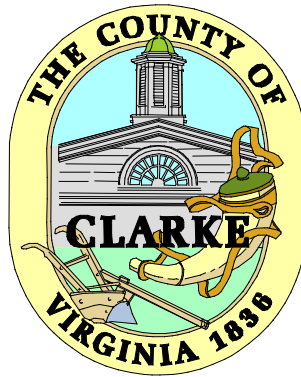


Clarke County Economic Development Advisory Committee



May 15, 2019
Regular Meeting Packet



County of Clarke Economic Development Advisory Committee

Jim Barb, Chris Bates, Christy Dunkle, Christina Kraybill, Bev, McKay, John Milleson, Elizabeth Pritchard, Lee Sheaffer

Agenda

1:00 pm, Wednesday, May 15, 2019

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

1. Call to Order
2. Adoption of Agenda
3. Approval of Minutes: March 20, 2019, Regular Meeting.
4. Economic Development and Tourism Director Update
 - Hotel Feasibility Study Berryville Main Street Project Update
 - Economic Development Strategic Plan– Final EDAC Review
5. Adjourn

In Packet:

- o EDAC Follow-up Items Status Report
- o Building Department New Single-family Homes Report
- o IDA April 25, 2019, Draft Minutes

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:

March 20, 2019, Regular Meeting

Proposed Motion: I move to approve the minutes of March 20, 2019, as [presented] or [as amended citing specific amendment].

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

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.

- 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



**County of Clarke
Office of Economic Development**

EDAC, IDA Priorities for 2019 Economic Development Strategic Plan

To: Brandon Stidham, Director Planning and Zoning, Clerk to the Clarke County Planning Commission

From: Len Capelli

DRAFT

Date: May 15, 2019

At its May 7, 2018, Work Session, the Board of Supervisors concurred on tasking review and recommendation of the Economic Development Strategic Plan to the Economic Development Advisory Committee [EDAC] and the Industrial Development Authority [IDA] with a final recommendation from these bodies presented to the Planning Commission for its consideration.

Subsequently, the EDAC and the IDA reviewed on:

Economic Development Advisory Committee <i>[Meets bi-monthly]</i>	Industrial Development Authority <i>[Meets quarterly]</i>
May 16, 2018	July 26, 2018
July 18, 2018	October 25, 2019
September 19, 2018	January 24, 2019
January 23, 2019	April 25, 2019
March 20, 2019	
May 15, 2019	

These public bodies, having duly reviewed the 2014 Economic Development Strategic Plan, submit the attached priorities selected for the 2019 Strategic Plan with proposed format. This plan is intended to be a “living document”/action plan. The majority of the items and text for this plan were taken from the 2014 Strategic Plan and presented here in a reduced / simplified version as suggested at the February 21, 2017, Board of Supervisors Regular Meeting.

The quarterly report section incorporates into the plan 20 quarterly updates of activities and accomplishments over the 5-year period by the dates listed for each item until completion / closure. Quarterly updates are intended to better document and to improve communication of economic development and tourism efforts. Providing a history of activities undertaken by staff is deemed the most effective means of communication with the public bodies to ensure continuity of operations during this transitory period.

Attachment

Economic Development Strategic Plan

Economic Development Advisory Committee & the Industrial Development Authority 2019 Priorities & Proposed Format Recommendations for Consideration by the Clarke County Planning Commission



[Proposed Distribution for Quarterly Updates]:

