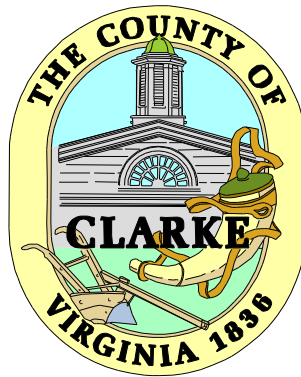


# Industrial Development Authority of the Clarke County Virginia Board of Directors



## Quarterly Meeting Packet

### October 26, 2017

# **Call to Order**



## Industrial Development Authority of the Clarke Clarke, Virginia

### Agenda

Thursday, October 26, 2017, 1:00 pm

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

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## County of Clarke Industrial Development Authority

### **William “Bill” Waite**

Board of Directors of the Industrial Development Authority of the  
Clarke County, Virginia

Term: October 31, 2017 through October 30, 2021

District: Millwood

Mr. Waite retired from ExxonMobil in March 2017 after 38 years. He held various management positions in:

- Treasurers: Cash management and major project financing
- Logistics: Fuel product movement scheduling and labor negotiations
- Retail: Buying and selling retail markets globally
- Planning: Develop five-year retail strategic plans
- Joint Ventures: Develop retail partnerships

In his last position as Global Payment and Loyalty Solutions Manager, he was responsible for credit cards programs and processing worldwide.



# Industrial Development Authority of the Clarke County Virginia

## Resolution of Appreciation and Recognition of Service Allan Frederickson

**WHEREAS** on December 15, 2009, the Clarke County Board of Supervisors first appointed Allan L. Frederickson to the Board of Directors for the Industrial Development Authority of the Clarke County Virginia; and,



**WHEREAS** Mr. Frederickson served the Authority as Vice Chair in 2011 and as Secretary / Treasurer from 2012 through the expiration of his term October 30, 2017; and,

**WHEREAS** during Mr. Frederickson’s tenure on the Authority, he promoted the work of the Authority, actively participating in the bonding process for Grafton School, Shenandoah University, Lord Fairfax Community College, and United Methodist Senior Housing, as well as the loan process for the Town of Berryville to provide grant funds to aid expansion of Berryville Graphics; and,

**WHEREAS**, he was also involved in the Authority’s development of its mission statement and investment policy, as well as development of the water and sewer subsidy program in conjunction with the Board of Supervisors and the Clarke County Sanitary Authority.

**NOW THEREFORE BE IT RESOLVED**, the Board of Directors of the Industrial Development Authority of the Clarke County Virginia publicly acknowledges his service and expresses appreciation to Mr. Frederickson for his efforts and dedication to the citizens of Clarke County, and;

**BE IT FURTHER RESOLVED** that this resolution of appreciation and recognition of service be entered into the official record of the actions of the Industrial Development Authority of the Clarke County Virginia and that a copy of this action be provided to Mr. Frederickson as a token of the esteem in which he is held by the Authority.



**APPROVED** by the unanimous vote of the Board of Directors for the Industrial Development Authority of the Clarke County Virginia assembled in regular session on the 26th day of October 2017.

**Attest:**

\_\_\_\_\_  
David Juday, Chair

101 Chalmers Court, Suite B  
Berryville, VA 22611

Telephone: [540] 955-5175  
Fax: [540] 955-5180

# **Approval of Minutes**

## **July 27, 2017, Regular Meeting**

*Proposed Motion: I move to approve the minutes of July 27, 2017, as [presented] or [as amended citing specific amendment].*

Industrial Development Authority of the Clarke County Virginia  
Board of Directors  
July 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, July 27, 2017, at 1:00 PM.

Directors Present: Mark Cochran, Brian Ferrell, Allan Frederickson, David Juday, English Koontz,  
Rodney Pierce

Directors Absent: Paul Jones

Board of Supervisors Liaison Absent: David Weiss

County Staff Present: Len Capelli, Lora Walburn

1. Call to Order

At 1:00 pm, Chairman David Juday called the meeting to order.

2. Adoption of Agenda

By consensus, the Board adopted the agenda as presented.

3. Presentation Resolution of Appreciation and Recognition of Service Wayne Armbrust

Wayne Armbrust, former appointed member of the Board of Directors of the Industrial Development Authority, joined the Directors for a presentation of a resolution of appreciation.

Chairman Juday presented the resolution approved by the Authority at its February 2, 2017, meeting. He opined that Mr. Armbrust had been the "heart and soul" of the organization for years.

Wayne Armbrust thanked the Board commenting that it was very considerate and very much appreciated. He stated that he had enjoyed the opportunity to be part of the organization and felt that the Authority had done some positive things during his tenure.

Chairman Juday added that Mr. Armbrust held the purse strings like reins guiding the Authority in the right way.

Rod Pierce shared a story from their days together on the Authority remarking that if he had the money, he would give it to Wayne Armbrust to invest.

Chairman Juday added that for a while the Authority had a safe, highly remunerative investment strategy. He thanked Mr. Armbrust for a great job.

### **Resolution of Appreciation and Recognition of Service Wayne Armbrust**

**WHEREAS** on February 17, 2004, the Clarke County Board of Supervisors first appointed Wayne Armbrust to the Board of Directors for the Industrial Development Authority of the Clarke County Virginia to serve the remainder of the unexpired term of Henry L. Garrett, III; and,

**WHEREAS** Mr. Armbrust served the Authority as Treasurer from 2005 through 2010, Secretary from 2006 through 2010 and Vice Chair from 2011 through 2014; and,

**WHEREAS** during Mr. Armbrust's tenure, he promoted the work of the Authority, actively participating in the sale of lots in the Business Park, the funding processes for Berryville Clarke County Government Center, Grafton School, Shenandoah University, Lord Fairfax Community College, Mary Hardesty House, as well as the Lord Fairfax Small Business Development Center; and,

**WHEREAS** during his tenure, Mr. Armbrust also served the County on the Communications Committee, Board of Equalization, Lord Fairfax Emergency Medical Services Council and Winchester Incubation Regional Enterprise.



**NOW THEREFORE BE IT RESOLVED**, the Board of Directors of the Industrial Development Authority of the Clarke County Virginia publicly acknowledges his service and expresses appreciation to Mr. Armbrust for his efforts and dedication to the citizens of Clarke County, and;

**BE IT FURTHER RESOLVED** that this resolution of gratitude and appreciation be entered into the official record of the actions of the Industrial Development Authority of the Clarke County Virginia and that a copy of this action be provided to Mr. Armbrust as a token of the high regard and esteem in which he is held by the Authority.

**APPROVED** by the unanimous vote of the Board of Directors for the Industrial Development Authority of the Clarke County Virginia assembled in regular session on the 2<sup>nd</sup> day of February 2017.

#### 4. New Business

##### Investment Options Continued Discussion

Chairman Juday informed the Directors that the Investment Subcommittee, Allan Frederickson, English Koontz and he, did not meet with Janice Kuhn, Eagle Investment. He acknowledged that he had not scheduled the meeting and promised that he would schedule the meeting before the scheduled October 26 meeting.

#### 5. Lord Fairfax Community College Small Business Development Corporation Funding Request - FY 2018 \$6,000



Len Capelli reminded that Dale Maza, LFCC SBDC Marketing Counselor, recently provided a presentation to the Authority on Small Business Development Corporation activities. Mr. Capelli recommended continued funding for the organization requested at the same level as FY2017.

**Rod Pierce, seconded by Mark Cochran, moved to approve the \$6,000 funding request as presented. The motion carried as follows:**

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

June 22, 2017

Len Capelli  
Clarke County Economic Development  
101 Chalmers Court, Suite B  
Berryville, VA 22611

Dear Len:

I am writing to thank you for your past support of the Lord Fairfax Small Business Development Center and to ask you for continued support in the amount of \$6,000 from July 1, 2017 through June 30, 2018.

Last year, this funding allowed us to provide 15 one-on-one direct consultations with 15 Berryville and Clarke County small business owners and helped us to provide educational seminars and resources to over 222 small businesses. We are also proud to report that the RISE program winner of \$5000 was a Clarke County small business owner. Your support for 2017 /18 will be used to service existing small businesses and those interested in pre-venture options. Please find a cash grant request attached to this letter.

