

Minutes
Newton Business Advisory Committee
Thursday, October 9, 2014
Gantt Room, Lower Level, City Hall

- I. **Open Business Meeting** – The meeting was convened at 3:00 pm and a quorum was established.
Attendance: Lisa Crump, Donny Setzer, Josh Cummings, Tom Warlick, Jerry Hodge, Don Essary
Visitors: Mayor Anne Stedman Staff present: Rob Powell
Absent: Joe Beaman, Tony Jarrett

- II. **Approval of Minutes** – The minutes of the September 11th, 2014 meeting were approved.
(Cummings/Essary)

- III. **Ongoing Business and Updates**
 - DNDA - Josh Cummings stated that the DNDA board would be getting reorganized into the four subcommittees identified in the national and state Main Street program outlines at their next meeting. He also said that the merging of the Festival and Events Committee and the DNDA Promotions Committee was still being studied. There will be a DNDA planning meeting on October 27th. Rob Powell explained the relationship between the City, the Main Street Program, and the DNDA.
 - Wayfinding and Streetscape Update – Rob Powell provided an update on these two projects. Both are moving forward.
 - Marketing Opportunities - The BAC marketing task force met once but will need to meet again to agree on priorities. There was a discussion about the EDC “Northwest Territory” marketing theme and the smartphone app. Josh Cummings says we still have “brand disorientation” and we need a polished, cohesive marketing strategy. The goal of generating new jobs and increasing the tax base was mentioned as the reason for a good marketing program.
 - Tour of Properties - Planning for the spring property tour was briefly discussed. The local Home Builders Association needs to be invited.
 - Planning Commission Report - Mayor Stedman advised the Committee that the downtown overlay district was not approved by Council at the last meeting, but she expects that the subject will be considered again.
 - Business After Hours - Jerry Hodge is working on organizing a business after hours sometime in November, maybe as early as November 3rd or 10th. This would provide a networking opportunity for merchants. Possible locations include OPOP, Zanders, Marie&Twannettes, or Carolina Vines. Mayor Stedman would like to see this idea well-developed with invitation cards and with special invitations to the Chamber, Council members, architects, and other professionals.
 - 2015 Annual Meeting Discussion - The 2015 Annual Business Meeting will be held February 19th, 2015. The goal this year is to encourage public/private cooperation for economic development. At last year’s meeting, Bassett Furniture expressed a desire to be more involved in the community.

IV. New Business

- Action Plans and Business Zone Priorities - Jerry suggested that the Committee review the various commercial business areas in Newton to evaluate needs and opportunities. Mayor Stedman and Tom Warlick suggested that the Hwy 16 corridor needs a close look for development opportunities.
- BAC Terms of Office - Rob Powell advised that the 3- year term for class 2 would be ending in December of this year. Lisa Crump and Tom Warlick will agree to serve for another term if appointed. Lisa Crump is the newest member, filling out the seat vacated by Eddie Haupt. There is still an existing vacancy on the Committee in the 3rd class, a term ending in December 2016. Mayor Stedman suggested that the Committee provide her with a list of skills or qualities that should be possessed by the next candidate or candidates.

V. Rob Powell reported on two manufacturing/warehousing businesses that were looking for space, plus four new businesses that opened in Newton during September.

VI. The next meeting is scheduled for November 13, 2014.

VII. The meeting was adjourned at 5:04 pm.

The minutes were approved on November 13th, 2014 by the Business Advisory Committee.
Rob Powell, Recording Secretary