

Macon County Certified Entrepreneurial Program



May 2008

A successful economic development strategy must focus on improving the skills of the area's workforce, reducing the cost of doing business and making available the resources business needs to compete and thrive in today's global economy.

OVERARCHING PRINCIPLES

- DO NOT DEVELOP A BUREAUCRACY
- DO SOMETHING ACTIONABLE – SHOW PROGRESS
- INVOLVE PEOPLE IN THE COMMUNITY

CEC – why are we here?

- Establish awareness of entrepreneur importance and get support (step1) – ongoing
- Assess what we have and where we need to go to foster entrepreneurs (step 2) ongoing
- How to go where we need to go (step 3)
- How can we use what we have to help our region and how regional assets can help us move forward? (step 4) (and some of step 5)
- How do we know if we are succeeding? (step 5)

TODAY

- BROCHURE – distribution reports updates A/R(team)
- EDC director/staff: budget, awaiting Strategy review
- SCORE – update (1st slide)
- INCUBATOR Status and marketing ideas
- One Stop permitting,etc – Jack Horton, County Mngr
- Website – Review and action
- WCU Comments – Mr Hensley
- Macon County Schools, NC Real, Incubator
- ADMINISTRATIVE UPDATE OF CEC BOOK
- GOALS UPDATES A/R, JUNE TOPICS
- TEAM TOPICS – from the floor

SCORE UPDATE

Gary Bray – team leader

- Update on types of issues encountered
- Common topics?
- Assistance sought, adequate, inadequate

INCUBATOR

- Time line for front office area – still need fiber and phone connectors, desks, etc
- Timeline for each 'large room' space – cleared, cleaned, and painted (a/r); fiber/phone connects
- Status of industrial area -Whitley for yr+
- Signage – what, if?
- **MARKETING PLAN** – assume ready to occupy, assume lease/legal done by EDC; Plan is to market industrial, large space to: MCHS, public – Mr West and WCU (by July?)
- Appreciation Mr Horton's efforts to get it ready

ONE STOP PERMITTING, ETC

- COUNTY MANAGER UPDATE
- MR SCOTT INPUTS FROM TOWNS
- How can we help?

WEBSITE -TONY ANGEL

- LAYOUT AND CONTENT REVIEW
- TEAM COMMENTS
- LAUNCH DATE DECISION (PERFECT IS ENEMY OF PROGRESS)
- WEBSITE POC FOR UPDATE CLEARANCE – DILLS WILL DO FOR TIME BEING
- INPUT CHANGES VIA EMAIL, MONTHLY

WCU INPUT- MR HENSLEY

- INTERNS ? - IF SO, AREAS, HOW WE CAN HELP THEM HELP US
- DASHBOARD UPDATE
- MARKETING ASSISTANCE FOR INCUBATOR
- METRIC ASSISTANCE?
- DEMOGRAPHIC, ETC INPUTS/UPDATES FOR STRATEGY DEVELOPMENT, WEBSITE?
- THANK YOU WCU FOR BEING HERE

MACON COUNTY SCHOOLS

- NEW WRINGLE ON OLD IDEA
- MCS ID STUDENTS WITH BUSINESS PLAN
 - SENIORS, GEDs, SWCC, A/R
- INCUBATOR SITE FOR 2 YR?
- 11 JUNE MTG/0900/MCS ADM BUILDING:
TEACHERS, ADMIN, CEC REPS
 - IDEAS, DISCUSSION, GAMEPLAN
- PURSUE IF VIABLE
- NC REAL – SUSAN, MCS, NC REAL?

CEC BOOK UPDATE

- SUSAN McCASKILL REPORTS

GOALS – UPDATES FOR JUNE, COMMENTS NOW?

- **ENGAGE SMALL BUSINESS, BUDDING ENTREPRENEURS INTO THIS PROCESS -DONNIE**
- **LESSEN BUREAURACY – ONE STOP SHOPPING FOR LICENSING, PERMITTING, --COUNTY MNGR**
- **LOCAL GET TOGETHERS HIGHLIGHTING BUSINESS (NOT ROUND UP USUAL SUSPECTS)- MS McCASKILL USE SCC, WCU, BIZWRKS, ETC**
- **REGIONAL INTERACTION – ENGAGE REGION A PLUS RABUN CTY, MORE ACTIVE INTERFACE WITH ADV WEST ACTIVIITES, OTHERS?; DILLS**
- **DETERMINE METHOD TO MEASURE PROGRESS- MR WEST, WCU REPS**
- **WCU INTERACTION – MR HENSLEY**

TEAM TOPICS

Subjects from the floor

Food for thought for next time : Strategy:
Establish framework to support entrepreneurs in starting and growing their business

- Establish team of citizens working with all
- Use and support existing resources – Chambers, MCSC, SCC, WCU, Cty org, incubator, SCORE, Adv West, etc
- Set up info source using website, EDC director/staff, brochure, media releases
- Host info exchanges – schools, chambers, public forum
- Establish, find financial resource points – Commerce Dept, Adv West, Angel fund

NEXT SESSION

- 26 JUNE (THURSDAY?), 5 PM, SITE?
 - INCUBATOR, COURTHOUSE, other ideas?
 - Will notify via email approx one week prior