

Approved July 18, 2018

Clarke County Economic Development Advisory Committee  
May 16, 2018 Minutes

A meeting of the Economic Development Advisory Committee (EDAC) held in the Berryville/Clarke County Government Center, Berryville, Virginia, on Wednesday, May 16, 2018, at 1:00 PM.

Board: Jim Barb, Christy Dunkle, Christina Kraybill, Bev McKay, Elizabeth "Betsy" Pritchard

Absent: Bryan Conrad, John Milleson, Eric Myer

Staff: Len Capelli, Cathy Kuehner, Brianna Taylor, Lora B. Walburn

Press: None

Others Present: Liz Ryan, Turner Kobayashi, Karie Griffin

1. Call to Order

At 1:00 pm, Vice Chair Kraybill called the meeting to order.

2. Adoption of Agenda

**Bev McKay, seconded by Jim Barb, moved to adopt the agenda as presented. The motion carried by the following vote:**

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

3. Approval of Minutes

**Bev McKay, seconded by Christie Dunkle, moved to approve the January 17, 2018, minutes as presented. The motion carried as follows:**

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

#### 4. New Business

##### Clarke County Farmer's Market 2018

Representatives from the Clarke County Farmer's Market [CCFM], Turner Kobayashi, Audley Farm Manager and participant in the CCFM, and Karie Griffin, CCFM Market Manager, joined the Committee to review the upcoming Farmer's Market.

- Lillian Ledford, former Market Manager, stepped down.
- First year for new Market Manager Karie Griffin.
- Added Blue Fox as a food vendor.
- Added live music each week.
- Twenty-nine total vendors, some come every other week.
- To keep balance, have declined a few vendors.
- Still receiving applications.
- No waiting list but interest is increasing.
- Priority given to Clarke County businesses.
- Approximately 250 plus customers each week.
- Open tables available to the community. Last week, Future Farmers of America attended.
- Executive Committee is looking for groups and individuals to help promote CCFM.
- Building sponsorship pool for funds, marketing, and events.
  - o Relay for Life in June
  - o Volunteer fire and rescue in July
  - o Successful events include:
    - Paw Patrol
    - Meet the Clarke Football Team
- Working to increase participation with Schools and youth organizations.

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- Working with Town of Berryville to synchronize events.
- Goal is to help the local economy.
- CCFM signs at Clermont Farm, Ruritan Fairgrounds, and Gary Hornbaker's property.
- Kimber Herron assisted with application paperwork.
- Share ideas at [manager@clarkecountyfarmersmarket.com](mailto:manager@clarkecountyfarmersmarket.com)

#### Clarke County Farmer's Market Vendor Winter Potluck Report

Christina Kraybill provided the following information:

- In January, Audley Farm hosted a Vendor Potluck for all 2017 participants.
- Many vendors attended the event.
- Discussed individual businesses.
- Discussed ways the County might provide greater support to local farms.
- Event was an opportunity to show appreciation to Lillian Ledford.

#### 5. Old Business

##### Forum for Rural Innovation Update / Follow Up

Christy Dunkle

- Fourteenth year
- Excellent speakers at the event.
- Well run event that continues to grow.
- Len Capelli staffed an Economic Development and Tourism table at the event answering questions and distributing ink pens and brochures.

##### Economic Development Strategic Plan Preliminary Review of Matrix

Highlights of discussion include:

- Five-year update in 2019 of the Economic Development Strategic Plan, adopted by the Board of Supervisors October 2014.
- The Economic Development Advisory Committee [EDAC] conduct preliminary review and provide its recommendation to the Planning Commission for its review and recommendation to the Board of Supervisors. The Board of Supervisors have final approval of the revised plan.

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- EDAC members are asked to select their top five to ten items from the matrix and provide to Lora Walburn, EDAC Clerk, prior to or at the July meeting.
- The EDAC Clerk will compile the top items, create a matrix with the top items, and schedule for review at the September meeting.
- Market research: Liz Ryan, Berryville Main Street, may be a resource in this effort should the EDAC opt to pursue.
  - May wish to review online effect on retail, trends, products, how to accommodate new types of businesses, etc.
- Local Business Listing: Cathy Kuehner, Director Public Information, with Brianna Taylor, Administrative Assistant County Administration, are in the early stages of development.
- Economic Development Director: Len Capelli asked Ms. Walburn to provide EDAC members with the matrix he uses to capture hours worked.
- During review, seek input from constituents representing:
  - Equine business
  - Agricultural business
  - Recreational business
  - Retail business
  - Service business
  - Existing business owners in the County
    - Determine, where possible:
      - What businesses currently exist?
      - What businesses might support existing businesses?
      - Identify consumers / buyers.

## 6. Next Meeting

The next meeting is scheduled for Wednesday, July 18, 2018.

Note: A two-day winter weather event caused the cancellation of the March 21, 2018, regular meeting.

## 7. Adjournment

At 1:47 pm, being no further business, Vice Chair Kraybill adjourned the meeting.

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Minutes recorded and transcribed by Lora B. Walburn