

Industrial Development Authority of the Clarke County Virginia
Board of Directors
April 27, 2017 Minutes

A meeting of the Board of Directors of the Industrial Development Authority of the Clarke County Virginia held in the Berryville/Clarke County Government Center, Berryville, Virginia, on Thursday, April 27, 2017, at 1:00 PM.

Directors Present: Mark Cochran, David Juday, Rodney Pierce

Directors Participating Telephonically: English Koontz

Directors Absent: Brian Ferrell, Allan Frederickson, Paul Jones

Board of Supervisors Liaison Present: David Weiss

County Staff Present: Len Capelli, Lora Walburn

1. Call to Order

At 1:10 pm, Chairman David Juday called the meeting to order.

Mark Cochran, seconded by Rod Pierce, moved to approve telephonic participation by English Koontz. The motion carried by the following vote:

Mark Cochran	-	Aye
Brian Ferrell	-	Absent
Allan Frederickson	-	Absent
Paul Jones	-	Absent
David Juday	-	Aye
English Koontz	-	Abstain
Rodney Pierce	-	Aye

2. Adoption of Agenda

By consensus, the Board adopted the agenda as presented.

3. New Business

Lord Fairfax Community College Small Business Development Corporation by Dale Maza

Dale Maza, Marketing Counselor Virginia SBDC, thanked the Board for its generous support over the year. Mr. Maza provided a PowerPoint presentation. Highlights include:

- Virginia Small Business Development operates 29 offices throughout the Commonwealth.
- The Middletown office, located in Lord Fairfax Community College, provides support to eight counties in the region.
- SBDC provides free, confidential services to business owners to help them be successful.
- Services include one-on-one counseling, mentoring, training workshops, online resources, etc.
- SBDC assist owners in business planning, strategic planning, access to capital, etc.
- Currently, there are 58 clients in Clarke County.
- End-of-year survey reveals sales increase in the community of \$56,000 with \$70,000 in small business investments.
- SBDC counseled 36 clients and provided 43 hours of consultation. Mr. Maza offered to provide additional information on the number of participants.
- QuickBooks training is being provided by a staff member, who is a certified trainer.
- RISE:
 - o Clarke County had two businesses in the final six competitors.
 - o The winner, Ali Haney, Shenandoah Seasonal, is from Clarke County.

Chairman Juday thanked Mr. Maza for his comprehensive review.

Mr. Maza encouraged the Directors to forward any questions to the IDA Clerk, who could than coordinate with Christine Kriz, LFSBDC Director.

4. Approval of Minutes

Rod Pierce, seconded by Mark Cochran, moved to approve the February 2, 2017, minutes as presented. The motion carried as follows:

Mark Cochran	-	Aye
Brian Ferrell	-	Absent
Allan Frederickson	-	Absent
Paul Jones	-	Absent
David Juday	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye

5. Treasurer's Report

In the absence of Allan Frederickson, acceptance of the Treasurer's report was tabled to the July 27 meeting.

6. New Business

Investment Options Continued Discussion

Subsequent to approval of the February 2, 2017, minutes, Chairman Juday deferred continued discussion of investment options to the July 27 meeting.

Recap of items captured in the February 2, 2017, minutes: *Follow up items prior to the April 27 [July 27] meeting:*

- *David Juday, English Koontz and Allan Frederickson selected to serve on an investment review subcommittee.*
- *David Juday to arrange a meeting with the subcommittee and Janice Kuhn, Eagle Investments, prior to the April 27 meeting.*
- *Staff to invite Janice Kuhn to attend the April 27 meeting.*
- *Staff to remind David Juday to set up the meeting between the subcommittee and Ms. Kuhn in late February.*
- *Subcommittee to present options to the Board at the April 27 meeting.*

Economic Development by Len Capelli

Len Capelli reviewed the monthly economic development report provided in the packet material. Additional highlights include:

- Seminar:
 - Eighteen persons attended the March 29 *Making Sure Your Farm Has a Future* Seminar.
 - Follow-up emails to solicit interest in future seminars will begin in May.
- Farm Tour
 - Scheduled for Saturday, April 29.
 - Promoting event on Virginia.org and Facebook reaching over 14,000 persons in the last week.
 - Tour itinerary is available on line.
 - Last farm tour was conducted in 2006.
 - Last few farm tours were fiascos with persons wondering around Cleremont Farm and looking at sheep and goats.
 - The April 29 tour is planned to educate people in terms of where their food comes from so that they are willing to spend more money for organic meat, or grass-fed meat, or organic vegetables. Want to show visitors what is happening and why it is different.

