

IDA Meeting Minutes

May 15, 2024

Page One

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, Vice-Chairman Harry C. Mason, Jr., Mrs. Dana Amos, Mr. Pat McAloon, and Mr. Steve Sylvia. Staff members present were: Director of Finance/Treasurer Dianna Gomez, Deputy Town Clerk/Secretary Kimberly Strawser, CZA/CMC, and Town Attorney Catherine Lea. Dr. Dena Jennings and Mr. Kevin Reynolds, Sr., were absent.

CALL TO ORDER

The Chairman called the meeting to order. The Deputy Town Clerk/Secretary called roll and noted that there was a quorum present.

ADOPTION OF AGENDA

Chairman Higginbotham requested to add an announcement from the Town Attorney as agenda item 5 (A), after the Treasurer's report. A motion was made by Vice-Chairman Mason, seconded by Mr. Sylvia, to adopt the agenda, as amended. On vote, Chairman Higginbotham – aye, Vice-Chairman Mason – aye, Mrs. Amos – aye, Dr. Jennings – absent, Mr. McAloon – aye, Mr. Reynolds – absent, and Mr. Sylvia – aye. The motion carried.

CONSIDERATION OF IDA MEETING MINUTES OF APRIL 17, 2024

A motion was made by Vice-Chairman Mason, seconded by Mr. Sylvia, to adopt the meeting minutes of April 17, 2024, as presented. On vote, Chairman Higginbotham – aye, Vice-Chairman Mason – aye, Mrs. Amos – aye, Dr. Jennings – absent, Mr. McAloon – aye, Mr. Reynolds – absent, and Mr. Sylvia – aye. The motion carried.

TREASURER REPORT

The Treasurer reported for the month of April, interest income was \$44.00. The Treasurer stated that the \$100,000 CD only paid interest when it was up for renewal, which was every 6 months. The Treasurer reported that a payout for a Façade Grant, for Paul Williams was made in the amount of \$1,000.00.

The Treasurer stated that she distributed the IDA Brochures to businesses on the West side of Main Street. The Treasurer stated further that the businesses she visited seemed receptive. The Treasurer stated that she would distribute the brochures to the East side of Main Street on Thursday.

The Treasurer reported that the YTD income was \$75,000 from the Town of Orange, \$1734 from interest and a few other small expenses. The Treasurer reported further that the balance

IDA Meeting Minutes
May 15, 2024
Page Two

in the checking account was \$33,617, the CD balance was \$101,379 and restricted cash was \$19,000. The Treasurer stated that financials were looking good.

TOWN ATTORNEY REPORT

The Town Attorney stated that she would be holding a FOIA/COIA Governance training sometime in July at 6 p.m., in the Town of Orange Community Meeting Room. The Town Attorney stated further that once the date was confirmed by she would let everyone know. The Town Attorney reported that she put together a Local Government Official guide for the IDA. The Town Attorney requested if the IDA had any questions or any information, they received that was helpful to please let her know so she could include that in the guide.

CONTINUED DISCUSSION OF IDA 2024 GOALS

Mr. McAloon reported he spoke to WJMA regarding an advertisement for the IDA on the radio. Mr. McAloon stated that a twice a day ad for 4 weeks is \$599 and would run on either WJMA or SAM FM. Mr. McAloon stated further that this was for a 30 second add and the IDA could provide the voice talent or J.D. Slade would provide the voice talent.

Mr. Sylvia stated that a PSA announcement was free and that maybe something the IDA could investigate. After discussion, it was the consensus of the IDA for Mr. McAloon to pursue a public service announcement (PSA) with the radio station.

A discussion was held on the following:

- How to promote the Town
- Tourism
- How to attract more businesses
- How to reach people that do not know about Orange
- Vacant buildings on Main Street
- The need for a walkable downtown

Mr. Sylvia stated that the IDA brochure was well done and would be very effective. After discussion, it was the consensus of the IDA to distribute the brochures to the Tourism Department, Train Depot, and the Chamber. Mrs. Amos asked the Secretary to reach out to Judi Cooper at the Chamber and ask her to put the brochure in the next Chamber newsletter.

Mrs. Amos suggested coming up with a letter to send to owners of buildings in town. Chairman Higginbotham asked Mrs. Amos if she would be willing to draft a letter. Mrs. Amos agreed.

A discussion was held on the Façade application. Mr. McAloon stated that the Town's Façade application required a complete overhaul of the façade. Chairman Higginbotham asked for

IDA Meeting Minutes
May 15, 2024
Page Three

clarification on the Town's criteria for the façade application. The Town Attorney stated she would confirm with the Director of Community Development.

Mr. McAloon stated that he met with Julie Perry, Director of Orange County Economic Development & Tourism and she suggested the County EDA and the Town IDA meet to discuss common goals for the Blue Bell building.

Mr. Higginbotham recapped the meeting and the next meeting agenda items would be as follows:

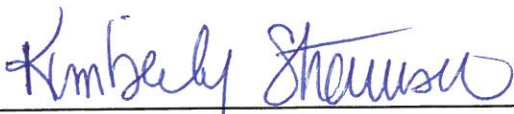
- Goals
- Targeted business owners
- Clarification on Town's criteria for façade improvements
- Brainstorm session on Mission Statement for IDA

NEXT MEETING

The Secretary stated that the June 19th meeting was cancelled due to the Juneteenth holiday.

The next IDA meeting will be held on Wednesday, July 17th at 5:15 p.m.

With no further business, the meeting was adjourned at 6:25 p.m.



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