The Lord Fairfax Small Business Development Center is an entity that returns more dollars to the community and the economy than is extended to it as financial support. We are a generator of revenue and not exclusively a consumer of municipal revenue. These dollars' flow back to the community through sales tax, property tax, and payroll dollars. The service we provide to residents saves them dollars over the alternative of seeking help elsewhere. We are passionate about helping small businesses thrive and we thank you for your collaborative efforts to help make this a reality.

We look forward to our continued collaborative efforts to foster small business success and growth in Berryville and Clarke County.

Respectfully,  
Christine Kriz, Director, Lord Fairfax SBDC

Clarke County Cash Grant Request  
Agency Name: Lord Fairfax Small Business Development Center

Contact Name: Christine Kriz  
 173 Skirmisher Lane  
 Middletown, VA 22645  
 Phone: 540-868-7093  
 Email: ckriz@lfcc.edu

Cash Grant: Amount Requested for FY 17 /18 \$6.000

The Lord Fairfax SBDC provides free, confidential business consulting and educational services via onsite and online programs to the Clarke County and eight additional counties in Virginia. Through the course of the 2016/17 Fiscal Year, the Lord Fairfax SBDC had the opportunity to work one-on-one with 295 clients through our centers within our geographical footprint.

Last year, we provided one-on-one business consultations with 15 direct clients from the Clarke County area totaling over 65 hours in counseling and research. We also updated our website to include direct links to the services you provide in Clarke County for small business owners. We have received feedback that this has been an efficient tool for business owners to locate your services.

Your contribution also helped to fund a six-week program for entrepreneurs in which three Clarke County businesses participated. The winner was a Clarke County business and took home \$5000 cash and an additional \$2500 in free marketing. In addition, there were many others who were helped with a single phone call or quick email for simple business questions.

Your continued GRANT funding would help maintain that figure as well as continue to provide great FREE one-on-one counseling as well as a core group of seminars.

Our total budget is \$320,328.25 which includes in-kind contributions from LFCC and funding support from each of the localities we serve. We are asking for your continued support of \$6000 to help us meet the SBA requirement to raise 50% matching funds.

## 6. Treasurer Report

Allan Frederickson apologized explaining that he was ill prepared for the report advising that he had frequently been out of town this year tending to family matters. He reviewed the Treasurer's Report opining that it was self-explanatory and accounts were in decent shape. He confirmed that the accounts were audited by Robinson Farmer and Cox.

### Fiscal Year End 2017 – June 30, 2017

Checking	\$66,061.93
MMDA	\$ 1,532.00
Brokerage Account	\$35,267.86
Total:	\$67,593.93
Income:	
– Interest MMDA	\$0.40
– Estimated Annual Income Brokerage Account	\$454.42
Total Income:	\$454.82

Expense:	
- Meetings	\$200
- Cashiers Check Fee	\$ 16
Total Expense:	<hr/> \$216

**Mark Cochran, seconded by English Koontz, moved to accept the July 27, 2017, Treasurer's Report. The motion carried as follows:**

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

Rod Pierce inquired about the list of outstanding bond balances and potential income from bond fees. David Juday suggested bond fees added as a breakdown under income.

Chairman Juday requested review on the water and sewer subsidy program at the October meeting.

7. Approval of Minutes

**English Koontz, seconded by Brian Ferrell, moved to approve the April 27, 2017, minutes as presented. The motion carried as follows:**

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

Economic Development Update

Highlights of Len Capell's update include:

- Hydroponic Greenhouse:
  - o Property under consideration had too many rocks making it too expensive to develop.
  - o For disclosure, David Juday stated that he must recuse himself from discussion of hydroponics.
  - o Farm on Parshall Road uses hydroponics to produce vegetables for a non-profit veterans group.

- Farm-based Distilleries: Engaged in conversations with two farmers expressing interest.
- Farm Grants: Will actively pursue inquiries into these programs.
- Fair Booth: Will have a booth at the fair to distribute brochures, maps, and sign up for door prizes will require a name and email address, which will aid in developing an email list.
- Craig’s Sun Decks and Patios: The Directors asked Len Capelli to follow up to determine if this was a relocation or an expansion and to introduce the business to the IDA.
- C2M:
  - Seeking a larger facility.
  - Talks continue to encourage owner to stay in the County.
  - Submit a grant request for \$250,000.
- County-owned warehouse: Mr. Capelli proposes constructing a large warehouse with office space for incubator businesses out front, as well as a training center.
- RV Storage Park: This is a Town economic development effort and Mr. Capelli is not involved.
- Railroad: Contacted the railroad commission about a grant to repair the infrastructure to facilitate bulk transport.

#### Next Meeting

The next meeting is scheduled for Thursday, October 26, 2017, 1:00 pm.

#### 8. Adjournment

At 1:27 pm, **English Koontz, seconded by Mark Cochran, moved to adjourn the meeting. The motion carried as follows:**

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

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



## County of Clarke Industrial Development Authority

First Quarter FY2018 July 1 through September 30, 2017

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### Accounts:

#### Brokerage Eagle Investment Group

Beginning Balance July 1	\$35,267.86
Dividends, Interest and Other Income	94.49
Net Change In Portfolio	<u>-29.13</u>
Ending Balance September 30	\$35,333.22
<i>Estimated Annual Income</i>	\$511.95

#### Bank of Clarke County

Checking Beginning Balance 07-01-2017	\$66,061.93
Income:	
Bond Revenue [Grafton, Inc.]	\$18,322.50
Bond Revenue [LFCC]	<u>\$16,147.00</u>
Total Income:	\$34,469.50
Expense:	
Meeting Attendance	\$550
Small Business Development Center	\$6,000
VACorp	<u>\$1,333</u>
Total Expense:	\$7,883
Checking Ending Balance 09-30-2017	\$92,648.43
MMDA Beginning Balance 07-01-2017	\$1,532.00
Income:	
Interest MMDA	<u>\$0.15</u>
MMDA Ending Balance 09-30-2017	\$1,532.15
Total Public Deposits:	\$94,180.58



## County of Clarke Industrial Development Authority

### **Proposed Motions for the October 26, 2017, Regular Meeting**

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#### **Motion to Accept the Treasurer's Report**

Move to accept the 1<sup>st</sup> Quarter FY2018 Treasurer's Report as [presented or as amended – provide detail].

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#### **Motion to Nominate and Appoint Treasurer to Serve Remainder of 2017**

Move to nominate and appoint, \_\_\_\_\_, to serve as Treasurer for the Industrial Development Authority of the Clarke County, Virginia for the remainder of 2017.

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#### **Motion to Authorize Clerk to Provide Notice to Bank of Clarke County**

Move to authorize Lora B. Walburn, Clerk to the Industrial Development Authority of the Clarke County, Virginia, to send to the Bank of Clarke County notice of appointment of \_\_\_\_\_ to the position of Treasurer with a copy of the draft minutes for the October 26, 2017, Regular Meeting.

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#### **Motion to Authorize Clerk to Request Statements from Bank of Clarke County**

Move to authorize Lora B. Walburn, Clerk to the Industrial Development Authority of the Clarke County, Virginia, to request from the Bank of Clarke County copies of IDA bank statements for July, August, and September 2016 for completion of the FY2017 Audit by Robinson, Farmer, Cox.

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#### **Motion to Reaffirm Direction to Close MMDA Public Fund and Transfer Funds to Checking Account Public Fund Checking Approved by the Authority at its October 27, 2016, Regular Meeting.**

Move to reaffirm direction to the Treasurer to close the MMDA Public Fund and transfer remaining funds to Public Fund Chk.



