

Lansing Tomorrow Commission

The monthly meeting of the Lansing Tomorrow Commission was held on Friday March 19, 2010. The meeting began with a prayer by Jason Ring. Paul Combs began with telling that we needed a new chair person. George Rembert asks if anyone has any suggestions for a new chair person. George also nominated Beth Rembert to be the new chair person. Janet Johnson seconds the motion and all agreed. Paul Combs commended Beth Rembert and Wendy for their hard work on the proposal that they summated. A good proposal and good work was done by both ladies.

Paul Combs started by talking about Strategies. The Commission has talked about strategies before. There was suggestion where we could build more potential for adding to the income flow into Lansing. Local area residents, retiree population and second-homes, tourists, and business development. The LTC organized subcommittees to propose specific projects in each strategy area. This process resulted in a long list of potential projects without sufficient documentation and consideration of costs, revenue sources and potential economic benefits. The chair person needs to send a report to the Rural Center and tell them what our projects are, and how we are going to obtain them. If the application is funded, \$38,000. of the NC STEP implementation is available to support projects other than the public computer center, a marketing website and the business development program. The recommended allocation of those funds is:

- 1) Sound System for new stage in the Virginia Creeper Park.
- 2) Walking to the Old Lansing School area.
- 3) Support incentives for Early American Village theme.
- 4) Branding and Marketing program.

It has been broken down into three categories. Improving appearance, functionality of the Town, make it look good and make people want to stop.

Paul asked if the money (\$1000.) to Appalachian for the survey they did had been sent to them. Bernice was not at the meeting and no one knew, but did think it had. No one remembered if it was voted on to send the money. But they thought it was. But the next meeting of the Alderman would be a good time to ask. Mauvine Shepherd commented that she had copies of the survey to give each of the Aldermen. There are 3 pieces that have been talked about for marketing.

- 1) One is getting a message out. What you want the Town to be known as.
- 2) And turn that into marketing material.
- 3) To figure out where the best place to go with the advertising material. Where would be the best place to put the material for it to be seen? Where would we find the retiree, tourist to get the material to be seen.

The Lansing Tomorrow Commission is a subdivision of GLAD and Paul feels that it would be a good idea to form a committee that their job is marketing and work on that area.

The Community Center, there was a lot of interest in this, but was not much way to clear this project at this time. The Computer Center was first going into Maria Vasquez's building, but it could not be used. So Larry Blevins suggested the ADAP building. The building has more room and is in better shape. A NTIA application has been submitted to help in the purchase of the building. This building could house the Computer Center, Community Center, and others. Paul said that he could not stress enough that entrepreneurship was key to growing business in the community. One good possibility is to get the hand craft people together and get organized. And maybe start a co-op. Get a web site going to sell their production and grow from there. Also fishing tours, outside recreation, using Pond Mountain, and using the river in different ways. It will be slow, but could be worked on. Paul wanted to speak on a contingent plan. It could be September before we get information on the application. How do we move forward? Paul had three suggestions.

- 1) Take twenty thousand to put toward the adult programs and developing the marketing web site.
- 2) Start now to find other money to get the building. Get the business that volunteered their services in tact
- 3). Make it available for a small loan for a business to get started. Larry Blevins ask if there was a time frame for this money to be spent. Combs said yes and no. There was a time frame, but if we were in a project that the Rural Center would work with us on it. You can't sit on it. There has to be a purpose for it. With much decision it was decided to continue with trying to get the Computer Center up and going.

Beth Rembert said at some time it was suggested to take five thousand dollars for advertising the summer programs that Lansing puts on. The Olla Bell Reed Festival, Rubber Ducky Race, Music in the Park. That time is coming soon. We need to get the cards order to be ready for the Merle Fest. Sue Mitchell had a suggestion for all the businesses to pool their money and advertise in the Second Hand news. A full page would be good. It is seen in several counties, and cheaper than other papers.

There was much discussion on what to spend the money on. And where to try to get more money through grants or donations. Paul Combs suggested keeping the money to buy the building for the Computer Center and Community Building, ect. And try to find money for other projects else where. It was suggested that we find money for a sign that would tell what the business and parks and other things that are in Lansing. Maybe a three sided sign. It would be seen well. Paul said he would volunteer his time to help Lansing further. With much decision again on where the money would be sent spend. Paul Combs said he would revise the Prosperity Program Economic Development Plan with the new priorities and bring it before the Commission and then the Rural Center for approval. Paul needs the revisions quickly. Money has to be saved for the striping for the town. Because it has already been contracted.

With the idea that had been talked about, have another meeting the Friday night after Easter. That would be April 9, 2010 and discuss this further. It was agreed.