

Berryville / Clarke County Joint Committee on Economic Development and Tourism



July 17, 2020
Regular Meeting Packet



Berryville / Clarke County Joint Committee on Economic Development and Tourism

*Jay Arnold, Doug Lawrence, Kara Rodriquez, David Weiss,
Chris Boies, & Christy Dunkle*

Agenda

10:00 am, Friday, July 17, 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. Approval of Minutes: May 1, 2020, Regular Meeting
4. MOU Update by Chris Boies
5. Setting of Goals
6. Next Meeting: September 18, 2020
7. Adjourn

Reports In Packet:

- o Follow Up Items

Berryville-Clarke County Government Center
101 Chalmers Court
Berryville, VA 22611

Call to Order

Adoption of Agenda

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

Approval of Minutes:

May 1, 2020 Regular Meeting

Proposed Motion: I move to approve the minutes of May 1, 2020, as [presented] or [as amended citing specific amendment].

Berryville / Clarke County Joint Committee for Economic Development and Tourism
May 1, 2020 Minutes

A meeting of the Berryville/Clarke County Joint Committee for Economic Development and Tourism Committee held in the Berryville-Clarke County Government Center, Berryville, Virginia, on Friday, May, 1, 2020, at 10:00 am.

Board: David Weiss, Clarke County Board of Supervisors – Chair, Jay Arnold, Berryville Town Council – Vice Chair, Kara Rodriguez, Doug Lawrence

Absent: None

Staff: Chris Boies – County Administrator, Keith Dalton – Town Manager, Christy Dunkle, Cathy Kuehner, and Tiffany Kemp

Press Present: Mickey Powell, Winchester Star

Also Present: None

1. Call to Order

At 9:58 am, Mr. David Weiss called the meeting to order.

2. Adoption of Agenda

Ms. Kara Rodriguez, seconded by Mr. Jay Arnold, moved to approve the agenda as presented. The motion carried by the following vote:

David Weiss	-	Aye
Jay Arnold	-	Aye
Kara Rodriguez	-	Aye
Doug Lawrence	-	Aye

3. Approval of Minutes

– Mr. Dalton noted before the meeting to the clerk, Tiffany Kemp, of a mistake in the minutes from the February 12, 2020 meeting. Edits highlighted below were made prior to the meeting and distributed to all in attendance.

- o Page 5 of 7, Direct Supervision, bullet point #2:

“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.”

Amended to say:

“Keith Dalton responded to David Weiss’ query that it was his belief that **the town** was comfortable in the partnership allowing the County to be the direct supervisor.”

Mr. Jay Arnold, seconded by Ms. Kara Rodriguez, moved to approve the February 12, 2020, minutes as amended. The motion carried by the following vote:

David Weiss	-	Aye
Jay Arnold	-	Aye
Kara Rodriguez	-	Aye
Doug Lawrence	-	Aye

4. Establish Policy for Selection of Chair/Vice Chair

Highlights of discussion include:

- Mr. Boies proposed the MOU to follow a similar format as other joint groups where if the Chair was represented by the County, the Vice Chair would be represented by the Town. The following year, the Chair would be represented by the Town and the Vice Chair would be represented by the County. This would alternate every year to ensure equal representation. The Town Manager, or designee, and the County Administrator would be staff of the committee, not voting members.

Mr. Jay Arnold, seconded by Mr. Doug Lawrence, nominated Mr. David Weiss be Chair. The nomination passed by consensus.

Ms. Kara Rodriguez, seconded by Mr. David Weiss, nominated Mr. Jay Arnold to be the Vice Chair. The nomination passed by consensus.

5. Review and set 2020 meeting schedule

Highlights of discussion include:

- Ms. Rodriguez noted she may have a conflict with the September proposed date, but she did not want to make changes at this time.
- Mr. Weiss suggested revisiting the September meeting date at the next meeting in July; and, if an adjustment is needed, it can be discussed more at that time.