## County of Clarke Industrial Development Authority Bond Status Update for October 26, 2017

### Closed Bonds

<i>Organization Receiving Bonds</i>	<i>Bond Type</i>	<i>Original Amount</i>	<i>Date Closed</i>
Powhatan School	Educational Facility Revenue Bond Series 2002	\$3,500,000	2/11/2010
Winchester Medical Center, Inc.	Hospital Facility Revenue Bond Series 2000; <i>Refinanced thru Econ Dev Authority of Winchester 12/2013</i>	\$70,000,000	12/31/2013
Heritage Child Development Center, Inc.	Refunding Revenue Bond	\$450,000	6/30/2014
Mary Hardesty United Methodist Housing, LP	Multifamily Housing Revenue Bond Series 2014; <i>Bonds Approved – Project Dropped Bonds Not Issued</i>	\$4,300,000	8/25/2017
	Total Closed:	\$78,250,000	

### Outstanding Bonds

<i>Organization Receiving Bonds</i>	<i>Bond Type</i>	<i>Date Issued / Resolution</i>	<i>Original Amount</i>	<i>Outstanding Amount</i>
BCCGC County of Clarke	Lease Revenue Bond	5/16/2007	\$4,822,000	\$4,167,233
BCCGC Town of Berryville	Lease Revenue Bond	5/16/2007	\$2,327,000	\$2,117,968
Grafton School, Inc.	Tax-exempt Educational Facilities Revenue Refunding Bonds Series 2010	5/1/2010; 12/3/2010	\$9,225,000	\$5,305,000
Lord Fairfax Community College Educational Foundation, Inc.	Educational Facilities Revenue Bond Series 2012A [Tax-exempt]	11/14/2012; 12/28/2012	\$8,400,000	\$7,714,039
Shenandoah University Project	Educational Facilities Revenue Bonds, Series 2011	12/27/2011	\$7,815,000	\$7,815,000
			\$32,589,000	\$27,119,240

We had an inquiry regarding pick your own fruit and vegetable farms for a publication this fall. I wrote up Mackintosh Fruit Farm and Wayside Family Fun Farm for their pumpkins. Mackintosh Fruit Farm was chosen and we sent pictures and additional information. They will be featured in a camping magazine later this fall. We also included Watermelon Park as a local camping attraction. The initial inquiry came from the Virginia Tourism Corporation in conjunction with a help a writer web site.

I attended the Shenandoah Valley Work Force Development meeting yesterday as an alternate. There were several interesting presentations and they discussed one study that had been done by a graduate student. The result of the study made some points that should have been obvious but were not, and quite honestly, we are guilty of some of the same issues here in Clarke County. One of the biggest issues is that individuals are recruited for and put in positions of responsibility on boards without having a good mentoring program to allow them to really understand the responsibilities of the board and their duties on the board. It was found that boards were much more successful if there was a good description of the function of the board and the board members clearly understood their role and responsibilities.

The Governor's office has announced, that C2m and Chris Hanson the President were nominated to participate in the VEDP Gardening Program by me and they were chosen as one of the participants. This initiative is geared towards second stage companies that are in the process of expanding. They will receive money and counseling to improve marketing and to help establish new markets outside of Virginia. There were seven companies selected in the State.

The link below is a result of our responding to a request by a travel writer for information on pick your own fruit farms. I had also proposed Wayside Fun Farm and I think that caused confusion on the part of the writer. C2m and their president Chris Hansen were chosen by VEDP for their new economic gardening initiative. We have received several requests for information regarding industrial and warehouse space in the county, however we have limited options.

<http://blog.koa.com/pick-your-own-farms-to-visit/>

I recently attended the Governor's Summit on rural Prosperity. There were a number of excellent speakers on a variety of topics. Much of the information was not relative to Clarke County but was good as comparable background material. The new approach by VEDP is assigning regional teams to support the various regions throughout the state. I had a lengthy discussion with Stephen Moret the President and CEO of VEDP and urged him to visit Clarke County because while we are in the Shenandoah Region, we have little in common with our local neighbors. I pointed out the Frederick County and Warren County have considerable office, industrial and warehouse installations. Page County and Shenandoah County have various tourist attractions that provide considerable taxable income to support their tourism and economic development efforts. He appreciated the overview and we are working on a date in Early December when he will visit and have a tour of the County which should position us better in the future to have VEDP looking for appropriate businesses to fit our requirements profile.



I also spoke to the Governor and Secretary Gooden and when they asked what we were working on, I mentioned the large hydroponic lettuce farm that we are talking to. They both thought that it would be good for Clarke County because of the investment and the new jobs.

As an aside, while having lunch in a local restaurant where I had just delivered a stack of the new Shenandoah Spirits Trail Map, the owner passed out 4 of the maps to customers that were asking about local wineries in Clarke County.

I had a meeting with Christine Kriz of the Lord Fairfax SBDC and Ryan Clouse of Farm Credit. We discussed how to help local farmers with financing options and with business plan and grant request writing. Both are going to assist in a presentation to local farmers in early 2018. Farm Credit has also worked extensively with agribusinesses and agritourism including farm based breweries and distilleries. They are both in contact with a local farm that is looking at starting a farm based distillery in Clarke County.

I also attended meetings with the Shenandoah Valley Tourism Partnership and the Shenandoah Spirits Trail. Both are moving ahead with advertising and marketing initiatives that will benefit Clarke County. A speaker at the SVTP meeting was Mindy Bianca who has a public relations company. Mindy was the PR person that placed the article about Mackintosh Fruit Farm that was published on the web. She will be coming to Clarke County in early December to get a better feel for our assets and how best to promote the County.

I have had continued conversation with VTFGlobal and will continue to answer questions and work with appropriate State agencies regarding this potential new agricultural business in Clarke County.

I am planning on attending an agritourism seminar that is free in Maryland October 25th. IT should provide some additional insight on how best to present to and attract agritourism and agribusiness for Clarke County.

I have an associate, Tom Borg who specializes in helping small business to hire and retain employees as well as to help train employees to be more service oriented. He has a series of digital podcasts and books on his web site. We had a long conversation, about how these might help the Berryville Main Street and local Clarke County Businesses. Tom put together special package price for what he felt would be a good basic course and follow up. I have copies of the proposal for your perusal.

We continue to have good response to postings on Facebook and are continuing to attract users to both of our web sites. The tourism web site and Facebook page get considerable more views and use.

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## Investment Options Discussion



**Clarke County Planning Department**  
**101 Chalmers Court, Suite B**  
**Berryville, Virginia 22611**  
**(540) 955-5132**

**TO: Board of Supervisors**

**FROM: Brandon Stidham**

**SUBJECT: Proposed Waterloo Area Water and Sewer Availability Fee Subsidy Program**

**DATE: June 11, 2013**

Enclosed for your consideration are two documents pertaining to the proposed Waterloo Area Water and Sewer Availability Fee Subsidy Program. The program was developed at the request of the Board of Supervisors through a cooperative effort between the Industrial Development Authority (IDA) and Clarke County Sanitary Authority (CCSA). The CCSA voted to recommend adoption of the program at their meeting on May 21, 2013, and the IDA voted to recommend adoption at their meeting on May 29, 2013.

As requested by the Board in a June 2012 letter to the IDA, the goal of this program is to assist businesses to locate in the Waterloo area that may be hesitant or unable to do so as a result of the current water and sewer availability fees. Availability fees are typically paid up front by a developer or business owner to secure the water and sewer capacity that the new or expanding business is projected to generate. Under the fee subsidy program, the CCSA agrees to spread out the availability fee payment over a three year period and the IDA agrees to reimburse the CCSA for the amount of the fee that is to be subsidized. Funding to be recouped by the County is based upon the projected tax revenue that would be generated during the program term by the business. The Board of Supervisors' role is to provide funding for the provided subsidies. The attached Memorandum of Understanding (MOU) outlines the roles and responsibilities of the IDA, CCSA, and Board of Supervisors in detail under this program.

The IDA would be responsible for reviewing and acting on fee subsidy applications. The list of materials to be provided with each application is included in the MOU document, and a draft Agreement between the IDA and business owner is enclosed for your reference. A nonrefundable application fee of 1% of the requested subsidy is included. To help ensure that viable applications are submitted, Staff has recommended establishing a pre-application meeting process that will enable IDA, CCSA, and Staff to provide preliminary feedback to business owners on their potential applications.

Staff will be in attendance at your June 18 meeting to answer any questions that you may have on this program. Staff is recommending that the Board take action to adopt the availability fee subsidy program at this meeting. Please do not hesitate to contact me if you have any questions or concerns in advance of the meeting.

