairman Mark S. Swanger, Vice-Chairman J.W. “Kirk” Kirkpatrick III, Commissioners L. Kevin Ensley, Michael T. Sorrells and Bill L. Upton present. Staff members present were Interim County Manager Ira Dove, County Attorney Leon M. “Chip” Killian, III, Finance Director Julie Davis, Public Information Officer David Teague, and Executive Assistant/Deputy Clerk Candace Way.

PLEDGE OF ALLEGIANCE

Chairman Swanger led the Pledge of Allegiance.

INVOCATION

Commissioner Upton offered the invocation.

PUBLIC COMMENT SESSION

Chairman Swanger opened the public comment session. Comments are generally limited to three minutes per individual, unless the speaker is representing a group for which the comment period may be extended to five minutes.

Matt Ledbetter, Pastor of the Crabtree Baptist Church addressed the Board. He extended an invitation to his church’s 200-year celebration, which will be held on August 17th beginning at 10:00 a.m., and asked that someone from the Board address the congregation. Pastor Ledbetter gave the history of the church, which originated in 1814. Chairman Swanger stated that one or more of the commissioners will be happy to attend and offered the Board’s congratulations on this anniversary.

CONSTITUENT CONCERNS

Chairman Swanger stated that there have been some concerns expressed on the issue of dual offices and recognized County Attorney Chip Killian. Mr. Killian addressed the Board stating that he researched and that the UNC School of Government has been consulted. Two staff members from the School of Government have responded and he has been copied on those responses. He said that it was his opinion that there has been no violation of dual office holding statutes. He explained that a person may hold two public offices, and in the situation regarding Ms. Enloe, she has resigned from the Fairground board and this does not qualify as a public body under the definition of that statute. He stated that the County has a policy that is followed to ensure the County is not in violation. The public is encouraged to apply for appointment on the boards. With the Board of Commissioners, an appointment to serve on other boards is ex officio and is a part of their duty as Commissioners. In 2007, the Board of Commissioners, with the permission of the Tax Collector, was assigned additional duties and it is clear in the statutes that this also is not a violation. He concluded that the focus on staying within the statutes is beneficial to the County.

Commissioner Sorrells spoke of the school foundation fundraiser, which took place Saturday night. He commented that the community support of our schools is great and continues to grow each year.

ADMINISTRATIVE/AGENCY REPORTS

Presentation from Denise Coleman, Information and PI Coordinator - Evergreen Foundation.

Chairman Swanger recognized Ms. Coleman. She began her presentation by updating the Board on the functions of Evergreen Foundation stating that they continue with their support of the private service providers in the seven western counties. She discussed the Annual Report for Fiscal Year 2012-2013 and highlighted the assets, income and expenses, stating that most of their assets are investments in the amount of 14.5 million dollars and property in the amount of 5.5 million dollars. She noted that in 2012-2013, 17 grants were awarded for the total amount of \$237,000, and grants this year so far have totaled \$370,000. Grants awarded in the fourth quarter, which will be in about two weeks, could be around \$300,000.

Chairman Swanger asked if the facilities that she mentioned were funded by Evergreen. Ms. Coleman replied that they were all owned and leased by Evergreen.

He asked how much financial support is given to them and Ms. Coleman responded that the support comes through the grants. Chairman Swanger questioned the large amount that was kept in reserve, and Ms. Coleman said that a percentage of the invested money is allocated to grants, and a percentage is allocated back for the purpose of the foundation.

Vice Chairman Kirkpatrick inquired if Evergreen was self-controlled, and Ms. Coleman answered that they are controlled with a board. He asked if there were any monitors on the board and she said that they have audits and financial oversight by an individual every quarter. He asked if she could provide a breakdown on the list of administrative legal and audit fees, which she agreed to provide through the 990.

Commissioner Upton stated that this board originally was formed adjacent to Smoky Mountain to place funds. He stated that his concern is there is 14.5 million dollars in reserve, and with such great need now, today's money should be used for today's needs. He said that it would be beneficial to have representatives from each of the seven counties on the Board. Ms. Coleman said that she could take these questions and concerns back to the Board.

Chairman Swanger remarked that it would be good for the Board to be more transparent in the decision-making process, that the County has appropriated money over the years and would like to know where it has been used. He stated that the BOCC has had complaints about the low dollar amount of the grants that have been issued.

