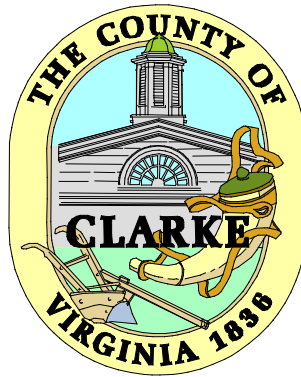


Clarke County Economic Development Advisory Committee



March 18, 2020
Regular Meeting Packet



County of Clarke

Economic Development Advisory Committee

*Chris Bates, Christy Dunkle, Christina Kraybill, Lori Mackintosh,
Bev McKay, John Milleson, Elizabeth Pritchard, Lee Sheaffer*

Agenda

1:00 pm, Wednesday, March 18, 2020

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

1. Call to Order
2. Adoption of Agenda
3. Presentation by Dana Waring, Principal - Clarke County High School with Shaine Coleman and Jesse Hudson
4. Northern Shenandoah Valley Talent Attraction Marketing Strategy Discussion
5. Brochure / Business Directory Presentation by Chris Boies
6. HB 785 Local Taxing Authority / Meals Tax Update
7. Economic Development and Tourism Director Position Update by Chris Boies
8. Agri-equine Survey Continued Discussion
9. Approval of Minutes: January 29, 2020, Regular Meeting
10. Adjourn

Reports In Packet:

- o YTD 2020 Building Department Single Family Dwellings
- o EDAC Follow-up Items Status Report
- o Industrial Development Authority January 23, 2020, Minutes
- o Berryville / Clarke County Joint [aka MOU] Committee on Economic Development and Tourism February 12, 2020, Minutes

Call to Order

Adoption of Agenda

Proposed motion: Move to adopt agenda as [presented] or [as amended - title of agenda item[s] not listed on the published agenda provided to the public.]

**Presentation by Dana Waring, Principal -
Clarke County High School with Shaine
Coleman and Jesse Hudson**



Talent Attraction Marketing Strategy for
— THE NORTHERN —
SHENANDOAH VALLEY



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EXECUTIVE SUMMARY

Executive Summary

From August 2019-December 2019, Development Counsellors International (DCI) partnered with the Shenandoah Valley Talent Solution Coalition (the "Coalition") on a research and marketing strategy project to identify the region's talent challenges and create powerful marketing solutions. The project consisted of:

Deep Research

- An immersion tour in the region with 10 focus groups arranged by the Coalition representing dozens of local leaders, employers and talent
- 8 in-depth phone interviews with local leaders (Mercury Paper, Monoflo International, The Shockey Companies, Holtzman Corp., Navy Federal Credit Union, Lord Fairfax Community College, Winchester Convention and Visitors Bureau, Alamo Draffhouse Cinema)
- An internal perception survey distributed by the Coalition, capturing 1,620 respondents, including representation of a wide range of ages and occupations
- Identification of four target talent markets for the region and an external perception survey capturing 1,200 respondents in those markets

Key Messages

- Top talking points to describe the reasons why the region is a strategic location to live and work

Marketing Strategy

- Based on research and best practices, DCI presented 8+ major marketing tactics for the region to start promoting its career and lifestyle opportunities to internal and external talent. The suggested marketing tactics were created with the following in mind:
 - The mission to arm employers, increase awareness and inspire career change.
 - Marketing builds awareness, but also needs to be combined with on-the-ground programs and resources to drive talent down the decision funnel from consideration to actual attraction.
 - Tactics can range from practical solutions to ambitious operations, but all have **the goal of solving employer and talent challenges.**
- The Marketing Strategy also includes direction on measurement and a timeline to track the execution of tactics. A detailed budget was provided to the Coalition in a separate excel sheet.

On behalf of the entire DCI team, we would like to thank the entire Northern Shenandoah Valley region and its stakeholders for collaborating with us on this important project. The project results would not have been possible without the direction and support from the Coalition, representing the economic development entities of Clarke County, Frederick County, Page County, Shenandoah County, Warren County and the City of Winchester. Thank you!

DCI'S RESEARCH TAKEAWAYS

Research Takeaways

DCI believes great marketing is rooted in research. Before developing the Marketing Strategy, DCI worked with the Coalition to gather talent insights from both external and internal audiences.

In order for the Northern Shenandoah Valley region to win talent, DCI sought to understand who the region's competition is. DCI identified four target markets that will be the region's "best bet" locations to draw talent from, taking into account multiple factors, such as in and out migration patterns, target industry data, employment concentrations, quality of life factors, cost of living, commute times, and alumni concentrations.

Based on the above, DCI conducted an external perception survey with 1,200 responses from the four identified target markets:

- Washington-Arlington-Alexandria DC-VA-MD-WV
- Baltimore-Columbia-Towson MD
- Charlotte-Concord-Gastonia NC-SC
- Hagerstown-Martinsburg MD-WV

DCI also conducted an internal perception survey with 1,620 responses (ranging from Gen Z to HR executives - distributed by the Coalition).

The full research respondent profile and findings were captured in a separate PDF and recorded presentation provided to the Coalition. Here are some of the top takeaways that informed the Marketing Strategy:

- The less time respondents have lived in the region, the less favorably they rank the region as a place to visit, live and work.
- 46% of respondents currently enrolled in a secondary or post-secondary institution would like to stay in the region. However, 38% are not confident they will find a job in the region that meets their skill and/or salary requirements.
- When target markets were asked what three words/phrases come to mind when you think of the region, the top response was "Unknown."

While the research pointed to the region's challenges—such as the need to build local pride with newcomers, connect existing young talent to careers, as well as build awareness with external talent—the findings also indicated huge opportunities:

- 89% of employers would hire or would consider hiring employees that require additional training. Of those, 90% would be willing to pay for the additional training required by job candidates.
- 64% of external talent said "yes" they would relocate to the region if offered a job that provided free/reduced cost training which allowed them to change their career path/and or upgrade their skills.
- For external talent, there was a strong correlation between visitation and willingness to relocate. Of those who said "Yes, I would be willing to relocate to the region," a majority either frequently visited/lived in the area or at least visited the area once or twice. Add to that, 77% said the best relocation tool is the chance to visit.

KEY MESSAGES



The Northern Shenandoah Valley Talent Key Messages

Purpose of Key Messages

Key messages are your elevator speeches—they serve as the “top reasons” why the Northern Shenandoah Valley region is a great place to live, work, and thrive. Instead of communicating all points, it is important that your region communicates its most important points well.

The key messages are meant to quickly capture the attention of talent audiences in situations where time or space is limited, such as interviews, presentations, emails, and marketing materials from brochures to websites.

In each set of key messages, the text in bold is meant to be the overarching message that can be said verbally in a meeting or presentation. All text in the key messages can be used verbally or in written materials.

Each of the information-packed bullets are designed to further support why the Northern Shenandoah Valley is a unique location and **strategic** choice for talent.



The Northern Shenandoah Valley Talent Key Messages

Welcome to The Northern Shenandoah Valley.

Located at the northwest peak of Virginia and an hour and a half west of Washington, D.C., the five-county Northern Shenandoah Valley region is the northern gateway to the world-famous Shenandoah National Park and home to one of the fastest-growing communities in the D.C. area—the City of Winchester.

Gain Back Your Time and Peace of Mind.

Ready to ditch the concrete jungle? Instead of being stuck in a costly commute with time-consuming traffic, you could be working where you live. Instead of renting in one of the nation's most expensive markets, you could be buying a home with a real backyard (housing costs are nearly **60% lower than D.C.** and one-bedroom apartments range from \$600-\$1,500/month). With all the region's major towns ranking well below the national average crime rate, you can rest assured you'll live in a safe neighborhood. Plus, the Northern Shenandoah Valley offers top-ranked public and private school options. Whether it's more space, more time, or more peace of mind, you can "trade-in" for a better life in the Northern Shenandoah Valley.

Here's what people have to say after moving to the Northern Shenandoah Valley:

"My mortgage is less than what I was paying for a two-bedroom apartment in D.C."

"The truth is I do more here than when I lived in a larger city – there is more to do and you can access it without fighting traffic."





Live Where Others Love to Visit. Create a Life You Don't Need a Break From.

More than 1.5 million people from around the world visit the Northern Shenandoah Valley region each year to enjoy Shenandoah National Park, outdoor festivals and concerts, historic towns and more. Moving to the Northern Shenandoah Valley region means the breathtaking Blue Ridge Mountains and its rivers are in your backyard. The same qualities that make the region a great escape for city dwellers make it an even greater place to call home. With five counties, there's always more to explore—whether it's foodie and music festivals or sporting events—from triathlons to cycling tours.

When you live in an outdoor oasis, other people's great adventures become your weekly routine...

...hiking the Appalachian Trail, kayaking the Shenandoah River, or soaking in the views at one of the region's 17 vineyards or hopping around the 13 breweries (some even have play areas for the kiddos). More of an indoors person? Experience the region's 27 museums or watch a great film with local beer and food at one of the nation's first Alamo Drafthouses. Hungry? Because of the region's roots in agriculture, locals can grocery shop for fresh food at farmer's markets and dine at farm-to-table restaurants. The Northern Shenandoah Valley is also a hub for arts and cultural events — from operas to plays. In fact, through Shenandoah University alone, 300+ events are made possible — and that doesn't even count the hundreds more in surrounding communities.

And because you won't be fighting traffic, you'll actually have time to experience it all.

Employers in the Northern Shenandoah Valley Want to Invest in You. Enjoy Major Benefits and Career Upgrades.

The Northern Shenandoah Valley is home to one of Forbes' Top 10 Best Small Places for Business and Careers in the nation—the City of Winchester, which is also No. 1 in Virginia. The region's economy is growing fast in diverse industries, including professional services, technology, manufacturing, logistics and distribution, food processing/agribusiness, tourism/hospitality and more.

Feeling worn out by your work? **Make work, work for you.** The region's employers are passionate about giving your life and career a much-needed makeover.

Thanks to local companies that put people first and great training institutions, like Lord Fairfax Community College, you can upgrade or completely change your career here. **In fact, 88% of the Northern Shenandoah Valley region's employers will pay for training.**

Northern Shenandoah Valley companies offer life-changing benefits, like tuition reimbursement to take your skills and education to the next level, on-site medical and fitness centers, adoption assistance, and even discounts on everything from childcare to concerts.

Come work for one of the Fortune 500 companies in the region like Navy Federal Credit Union, Continental, Kraft Heinz Company, Amazon, Rubbermaid, HP Hood, or work for locally-based companies making a national impact.



- **Berryville Graphics (BVG):** One of the nation's largest book manufacturers
- **C2 Management (C2):** The Mid-Atlantic's largest provider of surplus asset recovery services and electronics recycling
- **Cives Steel Company:** Employee-owned and one of the nation's largest and most successful structural steel and plate fabricators
- **Greenway Engineering:** One of the largest multi-disciplined consulting engineering firms in Northern Virginia
- **Holtzman Oil Corp:** The region's largest oil company
- **Monoflo International:** The nation's premier manufacturer of superior quality injection molded plastic products
- **Shockey:** One of the Mid-Atlantic's most-respected construction firms

Have that big idea you've been wanting to make a reality?
The Northern Shenandoah Valley region is ideal for entrepreneurs.
With a low cost of doing business, you can focus on your concept, not on costs.

One Region, Multiple Cities and Towns—Each with Their Own Unique Character.

The Northern Shenandoah Valley region is made up of six localities — each with unique economies, geographies, and personalities: Clarke, Frederick, Page, Shenandoah, Warren and the City of Winchester. The region has earned awards and accolades as a top city for business and careers, as well as a top location for outdoor play, foodies and more. While each county has its own character, you'll find we have the following in common: welcoming residents known for hospitality, scenic views, and historic downtowns with walkable main streets. No, you won't find urban landscapes here, but you won't find sprawling suburbia either. Our housing options are as diverse as our communities—spanning loft apartments, townhomes, historic homes, lake and riverfront living, new construction in private communities with amenities and properties with acreage to spare and mountain views.



Proximity—Perfect. Next to Nature But Not too Far from Major Metros.

The Northern Shenandoah Valley is a rare gem of a place that offers so much natural beauty, so close to major metros. The Northern Shenandoah Valley is just an hour and a half from Washington D.C. and two hours from Baltimore. Plus, Virginia Beach, Ocean City, Maryland and even Philadelphia and New York City are all easy day trips located within a four to five-hour drive. The region is also close to three major airports — Dulles International Airport (IAD), Ronald Reagan Washington National Airport (DCA), Baltimore/Washington International Thurgood Marshall Airport (BWI) — all within a two-hour drive or less. You can also get to flying in a matter of minutes through the convenient Shenandoah Valley Regional Airport (SHD), which has free parking close to the gate, short TSA lines, and direct flights to Chicago O'Hare and Washington-Dulles, where one of United's 70+ nonstop flights is just a layover away.

THE MARKETING STRATEGY

THE MARKETING STRATEGY

The purpose of this marketing strategy is to provide the Northern Shenandoah Valley with a blueprint on how to start marketing the jobs and lifestyle opportunities in the region. Based on DCI's research and what we heard from regional partners, we recommend the Northern Shenandoah Valley focus on the following priorities with its marketing efforts:

THE MISSION

- 1. Arm employers**—DCI heard that when employers are recruiting candidates to relocate (professional service positions), candidates are hesitant about the location. To “sell” the location to the candidate, employers are investing in individual efforts for each candidate. Additionally, employers have a challenge retaining talent because of the location—mainly, the perception that there is a lack of activities. **The Northern Shenandoah Valley can fill this gap by creating marketing tools and programs that help employers sell location to candidates and existing employees.**
- 2. Increase awareness**—DCI's research showed that 34% of target market talent reported they were “somewhat familiar” or “very familiar” with the region. One of the top responses when asked what three words and/or phrases come to mind when you think of the Northern Shenandoah Valley? **“Unknown.”** Many local employers have their own methods of proactively finding and recruiting talent, which can be difficult and time intensive. In order for employers to have a steady stream of talent to choose from, the region needs to be known by talent as an ideal place to search for job opportunities and a better lifestyle.

- 3. Inspire career change**—DCI heard from employers that there is a large need for talent in positions that do not typically relocate—i.e. manufacturing or logistics. These positions also require training. There are already great employers and institutions with existing programs that connect talent to training programs. **The Northern Shenandoah Valley should use marketing to drive interest locally towards these programs.**

The Northern Shenandoah Valley region needs to be on the radar of talent in target markets. Ultimately, marketing should interrupt talent's job and location searches, and turn their attention to the Northern Shenandoah Valley region.

1. TALENT WEBSITE

Create one regional website for information on living and working in the Northern Shenandoah Valley region. The website will be a resource for employers to share with candidates, as well as for those looking to relocate and newcomers.

The region has the great benefit of local tourism websites with an abundance of assets that showcase the location—make sure to fully capitalize on tourism’s existing content and functions when developing the new talent site.

The talent website reduces the need to rely solely on relocation brochures—which can be costly to print and need constant updating.

2. DEVELOP DIGITAL “THINGS TO DO” RESOURCES

From focus groups with young professionals, DCI found there was a perception that there was a lack of activities, entertainment, amenities and generally “nothing to do” in the Northern Shenandoah Valley region, especially when compared to nearby regions. From employers, DCI heard that employees, especially young professionals, are hard to retain because of the same perceptions.

While the Northern Shenandoah Valley cannot solve this issue overnight, what the region can do is create a digital regional resource that showcases “things to do.” This resource will be housed on the new talent website and include the following regional information:

Feedback from employers on most helpful tools for attracting talent:



You can’t easily find the resources – you can’t just Google online and find anything”



It would be wonderful to have some materials or a site that actually spoke to a person coming from the outside who does not know the area – understand the features and the advantages of living and working in this area”



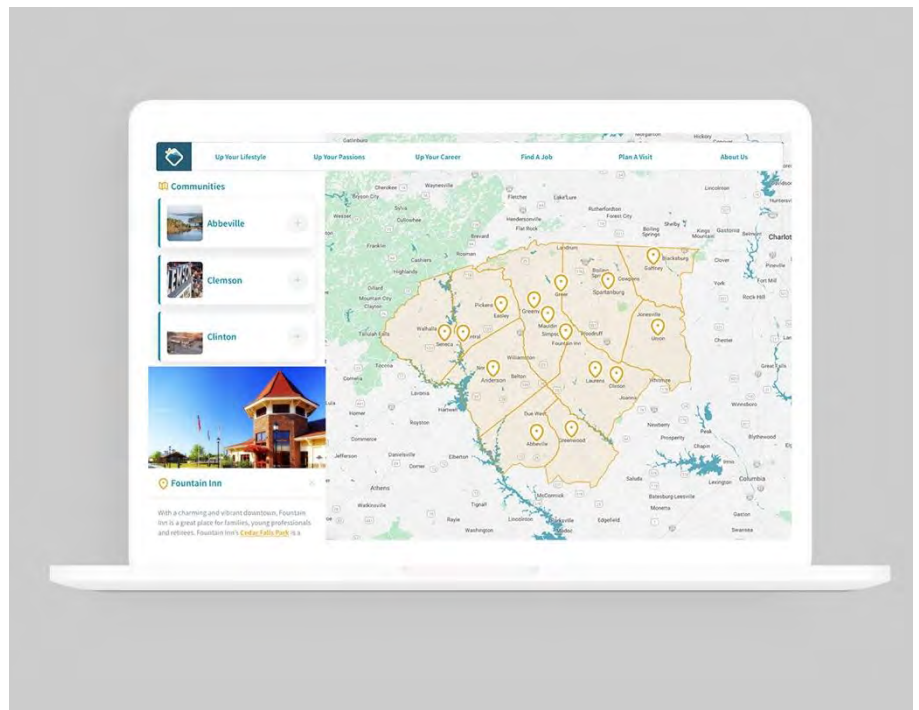
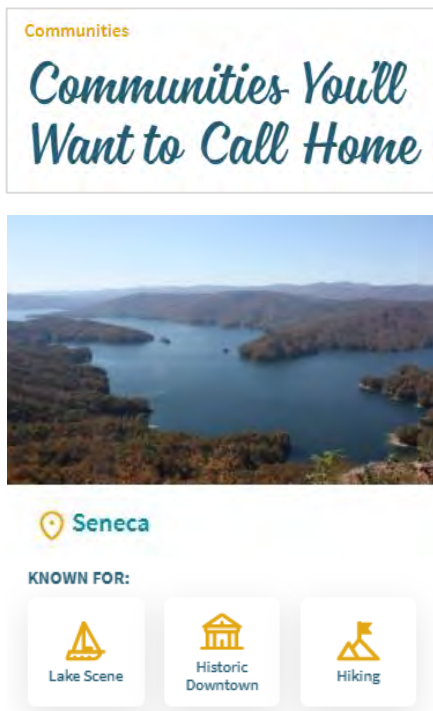
Help them to navigate it”

CASE STUDIES

Maps

Upstate South Carolina's talent website includes a map that showcases the proximity to major metros, Charlotte and Atlanta. The website also has an interactive map that allows talent to explore the unique attributes of each community in the 10-county region.

www.moveupstatesc.com/



3. CREATE A CAREER TRAINING NETWORK + DIGITAL HUB

According to DCI's research, 88% of the region's employers will pay for training. The region also has great resources to connect talent to training that should be championed—including Lord Fairfax Community College, Triplett Tech, "Worlds of Work," and other initiatives that expose K-12 to local careers. We heard it is a challenge to let those out of the school system (graduated) know about these training paths.

The Northern Shenandoah Valley can focus on making sure those 19+ (out of the school system) are aware of the great training and career opportunities by creating a career training network and digital hub.

Career Training Network

Enlist all local employers that are committed to career change/offer free or reimbursed training to join a regional network. By working regionally, these companies can create a stronger and louder message to talent. Employers in the network can create a candidate referral system that encourages local employees to share training/career opportunities with friends and family, and even their social media networks. If employers find a candidate that is interested in training, but not a current fit for the company, they can pass along their resume/credentials through the network.

Career Training Digital Hub

To supplement the network, make it as easy as possible for talent to plan for career training and find companies that support it, as well as help employers find candidates that are open to career change: create a digital hub within the new talent website dedicated to career training.

Program idea: Amplify existing efforts to host career fairs for those who have not graduated high school to show them training opportunities and local employers (efforts are already being done by Winchester and Frederick County Schools).

