

Approved July 25, 2024

Industrial Development Authority of the Clarke County, Virginia
Board of Directors

April 25, 2024

Regular Meeting

1:00 pm

At a regular meeting of the Industrial Development Authority of the Clarke County Virginia, held on Thursday, April 25, 2024, at 1:00 pm in the Main Meeting Room, Berryville-Clarke County Government Center, 101 Chalmers Court, 2nd Floor, Berryville, Virginia.

Directors Present: William Waite, Brian Ferrell, Ted Guarriello, Marcy Cantatore, Isreal Preston

Directors Absent: James George, Rodney Pierce

Board of Supervisors David Weiss
Liaison Present:

Staff Present: Michelle Ridings, Chris Boies

Press: None

Others Present: None

1. Call to Order

At 1:00 pm, Chairman Ferrell called the meeting to order.

2. Adoption of Agenda

Chairman Ferrell requested to amend the agenda by adding the following to agenda item, New Business:

- Resolution to appoint Director Preston as IDA Treasurer and grant access as bank signatory.
- All Points Broadband Update.

Vice Chair Waite made a motion, seconded by Director Preston, to adopt the agenda as amended. The motion carried by the following vote:

Ted Guarriello	-	Aye
Brian Ferrell	-	Aye
James George	-	Absent
Rodney Pierce	-	Absent
William Waite	-	Aye
Isreal Preston	-	Aye
Marcy Cantatore	-	Aye

Chairman Ferrell introduced new IDA member Marcy Cantatore.

3. Approval of Minutes

Vice Chair Waite made a motion, seconded by Director Preston, to approve the minutes of the January 25, 2024 Organizational Meeting meeting as presented. The motion carried by the following vote:

Ted Guarriello	-	Aye
Brian Ferrell	-	Aye
James George	-	Absent
Rodney Pierce	-	Absent
William Waite	-	Aye
Isreal Preston	-	Abstain
Marcy Cantatore	-	Aye

4. Secretary/Treasurer Report

Vice Chair Waite presented the following:

FY2024 Year-to-Date Check Log

- The only expenditures have been Director's fees and the insurance payment.

FY2024 YTD Budget/Investments Summary

- Expenses are on track and within budget, as expected.
- Finances are about \$12,000 with a placeholder for professional services at \$15,000.
- Bonds revenue will continue to decrease.
- Total investments balance is \$132,000; balances have stayed between \$120,000-\$130,000 over the last several years. It is predicted to stay this way unless there is a dramatic change in the market place.
- A new line has been added to the budget for Camp 7. A placeholder of \$30,000 was added.

Michelle Ridings added that the IDA budget should be approved at the April meeting moving forward as the new fiscal year begins on July 1. Additionally the USDA grant requires reporting on June 1.

Director Preston made a motion, seconded by Director Guarriello, to accept the Treasurer's Report and budget as presented. The motion carried by the following vote:

Ted Guarriello	-	Aye
Brian Ferrell	-	Aye
James George	-	Absent
Rodney Pierce	-	Absent
William Waite	-	Aye
Isreal Preston	-	Aye

Marcy Cantatore - Aye

5. New Business

- Vice Chair Waite will coordinate with Director Preston on a resolution for the bank signatory.
- Michelle Ridings added that she will meet with new IDA Members, Ted Guarriello and Marcy Cantatore, for onboarding to discuss IDA functions and regulations.
- Vice Chair Waite stated that a check has been written for the annual VA Corp Insurance Renewal, and are currently awaiting the invoice before mailing it out.
- 2024-2025 budget was approved during the Treasurers Report.

Chris Boies provided the following Double Tollgate update:

