



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, May 17, 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: April 19, 2017 Regular Meeting.

Proposed Motion: I move to approve the minutes of April 19, 2017, as [presented] or [as amended citing specific amendment].

4. Economic Development and Tourism Update by Len Capelli

5. Old Business

- Equine / Livestock Survey Continued Discussion
- Real Estate Seminar Planning

6. New Business

7. Next Meeting: Wednesday, June 21, 2017

8. Adjourn

Information Only:

- April 27, 2017, Industrial Development Authority of the Clarke County Meeting [Draft] Minutes

Clarke County Economic Development Advisory Committee
April 19, 2017 Minutes

A meeting of the Economic Development Advisory Committee (EDAC) held in the Berryville/Clarke County Government Center, Berryville, Virginia, on Wednesday, April 19, 2017, at 1:00 PM.

Board: Christy Dunkle, Christina Kraybill, John Milleson, David Weiss

Absent: Jim Barb, Bryan Conrad, Eric Meyer, Elizabeth "Betsy" Pritchard

Staff: Lora B. Walburn

1. Call to Order

At 1:02 pm, John Milleson called the meeting to order.

2. Adoption of Agenda

Christina Kraybill, seconded by Christie 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	-	Absent
Elizabeth "Betsy" Pritchard	-	Absent
David Weiss	-	Aye

3. Approval of Minutes

Christina Kraybill, seconded by David Weiss, moved to approve the February 15, 2017, minutes as presented. The motion carried as follows:

Jim Barb	-	Absent
Bryan Conrad	-	Absent
Christy Dunkle	-	Aye
Christina Kraybill	-	Aye
John Milleson	-	Aye

Eric Myer	-	Absent
Elizabeth "Betsy" Pritchard	-	Absent
David Weiss	-	Aye

4. Economic Development and Tourism Update

Due to a scheduling conflict, Len Capelli was unable to attend the meeting.

Christie Dunkle, Town of Berryville Planner and Assistant Town Manager, update:

- McDonalds:
 - o Site plan is complete.
 - o Bonds were approved by Town Council.
 - o Should start land disturbance and construction in the near future.
 - o Will be performing some work on McClellan, fix exiting curb and gutter.
 - o Need one easement from Alton Echols to run water and sewer lines.
 - o No access easement is needed for the turn around.
 - o Construction will take approximately four months.
- Mario's Parking lot: Site plan went through. Planning Commission completed and left it to staff to address demolition issues.
- Forum for Rural Innovation: Thirteenth year it has been held here. The Secretary of Agriculture and the Assistant Secretary of Agriculture attended the event.
- LFCC Small Business Development Center: Conducting seminar of social media for small business at the Bank of Clarke Co tomorrow.
- Lucketts Spring Market: Coming to Berryville. Working with Town staff on traffic control issues.
- Studio Tour:
 - o Scheduled for Sept 29, 30 and Oct 1.
 - o Organizational meeting scheduled for May 9 at the Barns of Rose Hill.
 - o Artists from more remote locations may be seeking venues in or close to the Town of Berryville.
- Artisan Trail:
 - o Clarke has 24 participants.
 - o Event held in March on website use.
- Appalachian Trail:
 - o Alison Teeter, Natural Resources Planner, working with VDOT on parking issues.
 - o Need to explore ways to attract users into Berryville.

David Weiss, EDAC Member and Chair Board of Supervisors, Update:

- Spirit Trail: Will be discussing joining the Spirit Trail.
- Farm Tour: Scheduled for Saturday, April 29.

Christina Kraybill, EDAC member, Berryville Main Street Member, update:

- Yard Sale Saturday:
 - No information is available for this event.
 - Restaurants do well during the event.
 - While the event provides exposure for stores, businesses, other than restaurants, do not do well.
- Car Show / Cruise In
 - Planned for the last Saturday in August.
 - Plan to involve more persons in parking and to conduct meetings prior to the event.
 - Bringing in portable toilets.
 - Sponsors are lining up for event. At this time, there are 29 sponsors.
 - All State will be distributing water bottles.
 - Signage issues from last year's event were resolved with Town Council.
- Planters: Hip and Humble will be adding new dirt and flowers to planters in Town.
- Berryville Main Street: Has a new website.
- Farmers Market:
 - Opening soon with a great collection of farmers.
 - Lillian Ledford is the manager. Ms. Ledford has lined up new activities, vendors, and artists.

