
Fayetteville-Cumberland County Economic Development Corporation

Board of Directors Meeting
April 10th, 2025 / 8:00 A.M. – 9:30 A.M.
201 Hay Street, Suite 401A
Fayetteville, NC 28301

MINUTES

- Members Present:** Chairwoman Kathryn Cox, Vice Chair Timothy Bryant, Secretary Dymond Spain (virtual), Treasurer Carl Manning, County Chairman Kirk deViere (virtual), Joshua Choi (virtual), Dr. Ulysses Taylor, Bill Hedgepeth
- Ex-Officios Present:** Dr. Mark Sorrells (virtual), County Manager Clarence Grier (virtual)
- Members Absent:** Mayor Mitch Colvin, Ferd Irizarry, City Manager Doug Hewett
- Staff Present:** Robert Van Geons, Rob Patton, Jennifer Hammond, Brittany Odom, Chela Scott, Genesis Merced Rosa
- Visitors/Guests:** Assistant City Manager Kelly Strickland - virtual
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1.0 Call to Order and Welcome

Chairwoman Kathryn Cox called the meeting to order at 8:02 a.m.

Quorum: Yes

2.0 Approval of/or Adjustments to the Agenda

Action: Bill Hedgepeth made a motion to approve the agenda. It was seconded by Treasurer Carl Manning.

Vote: Unanimous in favor.

3.0 Organizational Business

3.1 Approval of March 13th, 2025 minutes – (sent electronically)

Action: Chairwoman Kathryn Cox made a motion to approve the March 13th, 2025, minutes. Bill Hedgepeth seconded.

Vote: Unanimous in favor.

March financials were not available from the County at the time of this meeting. They will be reviewed during the May Board Meeting.

4.0 Program of Work Update

4.1 Project Pipeline: Robert Van Geons presented the Board with the April Infographic. Rob Patton presented the FCEDC Project Pipeline; FCEDC has generated 41 projects and 10 project visits since January 1, 2025.

4.2 Major Project Developments: Rob Paton discussed updates on projects Tight, Crossing, Rehab, Steppenwolf, and Tribe. Examples of industry sectors include wood panels, medical equipment, water purification membranes, plastic pipes, and brass fittings.

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5.0 Reports & Analytics

5.1 Existing Industry Report: Jennifer Hammond shared that there were 8 Existing Industry Visits in March: Gregory Poole Caterpillar, Atlantic Dominion Distribution, MANN+HUMMEL, Blanton's Air, Plumbing & Electric, A2A Logistics, Rollease, Alpha One Logistics Company, and N3 Government Solutions.

Progress Towards Annual Goals:

- Major Private Employers: 7/25
- Manufacturing: 9/30
- Distribution/Logistics: 6/20
- Defense: 4/30
- Operations/Business Services: 6/20

Meetings & Events

- Plant Manager's Association: Tuesday, April 22nd at 8:00 a.m. at FCEDC
- Business Networking Group: Friday, May 2nd at 8:00 a.m. at FCEDC
- Commercial Realtor's Breakfast: Tuesday, May 13th at 8:00 a.m. at FCEDC
- Major Employers Networking Event: Thursday, June 5th from 5:00 -7:00 p.m. at FCEDC
- Transportation & Logistics Committee: Friday, June 6th at 8:00 a.m. at FTCC

Updates

- Rollease is operational at their facility at 103 Tom Starling Road
- Jennifer Hammond and Chela Scott attended the Fayetteville Cumberland Regional Procurement Summit – March 18-20
- Connected with existing industry partners at FTCC's Building Trades job fair
- Attended Cumberland County Schools' bi-annual CTE Business Advisory Council meeting
- Plant Manager updates
 - David Larkins is leaving Eaton in late April. They will promote a manager at a smaller Eaton plant to fill his position
 - Anthony Fox is no longer with NFI. Derrick Hughes was promoted internally as the interim General Manager
- The Nitta Gelatin building has been purchased. They expect to be operational in late 2026

5.2 Marketing & Communications:

Brittany Odom shared an update on FCEDC's Marketing and Communications activities. She also shared the March Analytics.

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Marketing and Communication Updates

- Recently Attended
 - ICSC: March 18 - 20
 - Governor's Export Awards: March 19
 - Local company Blue Fusion won the Small Business Export Award
 - Chamber Coffee Club: March 20
 - Charting the Economy: March 27
 - PTP Breakfast Briefing featuring Governor Stein April 9
 - Emerging Executives Forum: April 10
- Sponsoring Area Development in Savannah, GA, June 2 - 4
- Curtain Donation for Western NC
- Chamber ENGAGE: Q&A with Robert and "Life of a Project" Article

Marketing and Communication Ongoing Projects

- Triangle Business Journal Advertising
- CMMC Event
- Ordering FCEDC Apparel & Giveaway Items
- Website – Resource Page & SMS Sign-up
- FCEDC 10th Anniversary Celebration Plan

5.3 Upcoming Events

- April 28 - May 1: IEDC Board Retreat
- May 6 - 7: Tillis/Hudson Economic Development Summit
- May 10: Financial Times Festival Event
- May 11 - 14: SelectUSA
- May 14: NCEDA Tech Event w/ Lenovo
- May 14 - 15: NC Tech State of Tech Potential
- May 15: Business NC Power List 2025 Reception
- May 19 – 22: XPONENTIAL

6.0 Items for Board Discussion

6.1 Can Do Performance Financing Program

- 16 applicants were reviewed for First-Round Funding
- 11 were referred to the FSU HUB, which the CDF is working with to provide varying levels of support to all other candidates that will not receive first-round funding
- 5 were referred to CEED, who has completed review of ownership status, company history, financial health, and credit rating to allow the committee to determine project viability
- Committee will meet with the applicants to discuss their projects

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6.2 Strategic Initiatives

Items of Note

- Preparing a revised City/County Incentive Policy for discussion that adds parameters for “transformative projects”
- GoldenLeaf - Closing out Sand Hills Road grant & Bidding Airport Lift Station
- SEDC Board Reappointment and EDA Grant Application
- Option agreement in hand for largest Megasite parcel(s)
- HR Talent Portal Funding should be received in the next 3 to 6 weeks
- Black Voice Museum Project to be completed within 90 Days
- Organizing a meeting with Project Aero and Federal Delegation

High-Level Cost Estimates

- Workforce – up to \$1.1 million including costs below
- American Business Journals / TBJ - \$75,000
- Contracted Lead Generation & Strategy - \$75,000 - \$150,000
- Property Control and Acquisition – TBD/Grants Available
- Engineering Services for Megasite and Growth Corridors – TBD/Grants Available
- Army Innovation Center – Site and Development Costs / TBD
- Community Promotion & Site Selector Engagement - \$250,000 (incl. in Next Gen)

6.3 2025 Balanced Scorecard: Robert Van Geons presented the board with the current Balanced Scorecard.

7.0 Closed Session – A closed session was not needed during this meeting.

8.0 Director’s Round Table – A director’s round table was not needed during this meeting.

9.0 Adjournment –

Action: Chairwoman Kathryn Cox made motion to adjourn meeting. Dr. Ulysses Taylor seconded that motion.

Vote: Unanimous in favor. Meeting adjourned at 8:45 a.m.

Next Meeting: May 8th, 2025 at 8:00 a.m.