



Town of Pinetops

NORTH CAROLINA est. 1903

Community Development Advisory Board Meeting Minutes February 22, 2023, 6:00 pm

1. Call to Order

The meeting was called to order at 6:15 pm by Phyllis Arrington, Chair.

2. Attendees

The following members were present: Phyllis Arrington, Suzanne Coker Craig, Ben Mayo, Ardean Eason, Ron Pate (remote attendee), Kyle Cecchi, Tierra Norwood (remote attendee, joined near end of meeting). Also present were Fred Ventresco, Town Administrator and Stacy Harrell, Police Chief.

3. Minutes

The January 25, 2023, meeting minutes were reviewed. Susanne Coker Craig motioned to approve, Ben Mayo seconded, and all members being in favor the minutes were approved.

4. Board of Commissioners Town Meeting

The Chair discussed a presentation given to the Town Commissioners, which was well received. The change in direction to have three strategic initiative teams instead of formal committees was reviewed in the Town meeting.

5. SWOT from previous economic survey

Kyle reviewed the Pinetops SWOT from the previous economic survey. Input shown was shared directly by community participants. During the presentation Kyle volunteered to develop a flyer about façade updates with whatever funding is available; all members agreed to the same. The use of survey results was discussed, including for (a) contacts to reach out to for volunteers and, (b) starting point for actions for each team.

6. Promotion for PCDAB initiatives

- The possibility of a future video to promote the Town and PCDAB initiatives was discussed. Ron Pate agreed to continue outreach to contacts that may be able to provide the same and will update in a future meeting. The possibility of obtaining some grant funding to support this was briefly discussed.
- The Chair requested we obtain footage of the Town as is now so it will allow showing improvements as they are implemented. Ben suggested we can all take pictures of what we have now. Will need to revisit to align on actions.
- Kyle suggested we may wish to consider having a news channel promote what we're doing as well. It was discussed contacting the radio station in Tarboro. Need to revisit to align on specific actions.
- Kyle suggested when work begins, such as façade improvements, we may wish to have bright shirts and flyer while we're there doing work on the façade improvement. Volunteers doing work and meet and greet and T-Shirts at the same time. All agreed and this will be considered for when the weather improves.
- The Fire Dept is having a tractor pull in May. We discussed and agreed we need to promote what we're doing at this event. Fred agreed to obtain get contact info for follow-up. Ron agreed to do a brief presentation / discussion at the beginning if it works out, and provided he is in town at the time of the event.
- Ron agreed to contact ABB, Inc. to share the information about PCDAB within the month of March.
- Ardean mentioned directional signs were well received when installed and reminded all that it doesn't have to be big to get interest in what we are doing.

7. Community Meet and Greet

The previously discussed topic of a community Meet and Greet was revisited. The Chair suggested we accelerate plans for a Meet & Greet for folks to get to know the PCDAB members and our initiative. Could be a simple event, not a large affair with cookout, etc. Ron suggested maybe a meeting at the library with chips and dips and drinks, a few hours, and send out a notice about the event. If nice, could have it under the gazebo. We need to revisit this item for action.

8. Other Business

- Tierra briefly discussed the volunteer form. Some limited response has been received (4 volunteers). Follow-up with the volunteers is needed.
- Tierra set up a Google Drive for sharing data in a repository. Ron will work with Tierra to upload documents to the repository. Tierra will provide training as needed on its use.

The Chair reminded all to ask for assistance as needed.

- Ron mentioned an entrepreneur in Raleigh, Darren Sodoski, interested in volunteering for one of the initiatives, who also may have interested in establishing an office in Pinetops for one of his companies. He is invited to attend the next meeting as guest. Ron will follow-up with this contact.
- Fred advised the Town of Tarboro Chamber of Commerce is willing to attend our next meeting to discuss our initiatives. Fred to follow-up.

9. Next Meeting

The next meeting is scheduled for March 22 at 6:00 pm.

10. Adjournment

Being no further business for the workshop Ardean Eason motioned to adjourn, Suzanne Coker Craig seconded, all agreed, and the meeting adjourned at 7:20 pm.