

Approved April 28, 2022

Industrial Development Authority of the Clarke County Virginia

Board of Directors

January 27, 2022

Regular Meeting

1:00 pm

At a regular meeting of the Industrial Development Authority of the Clarke County Virginia, held on Thursday, January 27, 2022, at 1:00 pm in the Main Meeting Room, Berryville-Clarke County Government Center, 101 Chalmers Court, 2<sup>nd</sup> Floor, Berryville, Virginia.

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

Directors Absent: Isreal Preston, William Wolfe

Board of Supervisors David Weiss

Liaison:

Staff Present: Chris Boies, Felicia Hart, Christy Dunkle, Tiffany Kemp, Catherine Marsten

Press: Mickey Powell, Winchester Star

Others Present: None

1. Call to Order

At 1:00 pm, Brian Ferrell called the meeting to order.

2. Organizational Items

Elect Chair

Clerk Tiffany Kemp called for nominations for 2022 Chair.

**Director Waite made a motion, seconded by Director Cochran, to nominate and elect Brian Ferrell as 2022 Chair. The motion carried by the following vote:**

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

Chair Ferrell requested Tiffany Kemp complete the rest of the organizational items.

Elect Vice-Chair

Clerk Tiffany Kemp called for nominations for 2022 Vice-Chair.

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**Director Waite made a motion, seconded by Director Pierce, to nominate and elect Ben Cochran as 2022 Vice-Chair. The motion carried by the following vote:**

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

Elect Secretary/Treasurer

Clerk Tiffany Kemp called for nominations for 2022 Secretary/Treasurer.

**Director Cochran made a motion, seconded by Chair Ferrell, to nominate and elect Bill Waite as 2022 Secretary/Treasurer. The motion carried by the following vote:**

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

Set Meeting Date, Time, and Location

January 27, 2022 – Organizational Meeting  
April 20, 2022 – Spring Tour with EDAC  
April 28, 2022  
July 28, 2022  
October 19, 2022 – Fall Tour with EDAC  
October 27, 2022  
January 26, 2023 – 2023 Organizational Meeting

**Director Koontz made a motion, seconded by Director Waite, to approve the 2022 Meeting Schedule as presented. The motion carried by the following vote:**

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

Approve Bylaws, Rules, and Procedures

Staff advised that, according to the Virginia Code, members are allowed to electronically participate in a maximum of 2 meetings per year.

Staff suggests amending the Bylaws, Section 210: Remuneration for Meeting Attendance to read:

“Each Director shall receive \$50 for attending a quarterly meeting in-person.

The Authority Treasurer shall be responsible for issuing payment.

There shall be no remuneration for special meetings.”

**Director Waite made a motion, seconded by Director Koontz, to approve the bylaws, rules, and procedures as amended. The motion carried by the following vote:**

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

Chair Ferrell opined that he would prefer in-person meetings and feels it is easier to have discussions in person rather than talking over each other on the telephone.

3. Adoption of Agenda

Chair Ferrell instructed all members to review the agenda.

**Director Waite made a motion, seconded by Vice-Chair Cochran, 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
William Waite	-	Aye
William Wolfe	-	Absent
Isreal Preston	-	Absent

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4. Approval of Minutes

- December 8, 2021, Special Meeting

**Vice-Chair Cochran made a motion, seconded by Director Waite, to approve the minutes of the December 8, 2021 Special Meeting as presented. The motion carried by the following vote:**

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

5. Secretary/Treasurer Report

Director Waite presented the following:

*FY2022 Year-to-Date Check Log:*

- Checks have been written for directors fees and one payment to the Lord Fairfax Small Business Development Center as our business contribution for the year. No other payments have been made.
- No additional income from the bonds has come in yet, but more is expected in our accounting year.
- The balance in the Bank of Clarke County checking account is \$31,667.10.

*Investments Year-to-Date Summary, Year-to-Date Budget, Bond Logs*

- Investments have performed adequately and have met targets.
- The investment account balance is \$128,629.73, which is up almost \$4,000 from the beginning of the period in July.
- Cash and investments on-hand total almost \$160,000.

