

Product Development Committee

Present: Corrina Ruffieux, Hayley Printz, Kelsie Baker, Joy Garland, Gail Mull, Rob Hites, Shelley White, Ken Howle, David Francis

Absent: Jon Feichter, Bryant Morehead, Nick Scheuer, Vickie Best

1. Kelsie Baker called the meeting called to order at 9:07 AM
2. Welcome and introductions
3. Review current grant guidelines
4. Discuss and determine funding recommendations for 3 applications received
 - a. Haywood Historic Farmer's Market
 - i. The PDC unanimously recommends funding this grant for \$2,925, as the full amount presented on the Marketing section of the budget.
 - b. Stepping Into Spring
 - i. The PDC unanimously recommends funding this grant in full for \$3,148, with the stipulation that Axe & Awl receive and submit to HCTDA letters of support from Orchard Coffee as a neighboring business that would be impacted by the proposed street closure and the Downtown Waynesville Commission as a relevant partner to help support promotion of the event.
 - c. Canton Merchant's Partnership
 - i. The PDC unanimously agreed not recommending funding for this grant because it is a duplication of efforts that the HCTDA is already doing and doesn't fit the grant guidelines. The committee further recommends that HCTDA staff reach out to CMP to facilitate a conversation and generate ideas for future grant requests to help ensure a successful application. Gail Mull recused herself.
5. Next meeting – February 7 at 9:15 AM
6. Meeting adjourned at 10:21 AM