



PROPOSED AGENDA
Bermuda Run Town Council Meeting
Tuesday, October 12, 2021
6:00PM

Bermuda Run Town Hall

Mission: "The Town of Bermuda Run exists to provide core public services that enhance the quality of life for its residents and an environment for the business community to thrive".

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Moment of Silence**

'It is the intent of the Town Council to solemnize the proceedings of this meeting and the business brought before the governing board, to offer the opportunity for a reflective moment of silence.'

4. **Adoption of the Agenda**

Motion: _____ Second: _____ In Favor: _____ Opposed: _____

5. **Approval of the September 14, 2021 Town Council Meeting Minutes**

Motion: _____ Second: _____ In Favor: _____ Opposed: _____

6. **Citizens' Comments**

7. **Information Item**

A. Presentation: Davie County Tourism Update

Davie County Chamber of Commerce President, Caroline Moser, will provide an overview of the Davie County Tourism and Development Authority, its purpose and initiatives.

8. **Council / Mayor Comments**

9. **Town Manager Comments**

10. **Adjourn**

Motion: _____ Second: _____ In Favor: _____ Opposed: _____

Town of Bermuda Run

Town Council Meeting Minutes

September 14, 2021 – 6:00 PM

The Town Council of Bermuda Run held its scheduled meeting on Tuesday, September 14, 2021 at 6:00 PM. The meeting was held at the Bermuda Run Town Hall.

Council Members Present: Mayor Rick Cross, Curtis Capps, Heather Coleman, Mike Ernst, Chris Fowler, and Ken Peacock

Council Members Absent:

Also Present: Lee Rollins, Town Manager; Cindy Poe, Town Clerk; Brian Williams, Attorney

Call to Order Mayor Rick Cross called the meeting to order.

Pledge of Allegiance

Moment of Silence

It is the intent of the Town Council to solemnize the proceedings of this meeting and the business brought before the governing board, to offer the opportunity for a reflective moment of silence.

Adoption of the Agenda

Council Member Mike Ernst made a motion to approve the agenda. Council Member Curtis Capps seconded the motion. The motion was approved by a vote of five (5) in favor and none opposed.

Approval of the August 17, 2021 Town Council Meeting Minutes

Council Member Heather Coleman made a motion to approve the August 17, 2021 meeting minutes. Council Member Ken Peacock seconded the motion. The motion was approved by a vote of five (5) in favor and none opposed.

Public Comments - NONE

Agreement for Comprehensive Plan Update

Benchmark, CMR, Inc. has proposed a services agreement to update the Town of Bermuda Run's Comprehensive Plan for 2022. The amount for services is \$51,550.00. Town Attorney, Brian Williams has reviewed the agreement.

Council Member Mike Ernst made a motion to amend the 2021-2022 General Fund Budget to allocate \$51,550.00 from fund balance to pay for the agreement with Benchmark, CMR, Inc. Council Member Heather Coleman seconded the motion. The motion was approved by a vote of five (5) in favor and none opposed.

Council Member Curtis Capps made a motion to approve the proposed services agreement to update the Town of Bermuda Run's Comprehensive Plan in the amount of \$51,550.00 and to appoint the Bermuda Run Planning Board as the Steering Committee for the Comprehensive Plan Update work. Council Member Ken Peacock seconded the motion. The motion was approved by a vote of five (5) in favor and none opposed.

Piedmont Triad Regional Council – Build Back Better Challenge Grant for Next Generation Manufacturers: Letter of Support

The Piedmont Triad Regional Council (PTRC) is pursuing a catalyst project for advanced manufacturing for the region as part of the federal government's Build Back Better Regional Challenge Grant. Mayor Rick Cross, the Town's delegate for PTRC has written a letter of support for Town Council consideration.

Council Member Heather Coleman made a motion to approve the letter of support to be submitted on behalf of the Town of Bermuda Run. Council Member Chris Fowler seconded the motion. The motion was approved by a vote of five (5) in favor and none opposed.

Town Manager/ Council/ Mayor Comments

Lee Rollins – Gave an update regarding the Leyland removal project on Ivy/Hwy. 158 – approximately 730 trees. The plan is to plant Nellie Stevens Holly in their place as these have done well in other areas.

NC DOT meetings have gone well regarding landscaping at the 4 quadrants on I-40/Exit 180. Blue Heron Trail project is now at the Raleigh office. Spoke at the Winston-Salem Realtor Alliance meeting today regarding the Town of Bermuda Run.

Ken Peacock - Encouraging meeting with positive things happening.

Curtis Capps – Thanked everyone for coming. Understands how residents of Ivy Circle are undergoing change with the removal of trees, but it was a necessary project.

Mike Ernst – Agreed that it's a shock for Ivy residents not to have the Leylands, and to see the traffic on Hwy. 158 now.

Chris Fowler – Thanked everyone for coming, and added that the Build Back Better Challenge is great as he has a manufacturing background. He fully supports the letter, and he feels that the Comprehensive Plan Update is very positive.

Heather Coleman – Thanked everyone for attending, and shared that she is very excited about Christmas event to come on December 5.