Chairman Swanger thanked Ms. Coleman for her time and presentation.

DISCUSSION / ADJUSTMENT TO AGENDA

There were no adjustments to the agenda.

CONSENT AGENDA

Vice Chairman Kirkpatrick made a motion to approve the consent agenda as presented. Commissioner Upton seconded, the motion carried unanimously.

- Approval of February 17, 2014 regular meeting minutes
- Approval of name for the integrated DSS and Health Department to Haywood County Health and Human Services Agency – Ira Dove, Interim County Manager – Mr. Dove explained that with the integration of the two agencies, a new name has been requested. He stated that Health and Human Services is standard language and confirmed that it is referred to in the Statutes authorizing consolidation.
- Budget Amendments – Julie Davis, Finance Director
 - Social Services - \$10,000 – Ms. Davis explained that this was a contribution from Blossman and Companies for the energy assistance program.

HAYWOOD COUNTY
BUDGET ORDINANCE AMENDMENT
FISCAL YEAR 2013-14

PER: _____
JNL: _____

BE IT ORDAINED by the Board of Commissioners of Haywood County that the following amendment be made to the budget ordinance for the fiscal year ending June 30, 2014.

Section 1. To amend the General Fund, the expenditures are to be charged as follows:

Department	Account Number	Current Budget	Increase (Decrease)	Amended Budget
Social Services				
Energy Assistance	11510-549918-14HEA		10,000	10,000

which will result in a net increase of \$ 10,000 in the expenditures of the General Fund.

To provide the additional revenue for the above, the following revenues will be increased as the money has been received:

Revenue	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
Intergovernmental Revenue				
Energy Assistance	115100-453404-14HEA		10,000	10,000

Section 2. Copies of this budget amendment shall be delivered to the Budget Officer and the Finance Officer for their direction.

Adopted this the 30th day of March, 2014


 Mark Swanger
 Chairman
 Haywood County Board of Commissioners

ATTEST: 
 Clerk to the Board

Explanation:
To recognize the funding received from Blossman Companies to use for home energy assistance.

NEW BUSINESS

Request Approval of a new value for a Property Tax Commission appeal – David Francis, Tax Administrator

Chairman Swanger recognized David Francis, Tax Administrator. Mr. Francis explained that this was commercial property 8657-55-1987 which has been condemned by the Town of Canton for commercial use. He said that this property would require extensive foundation work. He stated that this value could be adjusted if the repairs were made.

Commissioner Upton made a motion to approve the value for property 8657-55-1987 be changed from \$207,900 to \$152,800. Commissioner Ensley seconded, the motion carried unanimously.

In addition, Mr. Francis requested the adjacent parcel of land in the parking lot 8657-56-1047 be changed from \$4100.00 to \$900.00. This request is for 2013. He said that the property owner has combined the two parcels for 2014.

Commissioner Ensley made a motion to change the value of property 8657-56-1047 from \$4100.00 to \$900.00. Vice Chairman Kirkpatrick seconded, the motion carried unanimously.

Request Appointment of the Chairman and Vice Chairman of the Haywood County Board of Equalization and Review and to adopt the 2014 Board of Equalization and Review Resolution – David Francis, Tax Administrator

Chairman Swanger read the request and recommended Evelyn Cooper for the Chairperson position. He stated that he had spoken with her and that she stated that she would be happy to serve.

Commissioner Ensley said that Evelyn Cooper would be appropriate for the Chairperson position and he had heard no complaints while she was employed at the tax office.

Commissioner Upton felt that she would do a great job in the position.

Chairman Swanger stated that she held a great understanding of the Machinery Act and other policies and procedures.

A motion was made by Commissioner Sorrells to appoint Evelyn Cooper as Chairperson of the Board of Equalization and Review. Commissioner Ensley seconded, the motion carried unanimously.

Chairman Swanger asked if there were any recommendations for Vice Chairman.

Vice Chairman Kirkpatrick stated that Cliff Stovall has served on several boards, and that he was very educated in accounting procedures.

Vice Chairman Kirkpatrick made a motion to appoint Cliff Stovall as Vice-Chairman for the Board of Equalization and Review. Commissioner Ensley seconded, the motion carried unanimously.