**WATERLOO AREA WATER AND SEWER  
AVAILABILITY FEE SUBSIDY PROGRAM  
MEMORANDUM OF UNDERSTANDING BETWEEN THE  
CLARKE COUNTY SANITARY AUTHORITY, INDUSTRIAL DEVELOPMENT  
AUTHORITY, AND BOARD OF SUPERVISORS**

**WHEREAS**, the Clarke County Sanitary Authority (“CCSA”), the Clarke County Industrial Development Authority (“IDA”), and the Clarke County Board of Supervisors (“Board”) recognize the need to encourage economic development in designated growth areas; and

**WHEREAS**, the Waterloo area has been designated in the County’s Comprehensive Plan as a growth area for business due to its location at the intersection of two primary highways (U.S. Routes 340 and 50/17); and

**WHEREAS**, the Board and the CCSA were successful in extending public water and public sewer to the Waterloo area to foster and support economic development and growth; and

**WHEREAS**, the cost to purchase capacity in the water and sewer systems may be considered cost prohibitive to some businesses that might seek to locate in Waterloo; and

**WHEREAS**, businesses seek to minimize upfront costs when opening or expanding a business.

**NOW, THEREFORE**, the CCSA, IDA, and Board agree as follows:

1. The parties hereto agree to establish a water and sewer availability fee subsidy program for the Waterloo area. A subsidy to a business owner (“Owner”) shall not exceed the amount of the water and sewer availability fee for the business or the amount of local tax revenues expected to be generated by the business at the proposed location, whichever is less.

2. An Owner shall apply to the IDA for a subsidy. The application shall include the following:

A. The amount of the subsidy requested.

B. A financial statement of the Owner. In the case of a closely held corporation, partnership, or limited liability company, financial statements shall be filed for each owner of the entity holding an ownership interest of 10% or more.

C. Itemized listing of the local tax revenues that the Owner expects to generate during the contractual period to offset the subsidy amount. The business Owner shall provide detailed documentation to support the tax revenue projections.

D. A description/business plan of the business to be operated.

E. Projected timetable for construction and for commencement of business operations.

F. An Application Fee equal to one percent (1%) of the total subsidy requested, plus an Administrative Fee, in an amount established by the IDA, to cover the administrative costs of the IDA, including, without limitation, legal fees and recording costs.

3. Prior to review of an application by the IDA, an Owner shall participate in a pre-application meeting with County staff and/or representatives from the IDA and CCSA to receive initial feedback on the application and to develop a draft payment schedule.

4. The IDA shall review and act upon the application. The IDA may deny the application if it finds, in its sole discretion, that the Owner does not have sufficient financial strength to meet its financial commitments under the program or that the local tax revenue projections of the Owner are not reasonably realistic. The IDA may approve a subsidy for an amount less than requested by the Owner.

5. Upon approval of an application, the IDA shall enter into an Agreement with the Owner, the form of the Agreement to be in general conformity with the form of Agreement attached hereto as Exhibit A.

6. The IDA and CCSA may require a letter of credit or other form of surety for the Owner's obligations under the Agreement, if deemed warranted by the IDA based upon its review of the financial information submitted by Owner.

7. The IDA shall be responsible for enforcing the repayment ("clawback") provisions of the Agreement.

8. The Board shall fund the IDA for subsidies to be paid out under an Agreement. Each year, for the term of the Agreement, the Board shall pay to the IDA funds equal to the new local tax revenues paid by the Owner. The payments to the IDA shall be made after each year's tax payments are received by the County from the Owner. In no event shall the amount paid by the Board to the IDA exceed the total amount of the subsidy.

9. If the IDA does not have enough funds to cover the upfront costs of a subsidy, the IDA may request additional funds from the Board needed to support the subsidy. Generally, the Board will ensure that the IDA is given the funds needed to support the program based on assurances given by the IDA that such funds will be returned to the Board if they are not needed for other applicants in the future. However, the Board has the right to deny additional funding requests from the IDA due to a lack of available funds in a given budget year. The IDA is under no obligation to provide a subsidy if the funds are not available.

10. Upon receipt of an executed Agreement between the Owner and the IDA, the CCSA agrees to spread out the water and sewer availability fee for the Owner over the term of the Agreement (up to 3 years), to be set forth in a written payment schedule (the "Owner's payment schedule"). The IDA agrees to reimburse the CCSA for the subsidized amount of the

availability fee according to a written payment schedule (the “IDA payment schedule”). The Owner’s payment schedule shall be provided to the Board, the IDA, and the Owner within 30 days of request from the IDA.

11. The IDA will pay the CCSA each year the portion of the availability fee due for that year under the payment schedule for the business, but not to exceed the total amount of the subsidy for that business, in accordance with the IDA payment schedule.

12. This MOU shall be automatically renewed on an annual basis unless termination is requested by any of the parties. Any party shall have a right to terminate this MOU by providing 60-day advance written notice to the other parties. If this MOU is terminated, any businesses currently served by the subsidy program under an executed Agreement with the IDA shall continue to be served by the program per the Agreement terms.

CLARKE COUNTY SANITARY AUTHORITY

Date: \_\_\_\_\_

By: \_\_\_\_\_

\_\_\_\_\_  
Ian R. Williams, Chairman

CLARKE COUNTY INDUSTRIAL  
DEVELOPMENT AUTHORITY

Date: \_\_\_\_\_

By: \_\_\_\_\_

\_\_\_\_\_  
David Juday, Chairman

CLARKE COUNTY BOARD OF SUPERVISORS

Date: \_\_\_\_\_

By: \_\_\_\_\_

J. Michael Hobert, Chairman

**AGREEMENT FOR  
WATER AND SEWER AVAILABILITY FEE SUBSIDY**

This Agreement, dated the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, is by and between the Clarke County Industrial Authority (“IDA”) and \_\_\_\_\_ (“Owner”).

**WHEREAS**, the IDA, the Clarke County Board of Supervisors (“Board”) and the Clarke County Sanitary Authority (“CCSA”) have established a water and sewer availability fee subsidy program for businesses seeking to locate in the Waterloo area of Clarke County; and

**WHEREAS**, Owner desires to locate a business for \_\_\_\_\_ (describe business) in the Waterloo area; and

**WHEREAS**, Owner has applied for and been approved by the IDA for a subsidy; and

**WHEREAS**, the CCSA has established the availability fee for the Owner’s project subject to the CCSA’s standards and regulations; and

**WHEREAS**, the IDA and Owner desire to enter into this Agreement regarding the subsidy.

**NOW, THEREFORE**, the IDA and Owner agree as follows:

1. **Subsidy:** The CCSA has established that the water and sewer availability fee for Owner’s business is \$ \_\_\_\_\_. The IDA has approved a subsidy in the amount of \$ \_\_\_\_\_.

2. **Agreement Term:** The term of this Agreement shall be from the date of full execution hereof to thirty (30) days after the due date of the sixth (6<sup>th</sup>) semi-annual real estate tax bill issued to Owner following the issuance of a certificate of occupancy for the business, or as otherwise agreed to by the IDA and Owner (“Agreement Term”).

3. **Availability Fee Payment Schedules:** The CCSA has approved the Owner’s payment schedule for the unsubsidized portion of the availability fee as follows:

\$ \_\_\_\_\_ on or before \_\_\_\_\_, \_\_\_\_\_, 20\_\_\_\_  
\$ \_\_\_\_\_ on or before \_\_\_\_\_, \_\_\_\_\_, 20\_\_\_\_  
\$ \_\_\_\_\_ on or before \_\_\_\_\_, \_\_\_\_\_, 20\_\_\_\_

The IDA agrees to repay the subsidized amount of the availability fee to the CCSA as follows:

\$ \_\_\_\_\_ on or before \_\_\_\_\_, \_\_\_\_\_, 20\_\_\_\_  
\$ \_\_\_\_\_ on or before \_\_\_\_\_, \_\_\_\_\_, 20\_\_\_\_  
\$ \_\_\_\_\_ on or before \_\_\_\_\_, \_\_\_\_\_, 20\_\_\_\_

4. Payment of Availability Fee: The IDA agrees to pay the availability fee to the CCSA per the schedule above, up to the total amount of the requested subsidy. Owner shall be responsible for payment to the CCSA of any portion of the availability fee not covered by the subsidy.