Berryville Area Development Authority

Berryville Town Council

Berryville Planning Commission

Boyce Town Council

Clarke County Board of Supervisors

Clarke County Planning Commission

Economic Development Advisory Committee

Industrial Development Authority

Director Economic Development and Tourism Focal Areas 2020 thru 2024

<i>Item</i>	<i>Description</i>
1. Activities to attract new and assist existing businesses <i>[2014 Page 15, passim]</i>	Engage in activities to attract new businesses and assist existing businesses with expansion efforts and other growth activities. Promote the retention, attraction, and expansion of businesses and industries that support the land use goals of the County, in particular, businesses that generate a relatively high level of local tax revenue in relation to the number of jobs, create minimal impact on public services, and are compatible with the County's agricultural and natural resources.
<i>Quarterly Activities / Status Update</i>	
04-15-2020:	NOTES: This plan is intended to be a "living document"/action plan. The majority of the items and text for this plan were taken from the 2014 Strategic Plan and presented here in a reduced / simplified version.
07-15-2020:	This section incorporates into the plan 20 quarterly updates of activities and accomplishments over the 5-year period by the dates listed for each item until completion / closure.
10-15-2020:	Quarterly updates are intended to better document and to improve communication of economic development and tourism efforts.
01-15-2021:	The history of activities undertaken by staff is deemed the most effective means of communication with the public bodies to ensure continuity of operations during this transitory period.
04-15-2021:	
07-15-2021:	
10-15-2021:	
01-15-2022:	
04-15-2022:	
07-15-2022:	
10-15-2022:	
01-15-2023:	
04-15-2023:	
07-15-2023:	

<i>Item</i>	<i>Description</i>
10-15-2023:	
01-15-2024:	
04-15-2024:	
07-15-2024:	
10-15-2024:	
01-15-2025:	
2. Community communications <i>[2014 Passim]</i>	Expand targeted economic development promotional efforts through media relations, tours, brochures, flyers, visitations, and partner organizations. With the support / assistance of the Public Information Officer expand web presence and social media presence.
3. Coordinated economic efforts <i>[2014 Page 25]</i>	Support joint efforts between Clarke County and Town of Berryville: <ul style="list-style-type: none"> - Economic Development Advisory Committee (EDAC) activities - Industrial Development Authority (IDA) activities
4. Promotions, support, surveys of local businesses <i>[2014 Passim]</i>	Promotes, supports, performs surveys, as requested or apparent, of key businesses in various economic sectors, for example: <ul style="list-style-type: none"> - Agriculture: crops, equine, livestock, etc. - Auto restoration - Construction - Healthcare - Landscaping - Light industrial - Restaurants - Retail
5. Promote rural economic innovation <i>[2014 Page 38]</i>	Promotes rural economic innovation through efforts / activities: <ul style="list-style-type: none"> - Alternative energy: wind farms, solar farms, etc. - E-commerce and telework offer multiple business opportunities, from enabling professionals to work from a rural home to creating new e-commerce businesses that can link to global markets. High quality broadband infrastructure is critical. - Economic and demographic trends updates

<i>Item</i>	<i>Description</i>
	<ul style="list-style-type: none"> - Historic downtown, historic buildings, and/or sites - Regional food systems: growing interest in local fresh food supports this strategy, as well as the County's proximity to a large and relatively high-income metropolitan population. - Sustainable agricultural systems <p>Innovation includes a wide range of topics such as new markets for goods and services, new kinds of goods and services, new kinds of business operations and procedures, new locational opportunities for businesses, and new marketing techniques.</p>
<p>6. Public water and sewer [2014 Pages 36, 49]</p>	<p>Assist efforts of businesses seeking access to public water and sewer in Waterloo Area and Double Toll Gate areas. Assist the IDA with its Waterloo Area Water and Sewer - Availability Fee Subsidy Program.</p>
<p>7. Resources [Pages 22, 25-26, 33-34, 39, passim]</p>	<p>Report change in status of existing economic development resources including infrastructure, site availability and readiness, market demand, broadband / internet access, etc.</p>
<p>8. Tax: Transient occupancy [2014 Pages 9, 31, 48]</p>	<p>Foster ongoing relationships with peer-to-peer, sharing economy, and/or two-sided marketplace.</p> <p>Provide support to the Commissioner of the Revenue and approving agencies, where appropriate, to ensure proper licensing, zoning, regulations, etc.</p>
<p>9. Tourism / Economic Development regional associations [2014 Pages 19, 26-27, 30, 42, 100]</p>	<p>Support efforts / activities:</p> <ul style="list-style-type: none"> - Appalachian Trail - Artisan Trail - LFCC Small Business Development Center - Northern Shenandoah Valley Regional Commission - People Inc. - Shenandoah Valley Tourism Partnership - Spirits Trail - Top of Virginia Regional Chamber
<p>10. Tourism / Economic Development state associations [2014 Pages</p>	<p>Efforts / activities:</p> <ul style="list-style-type: none"> - Virginia Economic Developers Association [VEDA] - Virginia Economic Development Partnership [VEDP]

<i>Item</i>	<i>Description</i>
19, 26-27, 29, 41-42]	<ul style="list-style-type: none"> - Virginia Department of Agriculture and Consumer Services [VDACS] - Virginia Tourism Corporation
11. Tourism strategic plan [2014 Pages 11-12, 42-44, 48]	Assist the Town in finalizing the Tourism Strategic Plan and aid implementation. The action would be a joint effort of the County and the Town of Berryville and would be done in conjunction with current efforts by the Town and through future implementation of the Tourism Strategic Plan, which is currently being prepared at the Town's initiative by the Town Planner.

