

IDA Meeting Minutes

July 19, 2023

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The Town of Orange Industrial Development Authority (IDA) held a meeting at 5:15 p.m. in the Town of Orange Community Meeting Room. Members present were, Chairman Robert Higginbotham, Dr. Dena Jennings, Mr. Kevin Reynolds, Sr., and Mr. David Rutt. Staff members present were: Town Manager/Treasurer Greg Woods, Deputy Town Clerk/Secretary Kimberly Strawser, CMC/CZA, and Town Attorney Catherine Lea. Vice-Chairman Harry C. Mason, Jr., Mrs. Dana Amos and Mr. Steve Sylvia were absent.

CALL TO ORDER

Chairman Higginbotham called the meeting to order. The Secretary called roll and noted that there was a quorum present.

ADOPTION OF AGENDA

A motion was made by Dr. Jennings, seconded by Mr. Rutt, to adopt the agenda, as presented. On vote, Chairman Higginbotham – aye, Vice-Chairman Mason – absent, Mrs. Amos – absent, Dr. Jennings – aye, Mr. Reynolds – aye, Mr. Rutt – aye, and Mr. Sylvia – absent. The motion carried.

CONSIDERATION OF IDA MEETING MINUTES OF MAY 17, 2023

A motion was made by Mr. Rutt, seconded by Dr. Jennings, to adopt the meeting minutes of May 17, 2023, as presented. On vote, Chairman Higginbotham – aye, Vice-Chairman Mason – absent, Mrs. Amos – absent, Dr. Jennings – aye, Mr. Reynolds – aye, Mr. Rutt – aye, and Mr. Sylvia – absent. The motion carried.

TREASURER'S REPORT

The Treasurer reported that the budget for FY2024 was approved and the balance in the IDA fund was close to \$154,000. The Treasurer reported further that to date no money had been spent.

DISCUSSION OF IDA DIRECTION – DISCUSSION OF MISSION STATEMENT & DISCUSSION OF IDA FUNDS

Chairman Higginbotham stated that he thought the IDA needed to refocus on what they were trying to accomplish and what economic vitality looked like. Chairman Higginbotham asked, what were some realistic goals that could be done in town. Chairman Higginbotham stated these goals could help determine how the IDA would move forward.

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The Treasurer stated that his understanding was to utilize funds to help existing businesses and to support new business in town. The Treasurer stated further that this could be done by small business loans or grants. The Treasurer reported that from the last meeting Mrs. Amos and Vice-Chair Mason were tasked with the marketing and advertising of the IDA and what they could offer.

Dr. Jennings asked what the IDA Mission Statement was. The Secretary stated that the Mission Statement was at the bottom of the IDA agenda.

Chairman Higginbotham provided members of the IDA with Theme 1 – Economy, of the Town of Orange Comprehensive Plan, Downtown Strategy Analysis and information from Orange County Economic Development of businesses in the town and county.

A lengthy discussion was held regarding existing businesses, attracting new business in town and how to “sell” the Town of Orange. Below are some of the ideas and points suggested by the IDA.

- Open space on Main Street – someone talk to Sedwick’s to give an incentive if they bring in retail
- How to get a mini-Walmart or Target in Town
- Could offer an Amazon pickup location, to bring in retail
- Need businesses that depend on internet
- Hub zone for businesses
- Provide economic incentives- need to figure out the need

Chairman Higginbotham stated that if a façade grant was offered, people needed to know it was available.

The Treasurer stated that the median household income needed to increase. Chairman Higginbotham agreed. A discussion was held on how to raise the household median income.

Mr. Reynolds suggested doing something big in order to accomplish a little. Mr. Reynolds stated further a mini-Walmart would do that, would be the “engine” to bring money to town and other businesses.

Mr. Rutt stated that hometown Walmart would be the way to go.

Chairman Higginbotham stated that the town needed to improve curb painting and landscaping. Mr. Reynolds suggested that landowners should be encouraged to fix up their properties and offer incentives.

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The Treasurer stated that when the enterprise zone left ODA took over and managed it. A discussion was held.

The Town Attorney reported that the incentive form was sent to the Treasurer. Chairman Higginbotham requested that the form be sent out.

Dr. Jennings inquired how to get information on the IDA website. Chairman Higginbotham suggested that members think of what to offer on the IDA page of the website.

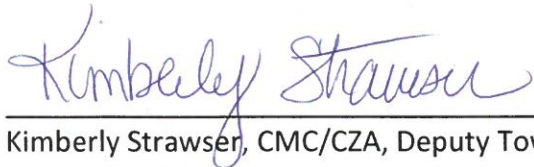
Chairman Higginbotham stated he appreciated the discussion and below were the takeaways from the meeting:

- Work on the IDA website
- Have incentives listed
- Mr. Rutt will speak with Sedwick's regarding space on Main Street
- Façade Grants
- Decide on IDA Facebook page
- FIG Grant – advertise on ODA website and put on IDA website page

NEXT MEETING

The next IDA meeting will be held on Wednesday, August 16, 2023, at 5:15 p.m.

With no further business, the meeting adjourned at 6:34 p.m.



Kimberly Strawser, CMC/CZA, Deputy Town Clerk
IDA Secretary