Mr. Francis reviewed the Resolution stating that new to the Resolution is the members listed and the dates. The Board will receive a stipend of \$100.00 per day and will receive mileage reimbursement. He explained that the Assessor will start taking applications beginning March 28, 2014 through April 11, 2014. On April 11, the Board will adjourn from taking applications at 5:00 p.m. The Board will begin hearing appeals on April 7, 2014 at 1:00pm.

Commissioner Ensley repeated the procedure to ensure public understanding that if anyone wanted to appeal their property tax value; they would need to turn in an application to the Real Property Assessor's Office. This is done at the Historic Courthouse on the fourth floor. The applications will be received beginning March 28, 2014 through April 11, 2014.

Chairman Swanger also stressed that if anyone had questions, they may call the tax office for help with the procedure.

Attorney Killian asked for clarification on the amount of the stipend. It was confirmed that the amount was \$100.00 per day.

Vice Chairman Kirkpatrick noted that the word "other" needed to be removed from the paragraph in the resolution listing the Board members.

Commissioner Ensley made a motion to adopt the 2014 Resolution Appointing the Board of Equalization and Review. Vice Chairman Kirkpatrick seconded, the motion carried unanimously.

BOARD OF COMMISSIONERS
MARK S. SWANGER, CHAIRMAN
J. W. "KUBS" KIRKPATRICK, III, VICE CHAIRMAN
L. KEVIN ENSLEY
MICHAEL T. SORRELLS
BILL L. UPTON



COUNTY MANAGER
MARTY STAMEY
LEON M. KILLIAN, III
COUNTY ATTORNEY

HAYWOOD COUNTY BOARD OF COMMISSIONERS
RESOLUTION
APPOINTING BOARD OF EQUALIZATION AND REVIEW

Regular Meeting
March 3, 2014

WHEREAS, pursuant to G.S. 105-322, a county board of commissioners is authorized, upon adoption of a resolution, to appoint a special board of equalization and review to carry out the duties imposed under that section; and

WHEREAS, such action is required to be adopted not later than the first Monday in March of the year for which it is to be effective; and

WHEREAS, the aforesaid statute also provides for the fixing of compensation and allowances to be paid members for their services and expenses; and

WHEREAS, the aforesaid statute also provides for the setting of the date and time to start hearing appeals, and the beginning and ending date for the taking of applications.

NOW, THEREFORE, BE IT RESOLVED:

(1) That the seven (7) members of this Board of Equalization and Review shall be: Evelyn Cooper, Mary Ann Enloe, James Harley Francis, Wade Francis, Jimmy Flynn, Jan Pressley and Rayburn "Cliff" Stovall. At all meetings of the special Board of Equalization and Review, a quorum of four (4) of the seven (7) members shall be required. The terms of office shall expire on December 31, 2014.

(2) That Evelyn Cooper is hereby appointed to serve as Chairman of the Haywood County Board of Equalization and Review and Rayburn "Cliff" Stovall is hereby appointed to serve as Vice-Chairman of the Haywood County Board of Equalization and Review.

(3) That the qualifications shall be citizens and residents of Haywood County who are either members of the Haywood County Board of Commissioners, or are persons experienced in public affairs and knowledgeable of land values and the geography of Haywood County.

(4) That the terms of office shall be from the date of appointment until the adjournment and completion of hearing of year 2014 appeals to the Board of Board of Equalization and Review, but not later than December 31, 2014.

(5) That the vacancies shall be filled by action of the Haywood County Board of Commissioners sitting at an official meeting.

(6) That compensation shall be \$100 per day per board member, with the chairman receiving compensation of \$130 per day, plus mileage for the use of personal automobiles at the rate currently in effect for the reimbursement of county employees.

(7) That the Board of Equalization and Review shall begin hearing appeals on April 7, 2014 at 1:00pm.

(8) That the Assessor shall take applications beginning March 28, 2014 thru April 11, 2014.

(9) That the Board of Equalization and Review shall begin meeting on April 7, 2014 at 1:00 p.m. and shall schedule additional meetings at the time of the first meeting.

Adopted by the Haywood Board of County Commissioners this the 3rd day of March 2014.