Economic Development and Tourism Functions of Other Entities / Agencies

<i>Item</i>	<i>Description</i>	<i>Responsibility</i>
1. Business inventory / business license [2014 Pages 24 / 72]	Maintain updates to inventory of existing business through business license process. Liaise with new and existing businesses to bring them into compliance with County Code.	Commissioner of the Revenue
2. Tax: Transient occupancy / business license [2014 Pages 9, 31, 48, 119, / 72]	Inventory / monitor participating owners / properties for overnight accommodations and notify appropriate departments / agencies to ensure proper licensing, zoning, regulations, etc.	Commissioner of the Revenue
3. Tax: Meals / Prepared food and beverage [New – Not in 2014]	Examine cost/benefit of establishing a prepared food and beverage tax. Prepared Food and Beverage / Meals Tax is a tax on prepared food or beverage served by a business. § 58.1-3833. County food and beverage tax. A. 1. Any county is hereby authorized to levy a tax on food and beverages sold, for human consumption, by a restaurant, as such term is defined in § 35.1-1, not to exceed four percent of the amount charged for such food and beverages. [2019: 3.5% Loudoun; 4% Augusta, Bath, Fauquier, Frederick, Page, Rockingham, Warren; Shenandoah - referendum under consideration for 2019]	Board of Supervisors
4. Tax: Vacancy tax [New – not in 2014]	Investigate the levy of a vacancy tax. Vacancy tax establishes a higher property tax rate on vacant properties as a way to encourage development / property use.	Board of Supervisors, Town Council

<i>Item</i>	<i>Description</i>	<i>Responsibility</i>
5. Task Force [2014 – Page 32]	Establish a task force of appointed officials and staff to respond, as appropriate and requested, to prospect visits, to review incentive requests, etc.	Board of Supervisors, Berryville, Town Council
6. Broadband Access [2014 Pages 39-40, 95, 106]	<p>The Broadband Implementation Committee was formed by the Board of Supervisors to accomplish the following:</p> <ul style="list-style-type: none"> - Coordinate the efforts of the Board of Supervisors and Planning Commission to improve fast broadband internet access for county residents and businesses. - Work with industry representatives to determine how to expand fast broadband internet availability and identify obstacles to this expansion. - Work with citizens, business owners, and stakeholders to identify individual or localized broadband needs. <p>Promote the enhancement, awareness of existing fast broadband availability. High speed internet service is widespread in the Towns of Boyce and Berryville, as well as the county's public schools and government buildings (Comcast or Shentel, and including some public Wi-Fi) and fiber lines run along Rt. 7, the length of Rt. 340, and Rt. 522 in the county, and a small section of Rt. 50 (Shentel). However, currently the remainder of the county residents must rely on either wireless or satellite broadband, which does not always meet the legal definition of "high-speed" internet (minimum 25 Mbps speed).</p> <p>Identify how the County might be able to promote the expansion of fast broadband access and quality countywide. Fiber broadband also needs to be highly promoted in Waterloo, where Shentel has already indicated they are willing to install it for free to Waterloo businesses, located reasonably close to Rt. 340/50.</p>	Broadband Implementation Committee
7. Coordinated economic efforts [2014 Page 25, passim]	Coordinated economic efforts of the Berryville Area Development Authority (BADA), Berryville Planning Commission, Clarke County Planning Commission	Planning Directors Berryville, Clarke
8. Zoning and subdivision ordinances [2014 Pages 14, 23, 31, 49, 97-99]	Identify any regulatory and procedural provisions that have the potential to unduly restrict or encumber compatible economic development activities and suitable, realistic housing development, including review of current use lists of by-right and special uses, and the	Planning Directors Berryville, Clarke

<i>Item</i>	<i>Description</i>	<i>Responsibility</i>
	speed and complexity of the County's and Town of Berryville's review processes.	
9. Branding strategy [2014 Page 9, 28, 30, 42, 48]	Develop branding strategy, with logo, style guide, etc.	Public Information Officer
10. Community communications [2014 Pages 19, 26, 115]	Under the guidance and direction of the Director of Economic Development, communicate with local community on economic development and tourism issues and activities, update website[s], update social media, prepare flyers, etc.	Public Information Officer

End of document.