Mayor Rick Cross – Concert Series for 2021 was very successful; thanked Davie County Arts Council for their great work in lining up awesome bands. Speakers for next two Council Meetings – Caroline Moser/Davie Chamber in October; and Johnny Lambert/Davie Public Utilities in November.

Upcoming community events – Riverwalk Arts Festival 9/25; Fall into Art 10/30; and special Christmas Event on 12/5. Thanked the Town Hall Staff and Council for all of their hard work, and thanked all in attendance.

Adjourn

With no further business to discuss, Council Member Mike Ernst made a motion to adjourn. Council Member Chris Fowler seconded the motion. The motion was approved by a vote of five (5) in favor and none opposed.

Approved

Respectfully Submitted

Rick Cross, Mayor

Cindy Poe, Town Clerk

The Davie County Tourism

Committed to Discovering Davie County



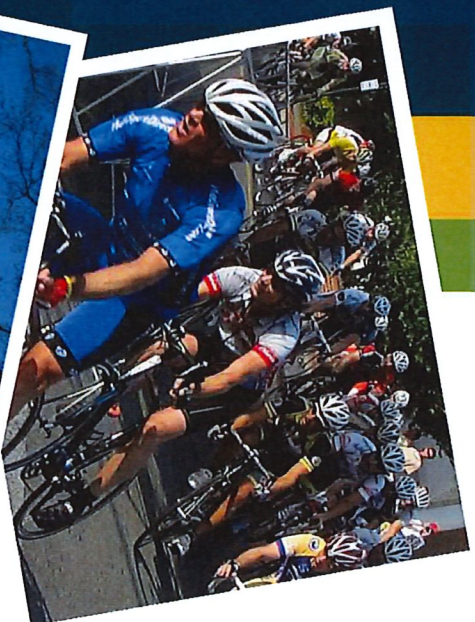
Getting to Know

Funding & Tourism Development Authority

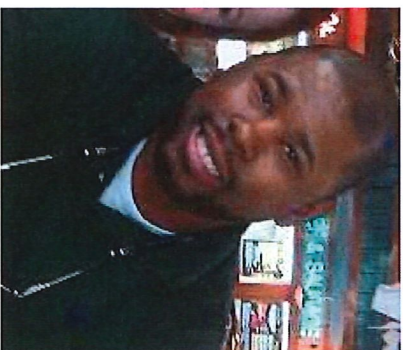
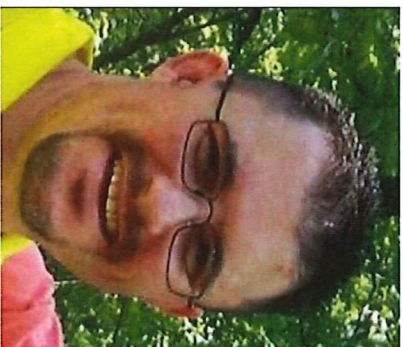
Tourism is only funded by a 6% room occupancy tax collected from guests of Davie County accommodations.

No property taxes are used to fund the Davie County Tourism Development Authority.

The Davie County Tourism Development Authority was established in 2018. The Davie County TDA has 8 board members appointed by the Davie County Chamber Board of Directors and meets monthly.



Who We Are Our Current Advisory Board



From Left to Right: Matt Britt, Melinda Szeliga, Paul Moore, Colleen Church,
Micah Habershaw, Zach Woods, Caroline Moser, Kaitlyn Hutchins, Josh Hanes

What Is Our Purpose

The purpose of the Davie County Tourism Advisory Board serves to assist with the development and marketing of Davie County's tourism attractions, assets and potential tourism sites; and to encourage economic development of Davie County through travel and tourism.



Funding Tourism

The Grant Process That Makes Funds Available



- * Chamber/Tourism has been funding projects for over 20 + years.
- * In 2018, the process was formalized so that grant seekers could have a more official way of requesting funds.
- * The process is now available online and is open for applications between January 1 - February 28.
- * Board members consider factors of the requests such as:
 - type and scope of the applying organization
 - impact and priority of the proposed project
 - timetable
 - number of applications received
 - dollar amounts requested, and the dollar amount available.

