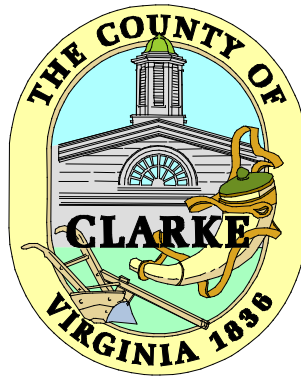


Industrial Development Authority of the Clarke County, Virginia Board of Directors



Quarterly Meeting Packet
July 23, 2020



Industrial Development Authority of the County of Clarke Virginia

*Ben Cochran, Brian Ferrell, Felicia Hart, English Koontz, Rodney Pierce, Isreal Preston,
William Waite, David Weiss, William Wolfe*

Agenda

Thursday, July 23, 2020, 1:00 pm

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

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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

- January 23, 2020, Quarterly Meeting
- June 17, 2020, Joint IDA/EDAC Meeting

I move to approve the minutes of January 23, 2020, & June 17, 2020 as [presented] or [as amended citing specific amendment].

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

Industrial Development Authority of the Clarke County Virginia Board of Directors
Economic Development Advisory Committee
June 17, 2020, Minutes

A joint meeting of the Industrial Development Authority of the Clarke County Virginia and the Economic Development Advisory Committee held in the Berryville/Clarke County Government Center, Berryville, Virginia, Main Meeting Room, on Wednesday, June 17, 2020, at 1:00 PM.

IDA Directors Present: Ben Cochran, Brian Ferrell, Rodney Pierce, Isreal Preston, William Waite

Directors Absent: English Koontz, William Wolfe

Board of Supervisors Liaison Present: David Weiss

EDAC Members Present: Chris Bates, Christy Dunkle, Christina Kraybill, John Milleson, Elizabeth Pritchard, Bev McKay

Members Absent: Lori Mackintosh, Lee Sheaffer

County Staff Present: Chris Boies, Felicia Hart, Tiffany Kemp, Cathy Kuehner, Brandon Stidham, Lora Walburn

Others Present: Supervisor Doug Lawrence, Supervisor Terri Catlett, Robina Rich Bouffault

Press Present: Mickey Powell

1. Call to Order

At pm 1:00 pm, Chairman Brian Ferrell called to order the June 17, 2020, Industrial Development Authority of the Clarke County, Virginia Board of Directors Meeting.

Immediately following, Chairman John Milleson called to order the June 17, 2020, Economic Development Advisory Committee Meeting.

2. Adoption of Agenda

Industrial Development Authority

**Director Waite, seconded by Director Pierce, moved to adopt the agenda as presented.
The motion carried by the following vote:**

Ben Cochran	-	Aye
Brian Ferrell	-	Aye

English Koontz	-	Absent
Rodney Pierce	-	Aye
Isreal Preston	-	Aye
William Waite	-	Aye
William Wolfe	-	Absent

Economic Development Advisory Committee

Betsy Pritchard, seconded by Cristina Kraybill, moved to adopt the agenda as presented. The motion carried by the following vote:

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

At 1:15 pm, Bev McKay joined the meeting.

3. Planning and Zoning Overview by Brandon Stidham

Brandon Stidham, Director of Planning and Zoning, appeared before the bodies. Highlights of overview:

- Explained role of the Planning and Zoning Department.
- Reviewed Clarke's land use planning goals.
- Explained a comprehensive [Comp] plan:
 - o A long-range plan capturing the community's vision for its future.
 - o State code requires every locality to adopt a plan.
 - o Clarke's first plan was adopted in 1974.
 - o The Planning Commission prepares the comp plan and the Board of Supervisors adopts.
 - o A comp plan must be reviewed once every 5 years; however, there is no requirement to update if there are no changes.
- Current Comprehensive Plan:
 - o Adopted in 2014.
 - o Includes a base plan and implementing component plans.

- All component plans have been updated since last adopted except the mountain land plan.
- Planning to add a village plan in the future.
- Explained differences between comprehensive plan and zoning ordinances.
- Reviewed key zoning terms
 - By-right use
 - Special use
 - Rezoning
 - Non-conforming use, “grandfather” use
- Zoning Districts:
 - Agricultural Open-Space Conservation
 - Forestal Open-Space Conservation
 - Rural Residential
 - Neighborhood Commercial
 - Highway Commercial
 - No zoning for industrial in the county.
 - Some districts only in Berryville Annexation Area.
- Provided a map of the Berryville Annexation Area.
- Business Intersection Areas:
 - Waterloo
 - All properties are zoned highway commercial.
 - Reviewed areas available for development.
 - Double Tollgate
 - Most are zoned highway commercial.
 - Does not include land with solar farm or land with transformers
 - Preferred growth area
- County sites currently listed on yesClarkeCounty.gov website
 - 1133 Bishop Meade Road:
 - Zoned rural residential and can no longer be operated as a retail business under rural residential zoning.
 - Mercke property:
 - Jack Enders Boulevard, east of the business park
 - 12.57 acres

- Supports light industrial
- Access to public water and sewer
- Located in Berryville Annexation Area
- Located in town of Berryville
- 5665 Lord Fairfax Highway:
 - Two lots [13 acres and 16.2 acres] owned by Brent Mercke, west side of the railroad tracks, west of the business parks
 - Clarke does own an approximate 2.63 acre strip of land, reserved when plans included extension of the business park across the railroad crossing with a connection to Route 340
 - Clarke County is working with Berryville and a consultant to study different connectivity options and should have a presentation on the results of that study next month
 - Located in Berryville Annexation Area
 - Zoned for light industrial
 - Access to public water and sewer
- Waterloo Marketplace:
 - Currently, there is construction activity to expand Handy Mart
 - Four undeveloped lots
 - Lots have access to public water and sewer
 - A common plan of development was approved a number of years ago, including the development of Handy Lane that allows access from Route 340 to tie into the park and ride.
- 11859 Lord Fairfax Highway:
 - Zoned highway commercial
 - 4.20 acres
 - Warehouse [8,100 square feet] and office [1,610 square feet] space located within the main building
 - Two existing houses on the lot – status of use is unknown
 - Public water access only; no access to public sewer.
 - Special use permit in place to operate a custom woodworking business
- 216 York Lane:
 - Located off Route 340
 - Approximate 484-acre property
 - Approximately 30,000 square foot warehouse

- Zoned AOC
- No public water or sewer access
- Agricultural, by-right uses have been operating in the building

Question and Answer Period

Director Pierce asked for an update on the “Camp 7” property at 57 Ray of Hope Lane, White Post.

Chris Boies provided the following update:

- The Department of Corrections has transferred the properties to two other state agencies, one of which is the Virginia National Guard.
- The Virginia National Guard has intentions to build a regional facility on the property at some point in the future. Currently, there is no funding for the project.
- Virginia Port Authority [VPA] was also given parcels.
 - The VPA is required to work with Clarke to develop appropriate economic development projects.
 - Discussions have slowed during COVID-19.
 - Working with VPA to determine:
 - Intended uses
 - Whether VPA wants to develop it themselves or to sell it
 - How to gain access to public water and sewer
 - Identify traffic issues
 - VPA has been a good partner thus far

Brandon Stidham added the following:

- Property is zoned AOC
- Property is owned by the state and is typically exempt from local zoning ordinances

Director Ferrell asked if VPA developed for themselves whether it would be responsible for developing a sewer system.

Brandon Stidham responded that they would be required to follow sewer regulations as regulated by the Virginia Department of Health. He noted that Clarke does have some sewer regulations that are more stringent than the state.

Chris Boies added that one of the complications is that the package plant currently serving the property, while it does have a valid permit, it has still to be determined what can actually be done and what ownership will look like.

4. Economic Development and Tourism Update by Felicia Hart

Felicia Hart, Interim Director of Economic Development and Tourism, appeared before the bodies. The following presentation was distributed at the meeting:

- Meetings with Berryville Town Planner:
 - Meet regularly to get caught up on projects/topics of concern
 - Together, we walked downtown to meet with 1) a property owner who is looking for ideas on how to rent her property and 2) met with Peter at the frame shop to make introductions
 - Several other meetings with local businesses are planned - Christy is making regular introductions for me
 - Working with Christy to update information on Virginia Tourism's website - this includes business listings, photography, contact information and events
- Regional Projects:
 - In partnership with Frederick County and City of Winchester EDAs, Top of Virginia Chamber, Lord Fairfax Small Business Development Center and Winchester/Frederick County Tourism we hosted our second Town Hall meeting via Zoom. See flyer attached.
 - This ties in to our joint Facebook page - Northern Shenandoah Valley COVID-19 Economic Response Team where we offer resources and updated info for businesses
 - We are still having weekly conference calls to discuss the changing landscapes and what resources do we need to look at providing (at this point, just social media shares of useful info)
 - We have produced a new website - OpenAndSafeNSV. This site allows any business to take the pledge to agree to abide by the CDC and VDH guidelines. They submit all their business information, including logos, and are added to the database on the site. Once they have been approved, they are given access to downloadable logos for both their digital and print work. In addition, pre-designed posters and flyers are included. We ask that they print one out and post it at the entry point to their business. We found this is helping to create solidarity between the businesses/localities and helps set the expectations of their guests. The site is www.OpenAndSafeNSV.biz See flyer attached.
 - Shenandoah Valley Tourism Partnership:
 - Continue to provide information on behalf of Clarke County for the new website
 - Shenandoah Valley Spirits Trail: continue to update contact information and potential stories
 - Northern Shenandoah Valley Regional Commission: we are still hosting regular phone updates with other localities regarding new programs for our local businesses

- GOVirginia: Numerous funding programs are in the works and are being hashed out
 - Previous conference call about meat processing needs because of COVID-19. Follow up discussions are being planned
- Hosted my regular radio show on The River. Provided updates on all the projects we're working on and mentioned additional resources
- Economic Development:
 - Partnered with Lord Fairfax Small Business Development Center to host the first Restaurant Virtual Town Hall meeting. This came out of my discussion with local restaurant owners and what they are facing during this pandemic. By bringing many owners/chefs together, we hope to help them find sources for their needed products, talk about supply chain concerns and employee issues.
 - I continue to work closely with Planning and Zoning Director for regular updates, discussions on both current and potential projects
 - Have regular conversation with Bank of Clarke County President Brandon Lorey to learn what he is seeing locally regarding business needs/issues/concerns
 - Still participate in weekly conference calls with Virginia Economic Development Partnership
 - Discussions about potential businesses looking to move to Virginia and their needs
 - Starting discussion on their Tier Program and what properties/information do they have regarding Clarke County
 - Still participating in weekly conference calls with Virginia Economic Developers Association
 - Discussion about CARES Act funding for potential projects, GOVirginia funding and regional needs
 - Continue discussion with a potential family business looking to move to Clarke County. They have received initial feedback from Planning and Zoning (P&Z).
 - Continue working with County Administrator and P&Z Director regarding bringing broadband to our area
- Tourism:
 - Board of Supervisors approved the resolution to recognize Clarke County as the official Destination Marketing Organization (DMO) for Virginia Tourism Corporation.
 - Continue regular weekly updates with my contacts at Virginia Tourism Corporation (VTC)
 - Updated information on State website
 - Encouraged several more local businesses to add their free business listing
 - Continue regular updates to master spreadsheet with all tourism-related businesses. Includes all contact information, social media, websites, etc. This will be shared with County/Towns to maintain accuracy and allow me to quickly respond to Virginia Tourism Corporation, travel writers and others requests for information, blog stories, photography, etc.
 - Working to include the Mosby Heritage Area program on our website and in social media

- o Working to include local cemeteries on our website
- Websites:
 - o Continue to regularly update both the "YesClarkeCounty" and "Clarke County Tourism" sites with information regarding COVID-19.
 - Continue to mark-up/edit current information on both sites so changes can be made
 - Working to get Google analytics added
- Social media:
 - o Have created a yearly calendar of holidays, events, topics to promote. Daily posts are goal.
 - o Continue to organically grow current Facebook page
 - o Continue to regularly post to Facebook
- COVID-19 Info:
 - o Exploring possible incentives or assistance programs using CARES Act funding
- Miscellaneous:
 - o Regularly reach out to local businesses for updates on how they are doing and ask how this department can help. I have been providing them with resources, introductions and updates on what others are doing. When COVID-19 allows, I will be visiting them in person.
 - o Worked closely with Clarke County Farmers Market to help get the word out about their new location

Question and Answer Period

EDAC Chairman John Milleson commented:

- Bank of Clarke County Board met this morning and members "sang the praises" of Felicia Hart for all the help she has provided to quite a few businesses.
- Loans: \$5.9 MM
- No. of Loans: 124
- Average Loan: \$47,000
- Asked what the Bank of Clarke County and the EDAC could do to help Felicia Hart.

Felicia Hart responded:

- All members could help educate her by helping her identify business owner needs, challenges, strengths and weakness.
- What is heard from one person may be so exclusive that it others will not have that same problem.

- Asked members to be a voice box and help the community understand what we are trying to accomplish to help develop long-term planning.

Chris Boies added:

- A business assistance program has been discussed with some persons.
- Explained that Clarke recently received federal funding; however, it has been a struggle to determine true needs of the community.
- Applauded Mrs. Hart for all the businesses with which she has spoken noting that most have taken advantage of available federal money.
- Have yet to determine a clear need across the business sector on how Clarke could help.
- Asked members to let staff know if they heard or knew of any unfilled gaps in business needs.

Christina Kraybill suggested reaching out to service providers. She shared a conversation she had earlier in the day with a neighbor that is a self-employed service provider, an industry hard hit during the COVID-19 virus. This neighbor has applied for stimulus funds every week, but has only received one stimulus check. Also, for the past two months, she calls an assisting agency every morning. One morning, when she finally got through, she was caller 189 in the queue; and, when her call was answered, they could not help her.

Felicia Hart put forth that if Mrs. Kraybill would like to send her an email, she could share Christine Kriz, Lord Fairfax Small Business Development Center, contact information; and, maybe, Ms. Kriz might know of another avenue to explore.

5. Personnel Update by Chris Boies

Chris Boies, Clarke County Administrator, appeared before the bodies.

- Thanked Felicia Hart for stepping in on an interim basis noting that she arrived at the County about Day One of COVID-19, which had presented difficulties; and, even with restrictions, she has done a great job of getting out and meeting people. She has also reached out via social media.
- Before COVID-19 hit, he met with a travel guide from the Virginia Tourism Corporation, and gave them a tour of Clarke.

Economic Development and Tourism Director Position

Highlights of Mr. Boies' update:

- Since last discussed, the County has engaged with the Town; and, the County is very appreciative of the Town's efforts to fund a full-time Economic Development and Tourism Director position.
- The Town will contribute financially to fund a full-time position.

- The IDA and EDAC Chairs reviewed the job descriptions.
- Interviews scheduled for Friday, June 19.
- Hope to name a new full-time director next week.

Clerk to the IDA and EDAC

Highlights of Chris Boies' update:

- Introduced Tiffany Kemp new Clerk for the IDA and EDAC.
- Lora Walburn is retiring. This will be her last set of minutes.

Concluding Remarks

Chris Boies stated that today's meeting was intended to be an informative session adding that he hoped that both public bodies could meet in July as scheduled.

He noted that better understanding of planning and zoning and comprehensive plan issues would help Clarke figure out where development could occur in the County and to figure out ways to help existing businesses.

Director Waite opined that the public saw the EDAC as more geared to marketing, and the IDA more geared to financing. He stated that together or separately the bodies could work to advance any of the issues.

Chris Boies remarked that the public bodies, just by statute, had different purposes, with the IDA being a financing-type group. He opined that these bodies were the eyes and ears of the community and could help staff get the information about what businesses are experiencing that will help make connections, and, with the addition of a full-time director, improve communications.

Supervisor David Weiss opined that from the Board of Supervisors' perspective, it had for many years, along with both the IDA and EDAC, tried to be there for the private citizens; and, it still maintains that philosophy. He put forth that with a full-time director reaching out to owners of properties that have sat for a long time there could be real conversations with those folks to see what can be done to assist them. Then, depending on how that works out, the next step is determining whether the IDA or EDAC or Board of Supervisors take a more active role in trying to market properties.