Adjournment

Supporting Material:

- ✓ EDAC Follow-up Items Status Report
- ✓ Building Department
- ✓ IDA April 25, 2019, Draft Minutes

Economic Development Advisory Committee
Follow Up Items Status Report

<i>Meeting Date</i>	<i>Item</i>	<i>Description</i>	<i>Follow Up</i>	<i>Status</i>	<i>Date Complete</i>
3/20/2019	32	Process approved minutes and post to website	Lora B. Walburn	Complete	4/1/2019
3/20/2019	33	Update Strategic Plan Tourism Strategic Plan section with text from the 2014 Strategic Plan.	Lora B. Walburn	Complete	3/22/2019
3/20/2019	34	Update EDAC email contact / distribution list with Bates and Sheaffer information	Lora B. Walburn	Complete	3/22/2019

Building Department - Clarke County
New Single Family Dwellings 2019

	Battletown	Berryville	Boyce	Chapel	Greenway	Longmarsh	TOTAL	COMMENTS
January			1			1	2	
February			1	1	1		3	
March			3			1	4	
April				1	1		2	
May								
June								
July								
August								
September								
October								
November								
December								
TOTAL			5	2	2	2	11	

Industrial Development Authority of the Clarke County Virginia
Board of Directors
April 25, 2019, Minutes

A meeting of the Industrial Development Authority of the Clarke County Virginia held in the Berryville-Clarke County Government Center, Berryville, Virginia, on Thursday, April 25, 2019, at 1:00 PM.

Directors Present: Mark Cochran, Brian Ferrell, English Koontz, Rodney Pierce, Isreal Preston, William Waite

Directors Absent: Paul Jones

Board of Supervisors Liaison Present: David Weiss

County Staff Present: David Ash, Len Capelli, Cathy Kuehner, Lora Walburn

Others Present: Nathan Stalvey

1. Call to Order

At 1:00 pm, Mark Cochran called the meeting to order.

Announcement Director Brian Ferrell

Director Ferrell informed the Board of health issues that could affect his availability over the coming months.

Introduction Isreal Preston

Chairman Cochran introduced Isreal Preston, new director appointed to fill the unexpired term of David Juday.

Director Preston told the Board that he was an information technology project manager by trade.

Chairman Cochran thanked Mr. Preston for agreeing to serve.

2. Adoption of Agenda

Director Koontz, seconded by Director Waite, moved to adopt the agenda as presented. The motion carried as follows:

Mark Cochran	-	Aye
Brian Ferrell	-	Aye
Paul Jones	-	Absent
English Koontz	-	Aye
Rodney Pierce	-	Aye
William Waite	-	Aye

3. Approval of Minutes

Director Koontz provided the following corrections:

- Page 2 Elect Vice Chair: Change nomination to nominate
- Page 4 Director of Economic Development and Tourism Update, Virginia Economic Development Partnership: Add space after periods in first and second bullet points.
- Page 11 Funding for Berryville Main Street Hotel Market Study, fourth bullet point: Change underhand to underhanded.
- Page 12 Funding for Berryville Main Street Hotel Market Study, second to last paragraph: Reword sentence to make grammatically correct.

Director Waite, seconded by Director Ferrell, moved to approve the April 25, 2019, minutes with corrections as written by English Koontz. The motion carried as follows:

Mark Cochran	-	Aye
Brian Ferrell	-	Aye
Paul Jones	-	Absent
English Koontz	-	Aye
Rodney Pierce	-	Abstain
William Waite	-	Aye

4. Hotel Feasibility Study Status Update

Nathan Stalvey appeared before the Board to provide a status update on the Berryville Main Street [BMS] Hotel Feasibility Study. Highlights include:

- Thanked the Board for agreeing to fund the study.
- The Executive Committee [Julie Ashby, Liz Couture, Kim Ragland, and Nathan Stalvey] reviewed the three proposals received and selected Ohio-based Newmark Knight Frank.
- Total cost for Newmark Knight Frank is \$9,500 including a \$4,750 retainer.
- Newmark Knight Frank has conducted other studies like this for communities of varying size.
- BMS will send the retainer with the acceptance letter.

