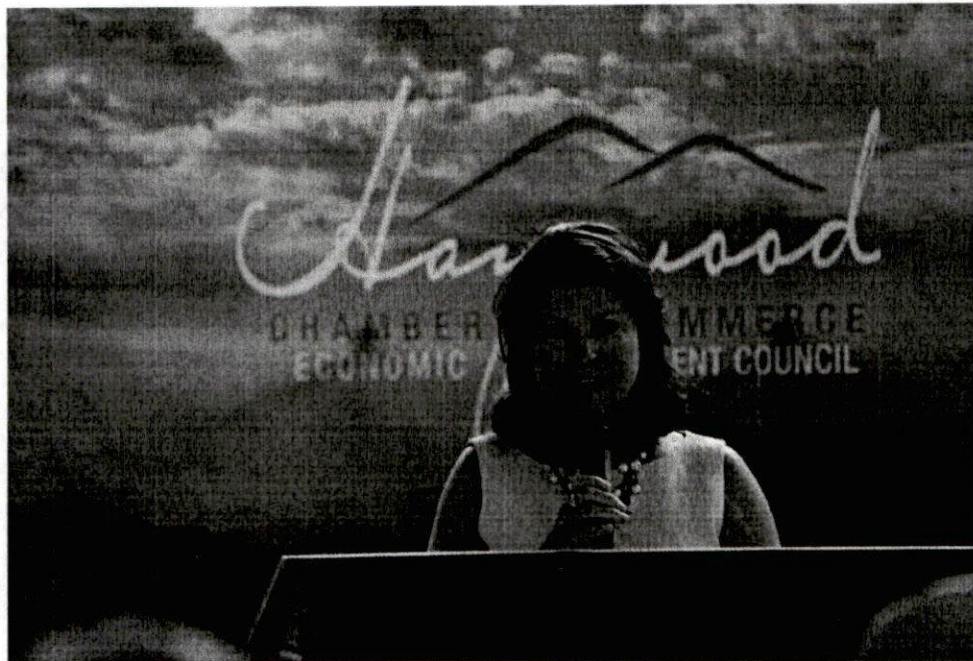


JAN 28 2023



MARKETING — One of the marketing investments made in the early years of partnering with the Asheville Chamber was a backdrop where presentations could be made. “We needed to up our game a bit because we ere right there with Asheville and saw what they were doing,” said Haywood Chamber President CeCe Hippius. “We were in the same ball field and need to have the same color uniforms on.”

[https://www.themountaineer.com/news/county-revamps-economic-development-program/article\\_994f6dc-e-cca9-11ea-b243-63809c5c7e82.html](https://www.themountaineer.com/news/county-revamps-economic-development-program/article_994f6dc-e-cca9-11ea-b243-63809c5c7e82.html).

Haywood County has changed the way it handles economic development, with the commissioners voting last week to amend its contract with the Greater Haywood Chamber of Commerce.

In 2018, the commissioners signed a three-year contract with the Chamber to provide economic development services. Of the \$233,000 annual contract, \$100,000 was to be given to the Asheville Area of Chamber of Commerce to market and promote Haywood County sites as part of its portfolio when courting new businesses. The Haywood Chamber retained the remainder to hire staff, prepare marketing materials and work alongside the Asheville group to entice businesses to relocate in the county.

Chamber president CeCe Hippius said the discussions began early this year to alter the arrangement, setting aside a larger chunk of money to work on site development as opposed to marketing. At their meeting last week, the county commissioners approved a three-year consulting contract for \$100,000 annually with the Asheville Area Chamber of Commerce to continue the economic development work started in 2018. In addition, the board approved a memorandum of understanding with the Haywood Chamber to provide \$50,000 annually to assist the Asheville/Buncombe Chamber with economic development activities; work on legislative goals, host economic development, broadband and other meetings as needed; market the area to bring new businesses in and work with existing businesses on expansion and retention and provide small business support. Of the amount, \$26,000 is set aside for wages, another \$11,000 is to contract with a firm to provide research and analytics; \$6,000 is for events and programs, while \$7,000 is for advertising, rent and travel.