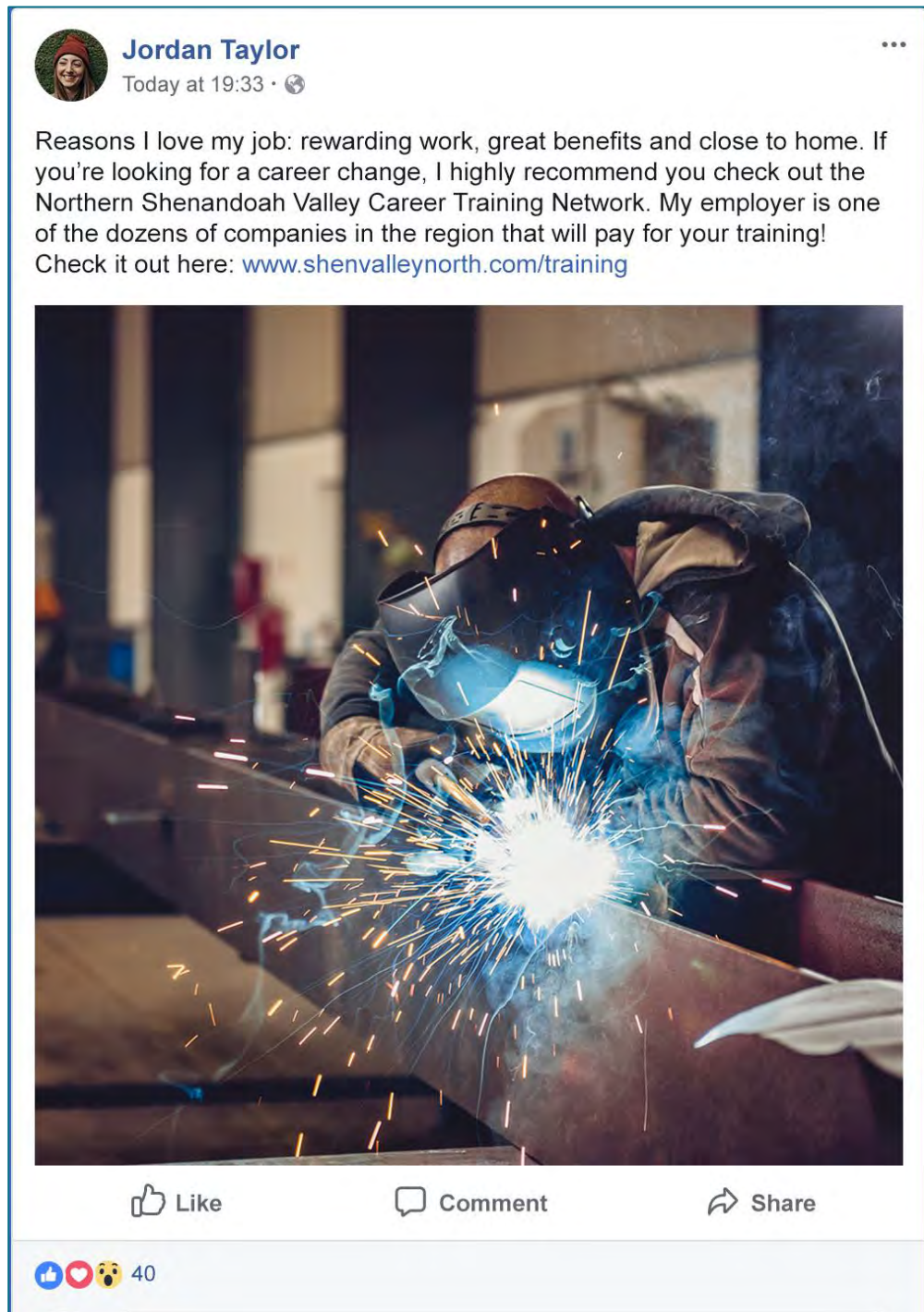
WHAT IT COULD LOOK LIKE IN ACTION

Sample page of the Career Training Digital Hub on the new talent website.



CAREER TRAINING DIGITAL PROMOTION

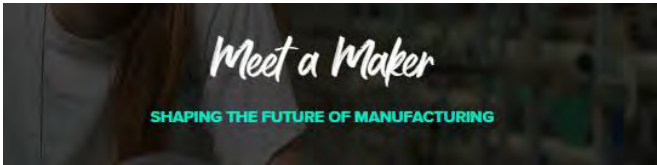
Sample “career training ambassador” Facebook post. Local employers in the “Career Training Network” should encourage employees to share their training story, post job openings, and drive traffic to the new Career Training Digital Hub.



CASE STUDY

The talent website for Charlotte’s Backyard (Cleveland County, NC) spotlights the real stories of millennials in manufacturing and how they made the career change.

www.charlottesbackyardnc.com



Trading in Retail for a Career in Manufacturing

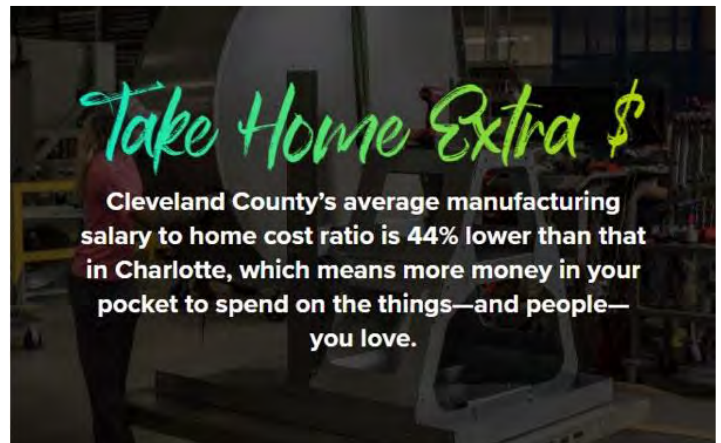
When Emily Bolton graduated from high school, she realized pretty quickly that working in retail wasn't going to pay the bills or be fulfilling long-term. The answer to this realization, as it turned out, was a career in manufacturing, which, not only pays well, but also gives her the resources to learn on the job and the flexible hours to continue her education.

Emily started with part-time work through a temp agency and within a couple of months was hired full-time at **Greenheck**, a leading manufacturer of air movement, control and conditioning equipment with Cleveland County operations in **Kings Mountain** and **Shelby**. Today, she works first shift as an assembly worker and takes classes in the evenings toward her Associate's Degree in Business Administration at **Cleveland Community College**.

As a young woman with no prior experience in manufacturing, Emily had a lot to learn in her first several weeks of work. "I had zero experience with power tools," she said. "The first two weeks was all hands-on training—learning proper safety and technique. It was intimidating at first, but now I know what I'm doing and I really like it."

Emily was a fast learner and is now an integral part of the assembly team. Despite the eight-hour days, she has still been able to balance time for school. "[Greenheck] is really on board with me continuing my education," she said. "They really encourage us in general to continue to learn."

Born and raised in Shelby, North Carolina, Emily enjoys Cleveland County's small-town character, coupled with its **proximity to major metros** like Charlotte. "I love the environment," she said. "It's small-town without feeling too small. You run into people you know around town, but you don't have to travel far to get to places like Charlotte, Spartanburg and Asheville. Any direction you go, you'll find things to do."



4. USE DIGITAL TO DRIVE TRAFFIC

Once the new website is created, the Northern Shenandoah Valley region should ensure local partners are aware of the new resource and share it heavily with talent. In order to drive even more mass exposure, invest in paid digital + social advertising to reach target audiences in the target markets DCI identified. You want to interrupt those who may be already looking for a new career and/or location.

The advertising copy should promote lower costs, career training and benefits.

With social media targeting capabilities, such as Facebook's you can target advertising to those looking for a new job (i.e. people who have "liked" Indeed.com), and people currently living in your target markets.

Keywords with search volume to consider targeting with search ads:

- Best places to live in Virginia
- Shenandoah Valley Things to Do
- Living in Winchester VA
- Affordable places to live in Virginia
- Affordable places to live near DC

URL suggestions:

www.liveshenandoah.com

www.workshenandoah.com

www.liveshenandoahnorth.com

www.workshenandoahnorth.com

www.northernshenandoah.com

CASE STUDY:

Upstate South Carolina launched a paid search and paid social campaign on Facebook and Instagram to direct people to the jobs page of their talent website. The targeting is specific to mid-metros within five hours and feeder cities based on in-migration data. From May 20-September 2019, the paid campaigns have driven:

- 1,388 Job Views (50% of the total jobs views outside of the region)
- 19,836 Sessions (83% of all sessions from outside the Upstate region)
- 2,362 Total Conversion Events (including job views, contact clicks, outbound link clicks to company websites, video views and social button clicks)



Over 7,000 new jobs posted
each month in Upstate SC.
Find yours. >>

5. CONNECT YOUNG TALENT TO INTERNSHIPS

Internships are an important path to careers and an opportunity to build perceptions of your community as a great place for careers with local young talent. According to DCI's national research 65% of the next generation have never had an internship. The Northern Shenandoah Valley region can break the campus bubble by connecting young talent to internships through a major regional "internship fair" event over winter break to prepare for summer internships.

Identify the top regional colleges/universities as well as top out-of-market schools that local students leave to attend. Collaborate with these higher partners to invite students either living in the Shenandoah Valley region, or coming home to the region for the holidays, to attend the regional internship fair event over winter break.

At the event, students will have the opportunity to hear from young professionals living in the region and working in top industries, as well as local employers, in addition to other valuable content, such as professional development tips for students to land internships and then make the most of them.

CASE STUDY

Greater MSP hosts a "Make It. MSP." event for 1,200 students interning for 21 different companies in the region. The event includes networking and relationship-building activities for both employers and interns and showcases why region is great for young professionals to live and work.

In addition to connecting young talent to local internships, the region should also make sure local employers are using internships to capitalize on talent. InternBR is a program designed to connect local employers to millennial talent. The program tackles the talent equation from both the student and employer side. For students interning for local companies, InternBR



According to DCI's research of Gen Z and millennials, 65% of respondents never had an internship."



offers an additional component – a curriculum to give interns the professional communication and leadership skills needed to excel in their current internship and ultimately, launch their career in Baton Rouge. For employers, InternBR provides workshops and consultation to take the guesswork out of the daunting task of starting an internship. After the first two workshops, 31 Baton Rouge companies committed to starting or expanding their internship program.

Baton Rouge Area Chamber
October 29, 2018 · 🌐

Want to start or expand your company's internship program? Join BRAC for one of its InternBR Employer Workshops to learn internship program best practices. Register now: brac.org/events.

INTERBR
Employer Workshops

How to Start an Internship Program Tuesday, November 13	How to Expand an Internship Program Tuesday, November 27
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Hosted at the BRAC Office Space is limited Register at brac.org/events

6. CANDIDATE TOURS

DCI learned that employers are doing the process of regional tours for candidates on their own, either in-house and/or partnering with realtors. This approach is not only time-consuming to recreate for candidates, it leaves room for error—some guides may be better than others and the messages they share may be limited to the employer and its town, instead of regional.

Instead, the Northern Shenandoah Valley should offer a regional tour resource for employers to tap into when bringing candidates to visit before accepting the position.

The Northern Shenandoah Valley can train a tour guide, or a team of freelance tour guides that may also be realtors. The tours can also be promoted at events that draw visitors to the region as a paid experience—we heard that regional visitors sometimes explore housing when visiting, the tours take it one step further.

7. START STORYTELLING

First-hand experience and word of mouth remain the dominant factors for talent to form location impressions. In order to raise awareness of the Northern Shenandoah Valley region as a great place to live, you will need the third-party validation and larger platform that the media can provide.

Share the region's top stories that uncover why people are relocating to and visiting the Northern Shenandoah Valley:

- Pitch the Northern Shenandoah Valley as an ideal getaway to target markets (DC, Baltimore, Charlotte)—this is strategic given the strong ties between tourism and talent
- Work with media outlets that have large online audiences and social media followings
- Place stories that showcase Northern Shenandoah Valley transplants, entrepreneurs, etc.

CASE STUDY

Greater San Marcos Partnership invited Thrillist travel writer Matt Meltzer to visit the region. During the visit, Matt had opportunities to not just experience travel assets, but actually meet with people who relocated and could speak to why the region was attracting people from nearby Austin, Texas.

The Northern Shenandoah Valley should work with tourism partners on existing media efforts to see if there are any opportunities where the talent key messages and relocation stories could be infused on storytelling.

THRILLIST



But let's be honest, it's not just the refreshing river and rolling Hill Country setting that entice people to San Marcos; Austin has all that stuff, and the Greenbelt to boot. The secret might lie in the relative affordability."

- Thrillist

8. GET TALENT ON THE GROUND

According to DCI’s research, 73% of talent in target markets that said “Yes, I would be willing to relocate to the region” were very familiar with the region and have visited several times and know it well. This means that marketing to existing visitors and reaching new visitors is an important part of Northern Shenandoah Valley’s talent strategy.

The Northern Shenandoah Valley region should also make sure its talent message is being shared at existing events that draw visitors—such as Apple Blossom Festival and GenreBlast Film Festival at the Alamo Drafthouse. The region should work with local tourism partners to identify top events that draw outsiders. Getting the talent message at these events can be as simple as setting-up a branded booth with promotional materials and someone on-hand to answer questions about living and working in the region. Make sure to offer an incentive for visitors to stop by, like a chance to win a free return trip, free food/drink, or free photo opportunities in exchange for visitors’ phone or email.

Tourism partners should also consider luring major events where the talent message can be shared as well. For example, [Reel Rock Film Tour](#), which draws 150,000+ climbing fans to the cities where the event is held.

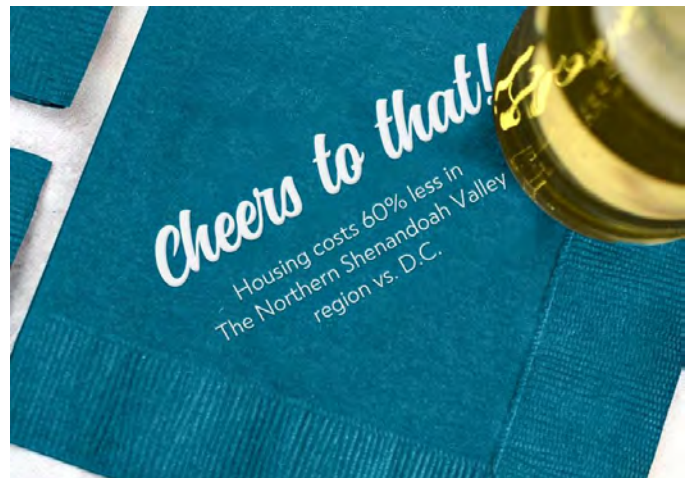
Promote The Northern Shenandoah Valley During the Fall Getaway Frenzy

During the fall D.C. media outlets and millennials alike are itching to escape the city to find the best foliage and Instagram-friendly getaway spots, like pumpkin patches or apple orchards. Capitalize on this frenzy by solidifying the Northern Shenandoah Valley as the ideal fall getaway and creating an event and messaging that promotes the region as a great place to visit, as well as to live and work.

Create the ideal weekend for young professionals and young families to visit the Northern Shenandoah Valley.

Here are a few additional ideas for launching a brand-new event to bring DC-based talent to visit the Northern Shenandoah Valley region:

- “The Northern Shenandoah Valley launches first-ever Run for Wine 5K” or “The World’s First Wine Walkathon”
- “This is the Best Place to Celebrate Friendsgiving”
- “First-Ever National Park Social Media Scavenger Hunt”



ADDITIONAL MARKETING IDEAS

While the top eight talent marketing tactics should be the region's priority, DCI would like to put forward a few additional ideas that address the local needs and challenges of attracting and retaining talent in the Northern Shenandoah Valley. These ideas would likely be best executed in partnership with other local organizations.

- **Newcomer events:** While some newcomer events may exist, it seemed like they could be improved and publicized through employers. Make sure newcomer events are accessible to everyone and should not require any membership or fees and provide value. For example, we heard one newcomer event in Winchester offers free food sponsored by a local restaurant.
- **Grow and connect young professional programs:** Young professional groups can be a key factor in growing and retaining young talent. However, it is very difficult to find young professional program information online for each county, plus many of them require membership. Local employers should offer to comp membership for young employees. Young professional groups can also have quarterly meet-ups across the different counties in the Northern Shenandoah Valley region. This will address the sentiment we heard from young professionals that there are not enough new places/people to interact with.
- **Pop-up entrepreneurship program:** The region's low cost of doing business and tourism assets make it an ideal canvas for entrepreneurs that want to service visitors—i.e. outdoor adventure, food and beverage, shopping. Similarly, we also heard the need for more “things to do” from young professionals. Consider launching a pop-up entrepreneurship

program for the region's downtown/main street areas that offers low cost or no cost real estate for entrepreneurs looking to relocate to the region.

- **Incentives for housing and/or training:** Address the region's two biggest challenges—housing for young professionals, and training for in-demand occupations—with targeted incentives. Incentives drive action as well as generate awareness for the region. For example, launch a first-time home buyers incentive, or a training incentive that covers or loans the initial training costs for those looking to make a location and career change.

Initiative pays recent grads' student loans to move to Decatur

Alabama city hatches plan to attract America's most brilliant STEM workers

CASE STUDY:

The entrepreneurial center for rural Decatur-Morgan County, Alabama did private fundraising to launch the country's first comprehensive incentive package for STEM graduates – called “The Best and Brightest Initiative.” Since the launch four years ago, 34 young professionals have moved to Decatur.

www.bestandbrightestdecatur.org

TALENT TOOLS FOR HR

In addition to training HR executives on the region's key messages for talents, there are a few easy tools and tactics they can start using right away:

Commute Cost Calculator: Use this to quantify how much a candidate may be spending currently on their commute. Talent may be turned off by lower salaries in the region—this tool can help them understand the hidden costs of commuting. HR executives should note to talent that while the commute distance varies depending on where talent chooses to live, the commute consists of open roads, not stressful stop and go traffic. www.commutesolutions.com/commute-cost-calculator

Sperling's Best Places: Use the "city compare" function to showcase the differences in cost of living and other factors, such as crime rate. We recommend only HR executives use this tool, and do not share the tool with talent (sometimes negative user comments are found on community profiles). www.bestplaces.net/compare-cities

Audit Career Pages: All employers should self-audit the career pages of their company websites. Make sure all links are working and accurate, and that information on the location of the job is included. Ideally, employers should also list if certain positions are open to candidates without formal training, or if they are willing to train the right candidate.

2019 Compare Cities Overview: Winchester, VA vs Washington, DC

[Change Cities](#)

Highlights

- The Median Age in Washington is 3.7 years younger than in Winchester.
- Washington [housing](#) costs are 125.0% more expensive than Winchester housing costs.
- The average commute for residents of Washington is 5.3 minutes longer than it is for residents of Winchester.

MARKETING STRATEGY EXECUTION

There is no one size fits all approach to executing talent attraction marketing programs. However, there's a few things the most successful programs have in common:

A regional approach—Marketing regionally not only means you have more resources to put into a program, it also means you have more to offer to talent in terms of job and lifestyle options.

Dedicated resources—The most effective programs have a staff member, or a team, that oversees and executes talent attraction marketing efforts. DCI strongly recommends the Northern Shenandoah Valley hire a regional Talent Director to oversee execution – a sample job description is included to the right.

Collaborate with partners—DCI believes that local tourism partners could be a great resource for many of the marketing assets and programs needed for talent attraction marketing. Make sure to capitalize on existing resources as much as possible.

Employers are highly-involved and invest—Talent attraction marketing should serve the needs of local employers. When employers invest, they not only have a stronger stake in the program, but they are streamlining talent attraction efforts they would have otherwise done on their own.

DCI recommends hosting a talent training for local HR executives and recruiters, it could be titled “Attracting Talent to the Northern Shenandoah Valley.” Inspired by Winchester CVB’s Tourism Ambassador training program, this training aims to help local employers tout the region’s location advantages to talent. The agenda could include presenting the internal and target market research findings, showcasing the talent key messages, and an update from each of the county CVB representatives and realtors to address any tough questions employers may get from talent on “things to do” and real estate. As new talent marketing assets/programs are launched, new talent trainings can be hosted to brief local employers—i.e. when the new website is launched.

MEASUREMENT

MEASUREMENT

At the end of the day, attracting talent is in the hands of employers—they ultimately make the decisions on job offers, training and relocation. What the economic developers within the Northern Shenandoah Valley region can do is help *market* the job and location opportunities in the region. The below metrics will help benchmark and track the success of the recommended marketing tactics in this suggested document.

Employer Engagement & Satisfaction: Track the number of employers engaged with the region on talent attraction efforts. After a number of talent marketing initiatives are launched, survey local employers to discover if they are finding these tools helpful and their overall ease of attracting/retaining talent (this can be anecdotal and/or hard numbers). Have employers ask new hires how they found information about the region before relocating.

Conversations/Inquiries: Track engagement with talent demonstrating preliminary interest in the region.

Perceptions: After two years of fully executing the marketing strategy, we recommend distributing the same perception surveys that we conducted at the onset of this project to the same target markets, to compare perceptions and see how you have moved the needle. Perception survey copies were provided to the Coalition separate from this document.

Talent Website: Track the following metrics with Google Analytics:

To Track Awareness:

- Users & New Users
- Acquisition
- Sessions
- Location

To Track Behavior:

- Session Duration
- Pages/Session
- Bounce Rate
- Top Pages
- To Track Engagement:
- Key events and conversions

Additionally, we recommend setting up custom goals to track key performance indicators (KPIs) for the website for following metrics, in addition to any other KPIs your team identifies:

- Employer key message access and downloads
- Candidate tour submissions
- Call-to-action clicks
- Outbound clicks to key pages
- Contact us submissions/email clicks

Digital Advertising:

Paid Search & Display Campaigns:

Impressions, Clicks and CTR (Click-Through Rate): Keeping an eye on impressions on search campaigns, especially on the keyword level, is a good way to understand how often your ads show up when targeted keywords are searched. The CTR metric illustrates how many users clicked on the ad compared to how many impressions the ad received overall. For paid search ads, the benchmark CTR is around 2.41 percent. For display campaigns, the benchmark CTR is 0.46 percent.

On-site Conversions and Engagement: Tracking important conversion events, such as contact link clicks, form submits and PDF downloads is a good way to measure the success of a campaign, as it helps understand which platform or ad is producing the most valuable users. Tracking on-page engagement data such as Bounce Rate, Time on Page and Pages per Session can also be a good indicator of how deeply users interacted with the site.

Keyword Quality Score: Keep an eye on the quality score for targeted keywords in the search campaigns. Quality scores are ranked out of 10 and provide insight into how relevant the ads and landing pages are to each keyword, with 1 being the lowest and 10 being the highest. Higher quality scores result in lower cost-per-clicks and higher placements, which typically results in more clicks. To improve a low-quality score, evaluate the relevancy of the landing pages and ads associated with each keyword.

Paid Social:

For Facebook and Instagram paid campaigns, track performance through:

- Link clicks
- All post clicks
- Reach
- Click-through-rate (CTR)
- Conversion rate
- Amount spent
- Top metros
- On-page engagement

Public Relations (Storytelling): Track number of editorial placements, audience reach, key messages communicated and advertising equivalency.

Internship Connection Events: Number of participating employers and attending students. Over time, track number of interns that decide to live/work in the region after graduation.

Candidate Tours: Number of participating employers and candidates that decide to relocate to the region after experiencing a tour.

Talent Event: Number of participating employers, number of Facebook event RSVPs, and depending on the exact execution, number of attendee emails/numbers collected.