- BMS is formally requesting release of \$4,750 from the previously approved IDA funding so it can proceed.

Chairman Cochran called for discussion.

Director Ferrell asked for background on the 2014 feasibility study.

David Weiss, Board of Supervisor Liaison, responded with the following information:

- Funding for such a study falls in line with the IDA's mission to help foster economic development.
- Previous study:
 - o Grant-driven.
 - o Indicated a need for a larger hotel.
 - o Focused on putting the hotel closer to the intersection of Route 7 or Route 340.
 - o Focused on a more generic hotel of fifty plus rooms.
- New study:
 - o Focus has shifted to a boutique-type hotel.
 - o Needed to update the timeframe.
 - o Supported by Berryville Town Council and the Board of Supervisors.

Director Koontz commented that ideally the study would not only look at Berryville but take into account other more feasible locations in the county.

Nathan Stalvey responded that he believed the study would only encompass the Town of Berryville.

Director Waite explained that the core would be the Town with the demographics and all the work encompassing the whole county. He assured that the study would be a public document. He put forth that Berryville Main Street was sponsoring the study to support downtown.

Director Ferrell said that the goal was to generate more business downtown.

Chairman Cochran clarified that the \$4,750 retainer would accompany the acceptance signed by Nathan Stalvey, President Berryville Main Street Board.

In response to Director Ferrell's query, Director Waite, again, assured that the study, while owned by Berryville Main Street, would be a public document. He told the Board that it was his understanding that a local entrepreneur performed a hotel study that he has not publicly released.

David Weiss remarked that from the Board of Supervisors perspective it wanted the study to be open to the public, which is why it has supported the use of public funds to conduct the study.

Director Waite added that the study did not go toward building a hotel but rather to determine if it were appropriate and could be supported. The study will serve as a marketing tool.

Director Pierce, seconded by Director Ferrell, moved to release funds in the amount of \$4,750 to Berryville Main Street. The motion carried as follows:

Mark Cochran	-	Aye
Brian Ferrell	-	Aye
Paul Jones	-	Absent
English Koontz	-	Aye
Rodney Pierce	-	Aye
William Waite	-	Abstain

In other matters, Mr. Stalvey informed the Board that tickets were still available for Art at the Mill Patrons' Night.

5. Treasurer's Report

Potential Refinance of 2010 Grafton Bond Review

Director Waite provided the following:

- Grafton School is looking to extend or refinance its current bond.
- McGuireWoods made initial contact with the IDA clerk but no contact as of yet with the Treasurer.

General discussion included:

- Authority interested in refinance option.
- Bonds are the IDA's only source of revenue.
- Education on / review of the bond process would be beneficial.
- IDA's fee schedule is set up to pay one twentieth of one percent on the outstanding balance.
- Staff was tasked with researching fees charged by surrounding jurisdictions.

Clarke County Industrial Development Authority (IDA) Investment Guiding Principles Review

Director Waite noted that the Investment Guiding Principles were unchanged since review and adoption by the Authority at its January 25, 2018, Organizational meeting. He reminded that annual investment review is conducted during the organizational meeting.

FY2020 Budget Review

Highlights of review include:

- Treasurer recommends holding expenditures flat for FY2020.
- Include \$6,000 for LFCCSBC but re-evaluate when due.
- Review final year-end FY2019 revenues and expenditures at the July meeting prior to setting the FY2020 budget.
- Need line item for \$9,500 for Berryville Main Street Feasibility Study. Place "below the line", taking from the IDA's investment account, since the intent is to recuperate the funds from the developer.