Hippius said much of the original marketing work had been completed and it was time to re-examine the needs going forward. “Nothing really changes. We’re still a team,” Hippius said of the joint efforts between the Haywood and Asheville chambers. “This streamlined things a little bit with the county directly contracting

with Asheville, but basically it means more money can go toward infrastructure.” County Manager Bryant Morehead agreed. “The Chamber had revamped the website and the marketing packages, so that work was done,” Morehead said. “Now that the Jonathan Creek site is ready, we need to turn to the Beaverdam site that has been there for years. Some of the things hurting us is the road isn’t finished, and there’s no water, sewer or gas. Potential buyers are hesitant to invest in a site that isn’t shovel-ready, so funds saved from reworking the chamber arrangements can now be used on that, he added. The team approach between the chambers has worked well, landing \$2.3 billion in investments and 17,000 jobs for the region, meeting documents stated. While none of the investment was directly in Haywood County, in two and a half years, the county has had 27 site visits and been a finalist in three projects. In 2019, the Asheville Chamber of Commerce received national recognition for its innovative programs, including the partnership with the Haywood Chamber and the regional approach to economic development it fostered.



BOARD OF COMMISSIONERS

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BRANDON C. ROGERS, VICE CHAIR  
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TOMMY LONG  
J.W. "KIRK" KIRKPATRICK, III



COUNTY MANAGER BRYANT MOREHEAD  
COUNTY ATTORNEY FRANK G. QUEEN

**HAYWOOD COUNTY BOARD OF COMMISSIONERS  
REGULAR AGENDA FOR  
MONDAY, JULY 20, 2020 – 5:30 PM  
HISTORIC COURTHOUSE AT 215 N. MAIN STREET, WAYNESVILLE, NC**

Citizens are encouraged to view the Board of Commissioners meetings online. Regular meetings are streamed live on the county website at [www.haywoodcountync.gov](http://www.haywoodcountync.gov), scroll to the bottom of the home page and click on the YouTube icon located at the bottom left side corner. Public comments can be submitted to the Clerk to the Board via email to: [tracy.wells@haywoodcountync.gov](mailto:tracy.wells@haywoodcountync.gov) no later than 5:00 p.m. on the Sunday before each regularly scheduled Monday meeting.

- I. Call to Order  
Chairman L. Kevin Ensley
- II. Pledge of Allegiance/Invocation - BOCC Pastor Josh Frazier
- III. Call for Public Hearing/Public Hearing
  1. Request for Public Hearing on August 3, 2020 at 9:00 a.m. in the Historic Courtroom of the County Historic Courthouse located at 215 N. Main Street, Waynesville, NC for approval to refund an excise tax overpayment per N.C.G.S. 105-228.37 - County Attorney Frank Queen
  2. Public Hearing:  
For the installment financing contract for (1) the purpose of building a Health & Human Services building at Haywood Community College for classrooms and labs for the nursing education program and other human services education purposes and (2) refinance of an Installment Financing Contract with Bank of America, N.A. dated October 1, 2010 - Finance Director Julie Davis
- IV. Public Comment Session  
***Citizens must sign up for public comment prior to ten (10) minutes of start time and each speaker is limited to three (3) minutes. Audience members may not address the Board at any time during deliberations unless recognized by the Chairman.***
- V. Constituent Concerns
- VI. Administrative/Agency Reports/Presentations

1. Introduction of New County Employees - County Manager Bryant Morehead
2. COVID-19 Update - Public Health Director Patrick Johnson and Medical Director Dr. Mark Jaben
3. 2021 Tax Revaluation Update - Tax Assessor Judy Hickman and Tanner Valuation Group President James D. Tanner

