

**City of NORRIS
COMMUNITY DEVELOPMENT BOARD
MEETING MINUTES: July 24, 2025**

Members Present: Lisa Higginbotham (exp. Jan 26); Al Lesar (exp.: Jan 2028); George Miceli (exp.: Jan 2027); Alex Munro (Planning Rep Term.); Loretta Painter (Council Rep Term);

Members Absent: None

Location: Norris Community Building City Council Meeting Room

Guest(s) in Attendance: Lisa Barger; Don Barger; Cynthia Edrington; Sherrie Liefsha; Pete Dolan; Katie Musgrave; Sue Byrne, Amanda Mabe; Nathan Irwin; Larry Beeman; Julie Rudder

TOPIC	DISCUSSION/CONCLUSIONS	RECOMMENDATIONS/ FOLLOW-UP (Who/What/When)
Time - Called to order	6:00 pm: Quorum requirements met with all 5 voting members present.	
Agenda Approval	Higginbotham reviewed the agenda. APPROVED UNANIMOUSLY: As submitted at the meeting (Lesar motion, Painter second)	
Approval of Minutes	No minutes taken were at June 26, 2025 meeting due to lack of quorum; only 3 voting members present (Higginbotham, Lesar, Miceli)	
Hear from the Public	With such a large group of the public present, Higginbotham asked if they would like to introduce themselves and/or make a statement. All 11 did.	
Continuing Business	<u>Update on Norris Visioning Process:</u> Higginbotham summarized CDB's initial involvement in the project, actions taken since then, and the upcoming steps. <ul style="list-style-type: none"> • With city council's approval of \$2,000 to contract with the East Tennessee Community Design Center (ETCDC), CDB members will meet with Duane Grieve after his return at the end of August regarding Norris' request for visioning services. • Grieve expects the ETCDC board will accept the project. • The project's start may be delayed beyond year-end due to this later timeline. 	<u>ACTION: HIGGINBOTHAM</u> – arrange meeting with ETCDC to do next steps

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	<p><u>Identify potential new CDB members (2 current vacancies):</u></p> <ul style="list-style-type: none"> • Higginbotham noted any of the guests could be potential CDB members. • Painter explained the application process. No guest expressed outward interest at this time. <p><u>New Resident Welcome Packets:</u></p> <ul style="list-style-type: none"> • Higginbotham summarized the evolution and distribution history of welcome packets to new residents, noting the current shortage and interest in restocking. • Munro and others in the audience who received these packets shared their impressions of its value. • Miceli highlighted the significance of the Norris Neighbors program in cultivating a sense of community among new residents and identified it as the most effective approach for distributing welcome packets. <p><u>Branding for the City of Norris:</u></p> <ul style="list-style-type: none"> • Higginbotham summarized past CDB efforts to pursue a branding program for the city. She further noted that based on past discussions, the CDB favored tabling the branding process until the visioning process was completed so that branding results would accurately reflect visioning. • Miceli suggested that CDB come up with a better term than branding which sounds more like something one does for a product versus a city. Lesar suggested “identity” as a substitute. All agreed to eventually replace the branding label with something better. <p><u>City of Norris Branding Discussion:</u></p> <ul style="list-style-type: none"> • Higginbotham summarized earlier CDB attempts at city branding, stating the process was paused pending visioning results. 	<p><u>ACTION: HIGGINBOTHAM</u> – arrange meeting with ETCDC to do next steps</p>

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	<ul style="list-style-type: none"> Miceli recommended finding a more fitting term than "branding," which seems more suited for products; Lesar proposed "identity" as an alternative. The group agreed to eventually adopt a new label. 	
New Business	No new business for discussion at this meeting	
Adjournment	Meeting adjourned at 7:00p. Next meeting is August 28, 2025, 6pm	

Lisa Higginbotham, Chairperson

Date

George Miceli, Secretary

Date