



# AGRICULTURAL ADVISORY BOARD

415 South Pine Street - Walhalla, SC



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## MINUTES

6:30 PM, Monday, February 12th, 2018

COUNCIL CHAMBERS

OCONEE COUNTY ADMINISTRATIVE COMPLEX

### Members Present:

Ms. Sewell District 1  
Mr. Hollifield District 2  
Dr. Grey District 3  
Mr. Land District 4  
Ms. Willoughby District 5  
Ms. Alexander At-Large  
Mr. Blanton At-Large  
Mr. Howard Ex-Officio

Staff Present: Adam Chapman, Zoning Administrator

Media Present : None

### 1. Call to Order

Mr. Chapman called the meeting to order at 6PM

### 2. Approval of Minutes

December 11th– Motion Mr. Land, 2<sup>nd</sup> by Mrs. Alexander

### 3. Election of Officers

Mr. Chapman called for nominations of chairman for 2018. Mr. Land nominated Mr. Blanton for chairman. Mr. Blanton nominated Mr. Land for chairman. Mr. Blanton, as first nominated, was voted upon and received six of the votes, with Mr. Blanton not voting for himself. Mr. Blanton then took over the meeting as new chairman. Mr. Blanton called for nominations for vice chairman. Ms. Willoughby nominated Ms. Sewell. Mr. Blanton nominated Mr. Land. Ms. Sewell, as first nominated, was upon and received two of the votes. Mr. Land was then voted upon and received 5 of the votes.

Mr. Blanton then called for nominations for Secretary. Mr. Land nominated Mr. Chapman. No other nominations were forthcoming. Mr. Blanton called for a vote and Mr. Chapman was unanimously elected Secretary.

#### **4. Development of Priorities for Inclusion of Strategic Plan**

After a lengthy discussion a motion was called for by Mr. Blanton and motion was made by Mr. Land and seconded by Ms. Willoughby to vote upon the following as the overarching goals of the Agricultural Advisory Board for 2018 :

- Provide as much assistance to the FARM center for roadside signage and to create and post signs along corridors in the County that speak to the economic impact of agriculture in Oconee County.
- Create and execute a marketing and public education campaign that focuses on agriculture with the intent of garnering interest and support for agriculture and possibly encourage new people to create new farms.
- Attend and present to County Council meetings the impact, economically, of agriculture and refine goals in an attempt to attain a budget for the Ag. Board's activities from the County.

#### **5. Discussion on 150<sup>th</sup> Anniversary events**

Ms. Sewell is the Ag Board's representative to the Oconee County 150<sup>th</sup> Anniversary Committee. Ms. Sewell presented the wide range of activities being held in the County over the coming year. Ms. Sewell noted that she was able to add several agricultural related items to the "150 things you must do in 2018" brochure. Ms. Sewell noted some of the highlights such as the large Oconee Bell Flower sculpture being worked on to be placed in front of the Court House and the Gala being held in October. A further discussion was held as to what the Ag. Board could do to further the exposure of agriculture during the anniversary of the County. An idea was organized that the Ag. Board would facilitate a horse and wagon train going from farm to farm and inviting the public to each farm along the way. The idea still has to be fleshed out however the Board agrees it is a good idea.

#### **6. Discussion on Heritage Farms Lease**

As the lease has already been signed no further discussion was held.

#### **7. Discussion on the AAB Logo**

Attention was brought to the current "destination Oconee" logos utilized by the County and the Municipalities. The Board agreed that research should be conducted by staff into utilizing the "destination Oconee" logo as a template for an Ag. Board logo. Mr. Howard introduced an idea for a logo utilizing various farm products as the lettering.

#### **8. Discussion on addition of an Agricultural Element to the 2020 Comprehensive Plan**

Staff informed the Board of the upcoming update of the Comprehensive Plan. Staff noted the need for meetings and community outreach throughout the County. Staff

recommended that further direction be sent from the Planning Commission to the Ag. Board related to the Agricultural Element.

**9. Old Business**

None

**10. New Business**

None

**11. Adjourn**