Supervisor Weiss stated that Camp 7 [57 Ray of Hope Lane] has real potential; however, the property will not be what it is now and will change. He added that Senator Vogel helped Clarke get a part of the property. He informed the bodies that Virginia Port Authority [VPA] is not looking at tax-generating opportunities that the County is looking for; however, VPA has to work with Clarke to get what it wants. He ended by stating that the Board of Supervisors was not

necessarily interested in making a profit but rather in the properties being active and producing revenue; and, in this effort, it will be seeking the assistance of the IDA and EDAC.

Supervisor McKay concurred with Supervisor Weiss opining that Clarke's future is tourism and small businesses. He opined that Clarke needs to become a destination spot and needs to look at ways to capitalize on this. He concluded his remarks by advocating for more joint meetings.

EDAC Chair Milleson put forth is opinion that sometimes the bodies were underutilized and encouraged the Supervisors to put the EDAC and IDA to work.

Supervisor Weiss concurred that the bodies were underutilized opining that a full-time director could help us move things forward. He noted that all know that this is a difficult demographic, and he would like to see at least one of the properties that has been sitting for years active.

Supervisor McKay opined that a partnership of the Town and County would be beneficial to all making it one destination, one unit.

6. Adjournment

Industrial Development Authority

At 1:59 pm, **Director Pierce, seconded by Director Waite, moved to adjourn the meeting. The motion carried by the following vote:**

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

Economic Development Advisory Committee

Immediately following, **Chris Bates, seconded by Christina Kraybill , moved to adjourn the meeting. The motion carried by the following vote:**

Chris Bates	-	Aye
Christy Dunkle	-	Aye
Christina Kraybill	-	Aye
Lori Mackintosh	-	Absent
Beverly B. McKay	-	Aye
John Milleson	-	Aye
Betsy Pritchard	-	Aye

Lee Sheaffer - Absent

Next Meeting

Economic Development Advisory Committee, Wednesday, July 15 2020

Industrial Development Authority, Thursday, July 23, 2020

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

Secretary / Treasurer Report By Bill Waite

a) FY2021 Budget Review and Adoption

Propose motion: I move to accept the FY2021 Budget as [presented] or [as amended citing specific amendment].

b) FY2020 YTD Check Log

Action: Treasurer recommends acceptance.

Propose motion: I move to accept the Treasurer's report as [presented] or [as amended citing specific amendment].

c) Investments YTD Summary, YTD Budget, Bonds Log
Action: Information Only

Industrial Development Authority of the Clarke County, Virginia
FY2021 Budget Proposed

FY2021 Proposed 04-23-2020

Expenditures Category	FY2020 Budget	FY2021 Budget	Description	Change
Advertising	\$ 400	\$ 400	Public Hearings	\$ -
Audit	\$ 1,675	\$ 1,680	RFC	\$ 5
Civic Contributions	\$ 6,000	\$ 6,000	*SBDC LFCC	\$ -
Director Fees	\$ 1,400	\$ 1,400	Meeting Attendance	\$ -
Insurance	\$ 1,340	\$ 1,345	VACorp	\$ 5
Postage	\$ 25	\$ 25		\$ -
Professional Services	\$ 1,250	\$ 1,250	Legal	\$ -
Professional Services	\$ -	\$ 15,000	Engineering	\$ 15,000
Total Expenditures:	\$ 12,090	\$ 27,100		\$ 15,010

Actual Revenues	FY2020 Actual Bond	FY2021 Estimated	Actual Revenue
Bonds:			
Grafton School, Inc. Bond	\$ 563	\$ 382	\$ (182)
LFCC Bond	\$ 2,989	\$ 1,989	\$ (1,000)
Shenandoah University Bond	\$ 3,908	\$ 2,908	\$ (1,000)
	<u>\$ 7,460</u>	<u>\$ 5,279</u>	
Interest Income:	\$ 3,200	\$ 3,200	
Total Revenue:	\$ 10,660	\$ 8,479	
Difference:		\$ (18,622)	

FY2020 Adopted

Expenditures Category	FY2019 Budget	FY2020 Budget	Description	Change
Advertising	\$ 400	\$ 400	Public Hearings	\$ -
Audit	\$ 1,675	\$ 1,675	RFC	\$ -
Civic Contributions	\$ 6,000	\$ 6,000	*SBDC LFCC	\$ -
Director Fees	\$ 1,400	\$ 1,400	Meeting Attendance	\$ -
Insurance	\$ 1,300	\$ 1,340	VACorp	\$ 40
Postage	\$ 25	\$ 25		\$ -
Professional Services	\$ 1,250	\$ 1,250	Legal	\$ -
Total Expenditures:	\$ 12,050	\$ 12,090		\$ 40

*Reevalutate when request made

Estimated Revenues	Estimated Amount	Estimated Amount	Actual Revenue
Bonds:			
Grafton School, Inc. Bond	\$ 1,100	\$ 655	\$ 563 \$ (92)
LFCC Bond	\$ 3,400	\$ 2,750	\$ 2,989 \$ 239
Shenandoah University Bond	\$ 3,800	\$ 3,800	\$ 3,908 \$ 108
	<u>\$ 8,300</u>	<u>\$ 7,205</u>	
Interest Income:	\$ 3,000	\$ 3,200	\$ 200
Total Revenue:	\$ 11,300	\$ 10,405	\$ 455
Difference Expenditure to Revenue:		\$ (1,685)	
Berryville Main Street		\$ 4,750	Hotel Feasibility Study

Industrial Development Authority FY2020 Year-to-Date 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 Balance 07/11/2019: 47145.55+1000-1690 = \$46,455.55
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		597	7/25/2019	Bill Wolfe	Director Fees	\$ -	\$ 50.00	\$ 46,355.55	Meeting 7/25/2019 Not yet cleared 07-06-2020
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	Hotel Feasibility Study
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 Balance 10/08/2019: 35605.55-100=\$35505.55
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 Balance 10/31/2019: \$35,130.55 - 250 = \$34,880.55
2020	C	605	10/24/2019	Isreal Preston	Director Fees	\$ -	\$ 50.00	\$ 34,930.55	Meeting 10/24/2019 Balance 11/30/2019: \$34,980.55 - 100 = \$34,880.55
2020	C	Dep	1/6/2020	Grafton School	Bond Fees	\$ 562.50	\$ -	\$ 35,493.05	2019 Bond Fee Notice to Waite 12/19/2019
2020	C	Dep	1/30/2020	Lord Fairfax Community College	Bond Fees	\$ 2,988.90	\$ -	\$ 38,481.95	2019 Bond Fee
2020	C	606	1/26/2020	Brian Ferrell	Director Fees	\$ -	\$ 50.00	\$ 38,431.95	Meeting 01/23/2020 Check recvd 01/30; mailed 01/30
2020	C	607	1/26/2020	English Koontz	Director Fees	\$ -	\$ 50.00	\$ 38,381.95	Meeting 01/23/2020 Check recvd 01/30; mailed 01/30
2020	C	608	1/26/2020	Rodney Pierce	Director Fees	\$ -	\$ 50.00	\$ 38,331.95	Meeting 01/23/2020 Check recvd 01/30; mailed 01/30
2020		609	1/26/2020	Isreal Preston	Director Fees	\$ -	\$ 50.00	\$ 38,281.95	Meeting 01/23/2020 Check recvd 01/30; mailed 01/30, not yet posted 07-06-2020
2020	C	610	1/26/2020	Bill Waite	Director Fees	\$ -	\$ 50.00	\$ 38,231.95	Meeting 01/23/2020 Check recvd 01/30
2020		611	1/26/2020	William Wolfe	Director Fees	\$ -	\$ 50.00	\$ 38,181.95	Meeting 01/23/2020 Check recvd 01/30; mailed 01/30, not yet posted 07-06-2020
2020	C	612	1/30/2020	Ben Cochran	Director Fees	\$ -	\$ 50.00	\$ 38,131.95	Meeting 01/23/2020 Check recvd 02/03; mailed 02/07
2020	C	Dep	3/9/2020	Shenandoah University	Bond Fees	\$ 3,907.50	\$ -	\$ 42,039.45	2019 Bond Fee Notice 2/3; Reminder 3/6
2020	C	613	3/4/2020	Robinson Farmer Cox	Audit	\$ -	\$ 1,675.00	\$ 40,364.45	FY2019 Audit Inv 68603 Rcvd 03-09; Mailed 03-10
2020	C	614	3/8/2020	VACorp	Insurance	\$ -	\$ 1,340.00	\$ 39,024.45	FY2021 Insurance 07/01/2020 thru 06/30/2021 Balance 06/30/2020: \$39,174.45-\$150.00 = \$39,024.45

Expenditures Category	Amount	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Expended YTD	Remaining Balance
Advertising	\$ 400	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 400
Audit	\$ 1,675	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,675.00	\$ -	\$ -	\$ -	\$ 1,675.00	\$ -
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	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,340.00	\$ -	\$ -	\$ 1,340.00	\$ -
Postage	\$ 25	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 25
Professional Services	\$ 1,250	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,250
Total Expenditures:	\$ 12,090	\$ 5,000.00	\$ 6,000.00	\$ -	\$ 625.00	\$ -	\$ -	\$ -	\$ -	\$ 1,675.00	\$ 1,340.00	\$ -	\$ -	\$ 14,640.00	\$ (2,550)

Estimated Revenues	Estimated Amount	Actual Revenue	+/- Estimate
Bonds:			
Grafton School, Inc. Bond	\$ 655	\$ 563	\$ (93)
LFCC Bond	\$ 2,750	\$ 2,989	\$ 239
Shenandoah University Bond	\$ 3,800	\$ 3,908	\$ 108
	\$ 7,205	\$ 7,459	\$ 254
Interest Income:	\$ 3,200	\$ 4,152	\$ 952
Total Revenue:	\$ 10,405	\$ 11,610	\$ 1,205

FY2020 Investment Summary

Asset Summary	Jul '19	Aug '19	Sep '19	Oct '19	Nov '19	Dec '19	Jan '20	Feb '20	Mar '20	Apr '20	May '20	June '20	FY2020 YTD
Beginning Balance	107,808.82	\$108,179.85	\$107,623.55	\$108,495.19	\$107,981.51	\$109,096.35	\$111,100.60	\$111,163.84	\$106,953.30	\$ 94,569.55	\$ 98,999.82	\$102,234.19	
Dividends, Interest, & Other Income	\$ 311.74	\$ 303.24	\$ 292.07	\$ 312.88	\$ 292.59	\$ 1,048.65	\$ 221.85	\$ 291.52	\$ 273.85	\$ 280.07	\$ 279.47	\$ 243.63	\$ 4,151.56
Net Change in Portfolio	\$ 59.29	\$ (859.54)	\$ 579.57	\$ (826.56)	\$ 822.25	\$ 955.60	\$ (158.61)	\$ (4,502.06)	\$ (12,657.60)	\$ 4,150.20	\$ 2,954.90	\$ 417.26	\$ (9,065.30)
Ending Balance	108,179.85	107,623.55	108,495.19	107,981.51	109,096.35	111,100.60	111,163.84	106,953.30	94,569.55	98,999.82	102,234.19	\$ 102,895.08	

Old Business

A. Local EDA/IDA Bond Term Reviews

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B. Review and Adoption of Bylaws and
Rules and Procedures

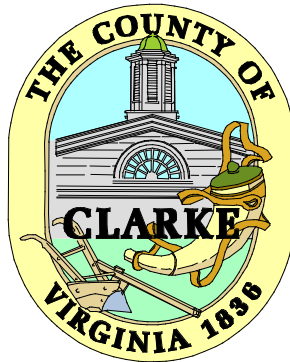
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IDA / EDA Bond Terms

<i>Locality</i>	<i>Initial Application Fee</i>	<i>Annual Fee</i>	<i>Max Annual Fee</i>
Clarke County <\$1,000,000	\$1,000	1/10 of 1%	N/A
Clarke County \$1,000,001 - \$5,000,000	\$5,000	1/15 of 1%	N/A
Clarke County >\$5,000,000 ¹	\$5,000	1/20 of 1%	N/A
Fauquier County	\$2,000	1/8 of 1%	N/A
Frederick County	\$250	1/10 of 1%	N/A
Harrisonburg - Non profit/govt	\$1,000	1/8 of 1%	\$7,500
Harrisonburg - Private Activity Borrower	\$2,000	1/8 of 1%	\$7,500
Shenandoah County	\$1,000	1/10 of 1%	\$3,000
Winchester	\$0	1/10 of 1%	N/A
Woodstock- Govt and Non-profit	\$4,000	1/10 of 1%	\$3,000
Woodstock- Private Activity	\$4,000	1/10 of 1%	\$3,000

January 3, 2020

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



Bylaws of the Industrial Development Authority of the Clarke County, Virginia

Distribution: All Directors, County Administration, Director of Economic Development

Record of Revision

Revision No.	Revision Date	Description
New	01/12/1999	New Document
1	07/28/2016	<p>Amend Section 204. Annual Meetings. The annual meeting of the Board of Directors shall be held in January of each year and meetings held once per quarter, or at such time as needed, throughout the year in the Berryville Clarke County Government Center, 101 Chalmers Court, Second Floor, Berryville, Virginia or at such location as the Board of Directors may designate.</p> <p>Add Section 209: Removal of Director Before Their Terms in Office Expires: Should the Executive Committee, by a majority vote, deem that the attendance pattern of a Director at properly scheduled meetings is unacceptable, or should the performance of a Director be deemed unacceptable for any other reason by a majority vote of the Executive Committee, then the Chair of the Authority shall solicit the resignation of such a Director.</p> <p>In the event that no resignation is forthcoming, then the Executive Committee shall recommend the termination of such Director to the Clarke County Board of Supervisors.</p> <p>Amend Section 403. Public Attendance at Meetings: Inspection of Records. All meetings of the Board of Directors at which formal action is taken shall be open to the public. The Board of Directors may hold executive or closed meetings in accordance with The Virginia Freedom of Information Act, Chapter 21, Title 2.1, Chapter 37 Title 2.2 Administration of Government Code of Virginia (1950, as amended), as may be in effect from time to time (the "Virginia Freedom of Information Act").</p> <p>Section 404. Rules Regulations and Procedure: Add to Format of Meeting Approval of agenda</p> <p>Correct name throughout to "Industrial Development Authority of the Clarke County, Virginia"</p> <p>Section 206. Notices. Strike telegraph. Add email.</p> <p>Add section 210</p>
2	01/25/2018	<p>Section 304: Add Finance subcommittee section.</p> <p>Section 405: Add "All check or money transfers exceeding \$499 shall be countersigned by the Treasurer and Chair."</p>
3	04/26/2018	<p>Section 405: Remove "All check or money transfers exceeding \$499 shall be countersigned by the Treasurer and Chair." Replace with "The Authority will continue the practice of requiring two authorized signatories be on file with its banking institution."</p>

Bylaws of the Industrial Development Authority of the Clarke County, Virginia

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Bylaws of the Industrial Development Authority of the Clarke County, Virginia

Industrial Development Authority
Of The Clarke County, Virginia
Bylaws

Article I

Name. Purpose And Powers

Section 101. Name

The name of this body shall be the "Industrial Development Authority of the Clarke County, Virginia" (the "Authority").

Section 102. Purposes

The purposes of the Authority shall be as set forth in Section [15.2-490](#) I of the Code of Virginia (1950, as amended) and all other purposes as are now or may hereafter be set forth in the Industrial Development and Revenue Bond Act, Chapter 49, Title 15.2 of the Code of Virginia (1950, as amended) (the "Act").

Section 103. Powers

The Authority shall be vested with all powers as set forth in Section [15.2-4905](#) of the Code of Virginia (1950, as amended) and all other powers as are now or may hereafter be set forth in the Act.

Article II

Directors

Section 201. Board of Directors

The Authority shall be governed by a Board of Directors in which all powers of the Authority shall be vested.

Section 202. Number, Appointment and Terms of Directors

There shall be seven (7) Directors of the Authority who shall be appointed by the Board of Supervisors of Clarke County, Virginia (the "Board of Supervisors").

Directors shall be appointed for a term of four (4) years, except appointments to fill vacancies, which shall be for the remainder of such un-expired term.

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If at the end of any term of office of any Director or successor thereto has not been appointed, then the Director whose term of office has expired shall continue to hold office until a successor is appointed and qualified.