FY2020 Proposed Budget Initial Draft for Review April 25, 2019

<i>Expenditures Category</i>	<i>FY2019 Budget</i>	<i>FY2020 Budget</i>	<i>Description</i>	<i>Change</i>
Advertising	\$ 400	\$ 400	Public Hearings	\$ -
Audit	\$ 1,675	\$ 1,675	RFC	\$ -
Civic Contributions	\$ 6,000	\$ 6,000	SBDC LFCC	\$ -
Director Fees	\$ 1,400	\$ 1,400	Meeting Attendance	\$ -
Insurance	\$ 1,300	\$ 1,340	VACorp	\$ 40
Postage	\$ 25	\$ 25		\$ -
Professional Services	\$ 1,250	\$ 1,250	Legal	\$ -
Total Expenditures:	\$ 12,050	\$ 12,090		\$ 40
<i>Estimated Revenues</i>	<i>Estimated Amount</i>	<i>Actual YTD 2019 Amount</i>		<i>Change</i>
Bonds:				
Grafton School, Inc. Bond	\$ 1,100	\$ 655		\$ (445)
LFCC Bond	\$ 3,400	\$ 2,750		\$ (650)
Shenandoah University Bond	\$ 3,800	\$ 3,700		\$ (100)
	\$ 8,300	\$ 7,105		
Interest Income:	\$ 3,000	\$ 3,200		\$ 200
Total Revenue:	\$ 11,300	\$ 10,305		\$ (995)
Berryville Main Street	\$ 4,750	\$ 4,750		

Fiscal-Year-to-Date Checking Account Log:

FY	Status	Check No.	Date	Description	Category	Credit	Debit	Balance	Additional Information
2019	C	562	7/5/2018	VACorp	Insurance	\$ -	\$ 1,338.00	\$ 52,212.37	07/01/2018 thru 06/30/ 2019
2019	C	563	8/1/2018	Mark Cochran	Director Fees	\$ -	\$ 50.00	\$ 52,162.37	Meeting 07/26/2018
2019	C	564	8/1/2018	English Koontz	Director Fees	\$ -	\$ 50.00	\$ 52,112.37	Meeting 07/26/2018
2019	C	565	8/1/2018	Brian Ferrell	Director Fees	\$ -	\$ 50.00	\$ 52,062.37	Meeting 07/26/2018
2019	Void	566	6/11/2018	VACorp	Insurance	\$ 1,338.00	\$ 1,338.00	\$ 52,062.37	Voided, Reissued 07/05/2018 #562
2019	C	567	8/1/2018	Bill Waite	Director Fees	\$ -	\$ 50.00	\$ 52,012.37	Meeting 07/26/2018
2019	C	568	10/25/2018	William Waite	Director Fees	\$ -	\$ 50.00	\$ 51,962.37	Meeting 10/25/2018
2019	C	569	10/25/2018	David Juday	Director Fees	\$ -	\$ 50.00	\$ 51,912.37	Meeting 10/25/2018
2019	C	570	10/25/2018	Mark Cochran	Director Fees	\$ -	\$ 50.00	\$ 51,862.37	Meeting 10/25/2018
2019	Void	571	10/25/2018	Void	Void	\$ -	\$ -	\$ 51,862.37	
2019	C	572	10/25/2018	English Koontz	Director Fees	\$ -	\$ 50.00	\$ 51,812.37	Meeting 10/25/2019
2019	C	573	10/25/2018	Rodney Pierce	Director Fees	\$ -	\$ 50.00	\$ 51,762.37	Meeting 10/25/2021
2019	C	574	11/19/2018	FFSBDC	Civic Contributions	\$ -	\$ 6,000.00	\$ 45,762.37	LFSBDC Annual Contribution
2019	C	Dep	12/26/2018	Grafton School	Bond Fees	\$ 1,072.50	\$ -	\$ 46,834.87	2018 Bond Fee
2019	C	Dep	12/31/2018	LFCC	Bond Fees	\$ 3,228.18	\$ -	\$ 50,063.05	2018 Bond Fee
2019	C	Dep	1/24/2019	Shenandoah University	Bond Fees	\$ 3,907.50	\$ -	\$ 53,970.55	2018 Bond Fee
2019	C	575	1/24/2019	Mark Cochran	Director Fees	\$ -	\$ 50.00	\$ 53,920.55	Meeting 01/24/2019
2019	C	576	1/24/2019	Brian Ferrell	Director Fees	\$ -	\$ 50.00	\$ 53,870.55	Meeting 01/24/2019
2019	C	577	1/24/2019	English Koontz	Director Fees	\$ -	\$ 50.00	\$ 53,820.55	Meeting 01/24/2019
2019	Void	578	1/24/2019	Void	Void	\$ -	\$ -	\$ 53,820.55	
2019	C	579	1/24/2019	William Waite	Director Fees	\$ -	\$ 50.00	\$ 53,770.55	Meeting 01/24/2019

Highlights of review by Director Waite include:

- Only checks written January through March 2019 were to Directors for January 24 meeting attendance.
- Director Waite writes the checks.
- Lora Walburn, Clerk, reconciles the bank account.
- Two persons monitoring at all times.
- Authority funds: Clarke's Director of Economic Development and Tourism has no spending or approval authority over IDA funds. He does have limited authority over Economic Development Office spending and approvals.