 (SEAL)
Chairman, Haywood County Board of Commissioners

Attest:

Clerk of Haywood County Board of Commissioners

Request for approval of appliances and additional casework for the Maple Leaf program and the Elections Department – Dale Burris, Facilities and Maintenance Director

Chairman Swanger recognized Dale Burris. Mr. Burris stated that this request was for appliances for Maple Leaf and Elections and additional casework for Elections. He said that the appliances that they have looked at in the other buildings are not energy efficient and are outdated. The estimated cost for the new appliances is approximately \$9400.00. The additional casework for Elections is a workstation that will be ergonomically correct and will hold paperwork and materials in the amount of \$2800.00.

Chairman Swanger stated that due to the nature of the facility and its requirements, the County must make sure the appliances are as safe as possible. He remarked that this facility serves as respite care for caregivers, and saves money by keeping people out of a nursing home.

Commissioner Sorrells asked how many Maple Leaf is licensed for now and Mr. Dove answered it was 20 and is now 40.

Commissioner Ensley stated that he had toured the facility; it was a very impressive facility and something that the taxpayers could be proud. He thanked Mr. Burris and also John Burgin who assisted in areas that were not even in his contract.

Chairman Swanger acknowledged that Mr. Burgin had donated time and materials and doing things that will make it a better experience for both the people working there and the clients.

Chairman Sorrells stated that this spoke of the kind of people that we have in this county that go above and beyond what is asked of them.

Chairman Swanger asked Mr. Dove for a brief overview of the funding for the new building. Mr. Dove stated that DSS funding for Maple Leaf is partially from the State depending on the person and how they qualify for services. Some are Veterans and some are private pay. Because of the Social Services, there may be a possibility of some reimbursement.

A motion was made to approve the appliances for Maple Leaf Program and Elections and additional casework or the Elections Department by Commissioner Ensley and seconded by Vice Chairman Kirkpatrick.

Request for approval for Budget Amendment to amend the Capital Project Fund, Project Contingency – Julie Davis, Finance Director

\$2800.00 for additional casework - Elections

\$9400.00 for appliances for Maple Leaf and Election.

Ms. Davis explained that this was contingency from the project in the amount of \$12,200.

Chairman Swanger said that there should be about \$52,000 left over and what would be done with this money. Ms. Davis explained that it could go towards paying the loan, although it can be transferred back into the general fund.

Commissioner Upton made a motion to approve the budget amendment for funding of the additional casework and the appliances for Maple Leaf and Elections. Commissioner Ensley seconded the motion. The motion passed unanimously.

Commissioner Sorrells said that he had worked with Mr. Burris on many other projects and he had come under budget many times. He thanked him for the hard work that he has done.

BE IT ORDAINED by the Board of Commissioners of Haywood County that the following amendment be made to the capital project ordinance for the fiscal year ending June 30, 2014.

Section 1. To amend the Capital Project Fund - County building repairs/construction projects, the expenditures are to be changed as follows:

Line Item	Account Number	Current Budget	Increase (Decrease)	Amended Budget
<u>County projects</u>				
Auxiliary Services Facility				
Building renovation	484200-028000-13ASB	1,118,111	2,850	1,120,961
Land major development	484200-046000-13ASB	47,400	-	47,400
Other equipment	484200-050000-13ASB	-	9,450	9,450
Contingency	484200-899100-13ASB	44,328	(13,290)	31,038
				62,828

which will result in a net increase of \$ _____ in the expenditures of the Capital Project Fund.

To provide the additional revenue for the above, the following revenues will be increased as the money has been received:

Revenue	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget

The effect on the General Fund is as follows:

Revenue	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget

Section 2. Copies of this amendment shall be delivered to the Budget Officer and the Finance Officer for their direction.

Adopted this the 3rd of March, 2014.

ATTEST: 
Clerk to the Board


Chairman
Haywood County Board of Commissioners

Distribution:
To allocate the amount needed for the additional research on the problems for the county recreation facilities.

Presentation and request approval of Memorandum of Understanding between the Greater Haywood County Chamber of Commerce and Haywood County – Ira Dove, Interim County Manager

Mr. Dove began by saying that about a year ago, the Commissioners contacted the Chamber of Commerce and asked them to study different models to see if they could find a way to stimulate excitement in the area and a way to create new energy and enthusiasm. After presenting their study, the County has decided to move ahead. Over the past few months, Attorney Killian and Ms. Hipps have worked together to develop the MOU and to build on the successes of the past.