Each Director, upon his initial appointment and any reappointment, shall take and subscribe the oath prescribed by Section [49-1](#) of the Code of Virginia (1950, as amended).

No Director shall be an officer or employee of Clarke County, Virginia.

Every Director shall, at the time of his appointment and thereafter, reside in Clarke County, Virginia or in an adjoining locality.

Section 203. Vacancies

The Chairman of the Authority shall promptly notify the Board of Supervisors of any vacancy that may occur in the Board of Directors.

The Board of Supervisors shall make any appointments necessary to fill any vacancies upon the Board of Directors of the Authority in accordance with the Act.

In the event the term of any Director of the Authority shall expire without the Director being reappointed or a new Director being appointed by the Board of Supervisors, then the Director whose term has expired shall continue in office until his reappointment and qualification or until his successor shall have been appointed and qualified.

Section 204. Annual Meetings

The annual meeting of the Board of Directors shall be held in January of each year and meetings held once per quarter, or at such time as needed throughout the year in the Berryville Clarke County Government Center, 101 Chalmers Court, Second Floor, Berryville, Virginia or at such location as the Board of Directors may designate.

Section 205. Special Meetings

Special meetings of the Board of Directors may be called at any time by the Chairman of the Board of Directors or by any two Directors of the Authority, to be held at the time and place designated in the notice of the meeting.

Section 206. Notices

Notice specifying the time and place of any annual or special meeting of the Board of Directors shall be given to each Director of the Authority at least 24 hours before such meeting by delivering such notice to him or her or by telephoning, emailing or mailing

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such notice to him or her at least 24 hours before the meeting. Any notice postmarked the day before the meeting shall be deemed to have been mailed at least 24 hours before the meeting.

Notices of special meetings of the Board of Directors shall specify generally the purposes thereof.

The presence of any Director at a meeting shall be deemed an acknowledgment of the timely receipt of notice thereof or a waiver of any such notice, unless specific objection to the notice of such meeting shall be raised by any Director in attendance.

Meetings may be held without notice if all of the Directors are present or if those Directors not present waive notice prior to the meeting, which waiver shall be in writing, signed either before or after the meeting.

Section 207. Quorum

Four (4) members of the Board of Directors shall constitute a quorum of the Board of Directors for the purpose of conducting Authority business, exercising Authority powers and for all other purposes, except that no facilities owned by the Authority shall be leased or disposed of in any manner without a majority vote of the Directors of the Authority.

No vacancy in the membership of the Board of Directors shall impair the right of a quorum to exercise all the powers and perform all the duties of the Authority.

Section 208. Voting

Except as otherwise required in these Bylaws or by the Act, any question submitted to a vote of the Board of Directors shall be passed by simple majority of those Directors present and voting.

No Director shall be allowed to vote by proxy at any meeting of the Authority.

Section 209: Removal of Directors Before Their Terms in Office Expires

Should the Executive Committee, by a majority vote, deem that the attendance pattern of a Director at properly scheduled meetings is unacceptable, or should the performance of a Director be deemed unacceptable for any other reason by a majority vote of the Executive Committee, then the Chair of the Authority shall solicit the resignation of such Director.

In the event that no resignation is forthcoming, then the Executive Committee shall recommend the termination of such Director to the Clarke County Board of Supervisors.

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Section 210: Remuneration for Meeting Attendance

Each Director shall receive \$50 for attending a quarterly meeting. The Authority Treasurer shall be responsible for issuing payment.

There shall be no remuneration for special meetings.

Article III

Officers

Section 301. Officers

The officers of the Authority shall be a Chairman, a Vice-Chairman, and from their membership or not, as they desire, Secretary and Treasurer, or a Secretary-Treasurer, who shall continue to hold office until their respective successors are elected and qualified.

Section 302. Duties of Officers

The duties of the officers of the Authority shall include, but shall not be limited to, the following:

A. Chairman:

- Preside at all meetings of the Authority;
- Be responsible for notice of meetings to the Directors and officers of the Authority;
- Be responsible for all correspondence;
- Make committee appointments;
- May appoint members of the Authority as liaison to any other governmental agencies, authorities and commissions;
- Act as a signatory on behalf of the Authority when authorized; and,
- Perform such other duties as are incident to his office or may properly be required of him by the Board of Directors.

B. Vice Chairman shall, in the absence of the Chairman,

- Exercise all of the Chairman's powers and duties;
- In the event the office of Chairman shall become vacant, the Vice-Chairman shall immediately become the Chairman.

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C. Secretary:

- Transcribe detailed minutes of every meeting or proceeding of the Authority;
- Issue notices for all meetings;
- Keep the seal of the Authority and all books and records of the Authority; and
- Perform such other duties as may be directed by the Board of Directors.

D. Treasurer:

- Custody of all funds and securities of the Authority and deposit the same in the name of the Authority in such bank or banks as the Directors may from time to time determine;
- Shall sign all checks, drafts, notes and orders for the payment of moneys and shall payout and dispose of the same under the direction of the Chairman.
- Keep suitable records of all financial transactions of the Authority and
- Arrange to have the same audited following the end of each fiscal year of the Authority, subject to the approval of the Board of Directors. Copies of each audit shall be furnished to the Board of Supervisors.

Section 303. Elections.

Officers of the Authority shall be elected annually at the annual meeting of the Authority held in January of each year, shall commence their duties immediately upon election and shall continue in office thereafter until a successor shall have been elected and qualified.

The Directors may elect at any annual or special meeting such officers as may be necessary to fill any vacancy created by resignation, expiration of term of appointment as a Director, or otherwise. Any officer so elected shall serve until his successor shall have been elected at the next annual election and qualified.

Section 304. Finance Subcommittee

The Finance Subcommittee shall consist of:

- Chair
- Treasurer
- Member at large, as assigned by the Chair

Article IV.

General Provisions

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Section 401. Seal.

The seal of the Authority shall be a flat-faced circular die with the name of the Authority engraved thereon and such other words and figures as may appear thereon as evidenced by a sample of such seal which appears on the margin of these Bylaws opposite this Section.

Section 402. Compensation.

The Directors and officers of the Authority shall receive no salary but may be compensated such amount per regular, special or committee meeting or per each official representation as may be approved by the Board of Supervisors, not to exceed the amount as provided in the Act for each meeting or official representation, and shall be reimbursed for necessary traveling and other expenses incurred in the performance of their duties.

Section 403. Public Attendance at Meetings: Inspection of Records.

All meetings of the Board of Directors at which formal action is taken shall be open to the public.

The Board of Directors may hold executive or closed meetings in accordance with The Virginia Freedom of Information Act, [Chapter 37 Title 2.2 Administration of Government](#) Code of Virginia (1950, as amended), as may be in effect from time to time (the "Virginia Freedom of Information Act").

All official records of the Authority shall be open for inspection and copying in accordance with the provisions of the Virginia Freedom of Information Act.

Directors and officers of the Authority may inspect all Authority records at any reasonable time.

Section 404. Rules Regulations and Procedure.

- A. Roberts Rules of Order, Newly Revised, shall govern all matters of procedure not specifically set forth in these Bylaws or the Act.
- B. The format of meetings of the Board of Directors may be as follows:
 - (1) Call to order
 - (2) Recording of attendance
 - (3) Adoption of Agenda
 - (4) Reading, approval, and correction of the minutes of the last meeting.

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- (5) Reports of officers and committee
- (6) Old Business
- (7) New Business
- (8) Adjournment

C. The Board of Directors may adopt, amend and alter from time to time such rules, regulations or forms, which it deems necessary or expedient from the management of the affairs of the Authority and which shall not be inconsistent with the Act.

The Secretary of the Authority shall maintain current copies of the Bylaws, and any rules, regulations and forms adopted by the Authority.

Section 405. Authorized Signatures.

Checks, notes, drafts and other legal documents shall be signed by such Directors or officers of the Authority as may be specified in the act, these Bylaws, or as the Board of Directors may, from time to time, authorize by resolution.

The Authority will continue the practice of requiring two authorized signatories be on file with its banking institution.

The signature of any officer or Director may be by facsimile when authorized by the Board of Directors.

Article V

Amendments

Section 501. Amendment of Bylaws.

These Bylaws may be amended, repealed or altered, in whole or in part, by a majority vote of the Board of Directors at any duly constituted meeting, provided notice of such amendment shall have been given to the Directors in the notice of such meeting.

Rules and Procedures Of The Industrial Development Authority Of The Clarke County, Virginia

Industrial Development Authority Of The Clarke County, Virginia **Rules and Procedures**

Article I

Purpose and Scope

Section 1.1 Purpose.

These Rules shall govern the submission of Applications to the Authority, application and administrative fees, consideration of matters to be brought to the attention of the Authority relating to the authorization, issuance and sale of its Bonds, the adoption of Financing Documents, reports to be submitted to the Authority, and such other matters as are contained herein.

Section 1.2 Scope.

These Rules are supplementary to the Authority's Bylaws and the Act. In the event of any conflict between the Authority's Bylaws, the Act and these Rules, the provisions of the Bylaws and the Act shall prevail.

Article II

Definitions

Section 2.1 Definitions.

As used in these rules and procedures, the following terms shall have the meaning as set forth herein, unless the context clearly requires otherwise:

"Act" shall mean the Industrial Development and Revenue Bond Act, [Chapter 49, Title 15.2](#), Code of Virginia of 1950, as amended.

"Applicant" shall mean any individual, person, firm, corporation, partnership or other entity applying for industrial development revenue bond financing, or for whose benefit the Authority has issued its Bonds, or who requests the Authority to take any action.

"Application" shall mean the Authority's application for industrial development revenue bond financing as in effect from time to time.

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"Authority" shall mean the Industrial Development Authority of the Clarke County, Virginia, a political subdivision of the Commonwealth of Virginia.

"Bonds" shall mean any notes, bonds and other obligations authorized to be issued by the Authority pursuant to the Act.

"Code" shall mean the Code of Virginia of 1950, as amended.

"Financing Documents" shall mean any resolutions, instruments, documents, papers, elections, certificates or financing statements required to be adopted or authorized, executed and delivered by the Authority in connection with the authorization, issuance and sale of its Bonds.

"IRC" shall mean the Internal Revenue Code of 1986, as amended.

"Project" shall mean any land, improvements, machinery, equipment or property financed by the issuance and sale of the Authority's Bonds.

"Rules" shall mean these Rules and Procedures of the Authority, as may be in effect from time to time.

Article III

General

Section 3.1 Copies to be Provided Applicants.

A copy of these rules and procedures shall be furnished by the Authority's Secretary to each prospective Applicant.

Section 3.2 Compliance with Rules and Procedures.

Each Applicant shall comply with these rules and procedures in the submission of its Application or any Financing Documents to the Authority and in requesting that the Authority take any action, including the adoption of Financing Documents.

Failure to comply with these rules and procedures shall constitute sufficient reason for the Authority to refuse to consider any Application, Financing Documents or any other matter to be brought before the Authority by or on behalf of any Applicant.

Section 3.3 Amendments.

These rules and procedures may be changed from time to time by the Authority by the
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vote of a majority of its Directors present at any meeting of the Authority, provided notice of such change shall have been given to each Director before such meeting.

These rules and procedures may, notwithstanding the foregoing, be amended without prior notice upon the affirmative vote of all Directors of the Authority.

Section 3.4 Preparation and Distribution of Agenda and Minutes.

- (a) A preliminary agenda for the Authority's meetings shall be prepared and distributed by the Authority's Secretary [no later than three (3) days] before the Authority's scheduled meeting date. The agenda may state that it is a preliminary agenda subject to change at or before the Authority's meeting.

Failure to distribute the preliminary agenda as set forth above shall in no way affect the validity of any actions taken by the Authority at the meeting.

- (b) Preliminary drafts of the minutes of the Authority's meeting shall, as soon as practicable following the meeting, be mailed or delivered to each officer and director of the Authority and the Authority's counsel. Each preliminary copy of the minutes so distributed shall be marked to indicate that it is a preliminary draft subject to additions or corrections at the Authority's next meeting.

Article IV

Applications Procedures, Fees and Requirements

Section 4.1 Applications.

At least twenty-one days before the Authority's meeting at which the Application is to be considered, each Applicant shall submit a fully and accurately completed Application to:

- each Director of the Authority,
- the Authority's Secretary and Counsel and
- the Economic Development Director of the County of Clarke,

Each Application shall include all requested exhibits. In the event all requested exhibits are not available or not to be made part of the public record, a statement of explanation will be attached to the Application.

The Authority recommends that each Applicant seek the advice of the Economic Development Director of the County of Clarke or the Authority's Counsel respecting completion of the Application before submitting it to the Authority.

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Section 4.2 Administrative Fees.

Each application submitted pursuant to Section 4.1 shall be accompanied with an application fee of \$5,000; provided, however, that if the amount of the application is \$1,000,000 or less, such fee shall be \$1,000.

The Authority also charges an annual administrative fee equal to:

- 1/10th of one percent for transactions of \$1,000,000 or less;
- 1/15th of one percent for transactions between \$1,000,001 and \$5,000,000; and
- 1/20th of one percent for transactions of more than \$5,000,000.

Such annual administrative fees shall be payable on the anniversary date of the closing of the transaction, **and shall be computed by multiplying the applicable percentage by the outstanding principal balance of the bonds on such date.**

The Authority reserves the right to modify the fees described in this section on a case-by-case basis, in the sole discretion of the Authority.

Fees, upon acceptance by the Authority, are non-refundable.

Section 4.3 Costs and Expenses.

The Authority requires reimbursement of its costs and expenses incurred in connection with the issuance and sale of its Bonds and by virtue of its Bonds being outstanding. (See Section 5.2)

Section 4.4 Modification Fee; Transaction Fee.

- (a) The Authority may, in its discretion, require payment of a \$1,000 modification fee by any Applicant requesting the Authority to approve any modification or amendment to its Bonds or the applicable Financing Documents.

The modification fee shall be due and payable on or before the date of execution and delivery of the modification or amendment.

- (b) The Authority may, **in its discretion,** charge a transaction fee in the amount of \$1,000 to any Applicant requesting the Authority to take any action, regardless of whether the Authority has Bonds outstanding for the benefit of the Applicant.

The transaction fee will be in addition to any other fees required hereunder.

Section 4.5 Transcripts of Proceedings.

Each Applicant receiving Bond financing through the Authority shall furnish to the
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Authority upon the sale and delivery of the Bonds, two complete transcripts of the Financing Documents relating to such Bonds. Bond transcripts shall be hardback bound in library standard quality binders at the cost and expense of the Applicant.

Section 4.6 Bond Validation Proceedings.

The Authority may require that before issuance, its Bonds be validated by the Circuit Court of the County of Clarke, Virginia, pursuant to the requirements of [Article 6, Chapter 26, Title 15.2 of the Code](#). The costs, expenses and fees incurred in connection with any bond validation proceedings required by the Authority, including attorneys' fees, shall be paid by the Applicant.

Section 4.7 Additional Information Required of Applicants

- (a) The Authority may adopt an inducement resolution conditioned upon the subsequent furnishing of certain information satisfactory to the Authority. All required information shall be promptly furnished to the Authority and failure of any Applicant to furnish such information shall constitute a ground for rescission of any inducement resolution adopted pursuant to such conditions.
- (b) The Authority may, at its option, require the furnishing of appraisals, evaluations or reports respecting the Project or any portion thereof. The Authority may retain advisors and consultants to advise it regarding any Project or other action that it is requested to undertake by any Applicant. All costs, fees and expenses of such appraisals, reports, consultants and advisors incurred by the Authority after prior notification to the Applicant shall be paid by the Applicant.
- (c) Since the Authority usually acts based upon information furnished to it solely by the Applicant, the Authority reserves the right to require at any time the furnishing of additional information concerning the Applicant, its financial statements, and any other information deemed relevant by the Authority. In instances where the Applicant has undergone changes in form or management or where the security to be given for payment of the Bonds has changed, the Applicant shall report such changes promptly to the Authority.

Section 4.8 Notice of Public Hearing

The Applicant shall publish a notice of public hearing with respect to each Application for which a public hearing is required by the Code once a week for two successive weeks, to be published in a newspaper having general circulation in the County of Clarke, Virginia and in such other newspapers as may be required.

The notice shall be in a form approved by the Authority's Counsel and Bond Counsel.

