

Clarke County Economic Development Advisory Committee  
October 18, 2017 Minutes

A meeting of the Economic Development Advisory Committee (EDAC) held in the Berryville/Clarke County Government Center, Berryville, Virginia, on Wednesday, October 18, 2017, at 1:00 PM.

Board: Jim Barb, John Milleson, Eric Myer, Betsy Pritchard, David Weiss

Absent: Bryan Conrad, Christy Dunkle, Christina Kraybill

Staff: Lora B. Walburn

1. Call to Order

At 1:01 pm, Chairman John Milleson called the meeting to order.

2. Adoption of Agenda

**Jim Barb, seconded by Eric Myer, moved to adopt the agenda as amended. The motion carried by the following vote:**

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

3. Approval of Minutes

**David Weiss, seconded by Jim Barb, moved to approve the September 20, 2017, minutes as presented. The motion carried as follows:**

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

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Eric Myer	-	Aye
Betsy Pritchard	-	Aye
David Weiss	-	Aye

4. Clarke County Public Schools "Work-Based Learning" (WBL) Program by Linda Alexander

Highlights of program overview by Linda Alexander include:

- Personal Information:
  - o Resident of Clarke County for 25 years.
  - o Worked with the Career and Technical Education Committee for five years.
  - o Member of the Farm Bureau Board
  - o Long-term 4-H Leader
  - o Junior Angus Advisor
  - o Accepted the new Work-based Learning Coordinator position this year.
- Program began this August.
- Work-based learning tries to offer students an opportunity to find job shadow and internship positions.
- Participants typically start with the job shadow option.
- As job shadow opportunities expand, will work with businesses on establishing internships.
- Discussing possibility of internships with employers of students currently working in the community.
- Internships are part-time paid positions.
- CCPS is offering support between students and businesses.
- Today, the first student was placed. White Post Restorations is setting up a six-week shadowing program with the student spending each week in a different department. At the end of the six-week program, the student, business, and CCPS will review and discuss next steps.
- Work-based learning programs also include:
  - o Classroom presentations called Eagle Block.
  - o Field trips: Thermo Fisher, Mackintosh Fruit Farm, aviation expo in Leesburg, Valley Health hosting a career exploration day

Highlights of question and answer period include:

- Currently, most students expressing interest in the program are juniors and seniors. Typically, freshman and sophomores are not ready to look at careers.
- Eagle Block presentations are for all students.

- An engineer is scheduled to make a presentation.
- Representatives from Lord Fairfax Community College will bring some alumni, including ambassadors. Workforce Development Representatives will also attend.
- It can take a month or more from the time a student expresses interest to finding a business willing to work with CCPS.
- Anticipate many health care positions will soon become available as the paperwork nears completion.
- CCPS School Superintendent Chuck Bishop spoke at a recent Chamber event featuring area superintendents.
- In Loudoun County, a survey of CEOs identified their top priorities for education spending: community colleges; career and technical education.
- No students have yet expressed interest in culinary / food service career.
- Jim Barb, on behalf of Jim Barb Realty, expressed interest in job shadowing.
- Johnson Williams Middle School holds a career day in spring.
- A science, technology, engineering, and math [STEM] night is planned. This is not a career event but rather it allows businesses to display what they do.
- Mixed group of students expressing interest in the program.
- Students today understand that they have many different options including going to work, entering an apprentice program, attending technical or trades school, attending a community college, or attending a four-year college.
- Robina Rich Bouffault, CTE Committee Chair, commented that Linda Alexander started on the right foot and is doing an exceptional job. The Committee hopes to work with her to expand opportunities.

## 5. Economic Development Director Update

Len Capelli reviewed his monthly report. Highlights include:

- Gardening Project: C2M one of seven businesses in the state chosen to participate in a grant that will allow them to expand business outside of Virginia.
- Mindy Bianca:
  - Owns a public relations firm and is engaged by the Shenandoah Valley Tourism Partnership.
  - Determines community assets and works with a variety of authors, writers, and journalists.
  - Will visit on December 11.
  - County must provide her a night at a bed and breakfast.
  - Has a wealth of knowledge and a network of people that work with writers and journalists.
  - Coordinating visit with Berryville Main Street.

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- Valley Radio:
  - Every fifth Tuesday of a month Clarke is on Valley Radio to discuss upcoming events.
  - At next coverage, Liz Ryan and Patty Maples will talk about the Artisan Trail Open House, as well as other upcoming activities.
  - Janet Michaels provides this no-cost community service.
- Industrial Park Open House: Amanda Warfield suggested an industrial park open house. Will work with Berryville Main Street on this event scheduled for mid-April 2018.
- Retention and attraction of in-town businesses:
  - Tom Borg, consultant, provided a list of his products and offered to conduct a webinar at a cost of \$199.
  - Forwarded information to Berryville Main Street.
  - Focus on helping owners deal with employees aged 15 to 24.
- Agri-tourism Revenues:
  - 2016 revenues up over 2015.
  - Revenues for Berryville and Boyce are not broken out.
  - Agri-tourism revenues may not be fully reported. Donna Peake, Commissioner of the Revenue is reviewing.
  - Looking at ways to improve reporting for the Appalachian Trail, wineries, Christmas tree farms, pick-your-own farms, bed and breakfast establishments, etc.
- Facebook:
  - Board of Supervisors has determined that the only ads the County will boost are non-commercial businesses such as county events, Appalachian Trails, etc.
  - David Weiss encouraged Committee members to read the boosting policy.
  - Events will be entered onto the calendar and reposted.
- Battletown Inn: No update available.

## 6. Set Meeting, Date, Time, and Location

### A) December Business Tour

Len Capelli informed the Committee that he was planning for the tour to stay in Berryville this year. Tour details:

- Peter Miller, P.H. Miller Studio, will demonstrate carving
- Diane Harrison, Center Ring Design Pottery & Art Studio, will throw pots
- Rachel Roger Rodgers will demonstrate jewelry making at the Firehouse Gallery.

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- o Lunch location to be determined.

By consensus, the Committee agreed to meet at 10:00 am, Wednesday, December 13, 2017, at Peter Miller Studio. Len Capelli will provide details closer to the date.

B) January Organizational Meeting

Using the standard day, time and location, the January Organizational Meeting shall be entered for Wednesday, January 17, 2018, at 1:00 pm in Meeting Room AB.

7. Next Meeting

The next meeting is scheduled for Wednesday, December 13, 2017.

8. Adjournment

Being no further business, Chairman Milleson adjourned the meeting at 1:37 pm.

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Minutes recorded and transcribed by Lora B. Walburn