Approved 09/20/2017

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Clarke County Economic Development Advisory Committee
July 19, 2017 Minutes

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

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

Absent: Eric Meyer

Staff: Lora B. Walburn

1. Call to Order

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

2. Adoption of Agenda

    Christina Kraybill requested addition of presentation by Berryville Main Street and discussion.

    Christy Dunkle, seconded by Jim Barb, moved to adopt the agenda as amended. The motion carried by the following vote:

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

3. Approval of Minutes

    Christie Dunkle, seconded by Jim Barb, moved to approve the June 21, 2017, minutes as presented. The motion carried as follows:

Jim Barb	-	Aye
Bryan Conrad	-	Absent

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

At 1:11 pm, Bryan Conrad joined the meeting.

4. Presentations

A. CCPS Career and Technical Education – Annual Report by Robina Rich Bouffault, Chair

Robina Rich Bouffault, Chair and Secretary – CCPS Career and Technical Education, presented the CTE's annual report. Highlights include:

− School Superintendent Chuck Bishop is supportive of the CTE program.

− CTE Committee reorganized in fall 2014.

− Seeing an increase in student participation.

− CTE encompasses agriculture, technology, art, marketing, carpentry, etc.

− Credentialing: if in high school, in order to complete a standard diploma [not an advanced diploma], a student must be credentialed in at least one CTE course.

− Problems:

   o Decline in high school population.

   o Current administration working to develop a coherent high school program for all students in hopes of attracting some of the approximately six hundred students in the County that are not attending the local public school division.

   o Career and technical education is at the top of the Virginia Department of Education's list for 2017.

   o Kiplinger magazine annually publishes the best jobs without a college degree and for last year: commercial pilot, electrical power line, services sales representative, plumber, aircraft assemblers, industrial machinists, mechanics, machine tool programmers, computer-user support specialist, mechanical insulators, electrical, construction.

− How can EDAC help?

   o Consider funding educational access in the FY2019 budget.

      • Broadband Implementation Committee is developing Clarke Connect.org.

      • KAJEET, an educational wireless group that believes students on free or reduced lunches may not be able to afford broadband or computers, provides access to

educational channels. The Education Foundation is funding cellular wireless, leased at $20 a month that will allow students access at home.

- Approximately 12% to 14% of students lacking internet.

- Superintendent Bishop is currently conducting a survey of student access.

o Promote fiber optic availability.

- Shentel has a fiber optic line running north to south along Route 340 branching off on Route 7 covering the Towns of Boyce and Berryville.

- The Schools and government buildings are already connected.

- Shentel is amenable to working with businesses in the County.

B. Berryville Main Street Presentation

Mary Jo Pellerito, Market Analyst, Berryville Main Street Economic Vitality Committee, joined the Committee to review the Regional Marketing Analysis and Market Profile for Berryville's Convenience-Driven Economy contained in the July 19 packet.

– Report is a market analysis looking at characteristics of person living in Clarke County and trying to figure the geographic areas that make sense to focus on – the people most likely to come to the County to shop, what they buy, and what would they be interested in buying.

– Report identifies characteristics and interests of suburban, rural, and semi-rural residents.

– Report provides 2015 Census data identifying population location, age groups, household, etc. to aid in developing niche markets.

– Christy Dunkle suggested the BMS seek information on what is trending on internet markets.

– BMS is considering a survey to aid in identifying shopping trends.

– High-speed internet hub:

o The study did not specifically look at creation of a hub where citizens can access high-speed internet.

o The Library provides free high-speed internet access but limits the time on its computers. Some citizens access in the Government Center atrium outside the library.

o BMS may wish to explore further.

5. Real Estate Planning Seminar - Continued Discussion

– NSVRC is working with Virginia Housing and other agencies on development of a regional housing market analysis that is anticipated to be available in January 2018.

– David Weiss informed the Committee that the Board of Supervisors needs at least 30 days to review funding.

− Christie Dunkle emphasized the need for a consistent data source.

Miscellaneous Information

Economic Development and Tourism Booth at the 2017 Clarke County Fair

− Seeking volunteers to staff the booth between 5 pm to 8 pm daily.

− Betsy Pritchard will set up the booth on Sunday.

− Ordered a table throw and a banner.

− Planning on prize drawings to aid in the email list development.

− Will distribute information on the Appalachian Trail, Artisan Trail, etc.

Economic Development Director Update:

− C2M nominated for a gardening pilot project - only seven nominations throughout the state.

− Aiding a local HVAC company, Fire and Ice, search for new space.

− A local farmer interested in starting a distillery met with Economic Development, as well as the Planning Department.

− Next Monday, Mr. Capelli will be attending an economic development meeting at the airport near Weyers Cave and will also attend a focus group in the afternoon.

Virginia Association of Counties Announcement by David Weiss

− On August 10, VACo Region 6 will conduct its annual meeting in Clarke County.

− The Board of Supervisors will host the event.

Christie Dunkle Update:

− Travel Writers:

  o Working with Justin Kerns, Winchester Frederick Convention Visitors Bureau, on travel writers visit to the area.

  o Travel writers visiting Clarke and Berryville Wednesday afternoon.

  o This is under the auspices of the Artisan Trail.

  o Blandy Experimental Farm is the first scheduled location followed by downtown Berryville and Rosemont.

− Facebook Sponsorship:

  o Received inquiries from local business about Facebook sponsorship that Clarke County Tourism is providing.

- o Mr. Capelli provided the following:
  - Businesses must contact him and ask him to like their page.
  - He will promote anyone that is interested.
  - Most times when he "boosts" he pays for it out of his own pocket.
  - Boosting has been arbitrary and does not require sign up.
  - No official program is offered.
  - Often reposts information for Cochran Lumber.
  - Reposted LFCC posts but these were free.
  - He has boosted business because he believed it to be in the best interest of the County because it was an interesting article. Examples: Rosemont and the Tea Room being in the top ten tea rooms in Virginia. He explained that he did not do this so much for the business but for the economic impact to Clarke County.
  - o David Weiss reiterated that businesses are asking if the County boosts / pays to put them on Facebook under the auspices of Clarke County Tourism. He requested follow up on creation of a policy on boosting.
- – Misspelling of Business on website: Len Capelli stated that the County did not misspell business but rather the word business is misspelled in a link.

6. Next Meeting

The next meeting is scheduled for Wednesday, September 20, 2017.

7. Adjournment

Being no further business, Chairman Milleson adjourned the meeting at 2:05 pm.

Minutes recorded and transcribed by Lora B. Walburn