- There is currently no sewer at Double Tollgate but there is water at the old prison site that served the prison when it was in operation. The prison had its own self-contained septic system.
- The county is working on an agreement to get water and sewer at Double Tollgate, which will involve the construction of a pump station beside Featherbed Lane that will only serve Clarke County properties. The pump station will allow the area to be served by a gravity to sewer that would then be pumped to the west and meet up with a large force main that is being constructed by Frederick Water, which will go north to the Parkins Mill treatment plant on 522 North in Frederick County.
- Frederick County will close down the Crooked Run treatment plant that serves Lake Frederick, as it does not meet certain environmental quality requirements.
- The bids are due May 2. The bid was written so that one contractor can complete both of the projects to save money.
- The Board of Supervisors will find out in May what the project will cost. The county portion is likely in the \$7-8million range. The portion that county is 100% responsible for will likely be paid in cash, and then be part of the financing that Frederick Water is going to use for their portion and have a debt service that will be paid on a 20 year pay-back schedule. The loan will be through the Virginia Department of Environmental Quality.
- Frederick Water has set up a separate service and billing area for the portion that is in Clarke County. A higher connection fee will be charged as well as a higher monthly fee. Clarke County will be reimbursed for those amounts collected, to go toward the debt service. If nobody connects to the service, the county will still pay its portion of the debt service.
- A preliminary agreement to work with Frederick Water on this project has been approved. The funding agreement will go to the Board of Supervisors in May. A draft agreement was received last week and has been sent to the county attorney.
- 65 acres of the Camp 7 parcel was purchased by Rappahannock Electric Cooperative in December 2023 and was rezoned highway commercial. They will eventually move their regional headquarters to that location, to better serve Clarke, Warren and Frederick County customers. It will be one of the top five income producing properties for Clarke County.

Approved July 25, 2024

- The Virginia National Guard still owns over 100 acres of the parcel, on which they are looking to develop a regional training facility. They wish to hook up to the sewer connection when it is available.
- The State of Virginia agreed to sell the 40-acre property, including the old prison building, to Clarke County for \$100,000.
- Michelle Ridings Brown has researched grants to aid in repurposing the old prison building. The land could be developed into a business park.
- The county is requesting to close on the Camp 7 property by June 30, 2024. The State responded that might be a possibility.
- The Board of Supervisors plans to adopt a resolution to accept the Camp 7 property, pay the \$100,000 and transfer the property to the IDA.

Chris Boies provided the following All Points Broadband update:

- The project is being managed by the Northern Shenandoah Valley Regional Commission; they are scheduled to meet with All Points Broadband on May 2.
- The design for the infrastructure in Clarke County is done and ready to be reviewed.
- It is an eight county project, lines have been run in Augusta County and Rockingham County will be next.
- The project is still scheduled for completion in summer 2025.

6. Economic Development & Tourism Update

Michelle Ridings provided the following update:

- Imagine Design has been hired to create the new tourism brand and website. They are currently working on a logo design that will be vetted by the Economic Development Advisory Committee. The Clarke County High School Marketing Class gave their input on the designs.
- Recently applied for a VTC Marketing Grant of \$20,000, with a \$10,000 match. It is specifically for DMO's. L'Auberge Provençale agreed to be the County's lodging partner. If awarded, the funds would be used for photography, brand awareness campaigns and digital and print ads.
- Lodging meeting took place on March 21. This is an annual meeting with businesses who collect transient occupancy tax to collaborate on the best way to promote tourism and support the lodging industry. There was discussion regarding Airbnb's being in compliance.
- Recently created a Spring Itinerary; online flipbook and a paid social media campaign.
- Visitor Center renovations are going to be done using ARPA funds and will make the space more welcoming and easily accessible. Renovations need to be complete by June 30; they are currently working on bids for construction.
- Business Retention and Expansion (BRE) visits with VEDP have been taking place. These visits allow the County and State to assist businesses through grants or workforce. Annie Conte and Michelle Ridings have met with C2 Management, Cochran's Lumber, Berryville Graphics, Audley Farm, Mackintosh Fruit Farm and Edgewood Dairy Farm.
- Restaurant Week ran March 18-23 and was a great success. Approximately \$6000 of ARPA funds was used for the campaign. Fourteen Clarke County food establishments

Approved July 25, 2024

participated and each was given a spotlight feature on social media and a photoshoot. Marketing materials, including window clings and table tent cards, were provided to each participating establishments. Several paid Facebook ads were created and reached approximately 300,000 people.

7. Next Meeting

– July 25, 2024 – Regular Meeting

8. Adjournment

Vice Chair Waite made a motion, seconded by Chairman Ferrell, to adjourn the meeting. The motion carried by the following vote:

Ted Guarriello	-	Aye
Brian Ferrell	-	Aye
James George	-	Absent
Rodney Pierce	-	Absent
William Waite	-	Aye
Isreal Preston	-	Aye
Marcy Cantatore	-	Aye

At 2:32 pm, Chairman Ferrell adjourned the meeting.

Minutes Recorded by Michelle Ridings and Transcribed by Indea G. Ford