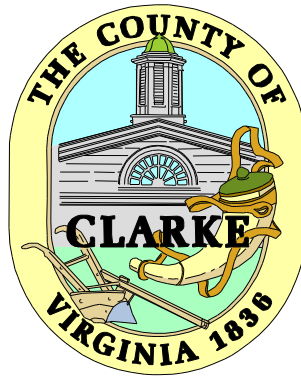


Clarke County Economic Development Advisory Committee



Regular Meeting Packet

October 18, 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, October 18, 2017

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

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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:

September 20, 2017, Regular Meeting

Proposed Motion: I move to approve the minutes of September 20, 2017, as [presented] or [as amended citing specific amendment].

Clarke County Economic Development Advisory Committee
September 20, 2017 Minutes

A meeting of the Economic Development Advisory Committee (EDAC) held in the Berryville/Clarke County Government Center, Berryville, Virginia, on Wednesday, September 20, 2017, at 1:00 PM.

Board: Jim Barb, Christina Kraybill, John Milleson, Eric Meyer, Betsy Pritchard, David Weiss

Absent: Christy Dunkle, Bryan Conrad

Staff: Lora B. Walburn

1. Call to Order

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

2. Adoption of Agenda

Under Item 7, Chairman Milleson asked to briefly talk about the December meeting.

Christina Kraybill, 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	-	Absent
Christina Kraybill	-	Aye
John Milleson	-	Aye
Eric Myer	-	Aye
Betsy Pritchard	-	Aye
David Weiss	-	Aye

3. Introduction of new Executive Director of Berryville Main Street

Christina Kraybill introduced Elizabeth [Lizzie] Ryan, Executive Director of Berryville Main Street. Ms. Ryan provided the following highlights:

- Background is in non-profit administration.
- Also held positions of creative director and a museum director.
- At one time, lived in the Town of Boyce.

- Currently lives in Harpers Ferry.
- Goal is to attract younger tourists from the District of Columbia.
- Will explore locating a charging station for electric cars in Berryville.
- Berryville has a green feel and is very artsy.
- A recent article indicates that millennials prefer refurbished historic areas to malls.

At the suggestion of Betsy Pritchard, members of the Economic Development Advisory Committee introduced themselves.

The Committee exchanged ideas on recharging stations, boutique hotels, and restaurants.

4. Report from Berryville Main Street's Economic Vitality Committee

Christina Kraybill shared the following:

- Boutique Hotel / Lodging:
 - Met with Alan Lefevres, hotel owner and author. When asked by Mrs. Krabill what was important to an hotel owner, he asked the following questions:
 - High-end restaurants?
 - How many restaurants?
 - How many retail boutiques?
 - Mr. Lefevres was asked to meet with the Vitality Committee this fall to explore and assess revitalization possibilities.
 - Committee is considering asking Mr. Lefevres to conduct a workshop series on being an entrepreneur.
- Shenandoah Valley Local Business Connect:
 - Mary Jo Pellerito heads the group.
 - Group is an attempt to pull more regional businesses into the discussion about being entrepreneurs and an attempt to get them to consider moving their business into one of the **Town's or County's vacancies.**
 - First meeting conducted last evening at Cordial Coffee.
 - During the meeting, there was an interesting discussion about sidewalk cafés.
- Incubator Space Above the Gallery:
 - Leased to a gemologist, who makes high-end jewelry.
 - Previously she worked from home so she is new to retail.
 - Certain security issues associated with this type of business.

- o Also have a yarn shop on the waiting list for the incubator space.

Chairman Milleson initiated discussion of reported labor shortages. General comments include:

- Certain business types may be experiencing greater challenges.
- Restaurants seem to have the greater struggle for a variety of reasons.