Key Projects

A Snapshot That Shows What Has Been Made Possible



**Truist Sports Park
Bermuda Run, NC**



Key Projects

A Snapshot That Shows What Has Been Made Possible

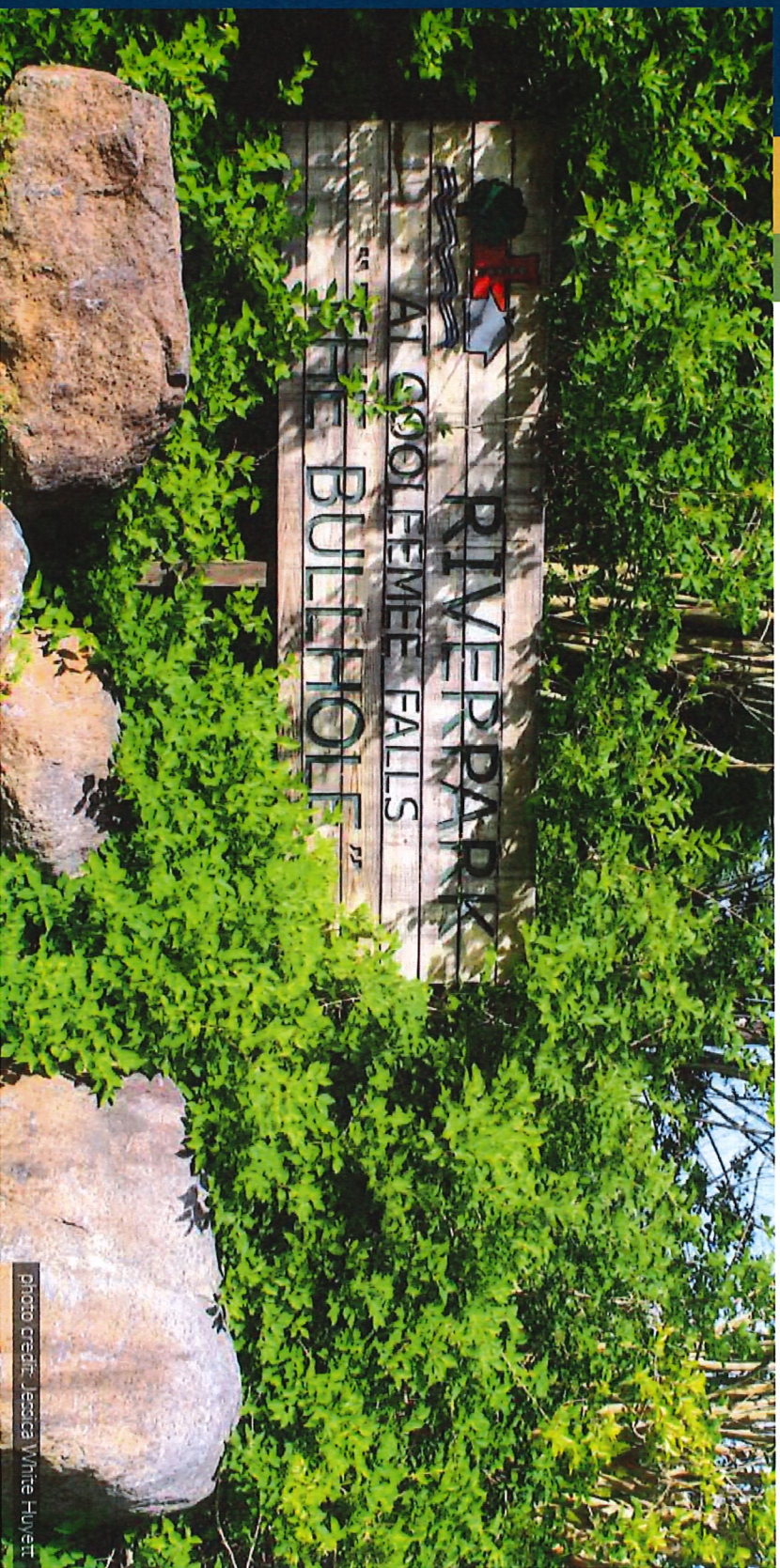


photo credit: Jessica White-Huyett

RiverPark at Cooleemee Falls
Cooleemee, NC

Key Projects

A Snapshot That Shows What Has Been Made Possible

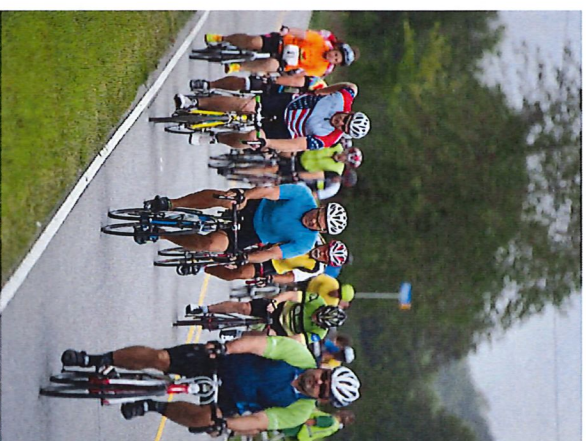


Farmington Community Association

Mocksville, NC



Key Projects A Snapshot That Shows What Has Been Made Possible...local events!



And much,
much more!



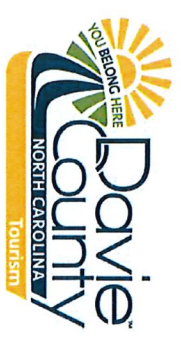
Where You Can Find Us


We Work Hard to Promote Davie County as a Destination.

- * Major Rebranding Effort -
“You Belong Here”
- * Serves as the Official Visitor Center for
Davie County
- * Promotion in Key Locations
- * On Facebook & Instagram @
Discover Davie County
- * Online at

www.DiscoverDavieCounty.com

- * Weekly Activities & Events e-Newsletter
[https://discoverdaviecounty.com/visitor-
information/](https://discoverdaviecounty.com/visitor-information/)





The Davie County Tourism

Committed to Discovering Davie County

