



Industrial Development Authority of the Clarke County, Virginia

Agenda

Thursday, April 27, 2017, 1:00 pm

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

1. Call to Order
2. Approval of Agenda
3. New Business:
 - Lord Fairfax Community College Small Business Development Corporation by Dale Maza
4. Approval of February 2, 2017 Minutes
Action: “Move to approve as [presented] or [as amended listing specific change[s]].”
5. Treasurer’s Report by Allen Frederickson
Action: “move to accept the Treasurer’s report.”
6. Old Business:
 - Investment Options Continued Discussion
 - Economic Development Report by Len Capelli
7. Adjourn

Industrial Development Authority of the Clarke County Virginia
Board of Directors
February 2, 2017 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, February 2, 2017, at 1:00 PM.

Directors Present: Mark Cochran, Brian Ferrell, David Juday, Rodney Pierce

Directors Absent: Allan Frederickson, Paul Jones, English Koontz

Board of Supervisors Liaison Absent: David Weiss

County Staff Present: Len Capelli, Lora Walburn

1. Call to Order

At 1:00 pm, Lora B. Walburn called the meeting to order.

2. Organizational Items

Elect Chair

Lora Walburn, IDA Clerk, called for nominations for 2017 Chair.

Rodney Piece, seconded by Mark Cochran, moved to nominate and elect David Juday to serve as 2017 Chair.

Lora Walburn, IDA Clerk, called for vote on the motion to nominate and elect.

The motion carried by the following vote:

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

Following the vote, the meeting was turned over to the David Juday.

Elect Vice Chair

Chair called for nominations for 2017 Vice Chair.

David Juday, seconded by Mark Cochran, moved to nominate and elect English Koontz to serve as 2017 Vice Chair.

Chair called for vote on the motion to nominate and elect.

The motion carried by the following vote:

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

Elect Secretary

Chair called for nominations for 2017 Secretary.

David Juday, seconded by Rodney Pierce, moved to nominate and elect Brian Ferrell to serve as 2017 Secretary.

Chair called for vote on the motion to nominate and elect.

The motion carried by the following vote:

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

Elect Treasurer

Chair called for nominations for 2017 Treasurer.

David Juday, seconded by Brian Ferrell, moved to nominate and elect Allan Frederickson to serve as 2017 Treasurer.

Chair called for vote on the motion to nominate and elect.

The motion carried by the following vote:

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

Set Meeting Date, Time and Location

By consensus, the Board adopted the schedule as presented.

1:00 pm, 4th Thursday Quarterly. Meeting Room AB

2017 Meeting Schedule

April 27

July 27

October 26

Adopt Bylaws and Rules and Procedures of the Industrial Development Authority of the Clarke County, Virginia

Rodney Pierce moved, seconded by Mark Cochran, to adopt revision dated July 28, 2016, as presented. The motion carried by the following vote:

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

3. Adoption of Agenda

By consensus, the Board adopted the agenda as presented.

4. Approval of Minutes

Rodney Pierce moved, seconded by Brian Ferrell, to approve the October 28, 2016, minutes as presented. The motion carried as follows:

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

5. Treasurer's Report

Allan Frederickson was unable to attend the February 2 regular meeting but will submit the treasurer's report later.

6. Old Business

Investment Options Continued Discussion

In the absence of Allan Frederickson, the Board limited discussion carrying the matter forward to its April 27 meeting. Follow up items prior to the April 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 to the Advisory Committee. Additional highlights include:

- Meet tomorrow with group looking at renovating the rail spur; spoke with Department of Rail; looking at grants; facility on Cattleman's road is owned by the railroad and mayor is upset because it is not maintained. Will know more after meeting tomorrow.
- Berryville Graphics and C2M experiencing hiring difficulties.
- Met with Workforce Solutions and Lord Fairfax Community College in the capacity of Shenandoah Workforce alternate for Board of Supervisors' Chair David Weiss. Exploring ways to help County businesses.
- Clarke County Equine Alliance:
 - Alliance dissolved.
 - Eric Myer is organizing a new group.
 - Economic Development is moving ahead with maintaining an equine website, which will be added economic development web page.
- Farm Tours:
 - Get locals more involved in agriculture.
 - Get person outside into Clarke to view agricultural assets.
 - Farms on the tours will present educational materials.
 - Market via brochures, social media, local news media.
 - Seek volunteers from agricultural studies students, young farmers group.
- Local business is looking for a new location. Len Capelli will keep the Board informed of negotiations.

