

Approved October 19, 2016

Clarke County Economic Development Advisory Committee  
September 21, 2016 Minutes

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

Board: Christy Dunkle, Christina Kraybill, Dr. Meyer, Elizabeth Pritchard, David Weiss

Absent: Jim Barb, Bryan Conrad, John Milleson

Staff: Len Capelli

1. Call to Order

Due to a scheduling conflict, Chairman John Milleson was unable to attend the meeting.

At 1:00 pm, Elizabeth Pritchard called the meeting to order.

2. Approval of Agenda

**David Weiss, seconded by Christy Dunkle, moved to adopt the agenda as presented. The motion carried by the following vote:**

|                     |   |        |
|---------------------|---|--------|
| Jim Barb            | - | Absent |
| Bryan Conrad        | - | Absent |
| Christy Dunkle      | - | Aye    |
| Christina Kraybill  | - | Aye    |
| John Milleson       | - | Absent |
| Eric Myer           | - | Absent |
| Elizabeth Pritchard | - | Aye    |
| David Weiss         | - | Aye    |

3. Approval of Minutes

Elizabeth Pritchard called for one motion to approve the four sets of minutes.

**Christina Kraybill, seconded by Christy Dunkle, moved as follows:**

- **Adopt November 18, 2015 as presented;**
- **Adopt April 20, 2016 as presented;**
- **Adopt May 18, 2016 as presented;**

- **Approve June 15, 2016 as presented.**

**The motion carried as follows:**

|                     |   | <u>11-18-2015</u> | <u>04-20-2016</u> | <u>05-18-2016</u> | <u>06-15-2016</u> |
|---------------------|---|-------------------|-------------------|-------------------|-------------------|
| Jim Barb            | - | Absent            | Absent            | Absent            | Absent            |
| Bryan Conrad        | - | Absent            | Absent            | Absent            | Absent            |
| Christy Dunkle      | - | Aye               | Aye               | Aye               | Aye               |
| Christina Kraybill  | - | Aye               | Aye               | Aye               | Aye               |
| John Milleson       | - | Absent            | Absent            | Absent            | Absent            |
| Eric Myer           | - | Absent            | Absent            | Absent            | Absent            |
| Elizabeth Pritchard | - | Aye               | Aye               | Abstain           | Abstain           |
| David Weiss         | - | Abstain           | Aye               | Aye               | Aye               |

At 1:05 pm, Dr. Meyer joined the meeting.

4. Economic Development and Tourism Update by Len Capelli

Len Capelli reviewed the monthly economic development report provided in the packet material to the Advisory Committee. Additional highlights include:

- Clarke was awarded a \$5,000 grant, which will help to offset marketing expenses.
- Christy Dunkle was recognized for her extraordinary efforts on the Artisan Trail to organize, communicate and follow up.
- Following discussion, the Committee supported the Economic Development Director's use of the tagline "Clarke County, the gateway to the Shenandoah Valley for Metropolitan Washington DC and Northern Virginia."
- Len Capelli advised that last week he called every single building that had a listing and nobody returned the call - none of the real estate people returned calls and none of the owners returned calls.
- Mr. Capelli stated that two meetings at which paperwork was to be filled out to get buildings on Virginia Scan had been cancelled. He also advised that "serious errors" on the Virginia Scan website are preventing him from adding the Byrd property.
- Talking with an individual now interested in pursuing a brewery in light of the proposed waterworks amendment under consideration by the Supervisors. Waterworks has been cited as an issue by several persons expressing interest in farm distilleries.
- Christina Kraybill remarked that since the signs were erected on Route 7 there has been a significant increase of people coming into the Town of Berryville, particularly from the areas of Purcellville and Leesburg.
- Economic Development website is moving along slowly. Len Capelli opined that local businesses, for whatever reason, are not that interested.

- Industrial Park
  - One lot for sale: Len Capelli called the real estate company but they did not return his call.
  - Larger building for lease or sale: Len Capelli did not receive a call back.
  - One build-to-suit for warehouse space: Len Capelli advised that they did not call him back.
  - There is ongoing talk of persons desiring to sell property; however, Mr. Capelli opined that owners do not appear to be as interested when he attempts to set up meetings.
  - Discussing alternatives but space is limited and access presents challenges.
  - Looking at flex buildings and exploring “incubators” using public-private partnerships.
- Checking grant availability through the Department of Humanities for area artisans.

