

Clarke County Economic Development Advisory Committee

January 20, 2016

1:00 PM

A meeting of the Economic Development Advisory Committee (EDAC) was held at the Berryville/Clarke County Government Center, Berryville, Virginia, on Wednesday, January 20, 2016 at 1:00PM.

ATTENDANCE:

Members present: John Milleson (Chair), Bryan Conrad, Christina Kraybill, Eric Myer, Christy Dunkle

Members absent: Jim Barb, Betsy Pritchard

Staff Present: Amanda Kowalski, Len Capelli (via Skype)

1. **Call to Order**

Mr. Milleson called the meeting to order at 1:09 pm.

2. **Election of EDAC Officers for 2016**

Mr. Conrad moved, seconded by Ms. Dunkle, to approve the elections of the EDAC officers for 2016.

The motion carried as follows:

Mr. Barb	-	absent
Mr. Conrad	-	aye
Ms. Kraybill	-	aye
Mr. Meyer	-	aye
Mr. Milleson	-	aye
Ms. Pritchard	-	absent
Ms. Dunkle	-	aye

It was noted that, with the retirement of John Staelin, David Weiss will be the new Board of Supervisors appointed member.

3. **Approval of November EDAC Meeting Minutes and recap of Christmas Tour**

November meeting minutes will be reviewed and approved at the February EDAC meeting.

All present members agreed that the business tour held in December was informative and beneficial. It was suggested by Mr. Milleson that a spring tour should be included in the agenda. Ms. Kowalski will look into several businesses and report back.

4. **Economic Development and Tourism Update by Len Capelli/Amanda Kowalski**

Mr. Capelli reported that the Economic Development website is coming along nicely and should be ready for the committee to see by next meeting. Ms. Kowalski noted how beneficial it has been to have two sets of eyes on wording and layout.

Mr. Capelli reported that an Artist and Artisan Tour in Clarke County has been planned for October 1-2. To date, a mailing list of possible artists is being completed, an invitation letter is being drafted, and mailing costs are being determined. Also, several members of the committee are looking into possible grant opportunities.

Mr. Capelli spoke on several grant opportunities that are available in creating a Blue Water Way Trail along the Shenandoah River, noting that the Shenandoah River in Clarke County is designated as a scenic water way. This designation would make Clarke County eligible for several tourism grants to improve river quality and businesses that are associated with the river.

Concerning possible businesses within the county, Mr. Capelli reported the following:

- a landowner is interested in developing a family-style campground along the Shenandoah River. Mr. Capelli has spoken to the landowner and offered his assistance.
- an individual is interested in The Battletown Inn and has the experience with remodeling old restaurants both in Purcellville and upstate New York. Mr. Capelli has had several conversations with this individual.
- Audley Farm. Mr. Capelli met with the manager, noting that the farm would like to expand the cattle operation and also be more integrated in the county with events and tours.

Lastly, Mr. Capelli reported on the upcoming Entrepreneurial Café at LFCC, a great opportunity for start-up businesses. The top prize is approximately \$12,000 in cash prizes, including marketing, advertising, and advanced business training.

5. New Business

Ms. Dunkle noted that Wild Hare Cidery and a local coffee roaster from Loudoun County is interested in sharing space and has toured several spaces. She is working closely with both of them.

Ms. Dunkle noted three business expansion areas that are included in the BADA agenda tonight and outlined each proposed area.

Ms. Dunkle noted that she has sent a memo to designate Tourism zones and sent it to town staff for review. She has also been working with the Town of Front Royal on different types of tourist zones.

6. Next Meeting

Ms. Kowalski noted that the next meeting will be held on Wednesday, February 17th, at 1:00 pm.

7. Adjournment

Mr. Milleson adjourned the meeting at 1:57 pm.

Amanda Kowalski, Economic Development and Tourism/Recorder