VII. Discussion/Adjustment to Agenda

VIII. Consent Agenda

1. Request approval of June 15, 2020 regular meeting minutes and July 6, 2020 special meeting minutes
2. Request approval of June 2020 - Refunds, Releases, Amendments and Discoveries
3. Request approval of June 2020 Tax Collections Update and Refunds
4. Request approval of designation of Commissioner Tommy Long as the voting delegate for the virtual NCACC Annual Conference on August 6, 2020
5. Request approval of contract renewal - Sheriff's Department - Attorney David Wijewickrama - \$31,250 - to be paid from FY 2020-2021 budgeted funds and approval for County Manager to sign said contract
6. Request approval of contract renewal - Sheriff's Department - Southern Software - \$20,970 - to be paid from FY 2020-2021 budgeted funds and approval for County Manager to sign said contract
7. Request approval of contract renewal - Sheriff's Department - Priority Dispatch - \$21,600 - to be paid from FY 2020-2021 budgeted funds and approval for County Manager to sign said contract
8. Request approval of contract renewal - Sheriff's Department - Mobile Communications America - \$30,125.85 - to be paid from FY 2020-2021 budgeted funds and approval for County Manager to sign said contract
9. Request approval of contract renewal - Sheriff's Department - Century Link - \$108,425 - to be paid from FY 2020-2021 budgeted funds and approval for County Manager to sign



said contract

10. Request approval of contract renewal - IT Department - Bi-Tek - \$58,710 - to be paid from FY 2020-2021 budgeted funds and approval for County Manager to sign said contract
11. Request approval of contract renewal - Tax Collections Department - Southdata Printing - \$35,000 - to be paid from FY 2020-2021 budgeted funds and approval for County Manager to sign said contract
12. Request approval of contract renewal - Register of Deeds Department - Kofile - \$28,363.50 - to be paid from FY 2020-2021 budgeted funds and approval for County Manager to sign said contract
13. Request approval of contract renewal - Library - Ingram Library Services, LLC - \$28,000 - to be paid from FY 2020-2021 budgeted funds and approval for County Manager to sign said contract
14. Request approval of contract renewal - Facilities Department - Donna Trull (d/b/a Trull's Cleaning Services) - Law Enforcement Center - \$21,750 - to be paid from FY 2020-2021 budgeted funds and approval for County Manager to sign said contract
15. Request approval of contract renewal - Facilities Department - Affordable Cleaning of WNC, Inc. - Historic Courthouse - \$56,000 - to be paid from FY 2020-2021 budgeted funds and approval for County Manager to sign said contract
16. Request approval of contract renewal - Solid Waste Department - McGill Associates - \$25,000 - to be paid from FY 2020-2021 budgeted funds and approval for County Manager to sign said contract
17. Request approval of contract renewal - Solid Waste Department - Bunnell Lammons Engineering - \$7,200 - to be paid from FY 2020-2021 budgeted funds and approval for County Manager to sign said contract
18. Request approval of contract renewal - Economic Development Department - Asheville Area Chamber of Commerce, Inc. - \$100,000 - to be paid from FY 2020-2021 budgeted funds and approval for County Manager to sign said contract
19. Request approval of contract renewal - Economic Development Department - Greater



Haywood County Chamber of Commerce - \$50,000 - to be paid from FY 2020-2021 budgeted funds and approval for County Manager to sign said contract

20. Request approval of contract renewal - HHS - Haywood Vocational Opportunities - \$72,800 - reimbursable with Federal funds and approval for County Manager to sign said contract
20. Request approval of contract renewal - HHS - Southwestern Child Development Commission - \$156,060 - reimbursable with Federal and State funds and approval for County Manager to sign said contract
21. Request approval of Southern Health Partners contract for inmate healthcare/medical services (increase in medical staff hours) for the Sheriff's Office Detention Center in the amount of \$263,883.34. \$224,936.34 will be paid from FY 2020-2021 budgeted funds and \$38,947 from Department of Justice Grant and approval for County Manager to sign said contract
22. Request approval of budget amendment - Public Safety - Detention Office - \$38,947 - to appropriate the federal grant revenue awarded to the Sheriff's Office for use in the Detention Center to cover the cost of increased medical staff hours per the contract with Southern Health Partners
23. Request approval of Food Restaurant Supply (FRS) contract for a new dishwasher for the Sheriff's Office Detention Center in the amount of \$42,890 to be paid from FY 2020-2021 budgeted funds and approval for County Manager to sign purchase contract
24. Request approval of Bunnell Lammons Engineering contract for corrective action evaluation report - baseline Monitored Natural Attenuation (MNA) sampling event (FFLF) in the amount of \$33,900 to be paid from FY 2020-2021 budgeted funds and approval for County Manager to sign said contract
25. Request approval of budget amendment FY 2019-2020 - Special Revenue Fund - \$1,263,918 - to appropriate the CARES Act funding into a Special Revenue Fund per the N.C. Local Government Commission requirement and to adjust the General Fund to reflect FEMA vs. CARES Act funding
26. Request approval of budget amendment - FY 2020-2021 - General Fund - HHS Dental Clinic - from Fund Balance - \$73,719 - to re-appropriate the unspent Medicaid Cost Settlement received in the prior fiscal year so the project can be completed