7. New Business

Resolution of Appreciation and Recognition of Service Wayne Armbrust

Rod Pierce, seconded by Mark Cochran, moved, to adopt the resolution of appreciation and recognition as presented. The motion carried as follows:

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

Next Meeting

Draft for Review 04/27/2017

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

8. Adjournment

At 1:45 pm, by consensus, the Board meeting was adjourned.

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

Clarke County Economic Development and Tourism

Monthly Update

April, 2017

The Value Added Farming Session was quite successful. There were 18 attendees and they really seemed to appreciate the fact that the speakers were mostly new to them. We were able to provide new sources of information, funding, help for business plans and some interesting grants that will help existing farmers to expand operations by adding a new value add component to their offerings.

We had speakers from The Beginning Farmer and Rancher Coalition. They are affiliated with Virginia Tech and have some very interesting matching programs to help would be farmers find mentors or land that may be available to farm. The Farm Bureau has an affiliate FLAIR this is the non profit that works with farmers to provide up to a \$250,000 grant to add a value add to their offering. LFFCC SBDC presented a summary of the many confidential programs available to farmers and agricultural businesses. Finally People Inc. of Virginia talked about the many funding and training opportunities that they are able to offer in conjunction with local banks and other lending institutions. The representative from VDACS was not able to make the session, but his information was summarized for the audience.

Evaluation questionnaires showed that the audience thought that the session was very worthwhile, and that they would like additional sessions either one on one or in a group on the following topics:

Business Plan Counseling, Social Media and Marketing, Grants and Incentives, Loan Programs available, exploring new Value add to your ag business. Additionally several would like help with web sites, Facebook and social media.

We are exploring how best to put these seminars or sessions together to achieve the maximum benefit to our agricultural citizens.

The Farm Tour will take place on Saturday April 29th. There are four farms on the tour and the tour runs from 10:00am-5:00pm. Harvue Farm is the exception receiving visitors only until 2:00pm. The other farms are Almeda Farm, Chilly Hollow Vegetable Farm and Smith Meadows Meats at Smithfield Farm. Each farm is unique and different from the others to give visitors a better understanding of the many types of agricultural businesses in Clarke County and to better help them understand where their food comes from, as well as a behind the scenes look at an equine operation. We are fortunate because Almeda Farm is also hosting a Western Riding Show on the day of the tour.

We will be promoting the tour on Facebook, our web site, in the local papers and on local radio. We will be distributing brochures at the visitors center, local restaurants and the farm supply store. Additionally

the Farm Bureau will be sending out emails about the tour, and Virginia.Org will have an event posted on their web site.

We have had interest from several businesses to locate or start operations in Berryville and Clarke County. We are supplying information and trying to maintain interest in several of these companies as they would represent at least 30-50 new jobs for the county, but they are in a very preliminary stage at this time.

I have sent an email to Eric Meyer regarding the Equine Alliance. I am proposing that we work with the alliance and I will write a grant request to the Virginia Tourism Corporation for a marketing grant. This would be to help the Alliance better market the Equine Alliance Members to gain additional revenues through increased tourist and customer activities. I am exploring if we can use some or all of the money towards a detail survey. There are two levels of grants, \$10,000 with a matching dollar for dollar contribution on the part of the state and a \$50,000 grant with a 2:1 dollar requirement. We will determine which is best for this particular grant. We also have until early June to submit any other grant request ideas to the Virginia Tourism Corporation for marketing grants. I am confident that with some thought we may be able to assist merchants or service companies in Berryville or Clarke County with applying for an applicable Grant.

The analytics for both the Tourism and Economic Development web sites show between 65% and 75% new users who are viewing pages on the sites. We are averaging over 160 individual sessions with over 149 individual users.

We are promoting local events on Facebook, and last week had a reach of over 2,000 people just for the promotion of the Lockett's Spring Sale. Additionally there were 115 engagements and 15 shares of the event. There are over 930 likes for the Tourism page and over 130 likes for the economic development page.

The Shenandoah Valley Tourism Partnership will be having a major release announcement in May, details will follow. In conjunction with SVTP I was interviewed by Zoomer Radio out of Toronto who were visiting live in the Valley last week. I spoke about the Top of Virginia Artisan Trail and the many artist venues and unique shopping in Berryville and Clarke County.

On April 18, 19, and 20, I will be attending an agri-tourism seminar in Richmond.

On the 20th I will also be attending a Go Virginia Initiative orientation in Richmond.