

**Minutes  
Business Advisory Committee**

August 21st, 2013

Newton City Hall Council Chambers - 401 North Main Avenue

The Business Advisory Committee met at 3:00 p.m. on Wednesday August 21st, 2013 at Newton City Hall.

**Members**

**Present:**

Jerry Hodge      Donny Setzer  
Jeremy Petty     John Stiver  
Tom Warlick     Joe Beaman

**Members**

**Absent:**

Nick Martin  
Don Essary  
Neal Powell

**Staff Present:**

City Manager Todd Clark  
Assistant City Manager Sean Hovis  
Rob Powell, Community Development Coordinator

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**Item 1: Minutes** - Rob Powell stated that he and City Clerk Amy Falowski were in the process of preparing minutes from the past meetings and minutes would be brought to the September meeting for approval.

**Item 2: Master Economic Development Plan** - Chairman John Stiver guided a discussion of the four primary sections of the Master Plan, one section at a time, and asked the members for comments and priorities. Each of these sections – Marketing, Business Development, Ordinances, and Land Use – were well discussed with these items deemed to be of most importance:

- Complete the branding and wayfinding project
- Develop an impressive economic development web page
- Develop a formal city-wide marketing plan
- Make visual improvements to downtown, both private and public property
- Continue with site certification and other efforts to improve our competitiveness in attracting new industry
- Update our zoning ordinances and provide zoning protections for our entrance corridors
- Provide guides to aid developers through the permitting processes
- Simplify and streamline the permitting process as much as possible

**Item 3: Review of the Branding Program for the City of Newton** – Chairman Stiver led a discussion of the preliminary branding suggestion proposed by the branding/wayfinding consultant. The members listed several advantages seen in the Sir Isaac Newton connection to the City of Newton as well as several shortcomings or concerns. The membership generally

acknowledged that the process was going to be difficult because no clear “identity” for Newton had yet been discovered. Those present listed these attributes for Newton:

- Home of Soldier’s Reunion
- Home of the 1924 Courthouse and a classic downtown “square”
- County Seat
- Future home of the only Narrow Gauge Railroad Museum in the southeast US
- Home of the Catawba County Museum and the Newton-Conover Health and Science High School
- Manufacturing heritage
- Home of the Old Post Office Playhouse/Green Room

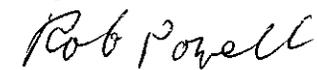
Those present again could not form a clear direction for Newton’s branding. There was support for Soldier’s Reunion and our manufacturing heritage. Other ideas included folk art, such as the Lake Norman Folk Art Festival, pottery, and the campground heritage (Balls Creek Campground).

**Item 4: Meeting Schedule** – The next schedule meeting of the Business Advisory Committee is September 18<sup>th</sup>, 2013 at 3:00 pm.

**Item 5: Adjournment**

With no further business, Chairman Stiver adjourned the meeting at 4:50 pm.

Respectfully submitted,



Rob Powell  
Recording Secretary