

Approved May 16, 2018

Clarke County Economic Development Advisory Committee
January 17, 2018 Minutes

A meeting of the Economic Development Advisory Committee (EDAC) held in the Berryville/Clarke County Government Center, Berryville, Virginia, on Wednesday, January 17, 2018, at 1:00 PM.

Board: Christy Dunkle, Christina Kraybill, Eric Myer, Bev McKay, John Milleson, Elizabeth "Betsy" Pritchard

Absent: Jim Barb, Bryan Conrad

Staff: Lora B. Walburn

Press: Cathy Kuehner – The Winchester Star

1. Call to Order

At 1:06 pm, Lora Walburn, Economic Development Advisory Committee Clerk, called the meeting to order.

2. Organizational Items

Elect Chair

Lora Walburn called for nominations and election of the 2018 Chair.

Christy Dunkle, seconded by Bev McKay, moved to nominate and elect:

- ✓ **John Milleson, 2018 Chair**
- ✓ **Christina Kraybill, 2018 Vice Chair**

The motion carried by the following vote:

Jim Barb	-	Absent
Bryan Conrad	-	Absent
Christy Dunkle	-	Aye
Christina Kraybill	-	Aye
Beverly B. McKay	-	Aye
John Milleson	-	Aye
Eric Myer	-	Absent
Elizabeth "Betsy" Pritchard	-	Aye

Following the vote, the meeting was turned over to John Milleson 2018 Chair.

Chairman Milleson welcomed Bev McKay, newly appointed Board of Supervisors member replacing David Weiss effective January 16, 2018.

Set Meeting Date, Time and Location

Chairman Milleson deferred action following review and discussion of Agenda Item 5.

Eric Myer joined the meeting at 1:09 pm.

3. Adoption of Agenda

Christy Dunkle requested to add an update on Town of Berryville activities.

Bev McKay, seconded by Christina Kraybill, moved to adopt the agenda as amended. The motion carried by the following vote:

Jim Barb	-	Absent
Bryan Conrad	-	Absent
Christy Dunkle	-	Aye
Christina Kraybill	-	Aye
Beverly B. McKay	-	Aye
John Milleson	-	Aye
Eric Myer	-	Aye
Elizabeth "Betsy" Pritchard	-	Aye

4. Approval of Minutes

Betsy Pritchard, seconded by Eric Myer, moved to approve the October 18, 2017, minutes as read. The motion carried as follows:

Jim Barb	-	Absent
Bryan Conrad	-	Absent
Christy Dunkle	-	Abstain
Christina Kraybill	-	Abstain
Beverly B. McKay	-	Abstain
John Milleson	-	Aye
Eric Myer	-	Aye
Elizabeth "Betsy" Pritchard	-	Aye

5. Review of Economic Development Director Suggestions

***Suggested Restructuring, Creation of Sub Committees, and Meeting Schedule
By Len Capelli, Economic Development Director***

In an effort to more efficiently utilize the time and efforts of the Clarke County Economic Development Advisory Committee, I am suggesting several revisions to the structure and timing of the meetings and the focus of the committee.

I am pleased to work with such a knowledgeable, committed, and involved group of Clarke County residents. After careful consideration, I would like to offer some thoughts on how to make the committee more effective and allow it to have greater impact on economic development in Clarke County.

As an advisory committee, I look to the CCEDAC to comment on current and planned activities of the Office of Economic Development; and, I also look to the committee to provide suggestions on improving existing policies and suggestions for new initiatives that might benefit Clarke County and the Towns in the County.

I have received several good suggestions from committee members that have been followed up and have provided the impetus to new actions and initiatives. I would like to see this increased and expanded.

Towards that end, I am recommending that the committee as a whole meet bi-monthly and that three sub committees be formed to focus developing recommendations for economic development and tourism that can further the efforts of the function of economic development and tourism in Clarke County.

If this approach is approved by the committee, I would look to the committee as a whole to choose which general topics each subcommittee might focus on and then have the subcommittees meet to decide how topics in their general area are prioritized for action. I would plan on attending the bimonthly EDAC committee meetings and would be available to attend the subcommittee meetings as well.

