

**Beaufort County Economic Development Corporation
December 13, 2017 – Board Meeting – 2:00pm
TCL New River Campus, Conference Room**

Meeting Minutes

Present: Alsko, Fobes, Bennett, Gough, O'Toole
Absent: Murray, Sulka, Willis
Guests: County Councilman Gerald Dawson, Greg Alexander, Joe Croley, Ashley Feaster, Chris Hook, Joe Fragale, Michael Mathews, Sandy Steele

Vice Chairman Alsko called the meeting to order at 2:10pm

Vice Chairman Alsko reminded the Board that based on past discussions a consent agenda would be used in our meetings to streamline routine business and leave time for more important discussions. Fobes requested that the Budget Report (item #3) be removed from the consent agenda to provide further clarification on its content; Alsko entertained a motion to approved the amended consent agenda; Fobes moved to approve the Consent Agenda with; seconded by Gough; approved 5-0

Fobes sought clarification on the YTD definition on the Budget Report; O'Toole defined YTD as a fiscal year that follows the County's fiscal year; O'Toole stated that he received proposals from 2 accounting firms for BCEDC services; he would like to solicit one more proposal as the two submitted were vastly different.

Sandy Steele, SCA, provided the Board with a mock-up of the billboards that are currently placed in the area welcoming Beaufort County to the SCA; they are promoting launching pads and have early 2018; product development was discussed; currently awaiting FAA approval for drone photography in Beaufort; developing flyers for County sites for product marketing.

O'Toole provided his Executive Director Report to the Board; he asked the Board for feedback on priorities and performance metrics; he and SCA will be touring a delegate from Commerce in the County on December 19th; deferring BCEDC web development needs until the SCA microsite has been launched; working with SCA to determine which trade shows to attend; reviewed recent presentations he participated in over the past few weeks across the County; outlined his theme of being simple, swift, and certain.

O'Toole spoke about his recent Board communication update; he encouraged feedback, or dialogue, on his thoughts and comments; he recommended that he would like to keep his updates on a bi-weekly basis but could adjust to weekly if needed; he asked that the Board give thought on providing these updates to a larger audience such as municipal councils, town managers, and the general public.

Chris Hook asked for clarification on the organizational structure of the BCEDC and how it fits in with the overall economic development game plan of efforts of the County and region; Fobes referred back to the Camoin Plan and how the Board envisions strategic relationships with the different economic development entities locally and regionally; Vice Chairman Alsko indicated that this topic would become more of a focus of the Board in coming months now that the BCEDC has established itself within the County and can seek recommendations from the newly hired executive director.

Vice Chairman Alsko provided a reminder that the next meeting will be Wednesday, January 17, 2018 at 2:00pm at TCL New River Campus.

Vice Chairman Alsko opened the meeting to public comments; Joe Fragale suggested the Board review the local media's view on economic development; Chris Hook suggested that the Board distinguish all that is positive to avoid allowing others from focusing on the past; Sandy Steele suggested that drafting a press release highlighting FY18 accomplishments and sharing some FY19 goals might help build a bridge the communication gap.

Vice Chairman Alsko entertained a motion to enter executive session to review the current prospect list; Fobes moved; Bennett seconded; approved 5-0; the Board entered executive session at 3:06pm.

The Board exited executive session at 3:27pm with no action taken.

The meeting was adjourned at 3:28pm.