

BURNSVILLE TOWN COUNCIL AGENDA
Regular and Organizational Meeting – Thursday, December 5, 2019

1. Welcome and Call to Order
2. Adoption of Agenda
3. Recognition of Outgoing Councilor Isaac McCurry
4. Oaths of Office:
 - a. Councilor-elect Judy Buchanan
 - b. Councilor-elect Denise Collier
5. Election of Mayor pro tempore
6. Appointment of Town Attorney
7. Confirmation of Regular Meeting Schedule
(1st Thursday of each month at 6:00 p.m., Burnsville Town Hall)

RECESS AND RECEPTION

8. Public Comment
9. Consideration of Minutes
 - a. Regular meeting held November 7, 2019
 - b. Closed session held November 7, 2019
 - c. Special meeting held November 19, 2019
 - d. Closed session held November 19, 2019
 - e. Special meeting held November 26, 2019
10. Armin Wessel ~ resignation from Planning and Zoning Board and Public Art Board
 - a. Resolution of Appreciation
11. Consideration of *Resolution to Enter into a Lease Agreement for Area C of the Burnsville Town Center*
12. Department Updates
 - a. Administration (Jeanne Martin)
 - 1) Pursuant to G.S. 105-369(a), *Tax Delinquent Report* dated December 3, 2019 is provided as an update of uncollected revenues. A variety of collection efforts are underway.
 - 2) Finance report (Leslie Crowder)
 - b. Fire Department – Chief Niles Howell
 - 1) Operations
 - 2) Building project report
13. Police Department ~ Brian Buchanan
14. Public Works ~ Dillon Lundy
 - 1) Consideration of commercial hand pick-up (per Special Meeting 11-26-19)
 - 2) Contract for Sanitation Services (Dillon Lundy/Heather Hockaday)
15. Burnsville Town Center ~ Chad Fox
16. Council Members' Reports
 - a. Mayor Theresa Coletta
 - 1) Discussion of interview process for Town Administrator position
 - 2) Christmas Parade – Saturday, December 7th – meet at Maintenance Shed at 11:45 a.m.
 - 3) Christmas caroling – December 13th - 5:30 p.m. to 7:00 p.m.

- a) Merchants' Endorsement of Christmas Plans ~ Claudia Honeycutt
 - 4) Christmas Dinner – Tuesday, December 17th, 6:00 p.m., Pig & Grits
 - b. Other Council Members
- 17. Updates from Advisory Boards and Non-Profits
 - a. Economic Development Commission (Jamie McMahan, Director)
 - b. High Country Council of Governments
- 18. Closed session pursuant to N.C.G.S. 143-318.11(a)(6) to consider personnel matters
- 19. Consideration of Job Descriptions
- 20. Next Regular (Special) Town Council meeting ~ Wednesday, January 8, 2020 - 6:00 p.m.
- 21. Adjournment

BURNSVILLE TOWN COUNCIL
Regular Meeting – Thursday, November 7, 2019

On Thursday, November 7, 2019, the Burnsville Town Council, with members Mayor Theresa Coletta, Judy Buchanan, Isaac McCurry (arriving at 6:18 p.m.) and Bunnie McIntosh present, held a regular meeting at the Burnsville Town Hall. Councilor Russell Fox was absent from the meeting. Also in attendance were town staff members Brian Buchanan, Leslie Crowder, Chad Fox, Niles Howell, Dillon Lundy, and Jeanne Martin; Town Attorney Heather Hockaday; and visitors Lucy Doll, Jody Higgins, Ralph Hammonds, Rhonda Higgins, Ginger Johnson, former Mayor Danny McIntosh, Jamie McMahan, Kathleen Soui, and others. The Mayor, who presided, stated that the purpose of the meeting was to conduct regular business for the month of November, 2019.

- **Public Comment** – The following individuals spoke during the period set aside for public comment:
 - a. Kathleen Soui – There is slimy standing water on the North Main Street sidewalk between the pool and the town’s maintenance shed, and she asked if the drainage can be corrected. Dillon Lundy responded that there is a running spring in the area which is difficult to locate, but the crew plans to dig a trench so the water runs on the opposite sidewalk. It is hoped to have the work complete prior to freezing weather.
 - b. Former Mayor Danny McIntosh congratulated Council and the Fire Chief on successfully negotiating a fire tax increase. He also read a statement concerning his views on the recent municipal election in which he was a candidate for town councilor. A copy of the written statement is attached to these minutes and by reference made a part hereof.

- **Adoption of Agenda** – Bunnie McIntosh moved to adopt the agenda, as presented. Judy Buchanan seconded the motion, which carried.

- **Consideration of Minutes** – Available for review were minutes from the following meetings:
 - a. Regular meeting held August 22, 2019
 - b. Closed session held August 22, 2019
 - c. Special meeting held October 3, 2019
 - d. Closed session held October 3, 2019
 - e. Special meeting and Public Hearing held October 21, 2019
 - f. Closed session held October 21, 2019

Judy Buchanan moved to approve minutes from the aforesaid meetings listed as Items a, c, and e above. Bunnie McIntosh seconded the motion, which carried. Judy Buchanan moved to approve minutes from the aforesaid meetings listed as Items b, d, and f above. Isaac McCurry seconded the motion, which carried.

Building Complaint Due to Water – Business owner Ralph Hammonds told Council that several months ago he noticed water seeping into the basement of his building located on West Main Street and asked if the town crew could dig a trench to determine if a spring is causing the seepage. Dillon Lundy advised that the water was tested 4-5 times, and it is not town water. At this point Councilor Isaac McCurry joined the meeting.

The crew also dug two holes above the building to see if there was damage to either pipes or the meter box. Mr. Lundy said a basement expert may be able to make recommendations for sealing the basement wall itself, and Mr. Hammonds agreed to share in the cost of getting a professional opinion.

- **New Land Use Legislation** – Attorney Heather Hockaday explained that new legislation requires that all land use ordinances, including zoning, etc., will need to be merged and adopted into one comprehensive land use document by January 1, 2022. She suggested beginning work on this project with the assistance of Phil Trew (High Country COG). By consensus, Council agreed to direct Ms. Hockaday to move forward with her suggestion in order to achieve compliance by 2022.

- **Other**

1. Administration (Jeanne Martin)

- a. Pursuant to GS 105-369(a), *Tax Delinquent Report* dated October 1, 2019 was provided as an update of uncollected revenues. A variety of collection efforts are underway, with every delinquent account receiving attention.
- b. *Resolution Adopting Standard NC Local Government Contractual Terms and Conditions Rider for the Town of Burnsville, NC* – Heather Hockaday advised that there is a need for written policy on the standardization of the town’s contracts. She explained there are statutory provisions that apply to municipal contracts, such as e-verify, Iran divestment certification, and pre-auditing, and presented a Resolution to adopt standards that comply with these statutes. The Resolution could be attached to future contracts. Judy Buchanan moved to adopt the aforesaid Resolution. Bunnie McIntosh seconded the motion, which carried.
- c. Finance Report – The monthly finance report was furnished to Council prior to the meeting.

Councilors were told that the town recently received the first payment from ABC profits, and a budget amendment is necessary to recognize this new source of revenue. Judy Buchanan moved to adopt a budget amendment that increases revenues in the General Fund by \$10,898.76. Isaac McCurry seconded the motion, which carried.