5. Subsidy Reimbursement: Owner agrees to reimburse the IDA for the subsidy paid by the IDA in the form of cash, local tax revenues generated during the Agreement term, or a combination of both sources. The IDA agrees that local taxes paid by the Owner during the Agreement Term shall be applied as a credit to the Owner on the reimbursement obligation. The IDA agrees to use tax payments received from [DATE] to [DATE] in order to determine revenues to be credited towards payments. The Owner projects that [\$X] of local tax revenues will be generated during the Agreement Term.

6. Timetable: Owner's project timetable is to commence construction within \_\_\_\_\_ (\_\_\_\_) days of the date of this Agreement, and to obtain a certificate of occupancy and commence operation of the business within \_\_\_\_\_ (\_\_\_\_) days of the date of this Agreement. If Owner does not obtain a certificate of occupancy and commence operation of the business within said time period, this Agreement shall terminate, unless an extension in the time period is approved by the IDA.

7. Assignment: This Agreement may be assigned to a purchaser of the business during the Agreement Term upon approval thereof by the IDA.

8. Not Other Approvals: The Owner acknowledges that this Agreement does not constitute any regional land use, zoning, or other governmental approval, nor does it indicate, expressly or impliedly, that such approvals will be given.

9. Repayment by Owner: The Owner shall pay to the IDA, within thirty (30) days of the end of the Agreement Term, any portion of the subsidy reimbursement of the Owner, as set forth in paragraph 5, above, which has not been paid within the Agreement Term. In the event Owner fails to make such repayment when due, interest at \_\_\_\_\_ percent (\_\_\_\_%) per annum shall apply to the unpaid amount until paid, and Owner agrees to pay all costs and expenses, including, without limitation, reasonable attorney's fees, incurred by the IDA in enforcing the terms of this Agreement.

10. Entire Agreement: This Agreement constitutes the entire agreement between the parties and may not be amended except by written instruments executed by each of the parties.

11. Construction of Agreement: This Agreement shall be construed and interpreted according to the laws of the Commonwealth of Virginia.

12. Venue: Venue for any litigation arising out of this Agreement shall lie only in the Circuit Court for the County of Clarke, Virginia.

13. Parties Bound: This Agreement shall inure to the benefit of and be binding upon the parties hereto and their respective heirs, personal representatives, successors, and assigns.



14. Notice: All notices, demands, or other communications that may be necessary or proper hereunder shall be deemed duly given if personally delivered, or when sent by U.S. first class mail or by overnight courier service, such as Federal Express, UPS, or Airborne, addressed respectively as follows:

If to IDA:

Clarke County Industrial Development Authority

Attn: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If to Owner:

\_\_\_\_\_  
Attn: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

CLARKE COUNTY INDUSTRIAL  
DEVELOPMENT AUTHORITY

Date: \_\_\_\_\_

By: \_\_\_\_\_  
\_\_\_\_\_, \_\_\_\_\_

Date: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_, Owner

or

Date: \_\_\_\_\_

\_\_\_\_\_  
(name of entity) \_\_\_\_\_, Owner  
By: \_\_\_\_\_  
\_\_\_\_\_, \_\_\_\_\_

# Clarke County Board of Supervisors



**Berryville Voting District**  
**J. Michael Hobert – Chair**  
(540) 955-4141

**Millwood Voting District**  
**John R. Staelin**  
(540) 837-1903

**White Post Voting District**  
**Bev McKay**  
(540) 837-1331

**Buckmarsh Voting District**  
**David S. Weiss –Vice Chair**  
(540) 955-2151

**Russell Voting District**  
**Barbara J. Byrd**  
(540) 955-1215

**County Administrator**  
**David L. Ash**  
(540) 955-5175

June 11, 2012

## Memorandum to Clarke County Industrial Development Authority

To: David Juday, Chair  
Wayne Armbrust, Vice Chair  
Mark Cochran  
Allan Frederickson  
Paul Jones  
Rodney Pierce  
John Staelin  
Jesse Russell, Staff

Copy: Sanitary Authority  
Ian Williams, Chair  
Alexander McKay-Smith, Vice Chair  
Harry C. Jones  
Joseph Myer  
A.R. Dunning, Jr.  
Michael Legge, Staff

From: Michael Hobert 

Gentlemen:

The Clarke County Board of Supervisors requests your assistance in creating a program to reach out to and motivate businesses which may be interested in locating in Clarke County, particularly those which might locate in the Waterloo area and be served by the Clarke County Sanitary Authority.

A small waste water treatment program like the one operated by our Sanitary Authority costs considerably more proportionately than a larger system and connection fees can be a significant initial expense to a business. Consequently, we believe these fees may be a limiting factor to the startup or relocation of a business in the Waterloo area.

The Board is requesting you work with staff to create a designed incentive package that can be offered to new business prospects or to existing businesses that seek to expand in the Waterloo area, especially those that can contribute the greatest tax revenue and net employment gain to the community. This package could include rate subsidies, low interest loans, and tax abatements but does not have to be limited to these options.

To ensure that the County benefits from the anticipated revenue and employment gains, consideration should be given to "claw back" provisions in the event the business receiving incentives does not meet its commitments. The proposal is intended to attract businesses that might not otherwise be inclined to consider the Waterloo location. If the designed incentive package is ultimately approved, we would work with owners and developers in the area, as well as realtors, through the County's website and other media, to prompt businesses to consider this location and to take advantage of the offered incentives.

We recognize that in order for an effort of this nature to be successful, funds will have to be allocated by way of grants or loans to reduce the impact of the hook-up or connection fees.

[www.clarkecounty.gov](http://www.clarkecounty.gov)

101 Chalmers Court, Suite B  
Berryville, VA 22611

Telephone: [540] 955-5175

Be assured that we are willing to support you in this endeavor. We believe partnering with you in this undertaking can result in the creation of a defined incentive package which will hopefully attract new business and maximize the plant usage for the Sanitary Authority.

We look forward to working with you in this effort.

## Sanitary Authority Information - Rates and Fees

### Rates and Fees

#### Schedule A - Usage Charges, Effective July 2011 Billing

<u>TABLE I</u>	<u>Unit</u>	<u>Rate</u>
Water	1,000 gallons and/or fraction thereof	\$8.77

<u>TABLE II</u>	<u>Unit</u>	<u>Rate</u>
Residential Sewer Base Charge	5,000 gallons/month	\$44.76
Residential Sewer Surcharge	1,000 gallons and/or fraction thereof	\$9.87
Commercial Sewer Base Charge	7,000 gallons/month	\$78.99
Commercial Sewer Surcharge	1,000 gallons and/or fraction thereof	\$9.87

\*Note: The CCSA currently bills customers every two months. The sewer base charges seen above are monthly base charges.

#### Schedule B - Availability and Meter Fees, Effective July 1, 2006

A single family dwelling, town-home, or apartment shall be assessed a Water Availability Fee of \$13,800 per unit and a Sewer Availability Fee of \$16,200.00 per unit. Duplexes shall be assessed a water availability fee of \$27,600.00 and a sewer availability fee of \$32,400.00. Multi-family units shall be assessed a water availability fee of \$13,800.00 per unit and a sewer availability fee of \$16,200.00 per unit. All other commercial, industrial and mixed-use users shall be assessed a fee based upon the Projected Average Daily Flow in gallons per day (gpd) in accordance with the schedule below. All flow projections shall be computed in accordance with the Virginia Department of Health Waterworks Regulations (12VAC5-590-690). Average daily flow and peak hourly flow calculations shall be provided to the Clarke County Sanitary Authority for review.