## 5. Old Business

### Handsome Brook Farms [HBF] Update by Christy Dunkle

Highlights include:

- Paperwork completed and the process is moving forward.
- HBF is working with DEQ on remediation of concerns discovered during due diligence.
- HBF entered into a short-term lease with Winchester Cold Storage and is now in the building.
- The Town of Berryville is working closely with Lance Construction to identify areas where it may be of assistance.
- Closing is scheduled for month’s end but is dependent upon remediation.

## 6. New Business

Elizabeth Pritchard opened the floor to new business and called for update from Christina Kraybill as set forth on the meeting agenda.

### New Businesses in Downtown Berryville Update

Highlights of update by Christina Kraybill include:

- In the last two months, there have been four ribbon cuttings,
  - Farmers Daughter
  - Create and Take
  - Organic Plum Studio
  - Cordial Coffee Company

- Hoping two more businesses will open in the next month:
  - Cotton Hill, owner is an interior designer.
  - Nick's, currently operating in Winchester. Christy Dunkle has spoken with him several times.
- The Cookie Guy changed hands and is now Rosie's Sweets operating as a full bakery.
- Christy Dunkle noted that the Town of Berryville has a text amendment under review for a Veterinary Hospital in the C District downtown.
- Berryville Main Street: Have lined up the next potential incubator.
- Flex Office Space: In response to query by Elizabeth Pritchard, Christy Dunkle explained that Mark Seder, former local business owner, created and made available flex office space; but it did not thrive as anticipated.

#### Clarke County Equine Alliance:

Following the Economic Development Update by Len Capelli, Dr. Myer requested the addition of an update on the Clarke County Equine Alliance. At that time, Elizabeth Pritchard advised Dr. Myer that the item would be added under new business. Under New Business, Ms. Pritchard called for the item. No motion was called to amend the agenda.

Dr. Myer stated that he wanted to approach the Committee about the possibility of helping the Clarke County Equine Alliance. He opined that it was having difficulty staying afloat as an organization because the Director, Robina Rich Bouffault, who has been "running the ship" for the past twelve years, is looking to step down. He said that from the emails he has read the organization is hoping to receive help with the office and management part of the organization from the Economic Development Advisory Committee. Dr. Myer opined that it did not look like the Supervisors were inclined to help the Equine Alliance with its proposed survey. Dr. Myer remarked that looking at the industry as a whole, for there was certainly a lot of land, investment and people involved in the equine aspect of the County's economy, which the survey would allow, would help bring this to light, which is good and positive. Dr. Myer commented that it was the Equine Alliance's intent to speak with Mr. Capelli about providing help.

Len Capelli responded that he had explained to Robina that he did not have a budget. He said that while he liked horses he had spent so much money on them himself that he could pay for it. He said that he had offered to expand – he had a place on the County website – on the Tourism website – that talks about equine activities. He said that he could certainly add hosting and save a little bit of money for the Equine Alliance and had no problem adding if it did not increase Economic Development's monthly bill from the people that are hosting the website for him. He concluded that other than that, hosting on the website, there was not a lot he could do.

David Weiss remarked that Len Capelli was on a fixed time schedule. He said that the County had offered space on the website to the Equine Alliance for a long time, as long as Mr. Capelli has been with the County. Further, as far as County employees doing the work on one single

organization, the County could develop policies in the future and put it into the budget process and figure out whether the Supervisors want to set money aside to help groups that want to come to the County. He opined that to move ahead with one organization without anything in place was inappropriate; and as Mr. Capelli stated, he has a fixed budget and that kind of timeframe or use of a secretary and Mr. Capelli just is not in the picture. He continued that the Board of Supervisors has not made a decision on the survey. He explained that the Equine Alliance has worked with Weldon Cooper and gotten a proposal for a survey of the equine industry in Clarke County. Mr. Weiss noted that it was about a \$10,000 cost, as well as an in-kind contribution by the Equine Alliance. He stated that the Supervisors had had a hard time getting a full picture as to what the survey would actually do or what it would drive.

Elizabeth Pritchard interjected "what would the end result be."