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The second publication shall be not less than six nor more that twenty-one days before the Authority's meeting at which the Application is to be considered.

Persons who are interested in speaking at any public hearing held by the Authority are encouraged to submit their comments in writing.

The Authority shall publish such additional notice or notices and hold such additional public hearings with respect to each Application as may be required by law or recommended by Counsel to the Authority.

Section 4.9 Projects Outside of the County of Clarke, Virginia

Any Applicant to finance a Project located outside the County of Clarke, Virginia shall be accompanied by evidence satisfactory to the Authority that the county, city or town in which the Project is proposed to be located approves the proposed financing of the Project by the Authority.

Following the adoption of an inducement resolution for such Project, the Applicant shall furnish to the Authority a certified copy of a resolution duly adopted by the governing body of such county, city or town stating that such governing body concurs with the inducement resolution adopted by the Authority evidence satisfactory to the Authority that the county, city or town in which the Project is proposed to be located approves the proposed financing of the Project by the Authority.

Following the adoption of an inducement resolution for such Project, the Applicant shall furnish to the Authority a certified copy of a resolution duly adopted by the governing body of such county, city or town stating that such governing body concurs with the inducement resolution adopted by the Authority.

The Authority may also require additional evidence concerning the impact or effect of the Project on the area where it will be located, whether the Project has received appropriate local approvals or permits, and whether the Project is acceptable to the inhabitants where it will be located

Article V

PROVISIONS TO BE INCORPORATED INTO RESOLUTIONS AND FINANCING DOCUMENTS

Section 5.1 Inducement Resolutions.

Each inducement resolution adopted by the Authority shall provide that it shall continue in full force and effect for a period of two years unless specifically extended by the Authority.

Section 5.2 Payment of Authority Expenses.

The Financing Documents adopted by the Authority for the benefit of any Applicant shall provide that the Applicant agrees to pay all costs, fees and expenses incurred by the Authority (including attorney's fees) in connection with: where it will be located.

- (a) the authorization, issuance and sale of the Authority's Bonds;
- (b) the ownership, occupation, operation or use of the Project being financed, whether owned by the Authority or the Applicant;
- (c) prepayment or redemption of the Authority's Bonds;
- (d) administrative costs and expenses of the Authority, including the fees of attorneys, accountants, engineers, appraisers or consultants, paid or incurred by the Authority by reason of the Bonds being outstanding or pursuant to requirements of the Financing Documents; and
- (e) Such other fees and expenses of the Authority, not directly related to the Project being financed for the Applicant, but attributable to the Authority's financing of industrial or commercial Projects, including without limitation, a share of costs of the Authority's annual audit as required by Code Section 15.2-4904, determined as follows:
 - (1) All costs and fees relating to the annual audit and directly attributable to a particular Applicant or Project, shall be charged to such Applicant; and
 - (2) Any costs and fees of such audit not directly attributable to any Applicant or Project shall be allocated among all Applicants having Bonds outstanding, pro rata, as the amount of Bonds originally issued for such Applicant bears to the total face amount of Bonds issued by the Authority of which any portion of any issue remains outstanding and unpaid.

Section 5.3 Indemnification of the Authority.

Each Applicant shall agree to indemnify and save harmless the Authority, the County, the Board of Supervisors and their officers, directors, employees and agents (hereinafter the "Indemnitees") from and against all liabilities, obligations, claims, damages, penalties, fines, losses, costs and expenses (hereinafter referred to as "Damages"), including without limitation:

- (a) all amounts paid in settlement of any litigation commenced or threatened against the Indemnitees, if such settlement is effected with the written consent of the Applicant;

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- (b) all expenses reasonably incurred in the investigation of, preparation for or defense of any litigation, proceeding or investigation of any nature whatsoever, commenced or threatened against the Applicant, the Project or the Indemnitees;
- (c) any judgments, penalties, fines, damages, assessments, indemnities or contributions; and
- (c) the reasonable fees of attorneys, auditors, and consultants; provided that the damages arise out of:
 - (i) failure by the Applicant, or its officers, employees or agents, to comply with the terms of the Financing Documents and any agreements, covenants, obligations, or prohibitions set forth therein;
 - (ii) any action, suit, claim or demand contesting or affecting the title of the Project;
 - (iii) any breach of any representation or warranty set forth in the Financing Documents or any certificate delivered pursuant thereto, and any claim that any representation or warranty of the Applicant contains or contained any untrue or misleading statement of fact or omits or omitted to state any material facts necessary to make the statements made therein not misleading in light of the circumstances under which they were made;
 - (iv) any action, suit, claim, proceeding or investigation of a judicial, legislative, administrative or regulatory nature arising from or in connection with the construction, acquisition, ownership, operation, occupation or use of the Project; or
 - (v) any suit, action, administrative proceeding, enforcement action, or governmental or private action of any kind whatsoever commenced against the Applicant, the Project or the Indemnitees which might adversely affect the validity or enforceability of the Bonds, the Financing Documents, or the performance by the Applicant or any Indemnitee of any of their respective obligations thereunder.

Section 5.4 Bond Counsel Opinion Required.

Before issuing and delivering any of its Bonds, the Authority shall receive an unqualified approving opinion of recognized bond counsel licensed to practice law in Virginia and approved by the Authority stating, among other things, that the Bonds have been duly authorized, executed, issued and delivered, that the interest thereon is exempt from Federal income taxation under IRC §103 (or other applicable provision of law) and

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taxation by the Commonwealth of Virginia, and that the Bonds are exempt from registration requirements under applicable state and Federal securities laws.

Section 5.5 Covenants to Preserve Tax Exempt Status of Bonds.

All Financing Documents presented for approval by the Authority shall contain appropriate covenants of the Applicant designed to insure compliance with the requirements of IRC §103 to preserve the tax exempt status of interest on the Bonds, including without limitation, "arbitrage" requirements, capital expenditure limitations and reporting requirements.

Section 5.6 Payments in Lieu of Taxes.

In event title to the Project is held by any person or entity not subject to real or personal property taxes, the Applicant and any user of the Project, unless specifically exempted by the Authority, shall enter into an agreement to pay all taxes, levies, assessments, charges or other impositions which may be levied by any taxing authority on the Project as if such Applicant or user held title to the Project or any portion thereof.

Section 5.7 Restriction on Advertising.

The Applicant and any purchaser or underwriter of the Authority's Bonds shall not publish any advertisement, tombstone or other information with respect to the Authority's Bonds unless:

- (a) such advertisement has been approved by the Chairman or Vice Chairman of the Authority and Counsel to the Authority and
- (b) (such advertisement contains the statement set forth below with respect to the limited nature of the obligations.

Any bond purchase agreement entered into in connection with the Authority's Bonds shall contain a covenant in substantially the following form which shall be binding on the Applicant, any purchaser and any underwriter of such bonds: The undersigned agree that no advertisement, tombstone or other information with respect to the Bonds shall be published in any newspaper or other publication unless such advertisement:

- (a) is approved by the Chairman or Vice Chairman of the Authority and Counsel to the Authority and
- (b) clearly states that the Bonds are limited obligations of the Authority payable solely from revenues and that neither the Commonwealth of Virginia nor any political subdivision thereof, including the Authority and the County of Clarke, Virginia, shall be obligated to pay the principal of or the interest or premium, if any, on the Bonds

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and neither the faith and credit nor the taxing power of the Commonwealth of Virginia or any political subdivision thereof, including the Authority and the County of Clarke, is pledged to payment of the Bonds.

Article VI

Reports

Section 6.1 Interim Reports by Applicants.

Each Applicant shall file with the Authority a written report describing the status of its proposed financing no later than ten (10) days after receipt of written request therefore. Such written report shall include the proposed purchaser of the Bonds, the proposed terms of the Bonds, the status of Financing Documents, and the current status of the Project. Each Applicant shall promptly notify the Authority of any significant or material changes to any information previously furnished by the Applicant to the Authority, including specific descriptions of new or changed plans for the placement of the bonds and the security to be offered.

Section 6.2 Annual Reports of Applicants.

Each Applicant, after the issuance and sale of the Authority's Bonds for the benefit of such Applicant, shall annually report to the Authority no later than June 30 the status of the Project, which shall include the outstanding and unpaid balance of Bonds issued for the Project, whether any event of default has occurred under the Financing Documents, and other information relating to the financing of the Project and benefits to the County of Clarke, Virginia.

Section 6.3 Reports by Authority Chairman Directors etc.

At each meeting of the Authority, the Chairman, each Director, the Secretary, the Treasurer and the Authority's Counsel shall report any action taken on behalf of the Authority since the last meeting, including receipt of reports required under Sections 4.7, 6.1 and 6.2.

Article VII

Enforcement

Section 7.1 Enforcement of Provisions.

The Authority may refuse to consider or adopt any inducement resolutions, Financing
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Documents or any other matters presented for its consideration if the Applicant has failed to comply with the requirements of these Rules.

Section 7.2 Repeal of Actions Previously Taken.

The Authority may rescind or repeal any inducement resolution previously adopted by it or any other action taken by the Authority because of failure of the Applicant to comply with the provisions of these Rules or because of substantial changes in the management, ownership, Project plan or financial circumstances of the Applicant; provided, however, no inducement resolution or action taken by the Authority shall be repealed or rescinded unless prior written notice of such proposed action shall have been mailed to the Applicant at least three weeks before the date upon which such action is proposed to be taken. Notwithstanding the foregoing, no such action shall be taken by the Authority which will impair or adversely affect the interests of the holders of the Authority's Bonds.

Article VIII

Statements of Policy

Section 8.1 Construction, Operation and Effect of Rules.

These Rules are intended as guidelines to promote and insure the orderly and consistent consideration of Applications, Financing Documents and other matters brought before the Authority. For good cause, application of these Rules may be modified and waived upon a case by case basis upon the consent of the Authority. Any action taken by the Authority not in conformity with these Rules shall, nevertheless, be fully effective as if taken in compliance with these Rules. It is, however, the policy of the Authority that each Applicant comply fully and completely with these Rules, and failure to comply with these Rules may constitute grounds for refusal by the Authority to take any action requested.

Section 8.2 Approval of Inducement Resolution not to Constitute an Endorsement of Applicant.

The purpose of the Authority, as set forth in the Act, is to promote industry and develop trade by inducing manufacturing, industrial, governmental, commercial and non-profit enterprises to locate in or remain in the Commonwealth of Virginia. Pursuant to the Act, the Authority's powers shall be exercised for the benefit of the inhabitants of Virginia through the promotion of their safety, health, welfare, convenience or prosperity. Accordingly, the Authority's decision to adopt an inducement resolution or take other action will be based largely upon these factors. Further, the Act prohibits the Authority from operating any enterprise or Project. Since the Authority is a conduit for providing tax exempt financing to promote the commerce and industry of the Commonwealth of Virginia and the County of Clarke, Virginia, and given the express prohibition against

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operating enterprises or Projects, the Authority believes it is improper for it to inquire into matters relating to the business judgment of the management of any Applicant not relevant to the foregoing factors. The Authority may, however, examine the business decisions and other aspects of management of the Applicant should it deem such matters relevant to the authorization, issuance and sale of its Bonds.

In view of the foregoing limitations, the adoption of an inducement resolution or any other action taken by the Authority is not to be used by any Applicant in any manner whatsoever as an endorsement or approval of the Applicant, its policies or its management.

Section 8.3 Security for Payment of Bonds.

The Authority will require a showing that any issue of its Bonds is fully and adequately secured.

Section 8.4 Compliance with Rules.

These Rules were adopted by the Authority to assist in the orderly and expeditious conduct of its business. As stated in 3.2 of these Rules, the Authority has reserved the right to require that any Applicant strictly conform to the requirements of the Rules. Among other things, the Rules require that each Applicant inform the Authority of any new developments or material changes in information which has been submitted to the Authority, either orally or in writing. Matters concerning the structure of the financing, the prospective purchasers of the Bonds and the security for payment of the Bonds are items of particular interest to the Authority; however, the Authority expects to be kept informed of all material changes to information submitted to it.

By submitting an Application to the Authority, the Applicant agrees to abide by these Rules. Thus, the burden is placed upon the Applicant to review and to comply with these Rules. The principal sanction which may be applied by the Authority against any Applicant for failure to comply with the Rules would be a refusal to take any action requested by the applicant. Such a refusal might result in embarrassment to or considerable financial expenses on the part of the Applicant. To avoid such embarrassment or expense, the Authority urges each Applicant to keep the Authority fully informed of any new developments or material changes to information previously submitted to the Authority, including in particular, changes in the contemplated financing structure or the proposed security for the Bonds. As noted above, the burden is upon the Applicant to convey this information to the Authority in a timely manner. What constitutes "timely" depends upon the circumstances of each case; however, each Applicant is urged to provide all such information before considerable time and expense is incurred upon matters which may prove unacceptable to the Authority. Any such communications should be made directly to the Authority's officers, directors and counsel.

New Business

- A. Discussion on CARES Funding for Small Business Assistance

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- B. Southeastern Collector Study
Update by Chris Boies

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- C. Conflict of Interest Filing Requirement Change
Effective July 1, 2020
Update by Tiffany Kemp

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Discussion on CARES Funding for Small Business Assistance

Southeastern Collector Study

Update by Chris Boies

Conflict of Interest Filing Requirement Change

Effective July 1, 2020

Update by Tiffany Kemp



County of Clarke

Brianna R. Taylor, Deputy Clerk to the Board of Supervisors

July 16, 2020

Memo for IDA Directors

Conflict of Interest Requirement change that went into effect July 1, 2020.

Attention: IDA Directors

On July 1, 2020, a notice of the change was sent to all IDA Directors via mail and email. The new requirement is:

Effective July 1, 2020, Directors of the Industrial Development Authority are required to file a Statement of Economic Interest and complete the State and Local Government Conflict of Interest Act Training once every two years.

Currently on file in County Administration for IDA Directors are the Financial Disclosure Statements, therefore, all need to complete and on file the Statement of Economic Interest. This has to be completed and filed in County Administration by Monday, August 3, 2020.

With the second requirement, all IDA Directors have to complete the Conflict of Interest Training online at <https://ethicswebinar.dls.virginia.gov/>. The initial training must be completed by December 31, 2020, and then thereafter every two years on or prior to the date it was completed initially. Once the initial training is complete please email btaylor@clarkecounty.gov with the date that the training was completed.

If you have any questions, please let me know.

Sincerely,

Brianna R. Taylor

Deputy Clerk to the Board of Supervisors

www.clarkecounty.gov

101 Chalmers Court, Suite
B
Berryville, VA 22611

Telephone: [540] 955-5175

This institution is an equal opportunity provider and employer.



