Industrial Development Authority of the Clarke County Virginia Board of Directors

July 27, 2023 Regular Meeting 1:00 pm

At a regular meeting of the Industrial Development Authority of the Clarke County Virginia, held on Thursday, July 27, 2023, at 1:00 pm in the Main Meeting Room, Berryville-Clarke County Government Center, 101 Chalmers Court, 2nd Floor, Berryville, Virginia.

Directors Present: Isreal Preston, William Waite, Rodney Pierce Brian Ferrell, James George

Directors Absent: Ben Cochran, Cabell Williams

Board of Supervisors

Liaison Present:

David Weiss

Staff Present: Chris Boies, Michelle Brown, Catherine Marsten

Press: Mickey Powell, the Winchester Star

Others Present: Dale Maza

1. <u>Call to Order</u>

At 1:01 pm, Chairman Ferrell called the meeting to order.

2. Adoption of Agenda

Director Waite made a motion, seconded by Director Pierce, to adopt the agenda as presented. The motion carried by the following vote:

Isreal Preston - Aye
William Waite - Aye
Ben Cochran - Absent
Brian Ferrell - Aye
James George - Aye
Rodney Pierce - Aye
Cabell Williams - Absent

3. Approval of Minutes

Director Waite made a motion, seconded by Director Preston, to approve the minutes of the April 27, 2023 Regular Meeting as presented. The motion carried by the following vote:

Israel Preston - Aye
William Waite - Aye
Ben Cochran - Absent
Brian Ferrell - Aye
James George - Aye
Rodney Pierce - Abstain
Cabell Williams - Absent

4. Secretary/Treasurer Report

Director Waite presented the following:

FY2023 Year-to-Date Check Log

- The only activity has been payment of Director's fees from the April meeting.

FY2023 YTD Budget/Investments Summary

- Investments maintaining a consistent balance between \$110,000 and \$123,000.
- Expenses are on-track and there has been minimal budget activity, as expected.

Director Pierce made a motion, seconded by Chairman Ferrell, to accept the Treasurer's report as presented. The motion carried by the following vote:

Israel Preston - Aye
William Waite - Aye
Ben Cochran - Absent
Brian Ferrell - Aye
James George - Aye
Rodney Pierce - Aye
Cabell Williams - Absent

Adopt FY2024 Budget

- Proposed FY2024 Budget is consistent with previous years.
- Anticipated expenses are director's fees, annual audit, insurance, and a civic contribution.
- Placeholder items: \$1,250 for Legal Services and \$15,000 for Engineering.

Director Pierce made a motion, seconded by Chairman Ferrell, to adopt the FY2024 Budget as presented. The motion carried by the following vote:

Israel Preston - Aye
William Waite - Aye
Ben Cochran - Absent
Brian Ferrell - Aye
James George - Aye
Rodney Pierce - Aye
Cabell Williams - Absent

5. Laurel Ridge Small Business Development Center Presentation

Dale Maza, Marketing Counselor for Laurel Ridge SBDC presented the following:





Dale Maza July 27, 2023











The Virginia SBDC Network is a *partnership* between U.S. Small Business Administration, George Mason University, and institutions throughout Virginia



13. Hampton Roads - Eastern Sho

14. Hampton Roads - Hampton

Virginia SBDC Office Locations

- 2. Loudoun SBDC

- 7. Central Virginia SBDC 8. Greater Richmond SBDC
- 9. Lord Fairfax SBDC at Middle 10. Lord Fairfax SBDC at Culpeper

Central

Lord Fairfax SBDC at Fauquier in Warrenton

- 18. Crater SBDC of Longwood University 19. Longwood University - Danville

- 22. Longwood University South Boston 23. Region 2000 SBDC

- 24. Blue Ridge Crossroads SBDC 25. Mountain Empire SBDC 26. Radford SBDC 27. Roanoke Regional SBDC
- 28. Southwest Virginia SBDC 29. Virginia Highlands SBDC

Small Business Development Center



- Matched by local funding
- Hosted by Laurel Ridge CC
- We serve Clarke, Fauquier, Frederick, Shenandoah, Warren, & Winchester

Mission:

We exist to provide free confidential consulting to small business owners and entrepreneurs to improve the communities we serve!





We see all types of businesses...









Consulting We Provide:



SOCIAL MEDIA



LOGISTICS



INVENTIONS



FED/STATE PURCHASING



MARKETING STRATEGY



DATA RESEARCH



BUSINESS PLANS



LOAN/GRANT APPS



HR



FINANCE/ACCTING



LOGISTICS



SALES FORECASTS

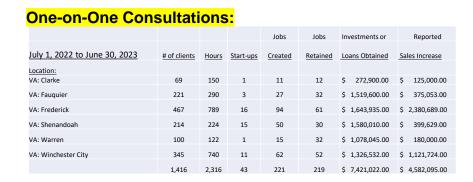
Consulting

Free Seminars

Specialty Programs

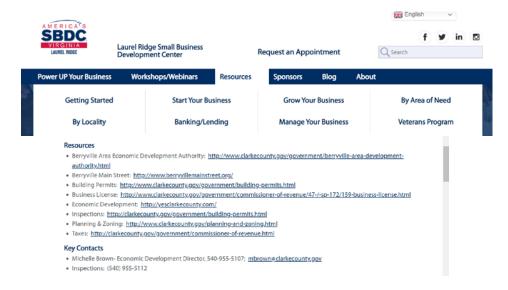
Clarke County Return on Investment:

Yearly Contribution: \$6000



Additional Training Attendees: 19

Website features: laurelridgesbdc.org





SBRT Round 2

This grant paid one small business owner to provide up to \$1800 worth of services for another small business.