Chairman of the Greater Haywood County Chamber of Commerce, Greg Boothroyd, addressed the Board and stated that they had been working for several months to come to this. Both boards and the full board had agreed to sign the Memorandum and he was excited to get to this point.

Chairman Swanger concurred that both boards had met and were unanimous with the decision to approve the MOU. He recognized that the economic development alignment has changed over the years and it is good to consider changes here as well.

Attorney Killian inquired about Exhibits A and C, and it was determined that these Exhibits need to be included in the MOU as well.

Commissioner Ensley stated that he appreciated the business community working on this project.

President of the Greater Haywood County Chamber of Commerce CeCe Hipps addressed the Board, thanked the Board for trusting the Chamber, and putting their vote in the

organization. She said that the next step would be to form the board and define the policies and procedure by July 1.

Vice Chairman Kirkpatrick made a motion to approve the memorandum of Understanding between the Greater Haywood County Chamber of Commerce and Haywood County. Commissioner Ensley seconded and it carried unanimously.

STATE OF NORTH CAROLINA
COUNTY OF HAYWOOD

MEMORANDUM OF UNDERSTANDING
GREATER HAYWOOD COUNTY
CHAMBER OF COMMERCE AND
HAYWOOD COUNTY

THIS MEMORANDUM OF UNDERSTANDING ("MOU") is entered into this 3rd day of March 2014, by and between the GREATER HAYWOOD COUNTY CHAMBER OF COMMERCE (hereinafter "the Chamber"), HAYWOOD COUNTY (hereinafter "the County"), together, the Parties.

WHEREAS, the County intends to receive economic development services from the Chamber through a newly formed Economic Development Commission ("EDC") to build the community tax base and diversify economic sectors; and

WHEREAS, the County, the EDC and the Chamber have a mutual interest in establishing and maintaining a successful economic environment; and

WHEREAS, the discussions have resulted in the Parties reaching a mutual understanding regarding a plan for the Chamber to provide services to the County through its EDC; and

NOW, THEREFORE, it is agreed by and between the Parties that their rights and obligations to each other during the term of the MOU shall be as follows:

1. Chamber Services

The Chamber agrees to perform services and make covenants for the County as follows:

- a. Form an Economic Development Commission Board (EDC Board) with a Mission Statement, Logos, Board Composition and Strategies for Moving Forward as set forth upon Exhibit A entitled "Economic Development Taskforce- Framework for Structure", except as set forth in band c of this memorandum. Exhibit A is incorporated by reference as if fully set forth herein.
- b. In addition, the Chairman of the Board of Commissioners, or his designee, shall be able to add a member of the Haywood County Board of Commissioners, appointed by the Haywood County Board of Commissioners, as a voting board member on the EDC board, including participation in any and all non-public session discussions of the EDC and all other EDC activities. Likewise, the Haywood County Manager shall be appointed as an additional member.

- c. Provide guidance to the County on economic development policy discussions and economic development negotiations for incentives with eligible project companies.
- d. Complete work on all projects and tasks as indicated in Exhibit B entitled "Economic Development Taskforce-Branding, Marketing and Communication." Exhibit B is incorporated by reference as if fully set forth herein.
- e. Provide insight about the economic development process to the EDC and engage in discussion on publicly available information on projects.
- f. Market the area to bring new companies to the County, including:
 - i. Hosting prospective companies from outside the Haywood County area;
 - ii. Attend and or participate in tradeshow and mission trips;
 - iii. Participating in and leading efforts with collaborating agencies.
- g. Build relationships with existing businesses to help them expand or stay in the area and assist new business start-ups, including:
 - i. Visiting area companies for retention and expansion consultations;
 - ii. Coordinating with companies to engage value added economic development partners including but not limited to: NC State IES, NC Department of Commerce, Mountain Area Workforce Development Board, NCS&C, NCDOT, WNC transportation Alliance, E3 and others;
 - iii. Working with new and expanding companies to facilitate growth.
- h. Provide economic and applied research on the area, including:
 - i. Responding to research requests as appropriate;
 - ii. Preparing and presenting reports to government and business organizations
- i. Create a marketing and communication campaign to support targeted economic development efforts.
- j. Provide a strategic plan for the EDC related to economic development in Haywood County, with performance measures, and update the same as needed.

