

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

- Working to include local cemeteries on our website
- Websites:
 - 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:
 - Have created a yearly calendar of holidays, events, topics to promote. Daily posts are goal.
 - Continue to organically grow current Facebook page
 - Continue to regularly post to Facebook
- COVID-19 Info:
 - Exploring possible incentives or assistance programs using CARES Act funding
- Miscellaneous:
 - 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.
 - 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

Draft for Approval EDAC 07/15/2020; IDA 07/23/2020

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