Councilors learned of the need to close two checking accounts: an HRA account that was once used for retiree insurance, and the account used for the Peterson Trailer Park project. Judy Buchanan moved to close the HRA account. Isaac McCurry seconded the motion, which carried. Judy Buchanan moved to close the Peterson account when the project is complete. Bunnie McIntosh seconded the motion, which carried.

2. Fire Department (Chief Niles Howell)

- a. Operations:

- 1) A report of Fire Department activities was available for review, and is attached to these minutes and by reference made a part hereof.
- 2) The Mayor reported that she, together with Niles Howell, Leslie Crowder, and Judy Buchanan, attended a County Commission meeting in the past month to petition for an increase in the fire tax, which was granted. There will be a conversation with the LGC soon to clarify that all requirements have been met for the loan to be presented to the State Treasurer for approval. Judy Buchanan thanked Russell Fox and Niles Howell for their work on the project.

3. Police Department (Chief Brian Buchanan)
 - a. Report on demolition activity at barn on West Main Street - Council was told that the property owner was advised that there is a lot of material left from demolition that needs to be removed or put away. The property owner plans to have the entire building down and hauled off in the next couple of months

4. Public Works – (Dillon Lundy, Public Works Director) reported the following:
 - a. Consideration of contract with Water Quality (Jadd Brewer) – Available for review was a proposed contract with Water Quality Lab and Operations, Inc. for Waste Water Treatment/ORC and Water Treatment Plant testing services. Judy Buchanan moved to authorize Dillon Lundy to present the aforesaid contract to Jadd Brewer and sign on behalf of the town. Bunnie McIntosh seconded the motion, which carried.
 - b. Work on Reservoir Road is complete.
 - c. Theresa Bryant-Brown is involved in a renovation project at 1 Town Square and has brought an issue forward concerning the slope of the sidewalk on the East side of the building. Her contractor has agreed to form and pour concrete to cure the sloping of the sidewalk toward the building, and she is asking the town to consider helping with the cost, which is expected to be less than \$100. By consensus, Council agreed to the expense.

5. Town Center – There was an update on events planned for the month of November, including a conference with local homesteaders and craft shows. It was noted that web traffic this month surpassed all of last year.

▪ **Council Members’ Reports**

1. Mayor Theresa Coletta
 - a. Authorization to advertise for Town Administrator position – Bunnie McIntosh moved to authorize the advertising of the Town Administrator position. Theresa Coletta seconded the motion. Voting was as follows:

<u>For</u>	<u>Against</u>
Theresa Coletta	Judy Buchanan
Isaac McCurry	
Bunnie McIntosh	
 - b. Worksession – A worksession will be held on Tuesday, November 19, 2019 at 3:00 p.m. at the Town Hall.
 - c. The town’s Christmas Dinner will be held on Tuesday, December 17th at 6:00 p.m. at Pig & Grits.
 - d. Christmas Caroling – Scheduled for December 13th from 5:30 p.m. to 7:00 p.m.
 - e. Holidays for Staff – It was acknowledged that the town adheres to a holiday schedule on Christmas Eve and Christmas Day, but office staff has asked to add a vacation day on December 26th. Theresa Coletta moved for Town Hall to be closed December 24 – 26. Bunnie McIntosh seconded the motion, which carried.
 - f. The Organizational/Regular meeting for December will be held on December 5, 2019 at 6:00 p.m. at the Town Hall.
2. Other Council Members – Bunnie McIntosh discussed the need to provide a means for disposal of animal waste on the Town Square. Dillon Lundy agreed to install receptacles that could be picked up twice a week. The availability of receptacles will be advertised on Facebook and on the Town website.

- **Updates from Advisory Boards and Non-Profits** – No reports were available.
- **Closed Session** – Isaac McCurry moved to enter closed session pursuant to N.C.G.S. 143-318.11(a)(3) to consult with the town attorney. Theresa Coletta seconded the motion, which carried.

No action was taken as a result of closed session.

- **Next Town Council Meeting** – The next regular Town Council meeting will be held on December 5, 2019, at 6:00 p.m., to conduct regular business for the month of November.

Judy Buchanan moved to adjourn. The motion was seconded by Isaac McCurry and approved by all members.

Jeanne Martin, Town Clerk

Theresa Coletta, Mayor

BURNSVILLE TOWN COUNCIL
Special Meeting
November 19, 2019

The Town Council, with members Mayor Theresa Coletta, Judy Buchanan, Isaac McCurry and Bunnie McIntosh present, held a special meeting on November 19, 2019 at the Burnsville Town Hall. Councilor Russell Fox was absent from the meeting. Also in attendance were town staff members Brian Buchanan, Leslie Crowder, Dillon Lundy, and Jeanne Martin; and town attorney Heather Hockaday. The Notice for the meeting contained the agenda, which was adopted after a motion by Bunnie McIntosh and seconded by Isaac McCurry.

1. Bunnie McIntosh moved to enter closed session pursuant to N.C.G.S. 143-318.11(a)(3) to consult with the town attorney. Council reconvened in open session. No action was taken as a result of the closed session.
2. Discuss proposals for solid waste vendors – Councilors reviewed a comparison of proposals that have been received from solid waste vendors and considered various options for sanitation services for commercial hand-picked garbage removal. Bunnie McIntosh moved to call for a meeting on November 26, 2019 at 6:00 p.m. to discuss continued commercial hand-picked garbage removal and send the Notice to the businesses that are receiving the service, as well as the general public. Isaac McCurry seconded the motion, which carried.
3. Consider job descriptions for adoption into the Town of Burnsville Employee Handbook – Proposed job descriptions were provided to Councilors for review.

There being no further business, Councilor Judy Buchanan moved to adjourn the meeting. Bunnie McIntosh seconded the motion, which carried.

Jeanne Martin, Town Clerk

Mayor Theresa Coletta

BURNSVILLE TOWN COUNCIL
Special Meeting
November 26, 2019

The Town Council, with members Mayor pro tempore Judy Buchanan, Isaac McCurry and Bunnie McIntosh present, held a special meeting on November 26, 2019 at the Burnsville Town Hall. Mayor Theresa Coletta and Councilor Russell Fox was absent from the meeting. Also in attendance were town staff members Brian Buchanan, Leslie Crowder, Dillon Lundy, and Jeanne Martin; and town attorney Heather Hockaday. The Notice for the meeting contained the agenda, which was adopted after a motion by Bunnie McIntosh and seconded by Isaac McCurry.

1. Heather Hockaday summarized various proposals that have been received from solid waste vendors and the various options that are available for sanitation services for commercial hand-picked garbage removal. She said that there are only 40 businesses actually receiving commercial hand-picked garbage removal, which is quite costly, and the town has a responsibility to be good stewards of taxpayer dollars. Proposals for sanitation services will be decided upon at the December 5th regular meeting and business owners were encouraged to attend.
2. Consider job descriptions for adoption into the Town of Burnsville Employee Handbook – Job descriptions for Wastewater ORC, Deputy Town Clerk, Public Works Director, Police Administrative Assistant, and Building Inspector were available for review. Isaac McCurry moved to adopt job descriptions for Wastewater ORC, Deputy Town Clerk, and Public Works Director; and table job descriptions for Building Inspector and Police Administrative Assistant. Judy Buchanan seconded the motion, which carried.
3. Consider filling vacant positions – Judy Buchanan moved to table this issue. Isaac McCurry seconded the motion, which carried.

