

NC STEP Committee Meeting
Ned Delamar Center, Pamlico Community College
January 21, 2010 @ 5:30PM

Joseph Himbry called the meeting to order and welcomed everyone. He reminded the committee that the projects are a never ending concept and that everyone is needed. He proceeded to have everyone quickly introduce themselves.

Chilton Rogers, STEP Coach from the NC Rural Center, took the floor and again welcomed everyone. She then introduced the Pamlico County School System delegation that went to the National Education Forum held in Virginia this year. Spokesperson for the delegation, Jeremy Johnson introduced himself. He thanked the Committee for allowing them to come and present their report derived from attending the National Educational Forum in Virginia.

Mr. Johnson stated that as an educator, he had been to quite a few conferences and often times left the conferences disappointed, this was not the case this time. The Education Conference in Virginia was quite good as well as informative and the delegation came away excited and invigorated with ideas. Mr. Johnson feels that attending the conference was a great investment and that the Pamlico School System and College had a good representation. During the course of the conference, the delegation developed a mission and vision statement.

The Mission of the Entrepreneurship Education Council of Pamlico County is to establish a comprehensive entrepreneurship education program, embedded in the K-16 curriculum, which will result in the training of entrepreneurs for the stabilization and growth of the economy of Pamlico County. Mr. Johnson feels that this statement says a lot in that the school system wants to see a partnership between itself and Pamlico County.

The Vision of the E/ship Education Council is that through a dynamic educational program, Pamlico County will become home to industrious entrepreneurs who will establish viable businesses and contribute to the growth of Pamlico County's economy.

Mr. Johnson further went on to say that they were very fortunate to encounter NC REAL Enterprises at the Conference. NC REAL Enterprises is a 501(c)(3) non-profit organization (partially funded by the NC Legislature) dedicated to helping bring entrepreneurship and small business creation to NC. They provide curriculum and training for teachers, experiential learning, and have a proven track record of helping communities like Pamlico County train entrepreneurs. (Information sheets to be attached to the minutes)

Mr. Johnson reported that in order to realize their mission and vision, they would like to utilize NC REAL Enterprises as a resource for training and integrate NC REAL curriculum into the educational program at all levels (K-16). They would also like to partner with local businesses to expose students to possible business opportunities and provide real-world experiences and extend the classroom by using various local resources to provide extra-curricular learning opportunities.

Per Mr. Johnson, it is very important that students at least get to see and speak with business owners here in the County. The idea is that students learn best when they are actively involved in the learning process. Students will be exposed to experiential learning and be able to develop a business plan that they will have when they graduate high school. The NC REAL Curriculum includes this concept of learning in their curriculum.

Based upon recommendations that they had received while at the conference, the delegations has developed a plan of action in which they hope to implement. The proposed action steps are to:

- contact NC REAL to schedule BES training for the spring of 2010
- collaborate with community organizations to synchronize instruction between the schools, community college, and after-school agencies
- secure funding for future training and activities
- send interested faculty members to summer training programs
- fully implement NC REAL curriculum at all levels starting Fall 2010
- contact local businesses to coordinate job-shadowing/exploratory learning opportunities
- create an advisory council
- create a resource guide
- summer entrepreneurship camps held at PCC
- actively engage middle grades students
- make all PCC entrepreneurship education classes available to high school students online
- continue emphasis on existing articulation agreement between CTE and the community college
- continue to promote and market entrepreneurship education opportunities that are available

Mr. Johnson concluded his presentation and stated that the delegation will be giving their presentation to the Board of Education on February 1st with the hope of obtaining financial assistance. There are scholarships and grants available to help in this endeavor. Mr. Johnson stated that the mission and vision statements were developed at this early stage to help expedite their vision of growing our own entrepreneurs. There was some discussion regarding his presentation. Several committee members are familiar with the NC REAL Curriculum. In closing, Mr. Johnson thanked the committee for their time.

Mr. Himbry stated that the Town of Bayboro received this report very well and thought it was a great investment. Anytime you are energizing the teachers in entrepreneurship, they are going to energize the students. And we are hoping that this is the beginning of an entrepreneur community. The more people that get involved will give our students more opportunities which will in turn give back to our businesses. The Town of Bayboro is glad the delegation went to the Forum and that they were energized. We also hope they continue the process.