Example: An accounting business was paid to do \$1800 worth of

work for another small business owner.

CC Investment: \$3000

Results: \$9000 worth of services were provided to these Clarke

businesses:

The Waypoint Rosemont Inn El Michoacano Sweet Gum Studios White Oak Media



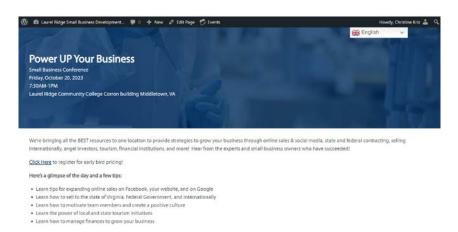


Friday, October 20, 2023 Laurel Ridge Community College

Time	Corron Event Center	Room 108	Room 206	Corron Board Room	Room 106	Theatre	
	Online Power	Sales Power	People Power	Financial Power	Tourism Power	Starting a Business	
Room Host	Patrick Barker, FCEDA	Joe Petty, WCEDA	Vanessa Santiago, WCEDA	Clarke County EDA	Jenna French, SCEDA	Dale Maza, LRSBDC	
7:30 – 8:00AM Registration Breakfast Networking							
8:15am – 8:30AM Welcome							
8:30 - 9:15AM Session #1	Selling on Facebook/Instagram	Selling Internationally	Creating a Culture for Employees to Come & Stay	Tracking Your Money	Tourism Practices to Power Up Your Business	Market Data Research Customer Validation	
Presenter:	Jeff Nicely	Aaron Miller	Bill & Sandy Long	Cort Maddox	Jenna French/Justin Kerns	Dale Maza	
9:15 -9:30AM	Break						
9:30 – 10:15AM	Website E Commerce	Selling to Virginia	The Power of the Words We Use	Angel Investors/ICAP	Making Your Business a Desintation*	Financing a New Business	
Session #2	Cameron Nelson	Chris Ley	Jeff Nicely	Josh Green	Katle Mercer/Amber Smoot	Cort Maddox	
10:15-10:30AM	Break						
10:30 – 11:30AM Session #3	Selling on Google	Selling to the Feds	Networking Power	The Loan Ask/Application	Virginia Tourism Corporation (VTC)	Steps to License Your Business	
	Ray Sidney-Smith	Lisa Wood	Patti Solenberger	Cort Maddox	Kelli Williams	Dale Maza	
11:45 – 12PM Lunch/Networking							
12:15 –1:00PM Keynote Speakers		Keynote: Tammy Bejfand-Power Up with Efficiency Tools					



https://laurelridgesbdc.org/conference/



\$49 until 9/30/23 \$69 after 9/30/23





- Coming Winter 2024
- Laurel Ridge Community College Middletown
- · Featuring:
 - Agritourism Seminars Make Your Location a Destination
 - Spirits Expert Winery, Brewery, Distillery
 - · Financial Tips for Farms
 - · Marketing/Social Media
 - And more...



6. <u>Economic Development & Tourism Update</u>

Chris Boies introduced Michelle Brown, Clarke County's new Director of Economic Development & Tourism.

Michelle Brown provided the following update:

- At their recent meeting, the Economic Development Advisory Committee decided to pursue creating a tourism brand for Clarke County, starting with a tourism website. The group also discussed bringing back the artisan trail and developing other similar events.
- The Worlds of Work is a regional interactive career fair for eighth graders and is held annually. Several Clarke County businesses will be participating in this year's event.
- Upgrades to the Welcome Center are planned, in partnership with the Barns of Rose Hill and using ARPA grant funds.
- Staff will contact the purchaser of the Battletown Inn to discuss future plans and how the IDA and county might be of help.

7. <u>Double Tollgate Water & Sewer Update</u>

Chris Boies provided the following update:

Industrial Development Authority of the Clarke County Virginia July 27, 2023

Approved October 26, 2023

- The project is still in the preliminary design phase.
- Frederick Water will be constructing a force main to connect to their Parkins Mill plant; Clarke County's portion of the project includes a pump station and a force main.
- Engineers have determined the best location.
- REC has applied for rezoning of the Camp 7 property.

8. Next Meeting

October 26, 2023 Regular Meeting

9. Adjournment

At 1:34 pm, Chairman Ferrell adjourned the meeting.

Minutes recorded and transcribed by Catherine Marsten