



County of Clarke Economic Development Advisory Committee

*Jim Barb, Bryan Conrad, Christy Dunkle, Christina Kraybill, John Milleson,
Eric Myer, Elizabeth Pritchard, David Weiss*

Agenda

1:00 pm, Wednesday, March 15, 2017

Meeting Room AB Berryville / Clarke County Government Center
101 Chalmers Court, 2nd Floor, Berryville, Virginia

1. Call to Order
2. Adoption of Agenda
Proposed motion: Move to adopt agenda as [presented] or [as amended - title of agenda item[s] not listed on the published agenda provided to the public.]
3. Approval of Minutes: February 15, 2017 Regular Meeting.
Proposed Motion: I move to approve the minutes of February 15, 2017, as [presented] or [as amended citing specific amendment].
4. Economic Development and Tourism Update by Len Capelli
5. Old Business
6. New Business
7. Next Meeting: Wednesday, April 19, 2017
8. Adjourn

Clarke County Economic Development Advisory Committee
February 15, 2017 Minutes

A meeting of the Economic Development Advisory Committee (EDAC) held in the Berryville/Clarke County Government Center, Berryville, Virginia, on Wednesday, February 15, 2017, at 1:00 PM.

Board: Bryan Conrad, Christina Kraybill, Dr. Meyer, John Milleson, Elizabeth "Betsy" Pritchard

Absent: Jim Barb, Christy Dunkle, David Weiss

Staff: Len Capelli

1. Call to Order

At 1:06 pm, John Milleson called the meeting to order.

2. Organizational Items

Elect Chair

Len Capelli called for nominations and election of the 2017 Chair.

Bryan Conrad, seconded by Christina Kraybill, moved to nominate and elect John Milleson to serve as 2017 Chair. The motion carried by the following vote:

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

Following the vote, the meeting was turned over to John Milleson Chair.

Elect Vice Chair

Chair called for nominations for 2017 Vice Chair.

Bryan Conrad, seconded by Eric Myer, moved to nominate and elect Elizabeth “Betsy” Pritchard to serve as 2017 Vice Chair.

The motion carried by the following vote:

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

Set Meeting Date, Time and Location

The Chair called for motion to accept.

Christina Kraybill, seconded by Bryan Conrad, moved, seconded by, to accept the schedule as presented. The motion carried by the following vote:

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

2017 Meeting Schedule

February 15 – Organizational Meeting	August 16
March 15	September 20
April 19	October 18
May 17	November 15
June 21	December 20
July 19	

3. Adoption of Agenda

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

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

4. Approval of Minutes

Bryan Conrad, seconded by Betsy Pritchard, moved to approve the November 16, 2016 minutes as presented. The motion carried as follows:

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

5. Economic Development and Tourism Update by Len Capelli

Len briefly discussed the update contained in the packet.

Additional topics:

- There will be a session on March 29 at 7:00 PM to be held in the Main Meeting Room in the Berryville Clarke County Government Center. Four guest speakers will be presenting on helping Agri-business, Agri-tourism and helping existing and potential farmers to succeed. The title of the Session is: *Helpful Tips and information in Creating and Growing a Sustainable Farm Business*. Valuable information for farmers and those interested in starting a farm based business.
- There will be a Farm Tour April 29, four farms self-guided tour patterned after the successful Jefferson County Farm Tour.
- There is some interest in the Tri County Building on Cattleman Road. Helping prospects try to secure a grant from VDTAR.
- Have talked to the EDA about positioning Clarke County to qualify for an EDA rural grant.

- Distributed memo from Christy Dunkle on the Town of Berryville's activities.

6. Old Business

No old business put forth for discussion.

7. New Business

Clarke County Equine Group

Dr. Meyer spoke on behalf of the Clarke County Equine Group. The former Clarke County Equine Alliance is going to be back and in operation soon.

Dr. Meyer mentioned that Len Capelli had attended a recent meeting and has offered to host the Equine Alliance Web site as soon as the URL and the DATA are recovered and available.

Dr. Meyer brought up the need for an equine survey or an all livestock survey for the County. Several members asked what the purpose of the survey was. We were told to understand better where we are.

- The questions were rephrased to ask what will actually be done with the information.
- Is there an action plan?
- What actual purpose will having a more recent survey serve for the equine community and for the County?

John Milleson said until there is more information on purpose and use of the survey they can't recommend spending the money. Dr. Meyer said he would come back with additional information.

Mr. Capelli asked about the structure of a survey. He said that he would be willing to put a survey monkey together to gather preliminary information at no cost. The survey could be posted on Facebook, the two county web sites and other social media sites. This would provide some information about any drastic changes in the equine position in Clarke County since the last survey. Mr. Capelli mentioned that using the free service of survey monkey has some limitation but would certainly gather information and test countywide interest.

Mr. Milleson asked if we were following up on Mr. Barb's suggestion of having representatives of the Real Estate Board speak to the group. There has been no follow up, waiting on names to invite from Mr. Barb.

Mr. Capelli was asked if we promote Hay Auctions, and we have not. However, we will be following the Hash Hay auctions in the future and promote them on our web sites and on Facebook.

8. Next Meeting

The next meeting is scheduled for Wednesday, March 15, 2017, 1:00 pm.

9. Adjournment

Being no further business, at 1:45 pm, Chairman Milleson adjourned the meeting.

Minutes transcribed by: Len Capelli, Director Economic Development; Formatted by Lora B. Walburn

Economic Development Update

Clarke County Economic Development and Tourism

March 15, 2017

1. The Farm Tour is scheduled for April 29th, 2017. Three out of four farms have committed and we are working on a dairy operation. We are not inviting all farms to participate like Loudoun County, but rather limiting it to 4 farms which has been a successful number for Jefferson County. Loudoun has a very sophisticated Farm Tour app that they also use for other events, like tagging Christmas Trees and some wine tours.
2. The educational session for Farmers, Agri business, Agri tourism and Agri entertainment as well as for those interested in becoming engaged in any agricultural endeavor including farm based breweries and farm based distilleries is set for March 29th at 7:00 pm in the main meeting room of the Town and County Building. There will be 4 speakers giving presentations and then the speakers will sit in a panel and answer questions from the audience. The speakers are Dale Maza from LFFCC SBDC, Stephen Versen from VDACS, Chris Cook from Farm Bureau and FLAIRS and Allyssa Mark from The Virginia Beginning Farmer and Rancher Coalition.
3. Neighborhood Italian Kitchen should be opening in mid to late March, as their liquor license has been approved.
4. Continued interest in the Winchester Cold Storage Property
5. Working to develop additional land for the Industrial Park in order to try to facilitate additional building.
6. Interest in warehouse space on Cattleman or new manufactured building construction 100,000 to 200,000 sq. ft. range of size.
7. SVTP web site in beta and will be live. Major announcement and press release will be forthcoming in Late April or early May. Several tourism events happening in April, May and June. The SVTP was also the recipient of a \$25,000 marketing grant from VTC.
8. Adding capability of adding business name and information to the business license list. This will be a generic list of all businesses in the county and can be queried by a variety of selections.
9. Facebook ads continue to receive good response. More ads will be targeted for Clarke County specific events.
10. Starting an active interaction with the VTC in order to promote activities and events in Clarke County and Berryville.
11. Attended Economic Development Recognition Reception at the Governor's Mansion. Great networking with other rural economic development and tourism directors.
12. Attending several upcoming related events including the Forum for Rural Innovation in Winchester and the Fork to Table event in Luray.