5. Economic Development Director Update

Len Capelli presented the following update:

- County Fair:
 - o Approximately seventy people completed coupons for prizes.
 - o All the prizes have been announced.
 - o Betsy Pritchard ran the booth the majority of the time. She did an incredible job to ensure everything happened.
- Hydroponics Farm:
 - o A vegetable manufacturing company is seeking property in Clarke.
 - o Governor McAuliffe supports this type of endeavor.
 - o Company understands that it will need to shield its lights. Lights will not turn on until about 1:30 in the morning.
 - o Company will grow lettuce in a controlled environment that is GMO free, uses no fertilizer, recycles water using 20% less than if grown in dirt.
 - o Anticipate approximately twenty new jobs.
 - o Anticipate significant tax revenue.
 - o Company eager, willing to demonstrate that it can be a good neighbor.
 - o Planning on a 400,000-square-foot facility.
 - o David Weiss put forth **the County's position on these types of facilities**:
 - **Considered agriculture as defined by the State falling under "right to farm" limiting the County's ability to regulate.**
 - **County's attorney will render legal opinion on the County's role.**
 - In general, the County agrees that these facilities are good.
 - The County is sensitive to the water, traffic, and lighting issues.
 - Facility would use approximately 50,000 gallons of water daily - comparable to a 1,000-head dairy.
- Spirits Trail and Shenandoah Valley Tourism Partnership: Both received grants, which will help Clarke get its message out about its organizations.

- VEDP Business Gardening Initiative: C2M recommended and accepted as one of the finalists. It is hoped that it will continue to grow and remain in Berryville.
- WOW:
 - Patrick Barker, Frederick County Economic Development Director, is asking localities in the region to join this program that introduces 7th graders to different career opportunities.
 - Program has a board and director.
 - Mr. Capelli expressed his belief that the County should contribute. David Weiss explained **the funding request process for Board of Supervisors' consideration during the budget process.**
 - Discussed with a Clarke County Public Schools representative at the high school but was not given any direction.
 - Program recognizes that not all students will attend college and hopes to provide career paths.
- Labor Shortages:
 - Local restaurants are experiencing staffing shortages.
 - With staff returning to school, one local restaurant is now open on Saturday only.
 - Some suggestions from Shenandoah Valley Partnership, JOBS Program, and others:
 - Explore a rideshare program.
 - Explore offering housing / dormitory-style living quarters.
 - Len Capelli is discussing with a business acquaintance development of video programs on employee attraction and retention.
 - Ask restaurants to consider extending business hours on nights and weekends to create more desirable hours for customers and staff.
 - Explore job advertising options.
 - Explore providing customer service seminars sponsored by local business owners. Christina Kraybill will suggest this to Patty Maples, Berryville Main Street.
 - Explore training options that cover the full spectrum of food service including fast-food, catering, fine dining, etc.
 - Check job placement organizations working with refugees and immigrants.
 - Recognize that employees typically stay in businesses that pay well and have a good work environment.
 - Explore a social media campaign through the Berryville Main Street office.
- Cidery in Bluemont:
 - Building in which it is currently located has been sold.
 - Christina Kraybill is encouraging the owners to relocate to Berryville.

- o Encourage cidery to open a tasting room.
- Vacant Middleburg Bank Location: Look for a **business that is open after 5 o'clock in the evening** on that corner.
- Social Media:
 - o In response to concerns expressed about the Economic Development Director boosting selective promotional activities, he ceased resulting in a decline. To regain momentum:
 - Mr. Capelli is, again, boosting items that benefit the County and Town.
 - Boosted the fabric show this weekend for two days.
 - Boosted the Gathering in October.
 - *Boosting Definition: A boosted post is a post from your business Page that, for a fee, can appear higher up on your audience's News Feeds. The fee depends on how many people you want the post to reach—the payment depends on the number of impressions the post gets with time.*
 - David Weiss asked that boosting be added to the MOU Committee agenda for discussion and policy development.

6. Approval of Minutes

Jim Barb, seconded by Christina Kraybill, moved to approve the July 19, 2017, minutes as presented. The motion carried as follows:

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

7. Consideration: Cancellation of Wednesday, November 15, 2017, EDAC Meeting

By consensus, the Board agreed to:

- Meet October 18.
- Cancel the November 15 meeting.
- Conduct the December business tour.

Draft for Review 10/18/2017

8. Next Meeting

The next meeting is scheduled for Wednesday, October 18, 2017.

