

Clarke County Economic Development Advisory Committee
November 16, 2016 Minutes

A meeting of the Economic Development Advisory Committee (EDAC) held in the Berryville/Clarke County Government Center, Berryville, Virginia, on Wednesday, November 16, 2016, at 1:00 PM.

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

Absent: Bryan Conrad, David Weiss

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

Christina Kraybill, 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	-	Aye
Eric Myer	-	Aye
Elizabeth "Betsy" Pritchard	-	Aye
David Weiss	-	Absent

At 1:03 pm, Jim Barb joined the meeting.

3. Approval of Minutes

Jim Barb, seconded by Dr. Myer, moved to approve the October 19, 2016 minutes as presented. The motion carried as follows:

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

Approved 02/15/2017

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

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:

- Governor's Mansion Christmas Tree Ornament
 - o Completed on time.
 - o Will be featured on website.
- Winchester Cold Storage Facility
 - o Handsome Brook Farms will not be locating in Clarke County for various reasons including a decrease in egg prices.
 - o Working with other business expressing interest.
- 200 First Street Cold Storage
 - o Geil Milner, property owner, would like to see it become an artisan center such as Alexandria's torpedo factory.
 - o Mr. Capelli exploring grants.
 - o Christy Dunkle offered to provide input on zoning for that location.
- Business Listing
 - o Developing for user search a spreadsheet of all businesses in Clarke County.
 - o Received one response thus far from mailing.
 - o Jennifer Welliver, The Observer, will offer a 10% discount to all new businesses on the website and/or business listing.
- Focusing on expanding agri-tourism stores and Christmas tree farms.
- Entrepreneur Training: Working with agencies on developing training. Would like to assist in making business better, more profitable.
- Shenandoah River
 - o Clarke's portion is the only designated scenic waterway in Virginia.
 - o Working with Inland Game and Fisheries to expand recreational opportunity.
 - o Many private owners along the river do not want persons landing on their property.
 - o Shenandoah University would like to explore ways to accommodate river users.

Approved 02/15/2017

- Clarke County Websites, *Clarke County Tourism – for tourists, Yes Clarke County - for local businesses and citizens*, are linked for ease of access.

5. Old Business

Berryville Main Street Report on Downtown Development Planning Service by Christina Kraybill

Christina Kraybill, with Patty Maples member Berryville Economic Vitality Committee, introduced the vision and mission, Main Street approach, highlights of the market assessment and the 2016 goals and objectives of the Berryville Economic Vitality Committee. For her presentation, Ms. Kraybill distributed “*Berryville Main Street Market Assessment.*” Highlights of her comments include:

- Explore building a “retreat brand.”
- Continue to work with local business owners – work together as a group.
- Continue to develop downtown events that draw customers.
- Explore more, better ways to connect the Barns of Rose Hill to the downtown community.
- Explore additional parking to accommodate walking tours.
- Explore communication options.
- Consider potential impact on Berryville of proposed growth in Loudoun County.

Christy Dunkle, Planner Town of Berryville, put forth for discussion the planned increase in senior housing units. Highlights include:

- Market assessment touched on business community not seniors.
- Business considerations should include:
 - Accessibility
 - Additional medical facilities
- Explore expanded use of the Senior Center.

Christy Dunkle advised that the hotel developer was looking at the flood plain on the proposed Chalmers Court location.

6. New Business

Discussion December 21 Meeting Agenda

Following review, the Committee agreed:

- Wednesday, December 14 at 10:30 am.

Approved 02/15/2017

- Visit:
 - Hip and Humble
 - Berryville Graphics
 - White Post Restoration
- Lunch at Lone Oak

McDonalds

- Christy Dunkle advised that the Town received site plans for a McDonald's restaurant that plans to locate next to the Bank of Clarke County's drive up.

Holiday Homes Tour

- December 11 from 1 to 5 pm.
- Tickets on sale now through the day of the event.

7. Next Meeting

The next meeting is scheduled for Wednesday, December 14, 2016, 10:30 pm.

8. Adjournment

Being no further business, at 1:55 pm, Chairman Milleson adjourned the meeting.

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