Director Koontz, seconded by Director Cochran, moved to accept the Treasurer's Report as presented. The motion carried as follows:

Mark Cochran	-	Aye
Brian Ferrell	-	Aye
Paul Jones	-	Absent
English Koontz	-	Aye
Rodney Pierce	-	Aye
William Waite	-	Aye

Fiscal-Year-to-date Budget and Investments Summary:

Highlights of review include:

- Largest expenditures:
 - o Annual Audit, currently performed by Robinson Farmer Cox

- o Annual Contribution to LFCCSBD
 - Reduction in income may require re-evaluation of FY2020 contribution.
 - Len Capelli advised LFCC Small Business Development of the potential reduction in FY2020 contribution.
- Minimal operating costs at present.
- IDA tries to cover its own costs with revenues generated from bond fees.
- Investments:
 - o Tracking as anticipated.
 - o Annual review in January with Janice Kuhn, Investment Consultant - Infinex Investments Inc.

Expenditures Category	Amount	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Expended YTD	Remaining Balance
Advertising	\$ 400	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 400
Audit	\$ 1,675	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,675
Civic Contributions	\$ 6,000	\$ -	\$ -	\$ -	\$ -	\$ 6,000.00	\$ -	\$ -	\$ -	\$ -	\$ 6,000.00	\$ -
Director Fees	\$ 1,400	\$ -	\$ 200.00	\$ -	\$ 250.00	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ 650.00	\$ 750
Insurance	\$ 1,300	\$ 1,338.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,338.00	\$ (38)
Postage	\$ 25	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 25
Professional Services	\$ 1,250	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,250
Total Expenditures:	\$ 12,050	\$ 1,338.00	\$ 200.00	\$ -	\$ 250.00	\$ 6,000.00	\$ -	\$ 200.00	\$ -	\$ -	\$ 7,988.00	\$ 4,062

Estimated Revenues	Estimated Amount	Actual Revenue	+/- Estimate
Bonds:			
Grafton School, Inc. Bond	\$ 1,100	\$ 1,073	\$ (28)
LFCC Bond	\$ 3,400	\$ 3,228	\$ (172)
Shenandoah University Bond	\$ 3,800	\$ 3,908	\$ 108
	\$ 8,300	\$ 8,208	\$ (92)
Interest Income:	\$ 3,000	\$ 3,193	
Total Revenue:	\$ 11,300	\$ 11,401	\$ 101

FY2019 Investment Summary

Asset Summary	Jul '18	Aug '18	Sep '18	Oct '18	Nov '18	Dec '18	Jan '19	Feb '19	Mar '19	FY2019 YTD
Beginning Balance	\$101,143.09	\$103,037.93	\$103,607.30	\$103,851.44	\$100,807.14	\$101,919.53	\$98,481.63	\$102,083.85	\$104,477.20	
Dividends, Interest, & Other										
Income	\$ 256.31	\$ 240.89	\$ 241.16	\$ 274.62	\$ 237.28	\$ 1,344.45	\$ 100.83	\$ 211.03	\$ 286.06	\$ 3,192.63
Net Change in Portfolio	\$ 1,638.53	\$ 328.48	\$ 2.98	\$ (3,318.92)	\$ 875.11	\$ (4,782.35)	\$ 3,501.39	\$ 2,182.34	\$ 787.20	\$ 1,214.76
Ending Balance	103,037.93	103,607.30	103,851.44	100,807.14	101,919.53	98,481.63	102,083.85	104,477.22	105,550.46	

6. Director Economic Development and Tourism Update

Highlights of review include:

- Spring Farm Tour April 27:
 - o Harvue Farm; Hunt Club Farm; JBIT Ranch; Oak Hart Farm
 - o Open from 10 am to 4 pm except Harvue, open from 9 am to 12 noon
 - o Advertised on radio, Facebook
 - o Distributed brochures and flyers.