9. Adjournment


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

Minutes recorded and transcribed by Lora B. Walburn

Clarke County Public Schools “Work-Based
Learning” (WBL) Program
by Linda Alexander

Clarke County**lwalburn@clarkecounty.gov**

Your EDAC Request - schools

From : Robina Rich Bouffault <robinarich5@gmail.com> Wed, Oct 04, 2017 10:31 AM
Subject : Your EDAC Request - schools  1 attachment
To : Lora Walburn <lwalburn@clarkecounty.gov>
Cc : Dr. William (Chuck) Bishop
<bishopc@clarke.k12.va.us>, Cathy Seal
<sealc@clarke.k12.va.us>, Linda Alexander
<alexanderl@clarke.k12.va.us>

Hello Lora –

As per your request for EDAC, please find attached a memorandum confirming the Work-Based Learning program currently in place in the high school.

If your EDAC members are interested, I feel sure that Linda Alexander would be pleased to make a presentation to the committee at one of their monthly meetings.

Thanks,
Robina

 **CTE - EDAC Memorandum 10-3-2017.pdf**
220 KB

Clarke County Public Schools
Career & Technical Advisory Committee

MEMORANDUM
for the Economic Development Advisory Committee (EDAC)

In 2016, the CTE committee established a new program in Clarke County High School, called the “Work-Based Learning” (WBL) program. This program allows students to have job shadowing, internships, apprenticeships and other “hands-on” learning opportunities with local businesses.

For 2017, 16 area (including 9 in Clarke) businesses encompassing Agriculture, IT, Engineering, Architecture, Construction, Automotive, and Health have signed on as “WBL Businesses” and we continue to recruit more.

Students are being placed there with a corresponding “Expectations Agreement” signed between all parties. A copy of that agreement is attached for your information. It deals with all aspects of the students’ participation, including insurance coverage.

Please note that if the student is in an unpaid position, the schools’ insurance will cover him/her as a secondary insurance. However, if the student is in a paid position, it will be the employer’s Workers Compensation insurance that needs to cover him/her.

CCHS has a specific WBL Coordinator who is handling all aspects of this program. Please direct all questions to:

Linda Alexander
alexanderl@clarke.k12.va.us
540-955-6130 Ext. 7413

Attachment: Expectations Agreement

Cc: Dr. Chuck Bishop
Dr. Cathy Seal

RRB/10-3-2017

SCHOOL/PARENT/EMPLOYER EXPECTATIONS AGREEMENT
Clarke County Public Schools Work-Based Learning

School Year: _____

Current Date: _____

1) PARTIES TO THE AGREEMENT (Please print)

Student's Name	Employer/Firm Name
Student's Grade Level	Employer/Firm Address
Parent/Guardian Name	City, State, Zip Code
Address	Employer/Firm Contact Person
City, State, Zip Code	Employer/Firm Phone & Fax Numbers

- Job Shadow Internship Apprenticeship Other _____

This agreement will be completed for any student that will be participating in any WBL program. Some criteria may not be applicable based upon the specific student assignment.

2) EXPECTATIONS for STUDENTS

- ✓ Must complete tasks assigned by the employer
- ✓ Must abide by company policy (e.g. notify the manager if late or absent)
- ✓ Must be dressed appropriately for the workplace environment, employer will establish necessary dress code
- ✓ Must seek assistance for workplace problems
- ✓ Must participate in academic components of the type of work-based learning offered by the school and the work place, including to:
 - Continue to pursue related academic courses required for graduation
 - Meet as requested with counselor and work place coordinator
 - Attend school and work regularly
 - Provide transportation to and from worksite
 - Provide any additional usual & customary new employee expenses

3) EXPECTATIONS for the SCHOOL

- ✓ Offer a school-based curriculum required for graduation
- ✓ Assist with Career Decisions
- ✓ Assign a school work place coordinator who will supervise the student
- ✓ Provide student accident insurance for the student

4) EXPECTATIONS for the EMPLOYER

- ✓ Provide a structured and safe work environment
- ✓ Specify a job description/requirements
- ✓ Provide new-employee training, with safety training as appropriate
- ✓ Provide qualified instructors/mentors

- ✓ Provide equipment required for the job
- ✓ Provide career guidance and mentoring
- ✓ Provide an active role in evaluating the progress of the student

5) EXPECTATIONS for PARENTS/GUARDIANS

- ✓ Support the student's efforts
- ✓ Help him/her meet the terms of the agreement (e.g.: attendance, attire, academic courses, etc.)