Ms. Kara Rodriguez, seconded by Mr. Doug Lawrence, moved to approve the meeting schedule as presented. The motion carried by the following vote:

David Weiss	-	Aye
Jay Arnold	-	Aye
Kara Rodriguez	-	Aye
Doug Lawrence	-	Aye

2020 Meeting Schedule

Third Friday, 10 am, Meeting Room AB

July 17, September 18, November 20

6. Discussion and Review Memorandum of Understanding for Joint Economic Development and Tourism

Highlights of discussion include:

- Mr. Boies restructured the addendum as the previous document was more of a “to do” list. It was proposed to have an amendment to the MOU so the committee does not have to go to the full council and board for approval for the annual goals.
- The new MOU addresses the joint management of the economic development and tourism efforts, the position of Economic Development Director, and how the Berryville / Clarke County Joint Committee for Economic Development and Tourism functions as a group.
- Mr. Dalton believes a yearly budget will need to be set for Economic Development and Tourism.
- Mr. Arnold noted the town has set aside funds for the position this year in the amount of \$17,500.
- Ms. Rodriguez inquired about salary range for the Economic Development Director position.
- Mr. Boies responded with a salary range of \$65,000 - \$105,000 with a mid-range of \$85,000. The actual amount will be determined based on qualifications.
- The salary range was acceptable to the committee.
- The Economic Development Director, as a jointly funded position, will report to the County Administrator but receive guidance from the Berryville-Clarke County Joint Committee for Economic Development and Tourism.
- The following edits are needed in regards to the MOU:
 - *MOU Point # 1.*
 - Remove “town has requested more specificity” The remaining wording works for both town and county.
 - Ms. Rodriguez wants to be sure the economic development efforts are directed to the town and how that position will split it’s time between county and town.
 - Mr. Weiss wants to be sure the Economic Development Director is not boxed in too much on a specific schedule for the position. The position is interconnected between county and town, Mr. Weiss doesn’t believe the county will take town money and then say “that’s all you get”. There needs to be a fluidity between town and county. The money put forth by the town allows the position to go full time.
 - *MOU Point # 2*
 - Single point of contact for the town and county will be the Economic Development Director. The Director of Community Development would be the staff liaison to this position for the town.
 - *MOU Point #3*
 - Remove “but now wish to expand that committee to include an additional elected official for the Town and County.”

- The committee shall consist of two (2) representatives from the Berryville Town Council and two (2) representatives from the Board of Supervisors. The Town Manager, or designee, and the County Administrator will be staff to the Berryville-Clarke County Joint Committee for Economic Development and Tourism.
- *MOU Point #4*
 - Remove the word “hire” and replace with “employ”
 - Remove the word “split” and replace with “shared”
 - Add in a 3 year commitment period. The town will put \$17,500 to the position the first year. The second and third year amounts will be discussed by the town and report back.
 - FY21: \$ 17,500.00
 - FY22: \$ __TBD__
 - FY23: \$ __TBD__

7. Discussion and Review Proposed Economic Development and Tourism Director Job Description

Highlights of discussion include:

- As noted above, the Economic Development and Tourism Director will report to the County Administrator, but take guidance from the Berryville / Clarke County Joint Committee for Economic Development and Tourism.
- In regards to Berryville Main Street, this person will be a major help in regards to grants, projects currently being worked on, wayfinding, and finding ways to support and maintain business on Main Street.
- Mr. Dalton stated they were currently working to understand the accreditation associated with Berryville Main Street and how the Economic Development Director position may be able to assist Berryville Main Street.
- The committee decided to drop “MOU” from the committee name.
- Mr. Arnold stated this person should be someone to provide direction and continuity to Berryville Main Street.
- Three minor adjustments were requested to the job description;
 - (1) Add in the Economic Development Director will be the primary point of contact for the public for the Berryville / Clarke County Joint Committee for Economic Development and Tourism;
 - (2) Adjust the number of years of experience working within the economic development field from 10 years to 5 years;
 - (3) Add in that applicants must hold an appropriate state driver’s license.
- Mr. Weiss noted a common criticism that the Economic Development Director is not on hand and accessible to the community because of attendance at regional and state meetings.

