

Asset Management Advisory Board Minutes

July 19, 2016

Present: Charlie Ellis, Tom McKay, Andy Bell, Linda Turner, John Moore, Bob Wald, Mike Holden, Shannon Baldwin, Jonathan Hinkle, Sam Karr.

Charlie Ellis opened the meeting, welcomed those present, and described the purpose of the AMAB. He explained that the AMAB is now an official “standing” board. Charlie explained that we will now have an agenda, keep minutes, develop bylaws, and a designated clerk. Charlie went on to say the board had been entrusted to offer advice to Town Council regarding assets owned by the Town. In essence, the board will engage in strategic thinking, planning, and advising Town Council on strategic moves and policy accordingly.

Charlie pointed out the decision matrix, other items in the AMAB handbook, and the.....

- Brand Statement (Brand Development & Market Assessment Study)
- Vision Statement (2007-2027 Comp Plan)
- Goals (2007-2027 Comp Plan)
- Town Center Small Area Plans ((Main Street Plan, Morse Park-Pedestrian Bridge Plan, Rocky Broad Gateway Plan)
- NC 9 Small Area Plans

The need to craft memos spelling out how our decisions align with these different items.

Charlie stated we needed to do a few things to ensure everyone had the same accurate information:

- Distribute Members List
- Update Asset Inventory List (spreadsheet)
- Update Large Map (GIS function)

John Moore stated that it is important that we secure community buy in regarding projects and recommendations. Tom MacKay stated that developing a strategic action plan is very important as we move into the future. He cited the Riverside Pavilion property and emphasized how important that property is to all the improvements indicated in the Rock Broad Gateway Plan. Charlie reminded members of the process used to purchase, choose a course of action, and then implement the action plan relative to the old El Sureno property. It is a very important piece of property (especially when bundled together with abutting tracts) because there is a much larger puzzle. Charlie mentioned the neighboring American Legion property. This puzzle is depicted in the Rock Broad Gateway Plan. The old El Sureno property can serve as a catalyst for achieving a much bigger outcome. Charlie stated that at times the town should take action that developers will not take. This is where the AMAB comes in. The El Sureno property can always be repurposed. We should never purchase to purchase but purchase toward some end. We should be targeting properties that are highly strategic and easy to purchase. Charlie stated he would like everyone to submit 2-3 ideas regarding what they feel is important for the town to consider as an important property to own or sell.

John Moore stated he felt like it is very important to have the community behind Town Council decisions. We must show how the ABC store proposal will help the community. It must be successful, when done. He said he agreed with the need for a deep water port, deep water access.

Shannon Baldwin spoke briefly about the bridge project near the being studied by NCDOT. After much discussion the board felt Charlie Ellis, John Moore and Shannon Baldwin should request a meeting with NCDOT. Shannon was asked to contact David Brown, our NCDOT representative and request a meeting.

Tom McKay mentioned that we have to take care of our town gateways and town-wide circulation, especially for emergency access. He mentioned again the American Legion property and its strategic value for the Gateway Plan. He stated these items weigh heavy on his mind and the board should give serious consideration to these issues as it offers recommendations for strategic actions by the Town Council. Tom felt like we needed to start talks with Rumbling Bald Resort.

John Moore stated he felt it was extremely important that the RBR community be listened to and worked with as we move forward.

Charlie Ellis stated that a road to RBR from Boy Camp Road is certainly feasible. He felt like a consultant should be hired to study this issues like an engineering firm. Charlie stated he knew lots in the area of the right of way were behind on paying taxes and this should be considered.

Andy Bell stated transportation facilities need attention per the Comprehensive Transportation Plan, especially related to the Town Center and the link between Chimney Rock Village and Rumbling Bald Resort.

Charlie stated he felt like there are lots of projects we need to be working on like the new State Park entrance, extending Carson's Way, a State Park Visitors Center, etc. Charlie asked that a position paper be written to give background on the Westside Connector via Boys Camp Road.

After no further discussion, the meeting adjourned at 9:15 am.

