



Minutes

The Alleghany County Board of Commissioners met in special called Joint Town and Count meeting on Monday, January 29th, 2018, at 7 PM in the Board Meeting Room of the County Administration Building, 348 South Main Street, Sparta, North Carolina.

Present: Chair Mark Evans, Commissioner Bobby Irwin, Commissioner Tom Smith, Commissioner John Irwin, Commissioner Larry Prince, County Manager, Mike James, Town Manager Bryan Edwards, Mayor Wes Brinegar, Councilman Terry McGrady, Councilman Mike Parlier, Councilman John Brady, Councilman Chris Jones and Clerk to the Board Lauren Linker.

Chair Mark Evans called the commissioner meeting to order.

Mayor Wes Brinegar called the council meeting to order.

Mayor Wes Brinegar led the pledge of allegiance and Chair Mark Evans gave the invocation.

Chair Mark Evans noted they would like to rearrange the agenda to have Mr. Bottomley speak first.

Commissioner Prince made a motion to approve the revised agenda. Commissioner John Irwin seconded. Vote 5:0

JOINT AGENDA
Monday, January 29, 2018
7:00 P.M.

- 7:00 Meeting Called to Order, Pledge of Allegiance and Invocation
Motion on Agenda for January 29, 2018 Meeting
- A. 7:05 Dale Caveny – Marketing and Branding Presentation
- B. 7:50 William Bottomley – Christmas Light Display Presentation
- C. Council Comments
- D. Commissioners Comments
- E. Adjourn

Mayor Wes Brinegar welcomed William Bottomley to present ideas for Christmas light display in Sparta.

William Bottomley explained the goal to get choose and cut visitors a reason or attraction to stop at while in town. Which would allow more opportunity for them to see town, buy things, stay or maybe comeback.

Dale Caveny went over the background of how the marketing plan has grown and come together. He explained the repeated themes from peoples input and noted that the authenticity was a main theme. He then went over the branding deliverables that are coming into play. He went over the logos and slogans. He then showed the five themes represented in picture form. He went over how important consistency in the use and how that would be the most important thing for everyone to commit to. Next, he moved to the management plan. He discussed who holds the responsibilities and who would be the

driving force to keep the plan on track. Next, he went over the four elements of the Alleghany marketing plan: 1. digital presence 2. promotional communication development 3. Events coordination 4. County ambassador orchestration. He next went over the sustainability model for the funding of the project. Then he went over the program development phases and timeline for each part.

Chair Mark Evans thanked Dale Caveny for the presentation. He noted he liked the system part of the program that way it's not solely on one person, but also he said he liked the idea of having someone at the middle of all the community events to help aid in some organization.

Mayor Wes Brinegar discussed how the streetscaping and marketing will go hand in hand. He discussed the use of sister cities with the town of Sparta to help promote in other area chambers.

Councilman John Brady discussed sales tax use to help fund the marketing and branding program.

Councilman Chris Jones said he really appreciated the town maintenance staff for their hard work on the water leak they currently had.

Councilman Mike Parlier thanked Dale Caveny and said he was really excited with the marketing plan happening and the streetscape project getting underway.

Commissioner Larry Prince thanked Dale Caveny for the presentation and encouraged the coordinated efforts.

Commissioner Bobby Irwin stated the coordinator will be key to the success of the project.

Commissioner Tom Smith thanked Dale Caveny for the presentation and said he was excited to see this progress.

Chair Mark Evans noted through the streetscape the community really needed to help support the downtown merchants. He explained none of them have gone through anything like the upcoming streetscape and asked that all citizens make an effort to support the merchants in any way possible.

County Manager Mike James noted today's presentation was about what we will be saying, but the next step will be to whom will we be talking to and trying to reach those market groups.

Town Manager Bryan Edwards thanked Dale Caveny for the presentation and noted the coordination is a wonderful idea for all that is going on throughout the Town and County.

Mayor Wes Brinegar encouraged the citizen to volunteer and be a part of the progress.

Councilman Mike Parlier made a motion to adjourn. Councilman Terry McGrady seconded. Vote 5:0

Commissioner Bobby Irwin made a motion to adjourn. Commissioner Tom Smith seconded. Vote 5:0

Respectfully submitted,

Lauren Linker
Clerk to the Board

Attest:

Mark Evans
Chair