There being no further business, Councilor Bunnie McIntosh moved to adjourn the meeting. Isaac McCurry seconded the motion, which carried.

Jeanne Martin, Town Clerk

Mayor Theresa Coletta

Armin L. Wessel
341 Shepard Way
Burnsville, NC 28714

December 3, 2019

Town of Burnsville

RE: Burnsville Public Arts Board

It has been a pleasure serving on the Burnsville Public Arts Board. I believe we have enhanced the beauty of Burnsville with the public art that has been created by local artist. On December 18th Renee and I will be moving to Virginia. Therefore, I find it necessary to resign from the Burnsville Public Arts Board.

Thank you for the opportunity to serve the Burnsville Public Arts Board.

Sincerely,

Armin L Wessel

Armin L. Wessel
341 Shepard Way
Burnsville, NC 28714

December 3, 2019

Town of Burnsville

RE: Burnsville Planning and Zoning Board

Since Renee and I will be moving to Winchester, Virginia on December 18th, I find it necessary to resign from the Burnsville Planning and Zoning Board.

Thank you for the opportunity to serve the Burnsville Planning and Zoning Board.

Sincerely,

Armin L Wessel

Resolution to Enter into a Lease Agreement for Area C of the Burnsville Town Center

WHEREAS, the town of Burnsville is the owner of a parcel of land and building known as the Burnsville Town Center located at 6 South Main Street, Burnsville, North Carolina. Said building is comprised of 2 parts: a main venue including an auditorium with adjoining classrooms and a smaller separate section known as Area C located in the lower part of the building. Area C includes a separate entrance from the street and separate bathroom facilities from the main Town Center venue; and

WHEREAS, the main venue of the Burnsville Town Center is regularly rented for activities and functions throughout the year on a short term (daily) basis; and

WHEREAS, Area C has been rented on both a short term (daily) basis and on a long term (monthly/yearly) basis in the past; and

WHEREAS, the Town Council for the Town of Burnsville desires to improve and grow the economy of the Town and promote new businesses within the Town as a way to sustain the Town's current and future business district and tax base; and

WHEREAS, the Town Council desires to promote local individuals starting and growing businesses within the Town; and

WHEREAS, a local resident, Mountain Heritage High School graduate and master brewer with extensive training and experience operating as Homeplace Brewing, LLC has leased Area C for the previous 3 years and been a good tenant providing income to the general fund of the Town and offsetting costs for the operation of the Town Center.

WHEREAS, the owner and operator of Homeplace Brewing is moving his current brew house to a new and expanded location within the town limits and has started a new company, Nail Keg, Inc. which desires to lease from the Town Area C for a new venture of a micro-brewery and restaurant. Building on the success of Homeplace Brewing and creating a new venue in the town limits which would benefit the town and its citizens.

WHEREAS, Nail Keg, Inc has requested the Town Council lease Area C to the corporation for the purposes of opening and operating a micro-craft brewery on the premises; and

WHEREAS, the Town Council believes that the space in the Town Center known as Area C would be suited for the proposed use and such use would not hinder or be in conflict with the current or future usage of the larger and separate Town Center venue; and

WHEREAS, the Town's current lease of the space will end December 31, 2019 and Homeplace Brewery, LLC will become a month to month tenant until it can relocate to its new site. The Town has no plans or needs for the space that would prohibit it's use under a long term lease agreement; and

WHEREAS, the Town Council desires to lessen the taxpayer's burden for the debt owing on the Town Center building and would do so by entering into a lease agreement which would provide annual rental income of \$15,600.00 plus additional payments for utilities, from the tenant; and

WHEREAS, the council believes having a long term tenant in the space and growing new businesses within the town limits would be in the best interest of the citizens and residents of the Town, and

WHEREAS, pursuant to the provisions of NCGS 160A-272 (a) and (a1), and after proper notice of the same has been published according to the aforementioned statute, the Town Council for the Town of Burnsville declares its intent to enter a Lease Agreement for a year or longer with Nail Keg, Inc. a North Carolina Corporation

NOW THEREFORE, BE IT RESOLVED by the Town Council of the Town of Burnsville as follows:

1. That the Town Council does hereby confirm that it does not have plans or needs for the premises known as Area C of the Burnsville Town Center during any proposed term of a lease agreement with Nail Keg, Inc.
2. That the Town Council authorizes entering a lease agreement between the Town of Burnsville and Nail Keg, Inc. for the premises known as Area C of the Burnsville Town Center located at 6 South Main Street, Burnsville, North Carolina. And further authorizes the Mayor or her designee to sign said lease agreement on its behalf.
3. That this Resolution is effective upon adoption.

ADOPTED this the ____ day of _____, 20__ by the Burnsville Town Council.

Theresa Coletta, Mayor

Russell Fox, Councilor

Judy Buchanan, Councilor

Bunny McIntosh, Councilor

Denise Collier, Councilor

ATTEST:

Jeanne Martin, TOWN CLERK

	REAL	PERSONAL	TOTAL
2018	\$14,440.96	\$446.62	\$14,887.58
2017	\$4,873.68	\$356.61	\$5,230.29
2016	\$1,583.47	\$3,635.51	\$5,218.98
2015	\$526.95	\$366.88	\$893.83
2014	\$574.08	\$570.85	\$1,144.93
2013	\$617.15	\$1,693.56	\$2,310.71
2012	\$323.69	\$750.03	\$1,073.72
2011	\$26.48	\$1,445.84	\$1,472.32
2010		\$1,240.48	\$1,240.48
TOTALS	\$22,966.46	\$10,506.38	\$33,472.84
DEC. 2019			