- o Good attendance last year and good weather is forecast.
- Shenandoah Valley Tourism Partnership [SVTP] May 7:
 - o Four travel writers touring the Shenandoah Valley and will be in Clarke May 7.
 - o Smithfield Farm in the morning; Veramar Vineyard for lunch; Mackintosh Fruit Farm in the afternoon.
- Greenedge Grant:
 - o Working with one local business to secure Greenedge grant
 - o Grant is awarded to help established businesses to develop business with the Department of Defense.
 - o Conducted one interview and a tour here at the local business.
 - o Local business is likely to apply.
- Agri-tourism Grants:
 - o Working with a local farmer to secure a couple different grants around agri-tourism and adding value to the business.
 - o Helped with business plan revision.
 - o Getting positive feedback from Virginia Department of Agriculture and Consumer Science.

At 1:44 pm, Director Ferrell left the meeting.

- Farm to School Program:
 - o Governor Northam's wife is taking a strong stance on the farm to school program.
 - o Attended a session in Harrisonburg April 24 on the program.
 - o Produce does well but meat varies due to program subsidies.
- SVTP Valley-wide Event in Harrisonburg May 10: Event to show all the different programs going on now that the Partnership is bringing in to help the individual members.
- Virginia Economic Development Partnership Event May 8 Noon to 2 pm:
 - o Food and beverage writers coming in from noon to 2 to tour Clarke County.
 - o Would like to tour the Business Park and take group to meet Chairman Cochran at Cochran Lumber.
- Northern Shenandoah Valley Regional Commission:
 - o Won a grant for a program to better understand, attract, and retain employees.
 - o Held three meetings since receiving the grant.
 - o Selected a consulting firm to perform the study that should be complete by the end of the year.

- Housing Coalition and Chamber of Commerce: Staying involved.
 - May 22 and 23, IDA / EDA Class and Seminar conducted by the Virginia Industrial Authority Institute, in conjunction with Virginia Polytechnic, in Richmond.
 - Len Capelli attending.
 - Seminar cost is \$475.
 - Directors Waite and Cochran expressed interest in attending.
 - By consensus, the Authority agreed that the offered training was valuable.
 - Education / Training:
 - The Authority expressed interest in receiving any information the attendees might be able to share.
 - The Authority expressed interest in local training sessions and asked Len Capelli to explore this with his contacts.
 - The Authority entertained adding education funding in the FY2020 budget.

Director Pierce, seconded by Director Waite, moved to make funds available for one member to attend to include the cost of hotel and event registration. The motion carried by the following vote:

Mark Cochran	-	Aye
Brian Ferrell	-	Absent
Paul Jones	-	Absent
English Koontz	-	Aye
Rodney Pierce	-	Aye
William Waite	-	Aye

Economic Development Strategic Plan Review - 2019 Priorities

Highlights of review include:

- Economic Development Strategic Plan is a component of the County's Comprehensive Plan and is reviewed every five years.
- Plan will go from the Economic Development Advisory Committee and the IDA to the Planning Commission.
- The Planning Commission will create the plan that will be forwarded to the Board of Supervisors for review.
- Public hearings on the plan will be held at the Planning Commission and Board of Supervisors level.
- In 2014, the County hired a consultant to create the initial plan, a 163-page document. The current action plan being proposed is derived from the 2014 plan.

- Director Waite provided comment on vacancy tax, which could be described as a direct, punitive tax.
- Plan is intended as a "living document" providing quarterly updates of activity / accomplishments.
- Quarterly updates are intended to better document and to improve communication of economic development and tourism efforts.
- The proposed format is substantially similar to the project report format used by County Administrator David Ash.

Next Meeting

The next meeting is scheduled for Thursday, July 25, 2019, 1:00 pm.

7. Adjournment

At 2:23 pm, **Director Koontz, seconded by Director Waite, moved to adjourn the meeting. The motion carried by the following vote:**

Mark Cochran	-	Aye
Brian Ferrell	-	Absent
Paul Jones	-	Absent
English Koontz	-	Aye
Rodney Pierce	-	Aye
William Waite	-	Aye

Minutes recorded and transcribed by: Lora B. Walburn, Executive Assistant - County Administration