Examples of subcommittee focus areas that may be appropriate are:

- *Agribusiness and how to attract, expand, and promote in Clarke County.*
- *Small scale hydroponics, local farm to table.*
- *Food processing businesses and how to attract, expand, and promote in Clarke County.*
- *Agritourism and how to attract, expand, and promote in Clarke County.*
- *New business ideas what businesses can meet the agricultural requirements for locating in*
- *much of the county?*
- *Ruritan, how to promote the Clarke County Fair Grounds, for example attracting events like the steam show, the fiber show, Lockett's Spring Market, and similar events that attract large groups to Berryville and Clarke County.*
- *Understanding the current state of GoVirginia, have Gwen Malone speak to group.*
- *How to expand the Industrial Park and retain and attract businesses?*
- *How to help attract businesses to Waterloo and Double Toll Gate.*
- *Town of Berryville, helping to find ways to utilize the buildings and properties on 1st Street.*
- *Helping Main Street to attract more diversified businesses.*
- *How to help attract a hotel to Berryville.*
- *How to solve the workforce problems for service industries in Clarke County.*

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- *Management training for small businesses in Clarke County and Berryville.*
- *New Initiatives, something never seen in Clarke County being creative in attracting and retaining business.*

2018 Bi-Monthly Meeting Schedule

January 17 – Organizational Meeting

March 21

May 16

July 18

September 19

December 19 [Business Tour]

Following discussion, by consensus, the Committee agreed to:

- Adopt the bimonthly meeting schedule as modified adding a Committee meeting on November 14.
- Table further discussion until the March 21 meeting.

6. Old Business

No old business put forth for discussion.

7. New Business

Industrial Development Authority Discussion:

- With the replacement of David Weiss, there is no cross-over member between the IDA and the EDAC.
- Add to monthly meeting agenda identifying EDAC member to attend the next regularly scheduled IDA meeting.
- Chairman Milleson will discuss a joint meeting of the EDAC and IDA with the IDA Chair.
- Joint meeting of the EDAC and IDA could be used to review the Economic Development Strategic Plan that scheduled for review and update in 2018.

Town of Berryville Update by Christy Dunkle:

- Forum for Rural Innovation:
 - o March 9, 2018
 - o 14th year

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- Forum will be held at the Clarion in Winchester.
- Topics:
 - Industrial hemp
 - Mid-Atlantic food port and agricultural accelerator, joint effort between Loudoun and Fauquier Counties.
 - Social media for your business
 - Protection of pollinators
 - Cut flowers
 - Challenges and risks with an event business
 - Agricultural land preservation
- Exhibit:
 - Discussed with Len Capelli, who may be unable to attend.
 - Christy Dunkle is working registration and unable to man the exhibit.
 - EDAC members asked to support.
 - Eric Myer will make an effort to attend.
- Annexation:
 - Staff began discussion.
 - Business park is full.
 - Berryville Area Development Plan identified the Smallwood Farm area behind the business park for the next level of expansion.
 - Component pieces such as transportation and utilities will be reviewed.
 - Discussing Jack Enders Boulevard options.
 - A memorandum of offering was issued for a parcel owned by the Friant family zoned residential.
 - Hope to engage Mr. Mercke in the process. He owns a 12-acre parcel on Jack Enders on the way out to the Business Park and owns other parcels adjacent to Route 340.
 - Hope to conduct a transportation study.
 - Discussed future market conditions and trends.

Equine Alliance Update by Eric Myer:

- Semi-annual meeting held Sunday, January 14, was well attended.
- Distributed 400 new directories.
- Future plan to establish two committees: events and activities, website and email.

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- Semi-annual for elections will be held in June.

8. Next Meeting

The next meeting is scheduled for Wednesday, March 21, 2018.

9. Adjournment

Being no further business, at 1:38 pm, Chairman Milleson adjourned the meeting.

Minutes recorded and transcribed by Lora B. Walburn