27. Request approval of budget amendment - FY 2020-2021 - General Fund - Public Safety - \$450,000 - to cover the cost of COVID-19 supplies and programs that are expected to be reimbursed through FEMA for the new fiscal year starting July 1, 2020
28. Request approval of budget amendment - FY 2020-2021 - Capital Project Fund - Public Schools Lottery - \$1,300,000 - N.C. Lottery proceeds to cover the design and construction of the new turf projects at the two sports stadiums, as approved by both Boards and the N.C. Dept. of Public Instruction

IX. Regular Agenda

1. Request approval for the Lake Logan-Cecil Fire Department to enter into a financing agreement in the amount of \$150,000 to purchase and update firefighting equipment - County Manager Bryant Morehead
2. Request approval of amendment to Chapter 91 Animal Services Ordinance - paragraph "Inherently Dangerous Wild Animals" per Petition and request from Cynthia Gregory - County Attorney Frank Queen
3. Request approval of Resolution rescinding the Resolution authorizing the piggyback exception to competitive bidding process for a previous ambulance remount bid by Newberry County approved by BOCC on June 15, 2020 - County Attorney Frank Queen
- 3a. Request approval of Resolution to purchase an ambulance remount from Precision Rescue Vehicles per bid award on November 4, 2019 in the amount of \$109,469 using the piggyback exception to competitive bidding process and authorizing the purchase by this process. This ambulance will replace a previous ambulance which was totaled due to a collision. Cost(s) to be paid from insurance proceeds for the ambulance collision - Emergency Services Director Greg Shuping
- 3b. Request approval to purchase a Stryker stretcher and stretcher power loading system for the replacement ambulance in the amount of \$40,207.99 to be paid from insurance proceeds of the ambulance collision - Emergency Services Director Greg Shuping
- 3c. Request approval of budget amendment - General Fund - Emergency Services - EMS - \$149,677 - to re-appropriate the amount for the ambulance that will be replacing an ambulance that was totaled due to a collision. The budget includes the Stryker stretcher and stretcher power loading system. The insurance proceeds were received in the prior fiscal year and rolled into fund balance at year end - Finance Director Julie Davis
4. Request approval of Resolution to approve the Sale of the Historic Haywood County

Hospital to Landmark Asset Services, Inc. in the amount of \$225,000 for the purpose of affordable housing and to maintain the historic preservation of the Old Hospital Building - Program Administrator David Francis

5. Request approval to decrease the solid waste availability fee - Program Administrator David Francis

X. Appointments - County Manager Bryant Morehead

1. Request approval of re-appointments of Christine Gibson and Christinea Haywood to the Adult Care Home Community Advisory Committee for Long-Term Care
2. Request approval of re-appointment of Marjorie Bogart to the Nursing Home Community Advisory Committee for Long-Term Care
3. Request approval of appointment of Alicia Bryson to the Haywood Healthcare Foundation Advisory Committee
4. Request approval of re-appointment of Katherine Ramey to the Clyde Planning Board - ETJ

XI. Closed Session  
None

XII. Adjournment





**HAYWOOD COUNTY BOARD OF COMMISSIONERS  
REGULAR AGENDA REQUEST**

**Item Title:**

Request approval of contract renewal - Economic Development Department - Asheville Area Chamber of Commerce, Inc. - \$100,000 - to be paid from FY 2020-2021 budgeted funds and approval for County Manager to sign said contract

**Board Action Request:**

**Requested Action Department:**

Economic Development

**Presenter:**

Tracy Wells

**Background/Justification:**

**Budgetary Impact:**

**Policy Impact:**

**Attachments:**

attach-23-ashv-chamber.pdf

BOARD OF COMMISSIONERS

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BRANDON C. ROGERS, VICE CHAIRMAN  
J.W. "KIRK" KIRKPATRICK, III  
TOMMY LONG  
MARK PLESS