Tax Delinquent Report By Year

Town of Burnsville

Date: 12/3/2019

Account	Customer Name	Tax Year	Amount Owed
2349	APPALACHIAN VIBE & MUSIC STUDIO	2017	\$56.69
1441	BENNETT, WILLIE & YVONNE	2017	\$105.93
1441	BENNETT, WILLIE & YVONNE	2018	\$143.18
242	BENNETT, WILLIE & YVONNE	2016	\$108.48
242	BENNETT, WILLIE & YVONNE	2017	\$456.13
242	BENNETT, WILLIE & YVONNE	2018	\$416.93
1527	BIGGERSTAFF, RONNIE L	2010	\$439.13
1527	BIGGERSTAFF, RONNIE L	2011	\$355.17
1046	BONILLA, SHELIA DARDER	2018	\$24.84
1200	BOONE, CHARLES KEITH & TERESA W	2018	\$412.62
2055	BURLESON, SHAWN B	2015	\$24.13
793	BURNSVILLE CHEVROLET-BUICK INC	2013	\$1,115.22
1541	CHAVEZ, JOSE MARTIN GARCIA	2018	\$493.86
602	CMA INC	2013	\$5.28
2457	COHEN, RICHARD MARCUS L/E	2018	\$226.76
1674	CRICKET'S CORNER KITCHEN	2011	\$102.84
1572	CRISP, SANDRA GAIL	2018	\$166.65
1722	DEYTON, AARON	2011	\$26.48
1722	DEYTON, AARON	2012	\$286.54
1722	DEYTON, AARON	2013	\$584.28
1722	DEYTON, AARON	2014	\$539.06
1722	DEYTON, AARON	2015	\$493.90
1722	DEYTON, AARON	2016	\$413.57
1722	DEYTON, AARON	2017	\$389.09
1722	DEYTON, AARON	2018	\$355.65
1650	EDGE, BILLY RAY JR	2018	\$4.79
2465	FLYNN, PETER M & IRIS C	2018	\$837.46
2469	GALLOWAY, JASON TEW	2018	\$17.16
1636	GARCIA, JOSE MARTIN	2018	\$1,080.61
104	GRIGGS, D T & VIRGINIA	2018	\$212.84
1045	GRIGGS, DEE & VIRGINIA	2018	\$263.00
612	HAMLETTE, SAMANTHA PHIPPS & H A PHIPPS JTWRS	2018	\$282.62
135	HAMMONDS, EDDIE & RENEE	2018	\$5.31
1009	HENSON, MELVIN	2017	\$167.01
1009	HENSON, MELVIN	2018	\$266.98
2090	HERITAGE LUMBER CO INC	2016	\$1,510.60
2476	HIERS, RICHARD D & JULIE A	2018	\$430.97
130	HIGGINS, JO HEIRS	2016	\$105.51
130	HIGGINS, JO HEIRS	2017	\$230.35
130	HIGGINS, JO HEIRS	2018	\$210.55
1183	HIGGINS, JOSEPH L & HEIDI	2017	\$516.08
1183	HIGGINS, JOSEPH L & HEIDI	2018	\$471.75
651	HIGGINS, JOSEPH L & HEIDI	2017	\$1,127.36
651	HIGGINS, JOSEPH L & HEIDI	2018	\$1,030.60
1681	HIGGINS, JOSEPH L & HEIDI	2016	\$304.61
1681	HIGGINS, JOSEPH L & HEIDI	2017	\$1,070.84
1681	HIGGINS, JOSEPH L & HEIDI	2018	\$978.95
1488	HUGHES, LARRY A JR & SHELIA R	2018	\$524.73
575	IN THE GARDEN	2014	\$39.59

Tax Delinquent Report By Year

Town of Burnsville

Date: 12/3/2019

Account	Customer Name	Tax Year	Amount Owed
897	IN THE GARDEN	2013	\$50.80
2209	J & J OUTDOORS	2018	\$7.62
1700	JOHN VAN ZANDT ESTATE	2012	\$37.15
1700	JOHN VAN ZANDT ESTATE	2013	\$32.87
1700	JOHN VAN ZANDT ESTATE	2014	\$35.02
1700	JOHN VAN ZANDT ESTATE	2015	\$33.05
1700	JOHN VAN ZANDT ESTATE	2016	\$133.24
1700	JOHN VAN ZANDT ESTATE	2017	\$125.17
1700	JOHN VAN ZANDT ESTATE	2018	\$114.39
1712	KAULF, SHARON & CHERYL RATHBURN	2018	\$1,073.09
137	KEATING, FRANK	2018	\$455.96
991	KEATING, FRANK	2018	\$415.89
2219	LIL SMOKY DRIVE -IN	2018	\$30.34
231	MCCOURRY, TROY WADE	2018	\$273.54
332	MEADE, DONOVAN C & SARAH E	2018	\$368.05
2228	MOUNTAIN LIFESTYLE REALTY GROUP	2015	\$9.51
2294	NC4 YANCEY LLC	2017	\$1.02
2294	NC4 YANCEY LLC	2018	\$117.85
2234	OFF THE BEATEN PATH	2018	\$9.49
968	OO-LA-LA	2011	\$10.26
666	PATE, JOSEPH P	2010	\$394.11
666	PATE, JOSEPH P	2011	\$360.32
666	PATE, JOSEPH P	2012	\$301.95
666	PATE, JOSEPH P	2013	\$251.30
666	PATE, JOSEPH P	2014	\$208.99
2079	PATE, JOSEPH P	2015	\$173.89
2079	PATE, JOSEPH P	2016	\$160.57
2079	PATE, JOSEPH P	2017	\$137.57
2079	PATE, JOSEPH P	2018	\$114.42
1391	PATTON, JEFF & ANGELA	2018	\$331.76
2505	PETERSON, MORRIS LEE & BRENDA GAYLE	2018	\$539.12
1804	PROCOPIO, PEDRO	2012	\$31.13
1804	PROCOPIO, PEDRO	2013	\$25.83
1804	PROCOPIO, PEDRO	2014	\$21.49
2138	PROCOPIO, PEDRO	2015	\$17.90
2138	PROCOPIO, PEDRO	2016	\$16.54
2138	PROCOPIO, PEDRO	2017	\$14.15
2138	PROCOPIO, PEDRO	2018	\$11.80
2367	RAD DAWGZ HOTDOG JOINT	2018	\$116.62
1006	ROBINSON, DANIEL SHANE & LACEY	2016	\$518.06
1006	ROBINSON, DANIEL SHANE & LACEY	2017	\$684.70
1006	ROBINSON, DANIEL SHANE & LACEY	2018	\$625.90
1779	ROBISON, RUSSELL & MONICA	2018	\$5.52
2249	SAM'S REGAL BEAGLE	2015	\$32.68
2249	SAM'S REGAL BEAGLE	2016	\$30.21
2251	SCOTT POLING DDSMS PA	2016	\$1,688.81
2137	SHEPHERD, DAVID & GINGER	2015	\$11.87
2137	SHEPHERD, DAVID & GINGER	2016	\$155.49
2137	SHEPHERD, DAVID & GINGER	2017	\$133.21
2137	SHEPHERD, DAVID & GINGER	2018	\$110.85

Tax Delinquent Report By Year

Town of Burnsville

Date: 12/3/2019

Account	Customer Name	Tax Year	Amount Owed
1767	SHEPHERD, DAVID & GINGER	2010	\$384.70
1767	SHEPHERD, DAVID & GINGER	2011	\$351.70
1767	SHEPHERD, DAVID & GINGER	2012	\$294.72
1767	SHEPHERD, DAVID & GINGER	2013	\$245.13
1767	SHEPHERD, DAVID & GINGER	2014	\$176.69
379	SILCOX, MARY LOUISE	2018	\$430.50
2254	SIMPLICITY	2015	\$7.80
2263	TAP PHOTOGRAPHY	2015	\$89.10
2263	TAP PHOTOGRAPHY	2016	\$73.29
1671	TAP PHOTOGRAPHY	2014	\$107.01
2149	THE OFFICE SHOPPE	2017	\$14.99
622	TIMEPAYMENT CORP	2012	\$17.97
2369	TO THE TOP TATTOO GALLERY	2018	\$11.41
2271	TROY'S GREENHOUSES & FABRICS	2018	\$16.91
1589	VARNEY, ALICE DEE & SCOTT GALIPEAU JTRS	2018	\$9.80
807	WINTERSTAR CO	2010	\$22.54
1401	WOODBYP, DANNY D	2018	\$712.97
1613	WOODBYP'S OUALITY CLEANERS	2011	\$265.55
1613	WOODBYP'S OUALITY CLEANERS	2012	\$104.26
1771	YANCEY COUNTY NEWS	2014	\$17.08
2348	YANCEY NURSING CARE INC (BROOKSIDE)	2018	\$1.94
200	YANG, CLAUDIA	2018	\$123.03
Total Amount:			\$33,472.84

Tax Years and Totals

2010	\$1,240.48
2011	\$1,472.32
2012	\$1,073.72
2013	\$2,310.71
2014	\$1,144.93
2015	\$893.83
2016	\$5,218.98
2017	\$5,230.29
2018	\$14,887.58

Johnny Riddle
Chairman of the Board

468 New Market Blvd.
Boone, NC 28607

Valerie Jaynes
Vice-Chair

www.hccog.org



Mark Evans
Secretary

Phone: 828-265-5434

Chris Jones
Treasurer

Fax: 828-265-5439

Executive Board Meeting
November 18, 2019 | 6:00 p.m.
High Country COG Boardroom

I. CALL TO ORDER AND INVOCATION

Johnny Riddle, Executive Board Chairman

II. CONSIDERATION OF OCTOBER 2019 MINUTES [ACTION]

III. FINANCIAL MATTERS

(5 min.)

