

Approved May 15, 2019

Clarke County Economic Development Advisory Committee
March 20, 2019 Minutes

A meeting of the Economic Development Advisory Committee (EDAC) held in the Berryville/Clarke County Government Center, Berryville, Virginia, on Wednesday, March 20, 2019, at 1:00 PM.

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

Absent: Eric Myer, John Milleson

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

Press: Mickey Powell – The Winchester Star

Also Present: Nathan Stalvey

Lora Walburn, EDAC Clerk, provided the following update:

- Eric Myer sent his regrets at being unable to attend his last EDAC meeting. Dr. Myer was first appointed to serve on January 21, 2003.
- At its March 19, 2019, Regular Meeting, the Board of Supervisors named Lee Shaffer to assume the seat vacated by Dr. Myer.
- At its February 19, 2019, Regular Meeting, the Board of Supervisors named Chris Bates to assume the seat vacated by Bryan Conrad, who was first appointed to serve on the EDAC on December 19, 2000.

1. Call to Order

At 1:02 pm, Vice Chair Kraybill called the meeting to order.

2. Adoption of Agenda

To accommodate presenters' scheduling conflict, reverse order of agenda hearing Item 5 before Item 4.

Christy Dunkle, seconded by Betsy Pritchard, moved to adopt the agenda as modified. The motion carried by the following vote:

Jim Barb	-	Aye
Chris Bates	-	Aye
Christy Dunkle	-	Aye

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Christina Kraybill	-	Aye
Beverly B. McKay	-	Absent
John Milleson	-	Absent
Eric Myer	-	Absent
Elizabeth "Betsy" Pritchard	-	Aye

3. Approval of Minutes

Christy Dunkle, seconded by Betsy Pritchard, moved to approve the January 23, 2019, minutes as presented. The motion carried as follows:

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

4. Hotel Feasibility Study

Nathan Stalvey, Chair Berryville Main Street [BMS] Board, provided an update on its hotel feasibility study. Highlights include:

- Received three bids.
- The BMS Executive Committee will open the bids Thursday, March 21, 2019, at 4:00 pm at the Clarke County Historic Association.
- Plan to make a decision by April 1 on which is most qualified to conduct the study.
- BMS hopes to have EDAC's support.
- Anticipate a different outcome from the 2013 report with the increase in visitors, traffic, and venues.
- Report has an intentionality to locate the hotel in Berryville being walking distance to the town center.
- This study will update the 2013 report.
- The Industrial Development Authority is funding the study.

Bev McKay joined the meeting at 1:06 pm

5. Director Economic Development Update

Highlights of Len Capelli's update include:

- Two pieces of property for sale close to the Industrial Park:
 - 50 acres, not totally contiguous.
 - 12 acres with an address of 0 Jack Enders Boulevard.
 - Working to get properties listed in Virginia Scan.
 - Christy Dunkle put forth that she would be available to talk about water and sewer with interested parties.
 - Properties zoned BP under the Town's ordinances.
- Food processing facility inquiry:
 - Received an inquiry this week.
 - Company seeking a 50,000 square-foot building by the end of this summer.
 - While Clarke cannot accommodate this request, the county will remain on the list for future leads of this type.
- Attended GoVirginia meetings last week at Lord Fairfax Community College and Harrisonburg:
 - Valley Region includes: Augusta, Bath, Clarke, Frederick, Highland, Page, Rockbridge, Rockingham, Shenandoah, Warren, and the cities of Harrisonburg, Buena Vista, Lexington, Winchester, Staunton, Waynesboro
 - Targeted growth industries in the valley region include:
 - Financial and business services
 - Health care
 - Light manufacturing
 - Value-added food manufacturing
 - Bio-medical / Bio-technical
 - IT / Communications
 - Transportation / Logistics
 - Mr. Capelli supports teaming with colleges in the region to work on development of farm robotics.
- Attending the spring VETA / Virginia Economic Development Association conference next week to discuss ways to finance ventures to aid in attracting business to the region.
- Job Funding:
 - Recently passed reinstating most of the funds for the jobs program.
 - Recap of legislative session will be held at the George Washington Hotel tomorrow morning.

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- Plan to review how to work with local businesses to aid in hiring and application of grants to help attract and retain employees.
- Advertising
 - WINC starting to run a series of 30-second ads promoting the Shenandoah Valley Spirit Trail. Ads will run for the remainder of March and in April and May, to help promote wineries, breweries, and distilleries.
- Breweries, wineries, and distilleries:
 - In response to Bev McKay's query, Christy Dunkle advised that she has fielded inquiries about a distillery on Boom Road.
 - Len Capelli added that he has had several discussions with individuals interested in farm-based distilleries; but, all have backed off due to zoning issues limiting the number of events, number persons, hours of operation, etc.
 - Limiting Factors:
 - Special events: County special event permit limits events to nine calendar days per year; to conduct a greater number of special events would require special use permit.
 - Water: Breweries use a great deal of water.
 - Shenandoah Valley Tourism Partnership Journalists Tour May 6 through 9. On May 7, four journalists will be in Clarke:
 - Breakfast at Smithfield Farm.
 - Lunch and wine tasting at Veramar Vineyard.
 - Tour and fresh strawberry picking at McIntosh Fruit Farm.
- Battletown Inn Update:
 - Owner Jerry Johnson assures that it will be open by fall.
 - Sue Whitbeck, Mr. Johnson's spouse, is taking over the renovation.
- Airbnb and Other Similar Entities:
 - Clarke on list to be granted ability to collect occupancy tax.
 - County attorney is reviewing the agreement.
 - Contacted Vice President of Finance and the head of the tax department for Expedia that owns HomeAway and Vacation Rentals By Owners, online booking agencies having over 300 listings in Clarke.
 - Approximately 190 to 230 Airbnb's registered in Clarke.
 - Expedia is larger given that it owns Hotels.com and other on-line booking agencies.
 - City of Abingdon getting \$1,000 per month in occupancy tax from Airbnb.
- Meeting tomorrow for lunch with the fellow heading up the relationship with the state, the detention center, and the Inland Port Authority. Hoping to start a dialogue on how Clarke might help this endeavor.

Economic Development Strategic Plan

- Christy Dunkle asked for a point of clarification on tourism strategic plan.
- Tourism Plan is not just for the Town of Berryville but for both Town and County.
- The Tourism Plan she developed needs update for both the County and Town.

Town of Berryville Business Update with Christy Dunkle

- C2Management:
 - o Moving from WoodMark building to Winchester Cold Storage building.
 - o Renovations being done inside the building.
 - o Utility work will be done across the street before the road is paved sometime this spring.
 - o Business was able to design what it needed to give it the space it needed.
- Presto Dinners: Take-away meals will be locating near former Rosie's Bakery.
- Spot next to Reed Pharmacy: There is some current interest but no specific information.
- NIK's: Will be reopening soon.
- Kelsey Cakes: Limited days but seem to be doing well.

6. Next Meeting

The next meeting is scheduled for Wednesday, May 15, 2019.

7. Adjournment

Being no further business, at 1:33 pm, Vice Chair Kraybill adjourned the meeting.

Minutes recorded and transcribed by Lora B. Walburn