COUNTY MANAGER  
BRYANT MOREHEAD

COUNTY ATTORNEY  
FRANK QUEEN

## HAYWOOD COUNTY BOARD OF COMMISSIONERS AGENDA REQUEST

**Must be presented to the County Manager's Office  
no later than noon on Friday, 10 days before the meeting**

**DATE OF REQUEST: 07/10/2020**

**FROM: David Francis**

**MEETING REQUEST DATE: 7/20/2020**

**REQUEST:** Approval of the renewal of the economic development agreements between Haywood Chamber and Asheville Buncombe Chamber/EDC

**BACKGROUND AND PLAN:** Haywood County has been contracting with the Haywood County Chamber to provide certain economic development functions since 2014. Beginning in January of 2018, the Haywood Chamber and the County contracted with the Asheville-Buncombe Chamber/EDC for additional services.

CeCe Higgs, President of the Haywood Chamber has done a great job engaging local entrepreneurs along with the help of Jeff Kaplan of the Asheville Chamber. Clark Duncan, Sr. Vice President with the Asheville Chamber is an experienced recruiter and well respected across NC and the southeast.

The team approach has worked well between the County and Haywood and Buncombe Chambers. Activity has been up as we have worked 76 leads with over \$2.3 billion investment with over 17,000 jobs. In 2 ½ years, Haywood County has had 28 site visits with Haywood County becoming a finalist on 3 projects.

The County will be paying the Asheville-Buncombe Chamber directly instead of the pass through by Haywood Chamber and their agreement has been reduced accordingly to reflect the change. The County has reduced some expenses at the Haywood Chamber such as advertising, marketing and accounting and will allocate to infrastructure and site development.

**FINANCIAL:** Haywood Chamber \$ 50,000  
Asheville Buncombe Chamber/EDC \$100,000

To be paid from FY 2020-2021 Economic Development budgeted funds

**SUPPORTING ATTACHMENT: YES  NO**

**POWERPOINT PRESENTATION: YES  NO**

**PERSON MAKING PRESENTATION: DBF**

*David Francis (fill a title)*

**TITLE:** Program Administrator

**PHONE NUMBER:** 828-356-2602

**EMAIL:** [david.francis@haywoodcountync.gov](mailto:david.francis@haywoodcountync.gov)



STATE OF NORTH CAROLINA

COUNTY OF BUNCOMBE

**Consulting Contract Agreement**

THIS AGREEMENT made and entered into this, the 1st day of July 2020, by and between the Asheville Area Chamber of Commerce, Inc., a North Carolina nonprofit corporation (hereinafter referred to as "Consultant") and Haywood County, a body politic and corporate (hereinafter referred to as "County");

**WITNESSETH:**

WHEREAS, the Consultant is, pursuant to a separate agreement, charged with the responsibility of administering the duties of economic development efforts in an efficient and economical basis within Buncombe County; and

WHEREAS, the County is charged with the responsibility of administering the monies and duties of economic development efforts in an efficient and economical basis within Haywood County, North Carolina; and

WHEREAS, for the past three years, the County has held an ongoing contractual relationship, via the Haywood Chamber of Commerce, with the Consultant with the idea of utilizing the years of strategic effort, infrastructure and additional resources to begin a partnership around marketing Haywood County for business development and recruitment; and

WHEREAS, County has been extremely satisfied with the investment made during the last three years with the Consultant, as shown through increased interest and site visits within Haywood County for economic development purposes; and

WHEREAS, the Consultant has provided 76 leads with potential investment projects of \$2.3 billion and over 17,400 potential jobs with 28 site meetings and Haywood County becoming a finalist on 3 projects; and

WHEREAS, County and Haywood County Chamber of Commerce have renewed their Agreement for three years to solidify their strategic partnership and County enjoys the beneficial relationship with the Consultant and the Haywood County Chamber of Commerce; and

WHEREAS, the economic development department of the Asheville Area Chamber of Commerce was awarded the designation of Accredited Economic Development Organization standing by IEDC and is one of only 63 in the world; and

WHEREAS, the worldwide pandemic and economic downturn have shown the need for long-term partnerships to provide stability and greater marketability; and

WHEREAS, the parties to became leaders in the state in promoting regional cooperation and effective leadership in the regional economy and wish to continue their partnership;