Julie Page, Finance Officer

- **Financial Highlights [ACTION]**
- **Budget Amendment #2 [ACTION]**

IV. STRATEGIC PLANNING SESSION

(2 hours)

Dr. Patricia Mitchell, CEcD, Assistant Professor of Public Administration – Appalachian State University

V. ADJOURNMENT [ACTION]

**HIGH COUNTRY COUNCIL OF GOVERNMENTS
EXECUTIVE BOARD MEETING
OCTOBER 21, 2019
MINUTES**

The Executive Board of the High Country Council of Governments met October 21, 2019, 7:00pm, at the High Country Council of Governments Office in Boone. The following members were present at the meeting: Charles E. Vines, Robert L. Johnson, Todd McNeill, Dale Baldwin, Renée Castiglione, Doug Matheson, Theresa Coletta, Dennis Aldridge, Mark Evans, Chris Jones, Sandra Simmons, Jim Blevins, Larry Fontaine, Larry Turnbow, Paul Robinson Jr., Valerie Jaynes, and Johnny Riddle. The following staff and guests were present at the meeting: Wes Brinegar, Meredith Detsch, Alice Salthouse, Jonathan Carpenter, Julie Wiggins, Jeff Hedrick, Phil Trew, Nicole Hiegl, Julie Page and Victoria Potter.

CALL TO ORDER AND INVOCATION

Chairman Riddle welcomed and thanked everyone for attending and called on Charles E. Vines to lead the invocation. Chairman Riddle then led the Board in the Pledge of Allegiance.

AGENDA AMENDMENT

Chairman Riddle noted that we needed to add two items to the agenda. The items to be added were Budget Amendment #1 and Presentation of Outstanding Local Elected Official Award. Charles E. Vines made a motion to approve the agenda amendment. Robert L. Johnson seconded the motion. Motion carried.

CONSIDERATION OF MINUTES

Chris Jones made a motion to approve the Executive Board minutes for August 19, 2019. Larry Turnbow seconded the motion. Motion carried.

FINANCIAL MATTERS

Financial Highlights

Chairman Riddle called on Finance Officer, Julie Page to give a report on the Financial Highlights as of September 30, 2019 (Attachment A). Mrs. Page let the Executive Board know that she has received the first draft of the audit for review. She also gave an overview of the balances, expenses and revenues. Mrs. Page also provided the Executive Board with updated Financial Policies (Attachment A1) and Financial Procedures (Attachment A2) so that we are compliant with the Department of Health and Human Services. Mrs. Page also mentioned that the monthly department head meetings are going well and that the 2020 Budget is now in the system. Chairman Riddle noted that the Advisory Committee gave their recommendation for approving the current Financial Highlights. Paul Robinson Jr. made a motion to approve the Financial Highlights. Charles E. Vines seconded the motion. Motion carried.

Budget Amendment #1

Mrs. Page explained that Budget Amendment #1 (Attachment B) is adding revenue to each department of the High Country COG. Added revenue will go to the Planning and Development Department for a Town of North Wilkesboro Zoning Ordinance Review, added revenue will go to the Area Agency on Aging Department for a new program that will pay an hourly rate plus mileage, and added revenue will go to the Workforce Development Board for Finish Line Grants and a new

enhancement grant for On the Job Training. Dennis Aldridge made a motion to approve the Budget Amendment #1. Chris Jones seconded the motion. Motion carried.

AREA AGENCY ON AGING UPDATES

Nicole Hiegl, Area Agency on Aging (AAA) Director shared that she is also the Board Chair of High Country Community Health (HCCH). HCCH is a community health center with locations in Avery, Burke, Surry and Watauga Counties in western North Carolina. HCCH provides primary care, behavioral health and dental services within an integrated medicine model of care that treats the whole person. Mrs. Hiegl explained that there are many connections between AAA and HCCH: both help provide access to healthy food, nutrition, exercise, referrals, services and trainings. Mrs. Hiegl then introduced Alice Salthouse, CEO of HCCH.

HIGH COUNTRY COMMUNITY HEALTH PRESENTATION

Mrs. Salthouse shared that she has been the CEO of High Country Community Health (HCCH) since its inception, for almost 7 years and has 30 years of experience in healthcare. HCCH is one of 1400 community health centers in the U.S. From its incubation in the Watauga County Health Department, HCCH now works in 4 High Country counties. Mrs. Salthouse reviewed some health statistics for our region from her handout (Attachment C) and explained further the great connection HCCH has with Area Agency on Aging.

REBRANDING – LOGO/WEBSITE PRESENTATION

Victoria Potter, Communications and Marketing Manager welcomed Jonathan Carpenter co-founder of Lazarus Design Team. Ms. Potter presented the new proposed High Country Council of Governments (HCCOG) logo created by Lazarus Design Team. Ms. Potter noted that the primary focus/image of the HCCOG is the barn quilt which represents the region as a whole very well. With the help of Mr. Carpenter, Ms. Potter presented a quick overview of the new website design and presented some of the new features, images, etc. After the presentation many board members commented on how much they loved the logo and website. Renée Castiglione made a motion to approve the new HCCOG logo and website. Charles E. Vines seconded the motion. Motion carried.

PRESENTATION OF OUTSTANDING LOCAL ELECTED OFFICIAL AWARD

Chairman Riddle thanked High Country COG staff for all their hard work on another successful Annual Banquet on September 6th at Linville Ridge. Chairman Riddle then recognized all of the award winners from the banquet. Chairman Riddle read Mark Evans (Alleghany County Commissioner) bio and presented him with the Outstanding Local Elected Official Award since Mark was unable to attend the banquet. Mr. Evans expressed his gratitude for the award his and enjoyment for serving as a local elected official.

REPORT FROM THE ADVISORY COMMITTEE AND THE EXECUTIVE DIRECTOR

Ms. Wiggins started off by expressing HCCOG Executive Board member, Gary D. Blevins' gratitude for receiving the Outstanding Executive Board member award at the Annual Banquet.

Mr. Blevins could not attend this meeting tonight because he was accepting an Agricultural award on behalf of his father-in-law. Ms. Wiggins then thanked Mrs. Salthouse for presenting and reiterated the wonderful connection between High Country Community Health and Area Agency on Aging. Ms. Wiggins reminded everyone that the November 18, 2019 Executive Board meeting will be a longer Strategic Planning workshop session. We will meet from 6-8 PM in the board room and the session will be facilitated by Dr. Pat Mitchell. There will be heavy hors d'oeuvres provided. Ms. Wiggins also mentioned that we are in the process of planning a Legislative Luncheon Panel for the beginning of the year. Ms. Wiggins commented on the October 2019 Recognition and thanked Victoria Potter for all of her hard work on this publication. She also thanked everyone for submitting their stories for the publication.

