

Approved October 26, 2023

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 David Weiss

Liaison Present:

Staff Present: Chris Boies, Michelle Brown, Catherine Marsten

Press: Mickey Powell, the Winchester Star

Others Present: Dale Maza

1. Call to Order

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

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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

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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



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



Virginia SBDC Office Locations

Polomac

- 1. Alexandria SBDC
- 2. Loudoun SBDC
- 3. Mason SBDC
- 4. SBDC of the Community Business Partnership
- 5. University of Washington SBDC Fredericksburg
- 6. University of Washington SBDC Warsaw

Central

- 7. Central Virginia SBDC
- 8. Greater Richmond SBDC
- 9. Lord Fairfax SBDC of Middletown
- 10. Lord Fairfax SBDC of Culpeper
- 11. Lord Fairfax SBDC of Fauquier in Warrenton
- 12. Shenandoah Valley SBDC

Hampton Roads

- 13. Hampton Roads - Eastern Shore
- 14. Hampton Roads - Hampton
- 15. Hampton Roads - Norfolk
- 16. Hampton Roads - Suffolk
- 17. Hampton Roads - Williamsburg

Southern

- 18. Crater SBDC of Longwood University
- 19. Longwood University - Danville
- 20. Longwood University - Farmville
- 21. Longwood University - Martinsville
- 22. Longwood University - South Boston
- 23. Region 2000 SBDC

Southwest

- 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

- SBA grant funded program
- 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...



AgriBUSINESS

Presented at USDA conference
December 2022 at CC Fairgrounds



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

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Clarke County Return on Investment: Yearly Contribution: \$6000

One-on-One Consultations:

July 1, 2022 to June 30, 2023	# of clients	Hours	Start-ups	Jobs Created	Jobs Retained	Investments or Loans Obtained	Reported Sales Increase
Location:							
VA: Clarke	69	150	1	11	12	\$ 272,900.00	\$ 125,000.00
VA: Fauquier	221	290	3	27	32	\$ 1,519,600.00	\$ 375,053.00
VA: Frederick	467	789	16	94	61	\$ 1,643,935.00	\$ 2,380,689.00
VA: Shenandoah	214	224	15	50	30	\$ 1,580,010.00	\$ 399,629.00
VA: Warren	100	122	1	15	32	\$ 1,078,045.00	\$ 180,000.00
VA: Winchester City	345	740	11	62	52	\$ 1,326,532.00	\$ 1,121,724.00
	1,416	2,316	43	221	219	\$ 7,421,022.00	\$ 4,582,095.00

Additional Training Attendees: 19

Website features: laurelridgesbdc.org

The screenshot shows the website for the Laurel Ridge Small Business Development Center. At the top, there is a logo for 'AMERICA'S SBDC VIRGINIA LAUREL RIDGE' and a search bar. The navigation menu includes 'Power UP Your Business', 'Workshops/Webinars', 'Resources', 'Sponsors', 'Blog', and 'About'. The 'Resources' section is expanded, showing sub-categories: 'Getting Started', 'Start Your Business', 'Grow Your Business', and 'By Area of Need'. Under 'Getting Started', there is a link for 'By Locality'. Under 'Start Your Business', there is a link for 'Banking/Lending'. Under 'Grow Your Business', there is a link for 'Manage Your Business'. Under 'By Area of Need', there is a link for 'Veterans Program'. The 'Resources' section lists several links: Berryville Area Economic Development Authority, Berryville Main Street, Building Permits, Business License, Economic Development, Inspections, Planning & Zoning, and Taxes. The 'Key Contacts' section lists Michelle Brown, Economic Development Director, with her phone number and email address.

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VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

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 Baker, FCEEDA	Joe Petty, WCEEDA	Vanessa Sembrago, WCEEDA	Clarke County EDA	Jenna French, SCEEDA	Dale Maza, LRSBDC
7:30 – 9:00AM Registration Breakfast Networking						
8:15am – 8:30AM Welcome						
8:30 – 9:15AM Session #1	Selling on Facebook/Instagram Jeff Nicolaj	Selling Internationally Aaron Miller	Creating a Culture for Employees to Come & Stay Bill & Sandy Long	Tracking Your Money Curt Maddox	Tourism Practices to Power Up Your Business Jenna French/Justin Kerns	Market Data Research Customer Validation Dale Maza
9:15 – 9:30AM	Break					
9:30 – 10:15AM Session #2	Website E Commerce Cameron Nelson	Selling to Virginia Chick Luy	The Power of the Words We Use Jeff Nicolaj	Angel Investors/CAP Josh Green	Making Your Business a Dissertation Katie Mercer/Kember Smoot	Financing a New Business Curt Maddox
10:15 – 10:30AM	Break					
10:30 – 11:30AM Session #3	Selling on Google Ray Sibbey Smith	Selling to the Feds Lisa Wood	Networking Power Patti Solerberger	The Loan Ask/Application Curt Maddox	Virginia Tourism Corporation (VTC) Kell Williams	Steps to License Your Business Dale Maza
11:45 – 12PM Lunch/Networking						
12:15 – 1:00PM Keynote Speakers	Keynote: Tammy Bagland: Power Up with Efficiency Tools					

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<https://laurelridgesbdc.org/conference/>



We're bringing all the BEST resources to one location to provide strategies to grow your business through online sales & social media, state and federal contracting, selling internationally, angel investors, tourism, financial institutions, and more! Hear from the experts and small business owners who have succeeded!

[Click here](#) to register for early bird pricing!

Here's a glimpse of the day and a few tips:

- Learn tips for expanding online sales on Facebook, your website, and on Google
- Learn how to sell to the state of Virginia, Federal Government, and internationally
- Learn how to motivate team members and create a positive culture
- Learn the power of local and state tourism initiatives
- Learn how to manage finances to grow your business

\$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...

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Thank you for your continued support!
We could not do it without you!

Questions?

6. Economic Development & Tourism Update

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. Double Tollgate Water & Sewer Update

Chris Boies provided the following update:

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- 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