<u>Projected Average Daily Flow (gpd)</u>	<u>Water Availability Fee</u>	<u>Projected Average Daily Flow (gpd)</u>	<u>Sewer Availability Fee</u>
1 to 375	\$20,700.00	1 to 300	\$24,300.00
376 to 500	\$27,600.00	301 to 400	\$32,400.00
501 to 625	\$34,500.00	401 to 500	\$40,500.00
626 to 750	\$41,400.00	501 to 600	\$48,600.00
751 to 875	\$48,300.00	601 to 700	\$56,700.00
876 to 1000	\$55,200.00	701 to 800	\$64,800.00
1,001 to 1,250	\$69,000.00	801 to 1,000	\$81,000.00
1,251 to 1,500	\$82,800.00	1,001 to 1,200	\$97,200.00
1,501 to 1,750	\$96,600.00	1,201 to 1,400	\$113,400.00
1,751 to 2,000	\$110,400.00	1,401 to 1,600	\$129,600.00
2,001 to 2,250	\$124,200.00	1,601 to 1,800	\$145,800.00
2,251 to 2,500	\$138,000.00	1,801 to 2,000	\$162,000.00
2,501 to 3,125	\$172,500.00	2,001 to 2,500	\$202,500.00
3,126 to 3,750	\$207,000.00	2,501 to 3,000	\$243,000.00
3,751 to 5,000	\$276,000.00	3,001 to 4,000	\$324,000.00
5,001 to 6,250	\$345,000.00	4,001 to 5,000	\$405,000.00
6,251 to 7,500	\$414,000.00	5,001 to 6,000	\$486,000.00
7,501 to 8,750	\$483,000.00	6,001 to 7,000	\$567,000.00
8,751 to 10,000	\$552,000.00	7,001 to 8,000	\$648,000.00
10,001 to 12,500	\$690,000.00	8,001 to 10,000	\$810,000.00
12,501 to 15,000	\$828,000.00	10,001 to 12,000	\$972,000.00
15,001 to 17,500	\$966,000.00	12,001 to 14,000	\$1,134,000.00
17,501 to 20,000	\$1,104,000.00	14,001 to 16,000	\$1,296,000.00

20,001 to 22,500	\$1,242,000.00	16,001 to 18,000	\$1,458,000.00
22,501 to 25,000	\$1,380,000.00	18,001 to 20,000	\$1,620,000.00
		20,001 to 22,500	\$1,822,500.00
		22,501 to 25,000	\$2,025,000.00

Water Meter Fees:

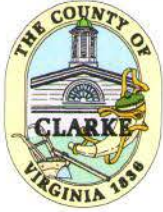
**Meter Size Meter Fee**

5/8"	\$200
¾"	\$250
1"	\$300
1.5"	\$500
2"	\$700
> 2"	Custom calculation

Schedule C - Miscellaneous Charges

<u>Type</u>	<u>Rate</u>
New Connection Account Fee	\$75 for each sewer and water connection
New Customer Account Fee	\$75 for water and/or sewer
Transfer Account Charge	\$75 for water and/or sewer
Administrative-Processing Termination Fee (charged when termination notice is sent, even if service is not actually terminated)	\$25
Termination Fee (charged when termination is scheduled or completed)	\$50
Meter Test	\$50
Returned Check Fee	\$25
Fire Hydrant Fee	\$50 annually
Sprinkler Fee	\$50 annually
Fire Flow Test	\$50
Late Fee	\$10 or 10% of past due amount, whichever is greater
Service to Customer Lines	Actual cost to Authority, plus 10% of that cost
Engineering & Inspection Service	Actual cost to Authority, plus 10% of that cost
Grinder Pump Obstruction Fee	No less than \$250 and no greater than \$500 to cover all costs associated with repairing the grinder pump

# Clarke County Board of Supervisors



**Berryville Voting District**  
Mary L.C. Daniel  
(540) 955-1971

**Millwood Voting District**  
Terri T. Catlett  
(540) 837-2328

**White Post Voting District**  
Bev B. McKay – Vice Chair  
(540) 837-1331

**Buckmarsh Voting District**  
David S. Weiss – Chair  
(540) 955-2151

**Russell Voting District**  
Barbara J. Byrd  
(540) 955-1215

**County Administrator**  
David L. Ash  
(540) 955-5175

October 28, 2016

Chauntele D. Taylor  
AFID Compliance Coordinator  
Virginia Department of Agriculture and Consumer Services  
Agriculture and Forestry Development Services  
102 Governor Street  
Richmond, Virginia 23219

RE: AFID 029-1451

Chauntele,

On behalf of Clarke County Virginia, I am writing to notify you that Handsome Brook Farm will not be going ahead with the investment in Clarke County at this time.

There are several factors that when taken collectively, made this a difficult but necessary decision for the Company. Commodity egg market conditions are generally considered the worst in over thirty years; while Handsome Brook Farm is a specialty egg producer, present market conditions have placed tremendous pressure on the specialty egg market, in general, and is negatively impacting sales and margins. Handsome Brook Farm is presently party to two ongoing legal proceedings, serving as Plaintiff in the first action and Defendant in the other. Despite being confident in their position in both proceedings, these matters present a considerable strain on the time, financial resources, and availability of management. Finally, the Company's Chief Operating Officer has taken a leave of absence to support his three-year-old son in his battle with Leukemia. This is the most unfortunate factor for obvious reasons, but leaves Handsome Brook without a project leader to oversee an undertaking of considerable magnitude in both scope and capital investment.

A check in the amount of \$200,000.00 is being sent under separate cover to the State Treasurers Office as directed.

If you have any questions or require additional information, do not hesitate to contact me.

A handwritten signature in black ink, appearing to read "Len Capelli".

Len Capelli  
Director of Economic Development and Tourism Clarke County VA.

[www.clarkecounty.gov](http://www.clarkecounty.gov)

101 Chalmers Court, Suite B  
Berryville, VA 22611

Telephone: [540] 955-5175



## **Set Date of 2018 Organizational Meeting - 4th Thursday, January 25, 2018**

*Proposed Motion: I move to approve the set the 2018 Organizational Meeting of the Industrial Development Authority for Thursday, January 25, 2018, at 1 pm [other date and time if selected in Meeting Room AB of the Berryville Clarke County Government Center or].*

# **Adjournment**

## **Supporting Material:**

- ✓ EDAC Minutes for July 19, 2017
- ✓ EDAC Minutes for September 20, 2017
- ✓ IDA Web Page from County Website Counter
- ✓ Follow-up Items

Clarke County Economic Development Advisory Committee  
July 19, 2017 Minutes

A meeting of the Economic Development Advisory Committee (EDAC) held in the Berryville/Clarke County Government Center, Berryville, Virginia, on Wednesday, July 19, 2017, at 1:00 PM.

Board: Jim Barb, Bryan Conrad, Christy Dunkle, Christina Kraybill, John Milleson, Elizabeth "Betsy" Pritchard, David Weiss

Absent: Eric Meyer

Staff: Lora B. Walburn

1. Call to Order

At 1:00 pm, Chairman John Milleson called the meeting to order.

2. Adoption of Agenda

Christina Kraybill requested addition of presentation by Berryville Main Street and discussion.

**Christy Dunkle, seconded by Jim Barb, moved to adopt the agenda as amended. The motion carried by the following vote:**

Jim Barb	-	Aye
Bryan Conrad	-	Absent
Christy Dunkle	-	Aye
Christina Kraybill	-	Aye
John Milleson	-	Aye
Eric Myer	-	Absent
Elizabeth "Betsy" Pritchard	-	Aye
David Weiss	-	Aye

3. Approval of Minutes

**Christie Dunkle, seconded by Jim Barb, moved to approve the June 21, 2017, minutes as presented. The motion carried as follows:**

Jim Barb	-	Aye
Bryan Conrad	-	Absent

Approved 09/20/2017

Christy Dunkle	-	Aye
Christina Kraybill	-	Aye
John Milleson	-	Aye
Eric Myer	-	Absent
Elizabeth "Betsy" Pritchard	-	Aye
David Weiss	-	Aye

At 1:11 pm, Bryan Conrad joined the meeting.

#### 4. Presentations

##### A. CCPS Career and Technical Education – Annual Report by Robina Rich Bouffault, Chair

Robina Rich Bouffault, Chair and Secretary – CCPS Career and Technical Education, presented the CTE's annual report. Highlights include:

- School Superintendent Chuck Bishop is supportive of the CTE program.
- CTE Committee reorganized in fall 2014.
- Seeing an increase in student participation.
- CTE encompasses agriculture, technology, art, marketing, carpentry, etc.
- Credentialing: if in high school, in order to complete a standard diploma [not an advanced diploma], a student must be credentialed in at least one CTE course.
- Problems:
  - Decline in high school population.
  - Current administration working to develop a coherent high school program for all students in hopes of attracting some of the approximately six hundred students in the County that are not attending the local public school division.
  - Career and technical education is at the top of the Virginia Department of Education's list for 2017.
  - Kiplinger magazine annually publishes the best jobs without a college degree and for last year: commercial pilot, electrical power line, services sales representative, plumber, aircraft assemblers, industrial machinists, mechanics, machine tool programmers, computer-user support specialist, mechanical insulators, electrical, construction.
- How can EDAC help?
  - Consider funding educational access in the FY2019 budget.
    - Broadband Implementation Committee is developing Clarke Connect.org.
    - KAJEET, an educational wireless group that believes students on free or reduced lunches may not be able to afford broadband or computers, provides access to

educational channels. The Education Foundation is funding cellular wireless, leased at \$20 a month that will allow students access at home.