- If Clarke can keep promoting its farms and getting people here, it helps the local farm market and farmers selling things on their farms.
 - It recognizes that agriculture is a major part of Clarke's society.
 - Some local farmers have been approached by companies such as Whole Foods to supply. The problem is that they have all their "eggs in one basket"; and if they decide to cut prices, most are not positioned to do mass farming. Clarke does not have 40,000 to 50,000 acre farms or even 10,000 acre farms like out in Iowa or Minnesota.
 - Food Port:
 - Currently pursuing is the concept.
 - Want to get local farmers to be able to sell to a food port.
 - Food port is like a collective providing local, fresh food in the larger metropolitan areas.
 - David Juday comments:
 - Farm Tour missing a practical step on what people can actually buy or do or spend money on and/or invest.
 - Need to determine where the County is going with this activity.
 - Need a better tactic for long-term steps. Consider:
 - Bringing in investment class persons.
 - Bringing in debt-equity persons.
 - Bringing in grocery buyers.
 - Reviewing potential sites for commercial farms.
 - Average fruit, vegetable commercial farm in California is about three to five acres.
 - David Weiss comments:
 - This type of farm tour does not help conventional farmers or businesses.
 - Many farmers sell cattle through Front Royal Livestock.
 - Clarke is GAP approved. While Clarke is not limited to those buyers, it meets the criteria.
 - Could invite buyers to tour local farms.
 - The farm tour is something that the County can build on.
 - Mark Cochran comments:
 - Determine / know your targeted market.
 - To attract your target market, exercise caution in advertising.
 - Exposure can be good; but, if it targets the wrong thing, it can be horrible.
- Creative Ideas for Doing New things

- Handsome Brook has proven that the County has what it takes to pull the deal together to get a large company.
- In the last three weeks, received four calls. Three – won't work here. Two - decided to go to Frederick County. Fourth - looking for a very unique facility to do a new venue type thing.
- Working with an individual interested in starting a farm-based brewery.
- Agri-tourism:
 - The first statewide study was performed by Virginia Tech in 2016. Len Capelli will forward to Directors.
 - \$2.2 billion in economic activity in Virginia; \$362 million in the Shenandoah Valley.
 - Important, viable for communities like Clarke.

Equine Alliance

Chairman Juday asked for an update on the re-formed Equine Alliance.

Len Capelli stated that he had not heard back from Eric Myer, Equine Alliance Chair, so he had not pursued the matter in any way. He told the Directors that he has offered to work with them, offered to help with the website, and offered to work with them to apply for a grant, which may be available through Virginia Tourism Corporation if done before June. He commented that while the Alliance keeps saying it wants a survey he has given it two questionnaires from professional survey companies in terms of what is the purpose of the survey, what will be done with the data; but he has gotten no response.

David Weiss and Chairman Juday commented that the Equine Alliance was experiencing organizational issues.

Len Capelli opined that he could not force the Alliance.

David Weiss put forth that he believed the Alliance understood that Mr. Capelli was available to assist them.

Len Capelli stated that he had attended a meeting with the new Alliance and talked about what the Economic Development department and he could do for the Alliance including adding its website for no charge, reference the website, expand list of businesses on YesClarkeCounty website in an equine section that is currently blank and reads, "coming soon."

Lora Walburn interjected that Chris Bates, Equine Alliance member, called twice this morning for Mr. Capelli; and when advised that Mr. Capelli was not available, he asked for the email address.

David Weiss added that Chris Bates attended the Economic Development Advisory Committee and provided a presentation concerning the desire for some type of broad agricultural survey.

Approved 07/27/2017

Mr. Bates expressed his hope for the EDAC to lead the effort; however, due to low meeting attendance, the discussion was tabled for a future meeting. Mr. Weiss opined that careful consideration was necessary to develop an agricultural survey.

David Juday commented that the original Equine Alliance was started through the EDAC and tasked with conducting a survey.

Len Capelli said that he had asked the Alliance what they thought was best representative of the equine industry to be part of the upcoming farm tour. He opined that between seven people he received nine answers so he chose Almeda Farms to participate in the tour.

Social Media

Chairman Juday commented that the figures were impressive. Len Capelli opined that it was near one thousand likes.

Inland Port of Virginia

Len Capelli added that he attended the breakfast meeting yesterday morning at the Inland Port of Virginia and was impressed by its growth. He informed the Directors that through a series of improvements in terms of dredging and expanding it is now getting super ships coming through the Panama Canal.

Next Meeting

The next meeting is scheduled for Thursday, July 27, 2017, 1:00 pm.

7. Adjournment

At 2:04 pm, **Rod Pierce, seconded by Mark Cochran, moved to adjourn the meeting. The motion carried as follows:**

Mark Cochran	-	Aye
Brian Ferrell	-	Absent
Allan Frederickson	-	Absent
Paul Jones	-	Absent
David Juday	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye

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