Industrial Development Authority of the County of Clarke Virginia

*Ben Cochran, Brian Ferrell, Felicia Hart, English Koontz, Rodney Pierce, Isreal Preston,
William Waite, David Weiss, William Wolfe*

2020 Meeting Schedule

January 23, 2020 – Organizational

April 23, 2020

July 23, 2020

October 22, 2020

January 28, 2020 – 2021 Organizational

Fourth Thursday Quarterly
1:00pm | Meeting Room AB

Adjourn

Reports Distributed in Packet:

- Building Department 2020 Year-end Reports
 - o New Single Family Dwellings
 - o Building Inspections
 - o Project Application Report
- EDAC Minutes
- IDA Follow-up Items
- Northern Shenandoah Valley Talent Attraction Marketing Strategy

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	1	1			1	4	7				
April					1		1				
May				2		1	3				
June				1			1				
July											
August											
September											
October											
November											
December											
TOTAL	2	1	5	6	3	5	22				

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Clarke County
INSPECTION REPORT

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Building Inspections

INSPECTIONS PERFORMED: 06/01/20 to 06/30/20

INSPECTION	DATE	BY	RSLT	PROJECT	CITY	AREA	LOCATION	OWNER	INSP ID	T
Sewer Line	06/01/20	BT	P	NRSF	BVL	BVL	728 EAST MAIN ST	CAPITAL BUILDERS LLC	14481	A
Water Line	06/01/20	BT	P	NRSF	BVL	BVL	728 EAST MAIN ST	CAPITAL BUILDERS LLC	14482	A
Footings	06/01/20	BT	P	Deck/Porch	BYC	BYC	323 LIMESTONE CT	BRAZIL AOIFE ELIZABETH	14405	A
Framing	06/01/20	BT	P	Rmdl Res	BYC	BYC	332 BELINDA CT	MERCER MICHAEL	13468	A
Footings	06/01/20	BT	P	NRSF	BLMT	CHPL	86 POSTON LN	MILLER MACKENZIE	14242	A
Footings	06/01/20	BT	P	Add Res	BYC	GNWY	3439 SWIFT SHOALS RD	GIROUX TERRENCE & BARBA	14387	A
Final Closing Electr	06/01/20	BT	P	Add Res	BLMT	BLTN	17559 RAVEN ROCKS RD	ROCHE ROBERT P	14467	A
Electrical Rough In	06/01/20	BT	P	Rmdl Res	BYC	BYC	332 BELINDA CT	MERCER MICHAEL	14446	A
Electrical Rough In	06/01/20	BT	P	Rmdl Res	BVL	LNGM	845 WADESVILLE RD	ERMINI LISA	14464	A
Plumbing Rough In	06/01/20	BT	P	Rmdl Res	BVL	LNGM	845 WADESVILLE RD	ERMINI LISA	14465	A
Mechanical Rough In	06/01/20	BT	P	Rmdl Res	BVL	LNGM	845 WADESVILLE RD	ERMINI LISA	14466	A
Framing	06/01/20	BT	F	Rmdl Res	BVL	LNGM	845 WADESVILLE RD	ERMINI LISA	13376	A
Final Closing Buildi	06/01/20	BT	P	Add Res	BLMT	BLTN	17559 RAVEN ROCKS RD	ROCHE ROBERT P	13998	A
Final Closing Buildi	06/01/20	BT	P	Demolition	BYC	BYC	121 WEST CRESCENT ST	KIMBROUGH TARA H A	14129	A
Final Closing Buildi	06/01/20	BT	P	Add Res	BYC	CHPL	2953 PYLETOWN RD	ELTINGE JANET W TRUSTEE	14485	A
Electric Service	06/02/20	BT	P	ELEC RES	BYC	CHPL	346 SALEM CHURCH RD	GERENSKI EMILY	14471	A
Final Closing Electr	06/02/20	BT	F	ELEC RES	BYC	CHPL	346 SALEM CHURCH RD	GERENSKI EMILY	14472	A
Concrete Form	06/02/20	BT	P	NRSF	BLMT	CHPL	86 POSTON LN	MILLER MACKENZIE	14483	A
Electric Service	06/02/20	BT	P	ELEC RES	BVL	LNGM	1752 SUMMIT POINT RD	JOHNSON KENNETH M & MAR	14359	A
Final Closing Electr	06/02/20	BT	F	ELEC RES	BVL	LNGM	1752 SUMMIT POINT RD	JOHNSON KENNETH M & MAR	14360	A
Shower Pan	06/02/20	BT	P	NRSF	BYC	CHPL	620 TILTHAMMER MILL RD	NISWANDER RICHARD S	14501	A
Insulation	06/03/20	BT	P	NRSF	BVL	BLTN	280 GLEN OWEN LN	TRUMP BRIAN	11976	A
Gas Tank	06/03/20	BT	P	NRSF	BLMT		170 DEER HAVEN LN	LICKING VALLEY CONSTRUC	14379	A
Gas Line Pressure Te	06/03/20	BT	P	NRSF	BLMT		170 DEER HAVEN LN	LICKING VALLEY CONSTRUC	14380	A
Footings Porch/Deck	06/03/20	BT	P	NRSF	BYC	BYC	345 UPTON CT	RICHMOND AMERICAN HOMES	14342	A
Footings	06/03/20	BT	P	NRSF	BLMT	BLTN	176 LOST BOYS LN	HARRIS KIMBERLY R & AND	13730	A
Footings	06/03/20	BT	P	Add Res	BVL	BVL	320 SOUTH CHURCH ST	BROWN COLIN R & DEVENEY	14151	A
Final Closing Electr	06/03/20	BT	P	Add Res	BVL	BVL	6 RICE ST	BASS MATTHEW E & KELBI	14502	A
Electric Service	06/03/20	BT	P	NRSF	BVL	BVL	728 EAST MAIN ST	CAPITAL BUILDERS LLC	14511	A
Final Closing Electr	06/03/20	BT	F	Accessory	BYC	CHPL	3057 CALMES NECK LN	KING-GILBERT JAKE & JAN	14504	A
Electric Service	06/03/20	BT	F	ELEC RES	BVL	LNGM	651 NOBLE LN	UPDYKE JERRY L & WINIFR	14506	A
Final Closing Electr	06/03/20	BT	F	ELEC RES	BVL	LNGM	651 NOBLE LN	UPDYKE JERRY L & WINIFR	14507	A
Final Closing Plumbi	06/03/20	BT	P	Add Res	BVL	BVL	6 RICE ST	BASS MATTHEW E & KELBI	14503	A
Final Closing Buildi	06/03/20	BT	P	Add Res	BVL	BVL	6 RICE ST	BASS MATTHEW E & KELBI	11609	A
Final Closing Electr	06/04/20	BT	P	Nw Commrc1	BVL	BVL	16 ROSEMONT MANOR LN	GENDA LAND HOLDINGS LLC	14522	A
Final Closing Buildi	06/04/20	BT	P	Nw Commrc1	BVL	BVL	16 ROSEMONT MANOR LN	GENDA LAND HOLDINGS LLC	14523	A
Electric Service	06/04/20	BT	P	ELEC RES	BVL	LNGM	1151 SENEY RD	BUTLER JOHN W & TAMMY K	14540	A
Gas Tank	06/04/20	BT	P	NRSF	BVL		5674 HARRY BYRD HWY	WARFIELD HOMES INC	14519	A
Gas Line Pressure Te	06/04/20	BT	P	NRSF	BVL		5674 HARRY BYRD HWY	WARFIELD HOMES INC	14520	A
Ditch Electric	06/04/20	BT	P	Garage	BVL	BVL	114 EAST MAIN ST	MCINTYRE GLENN C	14525	A
Slab Porch/Deck	06/04/20	BT	P	NRSF	BVL	BVL	728 EAST MAIN ST	CAPITAL BUILDERS LLC	14526	A
Framing	06/04/20	BT	F	NRSF	GNWY		2708 MILLWOOD RD	BALLENGER WILLIAM & AMY	13096	A
Final Closing Electr	06/04/20	BT	P	ELEC RES	BVL	LNGM	651 NOBLE LN	UPDYKE JERRY L & WINIFR	2428	A
Footings	06/04/20	BT	P	Deck/Porch	BVL	BVL	405 WALNUT ST	COSGROVE DELORES	14046	A
Final Closing Plumbi	06/04/20	BT	F	Add Res	BYC	CHPL	3269 BISHOP MEADE RD	SEMMELE DAVID S	14524	A
Electrical Rough In	06/04/20	BT	P	NRSF	GNWY		2708 MILLWOOD RD	BALLENGER WILLIAM & AMY	13098	A
Plumbing Rough In	06/04/20	BT	P	NRSF	GNWY		2708 MILLWOOD RD	BALLENGER WILLIAM & AMY	13102	A
Mechanical Rough In	06/04/20	BT	P	NRSF	GNWY		2708 MILLWOOD RD	BALLENGER WILLIAM & AMY	13104	A
Backfill	06/05/20	BT	P	NRSF	BLMT	CHPL	86 POSTON LN	MILLER MACKENZIE	14530	A
Electric Service	06/05/20	BT	P	NRSF	BYC		274 CAREFREE LN	HAYES JEREMY S & REBECC	14541	A
Drain Tile	06/05/20	BT	P	NRSF	BLMT	BLTN	176 LOST BOYS LN	HARRIS KIMBERLY R & AND	14538	A
Insulation	06/05/20	BT	P	Rmdl Res	BVL	LNGM	845 WADESVILLE RD	ERMINI LISA	13377	A

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Clarke County
INSPECTION REPORT

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Building Inspections

INSPECTIONS PERFORMED: 06/01/20 to 06/30/20

INSPECTION	DATE	BY	RSLT	PROJECT	CITY	AREA	LOCATION	OWNER	INSP ID	T
Erosion & Sediment C	06/08/20	BT	P	NRSF	BVL		1105 MOOSE RD	SPADAFORA STACY ELIZABE	14554	A
Erosion & Sediment C	06/08/20	BT	P	NRSF			51 ASPEN LN	RUMEL INC	14556	A
Erosion & Sediment C	06/08/20	BT	P	NRSF			54 CUNNINGHAM LN	DUVALL PEGGY S	14557	A
Erosion & Sediment C	06/08/20	BT	P	NRSF	BVL	BLTN	280 GLEN OWEN LN	TRUMP BRIAN	14555	A
Erosion & Sediment C	06/08/20	BT	P	NRSF	PRS	CHPL	21818 BLUE RIDGE MTN RD	SEYRLEHNER, GEORG	14558	A
FOUNDATION	06/08/20	BT	P	NRSF	BVL		1105 MOOSE RD	SPADAFORA STACY ELIZABE	14552	A
Insulation	06/09/20	BT	P	NRSF	BVL	LNGM	3229 OLD CHARLES TOWN RD	GODBOLD DENNIS & MARY J	13644	A
Ditch Electric	06/09/20	BT	P	ELEC RES	BVL	CHPL	2869 PARSHALL RD	KELLY BRIAN & PAMELA	14512	A
Gas Line Pressure Te	06/09/20	BT	P	Gas Per-R	BLMT	BLTN	11 GOOD SHEPHERD RD	SANDALA DENNIS L & MARY	14561	A
Conduit	06/09/20	BT	P	ELEC RES	BVL	CHPL	2869 PARSHALL RD	KELLY BRIAN & PAMELA	14513	A
Gas Tank	06/09/20	BT	P	Gas Per-R	BLMT	BLTN	11 GOOD SHEPHERD RD	SANDALA DENNIS L & MARY	14560	A
Footings	06/09/20	BT	P	NRSF	BLMT	BLTN	176 LOST BOYS LN	HARRIS KIMBERLY R & AND	14559	A
Electric Service	06/09/20	BT	P	Rmdl Res	BVL	BVL	116 BATTLETOWN DR	LAKE & LAUTEN REAL ESTA	14553	A
Footings	06/09/20	BT	P	Add Res	BVL	BVL	204 TAYLOR ST	PFISTERER JOSEPH & CARO	14061	A
Final Closing Electr	06/09/20	BT	P	NRSF	BYC	BYC	345 UPTON CT	RICHMOND AMERICAN HOMES	12917	A
Final Closing Plumbi	06/09/20	BT	P	NRSF	BYC	BYC	345 UPTON CT	RICHMOND AMERICAN HOMES	12920	A
Final Closing Mechan	06/09/20	BT	P	NRSF	BYC	BYC	345 UPTON CT	RICHMOND AMERICAN HOMES	12922	A
Final Closing Buildi	06/09/20	BT	P	NRSF	BYC	BYC	345 UPTON CT	RICHMOND AMERICAN HOMES	12923	A
Electric Service	06/10/20	BT	P	ELEC RES	PRS	CHPL	231 SLATE RIDGE LN	HARE IAN W	14563	A
Footings	06/10/20	BT	P	Add Res	BVL	CHPL	2200 SENSENY RD	MORRIS MICHAEL F	13783	A
Insulation	06/10/20	BT	P	NRSF		GNWY	2708 MILLWOOD RD	BALLENGER WILLIAM & AMY	13097	A
Plumbing Rough In	06/10/20	BT	P	Rmdl Res	BYC	BYC	200 NORTH GREENWAY AVE	HUNTINGDON GATE HOUSE L	14576	A
Gas Line Pressure Te	06/10/20	BT	P	NRSF	PRS	CHPL	21818 BLUE RIDGE MTN RD	SEYRLEHNER, GEORG	14572	A
Final Closing Electr	06/10/20	BT	P	ELEC RES	BVL	LNGM	1151 SENSENY RD	BUTLER JOHN W & TAMMY K	14573	A
Gas Tank	06/10/20	BT	P	NRSF	PRS	CHPL	21818 BLUE RIDGE MTN RD	SEYRLEHNER, GEORG	14571	A
Gas Rough In	06/11/20	BT	P	Gas Per-R	BLMT		124 GROUSE RIDGE LN	DOUBLE WOOD FARM LLC	14515	A
Gas Line Pressure Te	06/11/20	BT	P	Gas Per-R	BLMT		124 GROUSE RIDGE LN	DOUBLE WOOD FARM LLC	14517	A
Water Line	06/11/20	BT	P	NRSF	BVL		305 FIRST ST	HURTADO PEDRO	14577	A
Final Closing Electr	06/11/20	BT	P	Rmdl Res	BVL	BVL	116 BATTLETOWN DR	LAKE & LAUTEN REAL ESTA	14582	A
Framing	06/11/20	BT	P	Deck/Porch	BYC	BYC	323 LIMESTONE CT	BRAZIL AOIFE ELIZABETH	14406	A
Final Closing Buildi	06/11/20	BT	P	Deck/Porch	BYC	BYC	323 LIMESTONE CT	BRAZIL AOIFE ELIZABETH	14407	A
Slab Garage/Carport	06/11/20	BT	P	NRSF	BYC		274 CAREFREE LN	HAYES JEREMY S & REBECC	14579	A
Framing Porch/Deck	06/11/20	BT	P	NRSF	BYC		274 CAREFREE LN	HAYES JEREMY S & REBECC	14580	A
Slab Porch/Deck	06/11/20	BT	P	NRSF	BYC		274 CAREFREE LN	HAYES JEREMY S & REBECC	14581	A
Sewer Line	06/11/20	BT	P	NRSF	BVL		305 FIRST ST	HURTADO PEDRO	14578	A
Concrete Form	06/11/20	BT	P	NRSF	BLMT	BLTN	176 LOST BOYS LN	HARRIS KIMBERLY R & AND	14568	A
Slab	06/11/20	BT	P	Add Res	BLMT	BLTN	203 KELLY LN	LANDMESSER MICHAEL TODD	14607	A
Final Closing Electr	06/12/20	BT	P	NRSF	BYC		237 PLEASANT HILL DR	RICHMOND AMERICAN HOMES	13303	A
Final Closing Plumbi	06/12/20	BT	P	NRSF	BYC		237 PLEASANT HILL DR	RICHMOND AMERICAN HOMES	13306	A
Final Closing Mechan	06/12/20	BT	P	NRSF	BYC		237 PLEASANT HILL DR	RICHMOND AMERICAN HOMES	13308	A
Final Closing Buildi	06/12/20	BT	P	NRSF	BYC		237 PLEASANT HILL DR	RICHMOND AMERICAN HOMES	13309	A
Framing	06/12/20	BT	P	Rmdl Res	BVL	LNGM	405 TRIPLE J RD	ZIERCHER JOHN R JR & K	13270	A
Electrical Rough In	06/12/20	BT	P	Rmdl Res	BVL	LNGM	405 TRIPLE J RD	ZIERCHER JOHN R JR & K	14610	A
Draintile	06/15/20	BT	P	NRSF	BVL		1105 MOOSE RD	SPADAFORA STACY ELIZABE	14613	A
Backfill	06/15/20	BT	P	NRSF	BVL		1105 MOOSE RD	SPADAFORA STACY ELIZABE	14614	A
Waterproofing/Pargin	06/15/20	BT	P	NRSF	BVL		1105 MOOSE RD	SPADAFORA STACY ELIZABE	14615	A
Plumbing Groundworks	06/15/20	BT	P	NRSF	BLMT	BLTN	176 LOST BOYS LN	HARRIS KIMBERLY R & AND	13736	A
Insulation	06/16/20	BT	P	Rmdl Res	BVL	LNGM	405 TRIPLE J RD	ZIERCHER JOHN R JR & K	13271	A
Electric Service	06/16/20	BT	P	Elec Per-C	BVL	LNGM	1025 WEST MAIN ST	GT COMMERCIAL INVESTMEN	14627	A
Final Closing Electr	06/16/20	BT	P	Elec Per-C	BVL	LNGM	1025 WEST MAIN ST	GT COMMERCIAL INVESTMEN	14628	A
Electric Service	06/16/20	BT	P	ELEC RES	BVL	BVL	107 BLUE RIDGE ST	OWENS DARIN L	14618	A
Slab Garage/Carport	06/16/20	BT	P	Garage	BVL	BVL	114 EAST MAIN ST	MCINTYRE GLENN C	14621	A