TIMELINE

SUGGESTED TIMELINE

Below is the ideal timeline for executing year one of the marketing strategy. The timing is based on DCI's experience of what other client communities have been able to execute.

Q1 (January - March)

- Host "talent training" with local HR executives and recruiters to reveal research findings, key messages and marketing strategy
- Identify existing partners, assets and funds to execute marketing strategy
- Fundraise with local partners and employers to execute marketing strategy
- Begin search/hire new regional Director of Talent Attraction to oversee execution and if possible, Talent Marketing Manager

Q2 (April - June)

- Begin search/select local or national firm or freelancer to build new talent website, content and manage digital advertising
- Begin search/select local or national firm or freelancer to begin public relations campaign
- New Director of Talent Attraction launches regional candidate tours and begins planning for "Fall Getaway" talent event + winter "Internship Connection" event
- Convene employers for "Career Training Network"

Q3 (July - September)

- By end of Q3, website complete – including "Things to Do" resources and "Career Training Digital Hub" and digital advertising begins
- Continue pitching lifestyle stories to target market and national media, identify and invite media contacts for hosted press visits
- Final planning for "Fall Getaway" talent event in October or November
- Begin outreach to employer and higher-ed partners for "Internship Connection" event

Q4 (October - December)

- Optimize website and digital advertising as-needed
- Continue pitching lifestyle stories to target market and national media, identify and invite media contacts for hosted press visits
- Final planning/hosting for "Fall Getaway" talent event in October or November
- Final planning/hosting for "Internship Connection" event during student's winter break

**Brochure / Business Directory Presentation
by Chris Boies**

2020 SESSION**HB 785 Local taxing authority; equalizes city and county taxing authorities.**

Introduced by: [Vivian E. Watts](#) | [all patrons](#) ... [notes](#) | [add to my profiles](#)

SUMMARY AS PASSED HOUSE: (all summaries)

Local taxing authority. Equalizes city taxing authority and county taxing authority by granting a county the same authority to impose taxes on cigarettes, admissions, transient room rentals, meals, and travel campgrounds without limitation on the rate that may be imposed.

The bill authorizes all counties to impose an admissions tax with no restriction on the rate. Under current law, only certain counties may impose an admissions tax, and the rate generally is capped at 10 percent. Under current law, all cities may impose the tax with no restriction on the rate.

The bill authorizes all counties to impose a transient occupancy tax with no limitation on the rate that may be imposed. Under current law, counties generally are limited to a maximum rate of two percent, although certain counties may impose the tax at higher rates. The bill provides that, unless otherwise provided by law prior to January 1, 2020, the revenue from a tax rate above two percent up to five percent is restricted to tourism purposes and tax rates above five percent may be used as general revenue.

The bill authorizes all counties to impose a cigarette tax with no restriction on the rate. Under current law, only Arlington County and Fairfax County may impose a cigarette tax, and the rate is limited to 30 cents per pack. Under current law, all cities may impose the tax with no restriction on the rate.

The bill eliminates the limit of four percent on a county food and beverage tax (commonly referred to as the meals tax). Under current law, such limit applies to counties but not cities. The bill also removes the requirement that a county hold a referendum before imposing a meals tax. Under current law, such requirement applies to counties but not cities.

The bill provides that no county that held a referendum prior to July 1, 2020, that was defeated may impose a certain tax until six years after the date of such referendum, unless a successful referendum was held after the defeated referendum and before July 1, 2020.

FULL TEXT

[01/07/20 House: Prefiled and ordered printed; offered 01/08/20 20104813D](#) pdf | impact statement

[02/05/20 House: Committee substitute printed 20107846D-H1](#) pdf | impact statement

[02/19/20 Senate: Committee substitute printed 20108384D-S1](#) pdf

[03/07/20 House: First Conference substitute printed 20109832D-H2](#) pdf

[03/07/20 House: Second Conference substitute printed 20109968D-H3](#) pdf

AMENDMENTS

[House subcommittee amendments and substitutes adopted](#)

[House committee, floor amendments and substitutes offered](#)

[Conference amendments](#)

HISTORY

[01/07/20 House: Prefiled and ordered printed; offered 01/08/20 20104813D](#)

[01/07/20 House: Referred to Committee on Finance](#)

[01/29/20 House: Assigned Finance sub: Subcommittee #2](#)

[02/03/20 House: Subcommittee recommends reporting with amendment \(6-Y 4-N\)](#)

[02/05/20 House: Committee substitute printed 20107846D-H1](#)

[02/05/20 House: Incorporates HB977 \(Krizek\)](#)

02/05/20 House: Reported from Finance with substitute (13-Y 9-N)

02/06/20 House: Read first time

02/07/20 House: Passed by for the day

02/10/20 House: Read second time

02/10/20 House: Committee substitute agreed to 20107846D-H1

02/10/20 House: Engrossed by House - committee substitute HB785H1

02/11/20 House: Read third time and passed House (60-Y 38-N 1-A)

02/11/20 House: VOTE: Passage (60-Y 38-N 1-A)

02/12/20 Senate: Constitutional reading dispensed

02/12/20 Senate: Referred to Committee on Finance and Appropriations**02/19/20 Senate: Reported from Finance and Appropriations with substitute (15-Y 1-N)**

02/19/20 Senate: Committee substitute printed 20108384D-S1

02/20/20 Senate: Constitutional reading dispensed (40-Y 0-N)

02/21/20 Senate: Read third time

02/21/20 Senate: Reading of substitute waived

02/21/20 Senate: Committee substitute agreed to 20108384D-S1

02/21/20 Senate: Engrossed by Senate - committee substitute HB785S1

02/21/20 Senate: Passed Senate with substitute (23-Y 12-N)

02/25/20 House: Placed on Calendar

02/25/20 House: Senate substitute rejected by House 20108384D-S1 (0-Y 98-N 1-A)

02/25/20 House: VOTE: REJECTED (0-Y 98-N 1-A)**02/27/20 Senate: Senate insisted on substitute (37-Y 1-N)**

02/27/20 Senate: Senate requested conference committee

02/28/20 House: House acceded to request

02/28/20 House: Conferees appointed by House

02/28/20 House: Delegates: Watts, Hudson, Kilgore

03/02/20 Senate: Conferees appointed by Senate

03/02/20 Senate: Senators: Hanger, Favola, McClellan

03/07/20 Conference: Amended by conference committee

03/07/20 House: First Conference substitute printed 20109832D-H2

03/07/20 House: Conference report agreed to by House (60-Y 36-N 1-A)

03/07/20 House: VOTE: Adoption (60-Y 36-N 1-A)

03/07/20 House: Reconsideration of conference report agreed to by House

03/07/20 House: House requested second conference committee

03/07/20 Senate: Senate acceded to request for second conference committee (26-Y 13-N)

03/07/20 Senate: Second conferees appointed by Senate

03/07/20 Senate: Senators: Hanger, Favola, McClellan

03/07/20 House: Second conferees appointed by House

03/07/20 House: Delegates: Watts, Hudson, Kilgore

03/07/20 House: Second Conference substitute printed 20109968D-H3

03/08/20 House: Conference report agreed to by House (56-Y 38-N 1-A)

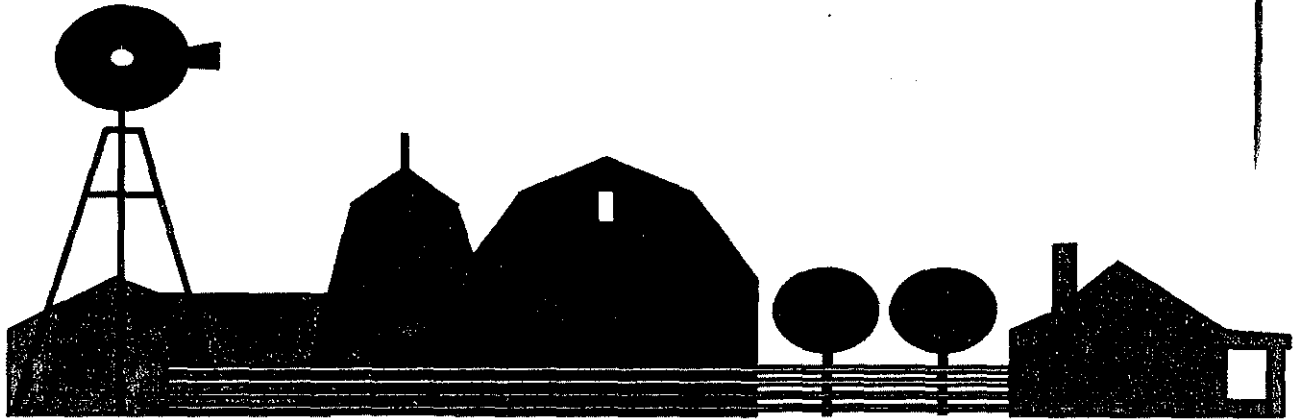
03/08/20 House: VOTE: Adoption (56-Y 38-N 1-A)

03/08/20 Senate: Conference report agreed to by Senate (26-Y 13-N)

Economic Development and Tourism Director Position Update by Chris Boies

Agri-equine Survey Continued Discussion

The Economic Impact of the Agriculture Sector In Clarke County, Virginia



Dr. R. David Lamie
Department of Agricultural and Applied Economics
Virginia Tech University
October 1996

Introduction

Clarke County agriculture has deep roots that extend back to the first farming settlers. Agriculture still plays a very important part in defining the cultural and economic fabric of the county. It would be a mistake to view agriculture in Clarke County as merely the farms that produce crops and livestock. The effects of agriculture are felt not only in the farming community, but also in those industries that supply inputs to farms as well as those who add value to the raw farm products through further processing and marketing.

Clarke County also boasts of a large horse industry that attracts investment from more urban areas and contributes to the economy through local expenditures. In addition, those who earn income from any and all of these agriculturally-related enterprises add to the economy of the county by making local purchases and paying local taxes.

Purpose of Study

It was the purpose of this study to estimate the economic impact of the agricultural industry in Clarke County. Specifically, this study was made in an effort to better understand:

1. the scope and scale of the current agricultural industry in Clarke County
2. the linkages between the agricultural sector and other sectors in the Clarke County economy, and
3. the economic impact of the agricultural sector in comparison to other sectors of Clarke County.

Methods of Study

In order to measure the economic contributions of agricultural production, agricultural processing, and other non-agricultural industries in Clarke County Virginia, a static input-output model was developed using IMPlan¹. This model was developed assuming that (1) the input-output coefficients captured the production technology of Clarke County farms and manufacturers, (2) Clarke county farms and manufacturers purchase according to the purchase coefficients estimated by IMPlan, and (3) that households purchase according to the household consumption coefficients.

¹ IMPlan is an input-output analysis software package developed by the US Forest Service.

Measuring the Direct Effects of Agriculture and Other Sectors

Measuring the output and levels of employment of the agriculture industry is not a straight-forward matter. Much of the farming sector is composed of sole proprietors, some with family workers, off-farm workers, contract laborers, and seasonal labor. Additionally, much of the output is either consumed at home or reinvested in the farm. Therefore, measures of output may be biased and much of the employment in agriculture is not reported. It follows that estimation methods must be used to produce these figures. The methods used in this study to estimate employment and output in the agricultural industry in Clarke County follows.

Estimates of crop output were obtained by obtaining estimates of 1995 agricultural production from the Virginia Department of Agricultural Statistics and 1995 average prices from the Virginia Crop Reporting Service to derive dollar values of output for crops in Clarke County. These estimates are reported in Table 1. Estimates of vegetable production and greenhouse and nursery production were obtained by adjusting 1992 levels of output, as reported in IMPlan, by the Consumer Price Index (CPI) to reflect 1995 price levels. In a similar fashion, the dollar value of livestock output was estimated by adjusting the 1992 Census of Agriculture dollar values of outputs by the CPI to reflect 1995 price levels. Estimates of the economic value of the horse industry were obtained by modifying the estimated budget of expenditures for horses obtained in a 1995 study of the Virginia horse industry². These budgeted expenditures were adjusted to reflect the estimated proportion of these expenditures made in the county.³ Estimates of total crop output, total livestock output, greenhouse and nursery output, vegetable output, and horse industry output are reported in Table 2.⁴

Estimates of the direct effects of the non-agricultural sectors were generated using employment estimates from the Virginia Employment Commission. IMPlan output-employment and value added-employment ratios were then used to estimate the output and value added⁵ for these industries. These estimates are reported in Table 3.

² "1995 Virginia Horse Industry Profile", prepared for the Virginia Equine Educational Foundation, Inc. by The Wessex Group, Ltd., Williamsburg, Virginia, January 1996.

³ It should be noted that no adjustments were made from the horse industry study to reflect the apparent higher proportion of higher-than-average valued horses in Clarke County. There was not data available to make such an estimate. Thus, the estimates produced in this report are most likely under-reported.

⁴ This study differs from others in that the economic impact of the input suppliers and the agricultural processing industry were not estimated since reasonably accurate data was not available at the county level. However, one can obtain some notion of the extent of these sectors in the remainder of this report by observing the amount of indirect effects produced by the agricultural industry. Nonetheless, the estimates produced in this report are most likely under-reported.

⁵ Value-added is the difference between the value of the sales and the value of all input purchases of a particular industry. Thus, it is, in a sense, a measure of the contribution of the particular industry to the gross regional product.

Results

All sectors of a local economy are important in that they all contribute by providing employment and income, by paying local taxes that finance local infrastructure, schools, and other public services, and by supporting other sectors of the local economy by making purchases, adding value, and providing inputs.

The overall dollar value of output of an industry is an interesting measure in that it indicates the total flow of dollars received by the industry. Figure 1 provides the breakdown of output for all the represented sectors of the Clarke County economy for 1995. In terms of dollar value of output, the manufacturing sector is clearly the largest single sector representing approximately 41 percent of total output. This is followed by the Service sector (16%), F.I.R.E. (finance, insurance, and real estate) (11%), Agriculture (13%), Construction (6%), Retail Trade (5%), Government (5%), Transportation, Communication, and Public Utilities (2%), and Wholesale Trade (1%).

Value added is, perhaps, a more useful measure of the importance of an industry as it represents the total amount of additional value that is contributed within the county. It is the measure of each sector's contribution to gross regional product. Each dollar of additional value added implies that income and employment are generated within the county. Figure 2 provides the breakdown of value added for all the represented sectors of the Clarke County economy for 1995. Once again, manufacturing leads all other sectors with 36 percent of total value added in the county. This is followed by services (16%), F.I.R.E. (13%), Agriculture (12%), Government (9%), Retail Trade (6%), Construction (5%), Transportation, Communication, and Public Utilities (2%), and Wholesale Trade (1%).

Total employment is an important measure of the importance of any sector within a regional economy. However, it should be remembered that this measure of the total amount of jobs attributable to each sector does not take into account the quality of these jobs. Agriculture leads the way with respect to the highest percentage of jobs in the county with 30 percent. This is followed by Services (22%), Manufacturing (22%), Government (10%), Retail Trade (8%), Construction (4%), F.I.R.E. (2%), Transportation, Communication, and Public Utilities (1%), and Wholesale Trade (1%).

However, the total amount of output, value added, and employment by any individual sector does not fully tell the story of the importance of any individual sector. Local purchases by individual sectors of the local economy from other sectors creates indirect multiplier effects. These purchases generate additional output, value added, and employment in the backward-linked sectors. These multiplier effects are displayed in Table 3 as the difference between the first two major headings (Direct Effects & Direct and Indirect Effects) and in Figure 4 as the middle portion of the bar associated with each sector.

For instance, in Figure 4, the Agriculture industry accounts for 13.2 % of the total output of the Clarke County economy. In addition, the Agriculture industry is also responsible for 2.2% of the output produced in all other sectors in support of the agriculture industry. This 2.2% of the Clarke County economy represents the additional output from all other sectors in support of the agricultural industry⁹. The top portion of the graph, the induced effect as a percentage of total direct effect, represents the total output generated from the household income paid to employees in both the agricultural industry and its input industries. Thus, an additional 8.5% of the total direct output of the Clarke County economy can be attributed to employment in the agricultural sector and its backward-linked sectors. Similar interpretations can be made of the other sectors in Figure 4.

In a similar fashion, figures 5 and 6 report the amounts of value added and employment, respectively, that are generated by direct, indirect, and induced effects by each of the industries. For instance, in Figure 5, the Service industry accounts for 15.8 % of the total value added for the Clarke County economy. Additionally, the Service industry is also responsible for 2.9 % of the value added produced in all other sectors in support of the Service industry. An additional 9.6 % of value added is attributable to the spending of wages from the Service sector and all backward-linked sectors. In Figure 6, one can see that agriculture accounts for 30.3% of total employment in the Clarke County economy. Another 3.8% of total employment in Clarke County is attributable to those sectors that support the Agricultural industry. Finally, an additional 9.4% of total Clarke County employment is due to the spending of wages earned in the Agricultural sector and its backward-linked sectors.

⁹ This differs from what is traditionally thought of as the “ag input” industry in that this notion refers to all inputs, including such things as input from medical doctors, necessary to produce agricultural output.

Table 1: Output, Value Added and Employment Associated with Production of Crops in Clarke County, Virginia, 1995

	Output (\$MM)	Value Added (\$MM)	Employment
Corn (Grain and Silage)	1.060	.564	24
Soybeans	.180	.106	5
Wheat	.306	.163	7
Barley	.117	.063	3
Hay	1.988	.736	45
Apples	6.171	5.878	151
TOTAL for All Crops	9.822	7.509	235

Table 2: Economic Effects of Agricultural Sectors in Clarke County, Virginia, 1995

	Direct Effects			Direct and Indirect Effects			Direct, Indirect, and Induced Effects		
	Output (\$MM)	Value Added (\$MM)	Annual Average Employment	Output (\$MM)	Value Added (\$MM)	Employment	Output (\$MM)	Value Added (\$MM)	Employment
Crops	\$ 3.661	\$ 1.641	83	\$ 4.037	\$ 1.769	90	\$ 5.647	\$ 2.395	117
Nursery and Greenhouse	\$.599	\$.570	10	\$.860	\$.994	24	\$ 1.115	\$ 1.722	11
Vegetables	\$.610	\$.580	9	\$.845	\$.838	13	\$.942	\$ 1.242	16
Livestock	\$ 11.014	\$ 3.263	428	\$ 13.779	\$ 4.662	496	\$ 22.534	\$ 10.382	647
Horses	\$ 13.884	\$ 6.451	911	\$ 15.645	\$ 7.306	1,000	\$ 25.445	\$ 11.382	1,283
Total Agriculture	\$ 37.032	18.886	1,665	43.207	22.563	1,873	67.218	36.845	2,390