BOARD MEMBER COMMENTS

Chris Jones, Sparta Council Member introduced Mayor of Sparta, Wes Brinegar and noted that as of December 2019 Mr. Brinegar will be replacing Chris' spot on this board. Chris thanked everyone for their hospitality and service over the years. Mayor of West Jefferson, Dale Baldwin announced that he would be leaving office effective December 2019 as well and thanked High Country COG for all of their services to the town of West Jefferson. Mr. Baldwin said that with the help of the High Country COG Planning and Development department West Jefferson is 5-7 years ahead of schedule on their long-range plan. Paul Robinson Jr. mentioned the passing of R. Tracy Walker from Wilkes County that was a member of the Executive Board for 16 years. Mayor of North Wilkesboro, Robert L. Johnson introduced North Wilkesboro's new Planning and Zoning Director, Meredith Detsch. Mr. Johnson also recognized Terri Parsons with the Wilkes County Film Commission and the work they are doing to help promote Wilkes county and the region.

CHAIRMAN'S COMMENTS

Chairman Riddle thanked everyone for their attendance and attentiveness. Chairman Riddle reiterated his thanks and gratitude to the High Country COG staff and everyone on the Executive Board.

ADJOURNMENT

As there were no other comments or business, Robert L. Johnson made a motion to adjourn. Mark Evans seconded the motion. Motion carried. Meeting adjourned at 8:12 pm.

Chairman, Johnny Riddle

Clerk to the Board, Victoria Potter

Date _____

Johnny Riddle
Chairman of the Board

Valerie Jaynes
Vice-Chair



Mark Evans
Secretary

Chris Jones
Treasurer

468 New Market Blvd.
Boone, NC 28607

www.hccog.org

Phone: 828-265-5434

Fax: 828-265-5439

FINANCIAL HIGHLIGHTS – November 18, 2019 Board Meeting as of October 31, 2019

	2019	2018
Total Fund Balance - Governmental Funds	\$ 1,404,975	\$ 1,437,765
Restricted (Previously unavailable Fund Balance - GF)	\$ 202,601	\$ 163,624
Unassigned Fund Balance (Previously Unreserved Fund Balance) - GF	\$ 1,202,374	\$ 1,274,141
	2020	
Total Expenditures - YTD	\$ 1,304,727	\$ 5,403,793
Total Fund Balance as % of General Fund Expenditures*	22.46%	26.61%
Unassigned Fund Balance as % of General Fund Expenditures*	19.22%	23.58%
*FY2020 Budget Expenditures \$6,255,992	FISCAL YEAR 2019-2020	
	BUDGET	ACTUAL
Total Revenue		
General	\$ 164,060	\$ 140,571
Planning/Development	\$ 734,276	\$ 63,965
Area Agency on Aging	\$ 2,790,307	\$ 573,559
Workforce Development	\$ 2,544,349	\$ 385,573
Appropriated Fund Balance	\$ 23,000	\$ -
	\$ 6,255,992	\$ 1,163,667
Total Expenditures		
General	\$ 187,060	\$ 7,061
Planning/Development	\$ 734,276	\$ 226,408
Area Agency on Aging	\$ 2,790,307	\$ 645,019
Workforce Development	\$ 2,544,349	\$ 426,239
	\$ 6,255,992	\$ 1,304,727
Revenues over (under) expenditures		\$ (141,059)
Cash Balances		
Operating Account	\$ 808,035	
NCCMT Account	\$ 270,159	
CD	\$ 201,129	
	\$ 1,279,323	

Updates:

- o Local Government Commission (LCG) approved FY2019 audit
- o Audit will be presented at December board meeting
- o Longevity paid on November 15, 2019 payroll

The financial information in the report reflects the HCCOG's overall financial position for the fiscal year through October 31, 2019 as of today's date November 14, 2019 and is for the management discussion purposes only.

Julie Page, Finance Officer
November 18, 2019

BUDGET AMENDMENT #2

BE IT RESOLVED by the Board of High Country Council of Governments that the following amendment be made to the Budget Resolution for the fiscal year ending June 30, 2020.

SECTION 1: REVENUES BY SOURCE

AREA AGENCY ON AGING FUND

State	\$ 12,239.00
TOTAL AREA AGENCY ON AGING FUND	\$ 12,239.00
TOTAL REVENUES BY SOURCE	\$ 12,239.00

SECTION II: EXPENDITURES BY PROGRAM

SPECIAL REVENUE FUNDS

Area Agency on Aging Fund	\$ 12,239.00
TOTAL SPECIAL REVENUE FUNDS	\$ 12,239.00
TOTAL EXPENDITURES BY PROGRAM	\$ 12,239.00
FY2019-2020 ORIGINAL BUDGET	\$ 5,702,645.00
Budget Amendment #1 10-21-19	\$ 553,347.00
Budget Amendment #2 11-18-19	\$ 12,239.00
TOTAL AMENDED BUDGET FY2020	\$ 6,268,231.00

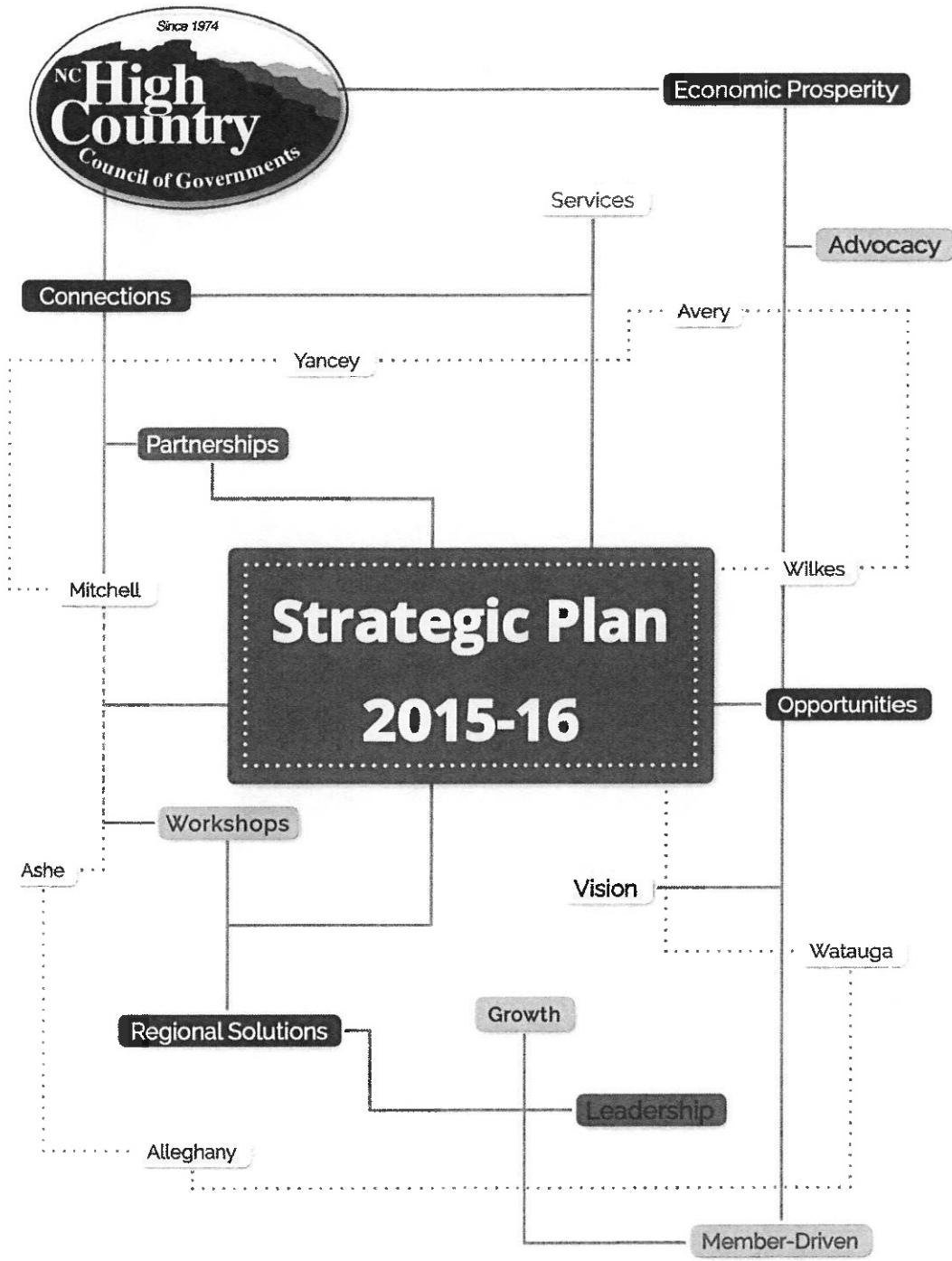
BY VOTE OF THE HIGH COUNTRY COUNCIL OF GOVERNMENTS UPON MOTION BY:

