

**Minutes
Business Advisory Committee**

March 20, 2013 – 3:00 p.m.

City Council Chambers

Members

Present: Jerry Hodge
Jeremy Petty
Tom Warlick
John Stiver
Joe Beaman
Nick Martin

Members

Absent: Javier Chavez
Neal Powell
Don Essary

Others Present: Mayor Anne Stedman

Crystal Spesert
David LeFevers

Jessica Setzer
Lindsay Robins

Anne Wepner

Staff Present: Rob Powell, Commercial Development Coordinator
Max Sigler, Planning Assistant

Item 1:

Chairman John Stiver welcomed everyone and opened the meeting.

Item 2: Minutes

No minutes were submitted for approval at this meeting.

Item 3: **Commercial Development Coordinator Rob Powell** introduced the speaker, Buzz Bizzell of Bizzell Design, Davidson, NC. Mr. Bizzell gave a presentation on the elements of a good branding and wayfinding plan and provided examples of his work from Davidson, Farmville, Matthews, and other locations. Mr. Bizzell also gave examples of the attributes of Newton which could make a good basis for a re-branding campaign that would gain widespread attention. He explained that the technical portion of a wayfinding project, which is dictated by NCDOT regulations, takes a minimum of 90 days just for that portion of the design phase.

A discussion of Newton's branding, logo, tag line, and marketing continued with Mr. Bizzell providing suggestions from his experience.

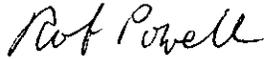
Item 4: Business Update

Rob Powell, Commercial Development Coordinator, reported on the recent construction projects in Newton – the two new Dollar General stores and the new Turning Point office. In addition, the former Hardee's Restaurant property was recently sold at auction. Rob reported that there are approximately 1.7 acres of prime commercial land available for sale at the intersection of Southwest Blvd and W. C Street (Hwy 10).

Item 5: Adjournment

Chairman Stiver stated that the next meeting will be Wednesday, April 17, 2013, and will include a presentation from Matt Bumgarner of the Newton Depot Authority, and a presentation from Ryan-Ashley Anderson on Developing Small Town Arts Programs. Mr. Stiver then adjourned the meeting.

Respectfully submitted,



Rob Powell
Recording Secretary