

State of North Carolina

Minutes

County of Madison

The Madison County Board of Commissioners met jointly in special session with the Madison County Economic Development Board on Tuesday, February 25, 2020 at 6:00 p.m. at the North Carolina Cooperative Extension Madison County Center, 258 Carolina Lane, Marshall, NC.

In attendance were Chairman Craig Goforth; Vice-Chairman Mark Snelson; Commissioners Norris Gentry, Wayne Brigman, and Matt Wechtel; Clerk Mandy Bradley.

The meeting was called to order at 6:00 p.m. by Chairman Goforth.

Item 1: Joint Meeting with the Madison County Economic Development Board to Hear the Economic Development Strategic Plan from the Economic Development Board

Chairman Goforth turned the meeting over to the Economic Development Board. Mitch Hampton with the Economic Development Board discussed accomplishments of the Economic Development Board which included: Board training with Pisgah Legal; grant funding for the Art Park with new art installation; Camp Girl Boss; pre-apprenticeship and apprenticeship programs with local manufactures, AB Tech, and Madison High School; Broadband; transportation plans; the Legislative agenda to support Economic Development needs; and conferences attended by Board members.

Personal introductions were made by members of the Board of Commissioners.

Community and Economic Development Director Terry Bellamy presented a powerpoint presentation regarding the draft of the Economic Development Strategic Plan as well as discussed information with the Board and answered questions. (Attachment 1.1)

Discussion was had among both Boards.

Item 2: Adjournment

Upon motion by Commissioner Wechtel and second by Commissioner Gentry, the Board voted unanimously to adjourn.

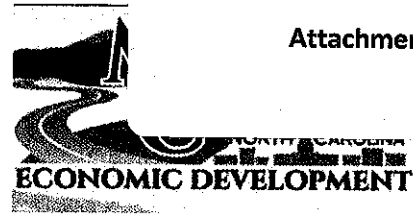
This the 25th day of February, 2020

MADISON COUNTY


Craig Goforth, Chairman
Board of Commissioners

ATTEST:


Mandy Bradley, Clerk



Joint Meeting of the Madison County Commissioners and Madison County Economic
Development Advisory Board

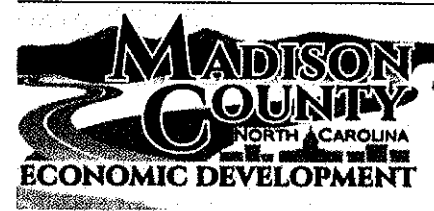
Tuesday, February 25, 2020
North Carolina Cooperative Extension – Madison County Campus

Agenda

- I. Call To Order
- II. Introductions and Welcome

Craig Goforth, Chairman, Madison County Commissioners
Mitch Hampton, Chairman, Madison County Economic Development Advisory
Board
- III. Presentation of the Madison County Economic Development Strategic Plan

Terry Bellamy, Director, Community and Economic Development Department
- IV. Discussion of the Madison County Economic Development Strategic Plan
- V. Next Steps
- VI. Adjournment



**Joint Meeting of the Madison County Commissioners and Madison County Economic
Development Advisory Board**

**Tuesday, February 25, 2020
North Carolina Cooperative Extension – Madison County Campus**

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Section I	Economic Development Incentive Profile



History

In 2010, Madison County civic leaders created the Madison County Comprehensive Plan, which focused on planning for the future growth and development of the County. The Plan was developed by the staff of the Land of the Sky Regional Council. As part of the planning process a steering committee was created to assist in guiding the work of the Land of the Sky Regional Council, while also engaging residents of Madison County to encourage their participation in the planning process.

In 2017, the Madison County Commissioner's partnered with the Department of Commerce's Rural Economic Development Division's North Carolina Main Street and Rural Planning Center to update the Economic Development efforts of Madison County. The North Carolina Main Street and Rural Planning Center appointed three staff people to assist with the development of the Madison County Strategic Planning process. The individuals assisted with coordinating, convening and facilitating Steering Committee meetings along with Madison County's Economic Development and Planning staff members.