_____ AND SECONDED BY _____

THIS THE 18th DAY OF NOVEMBER 2019.

Johnny Riddle, Chair of the Board

Mark Evans, Secretary



Adopted by the High Country Council of Governments' Executive Board on July 20, 2015.

Vision Statement

The High Country Council of Governments will be the leader in initiating and providing solutions to regional and local challenges, supporting a bright future for the High Country.

Mission Statement

The High Country Council of Governments serves local government members and stakeholders with professional services by effectively maximizing resources to meet ever-changing needs that improve the quality of life and economic prosperity of the High Country.

Executive Summary

Organizational Overview

The High Country Council of Governments is an association of seven counties and nineteen municipalities located in the northern mountains of North Carolina. HCCOG is one of sixteen multi-county planning regions in North Carolina and serves as a cooperative extension of local governments in the region (Region D). HCCOG was established in 1974 by the member regional governments as provided in NC General Statute Part 2, Article 20, Chapter 160-A.

Both the federal and state governments have designated High Country Council of Governments as the official agency for the administration of various funds and programs which directly support HCCOG's member local governments in northwestern North Carolina. HCCOG is also a designated Local Development District of the Appalachian Regional Commission, an Economic Development District of the US Department of Commerce's Economic Development Administration, and an Area Agency on Aging.

High Country Council of Governments is designated by the State of North Carolina as the Lead Regional Organization for the seven counties making up Region D (Alleghany, Ashe, Avery, Mitchell, Watauga, Wilkes, and Yancey) and by the Governor as the Local Area for administering the Workforce Investment and Opportunity Act (WIOA). The HCCOG Region D Development Corporation, Inc. is a nonprofit 501(c)(3) organization that assists new and existing businesses in the region with an array of financial and economic development services.

HCCOG is involved in the communities of northwestern North Carolina in many ways; from the care of older adults (HCCOG Area Agency on Aging Department) to water, sewer, GIS services, transportation planning (HCCOG Planning Department), workforce development

(HCCOG Workforce Development Department), and IT services. High Country Council of Governments provides regional solutions to local problems and services and/or resources which might not otherwise be affordable or available to the local governments making up the Region D.

Strategic Plan Overview

In the summer of 2014, the High Country Council of Governments' Executive Committee approved the first strategic planning process and selected a Steering Committee composed of nine (9) governmental and educational leaders within the region:

Strategic Plan Facilitators

Dr. Mickey N. Duvall, HCCOG Executive Director

Tanna Greathouse, Clerk to the Board, Assistant to Executive Director

Voting Members

Don Adams, Alleghany County Manager

Gary D. Blevins, Wilkes County Commissioner, Executive Board Chairman

David Burleson, Superintendent, Avery County Schools

Robert L. Johnson, North Wilkesboro Mayor, Executive Board Member

J. B. Lawrence, Blowing Rock Mayor, Executive Board Member

Jason Robinson, Clerk to the Board, Assistant to the County Manager, Human Resources Manager for Yancey County

Bill Slagle, Mitchell County Commissioner, Executive Board Member

Adam Stumb, Planning Director, Ashe County

Charles Vines, Mitchell County Manager, Executive Board Member

Ex-Officio Members

Beth Norris, Finance Officer, HCCOG

Adrian Tait, Workforce Development Director, HCCOG

Phil Trew, Planning and Development Director, HCCOG

Julie Wiggins, Area Agency on Aging Director, HCCOG

Prior to any formal committee meetings, a detailed Pre-Strategic Planning Online Survey was sent to all members which offered invaluable feed-back with sixty (60) responses from county/municipal elected officials, managers, planners, staff, stakeholders, and HCCOG staff over a one month period. The survey information was organized and distributed to all HCCOG members, as well as to members of the Steering Committee.

The Steering Committee met for the first time on October 22, 2014 going over detailed information from the Strategic Planning Survey and then working to hammer out Vision and

Mission Statements. The Committee met a second time on December 5, 2014 conducting an analysis of organizational strengths, weaknesses, opportunities and threats. The group also identified five (5) key Goals and Priorities they felt should be accomplished by the organization within 18-24 months. The Committee met for a third time on March 5, 2015 and began work on objectives for each goal, along with specific strategies for achieving each goal/objective against specific filters and constraints. The Steering Committee met for a final meeting on May 28, 2015 to finalize the objectives and strategies for each goal and recommended a timeline of approval by the HCCOG Advisory Committee and Executive Board.

The Steering Committee recommended that the Strategic Plan (once approved by the Executive Board) be evaluated each year at the HCCOG Advisory Committee's Annual Retreat, and any changes or updates be brought back to the full HCCOG Executive Board for final formal approval.

Accolades:

I would like to thank each and every member of the Steering Committee for their service. Each committee member sacrificed numerous hours of time and dedication to High Country Council of Governments and worked diligently to provide a clear-cut direction for the organization going forward. Your service is appreciated, and the future citizens of the High Country of northwestern North Carolina will benefit from the fruits of your labor.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'M. Duvall', with a long horizontal flourish extending to the right.

Dr. Michael N. Duvall
HCCOG Executive Director
Strategic Plan Facilitator

Filters and Constraints:

Each objective and strategy will continue to be measured against the following filters and constraints to determine feasibility.

- Time Frame: 18-24 Months
- Cost
- Staff/Member Time Commitments
- Local/Regional Support
- State and Federal Program/Funding Guidelines (meaning we have no Local Government control or authority to make changes)
- Measurable

Strategic Plan Proposed Committees:

*HCCOG Fee Structure Committee (for current and added future services). This committee is being proposed as a temporary "ad hoc" committee selected from the Executive Board Membership.

Goal One

HCCOG must become more self-sufficient. Since 2013, there has been no state funding appropriated to support COGs, and there continues to be no evidence those funds will be returning or replenished (Area Agency on Aging and Workforce Development federal pass-through state funding has also continued to diminished significantly).

