

TOWN OF ROCKY MOUNT
PLANNING COMMISSION & ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
December 04, 2018
6:00 p.m.

The Planning Commission and Economic Development Authority of the Town of Rocky Mount, Virginia met in the Council Chambers of the Rocky Mount Municipal Building, located at 345 Donald Avenue, Rocky Mount, Virginia, at 6:00 p.m. on December 4, 2018, for a Joint Work Session meeting with Planning Commission Chair Janet Stockton and EDA Vice Chair Adam Lynch presiding.

Planning Commission Members Present:

- Chair Janet Stockton
- Vice Chairman John Speidel
- Member Derwin Hall
- Member Ina Clements
- Member John Tiggle
- Member Bud Blanchard

Economic Authority Members Present:

- Vice Chairman, Adam Lynch
- Member Ann Dillon
- Member Peggy Santrock
- Member Doug Guilliams
- Member Linda Spence

Staff Members Present:

- Assistant Town Manager Matthew Hankins
- Town Planner Jessica Heckman
- Planning Commission Clerk Cherie Compton
- Town Council Member Jon Snead
- Town Council Vice Mayor Billie Stockton

APPROVAL OF AGENDA

Additions or Corrections: None

Motion: To approve agenda as presented

Motion By: Member Derwin Hall

Second: Vice Chairman John Speidel

Action: Approved by a unanimous vote of members present

Joint Work Session

Creating a Downtown Vibe- Members discussed ways to improve the downtown including: creating more festivals and concerts to attract people to the area, public art, as well as the possibility of street speakers that would play music, advertise area shopping, weather forecasts, Harvester shows and many more things.

Farmers Market Planning- Members questioned the staff about the current market management, hours of operation and discussed its potential for growth. Members discussed working with the county for use of the county building behind the market for all year market spaces. Matthew Hankins suggested reaching out to Sarah Capps to inquire about barn quilts to display inside of the market to give it more appeal. EDA Vice Chair Adam Lynch suggested creating a Love your Downtown walk where businesses would have small Love Signs that people would come in and visit.

Branding- EDA Vice Chair Adam Lynch talked about surrounding towns that have used branding to bring visitors to town and how we need to create a small town theme and story and build off of it. Matthew Hankins touched on the responses that we received from the RFP's for branding and the VA Tourism grants.

Industrial Incubator- Develop an Industrial Incubator that would allow 8-10 units about 1500 to 2000 feet apart for small companies to start up. The idea is they would develop, expand and stay within Rocky Mount. The Town would have performance agreements with the businesses that want to start up in the incubator and would be charged rent to cover expenses. EDA can reserve a spot in the incubator for training and classes.

Open House for Business Owners and Industries- Members suggested hosting an open house at the Depot for businesses to come in and talk about things they need to have and a chance to do recruiting.

With no further discussion, a motion was made to adjourn.

ADJOURNMENT BY PLANNING COMMISSION

Motion to Adjourn By: Member Derwin Hall

Second: Member Bud Blanchard

Action: Approved by a unanimous vote of members present

Time of Adjournment: 7:32 p.m.

Janet Stockton, Chairman

ATTEST:

Cherie Q. Compton, Clerk

ADJOURNMENT BY ECONOMIC DEVELOPMENT AUTHORITY

Motion to Adjourn By: Member Doug Guilliams

Second: Member Lynda Spence

Action: Approved by a unanimous vote of members present

Time of Adjournment: 7:32 p.m.

Adam Lynch, Vice Chairman

ATTEST:

Cherie Q. Compton, Clerk