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Clarke County
INSPECTION REPORT

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Building Inspections

INSPECTIONS PERFORMED: 06/01/20 to 06/30/20

INSPECTION	DATE	BY	RSLT	PROJECT	CITY	AREA	LOCATION	OWNER	INSP ID	T
Framing	06/16/20	BT	P	NRSF	BVL	BVL	728 EAST MAIN ST	CAPITAL BUILDERS LLC	13832	A
Final Closing Plumbi	06/16/20	BT	P	Add Res	BYC	CHPL	3269 BISHOP MEADE RD	SEMMELE DAVID S	14624	A
Electrical Rough In	06/16/20	BT	P	NRSF	BVL	BVL	728 EAST MAIN ST	CAPITAL BUILDERS LLC	13834	A
Electric Service	06/16/20	BT	P	NRSF	BVL	BVL	728 EAST MAIN ST	CAPITAL BUILDERS LLC	13835	A
Plumbing Rough In	06/16/20	BT	P	NRSF	BVL	BVL	728 EAST MAIN ST	CAPITAL BUILDERS LLC	13838	A
Mechanical Rough In	06/16/20	BT	P	NRSF	BVL	BVL	728 EAST MAIN ST	CAPITAL BUILDERS LLC	13840	A
Slab Basement	06/16/20	BT	P	NRSF	BLMT	BLTN	176 LOST BOYS LN	HARRIS KIMBERLY R & AND	14622	A
Slab Garage/Carport	06/16/20	BT	P	NRSF	BLMT	BLTN	176 LOST BOYS LN	HARRIS KIMBERLY R & AND	14623	A
Erosion & Sediment C	06/18/20	BT	P	NRSF	BVL		1105 MOOSE RD	SPADAFORA STACY ELIZABE	14680	A
Erosion & Sediment C	06/18/20	BT	P	NRSF	BVL		138 KAVE LN	DAVIS SAMUEL LEWIS	14679	A
Pool Barrier	06/18/20	BT	P	SPIG	CLK	CHPL	1980 TRIPLE J RD	LEMARR RONALD L & SUSAN	11788	A
Final Closing Buildi	06/18/20	BT	P	SPIG	CLK	CHPL	1980 TRIPLE J RD	LEMARR RONALD L & SUSAN	11789	A
Pool Barrier	06/18/20	BT	P	SPAG	BVL	BVL	217 LIBERTY ST	217 LIBERTY STREET LLC	14666	A
Final Closing Buildi	06/18/20	BT	P	SPAG	BVL	BVL	217 LIBERTY ST	217 LIBERTY STREET LLC	14667	A
Insulation	06/18/20	BT	P	NRSF	BVL	BVL	728 EAST MAIN ST	CAPITAL BUILDERS LLC	13833	A
Slab Garage/Carport	06/18/20	BT	P	Accessory	BLMT	CHPL	505 FROGTOWN RD	ELSEA CHAD STEPHEN & BR	14676	A
Final Closing Buildi	06/18/20	BT	P	Rmdl Res	BYC	GNWY	1260 GINNS RD	OPEQUON ENTERPRISES LLC	14459	A
Footings	06/18/20	BT	P	Deck/Porch	BVL	LNGM	60 DAIRY LN	STILES JOHN STEVEN JR &	14668	A
Final Closing Plumbi	06/18/20	BT	P	Rmdl Res	BVL	BVL	116 BATTLETOWN DR	LAKE & LAUTEN REAL ESTA	14677	A
Final Closing Mechan	06/18/20	BT	P	Rmdl Res	BVL	BVL	116 BATTLETOWN DR	LAKE & LAUTEN REAL ESTA	14678	A
Final Closing Buildi	06/18/20	BT	P	Rmdl Res	BVL	BVL	116 BATTLETOWN DR	LAKE & LAUTEN REAL ESTA	12987	A
Electric Service	06/19/20	BT	P	ELEC RES	BLMT	BLTN	203 EAGLE ROCK LN	TRENT CAROLYN ALISON &	14605	A
Framing	06/19/20	BT	P	Deck/Porch	BVL	BVL	107 EAST FAIRFAX ST	FRYE ROSE C & JAMES	14633	A
Final Closing Electr	06/19/20	BT	F	NRSF	BYC	BYC	310 LIMESTONE CT	RICHMOND AMERICAN HOMES	13291	A
Final Closing Plumbi	06/19/20	BT	F	NRSF	BYC	BYC	310 LIMESTONE CT	RICHMOND AMERICAN HOMES	13294	A
Final Closing Mechan	06/19/20	BT	P	NRSF	BYC	BYC	310 LIMESTONE CT	RICHMOND AMERICAN HOMES	13296	A
Final Closing Buildi	06/19/20	BT	F	NRSF	BYC	BYC	310 LIMESTONE CT	RICHMOND AMERICAN HOMES	13297	A
Electrical Rough In	06/23/20	BT	P	Add Res	BVL	BVL	204 TAYLOR ST	PFISTERER JOSEPH & CARO	14709	A
Final Closing Buildi	06/23/20	BT	P	NRSF	BYC	BYC	310 LIMESTONE CT	RICHMOND AMERICAN HOMES	14700	A
Ditch Electric	06/23/20	BT	P	NRSF	BLMT	BLTN	176 LOST BOYS LN	HARRIS KIMBERLY R & AND	14682	A
Water Line	06/23/20	BT	P	NRSF	BLMT	BLTN	176 LOST BOYS LN	HARRIS KIMBERLY R & AND	14683	A
Plumbing Rough In	06/23/20	BT	P	PlumPer-R	BVL	BVL	125 VIRGINIA AVE	HETZEL PETER H & SUSAN	14684	A
Sewer Line	06/23/20	BT	P	PlumPer-R	BVL	BVL	125 VIRGINIA AVE	HETZEL PETER H & SUSAN	14685	A
Pool Barrier	06/23/20	BT	P	SPAG	BYC	GNWY	13635 LORD FAIRFAX HWY	KRAUSE CHRISTOPHER P	14494	A
Framing	06/23/20	BT	P	Deck/Porch	BLMT	BLTN	57 REDBUD LN	MUTSCHLER MATTHEW S & E	14589	A
Final Closing Buildi	06/23/20	BT	P	SPAG	BYC	GNWY	13635 LORD FAIRFAX HWY	KRAUSE CHRISTOPHER P	14495	A
Electrical Rough In	06/23/20	BT	P	NRSF	BYC		274 CAREFREE LN	HAYES JEREMY S & REBECC	13698	A
Framing	06/23/20	BT	P	NRSF	BYC		274 CAREFREE LN	HAYES JEREMY S & REBECC	13696	A
Final Closing Electr	06/23/20	BT	P	NRSF	BYC	BYC	310 LIMESTONE CT	RICHMOND AMERICAN HOMES	14698	A
Final Closing Plumbi	06/23/20	BT	P	NRSF	BYC	BYC	310 LIMESTONE CT	RICHMOND AMERICAN HOMES	14699	A
Plumbing Rough In	06/23/20	BT	P	NRSF	BYC		274 CAREFREE LN	HAYES JEREMY S & REBECC	13702	A
Mechanical Rough In	06/23/20	BT	P	NRSF	BYC		274 CAREFREE LN	HAYES JEREMY S & REBECC	13704	A
Final Closing Gas	06/23/20	BT	P	Gas Per-R	BVL	BVL	204 JACKSON DR	COMPHER JAMES C JR & NA	14477	A
Final Closing Buildi	06/24/20	BT	P	Rmdl Res	BYC	CHPL	30 LAKEVIEW LN	SHENEMAN SCOTT D	14493	A
Final Closing Electr	06/24/20	BT	P	NRSF	BLMT		170 DEER HAVEN LN	LICKING VALLEY CONSTRUC	12825	A
Final Closing Plumbi	06/24/20	BT	P	NRSF	BLMT		170 DEER HAVEN LN	LICKING VALLEY CONSTRUC	12828	A
Final Closing Mechan	06/24/20	BT	P	NRSF	BLMT		170 DEER HAVEN LN	LICKING VALLEY CONSTRUC	12830	A
Final Closing Buildi	06/24/20	BT	P	NRSF	BLMT		170 DEER HAVEN LN	LICKING VALLEY CONSTRUC	12831	A
Final Closing Gas	06/24/20	BT	P	NRSF	BLMT		170 DEER HAVEN LN	LICKING VALLEY CONSTRUC	14706	A
Draintile	06/24/20	BT	P	NRSF	BLMT	BLTN	176 LOST BOYS LN	HARRIS KIMBERLY R & AND	14707	A
FOUNDATION	06/24/20	BT	P	Add Res	BVL	BVL	320 SOUTH CHURCH ST	BROWN COLIN R & DEVENEY	14708	A
Final Closing Buildi	06/25/20	BT	P	Deck/Porch	BVL	LNGM	1491 SUMMIT POINT RD	HOUCK III WILLIAM ALBER	13915	A

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INSPECTION REPORT

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Building Inspections

INSPECTIONS PERFORMED: 06/01/20 to 06/30/20

INSPECTION	DATE	BY	RSLT	PROJECT	CITY	AREA	LOCATION	OWNER	INSP ID	T
Framing	06/25/20	BT	P	Deck/Porch	BLMT	BLTN	184 EAGLE ROCK LN	BRADY JAMES WILLIAM JR	14149	A
Final Closing Buildi	06/25/20	BT	P	Deck/Porch	BLMT	BLTN	184 EAGLE ROCK LN	BRADY JAMES WILLIAM JR	14150	A
Slab Porch/Deck	06/25/20	BT	P	Deck/Porch	BVL	BVL	405 WALNUT ST	COSGROVE DELORES	14715	A
Final Closing Electr	06/25/20	BT	P	Add Res	BVL	BVL	204 TAYLOR ST	PFISTERER JOSEPH & CARO	14716	A
Final Closing Buildi	06/25/20	BT	F	Add Res	BVL	BVL	204 TAYLOR ST	PFISTERER JOSEPH & CARO	14717	A
Insulation	06/25/20	BT	P	NRSF	BYC		274 CAREFREE LN	HAYES JEREMY S & REBECC	13697	A
Meeting with Inspect	06/25/20	BT	P	Rmdl Res	BLMT	BLTN	19680 BLUE RIDGE MTN RD	MITCHELL JEFFREY T	14710	A
Electric Service	06/26/20	BT	P	ELEC RES	BVL	CHPL	2245 LOCKES MILL RD	CULLEEN ROSA K TRUST U/	14727	A
Final Closing Gas	06/26/20	BT	P	NRSF	BVL		5674 HARRY BYRD HWY	WARFIELD HOMES INC	14714	A
Final Closing Electr	06/26/20	BT	P	NRSF	BVL	LNGM	5674 HARRY BYRD HWY	WARFIELD HOMES INC	13459	A
Final Closing Plumbi	06/26/20	BT	P	NRSF	BVL	LNGM	5674 HARRY BYRD HWY	WARFIELD HOMES INC	13462	A
Final Closing Mechan	06/26/20	BT	P	NRSF	BVL	LNGM	5674 HARRY BYRD HWY	WARFIELD HOMES INC	13464	A
Final Closing Buildi	06/26/20	BT	P	NRSF	BVL	LNGM	5674 HARRY BYRD HWY	WARFIELD HOMES INC	13465	A
Framing Porch/Deck	06/29/20	BT	P	Deck/Porch	BYC	BYC	220 PLEASANT HILL DR	GARCIA EFRAIN ANTONIO &	14736	A
Ditch Electric	06/29/20	BT	P	ELEC RES	BLMT	CHPL	3811 EBENEZER RD	DOUBLE WOOD FARM LLC	14731	A
Framing	06/29/20	BT	P	Rmdl Res	BVL	BVL	201 TYSON DR	KNOWLES DOUGLAS CARTER	14543	A
Footings	06/29/20	BT	P	Deck/Porch	BYC	BYC	224 PLEASANT HILL DR	MCCAULEY BARBARA J	14732	A
Electrical Rough In	06/29/20	BT	P	Rmdl Res	BVL	BVL	201 TYSON DR	KNOWLES DOUGLAS CARTER	14721	A
Footings	06/29/20	BT	P	Add Comm	BYC	GNWY	8153 JOHN MOSBY HWY	SHENANDOAH HILLS PARTNE	14722	A
Electric Service	06/29/20	BT	P	Elec Per-C	BVL	BVL	23 WEST MAIN ST	WILLIAMS KENNETH H & SA	14638	A
Final Closing Buildi	06/29/20	BT	F	Deck/Porch	BLMT	BLTN	57 REDBUD LN	MUTSCHLER MATTHEW S & E	14590	A
Meeting with Inspect	06/30/20	BT	P	NRSF	PRS		21818 BLUE RIDGE MTN RD	SEYRLEHNER, GEORG	14753	A
Erosion & Sediment C	06/30/20	BT	P	NRSF	BYC		274 CAREFREE LN	HAYES JEREMY S & REBECC	14756	A
Erosion & Sediment C	06/30/20	BT	P	NRSF	BVL	BLTN	134 CANNON BALL RD	ROSENTHAL CRAIG & TERRI	14755	A
Meeting with Inspect	06/30/20	BT	P	Rmdl Res	BYC	GNWY	1326 SWIFT SHOALS RD	MCINTOSH WILLIAM & ANNE	14754	A
Meeting with Inspect	06/30/20	BT	P	Rmdl Res	BYC	GNWY	1326 SWIFT SHOALS RD	MCINTOSH WILLIAM & ANNE	14744	A
Footings	06/30/20	BT	P	Garage	BVL	BLTN	673 QUARRY RD	SAMPLES TIMOTHY A & JOA	13991	A
Final Closing Buildi	06/30/20	BT	PRT	Deck/Porch	BVL	BLTN	6827 LORD FAIRFAX HWY	PISCITELLE KATHRYN	13959	A
INSPECTOR TOTALS: 184 INSPECTIONS FEES: .00 PAID TO DATE: .00 UNPAID: .00										
Electrical Rough In	06/02/20	JR	P	NRSF	BVL	LNGM	3229 OLD CHARLES TOWN RD	GODBOLD DENNIS & MARY J	13645	A
Framing	06/02/20	JR	P	NRSF	BVL	LNGM	3229 OLD CHARLES TOWN RD	GODBOLD DENNIS & MARY J	13643	A
Plumbing Rough In	06/02/20	JR	PWC	NRSF	BVL	LNGM	3229 OLD CHARLES TOWN RD	GODBOLD DENNIS & MARY J	13649	A
Mechanical Rough In	06/02/20	JR	P	NRSF	BVL	LNGM	3229 OLD CHARLES TOWN RD	GODBOLD DENNIS & MARY J	13651	A
Gas Rough In	06/02/20	JR	F	NRSF	BVL	LNGM	3229 OLD CHARLES TOWN RD	GODBOLD DENNIS & MARY J	14496	A
Backfill	06/03/20	JR	P	NRSF	BYC	CHPL	1776 OLD WINCHESTER RD	HILL JIMMY L & ELIZABET	14508	A
Waterproofing/Pargin	06/03/20	JR	P	NRSF	BYC	CHPL	1776 OLD WINCHESTER RD	HILL JIMMY L & ELIZABET	14509	A
DrainTile	06/03/20	JR	P	NRSF	BYC	CHPL	1776 OLD WINCHESTER RD	HILL JIMMY L & ELIZABET	14510	A
Electrical Rough In	06/04/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14505	A
Ditch Electric	06/05/20	JR	P	NRSF	BVL		1856 BRIGGS RD	CLINE ROGER M & ANNE C	14565	A
Electric Service	06/05/20	JR	PWC	ELEC RES	BLMT	CHPL	639 LEEDS MANOR LN	KUMARI WARREN K & FABIH	14401	A
Electrical Rough In	06/05/20	JR	P	Rmdl Res	BVL	LNGM	664 WRIGHTS MILL RD	OHRSTROM GEORGE L II	14527	A
Fireplace Thimble	06/05/20	JR	P	Accessory	CLK	CHPL	382 TILTHAMMER MILL RD	CRIDER KEITH D & AARON	14539	A
Sprinkler System	06/08/20	JR	P	Mech Per-C	BVL	BVL	3 CATTLEMANS LN	TRI COUNTY FARM SERVICE	14528	A
Fire Alarm System	06/08/20	JR	P	Rmdl Comm	BVL	BVL	3 CATTLEMANS LN	1881 LLC	14529	A
Water Line	06/09/20	JR	P	NRSF	BVL		1856 BRIGGS RD	CLINE ROGER M & ANNE C	14566	A
Insulation	06/09/20	JR	F	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14791	A
Insulation	06/09/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14792	A
Insulation	06/09/20	JR	F	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14793	A
Slab Porch/Deck	06/10/20	JR	F	NRSF	BVL		1856 BRIGGS RD	CLINE ROGER M & ANNE C	14611	A
Slab Porch/Deck	06/10/20	JR	P	NRSF	BVL		1856 BRIGGS RD	CLINE ROGER M & ANNE C	14567	A