Objective 1: Grant compliance and administration

Strategies:

- a. Continue to distribute grant opportunity information via the HCCOG Weekly Bulletin (a weekly email to all members and stakeholders and permanent web page)
- b. Offer Semi-Annual Grant Information and Communication Workshops which bring granting agencies and member local governments together (local government project lists completed and communicated to all granting agencies)
- c. HCCOG to assume a more active role in grant administration and compliance by consistently promoting this service to all local member governments and NGAs

Objective 2: HCCOG Departments will explore opportunities to direct charge for existing and future services

Strategies:

- a. *Form ad hoc committee(s) from HCCOG Executive Board membership
- b. Manager meetings to target common services to be administered by the COG (competitive); include all stakeholders' information
- c. Partner with and engage other agencies when possible

Objective 3: Explore regional IT services to members

Strategies:

- a. Manager meetings to target common services to be administered by the COG (competitive); include all stakeholders' information
- b. Determine next steps and feasibility by engaging specialized consultants

Objective 4: Secure grants for regional projects

Strategies:

- a. Poll/survey local governments to identify desired regional projects
- b. Explore available grants for regional projects
- c. Consistently distribute updated grant information to local governments

Goal Two

Evaluate, maintain, and enhance core services.

Objective 1: Ensure the integrity of the various programs and services provided by each department

Strategies:

- a. Develop a yearly survey for HCCOG member governments and stakeholders to evaluate core services
- b. Round-table discussion groups for needs analysis and feedback on services and programs

Objective 2: Provide HCCOG staff with clear direction for tasks

Strategies:

- a. Develop annual work plan for all HCCOG departments which support the organizational vision, mission, and goals
- b. Cooperation with local government staff and other stakeholders to delineate clear direction for who will be responsible for performing outlined tasks

Goal Three

HCCOG will be a leader in actively promoting economic development, business retention and recruitment, and workforce development efforts in the High Country.

Objective 1: HCCOG to act as an economic development liaison/convener/initiator between granting agencies and federal, state, and local governments (possibly Non-Governmental Organizations (NGOs))

Strategies:

- a. Convene local government leaders and state and federal agency staff on a regular basis. Continue to convene spring and fall grants workshops with local governments and lead granting agency representatives exchanging key economic development and project information
- b. Maintain and distribute list of potential grants to members (engage Appalachian State University for assistance if needed)
- c. Charge fees to NGOs for grant writing (approve fee structure – if time is available in HCCOG departmental work plans)

Objective 2: HCCOG to increase interaction with private sector existing and potential businesses

Strategies:

- a. Promote business and industry regional recruitment programs
 - i. Interaction with International Council of Shopping Centers (ICSC) and other business recruitment organizations
 - ii. Work closely with Northwestern Economic Development Partnership of North Carolina's Business and Industry Retention Manager in the coordination of services to existing businesses (grant procurement and compliance, knowledge-industry workshops involving local universities and community colleges, etc.)
 - iii. Work closely with the Chambers of Commerce in the region (semi-annual economic development strategy meetings)
 - iv. Promote closer coordination between HCCOG Workforce Development and regional Chambers of Commerce
 - v. Support IT to expand business recruitment
 - vi. Take advantage of all available grants to expand telecommunications in the High Country region

Objective 3: HCCOG Region D Development Corporation (RDDC) to promote existing business and industry retention programs (especially for those member governments that request this service and/or cannot afford planning and economic development programs and staff). This service would require an additional fee structure for member governments wishing to participate.

Strategies:

- a. RDDC to assume the function of Regional Economic Development. RDDC is to develop a regional economic development strategy to support existing businesses and recruit new businesses to the area. The RDDC's new economic development focus will include:
 - i. Regional Branding (create brand for the 7-county HCCOG Region; Business Recruitment and Retention; approach Economic Development and Tourism from a regional perspective)
 - ii. Work closely with Chambers of Commerce, Tourism Development Authorities, and other federal, state, and regional economic development organizations and task forces (such as the High Country Host, Blue Ridge Electric Membership Corporation, Department of Commerce/Economic Development Partnership of North Carolina, Economic Development Association, Appalachian Regional Commission, etc.)

- iii. Communicate with and visit current area businesses to assess needs
- iv. RDDC to develop a Strategic Regional Branding and Marketing Plan

**HCCOG / RDDC major initiatives and programs to follow HCCOG established policies and protocols being approved first by the HCCOG Advisory Committee and then moved to the HCCOG Executive Board for final approval.*

Goal Four

Promote excellence in communication and collaboration among member governments, other COGs, State and Federal Agencies.

Objective 1: Promote all forms of information exchange with key legislative decision-makers and stakeholders at the local, state, and federal levels.

Strategies:

- a. Convene meetings with local, state, and federal legislative delegations and stakeholders (NC Association of County Commissioners, NC League of Municipalities, National Association of Development Organizations, etc.) both in Raleigh and in the Northwestern NC region
- b. Continue to promote the HCCOG Weekly Bulletin to all member governments, legislative delegations in Raleigh and Washington, and all interested stakeholders
- c. HCCOG to continue to take the lead in increasing issue advocacy efforts engaging legislators at the local, state, and federal levels (NC Tomorrow state-wide summit of all sixteen regional Councils of Government and state leaders and an annual summit for the Northwestern North Carolina region organized by HCCOG). Possible topics include: education, economic development, agriculture, broadband, tourism, etc.
- d. Continue to partner with the other fifteen COGs across NC through quarterly meetings, ARC-COG regional meetings, annual COG summits, COG "Forum" meetings and miscellaneous COG advocacy efforts
- e. Continue to market HCCOG to members and the public (press releases, Facebook page, member government visitation schedule by HCCOG Director and other staff, partner with Appalachian State University Media Department, streaming live board meetings, reach out to non-traditional populations, director talking points distributed at monthly Executive Board meetings, Spot-Light On program at Executive Board meetings, periodic announcements to media outlets

- f. Continue to measure perception/impact of HCCOG through periodic surveys to members, staff, and stakeholders
- g. A critical need exists to expand HCCOG's IT services to achieve almost all HCCOG communication strategies

Objective 2: HCCOG to become a regional leader in IT and GIS services to member governments (fee-based)

Strategies:

- a. HCCOG to offer and expand IT and GIS services to our member governments as an additional fee-based service (tax software, inspections software, etc.).
- b. Continue to offer GIS specialized mapping services

Goal Five

HCCOG to become a Regional Training Center

Objective 1: HCCOG to host multiple training event opportunities for member local governments' elected officials, staff, and interested stakeholders

Strategies:

- a. HCCOG's Departments (AAA, Planning, Workforce, and Finance) will host at least (2) training events per year for member governments and interested stakeholders
- b. HCCOG will recruit and host ongoing UNC School of Government Training (coordinate with Appalachian State when possible). Executive Boardroom is now being upgraded to offer this specialized training (survey membership to determine specific training needs)
- c. Prioritize required training vs. informative training
- d. HCCOG to host one (1) Annual Regional Summit per year beginning in 2017
- e. Determine long-range training schedule when possible along with applicable fee schedule
- f. Reach out to NCACC, NCLM, EDPNC, and other stakeholder organizations to host district and other regional meetings at the HCCOG training facility or in the High Country area
- g. Promote classes, informal meetings, and training for county and municipal government staff