5. Old Business

Equine / Livestock Survey Discussion with Chris Bates

Chris Bates, Farm Bureau and Equine Alliance member, joined the committee to review and discuss an equine / livestock survey. Highlights include:

- Briefly reviewed the history of land use taxation and planning.
 - Over time, a conflict arose over what to do with land use taxation, what it meant to the County, and “us and them” contest between town and county.
 - In early 2004, the Farm Bureau commissioned a survey by Virginia Tech to determine what agriculture meant to the County. The survey indicated:

- Agriculture is the economic engine driving the county.
- Agriculture keeps costs down for the average homeowner in the towns and county.
- Agriculture improves land values and keeps tax down.
- Wingate MacKay-Smith, former Conservation Easement member, was instrumental in disseminating this information.
- Since the 2004 survey, the County has not done as good a job of determining what it has or disseminating the value of agriculture; and conflict between town and county is, again, on the rise.
- Both the Farm Bureau and Equine Alliance believe that it is time to conduct another in-depth economic study of agriculture in the County.
- Mr. Bates distributed a sheet titled “How dollars spent on horses support our state”, an example of what was done by the Maryland for the horse industry. Study conducted by the University of Maryland for the Maryland Horse Council.
 - The study identifies what jobs are supported by the horse industry.
 - Key things from the study include the number of jobs and the amount of taxes, which are all good to know about the County’s economic driver.
- Equine / Agriculture Survey:
 - Identify current businesses to identify business that may be developed.
 - Provide data to determine if the number of businesses and animals producing wool such as alpacas, llamas, rabbits, sheep, etc. is sufficient to support a woolen mill or processing facility.
 - Provide data to determine if the number of meat goats is sufficient to support a halal butchery.
 - Provide data to determine the number of public training tracks to exercise horses.
 - Determine how many persons from outside the County are coming to Clarke to perform custom farming operations.
 - Who pays for the study?
 - Len Capelli indicates that he has found a way to get a grant.
 - Since agriculture is an economic driver, the survey should be funded by economic development.
 - Who performs the study?
 - Trusted survey sources, Virginia Tech, UVA, University of Maryland, are committed for the next year.
 - During the next year, a planning committee could develop the questions.
 - Suggested committee members include persons from the Farm Bureau, Equine Alliance, niche agriculture, refineries, spirits, etc.

- Recent newspaper article quoting Board of Supervisors Chair David Weiss stated that the County does not want to build infrastructure.
- Building infrastructure is not necessary if the County develops its agriculture engine.
- Suggested Next Steps
 - Sponsor agriculture survey and move forward.
 - Develop a planning committee.
 - Len Capelli has ideas on how to finance.
 - The Farm Bureau and the Equine Alliance are willing to work with the County to facilitate the survey.

David Weiss comments:

- The 2004 survey was a cost-of-services survey providing cost of residential services compared to open land cost.
- The Board of Supervisors has discussed a survey on a variety of occasions and there was mixed interest in that the Supervisors being uncertain how the survey would affect Clarke in its planning.
- Government programs must adhere to the procurement process that is much more complex than the private sector.
- In the past, the Supervisors have contributed financially to private sector programs in which the County is involved such as the recent ballfield lighting project.
- The Supervisors set the FY2018 budget at its April 18 meeting. Economic Development has funds available.

John Milleson comments:

- To characterize the discussion from the last meeting, there were many questions regarding the survey.
- Concern expressed about possible couched response due to potential tax implications.
- Committee is not prepared to make recommendation until all members have been given an opportunity to review.

Chris Bates comments:

- To be meaningful, a complete response is critical. Participants must be assured of anonymity.
- Survey would be conducted under the guidance of Economic Development that could coordinate volunteers from such groups as the Farm Bureau, Equine Alliance, and other interested parties.
- For the previous survey, a list of questions was developed and 20 volunteers either phoned or visited persons.

- Following the previous survey, the Commissioner of the Revenue, using the survey list, became very aggressive in collecting machinery and tools.

Christine Kraybill comments:

- Clarke County has the potential of becoming the breadbasket of the area.
- Need to have a good, strong plan in place in light of the anticipated regional growth.

Christy Dunkle comments:

- Communicating accurate information is critical.
- Pressure from the east will continue.
- Elected officials need a knowledge base.
- Timing is good to conduct a survey now that persons are questioning. Some persons believe that more people moving into area means a reduction in cost of services, which is not the case.

Chairman Milleson called for additional comment. Being none, he advanced the matter to the May 17, 2017, meeting for continued discussion.