*FY2022 Budget*

- Budget driven by what is seen in the check log, the only payments have been director fees and one civic contribution.
- An insurance payment will be going out in the next few weeks. There will also likely be an audit expenditure later in the year.
- No advertising expense is expected unless there is a bond. No bonds are currently planned, but that could change.
- The professional services figure continues to be a placeholder until we have the opportunity to do something.
- The Grafton bond revenue was unexpected, but we now have a better handle on the amortization schedule. There are two other outstanding bonds that we are expected to start receiving payment on in the next several months.

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- We continue to be operating well below budget. For reference, actual expenditures last year were \$8,400 and revenues were \$9,400 so our operational cash flow is positive and has not impacted our outstanding balances.

**Director Pierce made a motion, seconded by Vice-Chair Cochran, to approve the Treasurer's report, as presented.**

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

6. New Business

*Economic Development & Tourism Update*

Felicia Hart presented the following:

- We continue to work one-on-one with the Lord Fairfax Small Business Development Center and Christine Kriz. Ten local business introductions have now been made, which the LFSBDC has immediately followed up with. We have been getting positive feedback from the businesses that have been working with her and we will continue that dialogue.
- I met with the owner of the LGV group and his property manager. I've since made numerous introductions including local businesses, local realtors, EDAs in Winchester and Frederick County, along with introductions to the Lord Fairfax Small Business Development Center and to both the Virginia Economic Development Partnership (VEDP) and the Virginia Economic Developers Association (VEDA). I continue to have regular conversations with all entities.
- Additionally, we are working with the LGV Group to get them qualified for the Economic Gardening Program. We've had an initial phone interview with them and have another set up in two weeks. The headquarters is located in Sterling, so there are representatives from Shenandoah Valley and from the Northern Virginia area who will be on this conference call. The LGV Group is surprised, as they have not had this level of one-on-one service previously and they are excited about this opportunity.
- Christy Dunkle advised that they are still waiting on DEQ comments. The public hearing at the Berryville Area Development Authority meeting last night was continued to February 23.
- We have made several introductions to property owners in the Waterloo area. These introductions are from realtors/businesses outside our area who are calling and looking at potential properties. We have put them in contact with the property owners in the area and have made them aware of the available subsidy program for availability and connection fees. We have had four phone calls from outsiders looking at property in that corridor and surrounding areas.

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- Clarke County will be represented again in the upcoming Widget Cup. This is a partnership between EDAs and the school systems in Winchester, Frederick, and Clarke Counties. Clarke County currently holds the title, which we are proud of.
- Along with the EDA Directors for Winchester and Frederick County, I presented to the Top of Virginia Chamber's Leadership class. Discussions were held on economic development and tourism and there was good participation.
- Clarke County Economic Development was represented at the Employer Expo hosted in Winchester at the War Memorial Building. In addition to serving on the planning committee, Clarke County had two local businesses host recruiting tables at the event and were very pleased with the turnout. Some applications were completed on-site and we hosted a number of free training classes. Planning for next year's Expo is already in the works.
- I have met with the owner of Clarke Monthly to see how we can better collaborate on getting the word out about new programs. There are lots of programs Clarke County is participating in that citizens are not really aware of. Opportunities like the Habitat Home Repair program are out there. As the Town is currently doing some similar work with their ARPA funds, this is a great chance to partner and spread the word about the services available to our citizens.
- We continue to push the "Return to Earn" grant program that reimburses companies (up to \$500) for sign-on bonuses. This is a program offered through the Governor's office, please make anyone offering sign-on bonuses aware so they may take advantage of the program.
- Work continues regarding the water/sewer subsidy program offered in the Waterloo area. I have made a presentation at the Blue Ridge Association of Realtors, have made other regional associations aware and continue to talk with local property owners in the area about the discounts. After a call from a local realtor, Chris and I met and talked with the Sanitary Authority about our fees and how they are determined.
- I continue to work directly with Shaine Coleman from Clarke County High School to make introductions to our local businesses. This includes working to find potential jobs in our area, and also allows the students to "shadow" an employee to determine if they really are interested in that profession. A student interested in local government shadowed Chris and I earlier this week.
- I continue hosting weekly meetings with Frederick County and City of Winchester EDAs. Also part of the group is Christine Kriz with Lord Fairfax Small Business Development Center and Cynthia Snyder with the Top of Virginia Chamber. This is an informative piece that helps us understand what is happening in other localities so we can get ahead of the curve, start planning, and find resources. This is a great opportunity to network and learn from each other.
- There is a disconnect between what is going on at the Ruritan Fairgrounds and what our local businesses know – and do not know. We have developed new relationships and I have joined the Ruritans to help bridge this gap.
- We are developing a "Welcome" piece for Ruritans to hand out to organizations who are renting/leasing Fairground space is being produced. This handout will provide my contact information and give ideas on how we can assist them not only in promoting their event, but also making introductions to local businesses who can be of assistance to them.