Figure 1: Sectoral Distribution of Output for Clarke County, Virginia, 1995

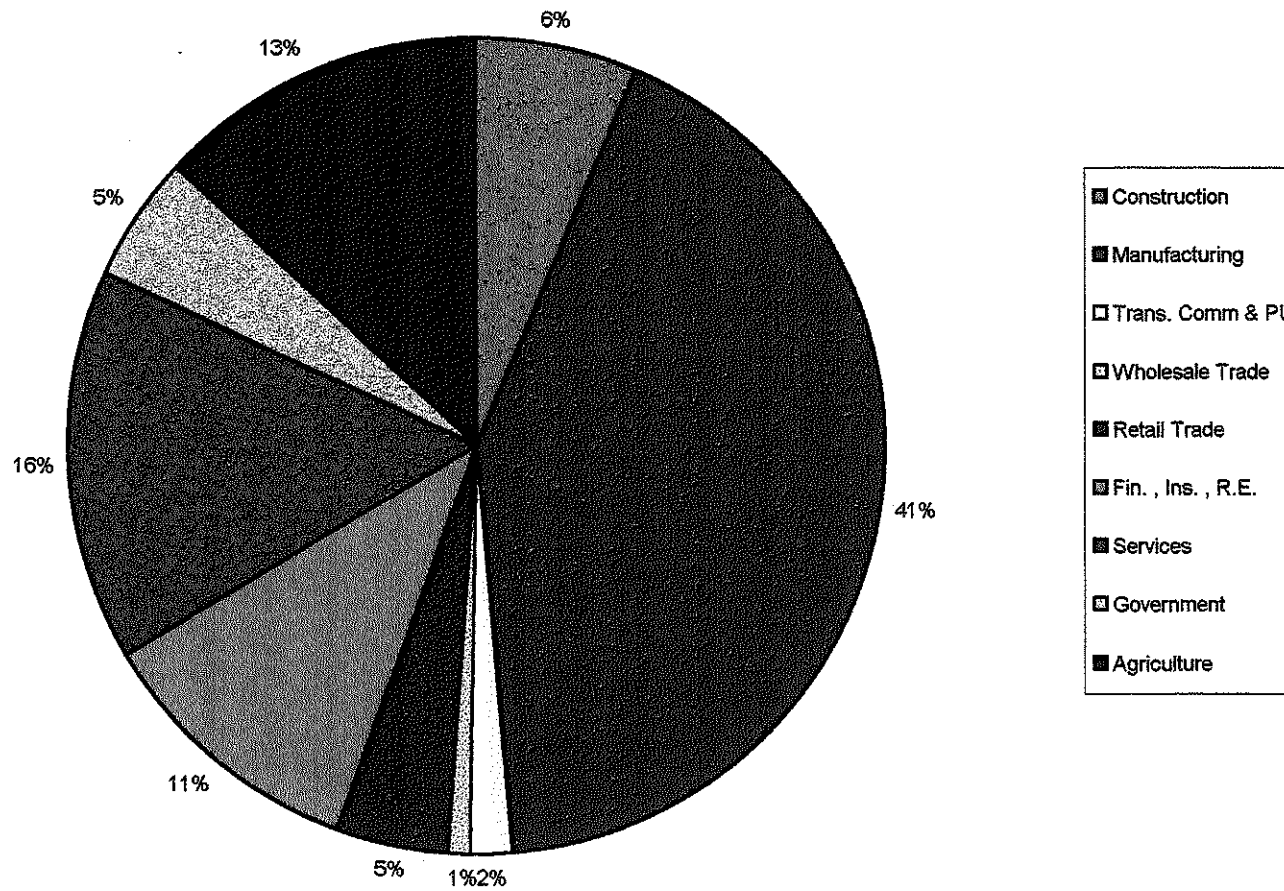


Figure 2: Sectoral Distribution of Value Added for Clarke County, Virginia, 1995

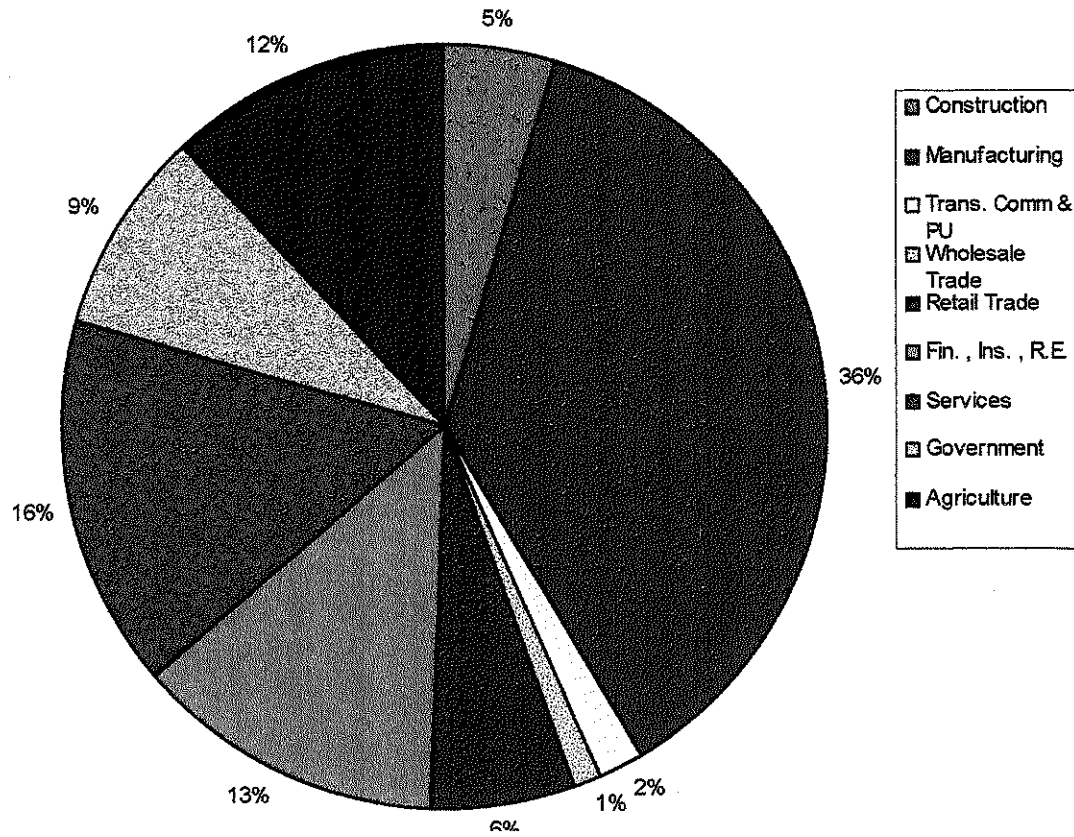


Figure 3: Sectoral Distribution of Employment for Clarke County, Virginia, 1995

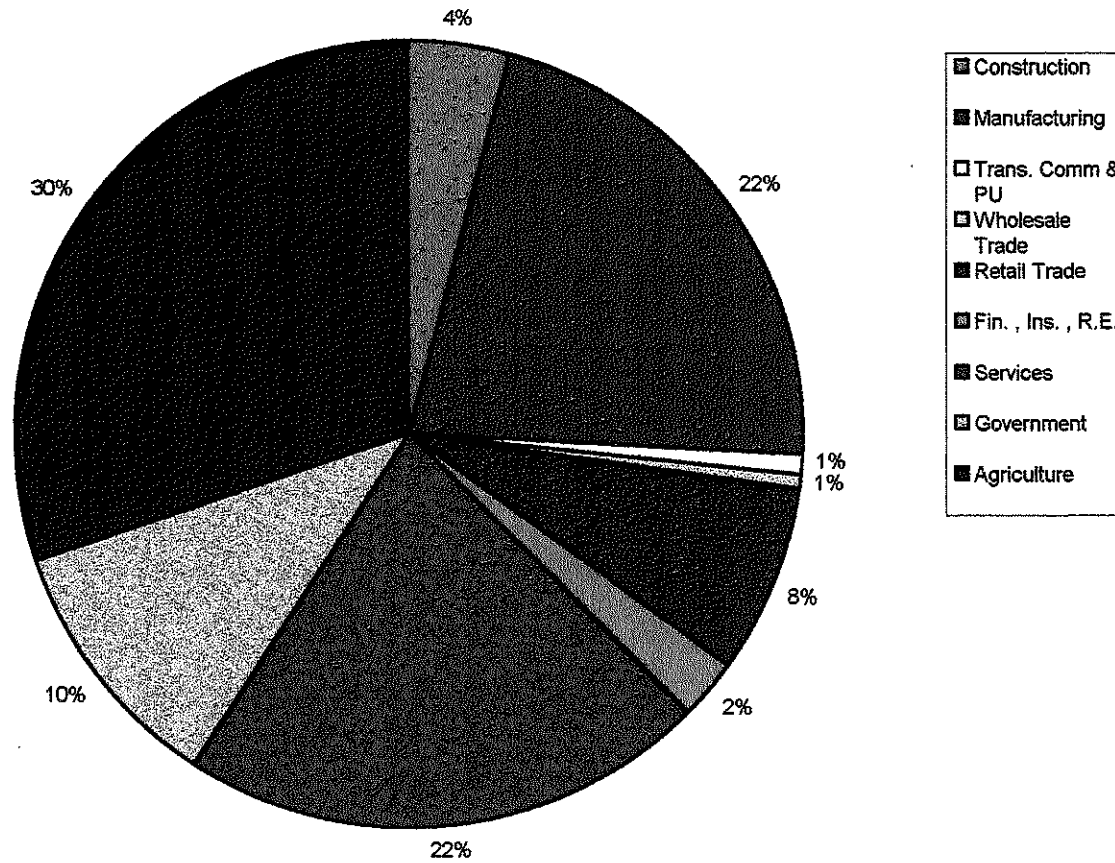


Figure 4: Sectoral Distribution of Direct, Indirect, and Induced as Percentage of Total Direct Effects, Output, Clarke County, Virginia, 1995

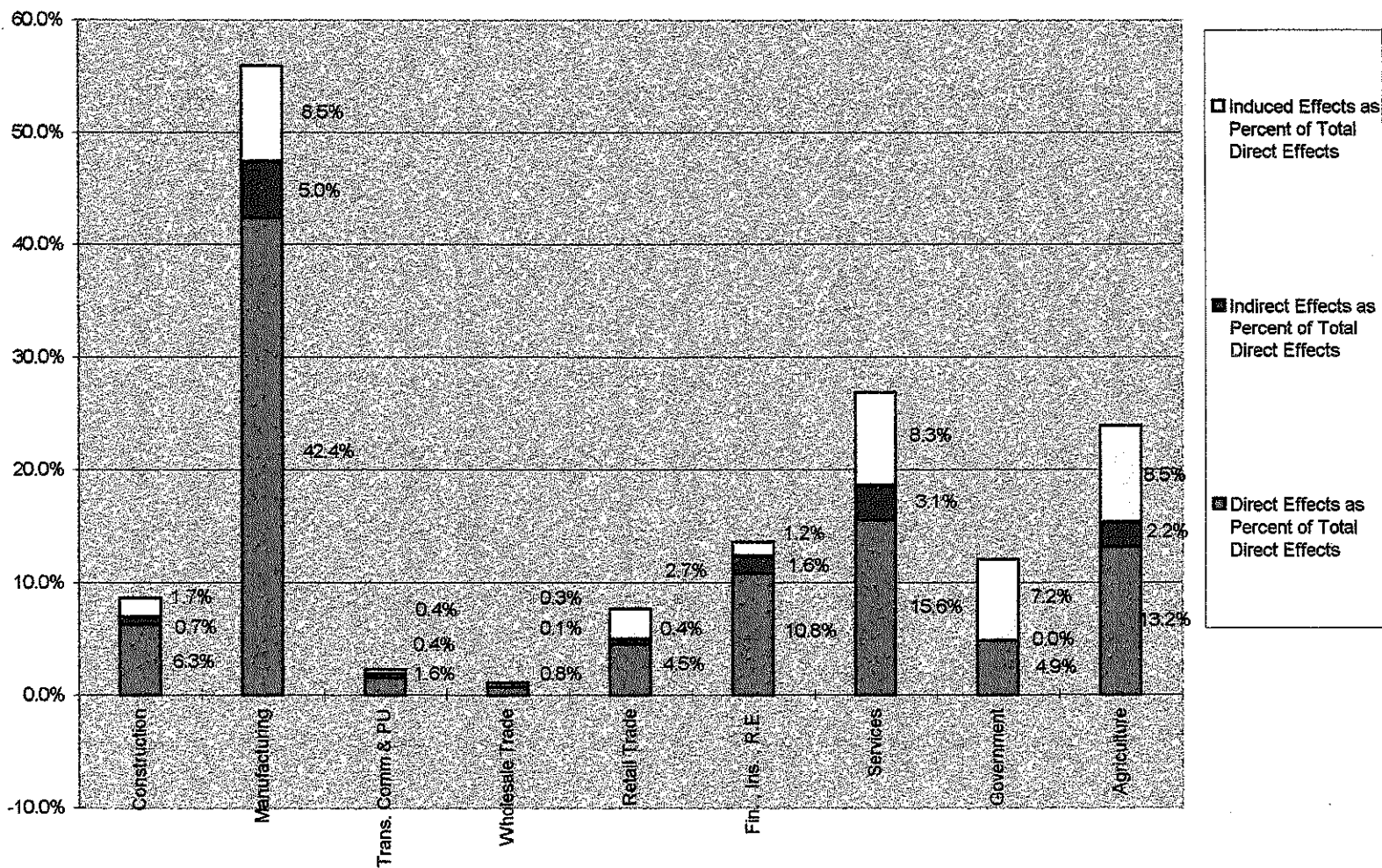


Figure 5: Sectoral Distribution of Direct, Indirect, and Induced Effects as a Percentage of Total Direct Effects, Value Added, Clarke County, Virginia, 1995

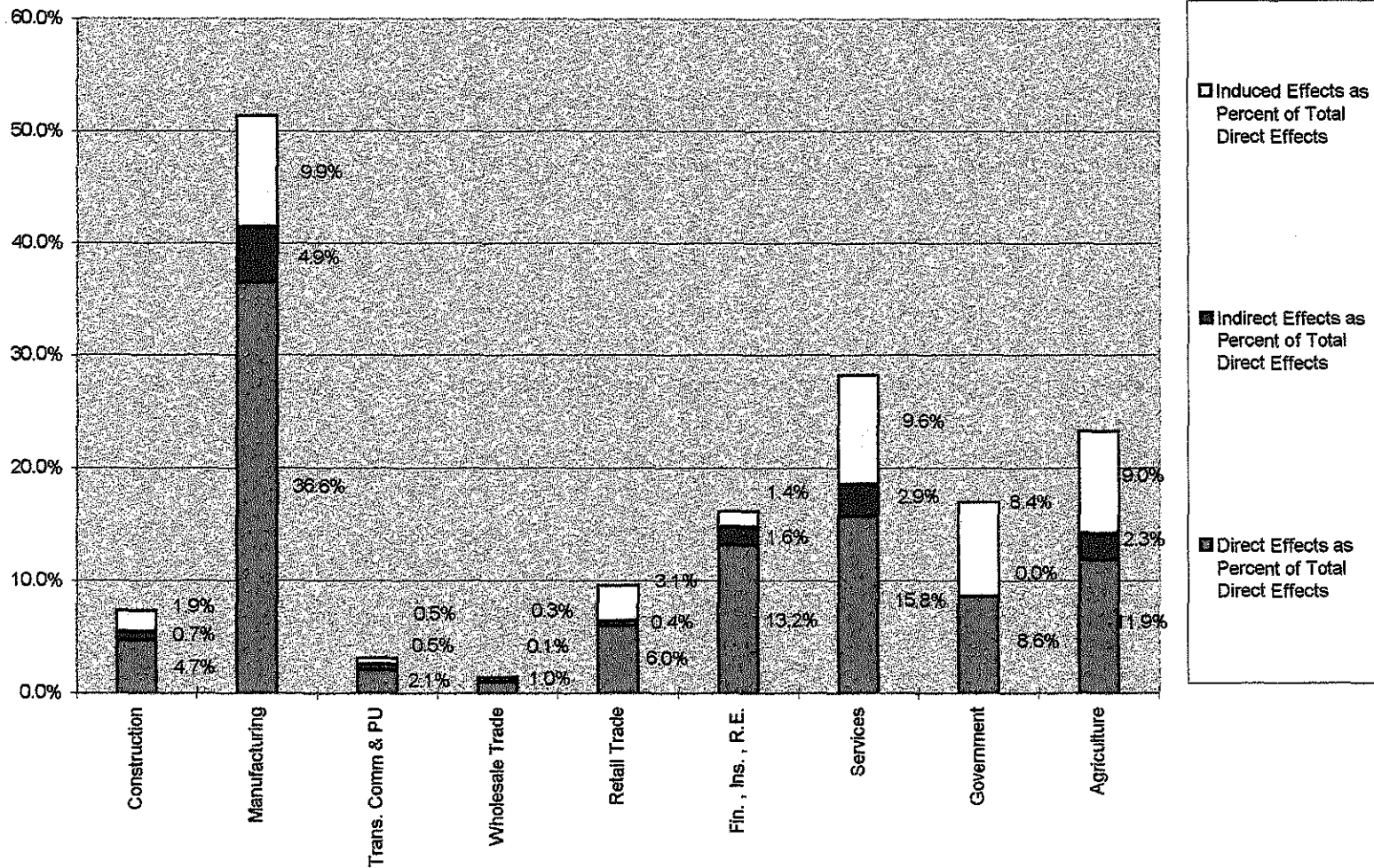


Figure 6: Sectoral Distribution of Direct, Indirect, and Induced Effects as a Percentage of Total Direct Effects, Employment, Clarke County, Virginia, 1995

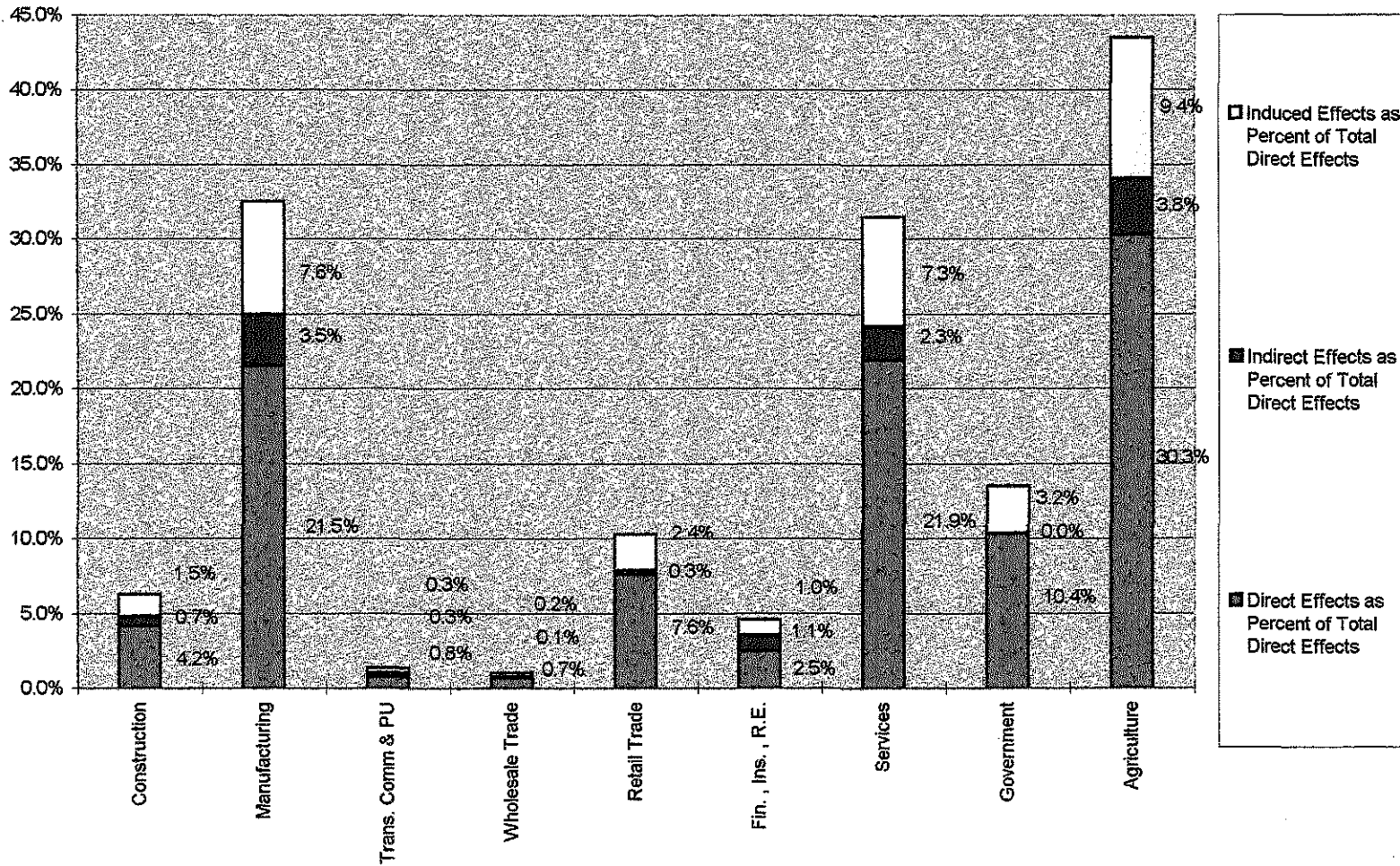


Table 3: Economic Effects of Agriculture and Other Sectors in Clarke County, Virginia, 1995

	Direct Effects			Direct and Indirect Effects			Direct, Indirect, and Induced Effects		
	Output (\$MM)	Value Added (\$MM)	Annual Avg. Employment	Output (\$MM)	Value Added (\$MM)	Employment	Output (\$MM)	Value Added (\$MM)	Employment
Construction	17.72	7.51	230	19.621	8.67	265	24.26	11.70	346
Manufacturing	119.13	57.89	1,182	133.307	65.67	1372	157.3	81.35	1787
Transportation, Communication, & Public Utilities	4.37	3.26	45	5.455	4.05	59	6.47	4.919	76
Wholesale Trade	2.17	1.63	41	2.361	1.73	44	3.13	2.236	57
Retail Trade	12.77	9.54	418	14.031	10.24	434	21.62	15.201	565
Finance, Insurance, & Real Estate	30.48	20.97	136	1.147	23.50	195	1.25	25.639	252
Services	43.73	24.97	1,204	52.429	29.48	1327	75.64	44.649	1729
Government	13.64	13.64	570	13.636	13.63	570	33.96	26.914	743
Agriculture	\$ 37.032	18.886	1,665	43.207	22.563	1,873	67.218	36.845	2,390
TOTAL	\$281.042	158.296	5,491	285.194	179.533	6,139	390.848	249.453	7,945

Approval of Minutes:

January 29, 2020, Regular Meeting

Proposed Motion: I move to approve the minutes of January 29, 2020, as [presented] or [as amended citing specific amendment].

Clarke County Economic Development Advisory Committee
January 29, 2020 Minutes

A meeting of the Economic Development Advisory Committee (EDAC) held in the Berryville/Clarke County Government Center, Berryville, Virginia, on Wednesday, January 29, 2020, at 1:00 PM.

Board: Chris Bates, Christy Dunkle, Christina Kraybill, Bev McKay, John Milleson

Absent: Jim Barb, Betsy Pritchard, Lee Shaffer

Staff: Doug Lawrence, Len Capelli, Cathy Kuehner, Lora B. Walburn

Press: Mickey Powell – The Winchester Star

1. Call to Order

At 1:00 pm, Lora Walburn, Economic Development Advisory Committee Clerk, called the meeting to order.

2. Organizational Items

Elect Chair

Lora Walburn called for nominations and election of the 2020 Chair.

Bev McKay, seconded by Christie Dunkle, moved to nominate and elect John Milleson, 2020 Chair. The motion carried by the following vote:

Jim Barb	-	Absent
Chris Bates	-	Aye
Christy Dunkle	-	Aye
Christina Kraybill	-	Aye
Beverly B. McKay	-	Aye
John Milleson	-	Aye
Betsy Pritchard	-	Absent
Lee Sheaffer	-	Absent

Following the vote, the meeting was turned over to John Milleson 2020 Chair.

Elect Vice Chair

Chairman Milleson called for nominations and election of the 2020 Vice Chair.

When queried, 2019 Vice Chair Christina Kraybill declined the 2020 nomination citing potential scheduling conflicts.

Christy Dunkle, seconded by Christina Kraybill, moved to nominate and elect Chris Bates 2020 Vice Chair. The motion carried by the following vote:

Jim Barb	-	Absent
Chris Bates	-	Aye
Christy Dunkle	-	Aye
Christina Kraybill	-	Aye
Beverly B. McKay	-	Aye
John Milleson	-	Aye
Betsy Pritchard	-	Absent
Lee Sheaffer	-	Absent

Set Meeting Date, Time and Location

By consensus, the Committee adopted the schedule as presented.