6) WORK HOURS, DURATION

- ✓ The work schedule is provided by the employer within the release time provided by the school system
- ✓ The student may choose not to attend work during special exams (e.g. SATs), or other school events, in which case he/she must notify all parties
- ✓ The student may be expected to work during school and calendar holidays.
- ✓ The employer should establish the work expectations

7) TERMINATION

- ✓ The parties may terminate the agreement for any reason
- ✓ The student understands that school credits and credit for hours worked may be lost if the agreement is terminated
- ✓ Termination should be a last resort after serious efforts by all parties to resolve difficulties

8) WAIVER & RELEASE FORM

Please see the attached form.

9) SIGNATURES

All parties must sign this document. The school coordinator should not sign until all signatures have been obtained. The school coordinator then signs, makes a file copy, and forwards the originals to the Director of Curriculum and Instruction. One fully signed copy should be provided to the employer by the student.

Student Signature

Employer/Firm Contact Person Signature

Parent or Guardian Signature

School Coordinator

Director of Curriculum and Instruction

Date: _____

Date: _____

**ACKNOWLEDGEMENT, WAIVER AND RELEASE
CTE WORK-BASED LEARNING PROGRAM
CTE WBL SITE: _____**

In exchange for _____ ("Student") being allowed to participate in the Clarke County Public Schools' Career and Technical Education Work-Based Learning Program ("CTE WBL"), Student and, if Student is under 18 years old, the undersigned parents or guardians of Student ("Parents") agree as follows:

1. Voluntary Participation: Student and Parents understand and confirm that Student's participation in CTE WBL is voluntary.
2. Identification of Risk: Student and Parents understand that School Board employees will not be present during or directly supervising Student's participation in CTE WBL; that the School Board does not provide transportation for Student to participate in CTE WBL; that Student will be entirely released from the custody, care and supervision of the School Board during CTE WBL; and that Student's participation in the program and Student's transportation to and from CTE WBL may involve risk of injury or loss, both to person and property, including the possibility of permanent disability or death. Student and Parents agree and warrant that they have researched, inspected and considered all such risks, including those that are unique to the CTE WBL Site identified above and Student's activities there.
3. Assumption of Risk: Student and Parents voluntarily and knowingly assume all risks, known and unknown, foreseeable and unforeseeable, in any way connected with Student's participation in CTE WBL.
4. Release and Waiver: Student and Parents release and forever discharge the Clarke County School Board ("School Board"), the CTE WBL Site identified above, and the directors, officers, employees agents, volunteers, successors and assigns of both the School Board and the CTE WBL Site from any and all liability for and waive any and all claims, suits, actions, liabilities, causes of action, demands of any nature of injury, loss or damage, which the Student or Parents has or may have against the entities and individuals released hereby, including attorneys' fees, and which are in any way connected with Student's participation in CTE WBL, whether or not caused in whole or in part by the negligence of the entities or individuals released herein. Student and Parents further agree to indemnify and hold harmless the School Board and the CTE WBL Site from any manner of action, cause of action, suit, claim, liability or demand whatsoever arising out of any injury, loss or damage caused to or by Student related to or in connection with Student's participation in CTE WBL.

THIS IS AN ACKNOWLEDGEMENT AND ASSUMPTION OF RISK, AS WELL AS A WAIVER AND RELEASE OF LIABILITY. I HAVE READ THIS ACKNOWLEDGEMENT, WAIVER AND RELEASE AND HEREBY CONSENT TO ITS TERMS. I UNDERSTAND THAT I GIVE UP SUBSTANTIAL RIGHTS BY SIGNING IT. I AM SIGNING THIS ACKNOWLEDGEMENT, WAIVER AND RELEASE VOLUNTARILY.

