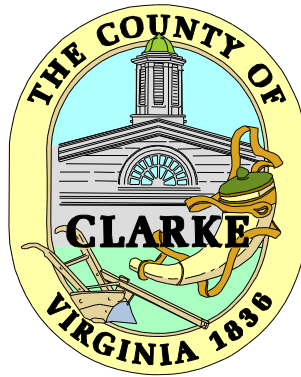


Clarke County Economic Development Advisory Committee



Regular Meeting Packet

April 19, 2017



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, April 19, 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 Christie Dunkle
[In packet, Economic Development and Tourism Monthly Report by Len Capelli.]
5. Old Business
 - Equine / Livestock Survey Discussion with Chris Bates
 - Real Estate Seminar Planning
6. New Business
7. Next Meeting: Wednesday, May 17, 2017
8. Adjourn

Call to Order

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.]

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].

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 Elizabeth “Betsy” Pritchard, moved to nominate and elect Eric Myer 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

Clarke County Economic Development and Tourism

Monthly Update

April, 2017

The Value Added Farming Session was quite successful. There were 18 attendees and they really seemed to appreciate the fact that the speakers were mostly new to them. We were able to provide new sources of information, funding, help for business plans and some interesting grants that will help existing farmers to expand operations by adding a new value add component to their offerings.

We had speakers from The Beginning Farmer and Rancher Coalition. They are affiliated with Virginia Tech and have some very interesting matching programs to help would be farmers find mentors or land that may be available to farm. The Farm Bureau has an affiliate FLAIR this is the non profit that works with farmers to provide up to a \$250,000 grant to add a value add to their offering. LFFCC SBDC presented a summary of the many confidential programs available to farmers and agricultural businesses. Finally People Inc. of Virginia talked about the many funding and training opportunities that they are able to offer in conjunction with local banks and other lending institutions. The representative from VDACS was not able to make the session, but his information was summarized for the audience.

Evaluation questionnaires showed that the audience thought that the session was very worthwhile, and that they would like additional sessions either one on one or in a group on the following topics:

Business Plan Counseling, Social Media and Marketing, Grants and Incentives, Loan Programs available, exploring new Value add to your ag business. Additionally several would like help with web sites, Facebook and social media.

We are exploring how best to put these seminars or sessions together to achieve the maximum benefit to our agricultural citizens.

The Farm Tour will take place on Saturday April 29th. There are four farms on the tour and the tour runs from 10:00am-5:00pm. Harvue Farm is the exception receiving visitors only until 2:00pm. The other farms are Almeda Farm, Chilly Hollow Vegetable Farm and Smith Meadows Meats at Smithfield Farm. Each farm is unique and different from the others to give visitors a better understanding of the many types of agricultural businesses in Clarke County and to better help them understand where their food comes from, as well as a behind the scenes look at an equine operation. We are fortunate because Almeda Farm is also hosting a Western Riding Show on the day of the tour.

We will be promoting the tour on Facebook, our web site, in the local papers and on local radio. We will be distributing brochures at the visitors center, local restaurants and the farm supply store. Additionally

the Farm Bureau will be sending out emails about the tour, and Virginia.Org will have an event posted on their web site.

We have had interest from several businesses to locate or start operations in Berryville and Clarke County. We are supplying information and trying to maintain interest in several of these companies as they would represent at least 30-50 new jobs for the county, but they are in a very preliminary stage at this time.

I have sent an email to Eric Meyer regarding the Equine Alliance. I am proposing that we work with the alliance and I will write a grant request to the Virginia Tourism Corporation for a marketing grant. This would be to help the Alliance better market the Equine Alliance Members to gain additional revenues through increased tourist and customer activities. I am exploring if we can use some or all of the money towards a detail survey. There are two levels of grants, \$10,000 with a matching dollar for dollar contribution on the part of the state and a \$50,000 grant with a 2:1 dollar requirement. We will determine which is best for this particular grant. We also have until early June to submit any other grant request ideas to the Virginia Tourism Corporation for marketing grants. I am confident that with some thought we may be able to assist merchants or service companies in Berryville or Clarke County with applying for an applicable Grant.

The analytics for both the Tourism and Economic Development web sites show between 65% and 75% new users who are viewing pages on the sites. We are averaging over 160 individual sessions with over 149 individual users.

We are promoting local events on Facebook, and last week had a reach of over 2,000 people just for the promotion of the Lockett's Spring Sale. Additionally there were 115 engagements and 15 shares of the event. There are over 930 likes for the Tourism page and over 130 likes for the economic development page.

The Shenandoah Valley Tourism Partnership will be having a major release announcement in May, details will follow. In conjunction with SVTP I was interviewed by Zoomer Radio out of Toronto who were visiting live in the Valley last week. I spoke about the Top of Virginia Artisan Trail and the many artist venues and unique shopping in Berryville and Clarke County.

On April 18, 19, and 20, I will be attending an agri-tourism seminar in Richmond.

On the 20th I will also be attending a Go Virginia Initiative orientation in Richmond.

Old Business

- Equine / Livestock Survey Discussion with Chris Bates
- Real Estate Seminar Planning

New Business

- None Identified for April 19, 2017.

Next Meeting: May 17, 2017

Adjournment