Third Wednesday at 1:00 pm, Berryville Clarke County Government Center Meeting Room AB

- January 29
- March 18
- May 20
- July 15
- September 16
- November 18
- December 16 [Annual Business Tour]
- January 20, 2021 – Organizational Meeting

3. Adoption of Agenda

Chris Bates opined that the brochure project required more research. Chairman Milleson suggested further discussion under Item 5 as scheduled.

Christy Dunkle, seconded by Christina Kraybill, moved to adopt the agenda as presented. The motion carried by the following vote

Jim Barb	-	Absent
Chris Bates	-	Aye

Christy Dunkle	-	Aye
Christina Kraybill	-	Aye
Beverly B. McKay	-	Aye
John Milleson	-	Aye
Betsy Pritchard	-	Absent
Lee Sheaffer	-	Absent

4. Approval of Minutes

Chris Bates, seconded by Christina Kraybill, moved to approve the November 20, 2019, minutes as presented. The motion carried as follows:

Jim Barb	-	Absent
Chris Bates	-	Aye
Christy Dunkle	-	Aye
Christina Kraybill	-	Aye
Beverly B. McKay	-	Aye
John Milleson	-	Aye
Betsy Pritchard	-	Absent
Lee Sheaffer	-	Absent

5. Brochure Project Update by Cathy Kuehner

Chris Bates stated that the brochure projects needed additional research before the Committee could make decisions. He further noted that there was no tracking mechanism to determine effectiveness.

Lora Walburn comments:

- The late John Sours, former Director of Economic Development and Tourism, in conjunction with the EDAC, created the County's tourism brochure.
- Historically, the brochure has been reviewed and revised by the Director and the EDAC; and, after his retirement, reviewed and content approved solely by the EDAC while she clerked the public body from 2002 to 2010.
- Tourism Alliance, a group created at the suggestion / recommendation of the EDAC, created and published a brochure, "Closer than you think." The Tourism Alliance disbanded in 2006.
- Administrative staff, with the help of other employees traveling near distribution locations, delivered brochures on a monthly basis from 2002 to 2010.
- Since she returned to clerking the EDAC in July 2016, no requests until late 2018.
- Demand for brochures has significantly decreased over the past ten years.

Cathy Kuehner comments:

- There is no process because she has not done this before. Her vision:
 - She is invited to the table to talk about basic questions.
 - Do we need one?
 - Who is the audience?
 - What is the budget?
 - Once it is established that, yes, we want something, whether it is a brochure or a rack card; then, kinda get into that deeper discussion about:
 - What are we promoting?
 - What telephone number?
 - What email address?
 - What is the content?
 - Who is your audience?
 - What is the content?
 - So, first, if it is something you decided you wanted to pursue; then, me at the table talking about images, text, content, that sort of thing. Of course, I report to Chris [Boies]; and, it is the County that would pay for it. So, some point, there is that.

Bev McKay asked when the new website was up, running, and after it gets established if the County would have something that links to things on it.

Cathy Kuehner responded in the affirmative.

Christina Kraybill asked Ms. Kuehner in her professional opinion, in all the years she spent in communications in various sources, if she felt a paper copy would be helpful or an app development.

Cathy Kuehner responded that she had to say that, she thought, that we are in a point in time when there are still some people, and she tends to think women with pocketbooks, who are out and about and will pick up. She continued that she thought it was the same conversation of the bigger picture is the discussion about newspapers. We are at a point in time where there are still some people that like paper, right; but, we recognize that the scale is tipping toward people that do everything online, right. And, so, that has got to be part of the conversation is that if there is a brochure, or a rack card, first – where does it get distributed, who is doing the distribution. Chris [Bates] is right, is there a mechanism to track in any way how somebody heard about something.

Chris Boies informed the Committee Len Capelli had introduced him to the regional tourism group, Shenandoah Valley Tourism Partnership, that will meet again the first part of February; and, at that meeting, he would have access to every tourism director in this region with whom he would like to seek opinion. Noting that a lot of them were still producing a brochure, he said he would ask about tracking value back to costs, and things of this nature. Mr. Boies suggested coming back with a proposal at the next meeting.

Christy Dunkle remarked that many of these member jurisdictions are on the Interstate 81 corridor.

Bev McKay commented that when you get a paper one it is targeted to what you want it to be targeted to; because, you pick up a piece of paper and look on it, unless it is in Berryville or Clarke County, that is what you get. He told the members that when he was in Richmond for a meeting, he had entered in his phone area restaurants; and, while he got a few area restaurants, some were displayed were located in Shreveport, Louisiana. He wondered how much money it was worth to do that.

Christina Kraybill responded that it comes down to the target audience; because, when she ran her shop, her ideal customer tended to be in their 40's and 50's, the age group that tends to have the most discretionary income. Therefore, if you want tourists that spend money, you tend to go after that age group; but, you do not want to forget the next generation that might not have as much disposable income, but you want them to start buying into the benefits of a community. She opined that it gets tricky because the younger generation is mostly using apps or social media for recommendations; and, the challenge is, how do we continue to care for an older consumer, that is very important to a community, but how do we not forget the younger ones coming up.

Cathy Kuehner commented that Christina Kraybill, knowing from her drum circle, that younger generations are interested in the experience; and, on that, Clarke County has a lot to offer with the river, the Appalachian Trail, and places to bicycle, wander, Blandy, places to go to and have an experience. So, yeah, it is finding that balance that we have discussed before that the challenge with any brochure is that you don't want to be real specific about stores and places that may not be in business a year or two from now.

Christina Kraybill noted that one thing all generations have in common is word-of-mouth; and, when they hear something word-of-mouth, they tend to go to check it out. She provided an example from her own experience during a recent trip to Homestead, Florida.

Bev McKay opined that there was no substitute for local knowledge.

Chairman Milleson instructed staff to carry the matter forward to the March agenda.

Presentation by Dana Waring, Principal – Clarke County High School

Bev McKay informed the members that he had recently spoken with Terri Catlett, Board of Supervisors Liaison to the Clarke County School Board, who had informed him that Dana Waring, Principal – Clarke County High School, was working on a program at the high school where she would like those high school students that will have to start doing interviews soon to participate in practice interviews. Ms. Waring would like to make a presentation on her project to the EDAC at its March meeting.

Chris Boies explained that Ms. Waring is trying to find a connection to the business community.

Bev McKay added that Ms. Waring wanted to explore what the businesses in the County can / will do.

Chris Boies opined that it might be helpful for the members to hear what Ms. Waring is working on with her students.

Chairman Milleson stated that he would contact Ms. Waring and invite her to the March meeting.

Chris Bates added that the presentation might take more than fifteen to twenty minutes since Ms. Waring had a lot the EDAC needed to be aware of, which will take time to go through all the opportunities for businesses and Career and Technical Education students.

6. Director Economic Development and Tourism

Update and 2019 Year-end Summary

Highlights of Len Capelli's update includes:

- This is his last meeting with the Economic Development Advisory Committee. He noted that he had enjoyed working with everyone and would keep in touch.
- Brochure:
 - Never been a proponent of big, expensive brochures.
 - He agrees with Christy Dunkle, who did mentioned that people do stop in tourist centers, that a rack card there might result in an action, whether it is visiting a website or making a telephone call.
 - Two websites:
 - Tourism website: Averaging over five hundred [500] new users per month, which it has done over the past two and a half years.
 - Economic Development website: Two hundred and twenty five [225] to two hundred and fifty [250] new visitors per month on average, which is significant for what Clarke has to offer and the limited assets. This is a fairly significant number of visitors at a low cost.
- "Become and Agripreneur" Seminar
 - February 12, 2020, at 6:30 pm, Main Meeting Room
 - Over 100 people have pre-registered.
 - Will have speakers from a number of agencies that are targeted to assist farmers.
 - A business working with the local equine community has donated a leaf blower for a raffle / door prize.

Report: Meals Tax in Surrounding Jurisdictions

- In favor of a food tax; and, if Representative Gooditis' bill [HB785] passes, it will allow the Supervisors to can make the decision without going to referendum.
- One report in the packet contains meals tax rates and budgeted FY2020 revenues for surrounding jurisdictions.
- The second report represents a conservative estimate of potential revenues.
- By consensus, the matter was carried forward to the March agenda.

Agricultural / Equine Survey

Highlights of Vice Chair Bates overview on the subject include:

- Two years ago, as a representative of the Farm Bureau and the Clarke County Equine Alliance, he came before the EDAC to present these groups' desire for an economic survey.
- The agpreneur seminar does not include the "horse people."
- Horses are the biggest economic driver in Clarke County agriculture.
- All information on surveys for agriculture in general, and horses in particular, dates back to 2002.
- Information is needed to seek businesses and educational programs.
- Spoke with the Agriculture teacher at the high school, who is "limping along" in an ag-management class without sufficient local data.
- It is estimated that there are approximately two thousand equine jobs in the County.
- Is suggesting that the EDAC have a legitimate discussion on conducting a survey to tell us what is here so that it can be developed.
- Clarke's website shows some available buildings and parcels, but it is nowhere near a complete list.
- Survey may need to be a "total" economic survey.

Bev McKay noted that Virginia does an ag survey, as well as the USDA. He opined that while there may be many horses out there many of those horses have zero value.

Chris Bates responded that if a horse produces \$165 a month in subsistent rent it does not have zero value for it has economic value, making it the most valuable animal in the County.

Bev McKay countered that retired race horses might be worth something, but really have no value and cannot be sold. He said that he could tell you what a cow is worth or an acre of corn, but how do you determine income value on a horse. He opined that, traditionally, ag surveys have looked at the value of the animal.

Chris Bates responded that the two surveys cited by Mr. McKay get very limited response. He opined that what Clarke needs is to control its own survey, to work together with entity conducting the survey. He reminded that two years ago the groups he represented had twenty lined up to do the legwork for the survey to find out really what is there, which is what is missing on a USDA or a Virginia Tech surveys.

Chris Bates opined that this opportunity was best suited to the EDAC to review to determine what is needed and to make those recommendations to the Board of Supervisors.

Bev McKay responded that the Farm Bureau funded the last survey, but nothing was done with the information.

Christy Dunkle reminded that the EDAC, specifically Eric Myer, former EDAC member, with Jake Grover, former Virginia Cooperative extension agent, was responsible for starting up the monthly hay sale at Hash's Auction.

Chris Bates responded to Christina Kraybill's query advising that the 2002 survey was an overview that provided a great deal of good information upon which farm meetings were based. At these meetings, held in the Town of Berryville, a great deal of networking was done, particularly among niche farmers.

Bev McKay opined that a survey may not accomplish anything, and, may in fact, be a negative to find out the actual value.

Christina Kraybill countered that Mr. Bates seemed to be saying that there were a lot more that were of value.

Mr. Bates explained that Mr. McKay's view is that there were more retired horses, drawing a \$165 a month each, than there are valuable horses that actually perform regular work.

Christina Kraybill asked how the 2002 survey was funded.

Bev McKay responded that the Farm Bureau and the County paid for the survey.

Chris Bates added that it cost just over \$5,000.

Chairman Milleson asked that the 2002 survey be included in the EDAC's March meeting packet.

Chris Bates postulated that the last survey caused problems between horse and cow farmers for all placed value on their animals.

In response to Christina Kraybill's query, Bev McKay informed the members that there were current reports available from the USDA on crops, beef cattle, and dairy.

Christina Kraybill asked for a rough cost estimate to conduct such a survey.

Chris Bates responded that it cost Loudoun County almost \$30,000 to conduct a horse-only survey. He stated that economic development funds were in the budget.

Bev McKay remarked that if a survey were done the EDAC should know what it wants to do with the information found, as well as have some sort of idea of what might be found.

Chris Bates opined that as economic advisory council the EDAC could help.

Len Capelli asked Mr. Bates for the number of local Equine Alliance members.

Mr. Bates responded approximately one hundred and forty [140] full equine businesses, with another six hundred [600] hanging around the fringes.

Len Capelli commented that he and Mr. Bates had discussed, even before conducting a survey, how to get more people involved by providing more value to the members in regard to promoting Clarke County Equine Alliance and making others aware of the the fact that Clarke is a substantial equine operation.

Chairman Milleson asked that continued discussion on the matter be added to the March agenda. He asked that a copy of 2002 survey be included in the packet, as well as distributed in advance to allow members time to review.

County Administrator Chris Boies Comments

Chairman Milleson invited newly appointment County Administrator Chris Boies to comment on his first meeting.

Chris Boies thanked Len Capelli for the job he has done for Clarke. He noted that he had only been here since December; and, Len had been super helpful to him in the transition, handing things over very professionally, and working together to keep the cooperation going after his departure and before someone else is hired. He concluded by expressing his appreciation to Len Capelli for the work he has done in service to Clarke.

Mr. Boies informed the Committee that he spoke last week with the Industrial Development Authority, and there was some desire to have targeted approaches to different pieces of economic development, strategies, etc.

Chairman Milleson expressed appreciation to Len Capelli for his help and service. He welcomed Doug Lawrence, Russell District Supervisor, to the meeting.

Christina Kraybill thanked Mr. Capelli noting in particular his coordination of the annual December business tour, which has become a favorite for members.

Draft for approval March 18, 2020

Doug Lawrence told the Committee that he had read that the Jefferson County, West Virginia horse alliance were seeking support to build a center like the Virginia Horse Center in Rockbridge County, Virginia potentially on a piece of property that straddles the Jefferson / Clarke boundary line.

Mr. Lawrence, noting that fiber optics were placed along the railroad tracks stretching from Atlanta, Georgia to Chicago; Illinois, asked if this fiber option was available to local residents.

Bev McKay responded that this backbone line was not available to local users.

Lora Walburn added that Shentel does provide fiber options to commercial businesses along Route 7 and Route 340 in Clarke.

Supervisor McKay added that Shentel seems to be the most responsive of the fiber optic providers.

7. Next Meeting

The next meeting is scheduled for Wednesday, March 18, 2020.

8. Adjournment

Being no further business, at 1:40 pm, Chairman Milleson adjourned the meeting.

Minutes recorded and transcribed by Lora B. Walburn, Clerk

Clarke County Economic Development Advisory Committee

Adjourn

Reports in Packet:

- YTD 2020 Building Department
- EDAC Follow-up Items Status Report
- Industrial Development Authority January 23, 2020, Minutes
- Berryville / Clarke County Joint [aka MOU] Committee on Economic Development and Tourism February 12, 2020, Minutes

Building Department - Clarke County
 New Single Family Dwellings 2020

	Battletown	Berryville	Boyce	Chapel	Greenway	Longmarsh	TOTAL	COMMENTS
January			2	2	1		5	
February	1		3	1			5	
March								
April								
May								
June								
July								
August								
September								
October								
November								
December								
TOTAL	1		5	3	1		10	

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Clarke County
INSPECTION REPORT

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Building Inspections

INSPECTIONS PERFORMED: 02/01/20 to 02/29/20

INSPECTION	DATE	BY	RSLT	PROJECT	CITY	AREA	LOCATION	OWNER	INSP ID	T
Final Closing Electr	02/03/20	BT	P	NRSF	BVL		726 EAST MAIN ST	CAPITAL BUILDERS LLC	13347	A
Final Closing Mechan	02/03/20	BT	P	NRSF	BVL		726 EAST MAIN ST	CAPITAL BUILDERS LLC	13348	A
Final Closing Plumbi	02/03/20	BT	P	NRSF	BVL		726 EAST MAIN ST	CAPITAL BUILDERS LLC	13349	A
Final Closing Buildi	02/03/20	BT	P	NRSF	BVL		726 EAST MAIN ST	CAPITAL BUILDERS LLC	13350	A
Water Line	02/03/20	BT	P	NRSF	BYC	BYC	311 LIMESTONE CT	RICHMOND AMERICAN HOMES	13382	A
Erosion & Sediment C	02/04/20	BT	P	NRSF			51 ASPEN LN	RUMEL INC	13171	A
Erosion & Sediment C	02/04/20	BT	P	NRSF	BVL	BLTN	54 CANNON BALL RD	COX TYLER J	13172	A
Final Closing Buildi	02/04/20	BT	P	Rmdl Res	BVL	BLTN	6259 HARRY BYRD HWY	SARAH KATHERINE BRENNAN	13142	A
Erosion & Sediment C	02/04/20	BT	P	NRSF	PRS	CHPL	21826 BLUE RIDGE MTN RD	SEYRLEHNER, GEORG	13170	A
Erosion & Sediment C	02/04/20	BT	P	NRSF	BYC	CHPL	620 TILTHAMMER MILL RD	NISWANDER RICHARD S	13169	A
Slab Porch/Deck	02/04/20	BT	P	NRSF	BYC	CHPL	620 TILTHAMMER MILL RD	NISWANDER RICHARD S	13138	A
Gas Line Pressure Te	02/04/20	BT	P	Gas Per-R	PRS	CHPL	20751 BLUE RIDGE MTN RD	SMALLIGAN PAUL T & MARY	13058	A
Gas Tank	02/04/20	BT	P	Gas Per-R	PRS	CHPL	20751 BLUE RIDGE MTN RD	SMALLIGAN PAUL T & MARY	13070	A
Final Closing Mechan	02/04/20	BT	P	MechPer-R	WHPT	GNWY	99 FOX LN	FULLERTON JOHN S & PHYL	12945	A
Electrical Rough In	02/04/20	BT	P	Rmdl Res	BVL	BLTN	169 WHISPERING KNOLLS LN	LYNN THOMAS W JR & KIMB	13145	A
Electric Service	02/04/20	BT	P	ELEC RES	BLMT	BLTN	346 DOGWOOD LN	WINE EARL M JR & SHARON	13144	A
Final Closing Gas	02/04/20	BT	P	Rmdl Res	BVL	BLTN	6259 HARRY BYRD HWY	SARAH KATHERINE BRENNAN	13140	A
Insulation	02/05/20	BT	F	NRSF	BVL		305 FIRST ST	HURTADO PEDRO	13173	A
Footings	02/05/20	BT	P	Rmdl Comm	BVL	BVL	612 EAST MAIN ST	VALLEY VENTURES I	13007	A
Erosion & Sediment C	02/06/20	BT	P	NRSF			1463 SENSENY RD	BRAITHWAITE JORDAN D	13188	A
Gas Rough In	02/06/20	BT	P	NRSF			1463 SENSENY RD	BRAITHWAITE JORDAN D	13189	A
Erosion & Sediment C	02/06/20	BT	F	NRSF	BVL		1856 BRIGGS RD	CLINE ROGER M & ANNE C	13187	A
Erosion & Sediment C	02/06/20	BT	F	NRSF			2708 MILLWOOD RD	BALLENGER WILLIAM & AMY	13186	A
Erosion & Sediment C	02/06/20	BT	P	Land Dis		LNGM	525 TRIPLE J RD	MCCLELLAN DWAYNE J & VI	13185	A
Insulation	02/06/20	BT	P	NRSF	BVL		305 FIRST ST	HURTADO PEDRO	13178	A
Framing	02/06/20	BT	P	Rmdl Res	BVL	BVL	770 MCGUIRE CIR	HARRISON DONNA KAY & CH	13161	A
Electrical Rough In	02/06/20	BT	P	Rmdl Res	BVL	BVL	770 MCGUIRE CIR	HARRISON DONNA KAY & CH	13168	A
Final Closing Mechan	02/06/20	BT	P	MechPer-R	BVL	CHPL	1465 BRIGGS RD	GRYPHONS LAIR LLC	12935	A
Insulation	02/06/20	BT	P	NRSF		LNGM	1463 SENSENY RD	BRAITHWAITE JORDAN D	12452	A
Framing	02/06/20	BT	P	Deck/Porch	BYC	GNWY	24 TANNERY LN	LEE EDWARD A & MONICA V	11896	A
Erosion & Sediment C	02/07/20	BT	F	NRSF			133 DEER HAVEN LN	LICKING VALLEY CONSTRUCT	13195	A
Erosion & Sediment C	02/07/20	BT	F	NRSF	BVL		138 KAVE LN	DAVIS SAMUEL LEWIS	13197	A
Erosion & Sediment C	02/07/20	BT	F	NRSF	BLMT		170 DEER HAVEN LN	LICKING VALLEY CONSTRUCT	13194	A
Erosion & Sediment C	02/07/20	BT	F	NRSF	BLMT		320 PINE GROVE RD	JIM NICHOLS CONSTRUCTIO	13196	A
Electric Service	02/07/20	BT	P	Solar	WHPT	GNWY	474 STONE BRIDGE RD	CONOVER CATHERINE M WAR	12083	A
Insulation	02/07/20	BT	P	Garage	BVL	LNGM	3271 OLD CHARLES TOWN RD	NICHOLS DAVID	9396	A
Plumbing Rough In	02/07/20	BT	P	Garage	BVL	LNGM	3271 OLD CHARLES TOWN RD	NICHOLS DAVID	13154	A
Framing	02/07/20	BT	P	Garage	BVL	LNGM	3271 OLD CHARLES TOWN RD	NICHOLS DAVID	13155	A
Final Closing Mechan	02/07/20	BT	P	MechPer-R	WHPT	GNWY	281 VISTA LN	SCHMICK LEON H JR & BLA	13122	A
Final Closing Electr	02/07/20	BT	P	Solar	WHPT	GNWY	474 STONE BRIDGE RD	CONOVER CATHERINE M WAR	12084	A
Final Closing Buildi	02/07/20	BT	P	Solar	WHPT	GNWY	474 STONE BRIDGE RD	CONOVER CATHERINE M WAR	12085	A
Erosion & Sediment C	02/10/20	BT	P	NRSF	BYC		189 JUNIPER LN	WATTS BUILDERS & HOME I	13209	A
Erosion & Sediment C	02/10/20	BT	F	NRSF	BLMT		320 PINE GROVE RD	JIM NICHOLS CONSTRUCTIO	13206	A
Erosion & Sediment C	02/10/20	BT	F	NRSF			51 ASPEN LN	RUMEL INC	13205	A
Erosion & Sediment C	02/10/20	BT	F	NRSF	BVL	BLTN	134 CANNON BALL RD	ROSENTHAL CRAIG & TERRI	13207	A
Sewer Line	02/10/20	BT	P	NRSF	BYC	BYC	121 GRAND OAKS DR	RICHMOND AMERICAN HOMES	13199	A
Water Line	02/10/20	BT	P	NRSF	BYC	BYC	121 GRAND OAKS DR	RICHMOND AMERICAN HOMES	13200	A
Erosion & Sediment C	02/10/20	BT	P	NRSF	BYC	BYC	345 UPTON CT	RICHMOND AMERICAN HOMES	13208	A
Erosion & Sediment C	02/10/20	BT	P	NRSF	BYC	CHPL	620 TILTHAMMER MILL RD	NISWANDER RICHARD S	13210	A
Footings	02/10/20	BT	P	R Found	BVL	BVL	200 ACADEMY ST	BROY VICKI	13191	A
Electric Service	02/10/20	BT	P	Solar	BLMT	CHPL	2365 RIVER RD	GLOVER ROBERT P TRUSTEE	12180	A
Final Closing Electr	02/10/20	BT	P	Solar	BLMT	CHPL	2365 RIVER RD	GLOVER ROBERT P TRUSTEE	12181	A