Economic Development Advisory Board's Strategic Planning Steering Committee:

Madison County Commissioners:

Norris Gentry
Matthew Wechtel

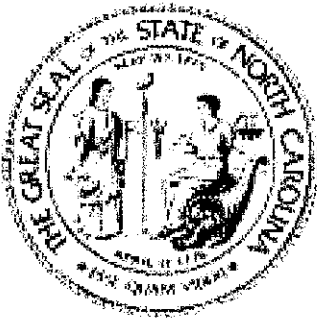
Staff Members:

Terry M. Bellamy
Ryan Cody
Forrest Gilliam
Sara Nichols

Economic Development Advisory Board Members:

Nancy Allen
Nathan Bennett
Darhyl Boone
Grainger Caudle
Ryan Cody
Sherri Davis
Lisa Gahagan
Mitch Hampton
Sidney Harrison
William Hoffman
Gene Loflin
Bruce Murray
Connie Molland
Ryan Rector
Jonathan Szucs
Tammie Whitlock
Ross Young
Bob Zink

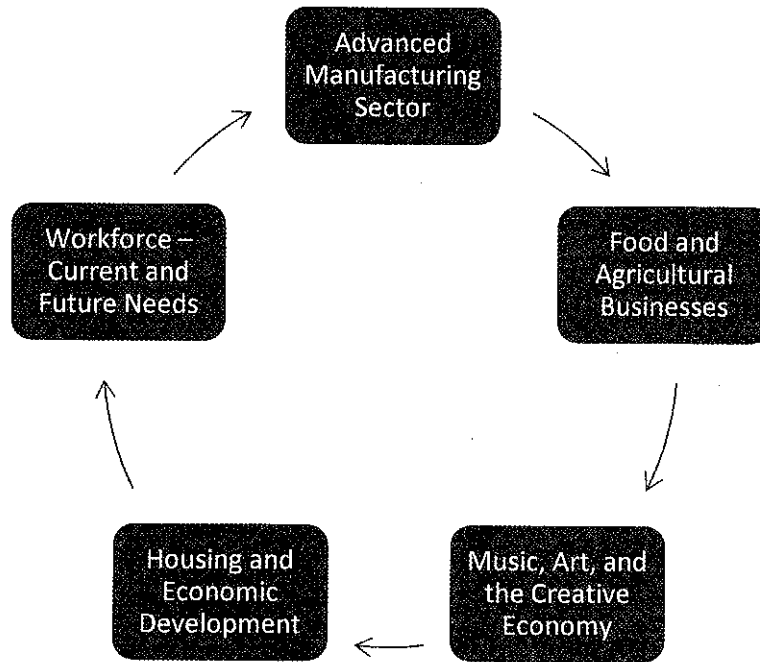
Consultants



Special thanks to the Staff of the North Carolina Department of Commerce - Rural Economic Development Division's North Carolina Main Street and Rural Planning Center for their assistance:

Ann Bass, North Main Street and Rural Planning Center
Glen Locascio, GIS Analyst, North Carolina Main Street & Rural Planning Center
Karen C. Smith, Coordinator, Rural Solutions

The Steering Committee heard from representatives from the following sectors to assist in the development of the plan:



The Madison County Community and Economic Development Staff would like to thank the following presenters:



Advanced Manufacturing Sector
Josh Carpenter, Regional Industry Manager,
Western Region, Economic Development
Partnership of North Carolina
Bill Slagle, Regional Industry Manager,
Northwest Region, Economic Development
Partnership of North Carolina

Food and Agricultural Sector
Smithson Mills, Executive Director of Blue
Ridge Food Ventures