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k. Provide audited financial statements, utilizing an independent outside audit based on accounting principles generally accepted in the United States of America, showing the County's contribution and related expenses, to the County on an annual basis.

l. Develop a budget for use of the funds annually. The first budget is attached as part of Exhibit C. Exhibit C is incorporated by reference as if fully set forth herein. The Chamber retains the right to reallocate individual line items in the EDC budget as necessary.

m. Provide an annual assessment of the success of the EDC and provide a detailed annual report including but not limited to, audit report, completion of strategic plan, performance measures and other things, to the Board of Commissioners upon completion, commencing one year after the initial grant and continuing every year after. Any items not expensed out of allocated funds at the end of the fiscal year will be retained by the Chamber and allocated for future fiscal years in accordance of this agreement.

2. Payment for Services; Accounting

The County shall pay to the Chamber the total sum of \$223,059.00 per fiscal year (July 1 - June 30) for the services described herein. During the 2014-2015 fiscal year, payment shall be made quarterly commencing July 1, 2014 and due the 1st day of each quarter. Prior to the first payment, the Chamber shall provide a copy of an independent outside audit based on accounting principles generally accepted in the United States of America. The second payment and subsequent payments shall be made following a brief report of the activities, expenses and expenditures of the Chamber's services for the previous three (3) months, including a detailed description of the results of those services listed on Exhibits A and B. The payment schedule is as follows \$75,000.00 beginning July 1, 2014 and \$49,259.00 per quarter thereafter. In the following years, payments will be made in four quarterly payments in the amount of \$55,764.75 per the annual approved budget.

3. Effective Date; Term; Termination

- a. This MOU shall become effective on July 1, 2014.
- b. The term of this MOU shall be for a period of sixty (60) months, with an initial period of twenty-four (24) months, commencing on the effective date noted above through June 30, 2016. Following the initial term, an automatic term renewal for twelve (12) months will be effect unless either party provides a thirty (30) day written notice to the Chamber prior to the end of the term of the MOU.

c. Both parties mutually agree that both parties can terminate this MOU, for any reason, with thirty (30) day written notification.

4. Notices

All notices to be provided under this MOU shall be in writing and delivered by hand delivery or certified mail, return receipt requested, to the parties at the following addresses:

- a. Greater Haywood County Chamber of Commerce
28 Walnut Street
Waynesville, NC 28786
- b. Haywood County
215 N. Main Street
Waynesville, NC 28786

5. Assignment

This MOU shall not be assigned by either party.

6. Amendment

This MOU may be modified or amended only by a written amendment signed by both parties.

7. Applicable Law

This MOU shall be governed by and construed under the laws of the State of North Carolina.

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Exhibit A

MEMORANDUM OF UNDERSTANDING
GREATER HAYWOOD COUNTY CHAMBER OF COMMERCE,
HAYWOOD COUNTY BOARD OF COMMISSIONERS AND
HAYWOOD COUNTY ECONOMIC DEVELOPMENT COMMISSION

Economic Development Taskforce -
Framework for Structure

Mission Statement

The mission statement for both organizations will remain the same.
The mission of the Haywood County Economic Development Commission is to foster a healthy and prosperous economy and quality of life for our community through the development of capital investment, job creation and entrepreneurial opportunities while supporting existing business and industry.
The Greater Haywood County Chamber of Commerce is a membership-driven business organization that is dedicated to providing our members with the resources necessary for business success. We provide the resources necessary for business success, economic vitality and a sustained quality of life.

Logos

Each entity will have a separate identity and logo. Chamber has recently gone through a rebranding. Economic Development will go through a rebranding process as well. See strategies below for moving forward.

Board Composition

The board would be inclusive of all stakeholders and would consist of the representatives listed below. The meeting frequency will be determined by the board.