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Clarke County
INSPECTION REPORT

P 2
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Building Inspections

INSPECTIONS PERFORMED: 02/01/20 to 02/29/20

INSPECTION	DATE	BY	RSLT	PROJECT	CITY	AREA	LOCATION	OWNER	INSP ID	T
Final Closing Buildi	02/10/20	BT	P	Solar	BLMT	CHPL	2365 RIVER RD	GLOVER ROBERT P TRUSTEE	12182	A
Insulation	02/10/20	BT	P	NRSF	BYC	BYC	120 GRAND OAKS DR	RICHMOND AMERICAN HOMES	12670	A
Framing	02/10/20	BT	P	NRSF	BYC	BYC	120 GRAND OAKS DR	RICHMOND AMERICAN HOMES	13193	A
Erosion & Sediment C	02/11/20	BT	F	NRSF			133 DEER HAVEN LN	LICKING VALLEY CONSTRUC	13219	A
Erosion & Sediment C	02/11/20	BT	F	NRSF	BVL		138 KAVE LN	DAVIS SAMUEL LEWIS	13223	A
Erosion & Sediment C	02/11/20	BT	F	NRSF	BLMT		170 DEER HAVEN LN	LICKING VALLEY CONSTRUC	13220	A
Erosion & Sediment C	02/11/20	BT	F	NRSF			2708 MILLWOOD RD	BALLENGER WILLIAM & AMY	13222	A
Erosion & Sediment C	02/11/20	BT	F	NRSF	BVL	BLTN	280 GLEN OWEN LN	TRUMP BRIAN	13218	A
Erosion & Sediment C	02/11/20	BT	P	NRSF	PRS	CHPL	21826 BLUE RIDGE MTN RD	SEYRLEHNER, GEORG	13221	A
Slab Porch/Deck	02/11/20	BT	P	NRSF	BVL	BLTN	280 GLEN OWEN LN	TRUMP BRIAN	13201	A
Gas Line Pressure Te	02/12/20	BT	P	NRSF	BVL	BLTN	1362 SHEPHERDS MILL RD	GROSHIRE WHITE LLC	13214	A
Slab	02/12/20	BT	P	R Found	BVL	BLTN	148 ANNA LN	BOWERS GEORGE ALLEN JR	13093	A
Erosion & Sediment C	02/13/20	BT	P	NRSF	CLK		126 DEER WOOD LN	MCCLUNG DAVID L & SHARO	13244	A
Erosion & Sediment C	02/13/20	BT	F	NRSF			2708 MILLWOOD RD	BALLENGER WILLIAM & AMY	13242	A
Erosion & Sediment C	02/13/20	BT	P	Garage	WHPT	GNWY	140 WHITE POST RD	LEGGE BRIAN K	13245	A
Erosion & Sediment C	02/13/20	BT	F	Land Dis			525 TRIPLE J RD	MCCLELLAN DWAYNE J & VI	13243	A
Plumbing Groundworks	02/13/20	BT	P	Rmdl Res	BYC	BYC	200 NORTH GREENWAY AVE	HUNTINGDON GATE HOUSE L	13233	A
Electric Service	02/13/20	BT	F	Solar	FRYL	GNWY	633 SHENANDOAH RIVER LN	HOWELLS CHRISTOPHER P &	12741	A
Final Closing Electr	02/13/20	BT	F	Solar	FRYL	GNWY	633 SHENANDOAH RIVER LN	HOWELLS CHRISTOPHER P &	12742	A
Final Closing Buildi	02/13/20	BT	F	Solar	FRYL	GNWY	633 SHENANDOAH RIVER LN	HOWELLS CHRISTOPHER P &	12743	A
Electrical Rough In	02/13/20	BT	P	ELEC RES	BVL	LNGM	1879 ALLEN RD	DCG HOLDINGS II LLC	13211	A
Electric Service	02/13/20	BT	P	ELEC RES	BVL	LNGM	1879 ALLEN RD	DCG HOLDINGS II LLC	13212	A
Gas Line Pressure Te	02/14/20	BT	F	Rmdl Comm	BVL	BVL	3 CATTLEMANS LN	1881 LLC	13241	A
Plumbing Rough In	02/14/20	BT	P	Plum.Per-C	BVL	BVL	11 SOUTH CHURCH ST	DUNNING FAMILY LIMITED	13246	A
Final Closing Plumbi	02/14/20	BT	P	Plum.Per-C	BVL	BVL	11 SOUTH CHURCH ST	DUNNING FAMILY LIMITED	13247	A
Gas Line Pressure Te	02/14/20	BT	F	NRSF	CLK		126 DEER WOOD LN	MCCLUNG DAVID L & SHARO	13253	A
Final Closing Electr	02/14/20	BT	P	NRSF	BVL	BLTN	54 CANNON BALL RD	COX TYLER J	10036	A
Final Closing Plumbi	02/14/20	BT	P	NRSF	BVL	BLTN	54 CANNON BALL RD	COX TYLER J	10039	A
Final Closing Mechan	02/14/20	BT	P	NRSF	BVL	BLTN	54 CANNON BALL RD	COX TYLER J	10041	A
Final Closing Buildi	02/14/20	BT	P	NRSF	BVL	BLTN	54 CANNON BALL RD	COX TYLER J	10042	A
Gas Tank	02/14/20	BT	P	NRSF			133 DEER HAVEN LN	LICKING VALLEY CONSTRUC	13216	A
Gas Line Pressure Te	02/14/20	BT	P	NRSF			133 DEER HAVEN LN	LICKING VALLEY CONSTRUC	13217	A
Final Closing Electr	02/14/20	BT	P	NRSF	BVL	BVL	1 BATTLETOWN DR	CRAIG JAMES & PAMELA	11110	A
Final Closing Plumbi	02/14/20	BT	P	NRSF	BVL	BVL	1 BATTLETOWN DR	CRAIG JAMES & PAMELA	11113	A
Final Closing Mechan	02/14/20	BT	P	NRSF	BVL	BVL	1 BATTLETOWN DR	CRAIG JAMES & PAMELA	11115	A
Final Closing Buildi	02/14/20	BT	P	NRSF	BVL	BVL	1 BATTLETOWN DR	CRAIG JAMES & PAMELA	11116	A
Slab Porch/Deck	02/18/20	BT	P	NRSF			133 DEER HAVEN LN	LICKING VALLEY CONSTRUC	13312	A
Footings	02/18/20	BT	P	Deck/Porch	BVL	BLTN	149 CLARKE LN	LLOYD CONSTANCE F & ROD	13274	A
Erosion & Sediment C	02/18/20	BT	F	Land Dis	WHPT	GNWY	172 BUTLER LN	DENNIS JON R & JILL M	13314	A
Final Closing Mechan	02/18/20	BT	F	MechPer-R	BVL	BVL	405 MADDEN ST	VINSON DAVID F & SUSAN	13229	A
Plumbing Groundworks	02/18/20	BT	P	NRSF	BYC	BYC	121 GRAND OAKS DR	RICHMOND AMERICAN HOMES	12662	A
Footings Porch/Deck	02/18/20	BT	P	NRSF	PRS	CHPL	21826 BLUE RIDGE MTN RD	SEYRLEHNER, GEORG	13262	A
Slab Porch/Deck	02/18/20	BT	P	NRSF	PRS	CHPL	21826 BLUE RIDGE MTN RD	SEYRLEHNER, GEORG	13263	A
Backfill	02/18/20	BT	P	NRSF	BLMT		170 DEER HAVEN LN	LICKING VALLEY CONSTRUC	13266	A
Plumbing Groundworks	02/18/20	BT	P	NRSF	BLMT		170 DEER HAVEN LN	LICKING VALLEY CONSTRUC	13267	A
Water Line Ditch	02/18/20	BT	P	PlumPer-R	BVL	BLTN	6827 LORD FAIRFAX HWY	EWBANK KAREN M	13265	A
Final Closing Electr	02/18/20	BT	F	Rmdl Res	BVL	BLTN	156 HAMPTON LN	THOMPSON KILEY ADAM & E	13235	A
Final Closing Plumbi	02/18/20	BT	P	PlumPer-R	BVL	BLTN	6827 LORD FAIRFAX HWY	EWBANK KAREN M	13249	A
Gas Line Pressure Te	02/18/20	BT	P	Rmdl Comm	BVL	BVL	3 CATTLEMANS LN	1881 LLC	13259	A
Water Line	02/18/20	BT	F	NRSF	BYC		540 KINDERHOOK LN	COPENHAVER PATRICIA B	13261	A
Final Closing Mechan	02/18/20	BT	P	Rmdl Res	BVL	BLTN	156 HAMPTON LN	THOMPSON KILEY ADAM & E	13236	A
Final Closing Plumbi	02/18/20	BT	P	Rmdl Res	BVL	BLTN	156 HAMPTON LN	THOMPSON KILEY ADAM & E	13237	A

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INSPECTIONS PERFORMED: 02/01/20 to 02/29/20

INSPECTION	DATE	BY	RSLT	PROJECT	CITY	AREA	LOCATION	OWNER	INSP ID	T
Final Closing Buildi	02/18/20	BT	F	Rmdl Res	BVL	BLTN	156 HAMPTON LN	THOMPSON KILEY ADAM & E	13238	A
Erosion & Sediment C	02/19/20	BT	F	NRSF	BVL		138 KAVE LN	DAVIS SAMUEL LEWIS	13338	A
Erosion & Sediment C	02/19/20	BT	P	NRSF	BVL		1856 BRIGGS RD	CLINE ROGER M & ANNE C	13340	A
Erosion & Sediment C	02/19/20	BT	P	NRSF			2708 MILLWOOD RD	BALLENGER WILLIAM & AMY	13339	A
Erosion & Sediment C	02/19/20	BT	F	NRSF	BVL	BLTN	134 CANNON BALL RD	ROSENTHAL CRAIG & TERRI	13341	A
Gas Line Pressure Te	02/19/20	BT	P	NRSF	CLK		126 DEER WOOD LN	MCCLUNG DAVID L & SHARO	13268	A
Backfill	02/19/20	BT	P	NRSF			2708 MILLWOOD RD	BALLENGER WILLIAM & AMY	13280	A
Slab Basement	02/19/20	BT	P	NRSF			2708 MILLWOOD RD	BALLENGER WILLIAM & AMY	13281	A
Final Closing Buildi	02/19/20	BT	P	R Found	BVL	BVL	101 TAYLOR ST	HYMAN KASEY	13279	A
Plumbing Groundworks	02/19/20	BT	P	NRSF	BVL		138 KAVE LN	DAVIS SAMUEL LEWIS	13310	A
Plumbing Groundworks	02/19/20	BT	P	NRSF		GNWY	2708 MILLWOOD RD	BALLENGER WILLIAM & AMY	13101	A
Erosion & Sediment C	02/20/20	BT	F	Land Dis			525 TRIPLE J RD	MCCLELLAN DWAYNE J & VI	13352	A
Erosion & Sediment C	02/20/20	BT	P	NRSF			54 CUNNINGHAM LN	DUVALL PEGGY S	13353	A
Erosion & Sediment C	02/20/20	BT	F	NRSF	BVL	BLTN	280 GLEN OWEN LN	TRUMP BRIAN	13355	A
Erosion & Sediment C	02/20/20	BT	F	NRSF	BYC	CHPL	620 TILTHAMMER MILL RD	NISWANDER RICHARD S	13354	A
Slab Garage/Carport	02/20/20	BT	P	NRSF			133 DEER HAVEN LN	LICKING VALLEY CONSTRU	13342	A
Plumbing Rough In	02/20/20	BT	P	Rmdl Res	BVL	BVL	116 BATTLETOWN DR	LAKE & LAUTEN REAL ESTA	13337	A
Concrete Decking	02/20/20	BT	F	SPIG	CLK	CHPL	1980 TRIPLE J RD	LEMARR RONALD L & SUSAN	11787	A
Footings	02/20/20	BT	P	NRSF	CHPL		54 CUNNINGHAM LN	DUVALL PEGGY S	11722	A
Framing	02/21/20	BT	P	Rmdl Res	BYC		131 CALMES NECK LN	MANGOLAS CHRISTOPHER MA	13356	A
Final Closing Buildi	02/21/20	BT	P	Rmdl Comm	BVL	BVL	612 EAST MAIN ST	VALLEY VENTURES I	13010	A
Footings	02/21/20	BT	P	Accessory	BYC	CHPL	3057 CALMES NECK LN	KING-GILBERT JAKE & JAN	13164	A
Erosion & Sediment C	02/24/20	BT	P	NRSF	BVL		138 KAVE LN	DAVIS SAMUEL LEWIS	13372	A
Erosion & Sediment C	02/24/20	BT	P	NRSF			1463 SENSENY RD	BRAITHWAITE JORDAN D	13371	A
Erosion & Sediment C	02/24/20	BT	F	NRSF	BLMT		320 PINE GROVE RD	JIM NICHOLS CONSTRUCTIO	13373	A
Erosion & Sediment C	02/24/20	BT	F	Land Dis			525 TRIPLE J RD	MCCLELLAN DWAYNE J & VI	13370	A
Electrical Rough In	02/24/20	BT	P	Add Res	BYC	GNWY	239 MOUNT PROSPECT LN	GOODITIS CHRISTOPHER J	13369	A
Plumbing Rough In	02/24/20	BT	F	Add Res	BYC	GNWY	239 MOUNT PROSPECT LN	GOODITIS CHRISTOPHER J	13361	A
Final Closing Electr	02/24/20	BT	F	NRSF	CLK		126 DEER WOOD LN	MCCLUNG DAVID L & SHARO	12427	A
Final Closing Plumbi	02/24/20	BT	P	NRSF	CLK		126 DEER WOOD LN	MCCLUNG DAVID L & SHARO	12430	A
Final Closing Mechan	02/24/20	BT	P	NRSF	CLK		126 DEER WOOD LN	MCCLUNG DAVID L & SHARO	12432	A
Final Closing Buildi	02/24/20	BT	F	NRSF	CLK		126 DEER WOOD LN	MCCLUNG DAVID L & SHARO	12433	A
Final Closing Gas	02/24/20	BT	F	NRSF	CLK		126 DEER WOOD LN	MCCLUNG DAVID L & SHARO	13231	A
Framing	02/24/20	BT	F	Add Res	BYC	GNWY	239 MOUNT PROSPECT LN	GOODITIS CHRISTOPHER J	13359	A
Mechanical Rough In	02/24/20	BT	P	Add Res	BYC	GNWY	239 MOUNT PROSPECT LN	GOODITIS CHRISTOPHER J	13363	A
Plumbing Rough In	02/25/20	BT	P	Add Res	BYC	GNWY	239 MOUNT PROSPECT LN	GOODITIS CHRISTOPHER J	13365	A
Framing	02/25/20	BT	P	Add Res	BYC	GNWY	239 MOUNT PROSPECT LN	GOODITIS CHRISTOPHER J	13374	A
Bonding Pool	02/25/20	BT	P	SPIG	BVL	LNGM	1308 TRAPP HILL RD	DECORMIER BRITT A	13368	A
Slab Basement	02/25/20	BT	P	NRSF	BVL	BLTN	134 CANNON BALL RD	ROSENTHAL CRAIG & TERRI	13366	A
Plumbing Groundworks	02/25/20	BT	P	NRSF	BVL	BLTN	134 CANNON BALL RD	ROSENTHAL CRAIG & TERRI	12109	A
Erosion & Sediment C	02/26/20	BT	F	NRSF	BLMT		320 PINE GROVE RD	JIM NICHOLS CONSTRUCTIO	13405	A
Erosion & Sediment C	02/26/20	BT	P	NRSF			51 ASPEN LN	RUMEL INC	13404	A
Erosion & Sediment C	02/26/20	BT	F	Land Dis			525 TRIPLE J RD	MCCLELLAN DWAYNE J & VI	13403	A
Erosion & Sediment C	02/26/20	BT	P	NRSF	PRS	CHPL	21826 BLUE RIDGE MTN RD	SEYRLEHNER, GEORG	13406	A
Final Closing Mechan	02/26/20	BT	F	MechPer-R	BLMT	BLTN	1639 EBENEZER RD	TEDROW MARY ELLEN & MIC	13252	A
Final Closing Mechan	02/26/20	BT	P	MechPer-R	BVL	BVL	405 MADDEN ST	VINSON DAVID F & SUSAN	13332	A
Final Closing Electr	02/26/20	BT	P	Rmdl Res	BVL	BVL	770 MCGUIRE CIR	HARRISON DONNA KAY & CH	13367	A
Final Closing Mechan	02/26/20	BT	P	MechPer-R	BVL	BVL	420 MADDEN ST	KERR-HOBERT JOSHUA C &	13226	A
Final Closing Buildi	02/26/20	BT	P	Rmdl Res	BVL	BVL	770 MCGUIRE CIR	HARRISON DONNA KAY & CH	13163	A
Final Closing Gas	02/26/20	BT	P	Gas Per-R	BYC	CHPL	9132 LORD FAIRFAX HWY	DUNCAN REAGAN & ROBINSO	12526	A
Erosion & Sediment C	02/27/20	BT	P	NRSF	BVL		138 KAVE LN	DAVIS SAMUEL LEWIS	13441	A
Erosion & Sediment C	02/27/20	BT	P	NRSF			1463 SENSENY RD	BRAITHWAITE JORDAN D	13442	A