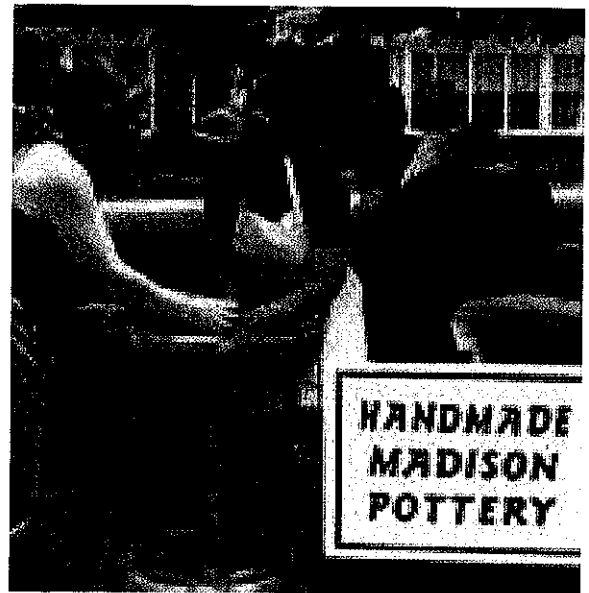
Outdoor Recreation Sector
Matt Raker, Executive Director,
Mountain BizWorks

Housing Sector

Bruce Anderson, Broker, Quinn Anderson Real Estate Solutions
Rosie Chandler, Eden Rock Enterprises
Ann M. Harold, Broker/Owner, French Broad Real Estate Company
Robin Merrell, Managing Attorney, Pisgah Legal Services
Marc Mullinax, Professor and Faculty Chair, Mars Hill University

Music, Art, and the Creative Economy Sectors

Laura Boosinger, Executive Director, Madison
County Arts Council
Rob Pulleyn, Artist & Entrepreneur, Marshall
High Studios



Workforce Development Sector

Derrick Edwards, Business Services Representative, Mountain Area Workforce
Development Board
Tamara Edwards, Vice – Human Resources, MB Haynes Corporation
James Huey, Career and Technical Education Director, Madison County Schools
Stacey Peek, Coordinator, NC Works Career Center- Madison

Economic Development Strategic Plan

Vision Statement: People of all ages will find themselves at home in Madison County. Madison County is a place where people can earn a good living while having the choices and resources available in the community to achieve a high quality of life. Private investment in the County is embraced and growth is planned in a way that encourages upward mobility, while preserving the County's rural identity, strong sense of community, and exceptional natural resources.

Economic Development Implementation Plan



Growth and Development
 Strategic Goal:
 Develop and
 Implement a Vision for
 Planned Growth and
 Development

Objectives:

- Update the 2010 Comprehensive Plan for Growth and Development for Madison County, to include an analysis of the resources and follow up steps necessary for implementation
 - Encourage an annual joint-meeting of key county boards pertaining to growth and development
 - Increase the availability of convenient retail options for consumers, encouraging local purchasing and increasing sales tax revenues
- Facilitate urgent discussions with the leadership of the County and the three towns to increase the capacity of adequate water and sewer services
- Continue efforts that foster the expansion of reliable and affordable high-speed internet throughout Madison County through local financial support of grant opportunities and partnerships with private providers and other government entities

- Work with appropriate County agencies, including Inspections and Zoning and Environmental Health, to streamline the permit approval process to provide a convenient service to citizens while also ensuring public safety
- Increase the availability of affordable and moderately priced housing stock within the County
 - Create a Madison County Housing Consortium to evaluate and pursue opportunities for a unified housing development effort in Madison County.