- Approximately 12% to 14% of students lacking internet.
- Superintendent Bishop is currently conducting a survey of student access.
- Promote fiber optic availability.
  - Shentel has a fiber optic line running north to south along Route 340 branching off on Route 7 covering the Towns of Boyce and Berryville.
  - The Schools and government buildings are already connected.
  - Shentel is amenable to working with businesses in the County.

#### B. Berryville Main Street Presentation

Mary Jo Pellerito, Market Analyst, Berryville Main Street Economic Vitality Committee, joined the Committee to review the Regional Marketing Analysis and Market Profile for Berryville's Convenience-Driven Economy contained in the July 19 packet.

- Report is a market analysis looking at characteristics of person living in Clarke County and trying to figure the geographic areas that make sense to focus on – the people most likely to come to the County to shop, what they buy, and what would they be interested in buying.
- Report identifies characteristics and interests of suburban, rural, and semi-rural residents.
- Report provides 2015 Census data identifying population location, age groups, household, etc. to aid in developing niche markets.
- Christy Dunkle suggested the BMS seek information on what is trending on internet markets.
- BMS is considering a survey to aid in identifying shopping trends.
- High-speed internet hub:
  - The study did not specifically look at creation of a hub where citizens can access high-speed internet.
  - The Library provides free high-speed internet access but limits the time on its computers. Some citizens access in the Government Center atrium outside the library.
  - BMS may wish to explore further.

#### 5. Real Estate Planning Seminar - Continued Discussion

- NSVRC is working with Virginia Housing and other agencies on development of a regional housing market analysis that is anticipated to be available in January 2018.
- David Weiss informed the Committee that the Board of Supervisors needs at least 30 days to review funding.

Approved 09/20/2017

- Christie Dunkle emphasized the need for a consistent data source.

#### Miscellaneous Information

##### Economic Development and Tourism Booth at the 2017 Clarke County Fair

- Seeking volunteers to staff the booth between 5 pm to 8 pm daily.
- Betsy Pritchard will set up the booth on Sunday.
- Ordered a table throw and a banner.
- Planning on prize drawings to aid in the email list development.
- Will distribute information on the Appalachian Trail, Artisan Trail, etc.

##### Economic Development Director Update:

- C2M nominated for a gardening pilot project - only seven nominations throughout the state.
- Aiding a local HVAC company, Fire and Ice, search for new space.
- A local farmer interested in starting a distillery met with Economic Development, as well as the Planning Department.
- Next Monday, Mr. Capelli will be attending an economic development meeting at the airport near Weyers Cave and will also attend a focus group in the afternoon.

##### Virginia Association of Counties Announcement by David Weiss

- On August 10, VACo Region 6 will conduct its annual meeting in Clarke County.
- The Board of Supervisors will host the event.

##### Christie Dunkle Update:

- Travel Writers:
  - Working with Justin Kerns, Winchester Frederick Convention Visitors Bureau, on travel writers visit to the area.
  - Travel writers visiting Clarke and Berryville Wednesday afternoon.
  - This is under the auspices of the Artisan Trail.
  - Blandy Experimental Farm is the first scheduled location followed by downtown Berryville and Rosemont.
- Facebook Sponsorship:
  - Received inquiries from local business about Facebook sponsorship that Clarke County Tourism is providing.

Approved 09/20/2017

- Mr. Capelli provided the following:
  - Businesses must contact him and ask him to like their page.
  - He will promote anyone that is interested.
  - Most times when he “boosts” he pays for it out of his own pocket.
  - Boosting has been arbitrary and does not require sign up.
  - No official program is offered.
  - Often reposts information for Cochran Lumber.
  - Reposted LFCC posts but these were free.
  - He has boosted business because he believed it to be in the best interest of the County because it was an interesting article. Examples: Rosemont and the Tea Room being in the top ten tea rooms in Virginia. He explained that he did not do this so much for the business but for the economic impact to Clarke County.
- David Weiss reiterated that businesses are asking if the County boosts / pays to put them on Facebook under the auspices of Clarke County Tourism. He requested follow up on creation of a policy on boosting.
- Misspelling of Business on website: Len Capelli stated that the County did not misspell business but rather the word business is misspelled in a link.

## 6. Next Meeting

The next meeting is scheduled for Wednesday, September 20, 2017.

## 7. Adjournment

Being no further business, Chairman Milleson adjourned the meeting at 2:05 pm.

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Minutes recorded and transcribed by Lora B. Walburn



Clarke County Economic Development Advisory Committee  
September 20, 2017 Minutes

A meeting of the Economic Development Advisory Committee (EDAC) held in the Berryville/Clarke County Government Center, Berryville, Virginia, on Wednesday, September 20, 2017, at 1:00 PM.

Board: Jim Barb, Christina Kraybill, John Milleson, Eric Meyer, Betsy Pritchard, David Weiss

Absent: Christy Dunkle, Bryan Conrad

Staff: Lora B. Walburn

1. Call to Order

At 1:00 pm, Chairman John Milleson called the meeting to order.

2. Adoption of Agenda

Under Item 7, Chairman Milleson asked to briefly talk about the December meeting.

**Christina Kraybill, seconded by Jim Barb, moved to adopt the agenda as amended. The motion carried by the following vote:**

Jim Barb	-	Aye
Bryan Conrad	-	Absent
Christy Dunkle	-	Absent
Christina Kraybill	-	Aye
John Milleson	-	Aye
Eric Myer	-	Aye
Betsy Pritchard	-	Aye
David Weiss	-	Aye

3. Introduction of new Executive Director of Berryville Main Street

Christina Kraybill introduced Elizabeth [Lizzie] Ryan, Executive Director of Berryville Main Street. Ms. Ryan provided the following highlights:

- Background is in non-profit administration.
- Also held positions of creative director and a museum director.
- At one time, lived in the Town of Boyce.

Approved 10/18/2017

- Currently lives in Harpers Ferry.
- Goal is to attract younger tourists from the District of Columbia.
- Will explore locating a charging station for electric cars in Berryville.
- Berryville has a green feel and is very artsy.
- A recent article indicates that millennials prefer refurbished historic areas to malls.

At the suggestion of Betsy Pritchard, members of the Economic Development Advisory Committee introduced themselves.

The Committee exchanged ideas on recharging stations, boutique hotels, and restaurants.

#### 4. Report from Berryville Main Street's Economic Vitality Committee

Christina Kraybill shared the following:

- Boutique Hotel / Lodging:
  - Met with Alan Lefevres, hotel owner and author. When asked by Mrs. Krabill what was important to an hotel owner, he asked the following questions:
    - High-end restaurants?
    - How many restaurants?
    - How many retail boutiques?
  - Mr. Lefevres was asked to meet with the Vitality Committee this fall to explore and assess revitalization possibilities.
  - Committee is considering asking Mr. Lefevres to conduct a workshop series on being an entrepreneur.
- Shenandoah Valley Local Business Connect:
  - Mary Jo Pellerito heads the group.
  - Group is an attempt to pull more regional businesses into the discussion about being entrepreneurs and an attempt to get them to consider moving their business into one of the Town's or County's vacancies.
  - First meeting conducted last evening at Cordial Coffee.
  - During the meeting, there was an interesting discussion about sidewalk cafés.
- Incubator Space Above the Gallery:
  - Leased to a gemologist, who makes high-end jewelry.
  - Previously she worked from home so she is new to retail.
  - Certain security issues associated with this type of business.

Approved 10/18/2017

- Also have a yarn shop on the waiting list for the incubator space.

Chairman Milleson initiated discussion of reported labor shortages. General comments include:

- Certain business types may be experiencing greater challenges.
- Restaurants seem to have the greater struggle for a variety of reasons.