Dr. Coon spoke regarding the delegation and expressed his appreciation to the STEP Committee and the Town of Bayboro for their support in sending the delegation to the Education Forum. He also thanked Mr. Johnson for being the spokesperson and thanked the delegation for giving up their time to attend the Forum and for putting together the presentation. Dr. Coon sees this endeavor reaching far beyond the high school level.

Ms. Rogers thanked the educational delegation for their presentation and moved on to the next order of business. She hopes to have the committee done with the planning process by March 2010. At the March meeting, Chilton will be bringing Misty or Art to explain the next phase process. She stated that as she moves on, the committee needs to have project leaders; someone to carry on and who is going to take the reins to make sure everything continues.

Ms. Rogers referred to the presentation given on January 6, 2010. She thanked the members of the STEP Committee that came out in support of the presentation. There were close to thirty people that attended the presentation. Among those attending were several town mayors, town and county commissioners, as well as citizens of Pamlico County and the media. Emphasis was placed on the importance of the Town of Bayboro Town Council being up to date on the information from the STEP Committee. Ms. Rogers stated that in order for Pamlico County to succeed, all of Pamlico County has to work together.

Regarding the Project Evaluation, Ms. Rogers stated that this is an updated version of all the projects through the last meeting. The Committee needs to see where it is regarding the projects. The strategy statements and implementation statements need to be complete and ready by February 18. Ms. Rogers is going to put everything together in order to present it to the Town Council.

Each project subcommittee gave a report on their project status. They discussed their expectations and selected project leaders. Ms. Rogers stated that if a committee member wanted to switch project committees to work on another project, now is the time.

The Business/E-ship subcommittee spoke first. Ms. Dee Sage stated that several initiatives are going on at the same time and they are trying to see if there is any overlap. Regarding identifying the Core Business Capabilities, Ms. Sage reported that she plans to explore with the County Planner, Jayne Robb, the possibility of utilizing the services of ECU's Office of Engagement, Innovation and Economic Development. Ms. Rogers responded that it was good to take advantage of the opportunities offered by working with other organizations.

Brian Dodds spoke regarding creating a support network. He had finally gotten in touch with SCORE in New Bern and will have more information by the next meeting. Ms. Rogers also gave Mr. Dodds the name of Entre Dots, which is a group of retirees that offers services as virtual mentors. He will also pursue possible NC REAL Collaborations. Ms. Rogers stated that there were several ways to get the information of how to start a business or find mentors, such as posting flyers in the local library. Currently the projected expense dollars for the Business/Ship projects remain the same.

Regarding the Tourism Subcommittee, Mr. Himbry stated that we have developed our strategy statement. Barbara Baker read the statement as follows: Pamlico County is one of the last coastal tourist frontiers that has not fully developed to its potential, to foster a better quality of life for its residents and visitors. By co-ordinating common visions, that reflect a diverse blend of traditional heritage values with new and emerging trends, we can greatly improve the quality of life for residents, tourists, and retirees. The many projects initiated from the Tourism Committee of the Bayboro NC STEP process, are designed to utilize Pamlico County's resources

to the maximum first; and then, employ the services of proven development partners to maximize our desired results.

Ms. Rogers stated that the statement is broad enough to fit the projects that come and go. There was some discussion regarding the issue of residents, tourists, and retirees. It was decided to add the word potential to the beginning of retirees in the strategy statement. The sentence will read: By co-ordinating common visions, that reflect a diverse blend of traditional heritage values with new and emerging trends, we can greatly improve the quality of life for residents, tourists, and potential retirees.

Mr. Himbry went on to give an overview update of the first project of creating a Pamlico County Tourism Brochure. The tourism subcommittee is hoping to work with the Pamlico Chamber of Commerce and East Carolina Council to create this brochure. Beth Bucksott took the floor to explain the progress of this endeavor. She explained that Mr. Himbry approached the Chamber with this project and explained the scope of information that the Tourism Committee would like to include in the brochure, which includes attractions and amenities. Pending approval from the Pamlico Chamber Board of Trustees, Ms. Bucksott gave an initial cost of \$25,000.00 to accomplish this project, which will include going down each and every road in Pamlico County to see what may be of interest. The Tourism Committee is hoping to obtain the help of the local high school and college students for the ground work.

