

**MEETING SUMMARY**  
**NC Mountain Resources Technical Advisory Council**  
**April 20, 2012**  
**10:00 - Noon**  
**Transylvania County Public Library**  
**Brevard, NC**

Members in Attendance: Jim Fox, Rick Wooten, Marvin Hoffman, DJ Gerken, David Ray, Eric Romaniszyn

Others in Attendance: Merlin Perry, Jason Love, Rodney Locks, Rob Bell, Judy Francis, Max Hopper, Julie Mayfield, David Gantt, Linda Giltz

Call to Order

Chairman Fox opened the meeting at 10:05 and welcomed all in attendance. He thanked Rodney Locks for setting up the meeting and providing snacks for the group.

Approval of February 17, 2012 Meeting Summary

Chairman Fox then asked everyone to review the summary of the February 17 meeting and suggest any necessary changes. Rick Wooten made a motion to approve the summary as presented. The motion was seconded by Marvin Hoffman and was approved unanimously.

Review of Recent Updates to the WNC Vitality Index

All TAC members present participated in an on-line review of the existing index. Jim said that all comments received to date have been incorporated. The printable version still being formatted and is not yet available. A student from UNC-Asheville is finalizing it as a senior project, so it will be completed soon.

Outreach Presentations Discussion with MRC Outreach & Education Committee Members

Jim said that the portal is functioning well. He showed the members how to upload photos for use in presentations. Some nice photos have already been loaded, but they can still use more, just make sure to credit the photographer. Adding a short description of the photo is also a good idea.

Jim then provided a sample presentation, and indicated that branding is on bottom of PowerPoint slides, there is font continuity throughout, and very basic information about the MRC is in the beginning slides. Information from the index was also downloaded and put into poster format for display purposes. He asked the group to think about length of presentations and the look of the final product. Judy said that topics and areas might be the focus of initial presentations, but there could also be a "slide bank" with information that members could download and make their own presentations. A blank slide with logo could also be included.

Julie Mayfield said she would like to figure out a way to present the index that gives them information without overwhelming the viewers. What is the framework that we put this out

there in? Jim said it might be helpful to start with three main stories. Select ones that show how metrics help interpret other metrics, and the relationships between them. David Gantt said it will be useful to keep “location” in mind too. We will need folks from each area to tell us what are the issues that can be discussed in that place so the data will be most helpful.

Rodney Locks said that Brevard just had their 150<sup>th</sup> birthday and there were a lot of discussions about local character and values. Jim said the index can be used to reinforce or illustrate vulnerabilities associated with those values that are identified / expressed by the community. Not everything can be controlled, but the data can increase awareness. Julie looked at the Goals & Objectives of the MRC and said it might be a good idea to look at counties who are balancing the environment and the economy well and use them as an example of successful efforts. DJ stressed talking about problems and opportunities. There are ways to tell regional stories, but also county-level stories for particular areas. This is how you develop information for particular audiences.

Judy suggested that, for members of the western delegation, one common area of interest might be the Blue Ridge Parkway and the connectivity between the natural features and economic impacts – but also infrastructure shortcomings that could impair potential. We can tell a story of environment and technology; visitor needs versus resident needs. Jim said we can’t control topography, but we can control other things. We need to set the stage for what that “means” for the region. Ex: water shortages in time as a limiting factor.

Rodney Locks suggested putting statewide data at the top of graphic data interpretations – and compare counties to state (not to each other). This is a source of information, not policy directives. Ex: of brewery scouting site. Not enough affordable housing stock for employees so they settled somewhere else. We needed a better source of info about our shortcomings so we can address them before we lose business prospects.

The group put a brief presentation together about Transylvania County from a regional and local perspective, including information about water availability, transportation issues, job sectors and how they are transitioning. The questions that the data can help answer are: What is the emerging model for growth? Is it water & sewer availability with zoning, education level attainment, community amenities, or no regulations with water & septic?

Jim asked everyone to make a 1-2 page ‘story’ that they would like to have a presentation for, then the TAC can make presentations that utilize data to support the story and can be used for outreach.

### Other Business

The group discussed the contributions that Rob Bell made to the index project, and agreed he would be a valuable TAC member. Marvin Hoffman made a motion to recommend to the MRC that Rob Bell be appointed as a member of the TAC. The motion was seconded by Rick Wooten and was unanimously approved.

#### Establish Next Meeting Date

The group agreed that their next meeting would be held on June 8 at 10:00 AM at the RENCI Engagement Center in Asheville to develop and refine the presentation about the index that will be included on the agenda of the June 15 MRC meeting, and also work on smaller presentations for the MRC members.

The TAC will also meet at 11:00 on June 15 at Grandfather Mountain prior to the MRC event.

#### Adjourn

There being no further business, the meeting adjourned at 12:10 PM.