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Building Inspections

INSPECTIONS PERFORMED: 06/01/20 to 06/30/20

INSPECTION	DATE	BY	RSLT	PROJECT	CITY	AREA	LOCATION	OWNER	INSP ID	T
Hydro Test	06/10/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14790	A
Slab Porch/Deck	06/11/20	JR	P	NRSF	BVL		1856 BRIGGS RD	CLINE ROGER M & ANNE C	14612	A
Framing	06/11/20	JR	P	Add Comm	BVL	BVL	523 JACK ENDERS BLVD	KELLEY & COCHRAN ENTERP	13961	A
Final Closing Electr	06/15/20	JR	P	NRSF	BVL		525 TRIPLE J RD	MCCLELLAN DWAYNE J & VI	13415	A
Final Closing Plumbi	06/15/20	JR	P	NRSF	BVL		525 TRIPLE J RD	MCCLELLAN DWAYNE J & VI	13418	A
Final Closing Mechan	06/15/20	JR	P	NRSF	BVL		525 TRIPLE J RD	MCCLELLAN DWAYNE J & VI	13420	A
Final Closing Buildi	06/15/20	JR	P	NRSF	BVL		525 TRIPLE J RD	MCCLELLAN DWAYNE J & VI	13421	A
Insulation	06/16/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14794	A
Electrical Rough In	06/16/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14795	A
Footings	06/17/20	JR	P	Garage	BVL		320 MINNIEWOOD LN	ERISMAN, KEVIN	14675	A
Framing	06/17/20	JR	P	Add Res	BVL	BVL	204 TAYLOR ST	PFISTERER JOSEPH & CARO	14062	A
Electric Service	06/17/20	JR	P	ELEC RES	BVL	LNGM	252 RUSSELL RD	MAINELLO ANGELA & MATTH	14630	A
Electrical Rough In	06/18/20	JR	F	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14681	A
Insulation	06/18/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14796	A
Gas Line Pressure Te	06/18/20	JR	P	Add Comm	BYC	GNWY	8153 JOHN MOSBY HWY	SHENANDOAH HILLS PARTNE	14743	A
Gas Tank	06/18/20	JR	P	Add Comm	BYC	GNWY	8153 JOHN MOSBY HWY	SHENANDOAH HILLS PARTNE	14635	A
Final Closing Plumbi	06/22/20	JR	P	Nw Commrc1	BVL	BVL	430 MOSBY BLVD	MDC BERRYVILLE LLC	9471	A
Insulation	06/23/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14797	A
Electric Service	06/23/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14798	A
Electrical Rough In	06/23/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14799	A
Meeting with Inspect	06/23/20	JR	P	Add Res	BLMT	BLTN	203 KELLY LN	LANDMESSER MICHAEL TODD	14704	A
Final Closing Electr	06/23/20	JR	PRT	Elec Per-C	BVL	BVL	3 CATTLEMANS LN	CIE INTERNATIONAL LLC	12718	A
Footings	06/23/20	JR	PWC	Deck/Porch	BYC	BYC	220 PLEASANT HILL DR	GARCIA EFRAIN ANTONIO &	14594	A
Footings	06/23/20	JR	PWC	Deck/Porch	BYC	BYC	224 PLEASANT HILL DR	MCCAULEY BARBARA J	14549	A
Footings	06/23/20	JR	P	Rmdl Res	BYC	GNWY	1326 SWIFT SHOALS RD	MCINTOSH WILLIAM & ANNE	14687	A
Insulation	06/24/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14800	A
Electrical Rough In	06/24/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14801	A
Concrete Form	06/24/20	JR	P	Add Comm	BVL	BVL	523 JACK ENDERS BLVD	KELLEY & COCHRAN ENTERP	14705	A
Insulation	06/25/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14802	A
INSPECTOR TOTALS:		50	INSPECTIONS	FEEES:		.00	PAID TO DATE:	.00	UNPAID:	.00
DEPARTMENT TOTALS:		234	INSPECTIONS	FEEES:		.00	PAID TO DATE:	.00	UNPAID:	.00
REPORT TOTALS:		234	INSPECTIONS	FEEES:		.00	PAID TO DATE:	.00	UNPAID:	.00

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Clarke County
INSPECTION REPORT

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Building Inspections

INSPECTIONS PERFORMED: 06/01/20 to 06/30/20

INSPECTION TYPE SUMMARY	COUNT	INSPECTOR SUMMARY	COUNT	RESULT SUMMARY	COUNT
Backfill	3	Bernie Thompson	184	FAIL	18
Concrete Form	3	Jamie Royston	50	PARTIAL	2
Conduit	1			PASS	210
Ditch Electric	5			PASS WITH CONDITIONS	4
DrainTile	4				
Electric Service	17				
Electrical Rough In	15				
Erosion & Sediment Control	9				
Final Closing Building	24				
Final Closing Electric	20				
Final Closing Gas	3				
Final Closing Mechanical	7				
Final Closing Plumbing	12				
Fire Alarm System	1				
Fireplace Thimble	1				
Footings	17				
Footings Porch/Deck	1				
FOUNDATION	2				
Framing	14				
Framing Porch/Deck	2				
Gas Line Pressure Test	6				
Gas Rough In	2				
Gas Tank	5				
Hydro Test	1				
Insulation	15				
Mechanical Rough In	5				
Meeting with Inspector	5				
Plumbing Groundworks	1				
Plumbing Rough In	7				
Pool Barrier	3				
Sewer Line	3				
Shower Pan	1				
Slab	1				
Slab Basement	1				
Slab Garage/Carport	4				
Slab Porch/Deck	6				
Sprinkler System	1				
Water Line	4				
Waterproofing/Parging	2				
TOTAL INSPECTIONS:	234				

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Clarke County
INSPECTION REPORT

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ALL

INSPECTIONS PERFORMED: 06/01/20 to 06/30/20

INSPECTION TYPE SUMMARY	COUNT	INSPECTOR SUMMARY	COUNT	RESULT SUMMARY	COUNT
Backfill	3	Bernie Thompson	184	FAIL	18
Concrete Form	3	Jamie Royston	50	PARTIAL	2
Conduit	1			PASS	210
Ditch Electric	5			PASS WITH CONDITIONS	4
DrainTile	4				
Electric Service	17				
Electrical Rough In	15				
Erosion & Sediment Control	9				
Final Closing Building	24				
Final Closing Electric	20				
Final Closing Gas	3				
Final Closing Mechanical	7				
Final Closing Plumbing	12				
Fire Alarm System	1				
Fireplace Thimble	1				
Footings	17				
Footings Porch/Deck	1				
FOUNDATION	2				
Framing	14				
Framing Porch/Deck	2				
Gas Line Pressure Test	6				
Gas Rough In	2				
Gas Tank	5				
Hydro Test	1				
Insulation	15				
Mechanical Rough In	5				
Meeting with Inspector	5				
Plumbing Groundworks	1				
Plumbing Rough In	7				
Pool Barrier	3				
Sewer Line	3				
Shower Pan	1				
Slab	1				
Slab Basement	1				
Slab Garage/Carport	4				
Slab Porch/Deck	6				
Sprinkler System	1				
Water Line	4				
Waterproofing/Parging	2				
TOTAL INSPECTIONS:	234				

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

Project Application Report - Building Dept

For Period: 6/1/2020 to 6/30/2020

Project Type	Project Number	Project Fees
Commercial Electric Permit	200250	66.30
	200253	66.30
Land Disturbance	200235	
	200267	250.00
Residential Accessory	200233	458.20
	200237	240.80
	200254	456.55
	200276	508.55
Residential Deck/Porch no Roof	200240	201.00
	200243	201.00
	200245	201.00
	200261	201.00
	200269	201.00
Residential Deck/Porch w/Roof	200252	51.00
	200268	51.00
Residential Electric Permit	200239	45.90
	200241	45.90
	200246	
	200248	45.90
	200251	45.90
	200264	45.90
	200265	122.40
	200266	122.40
	200271	45.90
	200272	56.10
	200273	
200277	45.90	
Residential Gas Permit	200234	40.80
	200242	40.80
Residential Mechanical Permit	200244	122.40
	200257	122.40
Residential New	200255	2454.05
Residential Plumbing Permit	200258	122.40

Project Application Report - Building Dept

For Period: 6/1/2020 to 6/30/2020

Project Type	Project Number	Project Fees
Residential Remodel	200230	427.38
	200231	102.00
	200238	158.10
	200262	102.00
	200263	202.00
Sign Permit	200259	61.20
Solar Array System	200236	168.30
Swimming Pool Above Ground	200232	140.80
	200260	40.80
Swimming Pool In Ground	200247	228.50
	200270	178.50
Tents Over 900 sq ft	200274	40.80
Total		8529.13

Project Application Report - Building Dept

For Period: 6/1/2020 to 6/30/2020

Project Type	Project Number	Location	Owner	Estimated Building Value	Fees Blank = collected by another dept	Project Status
Commercial Electric Permit	200250	1025 W MAIN ST	GT COMMERCIAL INVESTMENTS LLC	\$0	\$66.30	ISSUED W/O CONDITIONS
	200253	23 W MAIN ST	WILLIAMS KENNETH H & SANDRA K	\$0	\$66.30	ISSUED W/O CONDITIONS
Land Disturbance	200235	2885 FROGTOWN RD	LAMAR WILLIAM ROBERT & REBECCA LOU	\$0		ISSUED W/O CONDITIONS
	200267	0	GADGET MARKETING LLC	\$0	\$250.00	ISSUED W/O CONDITIONS
Residential Accessory	200233	672 TILTHAMMER MILL RD	WRIGHT GEORGE E JR & WENDY K	\$45,360	\$458.20	ISSUED W/O CONDITIONS
	200237	280 ANNFIELD RD	WILSON JACK C & PATRICIA A HUNT	\$8,640	\$240.80	APP PENDING
	200254	2834 CALMES NECK LN	KIRBY VICTOR C	\$45,000	\$456.55	ISSUED W/O CONDITIONS
	200276	496 GORHAM LN	HARRISON RANDALL & DEBORAH	\$45,000	\$508.55	APP PENDING
Residential Deck/Porch no Roof	200240	224 PLEASANT HILL DR	MCCAULEY BARBARA J	\$0	\$201.00	ISSUED W/O CONDITIONS
	200243	57 REDBUD LN	MUTSCHLER MATTHEW S & ELIZABETH P	\$0	\$201.00	ISSUED W/O CONDITIONS
	200245	220 PLEASANT HILL DR	GARCIA EFRAIN ANTONIO & ISABEL GUT	\$0	\$201.00	ISSUED W/O CONDITIONS
	200261	60 DAIRY LN	STILES JOHN STEVEN JR & KIMBERLEE	\$0	\$201.00	ISSUED W/O CONDITIONS
	200269	7171 HOWELLSVILLE RD	CHESSON SUSAN E TRUSTEE	\$0	\$201.00	ISSUED W/O CONDITIONS
Residential Deck/Porch w/Roof	200252	107 E FAIRFAX ST	FRYE ROSE C & JAMES	\$0	\$51.00	ISSUED W/O CONDITIONS
	200268	9 PAGE ST	CLYDE SHAYDON	\$0	\$51.00	ISSUED W/O CONDITIONS
Residential Electric Permit	200239	107 BLUE RIDGE ST	OWENS DARIN L	\$0	\$45.90	APP PENDING

Project Application Report - Building Dept

For Period: 6/1/2020 to 6/30/2020

Project Type	Project Number	Location	Owner	Estimated Building Value	Fees Blank = collected by another dept	Project Status
Residential Electric Permit	200241	231 SLATE RIDGE LN	HARE IAN W	\$0	\$45.90	ISSUED W/O CONDITIONS
	200246	405 TRIPLE J RD	ZIERCHER JOHN R JR & K A ARTHUR	\$0		WITHDRAWN
	200248	203 EAGLE ROCK LN	TRENT CAROLYN ALISON & TIMOTHY HIL	\$0	\$45.90	ISSUED W/O CONDITIONS
	200251	252 RUSSELL RD	MAINELLO ANGELA & MATTHEW WARFIELD	\$0	\$45.90	ISSUED W/O CONDITIONS
	200264	2245 LOCKES MILL RD	CULLEEN ROSA K TRUST U/D	\$0	\$45.90	ISSUED W/O CONDITIONS
	200265	3811 EBENEZER RD	DOUBLE WOOD FARM LLC	\$0	\$122.40	ISSUED W/O CONDITIONS
	200266	168 HOLLOW BROOK LN	DOUBLE WOOD FARM LLC	\$0	\$122.40	ISSUED W/O CONDITIONS
	200271	7664 HOWELLSVILLE RD	SPEELMAN SYLVESTER OTIS & MARGARET	\$0	\$45.90	ISSUED W/O CONDITIONS
	200272	811 MCGUIRE CIR	PATRICK CHRISTOPHER A & CHAN L	\$0	\$56.10	APP PENDING
	200273	405 WALNUT ST	COSGROVE DOLORES R	\$0		WITHDRAWN
Residential Gas Permit	200277	381 BARBOUR LN	FAIRBANKS JEFFREY RICHARD & MARCIA	\$0	\$45.90	ISSUED W/O CONDITIONS
	200234	124 GROUSE RIDGE LN	DOUBLE WOOD FARM LLC	\$0	\$40.80	ISSUED W/O CONDITIONS
Residential Mechanical Permit	200242	384 OLD FERRY LN	JELINEK PETER A	\$0	\$40.80	ISSUED W/O CONDITIONS
	200244	310 BRECKINRIDGE CT	KIZER KRISTEN C	\$0	\$122.40	ISSUED W/O CONDITIONS
Residential New	200257	204 RICE ST	TILLEY NATHAN JOHN CHARLES & BOBBIE TILL	\$0	\$122.40	ISSUED W/O CONDITIONS
	200255	2885 FROGTOWN RD	LAMAR WILLIAM ROBERT & REBECCA LOU	\$355,829	\$2,454.05	ISSUED W/O CONDITIONS

Project Application Report - Building Dept

For Period: 6/1/2020 to 6/30/2020

Project Type	Project Number	Location	Owner	Estimated Building Value	Fees <small>Blank = collected by another dept</small>	Project Status
Residential Plumbing Permit	200258	125 VIRGINIA AVE	HETZEL PETER H & SUSAN M	\$0	\$122.40	ISSUED W/O CONDITIONS
Residential Remodel	200230	97 TILTHAMMER MILL RD	ANDERSON DEBORAH J & BRUCE S	\$72,000	\$427.38	ISSUED W/O CONDITIONS
	200231	30 LAKEVIEW LN	SHENEMAN SCOTT D	\$0	\$102.00	CLOSED W/ FINAL
	200238	201 TYSON DR	KNOWLES DOUGLAS CARTER & JOANN	\$20,250	\$158.10	ISSUED W/O CONDITIONS
	200262	2374 SHEPHERDS MILL RD	SULPHUR HILL FARM LLC	\$0	\$102.00	ISSUED W/O CONDITIONS
	200263	1326 SWIFT SHOALS RD	MCINTOSH WILLIAM & ANNE TRUSTEES	\$0	\$202.00	ISSUED W/O CONDITIONS
Sign Permit	200259	1 E FAIRFAX ST	D R HORTON INC	\$0	\$61.20	ISSUED W/O CONDITIONS
Solar Array System	200236	400 CAREFREE LN	COPELAND CHRISTOPHER & LIRA	\$0	\$168.30	ISSUED W/O CONDITIONS
Swimming Pool Above Ground	200232	13635 LORD FAIRFAX HWY	KRAUSE CHRISTOPHER P	\$0	\$140.80	ISSUED W/O CONDITIONS
	200260	217 LIBERTY ST	217 LIBERTY STREET LLC	\$0	\$40.80	ISSUED W/O CONDITIONS
Swimming Pool In Ground	200247	471 LONGMARSH RD	GARNER JOYCE C & GORDON E	\$0	\$228.50	ISSUED W/O CONDITIONS
	200270	207 S CHURCH ST	DAVIS ADAM & ELIZABETH S	\$0	\$178.50	ISSUED W/O CONDITIONS
Tents Over 900 sq ft	200274	840 W MAIN ST	RURITAN CLUB OF CLARKE COUNTY	\$0	\$40.80	APP PENDING

Approved 07-15-2020

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 Sheaffer

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

Approved 07-15-2020

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 done 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.