Student (printed name)	Student (signature)	Date
------------------------	---------------------	------

If Student is not 18, either both parents or all legal guardians must sign:

Parent/Guardian (printed name)	Parent/Guardian (signature)	Date
--------------------------------	-----------------------------	------

Parent/Guardian (printed name)	Parent/Guardian (signature)	Date
--------------------------------	-----------------------------	------

Economic Development Director Update

Set Meeting Date, Time, and Location

A. December Business Tour

B. January Organizational Meeting

Next Meeting: December 2017

Adjournment

Supporting Material:

- ✓ Building Department YTD New Single Family Dwellings September 2017
- ✓ Economic Development Director Monthly Report
- ✓ Low inventory a struggle in local real estate business By ONOFRIO CASTIGLIA | The Winchester Star Oct 6, 2017
- ✓ Tom Borg Consulting, LLC Order Form
- ✓ Follow-up Items

Building Department - Clarke County
New Single Family Dwellings 2017

	Battletown	Berryville	Boyce	Chapel	Greenway	Longmarsh	TOTAL	COMMENTS
January		3					3	
February		2		1	2	2	7	
March	1			2	1	1	5	
April	1	2		2			5	
May	1	1			3	1	6	
June		2		1	1	1	5	Longmarsh house is a 576sf In-law-suite In-law Cottage (576sf)
July				1		1	2	Longmarsh house is a 591 sf Accessory Structure
August		6					6	
September		1		1	1	1	4	
October								
November								
December								
TOTAL	3	17		8	8	7	43	

We had in inquiry regarding pick your own fruit and vegetable farms for a publication this fall. I wrote up Mackintosh Fruit Farm and Wayside Family Fun Farm for their pumpkins. Mackintosh Fruit Farm was chosen and we sent pictures and additional information. They will be featured in a camping magazine later this fall. We also included Watermelon Park as a local camping attraction. The initial inquiry came from the Virginia Tourism Corporation in conjunction with a help a writer web site.

I attended the Shenandoah Valley Work Force Development meeting yesterday as an alternate. There were several interesting presentations and they discussed one study that had been done by a graduate student. The result of the study made some points that should have been obvious but were not, and quite honestly, we are guilty of some of the same issues here in Clarke County. One of the biggest issues is that individuals are recruited for an put in positions of responsibility on boards without having a good mentoring program to allow them to really understand the responsibilities of the board and their duties on the board. It was found that boards were much more successful if there was a good description of the function of the board and the board members clearly understood their role and responsibilities.

The Governor's office has announced, that C2m and Chris Hanson the President were nominated to participate in the VEDP Gardening Program by me and they were chosen as one of the participants. This initiative is geared towards second stage companies that are in the process of expanding. They will receive money and counseling to improve marketing and to help establish new markets outside of Virginia. There were seven companies selected in the State.

The link below is a result of our responding to a request by a travel writer for information on pick your own fruit farms. I had also proposed Wayside Fun Farm and I think that caused confusion on the part of the writer. C2m and their president Chris Hansen were chosen by VEDP for their new economic gardening initiative. We have received several requests for information regarding industrial and warehouse space in the county, however we have limited options.

<http://blog.koa.com/pick-your-own-farms-to-visit/>

I recently attended the Governor's Summit on rural Prosperity. There were a number of excellent speakers on a variety of topics. Much of the information was not relative to Clarke County but was good as comparable background material. The new approach by VEDP is assigning regional teams to support the various regions throughout the state. I had a lengthy discussion with Stephen Moret the President and CEO of VEDP and urged him to visit Clarke County because while we are in the Shenandoah Region, we have little in common with our local neighbors. I pointed out the Frederick County and Warren County have considerable office, industrial and warehouse installations. Page County and Shenandoah County have various tourist attractions that provide considerable taxable income to support their tourism and economic development efforts. He appreciated the overview and we are working on a date in Early December when he will visit and have a tour of the County which should position us better in the future to have VEDP looking for appropriate businesses to fit our requirements profile.

I also spoke to the Governor and Secretary Gooden and when they asked what we were working on, I mentioned the large hydroponic lettuce farm that we are talking to. They both thought that it would be good for Clarke County because of the investment and the new jobs.

As an aside, while having lunch in a local restaurant where I had just delivered a stack of the new Shenandoah Spirits Trail Map, the owner passed out 4 of the maps to customers that were asking about local wineries in Clarke County.

