

**FAYETTEVILLE CITY COUNCIL\CUMBERLAND COUNTY BOARD OF COMMISSIONERS
SPECIAL JOINT MEETING
CROWN THEATRE, 1960 COLISEUM DRIVE, FAYETTEVILLE, NC
JANUARY 20, 2017
11:30 P.M.**

Present: Council Members Kathy Jensen (District 1); Kirk deViere (District 2); Mitchell Colvin (District 3); Chalmers McDougald (District 4); William J. L. Crisp (District 6); Larry O. Wright, Sr. (District 7)

Commissioners Glenn Adams, Chairman; Jimmy Keefe; Larry Lancaster

Absent: Council Members Nat Robertson, Mayor; Robert T. Hurst, Jr. (District 5); Theodore Mohn (District 8); James W. Arp, Jr. (District 9)

Commissioners Marshall Faircloth, Vice Chairman; Jeannette Council; Charles Evans

Others Present: Douglas Hewett, City Manager
Karen McDonald, City Attorney
Kristoff Bauer, Deputy City Manager
Jay Reinstein, Assistant City Manager
Amy Cannon, County Manager
Melissa Cardinali, Assistant County Manager
Tracy Jackson, Assistant County Manager
Rick Moorefield, County Attorney
Vicki Evans, Finance Director
Sally Shutt, Governmental Affairs Officer
Candice H. White, Clerk to the Board
Jack Rostetter, Fayetteville-Cumberland County
Economic Development Corporation
Jonathan Morgan, UNC School of Government
Pamela Megill, City Clerk
Jennifer Ayre, Senior Administrative Assistant
Members of the Press

1.0 CALL TO ORDER

The meeting was called to order by Cumberland County Board of Commissioners Chairman Glenn Adams and City of Fayetteville Mayor Pro Tem Colvin.

2.0 PLEDGE OF ALLIGIENCE

The pledge of allegiance was led by City Council Members and County Commissioners.

3.0 INVOCATION

The invocation was offered by Council Member McDougald.

4.0 APPROVAL OF AGENDA

MOTION: Council Member Wright moved to approve the agenda.

SECOND: Council Member McDougald

VOTE: UNANIMOUS (6-0)

5.0 ITEMS OF BUSINESS

5.1 Economic Development Strategies and Tools

Mr. Jonathan Morgan, Ph.D., presented this item with the aid of a PowerPoint presentation. Mr. Morgan provided a copy of the "Economic Development Handbook" to all in attendance.

Mr. Morgan lectured on the following topics: learning objectives, process of economic development, economic development goals, growth versus development, role of local government, what matters most to businesses, foundation of economic competitiveness, evolution of economic development, asset based development, economic development strategies, business recruitment basics, product development, business retention, business expansion, industry targeting, economic gardening, business creation tools, workforce development, place making, strategy selection, incentives, and challenges for local governments.

The presentation was made available via a link in e-mail. Upon completion of the presentation, a brief question and answer session ensued.

6.0 ADJOURNMENT

There being no further business, the meeting adjourned at 1:30 p.m.