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- A few more businesses and events have been looking at the Fairground space to lease. We are promoting it as “Wide Open Clarke County” to the Virginia Tourism Corporation, to local realtors and also to the Virginia Economic Development Association and the Virginia Economic Developers Partnership. We would like to host those groups in early spring to give a tour of the Fairgrounds. We should continue this dialogue and make them aware of local resources and opportunities in Clarke County, as well as helping our local businesses get the word out.
- Lucketts Market is already committed to two events at the Fairgrounds this year – one in May and one in October. We are looking to get the farmer’s markets involved for the October date as well. We can provide them links to “Places to Stay” and “Things to Do” while their vendors and attendees are here. They are a captive audience and we want to promote our local offerings.
- We are looking at additional signage opportunities at the fairgrounds to remind attendees of our Main Street and what else Clarke County has to offer.
- Clarke County hosted space at the Virginia Welcome Center in Clear Brook, VA for the month of December. In addition to the Clarke County marketing, numerous non-profits also had displays. This marketing allows Clarke County to get in front of over 40,000 visitors.
- We continue to explore and expand blog opportunities with the Shenandoah Valley Tourism Partnership and the Shenandoah Valley Travel Association, along with the Virginia Tourism Corporation.
- Discussions continue about the distribution of the ARPA funds through the Virginia Tourism Corporation. Other localities have gotten a lot of pushback from the VTC about the amount of required paperwork, submitting complete budgets, and working on brand-new projects. We need to be sure to have a solid game plan, budget, and projected outcomes for our proposed projects. This is the first time that the state has gotten involved at this level, from a Virginia Tourism perspective.
- We have scheduled a conference call with the VTC President so we can get a better understanding of what they are looking for and how we can be better prepared. There is a training offered for their computer system that we have signed staff up for it. This is a work in progress and, so far, the responses have been very eye-opening.
- David Weiss asked if the VTC was complaining about the workload. Felicia Hart replied that no, they are looking for more information about the outcomes on what localities are proposing to do, not just the plans for using the ARPA funds.
- David Weiss questioned if the VTC was ranking their decisions based on those outcomes. Felicia Hart explained that the VTC has already received a lump sum from the Federal government and has allocated it to the localities, based on their 2019 tourism numbers. Clarke County’s allocation is \$30,000, while other localities received upwards of \$300,000. We are trying to gain clarity about what they are looking for. The VTC hired a third party to set up the computer system and oversee everything. We believe that is where the disconnect is coming from. We will put together a game plan and continue to give updates.
- We have hosted two meetings as a part of the quarterly Meet/Greet business events for the partnership between the Berryville Main Street and the Barns of Rose Hill, and there was great turnout.

