

RESOLUTION 12-08-14

A RESOLUTION APPOINTING *THE TOWN OF LAKE LURE – CHIMNEY ROCK VILLAGE MARKET ASSESSMENT, BRAND DEVELOPMENT & MARKETING PLAN PROJECT STEERING COMMITTEE*

WHEREAS, the Town of Lake Lure and Chimney Rock Village understand the importance of partnering together to identify, secure and promote common interests;

WHEREAS, the Town of Lake Lure and Chimney Rock Village understand the need to carry out a market assessment, brand development and marketing plan project to facilitate sustainable economic growth and development for both municipalities well into the future;

WHEREAS, the Town of Lake Lure will use the information gathered from this project to further refine the Town Center Master Plan per Policy ED-1-3.1, 2002-2027 Comprehensive Plan, and to develop other useful initiatives as needed;

WHEREAS, the firm of Arnett Muldrow has been retained to assist the municipalities with this strategic project;

WHEREAS, a Steering Committee is needed to provide general guidance and periodic evaluations of the progress relative to this project as it moves forward;

WHEREAS, the Steering Committee will review goals and objectives, refine specific tasks and coordinate the planning process in conjunction with Arnett Muldrow, Town of Lake Lure, and Chimney Rock Village in keeping with the attached documents;

THEREFORE, BE IT RESOLVED, the Lake Lure Town Council.....

ONE: Does hereby appoint a Steering Committee to guide the market assessment, brand development, and marketing plan project. Said Committee shall be made up of the following persons (who agree to serve):

- *Andy Bell
- *Tom McKay
- *Charlie Ellis
- *Linda Turner
- *Paula Jordan
- Genevieve Helms
- *Tommy Hartzog

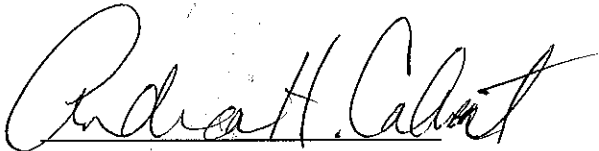
- *Michelle Yelton
- *Adrienne Wallace
- *Kay Dittmer
- *Diane Barrett
- *Barbara Meliski
- *Bob Wald

*All have agreed to serve as of 8-8-12.

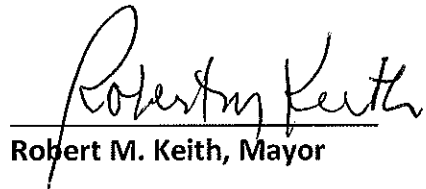
TWO: Shall receive a report from the Community Development Director on a weekly basis (or as needed) regarding the progress of the project until complete and consider adopting the final report once completed and presented at a public meeting.

Adopted this 14th day of August 2012

Attest:



Andrea H. Calvert, Town Clerk



Robert M. Keith, Mayor