Regarding the second project of Waterfront Development Phase I, Mr. Himbry reported that this project has morphed into a bigger project and that the Town of Bayboro has applied for a PARTF grant to help with this project. Bathrooms are slated to be installed at the waterfront park as part of this project, as well as a shelter and security cameras for safety. Swing sets were also added to score points to the grant application. The cost has been adjusted to \$47,012 and the cost to the STEP funds is \$28,500. The PARTF Grant is a match grant. If the Town does not get the PARTF grant, the Town of Bayboro will absorb the excess and charge it to the Revitalization Fund.

Regarding the Hotel complex project, Mr. Himbry reported that we are looking at several feasibility firms. An estimate received from a hotel feasibility study consulting firm of \$8,500 is still being considered.

Regarding the projects of Flea Mall Incubator with Farmer's Market, Jude Dodds reported that the Pamlico History Center has the potential to receive a grant from RJ Reynolds to build a farmer's market pavilion. It is a matching grant and they would need \$31,000 from the STEP Funds. Whether they pursue the grant or not has to be voted on at the next Historical Society meeting. Mr. Himbry is working on flea mall incubator which has been renamed the Business Growth Facility.

Regarding the reviving the Blue Crab Festival, Mr. Himbry stated that it should not cost anything in organizing the festival. There was one issue that did come up in that there are no longer any blue crabs to be had due to the fishing industry being poor at this time. The Committee needs to look at changing the theme of the festival and it may not be a STEP Project.

Ms. Rogers stated that by February 18, 2010, she will need the final project template. On the 18th, the committee is going to review the projects and plan a strategy of implementation. Mr. Himbry made a bid for an increase in STEP Funding due to the fact that it is a county wide project and not a town project. Ms. Rogers stated that it would not happen and that Pamlico County is very much an anomaly. She stated that she understands the position of the county and that the money will have to be stretched. That is the purpose of the strategy phase in that the committees could view the projects and see where they could get the most for their money. Hopefully, there are other avenues of funding that can be determined and pursued.

Larry Moolenaar spoke regarding the retirees committee projects. It was determined that the projects blend in with projects that the tourism committee is working on. The retiree subcommittee will work with the ECC and the Pamlico Chamber of Commerce to determine the community assessment with regards to: What is ready for business? What is ready for tourists?

They will also work with the ECC and the Pamlico Chamber of Commerce in regards to the second project of marketing and creating a website, which goes hand in hand with the first project. Per the STEP Coach, this blending of committees is good due to the fact that we are evolving into projects rather than strategies.

The creation and maintenance of a website was discussed. There was some concern as to the cost of maintaining the website and the initial cost of \$10,000 may not be enough. There was some discussion of attaching links to the Pamlico Chamber website and as well as different town websites to cut costs. There was some discussion of Jude and Brian Dodds to pursuing the idea of attaching informational links to various websites. Beth Bucksott says that she may know of someone else that may be interested in taking over this project. There was some discussion regarding putting plaques on the houses of historic significance or interest.

Regarding the commuters committee, Mr. Himbry spoke on behalf of the committee in that the projects of creating unified landscaping and street lights, as well as town signs, are still be worked upon and pursued. Ms. Rogers spoke regarding prioritizing the projects due to the fact that funding will not stretch to all the projects. Ms. Baker asked all committees to keep informed as to their progress. There was no further business and the meeting was adjourned at 7:45pm.

Respectfully submitted,

Barbara Baker, STEP Coordinator

In Attendance:	Clark Dimond	Vinnie Himbry	Misty Rasmussen
Chilton Rogers,	Brian Dodds	Mark Howell	Ruth Rice
STEP Coach	Jude	Jeremy Johnson	Bill Sage
Barbara Baker	Bloom/Dodds	Gena Messer-	Dee Sage
Beth Bucksott	Alice Garrison	Knode	
Carla Byrnes	Robert Harris	Larry Moolenaar	
James Coon	Joe Himbry	Jerry Prescott	