Economic Development

Strategic Goal:
Support the creation of increasingly diverse employment opportunities that provide livable wages

Objectives:

- Encourage and support the expansion and retention of existing businesses and industries in the County
- Identify and pursue opportunities for additional industrial and commercial properties in Madison County, incorporating land use and infrastructure capabilities. Expand and maintain available property for development and redevelopment on www.investinmadison.com's website and with the Economic Development Partnership of North Carolina
 - Support the expansion of the usage of the Madison County Industrial Site by existing and prospective employers
- Ensure access to skills-based job training at all educational levels for in-demand jobs in Madison County and the region
 - Support the expansion of pre-apprenticeship and apprenticeship programs within the business and nonprofit sectors
- Host an annual countywide event focused on critical economic development opportunities and initiatives

- Support efforts to develop a stronger entrepreneurial ecosystem that encourages local innovation and investment
- Evaluate the equity of room tax and other tourism based revenues and recommend any necessary changes to their structure, while supporting efforts to invest such efforts in proceeds that aid in the economic growth of the County
- Encourage and facilitate efforts for increased collaboration among various industry sectors, including outdoor recreation, manufacturing, and retail



Community Development

Strategic Goal: Develop, maintain and expand initiatives that increase the quality of life for the residents and visitors of Madison County

Objectives:

- Research and pursue suitable funding sources to increase support for childcare and youth development programs within the County with appropriate partners
- Provide support to County and community partners in pursuit of a unified plan for parks and recreation, assisting in both the planning process and in identifying funding opportunities
- Continue the expansion of the Madison County Manufacturing Art Park
- Collaborating with community partners, develop a brochure and/or website for the public art within Madison County



Madison County Community and Economic Development Department

Economic Development Incentive Profiles

Punker, LLC dba Madison Manufacturing/Peerless Blowers

In October 2015, Punker, LLC was provided a Building Reuse grant allocation from the State of North Carolina's Department of Commerce's Rural Division – Building Reuse Program on behalf of Madison Manufacturing/Peerless Blowers. The company was awarded up to \$260,000 to support additional job creation and the renovation of their existing manufacturing facility.

Employee Hiring:

The grant period for Punker, LLC was complete as of April 30, 2019. At the end of the granting period, Punker, LLC had hired 26 new full-time employees whose wages met the required threshold for the State. Punker, LLC also met and exceeded the baseline benefits required by the State.

Building Investments:

As of July 2019, the company had invested \$183,894.58 into their facility. They made significant investments in upgrading their electrical system, roof, office doors and windows to ensure that the facility met existing building codes and had the capacity to meet the increased production demands of company.

Punker, LLC's investment in their staff and facility afforded them the opportunity to receive \$91,945.79 from the Department of Commerce. All of their reports were submitted to the Department of Commerce's staff in July and their grant has been successfully and officially closed.

Buchi Kombucha

On October 18, 2018 Buchi Properties, LLC was awarded a Building Reuse allocation from the State of North Carolina's Department of Commerce's Rural Division. The Building Reuse program allotted Buchi Properties, LLC \$350,000 for the period of 10/18/2018 to 10/18/2020. As part of the requirements to receive the funding, Buchi Kombucha needed to hire 28 full-time individuals and make upgrades to the former "Mato Building" in Marshall, North Carolina.

Employee Hiring

As of September 30, 2019, Buchi Kombucha had created 50 full-time jobs and 13 part-time jobs. Buchi Kombucha's employee hiring numbers met and exceeded their goal requirement to receive funding. It is important to note that they accomplished this goal within 18 months.

Building Investments

As of December 31, 2019 they had invested over \$700,000 in rehabilitating the manufacturing facility, which afforded them the opportunity to expand their production capacity. According to their business representative, "Bottling units [production] have increased from 5,000 units per week to 360,000 units per week."

Due to Buchi Kombucha's success, their Building Reuse grant has now been closed and they have received all of their allotted funds through the State of North Carolina's Department of Commerce's Rural Division – Building Reuse Program.

*These profiles do not include local match information, which were required by the State of North Carolina's Dept. of Commerce.

Post Office Box 579, Marshall, NC 28753 (828)649-1377

Madison County's Economic Development Department's mission is to promote, support, and encourage strategic growth in our community.