I had a meeting with Christine Kriz of the Lord Fairfax SBDC and Ryan Clouse of Farm Credit. We discussed how to help local farmers with financing options and with business plan and grant request writing. Both are going to assist in a presentation to local farmers in early 2018. Farm Credit has also worked extensively with agribusinesses and agritourism including farm based breweries and distilleries. They are both in contact with a local farm that is looking at starting a farm based distillery in Clarke County.

I also attended meetings with the Shenandoah Valley Tourism Partnership and the Shenandoah Spirits Trail. Both are moving ahead with advertising and marketing initiatives that will benefit Clarke County. A speaker at the SVTP meeting was Mindy Bianca who has a public relations company. Mindy was the PR person that placed the article about Mackintosh Fruit Farm that was published on the web. She will be coming to Clarke County in early December to get a better feel for our assets and how best to promote the County.

I have had continued conversation with VTFGlobal and will continue to answer questions and work with appropriate State agencies regarding this potential new agricultural business in Clarke County.

I am planning on attending an agritourism seminar that is free in Maryland October 25th. IT should provide some additional insight on how best to present to and attract agritourism and agribusiness for Clarke County.

I have an associate, Tom Borg who specializes in helping small business to hire and retain employees as well as to help train employees to be more service oriented. He has a series of digital podcasts and books on his web site. We had a long conversation, about how these might help the Berryville Main Street and local Clarke County Businesses. Tom put together special package price for what he felt would be a good basic course and follow up. I have copies of the proposal for your perusal.

We continue to have good response to postings on Facebook and are continuing to attract users to both of our web sites. The tourism web site and Facebook page get considerable more views and use.



OKTOBERFEST



http://www.winchesterstar.com/news/business/low-inventory-a-struggle-in-local-real-estate/article_7c0bbe60-80c8-54a9-832d-5060404e5bbe.html

HOT

Low inventory a struggle in local real estate

By ONOFRIO CASTIGLIA | The Winchester Star Oct 6, 2017 Updated 4 hrs ago

WINCHESTER — It’s no secret that demand has been high in the local residential real estate market, but persistently low inventory has frustrated some local agents and limited choices for first-time homebuyers.

“People want to buy,” said Brandon Pifer, principal broker at Pifer & Associates in the city. “Some of the houses that are sold don’t even hit the market.”

Pifer said the local market has been good for sellers, but prices are driven up and there is little, if any, room for negotiation because low inventory gives buyers little choice. Some companies listing homes tell Pifer to put in offers only from the “highest and best” buyers because there will be no “back-and-forth” on price. Most homes are going for listing price, and some of them above that mark.

This is hard on first-time homebuyers, and just regular buyers, Pifer said. “Town houses are getting sucked up very quickly,” sometimes in less than a day.

Homes in the \$150,000 to \$250,000 range are hard to find, Pifer said. In that range there is the “biggest need.”

According to statistics from the Metropolitan Regional Information Systems, there were 79 active listings in Winchester in August, down from 88 in August of 2016 and 116 in 2015. In Frederick County, those numbers are 461 this year, down from 555 in 2016 and 615 in 2015. In Clarke County, it was 106 in August, down from 123 in 2016 and 156 in 2015. Other months show proportional year-to-year decreases.

Mike Cooper, managing real estate broker for the Frederick County-based Cornerstone Business Group and author of a local real estate blog, said there were 522 properties on the market Thursday,

which puts the market in the “sweet spot” of between 500 and 600 properties, with 500 to 550 being the most aggressive market. Less than 500 is too “incredibly hot” and more than 600 means properties will sit on the market too long, he said.

In July 2014, for example, there were 789 properties on the market and sales plummeted 34 percent; people were looking at 12 houses instead of three. But that’s not an issue right now.

Cooper said he expects business will pick up in the fall after the typically slow summer months. “We were down 27 percent in July and June,” he said. “People see those numbers and they freak out ... they think we’re in another recession.”

A key problem in the area, as previously reported, is the ground has gotten expensive, so land buyers have no incentive to build affordable housing — or what several brokers have referred to as “market-rate housing.”

Cooper said low inventory will likely continue to be an issue in the near future, but new industries moving into the area in the coming years are going to bring with them a demand for housing, which should encourage building.