Dr. Myer responded that it would highlight the impact and importance of the equine industry, equine economy, the people and land involved, infrastructure, supplies, veterinary, etc. He stated that this was an outreach industry in as far as there are a lot of factors involved and the survey would try to put that into one document.

David Weiss added that when the Equine Alliance came to the Board of Supervisors to ask for the full funding of the \$10,000, in the preliminary discussions at the Finance level between Bev McKay and he - because Terri Catlett recused herself because she is a member of the Equine Alliance - but Barbara Byrd is also a member but she did not recuse herself - but, in conversations, neither Supervisor McKay nor he were inclined to recommend funding the full \$10,000. He said they were inclined to give some amount of money but felt that it was primarily a private sector initiative. He said that what the County has done with other private sector initiatives - like the ballfield lights, the Senior Center, a couple other similar things - the Supervisors have come in at the end. He continued that the private sector raises all the funds it can and the Supervisors put a little money toward it. Mr. Weiss opined that sometimes it makes it easier to raise funds if folks know the County is behind it. He further noted that there was some indication that the Supervisors might do that but the other problem with the request is that it is out of budgetary order. He explained that the Supervisors normally take all the new requests in the spring; and for whatever reason, it did not come forward at that time. He said that the Board decided that in October, coming in at the end of the month, the County would have its final audit done. He noted that the County should then know what savings it has and what accounts; and then, the Supervisors can decide what to do. He stated that the Board has made no decision; but, he was personally more inclined to give \$1,000 or \$1,500 than \$10,000. He noted that all the Supervisors agreed with the goals of the Equine Alliance to promote the equine industry and think it does good things such as preserving open space. He remarked there was no dispute over the benefits of the equine industry but it did come down to the role of government. He opined that once the County starts handing out to a group the line behind that group would only get longer and longer. He remarked that the Laurel Center and some of the other groups the County gives money to are only given \$1,500 to \$3,000; so, \$10,000 is a rather sizeable request, which is where things get trapped in the nuances of everything else.

Christina Kraybill provided an update to the Committee. Highlights include:

- Car Show:
  - A lot of positive response to the car show.
  - Approximately 220 cars came to the show when only 50 were expected.
  - For 2017, the event is set for the last Saturday in August.
- The Lockett's Fair is moving to the Clarke County Fairgrounds - event will be held in May.
- Berryville Main Street Final Report
  - Committee meets this evening to review the report.
  - Three strategies identified:
    - Promote an image and a brand:
      - Very convenient place to shop for local population.
      - Highlight all the existing service industries.
      - Highlight fact that you can park your car once and do all these things, many of which were identified in the mapping process.
    - Promote visitors / tourism:
      - Fairgrounds on one side and Berryville farm supply on the other side.
      - Farming community used a lot by the farming industry.
      - Maximize the historic area - Church Street, Josephine Street.
      - Update signs for walking tours.
    - Focus on Age Group of 35 to 55 and those who are very health conscience:
      - Have a well-rounded health community.
      - Approximately 14 medical / health-related businesses in Berryville including doctors, dentists, optometrists, chiropractors, massage therapists, etc.
      - Push retreat location image - *come here to rest and relax.*
  - More on the report will be shared next month.

Christy Dunkle added that the report would aid in review of the downtown revitalization chapter of the Town of Berryville's comprehensive plan.

Chairman Weiss asked Ms. Kraybill for a presentation to the Board of Supervisors later this fall.

## 7. Next Meeting

Next meeting is scheduled for on Wednesday, October 19, 2016, 1:00 pm.

8. Adjournment

Being no further business, at 1:49 pm, Elizabeth Pritchard called for a motion to adjourn. **Christina Kraybill, seconded by Christy Dunkle, moved to adjourn the meeting. The motion carried by the following vote:**

|                     |   |        |
|---------------------|---|--------|
| Jim Barb            | - | Absent |
| Bryan Conrad        | - | Absent |
| Christy Dunkle      | - | Aye    |
| Christina Kraybill  | - | Aye    |
| John Milleson       | - | Absent |
| Eric Myer           | - | Aye    |
| Elizabeth Pritchard | - | Aye    |
| David Weiss         | - | Aye    |

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Minutes recorded and transcribed by: Lora B. Walburn, Executive Assistant - County Administration