- 1. Rep from defined industry clusters (multiple people) align regional and state clusters
- 2. Dale Ewing/HDC/Chair of Haywood County
- 3. Chair of County Commissioners, or designee
- 4. Haywood County Manager
- 5. Mayor - Town of Haywoodville, or designee
- 6. Mayor - Town of Canton, or designee
- 7. Mayor - Town of Maggie Valley, or designee
- 8. Mayor - Town of Clio, or designee
- 9. Manufacturing (Ed. Evergreen, Conifer)
- 10. Financial Industry Representative
- 11. Haywood County Chamber President
- 12. Community College Representative
- 13. Public School Representative
- 14. Hospital Representative
- 15. Haywood Advancement Fair Rep
- 16. Tourism Development Authority
- 17. 2 At Large Members - Business Community

IN WITNESS WHEREOF, the parties have duly executed this MOU as of the day and year first above written.

GREATER HAYWOOD COUNTY CHAMBER OF COMMERCE

BY: *Eric Hippo*
Eric Hippo, President

Greg Swanger
Greg Swanger, Chairman

ATTEST: HAYWOOD COUNTY

Ira Dine
Ira Dine
Interim County Manager/Clerk to Board

BY: *Mark Swanger*
Mark Swanger
Haywood County Board of Commissioners

This MOU has been pre-audited in the manner required by the Local Government Budget and Fiscal Control Act.

Julie Harris
Julie Harris
Haywood County Finance Director

Exhibit B

MEMORANDUM OF UNDERSTANDING
GREATER HAYWOOD COUNTY
CHAMBER OF COMMERCE AND
HAYWOOD COUNTY

Economic Development Taskforce -
Branding, Marketing and Communication

While we recognize that the board has a significant number of positions listed, inclusiveness of community stakeholders in economic development efforts is critical to our future success.

A quorum will be defined once the board is established.

Strategies for Moving Forward

- 1. Form the Board (expansion)
- 2. Work with economic developer to evaluate and review the job descriptions of the staff
- 3. Engage in Strategic Planning Process
- 4. Identify Industry Clusters (Some Suggested Industry Clusters listed below) The categories listed below are suggested categories but would need to be aligned with regional and state clusters.
 - a. Manufacturing
 - b. Science & Technology
 - c. Knowledge based Entrepreneurship
 - d. Arts & Culture
 - e. Health Care
 - f. Tourism, Outdoor Recreation and Adventure
- 5. The cluster committees will support the Board at appropriate times
- 6. Develop Metrics for Measurement and Timeline with Benchmarks (Accountability)
- 7. Develop Communications Plan
- 8. Seek Capital Investment - Municipalities, County, Large Industry and Business

Committee Notes:

- > Expansion of the current board is a must regardless of the location of the EDC
- > Funding needs to be increased regardless of the source of revenue
- > Metrics for Accountability and timeline needs to be developed
- > The EDC will need a focus and a renewal of priorities

A solid image and brand for the county is the result of marketing and communicating a consistent message in appearance and delivery for the Haywood County Chamber of Commerce and the Economic Development Commission.

Consistency would bring forth the following benefits:

- Broadening the scope of marketing beyond Haywood County, attracting a large audience of potential visitors, residents, and businesses
- Design and develop a cohesive marketing and communication strategy
- Creating a one stop shop for information on Haywood County including statistical information about schools, tourism, health, culture, housing, wages, etc.
- Gaining economies of scale with marketing with a website, marketing collateral, presentation materials, printing, and resources, etc.
- Strengthening the focus of marketing and communications
- Establishing more integrated accountability by reporting progress achieved against the strategic plan to the Haywood County Commission quarterly (more often if requested)
- Designing effective reporting and analytical tools
- Showcasing and communicating the unique natural resources of Haywood County such as the lifestyle, safety, outdoors, and recreation
- Serving as a catalyst for the stakeholders in the economic development of Haywood County
- Seeking the intellectual capital that exists in our community to assist in strengthening Haywood County
- Cultivate partnerships with local media, hospitality, and other distribution options to provide input and opportunities
- Providing balanced consideration for all facets of business opportunities through research and market segmentation
- Create incentives/packages to visit Haywood County
- Utilizing data mining by a broader audience

Tactics to achieve the above stated benefits:

