

Minutes
Newton Business Advisory Committee
Thursday, December 11, 2014
City Council Chamber, City Hall

I. Open Business Meeting – The meeting was called to order at 3:00 pm.

Attendance: Jerry Hodge, Lisa Crump, Josh Cummings, Tom Warlick, Donny Setzer, and Joe Beaman

Absent: Tony Jarrett, Don Essary

Visitors: Mayor Anne Stedman, George Hanes, Dean Shepherd and Zara Saine

Staff present: City Manager Todd Clark, PIO Alex Frick and Finance Director Serina Hinson

II. Approval of Minutes – The minutes of the November 13th, 2014 meeting were approved

(Beaman/Setzer)

III. Ongoing Business and Updates

- DNDA - Josh Cummings gave a brief update on DNDA which included:
 - A Report on the “Shop Local Campaign” held over Thanksgiving
 - Setting up an office for the DNDA at Marie & Twanettes
 - He reviewed the 12/10/14 DNDA Meeting
 - Jerry Hodge talked about positive things happening downtown and with DNDA
- Wayfinding Update – City Manager Todd Clark reviewed the NCDOT approval process and handed out renderings of the wayfinding signs.
- Streetscape Update – City Manager Todd Clark spoke about the process and handed out maps. Josh Cummings asked if the area depicted in the map is set in stone. Mr. Clark stated that yes, per the contract that Allison Platt set forth of the clear boundaries of the area.
- Newton Strategic Plan
 - Chairman Hodge reviewed City Council’s support to move forward
 - Chairman Hodge spoke about the BAC’s work plan based on the Sanford Holshouser Study and how the strategic plan will incorporate many of the goals and objectives of the BAC
 - Chairman Hodge handed out a list of revised goals and objectives and the work plan for 2015. He reviewed each of the items on the “BAC Priorities – 2015” list
 - Chairman Hodge asked BAC members to take them and review for further discussion at the January 2015 meeting
- BAC Annual Meeting – Thursday, February 19, 2015 at 5:00 p.m. – Old Post Office Playhouse
 - Chairman Hodge handed out a list of action items that need to be done leading up to the meeting
 - Chairman Hodge asked members to review the list and consider ways they can help to put the meeting together

- Key theme for Annual Meeting “Recognizing Key Employees in Business”
- Purpose of the above theme is to motivate employees of businesses in Newton
- Lisa Crump asked if invitations/RSVP’s will be sent out. Chairman Hodge said that he would send them, and that he would like to see a great turnout and participation
- Donny Setzer asked if the BAC has an electronic database with people who will be invited. Chairman Hodge stated that they did use an electronic list last year, but that some folks did not get contacted
- Donny Setzer stated that it would be good if the BAC had everyone’s e-mail address so that more invitations and frequent information could be sent out on events and topics of interest
- Chairman Hodge asked if members of the BAC if they would like to consider charging a fee of \$100 to businesses that want to set up a booth at the event to help cover the costs of the event. Tom Warlick, Lisa Crump and Joe Beaman agreed

It was approved unanimously that the Business Advisory Committee would charge businesses \$100 per booth to help cover costs of the BAC Annual Meeting.
(Beaman/Crump)

- Biz To Biz Networking

- Chairman Jerry Hodge spoke about the last two events and the one at Dana’s Fine Jewelry earlier this week. He stated that it has been a great event and the BAC has been part of organizing the event while the DNDA reorganizes.

- Newton Business Zones

- Chairman Hodge reviewed the different Newton Business Zones
- Chairman Hodge stated he wanted to talk about how/what the BAC can do to help prepare each zone for increased business traffic and more businesses
- Chairman Hodge stated he’d like to prioritize the zones. As part of the discussion, Chairman Hodge asked City Manager Clark to talk about the future multi-lane Hwy 16 project. He also asked Joe Beaman to talk about a major construction project planned at Abernethy Laurels
- Chairman Hodge asked BAC members to give this some thought and be ready to have a conversation about it at the January, 2015 meeting

IV. New Business

- Newton Property Revaluation Report

- Finance Director Serina Hinson gave a report and referenced handouts. BAC members thanked Ms. Hinson.

V. Other Business

- BAC Terms of Office

- Don Essary declined reappointment and there is already one unfilled position.
- Chairman Hodge asked members to give this some thought and give him recommendations to fill those seats

VI. City Staff Report

- Chairman Hodge recapped things going on: Newton Depot Project; Hwy 16, Abernethy Laurels Construction Project; Construction at Catawba County, Fire Department; State Cinema

VII. Next Meeting – Thursday, January 8, 2015

VIII. The Meeting Adjourned