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Building Inspections

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INSPECTION	DATE	BY	RSLT	PROJECT	CITY	AREA	LOCATION	OWNER	INSP ID	T					
Erosion & Sediment C	02/27/20	BT	P	NRSF	BYC		225 NORTH GREENWAY AVE	ALVIN POE JR	13446	A					
Erosion & Sediment C	02/27/20	BT	P	NRSF			2708 MILLWOOD RD	BALLENGER WILLIAM & AMY	13448	A					
Erosion & Sediment C	02/27/20	BT	P	NRSF			54 CUNNINGHAM LN	DUVALL PEGGY S	13447	A					
Erosion & Sediment C	02/27/20	BT	P	NRSF	BYC		540 KINDERHOOK LN	COPENHAVER PATRICIA B	13443	A					
Erosion & Sediment C	02/27/20	BT	F	NRSF	BYC	CHPL	1776 OLD WINCHESTER RD	HILL JIMMY L & ELIZABET	13444	A					
Erosion & Sediment C	02/27/20	BT	F	NRSF	BYC	CHPL	620 TILTHAMMER MILL RD	NISWANDER RICHARD S	13449	A					
Erosion & Sediment C	02/27/20	BT	F	Land Dis	WHPT	GNWY	172 BUTLER LN	DENNIS JON R & JILL M	13445	A					
Final Closing Electr	02/28/20	BT	P	NRSF	CLK		126 DEER WOOD LN	MCCLUNG DAVID L & SHARO	13407	A					
Final Closing Gas	02/28/20	BT	P	NRSF	CLK		126 DEER WOOD LN	MCCLUNG DAVID L & SHARO	13408	A					
Final Closing Buildi	02/28/20	BT	P	NRSF	CLK		126 DEER WOOD LN	MCCLUNG DAVID L & SHARO	13409	A					
Erosion & Sediment C	02/28/20	BT	P	NRSF	BVL	BLTN	280 GLEN OWEN LN	TRUMP BRIAN	13471	A					
Footings	02/28/20	BT	P	Deck/Porch	BYC	CHPL	1007 CALMES NECK LN	HICKORY KNOB LLC	13334	A					
Sewer Line	02/28/20	BT	P	PlumPer-R	BVL		230 WALNUT ST	SEAY JOANNE A	13440	A					
Ditch Electric	02/28/20	BT	P	ELEC RES	PRS	CHPL	190 LAFAYETTE LN	WARCZYLOWA PETER & NANC	13439	A					
INSPECTOR TOTALS:		170 INSPECTIONS		FEES:		.00		PAID TO DATE:		.00		UNPAID:		.00	
Final Closing Electr	02/03/20	JR	F	Rmdl Res	BVL	BVL	15 BYRD AVE	STEPHENS SUZANNE M	13133	A					
Final Closing Plumbi	02/03/20	JR	F	Rmdl Res	BVL	BVL	15 BYRD AVE	STEPHENS SUZANNE M	13134	A					
Final Closing Buildi	02/03/20	JR	F	Rmdl Res	BVL	BVL	15 BYRD AVE	STEPHENS SUZANNE M	13136	A					
Electrical Rough In	02/03/20	JR	F	Rmdl Res	WHPT	GNWY	214 WHITE POST RD	POE, ALVIN	13132	A					
Electrical Rough In	02/04/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	13139	A					
Plumbing Rough In	02/04/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	13137	A					
Mechanical Rough In	02/04/20	JR	F	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	13153	A					
Final Closing Electr	02/04/20	JR	P	ELEC RES	BLMT	BLTN	346 DOGWOOD LN	WINE EARL M JR & SHARON	11930	A					
Framing	02/05/20	JR	F	NRSF	BYC	BYC	120 GRAND OAKS DR	RICHMOND AMERICAN HOMES	12669	A					
Electrical Rough In	02/05/20	JR	F	NRSF	BYC	BYC	120 GRAND OAKS DR	RICHMOND AMERICAN HOMES	12671	A					
Electric Service	02/05/20	JR	F	NRSF	BYC	BYC	120 GRAND OAKS DR	RICHMOND AMERICAN HOMES	12672	A					
Plumbing Rough In	02/05/20	JR	F	NRSF	BYC	BYC	120 GRAND OAKS DR	RICHMOND AMERICAN HOMES	12675	A					
Mechanical Rough In	02/05/20	JR	F	NRSF	BYC	BYC	120 GRAND OAKS DR	RICHMOND AMERICAN HOMES	12677	A					
Plumbing Groundworks	02/05/20	JR	P	NRSF	BYC	BYC	311 LIMESTONE CT	RICHMOND AMERICAN HOMES	12906	A					
Electrical Rough In	02/06/20	JR	F	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	13177	A					
Framing	02/06/20	JR	PRT	NRSF	BYC	BYC	120 GRAND OAKS DR	RICHMOND AMERICAN HOMES	13180	A					
Electrical Rough In	02/06/20	JR	P	NRSF	BYC	BYC	120 GRAND OAKS DR	RICHMOND AMERICAN HOMES	13181	A					
Electric Service	02/06/20	JR	P	NRSF	BYC	BYC	120 GRAND OAKS DR	RICHMOND AMERICAN HOMES	13182	A					
Mechanical Rough In	02/06/20	JR	P	NRSF	BYC	BYC	120 GRAND OAKS DR	RICHMOND AMERICAN HOMES	13183	A					
Plumbing Rough In	02/06/20	JR	P	NRSF	BYC	BYC	120 GRAND OAKS DR	RICHMOND AMERICAN HOMES	13184	A					
Final Closing Electr	02/06/20	JR	P	Add Res	BVL	CHPL	443 JANEVILLE RD	WATKINS FRAZER WELSH	13175	A					
Final Closing Buildi	02/06/20	JR	P	Add Res	BVL	CHPL	443 JANEVILLE RD	WATKINS FRAZER WELSH	13176	A					
Mechanical Rough In	02/07/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	13179	A					
Plumbing Rough In	02/10/20	JR	F	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	13192	A					
Electric Service	02/11/20	JR	P	ELEC RES	BVL	BVL	122 SOUTH CHURCH ST	VICKY WALKER	13147	A					
Electrical Rough In	02/11/20	JR	F	Rmdl Res	WHPT	GNWY	214 WHITE POST RD	POE, ALVIN	13230	A					
Plumbing Rough In	02/12/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	13215	A					
Final Closing Buildi	02/14/20	JR	F	NRSF	BLMT		155 HOLLY LN	LEITH ALICIA RIANNE	13232	A					
Concrete Form	02/14/20	JR	P	Rmdl Comm	BVL	BVL	612 EAST MAIN ST	VALLEY VENTURES I	13254	A					
Final Closing Buildi	02/18/20	JR	F	NRSF	BLMT		155 HOLLY LN	LEITH ALICIA RIANNE	13255	A					
Final Closing Buildi	02/18/20	JR	P	NRSF	BLMT		155 HOLLY LN	LEITH ALICIA RIANNE	13273	A					
Meeting with Inspect	02/18/20	JR	P	Rmdl Res	BLMT	BLTN	34 ASHLEY WOODS LN	EVANCHECK GEORGE E & NA	13066	A					
Electrical Rough In	02/19/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	13285	A					
Hydro Test	02/19/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	13264	A					
Framing	02/19/20	JR	P	Deck/Porch	BVL	BLTN	149 CLARKE LN	LLOYD CONSTANCE F & ROD	13311	A					

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Building Inspections

INSPECTIONS PERFORMED: 02/01/20 to 02/29/20

INSPECTION	DATE	BY	RSLT	PROJECT	CITY	AREA	LOCATION	OWNER	INSP ID	T	
Electrical Rough In	02/20/20	JR	P	Rmdl Res	WHPT	GNWY	315 WHITE POST RD	WESTERVELT JOHN P & CAR	13333	A	
Framing	02/20/20	JR	P	Rmdl Res	WHPT	GNWY	315 WHITE POST RD	WESTERVELT JOHN P & CAR	13150	A	
Mechanical Rough In	02/24/20	JR	P	Nw Commrc1	BVL	BVL	430 MOSBY BLVD	MDC BERRYVILLE LLC	9472	A	
flush supply line	02/24/20	JR	P	Mech Per-C	BVL	BVL	523 JACK ENDERS BLVD	KELLEY & COCHRAN ENTERP	13351	A	
Hydro Test	02/24/20	JR	P	Mech Per-C	BVL	BVL	523 JACK ENDERS BLVD	KELLEY & COCHRAN ENTERP	13383	A	
Electrical Rough In	02/25/20	JR	P	Rmdl Res	BLMT	BLTN	533 CEDAR LN	DUNKLE CHRISTINA N	13380	A	
INSPECTOR TOTALS:		41	INSPECTIONS		FEEES:		.00	PAID TO DATE:	.00	UNPAID:	.00
Footings	02/07/20	RE	P	R Found	BVL	BVL	200 ACADEMY ST	BROY VICKI	13198	A	
INSPECTOR TOTALS:		1	INSPECTIONS		FEEES:		.00	PAID TO DATE:	.00	UNPAID:	.00
DEPARTMENT TOTALS:		212	INSPECTIONS		FEEES:		.00	PAID TO DATE:	.00	UNPAID:	.00
REPORT TOTALS:		212	INSPECTIONS		FEEES:		.00	PAID TO DATE:	.00	UNPAID:	.00

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Building Inspections

INSPECTIONS PERFORMED: 02/01/20 to 02/29/20

INSPECTION TYPE SUMMARY	COUNT	INSPECTOR SUMMARY	COUNT	RESULT SUMMARY	COUNT
Backfill	2	Bernie Thompson	170	FAIL	61
Bonding Pool	1	Jamie Royston	41	PARTIAL	1
Concrete Decking	1	Ruckman Engineering PLC	1	PASS	150
Concrete Form	1				
Ditch Electric	1				
Electric Service	8				
Electrical Rough In	13				
Erosion & Sediment Control	55				
Final Closing Building	18				
Final Closing Electric	13				
Final Closing Gas	4				
Final Closing Mechanical	12				
Final Closing Plumbing	8				
flush supply line	1				
Footings	7				
Footings Porch/Deck	1				
Framing	11				
Gas Line Pressure Test	7				
Gas Rough In	1				
Gas Tank	2				
Hydro Test	2				
Insulation	5				
Mechanical Rough In	6				
Meeting with Inspector	1				
Plumbing Groundworks	7				
Plumbing Rough In	10				
Sewer Line	2				
Slab	1				
Slab Basement	2				
Slab Garage/Carport	1				
Slab Porch/Deck	4				
Water Line	3				
Water Line Ditch	1				
TOTAL INSPECTIONS:	212				

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ALL

INSPECTIONS PERFORMED: 02/01/20 to 02/29/20

INSPECTION TYPE SUMMARY	COUNT	INSPECTOR SUMMARY	COUNT	RESULT SUMMARY	COUNT
Backfill	2	Bernie Thompson	170	FAIL	61
Bonding Pool	1	Jamie Royston	41	PARTIAL	1
Concrete Decking	1	Ruckman Engineering PLC	1	PASS	150
Concrete Form	1				
Ditch Electric	1				
Electric Service	8				
Electrical Rough In	13				
Erosion & Sediment Control	55				
Final Closing Building	18				
Final Closing Electric	13				
Final Closing Gas	4				
Final Closing Mechanical	12				
Final Closing Plumbing	8				
flush supply line	1				
Footings	7				
Footings Porch/Deck	1				
Framing	11				
Gas Line Pressure Test	7				
Gas Rough In	1				
Gas Tank	2				
Hydro Test	2				
Insulation	5				
Mechanical Rough In	6				
Meeting with Inspector	1				
Plumbing Groundworks	7				
Plumbing Rough In	10				
Sewer Line	2				
Slab	1				
Slab Basement	2				
Slab Garage/Carport	1				
Slab Porch/Deck	4				
Water Line	3				
Water Line Ditch	1				

TOTAL INSPECTIONS: 212

** END OF REPORT - Generated by Angela Cather **

Project Application Report - Building Dept

For Period: 2/1/2020 to 2/29/2020

Project Type	Project Number	Project Fees
Commercial Foundation	200062	204.00
Commercial Plumbing Permit	200056	61.20
Minor Land Disturbance	200051	50.00
Residential Accessory	200047	123.93
	200049	266.10
Residential Deck/Porch no Roof	200068	201.00
Residential Deck/Porch w/Roof	200061	201.00
	200069	101.00
Residential Electric Permit	200045	45.90
	200052	71.40
	200059	45.90
	200075	66.30
Residential Foundation	200050	102.00
	200055	102.00
Residential Garage	200081	290.80
Residential Gas Permit	200066	40.80
	200078	153.00
Residential Mechanical Permit	200053	40.80
	200054	40.80
	200058	40.80
	200063	81.60
	200073	81.60
Residential New	200064	2057.28
	200065	2243.84
	200067	1880.89
	200072	2146.18
	200074	1264.77
	200079	2220.33
Residential Plumbing Permit	200057	40.80
	200076	40.80
Residential Remodel	200046	185.19
	200048	162.13

Project Application Report - Building Dept

For Period: 2/1/2020 to 2/29/2020

Project Type	Project Number	Project Fees
Residential Remodel	200060	269.44
	200070	172.13
	200077	102.00
	200080	267.15
Solar Array System	200071	268.30
Total		15733.16

Project Application Report - Building Dept

For Period: 2/1/2020 to 2/29/2020

Project Type	Project Number	Location	Owner	Estimated Building Value	Fees <small>Blank = collected by another dept</small>	Project Status
Commercial Foundation	200062	1531 SPRINGSBURY RD	SHENANDOAH VALLEY TOWER PROPERTIES	\$0	\$204.00	ISSUED W/O CONDITIONS
Commercial Plumbing Permit	200056	11 S CHURCH ST	DUNNING FAMILY LIMITED PARTNERSHIP	\$0	\$61.20	ISSUED W/O CONDITIONS
Minor Land Disturbance	200051	3449 LOCKES MILL RD	MILLER JOHN U JR	\$0	\$50.00	ISSUED W/O CONDITIONS
Residential Accessory	200047	203 FIRST ST	TOWNSEND DONALD P II & JOANNA SUE	\$27,000	\$123.93	ISSUED W/O CONDITIONS
	200049	3057 CALMES NECK LN	KING-GILBERT JAKE & JANETTE GALLAR	\$14,400	\$266.10	ISSUED W/O CONDITIONS
Residential Deck/Porch no Roof	200068	1007 CALMES NECK LN	HICKORY KNOB LLC	\$0	\$201.00	ISSUED W/O CONDITIONS
Residential Deck/Porch w/Roof	200061	149 CLARKE LN	LLOYD CONSTANCE F & RODNEY V	\$0	\$201.00	ISSUED W/O CONDITIONS
	200069	241 HERMITAGE BLVD	KELLY JAMES BANKS JR & MARGARET AN	\$0	\$101.00	ISSUED W/O CONDITIONS
Residential Electric Permit	200045	122 S CHURCH ST	VICKY WALKER	\$0	\$45.90	ISSUED W/O CONDITIONS
	200052	1879 ALLEN RD	DCG HOLDINGS II LLC	\$0	\$71.40	ISSUED W/O CONDITIONS
	200059	2374 SHEPHERDS MTN RD	SULPHUR HILL FARM LLC	\$0	\$45.90	ISSUED W/O CONDITIONS
	200075	190 LAFAYETTE LN	WARCZYLOWA PETER & NANCY LAMBERT	\$0	\$66.30	ISSUED W/O CONDITIONS
Residential Foundation	200050	200 ACADEMY ST	BROY VICKI	\$0	\$102.00	ISSUED W/O CONDITIONS
	200055	101 TAYLOR ST	HYMAN KASEY	\$0	\$102.00	ISSUED W/O CONDITIONS
Residential Garage	200081	221 N GREENWAY AVE	TILGHMAN SARAH E	\$0	\$290.80	APP PENDING

Project Application Report - Building Dept

For Period: 2/1/2020 to 2/29/2020

Project Type	Project Number	Location	Owner	Estimated Building Value	Fees <small>Blank = collected by another dept</small>	Project Status
Residential Gas Permit	200066	36 BALSAM LN	BARNES DANIEL & MELISA	\$0	\$40.80	ISSUED W/O CONDITIONS
	200078	471 BARKER LN	AUGHE CRAIG ALLEN	\$0	\$153.00	ISSUED W/O CONDITIONS
Residential Mechanical Permit	200053	420 MADDEN ST	KERR-HOBERT JOSHUA C & KATHERINE F	\$0	\$40.80	ISSUED W/O CONDITIONS
	200054	405 MADDEN ST	VINSON DAVID F & SUSAN M	\$0	\$40.80	ISSUED W/O CONDITIONS
	200058	1639 EBENEZER RD	TEDROW MARY ELLEN & MICAH B FRANK	\$0	\$40.80	ISSUED W/O CONDITIONS
	200063	470 DEARMONT HALL LN	JOHN ENGELS	\$0	\$81.60	ISSUED W/O CONDITIONS
	200073	122 S CHURCH ST	VICKY WALKER	\$0	\$81.60	ISSUED W/O CONDITIONS
Residential New	200064	310 LIMESTONE CT	RICHMOND AMERICAN HOMES OF	\$280,059	\$2,057.28	ISSUED W/O CONDITIONS
	200065	237 PLEASANT HILL DR	RICHMOND AMERICAN HOMES OF	\$310,030	\$2,243.84	ISSUED W/O CONDITIONS
	200067	314 LIMESTONE CT	RICHMOND AMERICAN HOMES OF	\$241,849	\$1,880.89	ISSUED W/O CONDITIONS
	200072	774 BEECHWOOD LN	HACKBERRY 2020 LLC	\$277,207	\$2,146.18	ISSUED W/O CONDITIONS
	200074	525 TRIPLE J RD	MCCLELLAN DWAYNE J & VIRGINIA M	\$159,645	\$1,264.77	APP PENDING
	200079	0	WARFIELD HOMES INC	\$293,362	\$2,220.33	APP PENDING
Residential Plumbing Permit	200057	6827 LORD FAIRFAX HWY	EWBANK KAREN M	\$0	\$40.80	ISSUED W/O CONDITIONS
	200076	230 WALNUT ST	SEAY JOANNE A	\$0	\$40.80	ISSUED W/O CONDITIONS
Residential Remodel	200046	315 WHITE POST RD	WESTERVELT JOHN P & CAROL S	\$28,125	\$185.19	ISSUED W/O CONDITIONS

Project Application Report - Building Dept

For Period: 2/1/2020 to 2/29/2020

Project Type	Project Number	Location	Owner	Estimated Building Value	Fees <small>Blank = collected by another dept</small>	Project Status
Residential Remodel	200048	770 MCGUIRE CIR	HARRISON DONNA KAY & CHARLES E JR	\$23,100	\$162.13	ISSUED W/O CONDITIONS
	200060	405 TRIPLE J RD	ZIERCHER JOHN R JR & K A ARTHUR	\$26,022	\$269.44	ISSUED W/O CONDITIONS
	200070	845 WADEVILLE RD	ERMINI LISA	\$37,500	\$172.13	ISSUED W/O CONDITIONS
	200077	4 W MAIN ST	RUFFNER ROBERT L & KIM S	\$0	\$102.00	ISSUED W/O CONDITIONS
	200080	332 BELINDA CT	MERCER MICHAEL	\$40,425	\$267.15	APP PENDING
Solar Array System	200071	2270 CALMES NECK LN	INDIE DEVELOPMENT LLC	\$0	\$268.30	APP PENDING

Economic Development Advisory Committee
Follow Up Items Status Report

<i>Meeting Date</i>	<i>Item</i>	<i>Description</i>	<i>Follow Up</i>	<i>Status</i>	<i>Date Complete</i>
1/29/2020	52	Forward approved meeting schedule to Public Information for upload to calendar	Lora B. Walburn	Complete	1/29/2020
1/29/2020	53	Process approved minutes and post to website	Lora B. Walburn	Complete	1/31/2020
1/29/2020	54	Carry forward brochure review	Lora B. Walburn	Added to agenda 01/31/2020	1/31/2020
1/29/2020	55	Add presentation by Dana Waring to the March Agenda	Lora B. Walburn	Added to agenda 01/31/2020	1/31/2020
1/29/2020	56	Add review of agri-equine survey to March agenda.	Lora B. Walburn	Added to agenda 01/31/2020	1/31/2020
1/29/2020	57	Carry forward meals tax discussion to March agenda	Lora B. Walburn	Added to agenda 01/31/2020	1/31/2020
1/29/2020	58	Provide brochure proposal at March meeting.	Chris Boies		
1/29/2020	59	Include 2002 ag-survey in March packet. Send to members prior to meeting to allow more time for review.	Lora B. Walburn	01-31: 2002 ag-survey not in County Admin file, requested assistance from McKay, Bates locating, and with VDACS / USDA reports.	1/31/2020

Industrial Development Authority of the Clarke County Virginia
Board of Directors
January 23, 2020, 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, January 23, 2020, at 1:00 PM.

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

Directors Absent: None

Board of Supervisors Liaison Present: David Weiss

County Staff Present: Chris Boies, Len Capelli, Cathy Kuehner, Lora Walburn

Others Present: Janice Kuhn, Doug Lawrence

1. Call to Order

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

2. Organizational Items

Elect Chair

Lora Walburn, IDA Clerk, called for nominations for 2020 Chair.

Bill Waite moved to re-nominate and elect Brian Ferrell to continue to serve as Chair in 2020.

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

The motion carried by the following vote:

Ben Cochran	-	Aye
Brian Ferrell	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye
Isreal Preston	-	Aye
William Waite	-	Aye
William Wolfe	-	Aye

Following vote, the meeting was turned over to Chairman Ferrell.

Elect Vice Chair

Chairman Ferrell called for nominations for 2020 Vice Chair.

Brian Ferrell moved to nominate and elect Ben Cochran to serve as 2020 Vice Chair. The motion carried by the following vote:

Ben Cochran	-	Aye
Brian Ferrell	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye
Isreal Preston	-	Aye
William Waite	-	Aye
William Wolfe	-	Aye

Elect Secretary/Treasurer

Chairman Ferrell called for nominations for 2020 Secretary / Treasurer

Brian Ferrell moved to re-nominate and elect William "Bill" Waite to continue serve as Secretary / Treasurer in 2020. The motion carried by the following vote:

Ben Cochran	-	Aye
Brian Ferrell	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye
Isreal Preston	-	Aye
William Waite	-	Aye
William Wolfe	-	Aye

Set Meeting Date, Time and Location

By affirmation, the Board adopted the schedule as presented.

2020 Meeting Schedule

1:00 pm, Fourth Thursday Quarterly, Meeting Room AB

January 23 – Organizational

April 23

July 23

October 22

January 28, 2021 – 2021 Organizational

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

Lora Walburn informed the Board that no members had suggested changes. She continued stating that, while staff had no recommendation for changes to the current revision, any revision to the Board's bond fee rates, scheduled for review later in the meeting, would result in a revision to the Rules and Procedures.

Director Waite recommended carrying adoption of the Bylaws and Rules and Procedures forward to the April 23, 2020, meeting to allow sufficient time for the Board to review bond fees provided by surrounding jurisdictions.

Director Koontz requested correction of a typographical error on Page 1 removing the "I" following [15.2-490](#) f.

3. Adoption of Agenda

Director Cochran, seconded by Director Koontz, moved to adopt the agenda as presented. The motion carried by the following vote:

Ben Cochran	-	Aye
Brian Ferrell	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye
Isreal Preston	-	Aye
William Waite	-	Aye
William Wolfe	-	Aye

4. Approval of Minutes

Director Waite, seconded by Director Cochran, moved to approve the October 24, 2019, minutes as presented. The motion carried as follows:

Ben Cochran	-	Aye
Brian Ferrell	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Abstain
Isreal Preston	-	Aye
William Waite	-	Aye
William Wolfe	-	Aye

5. Investment Status Update with Janice Kuhn

Janice Kuhn, Investment Consultant Infinex Investments Inc., distributed an investment report.

– Highlights of review:

- Account value as of close of business Wednesday, January 22, 2020: \$112,616.23
- Report includes:
 - Actual holdings and position values
 - Year-end statement December 31, 2019.
- Year-end value: \$111,100.60
- Grown approximately \$1,600 in the time-period between December 31, 2019, and January 22, 2020.
- Prior year-end value, December 31, 2018: \$98,481.63
- Grew from \$98,481.63 to \$112,616.23, a little over 14%, a very good year.
- Refresher on holdings:
 - IDA agreed to diversify a little over a year ago, which worked out in its favor.
 - Funds are growth and income funds that all pay dividends, which are reinvested. Dividends are used to purchase more shares, and dividends increase with the more shares owned.
 - Four funds:
 - › Franklin Income Fund: 14.92% one-year return
 - › Franklin Rising Dividends Fund: 28.9% one-year return
 - Both of the above are higher growth.
 - Generate income and invest in investments that pay dividends.
 - These two funds did the best with last year being a very good year in equities.
 - › Franklin Floating Rate Daily Access Fund: 2.61%
 - Fund invests in short-term bank notes, which typically does better in a rising interest rate environment.
 - Typically pays over 5% dividends.
 - Averaged 2.61% for year, which is better than funds will get in a cd or a money market.
 - While it had the lowest rate of return in the portfolio, it still did better than not having it invested at all.
 - › Franklin Strategic Income Fund: 7.72%

- Fund is more conservative and moderate.
- Portfolio is very diversified.
- Comfortable leaving investments “as is.”

