

TOWN OF BAYBORO STEP Leadership Team
Ned Delamar Center, Pamlico Community College
September 17, 2009 @ 5:30PM

Mr. Himbry called the meeting to order and welcomed everyone. He then had each committee member proceed to give their name and affiliation. Mr. Himbry gave a brief opening speech regarding the opportunities available for the County. He then introduced Akilah Ensley, a representative of the 2010 US Census Bureau, who proceeded to give a brief overview of the upcoming census. Refreshments were served.

Chilton Rogers, STEP Coach from the NC Rural Center, took the floor and again welcomed everyone. She proceeded to give a brief review of what has been accomplished and what is planned for subsequent meetings.

Commuters Committee member Ben Hollowell spoke about working with the DOT regarding the landscaping issues involved with the widening of Highway 55. The committee would like to concentrate on the view that is seen coming into, around, and going out of the county. They would like to see each town represented by a nice town sign with their own individualized theme of landscaping along the highways, particularly along the Highway 55 corridor. This individualization would help distinguish between leaving one town and entering another. The general consensus of the commuters committee is that a pleasant view would encourage people to travel to our county.

Ms. Rogers stated that she has had a lot of phone calls and has answered a lot of questions for the subcommittees so she knows that everyone is diligently working on their strategies. She applauded each subcommittee's dedication toward their specific tasks. Ms. Rogers went on to speak about two separate grant opportunities available. Information sheets were placed on each group of tables for those interested in pursuing the grant opportunities. Ms. Rogers spoke about a grant writing workshop that is being offered over a series of days starting on October 15, finishing up at the NC Rural Forum on November 5 and 6, 2009. The Committee was encouraged to attend this forum. December 8 and 9, 2009 is the final phase of the grant writing workshop.

Ms. Rogers had each subcommittee give a brief overview regarding the progress of their economic development strategies and where they are in the project development phase. This being a chance to see where everyone can see what each subcommittee is doing.

Jerry Prescott, chairperson of the Business/E-ship subcommittee gave a brief review. He stated that they took the SWOT analysis and summarized it into their strategic implementation statement. The statement is as follows:

The economic future of Pamlico County and its towns is dependent on the nurturing of existing businesses and the creation and growth of new business.

We need to build on the strengths of the talent pool within the community, our location, the existing recreational opportunities, a friendly and courteous business environment for small businesses, and the excellent quality of life through opportunities to:

- create entrepreneurial spirit at all levels
- capitalize on our people resources
- develop a highly qualified workforce
- utilize the resources of the military alliance and the SMART Growth Plan

We need to overcome the critical weaknesses of infrastructure deficiencies, absent core business capability, the exodus of families and children, the need for local government vision and support, and a small population. We are threatened by:

- an environment that encourages out of county shopping, both physically and on-line
- waning participation and a growing apathy within the communities
- static or declining population
- competition from Carteret and Craven counties
- the persistent economic downturn

Mr. Prescott stated that the subcommittee had decided upon two projects. He then introduced Candy Roberts, who gave a brief outline of the first project that was decided upon. Project one is to identify and validate up to three core business capabilities and develops a mechanism for their fruition.

Mr. Prescott introduced Brian Dodds, who gave a brief outline of the second project that was decided upon. Project two is to create support networks to provide direct, customized assistance to entrepreneurs as they develop their business. Both projects to be attached to the minutes.

Ms. Rogers thanked the Business/E-ship subcommittee for their presentation and stated that other committees may come out of each subcommittee.

Ms. Kenya Servia, chairperson of the Commuters Subcommittee, gave a brief report. The subcommittee chose to focus on beautification, because it is relatively low cost and would make an immediate impact. The purpose of a beautification project is to make it more attractive so commuters will stop in our towns instead of just passing through on their way to bigger towns. This project will lead to smaller projects. Ben Hollowell spoke about working with DOT about landscaping the Highway 55 Corridor. Jayne Robb spoke about having each community invest in a logo to distinguish between each town. This will provide each town with their own identity. Tim Buck spoke about utilizing the Bayboro Town Park as a draw for people taking recreational time. There are grants available for revitalizing the park, such as installing bathrooms and playground equipment.

