



Zebulon – Virtual Downtown Associate Community Meeting #1

AGENDA

Wednesday February 3, 2021

8:30 am – 10:00 am

1. **Introductions** – 10 minutes
2. **Overview of Design**– 15 minutes
3. **Asset Mapping:** 30 minutes
 - a. **Economic Assets:** what are Zebulon’s economic assets? These would be industries, key types of businesses, large collection of businesses that relate to an industry or activity, could be architecturally significant buildings or properties within a National Historic Register District (NHRD)
 - b. **Cultural Assets:** Examples are the arts; music, various art mediums, history/heritage, historic sights, significant family lineages, values, etc.
 - c. **Natural/Recreational Assets:** Examples are scenic beauty, blueways, specific fish the area is known for or wildlife, specific agriculture, minerals, forests, recreational sports, etc.
 - d. **Institutional Assets:** Examples are K-12 education, Private schools, hospitals, universities/colleges, etc.
 - e. **Governmental Assets:** Examples include city/town govt., state govt., federal assets, etc.
 - f. **Community/Human Assets:** Examples are strong helping agencies typically nonprofits, civic groups, youth leadership, experts, and skilled people
4. **Economic Drivers:** Rapid response on what are the economic drivers in Zebulon? 15 minutes
5. **Wrap-up**
6. **Next Meeting: March 3, 2021 – Virtual**
 - SWOT analysis
 - Stakeholders and Partners