Real Estate Seminar Planning

Chairman Milleson tabled discussion until Len Capelli was able to attend the meeting. He put forth for consideration Loudoun County expansion, Metro extension, location or expansion of businesses in the region such as Proctor and Gamble, Navy Federal, Amazon, and the FBI. He opined that there were not enough houses in the region for the anticipated growth.

Christy Dunkle concurred stating that she was already getting calls and developers were buying up land in the area. She noted that all the subdivisions approved in the 2000's are engaged in significant, quick activity right now.

Chairman Milleson commented that Loudoun County projections are approximately 10,000 per year for a couple years and escalate from that point.

Christy Dunkle opined that solid planning was critical.

Christine Kraybill stated that she felt strongly about protecting food sources. She opined that many are drawn to the land in hopes of a simpler life. Mrs. Kraybill observed that the mountain and river act as a natural barrier.

6. New Business

RISE Competition

- Conducted at Lord Fairfax Community College Tuesday, April 18.
- Two Clarke County businesses made it to the finals:
 - Brag Swag (Milissa Marshall)
 - Shenandoah Seasonal (Ali Haney).

7. Next Meeting

The next meeting is scheduled for Wednesday, May 17, 2017, 1:00 pm.

8. Adjournment

Being no further business, at 1:49 pm, Chairman Milleson adjourned the meeting.

Minutes recorded and transcribed by Lora B. Walburn

Economic Development and Tourism

Monthly Update May 8, 2017

Much of the focus since the last monthly update has been on promoting the 2017 Clarke County Farm Tour. Social Media results have been very good, with over 15,000 people reached and over 400 click throughs by readers. We also had a nice article in the Winchester Star and we were publicized on 93.5 Radio from Winchester. Over 300 brochures were handed out at Farmers Markets in Washington DC and Takoma Park. The Virginia Farm Extension provided liability insurance to the four farms as part of supporting our efforts. There will be an appreciation Dinner either late May or mid June depending upon availability of our participants.

I have been following up on developing several sessions to meet the requests of the farmers that were present at the Value Added Farming Session. I have Janet Michaels lined up to present an overview of types of internet marketing techniques that might be applicable. Ms. Michaels will do the overview for free but individual in depth sessions may be charged a consulting fee. Free support is also available from my office and from the SBDC.

I have met with the Equine Alliance and discussed how we can help them secure a website, and how we can incorporate additional links to our two web sites. I have also met with a representative of Boyce and we are working out how we can provide them with additional support.

I have been in touch with several members of VEDP and there are two potential businesses that are interested in the Berryville Clarke County area, there was a third but they chose Frederick County. I have also been working with a potential farm based brewery and agri tourism business that is looking to start renovating a property near the Abbey.

I have met with representatives of Renewable Energy Systems Americas Inc. They are looking at a potential large, greater than 22 MW installation in Clarke County. They have also met with Brandon in the planning department.

I have been working to secure a special entry price to join the Shenandoah Valley Spirit Trail and we are waiting on final approval that the money is available in the economic development and tourism budget. This should be a good way to promote our existing wineries and to help new breweries, distilleries and wineries to consider Clarke County.

There is a major public relations event on May 24th at the Regional Airport in Staunton for the Shenandoah Valley Tourism Partnership. Invitations will be going out to all Board Members.

I attended the Virginia Inland Port Authority presentation in Front Royal and have the materials. It is very encouraging. The Port is profitable and growing rapidly although with ample planning and controls. Because of the depth and width of our channels, the Virginia Port is the first stop and last stop for super freight ships now able to transverse the Panama Canal. We have the only port where they can come in heave and leave heavy. The addition of new bridges that allow double stacked shipping containers is also increasing traffic through the port both inland and at the ocean.

I am participating with Frederick County, Winchester and Warren County in a two day familiarization tour with a group from VEDP. We are presenting a variety of information to the group and spending time with them at lunch and dinner. I also will be presenting to the group at breakfast at the George Washington Hotel.

Industrial Development Authority of the Clarke County Virginia
Board of Directors
April 27, 2017 Minutes

A meeting of the Board of Directors of the Industrial Development Authority of the Clarke County Virginia held in the Berryville/Clarke County Government Center, Berryville, Virginia, on Thursday, February 2, 2017, at 1:00 PM.