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- We will start hosting quarterly Meet/Greet for new citizens of Berryville and Clarke County. Our first event will be April 11th at the Barns of Rose Hill. We are sending invitations out based on information we get from the Town as well as deed transfers. This will give us an opportunity to introduce new residents to the businesses and schools, and to understand the Town vs the County and what services are provided by each. We will also make introductions to our local non-profits and volunteer opportunities, distribute handouts from local businesses/organizations, and give the new citizens an opportunity to ask questions.
- Ben Cochran asked if this outreach is for people in the new development neighborhoods. Felicia Hart clarified that yes, it is and is for anyone who is new to the community.
- The Barns just hosted their first “Dinner and a Show” event, which was a huge success. The event sold out, thanks in part to the Town of Berryville, who used some of their ARPA funds to support it. In partnership with the Berryville Main Street, the Barns, and the County, if an attendee provided a receipt from a local restaurant for dinner, they get a reduced rate to attend the show. The next one is scheduled for February 12, which will be tying in to Valentine’s Day.
- We will continue to push social media to help get the word out and additional marketing opportunities are being explored. This is a great use of the ARPA funds, a great program, and we expect it to continue to grow.
- David Weiss asked how ARPA funds are being used for this program. Felicia Hart responded that the Town of Berryville is using ARPA funds to reimburse the Barns for the income lost from discounting the tickets.
- On February 25th from 11am to 2pm we are hosting an event called “Growing Your Agritourism Business” at the Fairgrounds, so we can better determine how we can be of assistance to local farmers. We are sending invitations out to any current or prospective farmers. Extension agents and representatives from the USDA and other departments will be there as well. David Weiss will do an introduction and lunch will be served, courtesy of Frederick County. It is a free event but we are asking people to sign up.
- Fields of Gold and the American Farm Trail are two programs that are in the works, they will be discussed at the Agritourism summit.
- The Berryville Main Street and the Barns are looking at hosting a week-long restaurant week in Clarke County. Most other localities already do restaurant weeks, and we are trying to expand our bandwidth and take on some new projects.
- David Weiss asked what a restaurant week is. Felicia Hart answered that it is a week to highlight local restaurants through special campaigns. They normally offer special menus or discounts as a way to remind residents of the community’s offerings.
- Brian Ferrell advised that Winchester has had a restaurant week for a long time, now Warrenton and other localities are starting them as well. It is a pretty successful program. Felicia Hart explained that one goal of restaurant week would be to help understand the relationship between the local restaurants and local farm markets here. Farm-to-table programs have been successful before, but local farmers right now are at maximum capacity and cannot really take on more customers so we are not pushing this angle right now.
- English Koontz inquired if there is someone reviewing of all the various Clarke County and Berryville Facebook public pages. In the past few days, at least two businesses have posted that they are looking for locations, is a connection being made? Felicia Hart replied



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that yes, we respond by reaching out to them via private message rather than public posting.

- English Koontz inquired how vendors at local craft markets are supposed to pay related state or local taxes and whether there was a specific body to refer those types of questions to. Felicia Hart answered that the first step should be the vendor's accountant, to make sure that they understand the sales tax process and how to pay it.
- Chris Boies stated that the Virginia Department of Taxation is the legal authority. Their website is helpful, but there are no thresholds immediately apparent.
- English Koontz opined that the organizer of those types of events would have some understanding of what's required and could serve as a contact for questions. Felicia Hart agreed and advised that fees, taxes, and requirements vary by locality.
- Brian Ferrell asked if sales and/or meals tax payments are due at the end of the year. Felicia Hart advised that they are usually sent in monthly.
- Brian Ferrell thanked Felicia Hart for a thorough report.

#### *Broadband Efforts Update*

Chris Boies presented the following:

- A conference call is scheduled for February 4<sup>th</sup>, which will be our first conversation with AllPoints Broadband and the state since funding was approved. The next step is getting an agreement finalized with AllPoints Broadband and the state.
- We have requested information from the state, but that has likely been delayed due to the change in the Governor's office.
- Brian Ferrell asked if there will be places that will not get the broadband access. Chris Boies replied that, generally, if there is a wired fiber line running in front of the house they will not be eligible. If there is nothing currently, then they should be eligible for the project.
- We want to get availability maps out to the public that show where the lines will be, but that process is slow because the project spans eight counties.
- Bill Waite questioned if the contract will be signed by Clarke County specifically or by consortium. Chris Boies advised that is currently unclear. The Regional Commission thinks they will be able to sign on behalf of the 8 localities, but is not sure. We hope to have these questions answered on the February 4<sup>th</sup> call.

#### *Double Tollgate Update*

- Chris Boies advised that we are waiting on the attorney for Frederick Water to draft the agreement which will allow them to operate in Clarke County. That agreement will then go to the Board of Supervisors, after which we can work on the actual project agreement to bring sewer there.
- There is no information on rates available yet.

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#### *Waterloo Availability Fees Program Update*

- Chris Boies explained that the Board of Supervisors gave approval for the program to extend another year, with direction to do targeted outreach to the existing businesses there and try to get them on the public system.
- We are working with Mr. Claytor and others to try to fill the vacant properties.
- Brian Ferrell observed there is activity near the Dunkin Donuts and asked if there is something going in there. Chris Boies responded that nothing has been applied for, it is likely Mr. Claytor just cleaning up in preparation.
- Felicia Hart stated that Mr. Claytor did already buy the water rights for those lots.