- Identify the 3-5 major areas of development for the county, referred to as "clusters" as the foundation from which to build and design specific action steps for each cluster
- Design and develop a formal 1-3 year branding, marketing, and communication strategy which will include, but not limited to, the following tactics:
 - o Design an executive overview of the marketing and communication strategy
 - o Integrate the website for the Haywood Chamber of Commerce and the Haywood County Economic Development Commission (currently the Chamber website is being redesigned as part of the rebranding initiative)
 - o Develop a template for a monthly EDC Newsletter for distribution
 - o Enhance an EDC PowerPoint presentation to be utilized for community/Civic organizations
 - o Enhance an EDC PowerPoint presentation to be utilized for trade shows, clients, and conferences

Exhibit C

MEMORANDUM OF UNDERSTANDING
GREATER HAYWOOD COUNTY CHAMBER OF COMMERCE
HAYWOOD COUNTY BOARD OF COMMISSIONERS AND
HAYWOOD COUNTY ECONOMIC DEVELOPMENT COMMISSION

- o Design marketing collateral and tear sheets showcasing the potential of establishing and transacting business in Haywood County, communicating outcomes and impacts of trends for economic development achievements
- Utilize the leadership of the Chamber to collaborate with Haywood Community College, the Hospital, Towns of Canton, Clyde, Maggie Valley, and Waynesville and others to create a cohesive strategic plan
- Collaborate and communicate with local, regional, state and national economic development agencies to further economic development in Haywood County. Some of these agencies include:
 - o Southwestern Commission for Region A
 - o Land of Sky Regional Council Region B
 - o Advantage West Regional Economic Development Group
 - o Carolina West Regional Economic Development Group
 - o NC Department of Commerce
 - o The Lane Division of Commerce
 - o Golden LEAF foundation
 - o Federal Department of Commerce
 - o Other task groups that further economic development
- Attend the Haywood County Commissioners meetings as needed by the Chamber/EDC leadership and maintain situational awareness of important economic topics of the Board of Commissioners
- Offer workshops/seminars on a host of topics that are of interest to the community at large and special niche markets by partnering with the talents of Haywood Community College Business, Leadership Haywood, Chamber Small Business Development Series etc.
- Keep open communications with the County concerning important economic topics

Economic Development Taskforce - Budget

Personnel	Expense	Budget
	Salaries and Wages - Reg	\$18,000
	Salaries and Wages-Longevity	\$0
	Board Member Expense	\$500
	Social Security Contribution	\$9,247
	Retirement Contribution	\$0
	Co-Contrib-401(K) Su	\$0
	Hospitalization Ins	\$7,200
	Worker's Comp Contribution	\$495
	Other Fringe Benefits	\$72
	Total Personnel	\$35,514

Administration	Expense	Budget
	Office Supplies & Materials	\$2,250
	Dues and Subscriptions	\$4,250
	Travel	\$8,000
	Communications	\$2,400
	Communications - EE Cell Phone (annual cost)	\$1,500
	Equipment	\$1,500
	Audit and Accounting	\$5,000
	Total Administration	\$25,000

MEMORANDUM OF UNDERSTANDING
GREATER HAYWOOD COUNTY CHAMBER OF COMMERCE
HAYWOOD COUNTY BOARD OF COMMISSIONERS AND
HAYWOOD COUNTY ECONOMIC DEVELOPMENT COMMISSION

Facilities	Expense	Budget
	Rent (\$300.00 per month + utilities)	\$4,500
	Cleaning Services (\$20.00 bi-weekly)	\$520
	Moving Expense (one-time expense)	\$3,000
	Total Facilities	\$8,020

Marketing	Expense	Budget
	Advertisement	\$15,275
	Marketing	\$18,250
	Meeting Expense	\$1,500
	Total Marketing	\$35,025

Programs	Expense	Budget
	Prospect Development	\$11,000
	Other Contrib, Grant	\$8,500
	Total Programs	\$19,500
	Total Economic Development	\$23,059

CLOSED SESSION

Vice Chairman Kirkpatrick made a motion to enter into Closed Session for Attorney/Client Privilege G.S. §143-318.11(a)(3). Commissioner Upton seconded, the motion carried unanimously.

The Board returned from closed session.

ADJOURNMENT

Commissioner Sorrells made a motion to adjourn the regular Board meeting. Vice Chairman Kirkpatrick seconded; the motion carried unanimously.

The time of adjournment was 10:30 a.m. The DVD is attached by reference to the minutes.

CLERK

CHAIRMAN