## 5. Economic Development Director Update

Len Capelli presented the following update:

- County Fair:
  - Approximately seventy people completed coupons for prizes.
  - All the prizes have been announced.
  - Betsy Pritchard ran the booth the majority of the time. She did an incredible job to ensure everything happened.
- Hydroponics Farm:
  - A vegetable manufacturing company is seeking property in Clarke.
  - Governor McAuliffe supports this type of endeavor.
  - Company understands that it will need to shield its lights. Lights will not turn on until about 1:30 in the morning.
  - Company will grow lettuce in a controlled environment that is GMO free, uses no fertilizer, recycles water using 20% less than if grown in dirt.
  - Anticipate approximately twenty new jobs.
  - Anticipate significant tax revenue.
  - Company eager, willing to demonstrate that it can be a good neighbor.
  - Planning on a 400,000-square-foot facility.
  - David Weiss put forth the County's position on these types of facilities:
    - Considered agriculture as defined by the State falling under "right to farm" limiting the County's ability to regulate.
    - County's attorney will render legal opinion on the County's role.
    - In general, the County agrees that these facilities are good.
    - The County is sensitive to the water, traffic, and lighting issues.
    - Facility would use approximately 50,000 gallons of water daily - comparable to a 1,000-head dairy.
- Spirits Trail and Shenandoah Valley Tourism Partnership: Both received grants, which will help Clarke get its message out about its organizations.

- VEDP Business Gardening Initiative: C2M recommended and accepted as one of the finalists. It is hoped that it will continue to grow and remain in Berryville.
- WOW:
  - Patrick Barker, Frederick County Economic Development Director, is asking localities in the region to join this program that introduces 7<sup>th</sup> graders to different career opportunities.
  - Program has a board and director.
  - Mr. Capelli expressed his belief that the County should contribute. David Weiss explained the funding request process for Board of Supervisors' consideration during the budget process.
  - Discussed with a Clarke County Public Schools representative at the high school but was not given any direction.
  - Program recognizes that not all students will attend college and hopes to provide career paths.
- Labor Shortages:
  - Local restaurants are experiencing staffing shortages.
  - With staff returning to school, one local restaurant is now open on Saturday only.
  - Some suggestions from Shenandoah Valley Partnership, JOBS Program, and others:
    - Explore a rideshare program.
    - Explore offering housing / dormitory-style living quarters.
    - Len Capelli is discussing with a business acquaintance development of video programs on employee attraction and retention.
    - Ask restaurants to consider extending business hours on nights and weekends to create more desirable hours for customers and staff.
    - Explore job advertising options.
    - Explore providing customer service seminars sponsored by local business owners. Christina Kraybill will suggest this to Patty Maples, Berryville Main Street.
    - Explore training options that cover the full spectrum of food service including fast-food, catering, fine dining, etc.
    - Check job placement organizations working with refugees and immigrants.
    - Recognize that employees typically stay in businesses that pay well and have a good work environment.
    - Explore a social media campaign through the Berryville Main Street office.
- Cidery in Bluemont:
  - Building in which it is currently located has been sold.
  - Christina Kraybill is encouraging the owners to relocate to Berryville.

- Encourage cidery to open a tasting room.
- Vacant Middleburg Bank Location: Look for a business that is open after 5 o'clock in the evening on that corner.
- Social Media:
  - In response to concerns expressed about the Economic Development Director boosting selective promotional activities, he ceased resulting in a decline. To regain momentum:
    - Mr. Capelli is, again, boosting items that benefit the County and Town.
    - Boosted the fabric show this weekend for two days.
    - Boosted the Gathering in October.
    - *Boosting Definition: A boosted post is a post from your business Page that, for a fee, can appear higher up on your audience's News Feeds. The fee depends on how many people you want the post to reach—the payment depends on the number of impressions the post gets with time.*
    - David Weiss asked that boosting be added to the MOU Committee agenda for discussion and policy development.

6. Approval of Minutes

**Jim Barb, seconded by Christina Kraybill, moved to approve the July 19, 2017, minutes as presented. The motion carried as follows:**

Jim Barb	-	Aye
Bryan Conrad	-	Absent
Christy Dunkle	-	Absent
Christina Kraybill	-	Aye
John Milleson	-	Aye
Eric Myer	-	Aye
Betsy Pritchard	-	Aye
David Weiss	-	Aye

7. Consideration: Cancellation of Wednesday, November 15, 2017, EDAC Meeting

By consensus, the Board agreed to:

- Meet October 18.
- Cancel the November 15 meeting.
- Conduct the December business tour.

*Approved 10/18/2017*

8. Next Meeting

The next meeting is scheduled for Wednesday, October 18, 2017.



















9. Adjournment

Being no further business, Chairman Milleson adjourned the meeting at 1:49 pm.

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Minutes recorded and transcribed by Lora B. Walburn

Title	Access	Author	Language	Date Created	Hits
Industrial Development Authority (Alias: industrial-development-authority) Category: Boards and Commissions	Public	Tim Ceko	All	2007-11-30	17394
Industrial Development Authority (Alias: industrial-development-authority) Category: County Directory	Public	Administrator	All	2007-06-20	3954

Title	Status	Access	Owner	Date		
 2017-04-27 IDA Minutes 2017-04-27_IDA_Minutes.pdf - 48 KB	Published	Public Inherited	Lora Walburn	13 Oct 2017	1	
 2017-07-27 IDA Packet 2017-07-27_IDA_Packet.pdf - 3.79 MB	Published	Public Inherited	Lora Walburn	21 Jul 2017	54	
 2017-02-02 IDA Minutes 2017-02-02_IDA_Minutes.pdf - 168 KB	Published	Public Inherited	Lora Walburn	02 May 2017	57	
 2017-04-27-IDA Packet 2017-04-27_IDA_Packet.pdf - 1.09 MB	Published	Public Inherited	Lora Walburn	21 Apr 2017	72	
 2016-10-27 IDA Minutes 2016-10-27_IDA_Minutes.pdf - 188 KB	Published	Public Inherited	Lora Walburn	28 Mar 2017	86	
 2017-02-02 IDA Packet 2017-02-02_IDA_Packet.pdf - 7.76 MB	Published	Public Inherited	Lora Walburn	27 Jan 2017	202	
 2016-07-28 IDA Minutes 2016-07-28_IDA_Minutes.pdf - 504 KB	Published	Public Inherited	Lora Walburn	30 Oct 2016	110	
 2016-07-28 IDA Packet 2016-07-28_IDA_Agenda_&Packet_Material.pdf - 1.49 MB	Published	Public Inherited	Lora Walburn	20 Oct 2016	170	
 2016-10-27 IDA Packet 2016-10-27_IDA_Packet.pdf - 800 KB	Published	Public Inherited	Lora Walburn	20 Oct 2016	175	



IDA Board of Directors  
Follow Up Items Status Report

<i>Year</i>	<i>Meeting Date</i>	<i>Item</i>	<i>Description</i>	<i>Follow Up</i>	<i>Status</i>	<i>Date Complete</i>
2017	7/27/2017	1	Schedule meeting Janice Kuhn, Eagle Investment	David Juday	10/6 schedule for October 23	
2017	7/27/2017	2	Process funding request for LFCC SBDC \$6,000	Allan Frederickson	Check dated 8/14	8/14/2017
2017	7/27/2017	3	Follow up on outstanding bond fees.	Lora Walburn	Notice drafted 8/11, mailed 8/14; 8/9 started database development	8/14/2017
2017	7/27/2017	4	Add review of water and sewer subsidy program to October agenda. Coordinate with CCSA and BoS.	Lora Walburn	Added 8/15; 8/14 Emailed request to Legge, initiated verification process.	8/15/2017
2017	7/27/2017	5	Process and upload approved minutes to IDA webpage	Lora Walburn	Complete	8/28/2017
2017	7/27/2017	6	Farm grants - actively pursue inquiries into the programs	Len Capelli		
2017	7/27/2017	7	Develop email list from persons signing up at the Fair booth	Len Capelli		
2017	7/27/2017	8	Follow up on contact with railroad commission re grant to repair the infrastructure to facilitate bulk transport.	Len Capelli		