Directors Present: Mark Cochran, David Juday, Rodney Pierce

Directors Participating Telephonically: English Koontz

Directors Absent: Brian Ferrell, Allan Frederickson, Paul Jones

Board of Supervisors Liaison Present: David Weiss

County Staff Present: Len Capelli, Lora Walburn

1. Call to Order

At 1:10 pm, Chairman David Juday called the meeting to order.

Mark Cochran, seconded by Rod Pierce, moved to approve telephonic participation by English Koontz. The motion carried by the following vote:

Mark Cochran	-	Aye
Brian Ferrell	-	Absent
Allan Frederickson	-	Absent
Paul Jones	-	Absent
David Juday	-	Aye
English Koontz	-	Abstain
Rodney Pierce	-	Aye

2. Adoption of Agenda

By consensus, the Board adopted the agenda as presented.

3. New Business

Lord Fairfax Community College Small Business Development Corporation by Dale Maza

Dale Maza, Marketing Counselor Virginia SBDC, thanked the Board for its generous support over the year. Mr. Maza provided a PowerPoint presentation. Highlights include:

- Virginia Small Business Development operates 29 offices throughout the Commonwealth.
- The Middletown office, located in Lord Fairfax Community College, provides support to eight counties in the region.
- SBDC provides free, confidential services to business owners to help them be successful.
- Services include one-on-one counseling, mentoring, training workshops, online resources, etc.
- SBDC assist owners in business planning, strategic planning, access to capital, etc.
- Currently, there are 58 clients in Clarke County.
- End-of-year survey reveals sales increase in the community of \$56,000 with \$70,000 in small business investments.
- SBDC counseled 36 clients and provided 43 hours of consultation. Mr. Maza offered to provide additional information on the number of participants.
- QuickBooks training is being provided by a staff member, who is a certified trainer.
- RISE:
 - Clarke County had two businesses in the final six competitors.
 - The winner, Ali Haney, Shenandoah Seasonal, is from Clarke County.

Chairman Juday thanked Mr. Maza for his comprehensive review.

Mr. Maza encouraged the Directors to forward any questions to the IDA Clerk, who could then coordinate with Christine Kriz, LFSBDC Director.

4. Approval of Minutes

Rod Pierce, seconded by Mark Cochran, moved to approve the February 2, 2017, minutes as presented. The motion carried as follows:

Mark Cochran	-	Aye
Brian Ferrell	-	Absent
Allan Frederickson	-	Absent
Paul Jones	-	Absent
David Juday	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye

5. Treasurer's Report

In the absence of Allan Frederickson, acceptance of the Treasurer's report was tabled to the July 27 meeting.

6. New Business

Investment Options Continued Discussion

Subsequent to approval of the February 2, 2017, minutes, Chairman Juday deferred continued discussion of investment options to the July 27 meeting.

Recap of items captured in the February 2, 2017, minutes: *Follow up items prior to the April 27 [July 27] meeting:*

- *David Juday, English Koontz and Allan Frederickson selected to serve on an investment review subcommittee.*
- *David Juday to arrange a meeting with the subcommittee and Janice Kuhn, Eagle Investments, prior to the April 27 meeting.*
- *Staff to invite Janice Kuhn to attend the April 27 meeting.*
- *Staff to remind David Juday to set up the meeting between the subcommittee and Ms. Kuhn in late February.*
- *Subcommittee to present options to the Board at the April 27 meeting.*

Economic Development by Len Capelli

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

- Seminar:
 - Eighteen persons attended the March 29 *Making Sure Your Farm Has a Future* Seminar.
 - Follow-up emails to solicit interest in future seminars will begin in May.
- Farm Tour
 - Scheduled for Saturday, April 29.
 - Promoting event on Virginia.org and Facebook reaching over 14,000 persons in the last week.
 - Tour itinerary is available on line.
 - Last farm tour was conducted in 2006.
 - Last few farm tours were fiascos with persons wondering around Cleremont Farm and looking at sheep and goats.
 - The April 29 tour is planned to educate people in terms of where their food comes from so that they are willing to spend more money for organic meat, or grass-fed meat, or organic vegetables. Want to show visitors what is happening and why it is different.