Director Waite comments:

- Propose leaving the percentages the same.
- Propose leaving the investments the same. Investments have done exactly what was expected for minimal risk.
- Investments have earned more than budgeted [\$10,405 FY2020] which could go away; however, for right now, it is going well.
- He can identify no reason to change.

Director Waite, seconded by Director Koontz, moved to accept the report and maintain these investments for next year. The motion carried by the following vote:

Ben Cochran	-	Aye
Brian Ferrell	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye
Isreal Preston	-	Aye
William Waite	-	Aye
William Wolfe	-	Aye

Members of the Board expressed their appreciation to Mrs. Kuhn for her fund management.

6. Treasurer’s Report

Fiscal-Year-to-Date Checking Account Log:

Industrial Development Authority FY2020 YTD Check Log

FY	Status	Check No.	Date	Description	Category	Credit	Debit	Balance	Additional Information
2020	C	588	6/28/2019	VACorp	Insurance	\$ -	\$ 1,340.00	\$ 45,805.55	FY2020 07/01/2019 thru 06/30/2020
2020	C	Dep	7/1/2019	Shenandoah University	Bond Fees	\$ 1,000.00	\$ -	\$ 46,555.55	Bond Modification 06/13/2019; 0176551
2020	C	594	7/25/2019	Mark Cochran	Director Fees	\$ -	\$ 50.00	\$ 46,505.55	Meeting 7/25/2019
2020	C	595	7/25/2019	Brian Ferrell	Director Fees	\$ -	\$ 50.00	\$ 46,455.55	Meeting 7/25/2019
2020	C	596	7/25/2019	Bill Waite	Director Fees	\$ -	\$ 50.00	\$ 46,405.55	Meeting 7/25/2019
2020	C	597	7/25/2019	Bill Wolfe	Director Fees	\$ -	\$ 50.00	\$ 46,355.55	Meeting 7/25/2019
2020	C	598	10/24/2019	William Waite Richmond Meeting	Director Fees	\$ -	\$ 425.00	\$ 45,930.55	Conference, Richmond, VA
2020	C	599	7/25/2019	Berryville Main Street	Civic Contributions	\$ -	\$ 4,750.00	\$ 41,180.55	Civic Contribution
2020	C	600	7/25/2019	English Koontz	Director Fees	\$ -	\$ 50.00	\$ 41,130.55	Meeting 7/25/2019
2020	C	601	8/6/2019	Lord Fairfax Community College	Civic Contributions	\$ -	\$ 6,000.00	\$ 35,130.55	SBDC FY2020
2020	C	602	10/24/2019	William Waite	Director Fees	\$ -	\$ 50.00	\$ 35,080.55	Meeting 10/24/2019
2020	C	603	10/24/2019	Brian Ferrell	Director Fees	\$ -	\$ 50.00	\$ 35,030.55	Meeting 10/24/2019
2020	C	604	10/24/2019	English Koontz	Director Fees	\$ -	\$ 50.00	\$ 34,980.55	Meeting 10/24/2019
2020	C	605	10/24/2019	Isreal Preston	Director Fees	\$ -	\$ 50.00	\$ 34,930.55	Meeting 10/24/2019
2020	Dep		1/6/2020	Grafton School	Bond Fees	\$ 562.50	\$ -	\$ 35,493.05	2019 Bond Fee

Director Waite provided the following:

- The only financial activity since the October meeting was receipt of bond income from Grafton.
- Reminder notices sent today to two entities with outstanding 2019 bond fees.
- Expenditures are down to meeting attendance and insurance.
- Insurance premium is the same as last year and should be on April's report.
- Still light on the budget but expect to be close.
- IDA is covering all its operating expenses.
- Appreciate having all the data at every quarterly meeting, so there is nothing that is not completely visible.

Lora Walburn added that no inquiries or requests had been made for Waterloo Area Water and Sewer Availability Fee Subsidy; therefore, the IDA would not be reviewing any potential fund expenditures.

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

Ben Cochran	-	Aye
Brian Ferrell	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye
Isreal Preston	-	Aye
William Waite	-	Aye
William Wolfe	-	Aye

Fiscal-Year-to-date Budget:

Expenditures Category	Amount	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Expended YTD	Remaining Balance
Advertising	\$ 400	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 400
Audit	\$ 1,675	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,675
Civic Contributions	\$ 6,000	\$ 4,750.00	\$ 6,000.00	\$ -	\$ -	\$ -	\$ -	\$ 10,750.00	\$ (4,750)
Director Fees	\$ 1,400	\$ 250.00	\$ -	\$ -	\$ 625.00	\$ -	\$ -	\$ 875.00	\$ 525
Insurance	\$ 1,340	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,340
Postage	\$ 25	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 25
Professional Services	\$ 1,250	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,250
Total Expenditures:	\$ 12,090	\$ 5,000.00	\$ 6,000.00	\$ -	\$ 625.00	\$ -	\$ -	\$ 11,625.00	\$ 465

Estimated Revenues	Estimated Amount	Actual Revenue	+/- Estimate
Bonds:			
Grafton School, Inc. Bond	\$ 655	\$ 563	\$ (93)
LFCC Bond	\$ 2,750	\$ -	\$ (2,750)
Shenandoah University Bond	\$ 3,800	\$ -	\$ (3,800)
	\$ 7,205	\$ 563	\$ (6,643)
Interest Income:	\$ 3,200	\$ 2,581	\$ (639)
Total Revenue:	\$ 10,405	\$ 3,124	\$ (7,281)

FY2020 Investment Summary

Asset Summary	Jul '19	Aug '19	Sep '19	Oct '19	Nov '19	Dec '19	FY2020 YTD
Beginning Balance	107,808.82	\$108,179.85	\$107,623.55	\$108,495.19	\$107,981.51	\$109,096.35	
Dividends, Interest, & Other Income	\$ 311.74	\$ 303.24	\$ 292.07	\$ 312.88	\$ 292.59	\$ 1,048.65	\$ 2,561.17
Net Change in Portfolio	\$ 59.29	\$ (859.54)	\$ 579.57	\$ (826.56)	\$ 822.25	\$ 955.60	\$ 730.61
Ending Balance	108,179.85	107,623.55	108,495.19	107,981.51	109,096.35	111,100.60	

Fiscal-Year-to-Date Bond Log:

Industrial Development Authority of the Clarke County, Virginia
Outstanding Bonds

Borrower	Bond Type	Date Issued / Resolution	Purchaser / Trustee	Original Amount \$MM	2019 Fees \$K	Outstanding Balance 2019 \$MM	Date OB
BCCGC County of Clarke	Lease Revenue Bond	5/16/2007	RDA	\$4,822,000			6/30/2016
BCCGC Town of Berryville	Lease Revenue Bond	5/16/2007	RDA	\$2,327,000			6/30/2016
Grafton School, Inc.	Tax-exempt Educational Facilities Revenue Refunding Bonds Series 2010	Loan 5/1/2010; Issued 5/28/2010	Wells Fargo Bank, National Association	\$9,225,000	\$563	\$1,125,000	12/3/2010
Lord Fairfax Community College Educational Foundation, Inc.	Educational Facilities Revenue Bond Series 2012A [Tax-exempt] \$8,400,000	11/14/2012; 12/28/2012	United Bank	\$ 8,400,000			12/28/2016
Shenandoah University Project	Educational Facilities Revenue Bonds, Series 2011	12/08/2011; 12/15/2011; 12/27/2011; Issue Date 5/31/2012	BB&T	\$7,815,000			12/27/2017
						\$563	

Director Waite provided the following:

- All historic bonds – no current bonds in process.
- Grafton has paid its 2019 fees; still waiting on Lord Fairfax Community College and Shenandoah University.
- In 2019, processed a renewal for Shenandoah University.
- No significant investments nor opportunities inside Clarke.
- Supporting entities outside Clarke to generate income.

- Bond fees cover the majority of the IDA's operating expenses.

David Weiss, Board of Supervisors Liaison, added that IDA's in all localities have a limit as to what can be lent; and, generally, once another locality reaches the limit, the applicant reaches out to Clarke, which was done in the case of Valley Health and Lord Fairfax Community College. He also reminded that the IDA processed the bond on the Berryville-Clarke County Government Center.

7. Director Economic Development and Tourism Update

Highlights of Len Capelli's review include:

- This was his last meeting with the IDA.
- February 22, 2020, or earlier depending upon when he reaches his contracted number of hours, will be his last day with Clarke.
- It has been a pleasure working with everyone on the Authority. He has appreciated working with a group that is so professional, particularly with the constraints in the County that limit certain growth.
- Become an Agripreneur Seminar:
 - o Wednesday, February 12, at 6:30 pm
 - o Forty-five farmers attended the 2017 Agripreneur seminar held in Clarke.
 - o The event is advertised on Facebook and the County's website
 - o Speakers / representatives from:
 - Cooperative Extension
 - Lord Fairfax Community College Small Business Development Center
 - MidAtlantic Farm Credit
 - Virginia Beginning Farmer & Rancher Coalition Program
 - Virginia Department of Agriculture and Consumer Services
 - Virginia Farm Bureau
 - o Focal areas include:
 - Business promotion on social media.
 - Business planning
 - o A North Carolina company that deals with Clarke's Equine Alliance has contributed a leaf blower as a door prize.
 - o Over one hundred persons have expressed interest

Local EDA/IDA Bond Terms Review

Highlights of review include:

- Carry review forward to the April 23 meeting.
- Director Waite has no recommendation at this time.
- Jenna French, Shenandoah County Director of Economic Development and Tourism, provided her bond fees research saving Clarke's staff tremendous amount of time.

Chairman Ferrell and Director Waite thanked Len Capelli for his service to the Industrial Development Authority.

8. Closed Session

1:21 pm, Director Waite, seconded by Director Cochran, moved that the Clarke County Industrial Development Authority convene in closed session pursuant to Section 2.2-3711-A3 discussion or consideration of the acquisition of real property for a public purpose, or of the disposition of publicly held real property, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body.

Chris Boies, County Administrator, joined the Authority in Closed Session.

The motion carried as follows:

Ben Cochran	-	Aye
Brian Ferrell	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye
Isreal Preston	-	Aye
William Waite	-	Aye
William Wolfe	-	Aye

At 2:34 pm, Director Koontz, seconded by Director Ferrell, moved to return to Open Session. The motion carried as follows:

Ben Cochran	-	Aye
Brian Ferrell	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye
Isreal Preston	-	Aye
William Waite	-	Aye
William Wolfe	-	Aye

Chairman Ferrell called for a roll call vote that only matters pertaining to the subject the Authority convened into Closed Session were discussed and that no action was taken while in Closed Session.

English Koontz read the certification of Closed Session.

Certification of Closed Session

WHEREAS, the Board of Directors of the Industrial Development Authority of Clarke County, Virginia convened a closed session on this date pursuant to an affirmative recorded vote and in accordance with the provisions of The Virginia Freedom of Information Act; and

WHEREAS, § 2.1-344.1 of the Code of Virginia requires a certification by this Authority that such closed session was conducted in conformity with Virginia law;

NOW, THEREFORE BE IT RESOLVED that the Industrial Development Authority of Clarke County, Virginia hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed session to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed session were heard, discussed or considered by the Board of Directors.

The motion carried as follows:

Ben Cochran	-	Aye
Brian Ferrell	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye
Isreal Preston	-	Aye
William Waite	-	Aye
William Wolfe	-	Aye

Next Meeting

The next meeting is scheduled for Thursday, April 23, 2020, 1:00 pm.

9. Adjournment

At 2:35 pm, Chairman Ferrell adjourned the meeting.

Minutes recorded and transcribed by: Lora B. Walburn, IDA Clerk

Berryville / Clarke County Joint Committee for Economic Development and Tourism
February 12, 2020, Minutes

A meeting of the Berryville/Clarke County Joint Committee for Economic Development and Tourism [Joint MOU] Committee held in the Berryville-Clarke County Government Center, Berryville, Virginia, on Wednesday, February, 12, 2020, at 10:00 am.

Board: Jay Arnold, Berryville Town Council – Recorder; Chris Boies, Clarke County – County Administrator; Keith Dalton, Town of Berryville – Town Manager; David Weiss, Clarke County Board of Supervisors - Chair

Absent: None

Staff: Christy Dunkle, Cathy Kuehner, Lora B. Walburn

Press Present: None

Also Present: Diane Harrison - Ward Two Berryville Town Council Member; Kara Rodriguez – Ward Four Berryville Town Council Member; Bill Waite – Secretary / Treasurer Industrial Development Authority of the Clarke County Virginia; Robina Rich Bouffault – Planning Commissioner – White Post District

1. Call to Order

At 10:01 am, David Weiss called the meeting to order.

2. Adoption of Agenda

- Add Discussion of Organization and Committee Structure

Jay Arnold, seconded by Chris Boies, moved to approve the agenda as modified. The motion carried by the following vote:

Jay Arnold	-	Aye
Chris Boies	-	Aye
Keith Dalton	-	Aye
David Weiss	-	Aye

3. Approval of Minutes

Jay Arnold, seconded by Keith Dalton, moved to approve the July 1, 2019, minutes as presented. The motion carried by the following vote:

Jay Arnold	-	Aye
Chris Boies	-	Abstain
Keith Dalton	-	Aye
David Weiss	-	Aye

4. Discussion of Organization and Committee Structure

Highlights of discussion include:

- Membership:
 - o Berryville Town Council selected Kara Rodriguez as its second representative on the Joint Committee. Councilor Rodriguez heads the Community Development Committee.
 - o The Board of Supervisors has agreed to appoint an additional member, and the appointee should be named before the next Committee meeting.
 - o Jay Arnold and David Weiss concurred that they wished to adhere to the original intent of the Committee to include the Town Manager and the County Administrator in discussions.
 - o By consensus, the Committee agreed that the two new members from the elected bodies would be in addition to the existing members.
 - o Keith Dalton affirmed that it would be Town Manager or designee, specifically Christy Dunkle.
 - David Weiss raised the question of “lateral” staff in oversight of the proposed Economic Development and Tourism Director position; however, while it was a concern, he agreed to leave in the “or designee” phrase.
 - Keith Dalton opined that the County Administrator would be responsible for the direct supervision of the position; however, if the Town and County end up sharing the position, the agreement would address any input the Town Manager would have and membership on the MOU Committee does not necessarily represent supervision.
 - o Additional members will join the Committee at its next regularly scheduled meeting.
- Meeting date / time:
 - o Jay Arnold noted that staff would need time to accomplish the tasks set forth at meetings.
 - o David Weiss suggested that, once established, the Committee could meet quarterly.
 - o By consensus, the Committee agreed to meet every other month initially.
 - o Staff will draft a meeting schedule for Committee review.
 - o By consensus, the Committee agreed morning meetings.
- Chair / Vice Chair:

- By consensus, the Committee agreed to finalize the selection and process for establishing the position of chair and vice chair at the next meeting.

5. Follow-up Items from July 19, 2019, Meeting

Highlight of discussion include:

- Committee determined that it had made progress, but still had things to accomplish.
- The Committee had discussed expanding its membership to include one additional person from each of the elected bodies.
- Memorandum of Understanding [MOU]:
 - Jay Arnold noted that much of the MOU was timeline tasks.
 - The Town would like to update the MOU to look at partnerships with the County and participation of each group.
 - Jay Arnold suggested that staff draft the MOU and take to committee before bringing back to the Committee opining that it would be difficult to hash it out in this type of meeting.
 - David Weiss concurred and requested to add review of an updated job description in the process.
- Hotel in Town of Berryville:
 - Jay Arnold noted that it was one of the primary items for the Town discussed at the last meeting.
 - The Town had a survey done about five to eight years ago with nothing done. A survey was conducted in 2019, and The Town does not wish to see the idea "die on the shelf" and before the survey has to be updated.
 - Town hopes that with the Economic Development Director a hotel in Berryville will be a priority.
 - David Weiss stated that the Supervisors support the hotel, understand all the issues involved, and the pros and cons. He opined that he did not believe the issue in the county was too many rooms, regardless of where they are for the more rooms you have the more likely you will have people to fill them.
 - David Weiss also noted that the Industrial Development Authority [IDA] supports a hotel in Berryville.
- Position Funding:
 - Town of Berryville is discussing funding; and, with budget season coming up, it is looking at budget items.
 - Keith Dalton suggested that he and Chris Boies discuss this further.
 - Full-time or part-time:

- Keith Dalton opined that a full-time position would produce the most positive effect; however, it comes down to whether the Town and County are organized and have something for the individual to market.
 - David Weiss put forth that one of the benefits of a more defined and robust partnership would be the ability to generate a full-time workload.
 - David Weiss opined that it might be difficult to hire part-time, noting that there were only two respondents to the Board's last solicitation.
 - Jay Arnold opined that there were many tasks noting that there was a lot of interest in promoting the downtown, business buildings, and the First Street area.
 - David Weiss put forth exploration of the Camp 7 property at Double Tollgate, amongst other properties within the County.
 - Keith Dalton stated that to take the position full-time Town Council would be looking at something after the beginning of the next fiscal year.
- Economic Development Advisory Committee [EDAC] / Industrial Development Authority [IDA]
 - o The Supervisors are desirous of more actively engaging the EDAC and the IDA with the hiring, job description, and the whole concept of the economic development office.
 - o David Weiss has spoken to the Chairs of both public bodies, and they are interested in participating and being more active.
 - o David Weiss would like to utilize both Chairs in the selection process.

6. Discussion about Economic Development Position

Highlight of discussion include:

- Job Description:
 - o Chris Boies stated that getting input from the Committee was the first step in the process.
 - o David Weiss added that the County was looking at an interim placement, which would be a source but may not be available.
 - o Town Council should give direction to Keith Dalton on the job description, and he can work with Chris Boies.
 - o Keith Dalton would like to discuss the job descriptions and characteristics with Christy Dunkle before discussing with the County Administrator.
 - o Jay Arnold added that the Community Development Committee has been discussing the position and whether it will be doing both economic development and tourism. He told the Committee that he was informed that these positions take two different types of persons.
 - o Chris Boies responded that in many smaller, rural localities the position ends up doing both economic development and tourism. He opined that it was all about making connections, working with persons that wish to locate somewhere or visit somewhere.

- Jay Arnold opined that at some point a person with a real estate background might be needed.
- Business Retention:
 - Jay Arnold opined that the position should focus on business retention.
 - Jay Arnold noted that, often, the Town does not find out about a business until it is going out of business. This position might be able to help identify and assist struggling businesses.
- Chamber of Commerce:
 - Chris Boies noted that Berryville and Clarke do not have their own Chamber of Commerce. He provided an example of how a chamber was used in another locality to identify local business needs; and, subsequently, it conducted a job fair from which local businesses were able to hire needed employees. He observed that local businesses are not going to contact competitors and work together to host a job fair. He put forth that it is about creating connections; and, while the Top of Virginia Regional Chamber is doing what it can, there is not a lot of membership in this locality that would allow the regional chamber to focus a lot of time and resources. He opined that the proposed position could help coordinate efforts.
 - Keith Dalton concurred that the Town of Berryville recognized this as an issue. He noted that Len Capelli worked with the Lord Fairfax Community College Small Business Development Center. He stated that work force development was a challenge everywhere.
 - Jay Arnold suggested that the position could help with more utilization of Berryville Main Street [BMS], which has access to grants, resources, architects, tax credits, architects, etc. Some businesses take advantage of BMS as a resource while others do not know it is available.
- Holiday Business Tour:
 - Chris Boies observed that one of Len Capelli's most effective efforts was the annual Holiday Business Tour. He opined that it was helpful to him to meet the owners and employees, hear what their challenges were, and to understand the community.
 - The tour is a retention tool.
 - The tour is good for the EDAC and IDA.
- Direct Supervision:
 - Chris Boies noted that the position had plenty to do, but must be provided the structure, direction, metrics to succeed.
 - Keith Dalton responded to David Weiss' query that it was his belief that County was comfortable in the partnership allowing the County to be the direct supervisor.
 - Keith put forth that he recognized that an individual cannot have multiple bosses, so, the question is how does the Town have input?

- David Weiss stated that it makes sense for the County to oversee since it covers the larger share of cost.
- Chris Boies added that the County would need to have a clear understanding of what the Town expects in return for whatever investment it is making.
- Keith Dalton concurred with Mr. Boies stating that clear expectations were critical.
- Jay Arnold put forth that the MOU would spell out some of the expectations.
- Review:
 - David Weiss stated that the position would have annual reviews.
 - David Weiss remarked that if the Committee meets quarterly it should be able to communicate issues.
- Potential Town Projects for Position:
 - Christy Dunkle provided the following:
 - Southeast Collector Project:
 - Brandon Stidham and she should soon be wrapping up with the consultant.
 - Look at business park zoning district.
 - Identify what is still relevant.
 - Identify things that need to be modified.
 - Branding
 - Community Development Committee will be issuing an RFP at the end of the month.
 - Branding is in this FY2020 budget.
- Specific Staff Action for March Meeting:
 - Develop MOU and job descriptions as a separate documents.
 - Review memorandum of understanding
 - Review job description
 - Provide reference to industry pay scales
 - Develop funding agreement
 - Draft 2020 meeting schedule
 - Involve as many partners as you can in the initial stage including IDA, EDAC, and other partners.

Kara Rodriguez commented that after the July 2019 MOU Committee meeting the Community Development Committee started chipping away at the MOU reviewing it for areas that needed tweaked. It was at the point that it was going to start sorting all of its recommendations that the Community Development Committee, with two changes at the top of County leadership, it opted to

stay a holding pattern. She stated that if it would be helpful for the next meeting she could compile those recommendations and provide them to the Committee.

David Weiss asked Ms. Rodriguez to provide the information to Keith Dalton and Chris Boies in advance of the meeting, if possible, so they could utilize those thoughts in the review process.

7. Next Meeting

The next meeting date is tentatively set for Friday, March 20, 2020, at 10:00 am in Meeting Room AB.

8. Adjournment

At 10:38 am, David Weiss adjourned the meeting.

Minutes recorded and transcribed by Lora B. Walburn