Joseph Himbry, chairperson of the Tourism Subcommittee, gave a brief report. The subcommittee is focusing on recreational, residential, and commercial development to draw tourists into the county. Some projects being considered are developing the waterfront, a mini motor sports complex, a hotel with restaurant, entertainment court, and retail shops, downtown retail shop development, residential housing development, flea mall incubator, blue crab festival, bicycle/motor bike run/walk Pamlico Circular Tour, skateboard park, x-game type competitions, farmers market, use of the railroad bed, entertainment complex, spa, and a brochure listing current recreational sites in Pamlico County. Mr. Himbry stated the need for a feasibility study.

Larry Moolenaar, chairperson of the Retirees Subcommittee, gave a brief report. Their strategy is to attract retirees to the county. Pamlico County is a rural and sparsely populated county that lacks many of the amenities and services relocating retirees are seeking. Even though Pamlico County has some of the amenities and services sought by retirees, such as 4 mild seasons, low cost of living, scenic beauty, and outdoor recreation; it lacks shopping opportunities, good medical services, cultural/ social/ spiritual opportunities, a variety of housing options, and transportation options. When amenities are available, they are limited in number and not well publicized.

Many potential retirees come first as a visitor to the place where they will eventually retire. If visitors to Pamlico County were made aware of the available amenities and services, even though limited, they would be more inclined to retire in the County.

One project of the subcommittee is to implement a two phase senior friendly community initiative. Phase 1 includes:

1. Complete a county-wide senior friendly community assessment to evaluate the following: 1) access to healthcare, 2) safety and security, 3) availability/ affordability of housing, 4) transportation, 5) commerce, 6) enrichment, 7) inclusion, 8) supportive community services, and 9) walkability/ bikeability. (months 1-6)
2. From the assessment, create a catalogue of amenities and services available in Pamlico County, and if not available in Pamlico County, identify the nearest source. (months 1-6)
3. From the assessment, develop and distribute a marketing piece for visitors, boaters and day-trippers that accentuate the positive senior friendly attributes in Pamlico County. We are suggesting a rack card with basic information that leads visitors/ potential retirees to a web-listing (map?) of amenities and services. (months 7-9)

Phase 2 includes:

4. From the assessment, develop a gap analysis that identifies those amenities and services that are missing or need improvement. Recommend strategies, partners and funding strategies to fill senior amenity and service gaps. (months 7-12)

After some discussion regarding each subcommittee report, Ms. Rogers congratulated each subcommittee on the work they had done. She then discussed various aspects so that each subcommittee can go back and flesh out their individual projects. The goal is to have the projects fleshed out in great detail and done by the November Leadership Meeting. At this time, the leadership team will prioritize the projects and then go forward with finding the funding for these projects.

Ms. Rogers talked about starting with the vision statement, then developing a strategy, then developing projects, and finally deciding what you need to do to see that project fulfilled. By following this schedule, a healthy Pamlico County/Bayboro/Community will emerge. Ms. Rogers used the analogy of creating a diet for a healthy body by planning meals with dishes made up of certain ingredients, in essence creating a recipe for a healthy community.

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Ms. Rogers went on to say that some projects could have spin-off projects and that if you do not understand your strategy; you will not have a successful project.

Ms. Rogers brought to the committee's attention the need to gain approval to send a delegate of teachers from the Pamlico Community College and the Pamlico County School System to the Educational Forum in Norfolk, Virginia. After some discussion, a proposal from the school system is to be sent to the Bayboro Town Council for approval.

The next meeting was scheduled for Thursday, October 22, 2009 and is to be held at the Ned Delamar Center located at the Pamlico Community College. There being no further business the meeting was adjourned.

Respectfully submitted,

Barbara Baker, Coordinator

In Attendance:

Chilton Rogers, STEP Coach
Barbara Baker
Rhonda Breed
Tim Buck
Beth Bucksot
Jim Coon
Cleve Cox
Clark Dimond
Brian Dodds
Alice Garrison
Martha Hall—Reporter
Joe Himbry
Vinnie Himbry
Ben Hollowell
Mark Howell
Larry Moolenaar
Sam Myers
Linda Potter
Jerry Prescott
Pat Prescott
Misty Rasmussen
Ruth Rice
Jayne Robb
Candy Roberts
Bill Sage

Dee Sage
Kenya Servia
Karen Gray-Guest
Tina Gray-Guest