- If Clarke can keep promoting its farms and getting people here, it helps the local farm market and farmers selling things on their farms.
 - It recognizes that agriculture is a major part of Clarke's society.
 - Some local farmers have been approached by companies such as Whole Foods to supply. The problem is that they have all their "eggs in one basket"; and if they decide to cut prices, most are not positioned to do mass farming. Clarke does not have 40,000 to 50,000 acre farms or even 10,000 acre farms like out in Iowa or Minnesota.
 - Food Port:
 - Currently pursuing is the concept.
 - Want to get local farmers to be able to sell to a food port.
 - Food port is like a collective providing local, fresh food in the larger metropolitan areas.
 - David Juday comments:
 - Farm Tour missing a practical step on what people can actually buy or do or spend money on and/or invest.
 - Need to determine where the County is going with this activity.
 - Need a better tactic for long-term steps. Consider:
 - Bringing in investment class persons.
 - Bringing in debt-equity persons.
 - Bringing in grocery buyers.
 - Reviewing potential sites for commercial farms.
 - Average fruit, vegetable commercial farm in California is about three to five acres.
 - David Weiss comments:
 - This type of farm tour does not help conventional farmers or businesses.
 - Many farmers sell cattle through Front Royal Livestock.
 - Clarke is GAP approved. While Clarke is not limited to those buyers, it meets the criteria.
 - Could invite buyers to tour local farms.
 - The farm tour is something that the County can build on.
 - Mark Cochran comments:
 - Determine / know your targeted market.
 - To attract your target market, exercise caution in advertising.
 - Exposure can be good; but, if it targets the wrong thing, it can be horrible.
- Creative Ideas for Doing New things

- Handsome Brook has proven that the County has what it takes to pull the deal together to get a large company.
- In the last three weeks, received four calls. Three – won't work here. Two - decided to go to Frederick County. Fourth - looking for a very unique facility to do a new venue type thing.
- Working with an individual interested in starting a farm-based brewery.
- Agri-tourism:
 - The first statewide study was performed by Virginia Tech in 2016. Len Capelli will forward to Directors.
 - \$2.2 billion in economic activity in Virginia; \$362 million in the Shenandoah Valley.
 - Important, viable for communities like Clarke.

Equine Alliance

Chairman Juday asked for an update on the re-formed Equine Alliance.

Len Capelli stated that he had not heard back from Eric Myer, Equine Alliance Chair, so he had not pursued the matter in any way. He told the Directors that he has offered to work with them, offered to help with the website, and offered to work with them to apply for a grant, which may be available through Virginia Tourism Corporation if done before June. He commented that while the Alliance keeps saying it wants a survey he has given it two questionnaires from professional survey companies in terms of what is the purpose of the survey, what will be done with the data; but he has gotten no response.

David Weiss and Chairman Juday commented that the Equine Alliance was experiencing organizational issues.

Len Capelli opined that he could not force the Alliance.

David Weiss put forth that he believed the Alliance understood that Mr. Capelli was available to assist them.

Len Capelli stated that he had attended a meeting with the new Alliance and talked about what the Economic Development department and he could do for the Alliance including adding its website for no charge, reference the website, expand list of businesses on YesClarkeCounty website in an equine section that is currently blank and reads, "coming soon."

Lora Walburn interjected that Chris Bates, Equine Alliance member, called twice this morning for Mr. Capelli; and when advised that Mr. Capelli was not available, he asked for the email address.

David Weiss added that Chris Bates attended the Economic Development Advisory Committee and provided a presentation concerning the desire for some type of broad agricultural survey.

Mr. Bates expressed his hope for the EDAC to lead the effort; however, due to low meeting attendance, the discussion was tabled for a future meeting. Mr. Weiss opined that careful consideration was necessary to develop an agricultural survey.

David Juday commented that the original Equine Alliance was started through the EDAC and tasked with conducting a survey.

Len Capelli said that he had asked the Alliance what they thought was best representative of the equine industry to be part of the upcoming farm tour. He opined that between seven people he received nine answers so he chose Almeda Farms to participate in the tour.

Social Media

Chairman Juday commented that the figures were impressive. Len Capelli opined that it was near one thousand likes.

Inland Port of Virginia

Len Capelli added that he attended the breakfast meeting yesterday morning at the Inland Port of Virginia and was impressed by its growth. He informed the Directors that through a series of improvements in terms of dredging and expanding it is now getting super ships coming through the Panama Canal.

Next Meeting

The next meeting is scheduled for Thursday, July 27, 2017, 1:00 pm.

7. Adjournment

At 2:04 pm, **Rod Pierce, seconded by Mark Cochran, moved to adjourn the meeting. The motion carried as follows:**

Mark Cochran	-	Aye
Brian Ferrell	-	Absent
Allan Frederickson	-	Absent
Paul Jones	-	Absent
David Juday	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye

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