

Clarke County Economic Development Advisory Committee
October 19, 2016 Minutes

A meeting of the Economic Development Advisory Committee (EDAC) held in the Berryville/Clarke County Government Center, Berryville, Virginia, on Wednesday, October 19, 2016, at 1:00 PM.

Board: Jim Barb, Bryan Conrad, Christy Dunkle, Christina Kraybill, Dr. Meyer, John Milleson, Elizabeth "Betsy" Pritchard, David Weiss

Absent: None

Staff: Len Capelli, Lora B. Walburn

1. Call to Order

At 1:00 pm, John Milleson called the meeting to order.

2. Approval of Agenda

Eric Myer, seconded by Bryan Conrad, moved to adopt the agenda as presented. The motion carried by the following vote:

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

At 1:03 pm, Christy Dunkle joined the meeting.

3. Approval of Minutes

Bryan Conrad, seconded by Dr. Myer, moved to approve the September 21, 2016 minutes as presented. The motion carried as follows:

Jim Barb	-	Aye
Bryan Conrad	-	Aye
Christy Dunkle	-	Aye

Christina Kraybill	-	Aye
John Milleson	-	Aye
Eric Myer	-	Aye
Elizabeth "Betsy" Pritchard	-	Aye
David Weiss	-	Aye

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:

- Artist studio tour was a success. Hope to improve attendance next year with more money and better advertising.
 - o Suggested inclusion of persons participating in and/or attending the Hunt Country Cluster at Historic Long Branch held annually on the same weekend.
- Governor's Annual Request for Christmas Tree Ornament:
 - o Cochran Lumber designing the ornament for the Town of Berryville.
 - o Renee Whitefeather designing a gourd ornament for Clarke County.
- December will feature Christmas tree farms. Currently, five farms operating in Clarke County.

5. Old Business

Affirmation of 2016 EDAC Officers.

Christy Dunkle, seconded by Christina Kraybill, moved to affirm the 2016 Economic Development Advisory Committee Officers as follows:

- **John Milleson, Chair**
- **Elizabeth "Betsy" Pritchard, Vice Chair.**

The motion carried as follows:

Jim Barb	-	Aye
Bryan Conrad	-	Aye
Christy Dunkle	-	Aye
Christina Kraybill	-	Aye
John Milleson	-	Abstain
Eric Myer	-	Aye
Elizabeth "Betsy" Pritchard	-	Abstain
David Weiss	-	Aye

Handsome Brook Farms

The Board of Supervisors is set to take action at its October 18, 2016, Regular Meeting to recognize \$200,000 of revenue from the Commonwealth and to transfer funds in the same amount to the Industrial Development Authority to provide an Economic Development Incentive for Handsome Brook LLC to locate an egg processing facility in Clarke County.

David Weiss informed the members that a \$200,000 economic development incentive from the Commonwealth was formally received by the Board of Supervisors and would be transferred to the Industrial Development Authority for distribution to Handsome Brook.

Christy Dunkle added that Handsome Brook was actively retrofitting the former Winchester Cold Storage facility including performing environmental remediation, removing a cistern at the back of the property, as well as interior remodeling. She noted that the move in date was unknown.

Berryville Main Street Final Report on Downtown Development Planning Service

Highlights of update by Christina Kraybill include:

- To date, reviewed at two meetings.
- Scheduling presentations to the governing bodies.
- Berryville Main Street – Upcoming Events
 - Christmas Tree lighting
 - Christmas Parade
 - Eric Myer advised that Boyce Volunteer Fire Company had expressed interest in participating but had not received notice. Christy Dunkle offered to follow up with Donna Peake, parade coordinator.
 - Holiday Home Tour on Church Street
 - Holiday Parking Meters
 - Meters will be judged on November 30 by the Architectural Review Board.

Christy Dunkle informed members that Berryville Town Council had approved tourism zones and incentives at its last meeting.

6. New Business

Discussion of Recommendation Re Mailing to County Residents Business Owners to Solicit Interest and Contact Information

Highlights of review include:

- Flyer directs citizens to local websites: www.clarketourism.com and www.yesclarkecounty.com
- Flyer also solicits information from local businesses owners that will be added to the local business database being developed by Economic Development.
- Flyer will be distributed with the second-half personal property bills in November 2016.
- Second mailing is planned for inclusion with business license notice in January 2017.

Highlights of discussion of other means to inform citizens about local businesses and events include:

- Development of posters featuring website information and placement in local businesses.
- Set up an economic development booth at the County Fair, as well as other large events.
- Order and distribute ink pens with website information.

Bryan Conrad, seconded by Eric Myer, moved to approve the verbiage for the proposed flyer. The motion carried by the following vote:

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

Side 1

Attention Clarke County Residents

Looking for local arts, dining, entertainment, events, check out www.clarketourism.com

Looking for local businesses, check www.yesclarkecounty.com

If you are interested in having your business listed on these websites, see other side of this flyer.

Side 2

Attention Clarke County Business Owners

If you operate a business in Clarke County or are considering starting a business, Clarke County Economic Development and Tourism can help in a variety of ways.

- 1) List your business on www.yesclarkecounty.gov. Just send your name, contact information, description of business, website address to the email address[es] below.
- 2) Support, consulting, direction, promotion and marketing.
- 3) Assist in developing a business and marketing plan.

- 4) Tourism businesses, check out www.clarktourism.com.

For more information, contact lcapelli@clarkecounty.gov [540] 955-5107] or
info@yesclarkecounty.com or info@clarkecounty.gov [540] 955-5100.

No Charge For Services

7. Next Meeting

The next meeting is scheduled for Wednesday, November 16, 2016, 1:00 pm.

Chairman Milleson, noting the tradition of visiting local business during the December meeting, asked members to begin planning. The December meeting is scheduled for 1:00 pm, Wednesday, December 12, 2016.

8. Adjournment

Being no further business, at 1:40 pm, Chairman Milleson adjourned the meeting.

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