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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.

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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

IDA Board of Directors
Follow Up Items Status Report

<i>Year</i>	<i>Meeting Date</i>	<i>Item</i>	<i>Description</i>	<i>Follow Up</i>	<i>Status</i>	<i>Date Complete</i>	<i>Review Date</i>	<i>No. of Days</i>
2020	1/23/2020	70	Correct typographical error in Bylaws and Rules and Procedures	Lora B. Walburn	Complete	1/30/2020		7
2020	1/23/2020	71	Process and upload approved minutes to IDA webpage.	Lora B. Walburn	Complete	1/29/2020		6
2020	1/23/2020	72	Update annual report information re 01/23 meeting	Lora B. Walburn	Complete	1/29/2020		6
2020	1/23/2020	73	Issue checks to directors for meeting attendance	Bill Waite	Complete	1/30/2020		7
2020	1/23/2020	74	Carry forward to April review of Bylaws and Rules and Procedures	Lora B. Walburn	Complete	1/30/2020		7
2020	1/23/2020	75	Carry forward review of bond fees from surrounding jurisdictions	Lora B. Walburn	Complete	1/30/2020		7



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”



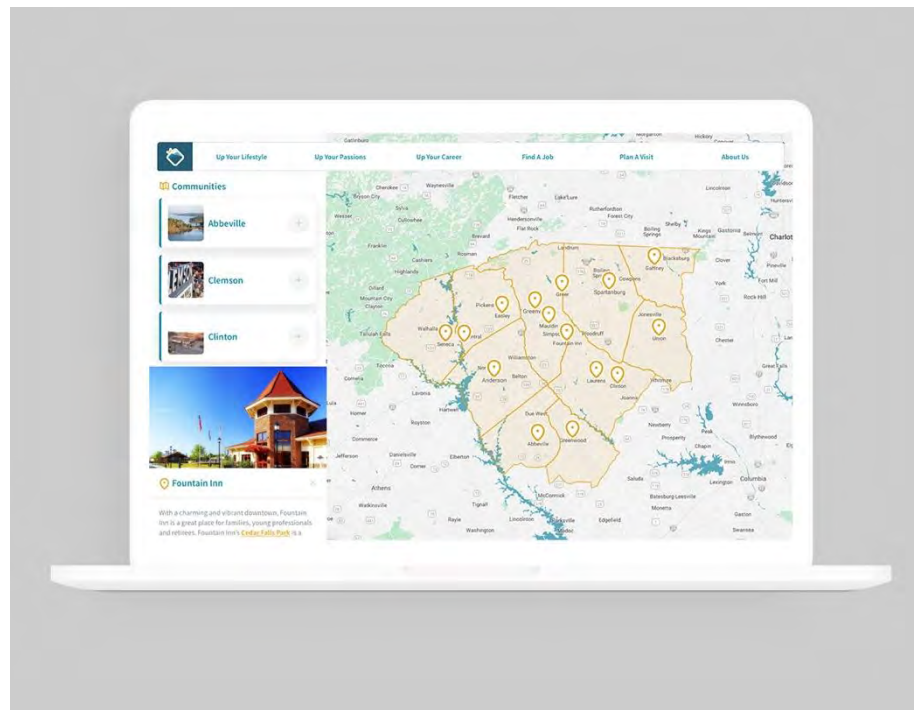
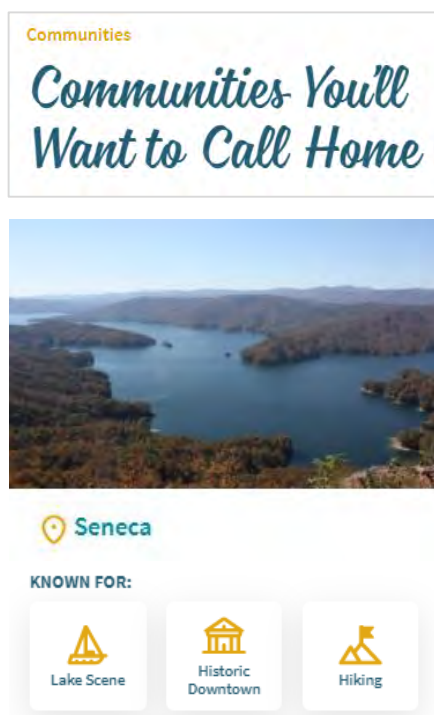
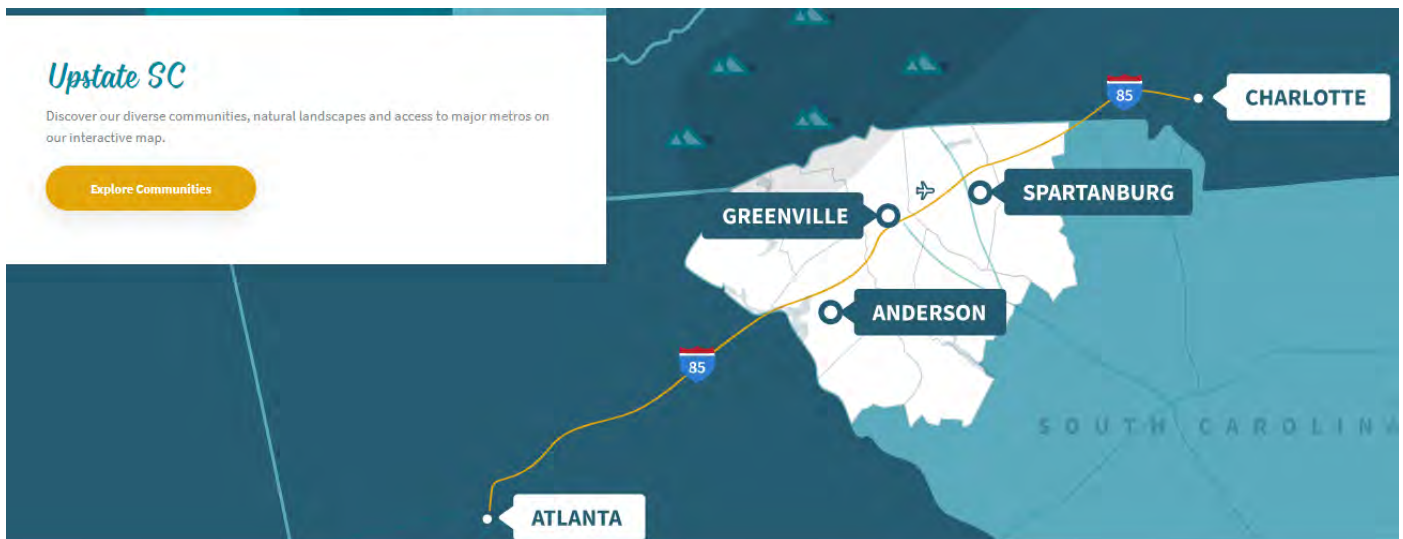
Help them to navigate it”

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.

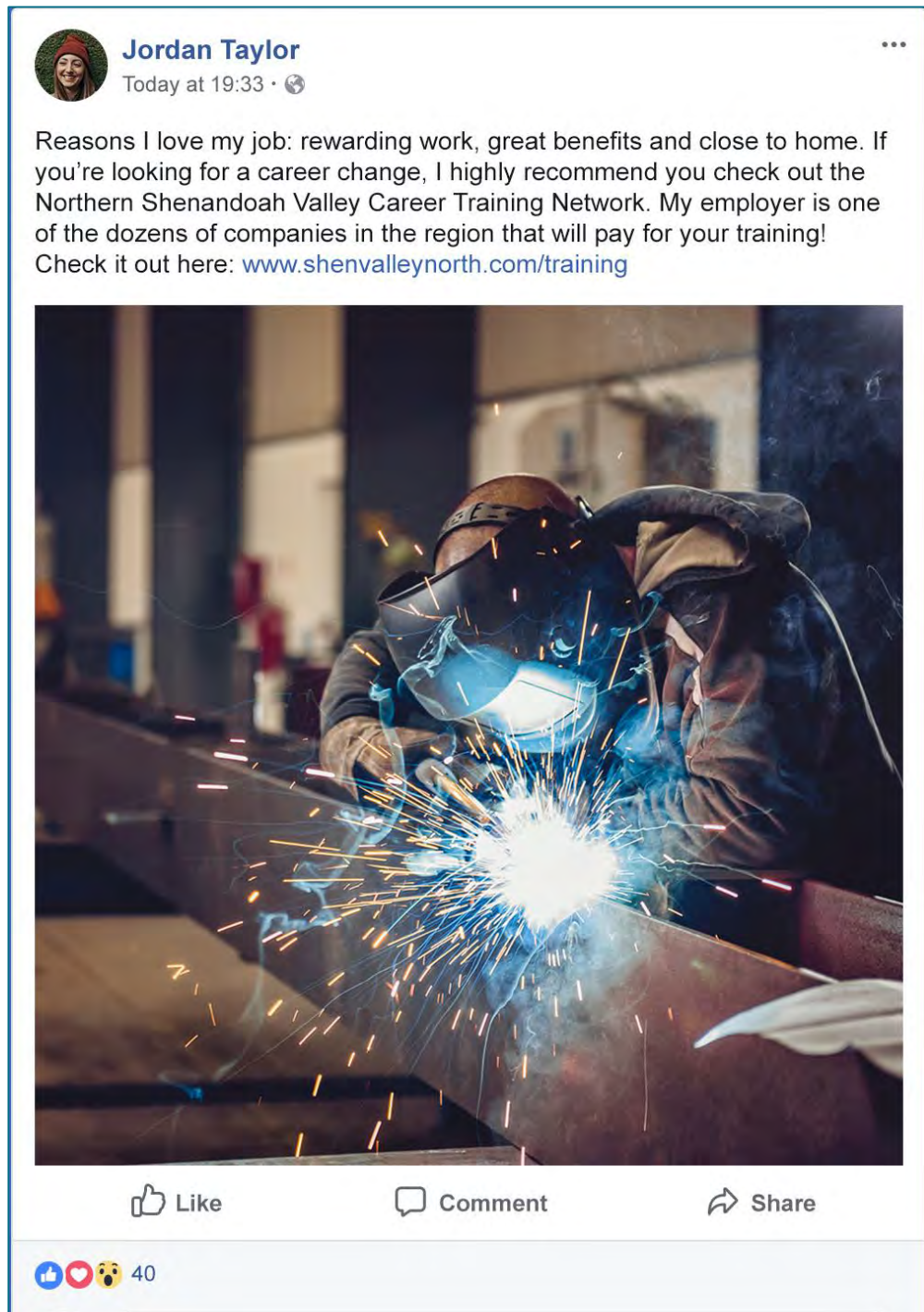
The screenshot shows a digital hub page for 'THE NORTHERN Shenandoah VALLEY'. The page features a navigation bar with links for BUSINESS, CAREER, LIFESTYLE, PASSION, and ABOUT US, along with a search icon. The main content area is set against a background image of two welders working on a metal piece, with bright sparks flying. The Shenandoah Valley logo is overlaid on the left. Below the main image, four white boxes provide key program details:

CAREER	TRAINING TIME	UP-FRONT COST	AVERAGE SALARY
Heavy Equipment Operator	Part time 10 weeks at LFCC	\$900	\$50,000 <small>(when you walk out of the program)</small>

At the bottom of the page, there is a teal bar containing social media icons for Instagram, Facebook, Twitter, and LinkedIn.

CAREER TRAINING DIGITAL PROMOTION

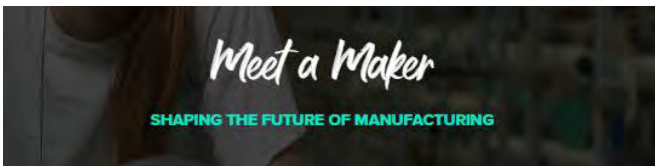
Sample “career training ambassador” Facebook post. Local employers in the “Career Training Network” should encourage employees to share their training story, post job openings, and drive traffic to the new Career Training Digital Hub.



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

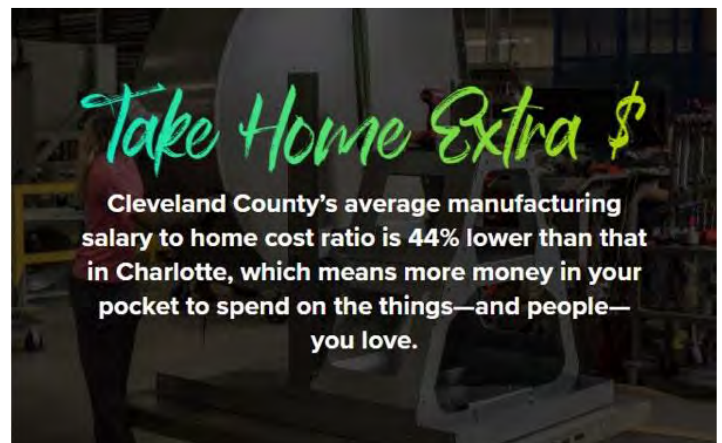
When Emily Bolton graduated from high school, she realized pretty quickly that working in retail wasn't going to pay the bills or be fulfilling long-term. The answer to this realization, as it turned out, was a career in manufacturing, which, not only pays well, but also gives her the resources to learn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

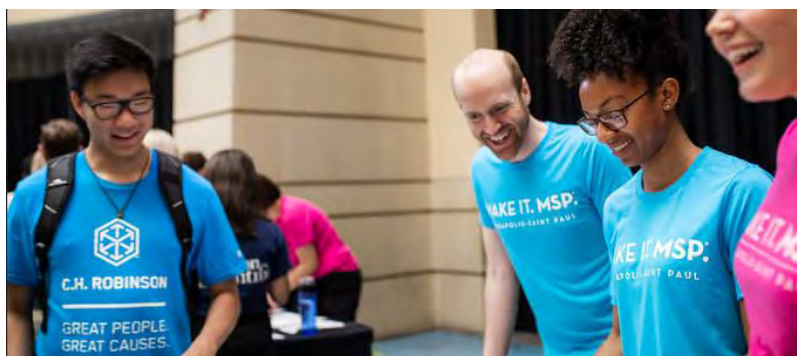
CASE STUDY

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.

INTERNBR
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
564 Laurel Street

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.

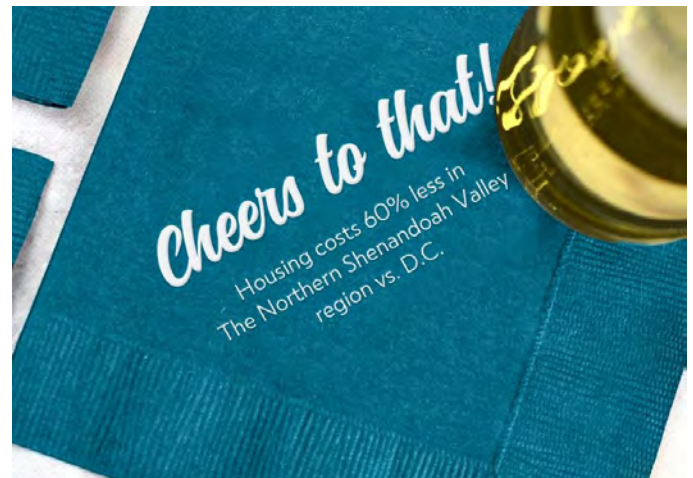
Promote The Northern Shenandoah Valley During the Fall Getaway Frenzy

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