- Ms. Rodriguez brought up that the goal of the position is to sell Clarke County and the Town of Berryville to non-residents. This requires the position to travel away from Clarke County. They must be accountable though.
- Mr. Boies noted that we need to look at tourism as a Shenandoah Valley region. People may not come here specifically, but they may do a tour of the valley and Berryville/Clarke County could be a day/overnight stop.
- The job will be posted as a Grade Level 25 on multiple field appropriate job sites for three (3) to four (4) weeks. Support Staff will narrow down the list of applicants and present the top picks to be interviewed by the committee with a start date as close to July 1 as possible. Mr. Dalton thought a more realistic start date would be August 1.

Mr. Jay Arnold, seconded by Ms. Kara Rodriguez, moved to authorize staff to amend and post the Economic Development job description under the parameters as discussed. The motion carried by the following vote:

David Weiss	-	Aye
Jay Arnold	-	Aye
Kara Rodriguez	-	Aye
Doug Lawrence	-	Aye

8. Adjourn

At 11:03 am, Mr. David Weiss adjourned the meeting.

Minutes recorded and transcribed by Tiffany R. Kemp

MOU Update

By Chris Boies

Setting of Goals



Berryville-Clarke County Government Center

*101 Chalmers Court
Berryville, Virginia 22611*

Berryville/Clarke County Joint Committee on Economic Development and Tourism

2020 Meeting Schedule

Third Friday, 10 am, Meeting Room AB

July 17

September 18

November 20

Adjourn

Reports in Packet:

- Follow-up Items Status Report

Berryville / Clarke County Joint [MOU] Committee on Economic Development and Tourism
Follow Up Items Status Report

Year	Meeting Date	Item	Description	Follow Up	Status	Date		Review Date	No. of Days
						Complete			
2020	2/12/2020	1	Review memorandum of understanding	Chris Boies / Keith Dalton	2/27 preliminary discussion				-43873
2020	2/12/2020	2	Develop Economic Development and Tourism Director job description involving as many partners as possible in the initial stage	Chris Boies	2/27 review with Keith Dalton; 2/24 review with IDA Chair & Treasurer, 2/21 review with EDAC chair	3/12/2020			29
2020	2/12/2020	3	Provide industry pay scales for position.	Chris Boies	3/12 added to 3/20 packet	3/12/2020			29
2020	2/12/2020	4	Develop funding agreement.	Chris Boies / Keith Dalton	2/27 preliminary discussion	2/27/2020			15
2020	2/12/2020	5	Draft 2020 meeting schedule	Chris Boies	Complete - initial stage proposing bi-monthly	2/26/2020			14
2020	2/12/2020	6	Add to March 20 agenda review of committee structure, meeting schedule, mou, job description.	Chris Boies	Complete	2/26/2020			14
2020	2/12/2020	7	David Weiss to appoint a second BoS member to serve on the Committee.	David Weiss	Russell District Supervisor Doug Lawrence agreed to serve.	2/18/2020			6
2020	2/12/2020	8	Community Development Committee recommendations and provide them to Keith Dalton & Chris Boies in advance of the meeting, if possible, so they could utilize those thoughts in the review process.	Kara Rodriguez	Information was provided by Keith Dalton to Chris Boies	3/12/2020			29
2020	5/1/2020	9	Edit the MOU to reflect changes discussed in 05-01-2020 meeting.	Chris Boies	Completed & Signed by the Chair of the BOS	6/16/2020			46
2020	5/1/2020	10	Edit the Economic Development & Tourism job description to reflect changes discussed in the 05-01-2020 meeting & Post	Chris Boies	Completed	5/10/2020			9

Upon completion, please provide status update to Tiffany Kemp, tkemp@clarkecounty.gov, 540-955-5186

7/8/2020