Cooper said he believes the market is at the tail end of people being underwater on their homes from 2008 and 2009. “We really are in a good place.”

There are about 1,000 real estate agents working in the area, Cooper said, which indicates a return of confidence in real estate. The real estate school run by Cornerstone has been receiving an increase in communications from people interested in becoming real estate agents.

At the height of the housing market bubble, Cooper said, there were about 1,400 agents working in the area, which “dropped to like 400 overnight” when the crash came. “When you actually had to work for it, they disappeared.”

— Contact Onofrio Castiglia at ocastiglia@winchesterstar.com

Tom Borg Consulting, LLC Order Form

<u>Item</u>	<u>Price</u>	<u>Quantity</u>
Making Service Count By Tom Borg	Book \$15.95	_____
How to Keep A PMA in a Sometimes Negative World By Tom Borg	Book \$12.95	_____
The 5 Biggest Customer Service Mistakes Small Business Owners Make Special Report By Tom Borg	Book \$7.95	_____
6 Strategies to Turbo Charge the Profitability of Your Business By Tom Borg	Special Report \$6.95	_____
The 5 Firsts: A simple system to On-board, Engage and Retain Top Talent By Mel Kleiman	Book \$13.95	_____
101 Top Tips Tools and Techniques to Attract & Retain by Mel Kleiman	Book \$12.95	_____
Hire Tough Manage Easy by Mel Kleiman	Book \$17.95	_____
180 Ways to Build a Magnetic Culture by Mel Kleiman	Book \$12.95	_____
Simple Strategies for Customer Service – Retail Video Training Program for 16-24 year old employees Comes on a handy flash drive	\$97.00	_____
Product Total		\$ _____
Book shipping & handling \$4.95 per book or \$15 for 4 or more		\$ _____
Michigan sales tax add 6%		\$ _____
Grand Total		\$ _____

Special Bonus Package: Buy one copy of all of our products listed for a special price of: \$199.00 and receive FREE SHIPPING Check box

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Without the Box Marketing, Sales and Service Solutions for Small Business

Economic Development Advisory Committee
Follow Up Items Status Report

Year	Meeting Date	Item	Description	Follow Up	Status	Date Complete
2017	9/20/2017	1	Set up Lefevres meeting with Vitality Committee	Christina Kraybill		
2017	9/20/2017	2	Labor: customer service seminars - suggest to Patty Maples BMS.	Christina Kraybill		
2017	9/20/2017	3	Labor: Explore a social media campaign through the Berryville Main Street office	Christina Kraybill		
2017	9/20/2017	4	Labor: Video programs re employee attraction and retention	Len Capelli	See packet for Tom Borg consulting, LLC	10/12/2017
2017	9/20/2017	5	Labor: explore rideshare programs	Len Capelli	10/12 Working with Brandon Davis NSVRC	
2017	9/20/2017	6	Labor: contact local restaurants re extension of business hours	Len Capelli	10/12 ongoing	
2017	9/20/2017	7	Labor: explore advertising options	Len Capelli	10/12 ongoing working with SVTP, Spirit Trail;	
2017	9/20/2017	8	Labor: check refugee and immigrant placement agencies.	Len Capelli	10/12 not started	
2017	9/20/2017	9	Labor: explore training options.	Len Capelli / Lora Walburn	10/03 Contacted CTE Chair, 10/04 material provided for work-base learning program, 10/05 requested presentation by Linda Alexander CCPS, 10/12 Linda Alexander able to meet with EDAC	10/12/2017
2017	9/20/2017	10	Add boosting discussion and policy development to MOU Committee 10/11 agenda	Lora B. Walburn	Added to agenda	10/2/2017
2017	9/20/2017	11	MOU Committee boosting discussion on 10/11.	David Weiss / Len Capelli	10/11 meeting did not have a quorum - David Ash asked Len Capelli to provide explanation and suggest policy	10/11/2017
2017	9/20/2017	12	Cancel November 15 meeting.	Lora B. Walburn	Emailed cancellation notice to Susanne Vaughan	10/2/2017
2017	9/20/2017	13	Add discussion of December business tour to October agenda.	Lora B. Walburn	Added to agenda	9/26/2017