Brian Ferrell asked if there were any updates on the Cattlemen’s Lane property behind the carwash, as it has changed ownership several times. Christy Dunkle replied that she has talked to a number of people about it, one in particular wanted to use it for tractor trailer storage but that would not work. They have to do more work for the site plan that was approved, but she has not talked to anyone with regards to the ownership.

Christy Dunkle asked if the Board would like an update on the Town of Berryville’s ARPA information, and the Board affirmed. Christy Dunkle then presented the following:

- The Town did an implementation plan, which was approved by Council in July 2021. This plan identified the projects and where the money would be spent.
- The Town received an allocation of \$4,534,986, and has already received half of those funds. They are starting out with water and sewer projects, and are currently working to get an IFP out as soon as possible.
- The Town started out paying balances on delinquent water and sewer accounts and credited Town residents on their water and sewer accounts as well.
- The wayfinding sign project mentioned on the implementation plan is something started years ago, through Frazier Associates in Staunton, with the Berryville Main Street and Virginia Main Street programs. The project was on hold for a while due to VDOT. This project is very expensive, but is in the CIP and the Town has been putting money away for a number of years and will be able to begin implementation soon.
- There is a reimbursement program for commercial buildings in the central business district. That grant application is not completed yet. These are reimbursements up to \$12,500 offered to owners of commercial buildings in the central business district for accessibility improvements, sign replacement, refurbishment, building façade beautification/improvement, and general site cleaning. A few businessowners are interested in applying for that money. They expect to do a few rounds of this program.
- Bill Waite asked what the total available pool is. Christy Dunkle answered that the total is \$12,500 for now and it will be a reimbursement program.
- The Town has just released a housing program for non-profit, low income housing organizations, which has been forwarded to the regional commission, Habitat for Humanity, FISH, and it is posted on the website.
- The Town did two non-profit grants in each year of the two year cycle. John Enders Fire Rescue received \$40,000 and the Barns at Rose Hill received \$20,000. A portion of that was for programming for the community, half the grant proceeds must be for building/property

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maintenance or improvements. The Town suggested finishing the sidewalk running from the BCCGC parking area to the side of the Barns, as there is a lot of activity out there.

- The non-profit housing grant is \$40,000 this cycle, and there will be another one. These funds are for accessibility improvements, sanitary improvements, roof repair/replacement and window weatherization and repair, site grading for stormwater, and general property clean up. This will be monitored by an organization with the capacity to do so.
- The Town purchased pandemic supplies and issued a safety/security RFP for wastewater treatment plant/water plant and work site.
- The utility projects are sizeable—the Town has been working on some stormwater projects in the Dorsey St. Academy/Treadwell area that have been in progress for a while, in addition to a water project on Josephine Street. They are going through an application process to go under the railroad tracks and have forwarded letters to property owners in these areas to encourage construction projects and repairs through relaxed paving standards until May.

Brian Ferrell asked if there was any advancement on the Route 7 Appalachian Trail covered bridge project. David Weiss advised that the County tried to get a grant to study it, but the grant was not awarded.

Rodney Pierce inquired if the new, upscale BBQ restaurant on First Street was still moving forward. Christy Dunkle responded that she was anticipating a site plan last May but has not gotten it yet. They are working with Wild Hare Cidery to get their production facility going. Jamie from the County Building Department is meeting with them next week.

Chris Boies offered his compliments to Christy Dunkle and Jamie Royston, who have gone out of their way to help those businesses and provide guidance.

Christy Dunkle stated, and Felicia Hart agreed, that the \$12,500 reimbursement program for building façade refurbishment program involves a lot of work by the locality to manage, review, and analyze the applications, which are numerous.

Felicia Hart advised that the Battletown Inn project is on hold right now. Jamie Royston has gone through the property and met with them a few times, so they are aware of the work that is necessary and are working with their engineer.

David Weiss opined that it is important that there is methodology in place to ensure government funding helps bring great ideas to fruition rather than fail due to a lack of follow-through.

7. Next Meeting

The next meeting is scheduled for:

- Thursday, April 20, 2022 – Spring Tour with EDAC to visit local businesses
- April 28, 2022, Regular Meeting

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8. Adjournment

Director Koontz made a motion, seconded by Director Waite, to adjourn the meeting. The motion carried as follows:

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

At 1:51 pm, Chair Ferrell adjourned the meeting.

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Minutes recorded and transcribed by Catherine D. Marsten