NOW THEREFORE, with mutual consideration, undertakings and covenants as stated hereinafter, the parties hereto agree as follows:



- 1) The Consultant shall carry out and perform the following services on behalf of the County:
  - a. The County will have direct access to the High Growth Entrepreneurship System (separate from small business) built through Venture Asheville - a sub-brand of the Consultant.
  - b. The County will have direct access to public policy staff and advocacy around individual project needs and regional issues in common.
  - c. The Consultant will share project leads with the County, as analyzed by Consultant's Senior Vice President of Economic Development and considered suitable for property available in Haywood County.
  - d. The Consultant will include Haywood County properties in its online marketing tools and website.
  - e. The Consultant will include Haywood County properties in 4-6 market visits per year, wherein Consultant's economic development team will meet with an estimated 10-15 site selection specialists per visit.
  - f. The Consultant will utilize its long-established search engine optimization (SEO) platform to include Haywood County sites and buildings.
  - g. The Consultant will adapt its current project management system and reporting to include Haywood County sites and buildings.
  - h. The Consultant will provide assistance to the County on an advisory basis when Request for Proposals by interested companies are received by the County.
  - i. The Consultant will provide templates for research and site information documents to help promote Haywood County. County will utilize local expertise and staff or representatives to collect the data and information needed to fill those templates.
  - j. The Consultant will provide monthly reports on deal flow, sales pipelines and highlights of project activity for County's usage. Consultant will meet with boards as requested and provide an overview on projects, economic development efforts and other information as needed.
  - k. The Consultant will provide project management services, County relations and site visit coordination in coordination with leadership of Greater Haywood County Chamber and Haywood County Government.
- 2) Upon approval, the parties hereby agree that this Agreement shall be in effect for three fiscal years beginning on July 1, 2020 and ending on June 30, 2023.
- 3) The County will compensate the Consultant \$100,000.00 per fiscal year, for three (3) years, beginning on or before August 15, 2020 and on or before January 15, 2021, on a semi-annual basis in increments of \$50,000.00 and likewise for subsequent years until June 30, 2023.
- 4) The parties agree that this Agreement shall thereafter be on-going on a yearly basis, unless stated separately in writing, and with six (6) months' notice prior to termination.



- 5) Expenses related to hosting potential companies and businesses specific to Haywood County would be in addition to the annual consulting fee.
- 6) Expenses related to the production of materials relating to marketing and site information, outside the parameters of Section 1 above, specific to Haywood County, as approved by the County Manager and Program Administrator, are in addition to the annual consulting fee.
- 7) The parties stipulate that this Agreement supersedes the prior agreement between the parties and the Greater Haywood Chamber of Commerce, originally effective January 1, 2017 to present and attached hereto as Appendix A.
- 8) If any term or provision of this Agreement shall, to any extent, be held invalid or unenforceable, the remainder of this Agreement shall not be affected thereby, and each provision of this Agreement shall remain valid and enforceable to the fullest extent permitted by law.
- 9) Each party represents to the other party that it has: (a) fully read and understood the terms of this Agreement, (b) had the opportunity to seek the assistance of its own legal advisor regarding this Agreement and its terms, (c) full legal authority to enter into this Agreement and has taken all necessary legal steps to obtain such authority, (d) equally participated in the negotiation and drafting of this Agreement, and (e) not relied upon any statement, representation or warranty not contained in this Agreement and/or the exhibits attached hereto.
- 10) This Agreement, including the attached exhibits listed herein, constitutes the entire agreement of the parties with respect to the subject matter hereof and may not be ~~modified, amended or rescinded except by a written agreement signed by both parties~~. No oral agreements, representations or warranties have been made and/or relied upon.

IN WITNESS THEREOF, the Consultant and County have executed this Agreement by their respective duly authorized officers, as of the day and year first written above.

ASHEVILLE AREA  
CHAMBER OF COMMERCE, INC.

Kit Cramer  
Kit Cramer, President

HAYWOOD COUNTY  
BOARD OF COMMISSIONERS

\_\_\_\_\_  
Chair, Board of Commissioners

ATTESTED BY:

[Signature]

ATTESTED BY:

\_\_\_\_\_