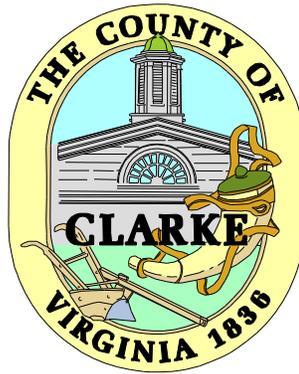


Clarke County Economic Development Advisory Committee



Regular Meeting Packet

September 20, 2017

Call to Order

Agenda

1:00 pm, Wednesday, September 20, 2017

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

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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:

July 19, 2017, Regular Meeting

Proposed Motion: I move to approve the minutes of July 19, 2017, as [presented] or [as amended citing specific amendment].

Clarke County Economic Development Advisory Committee
July 19, 2017 Minutes

A meeting of the Economic Development Advisory Committee (EDAC) held in the Berryville/Clarke County Government Center, Berryville, Virginia, on Wednesday, July 19, 2017, at 1:00 PM.

Board: Jim Barb, Bryan Conrad, Christy Dunkle, Christina Kraybill, John Milleson, Elizabeth "Betsy" Pritchard, David Weiss

Absent: Eric Meyer

Staff: Lora B. Walburn

1. Call to Order

At 1:00 pm, Chairman John Milleson called the meeting to order.

2. Adoption of Agenda

Christina Kraybill requested addition of presentation by Berryville Main Street and discussion.

Christy Dunkle, seconded by Jim Barb, moved to adopt the agenda as amended. The motion carried by the following vote:

Jim Barb	-	Aye
Bryan Conrad	-	Absent
Christy Dunkle	-	Aye
Christina Kraybill	-	Aye
John Milleson	-	Aye
Eric Myer	-	Absent
Elizabeth "Betsy" Pritchard	-	Aye
David Weiss	-	Aye

3. Approval of Minutes

Christie Dunkle, seconded by Jim Barb, moved to approve the June 21, 2017, minutes as presented. The motion carried as follows:

Jim Barb	-	Aye
Bryan Conrad	-	Absent

Christy Dunkle	-	Aye
Christina Kraybill	-	Aye
John Milleson	-	Aye
Eric Myer	-	Absent
Elizabeth "Betsy" Pritchard	-	Aye
David Weiss	-	Aye

At 1:11 pm, Bryan Conrad joined the meeting.

4. Presentations

A. CCPS Career and Technical Education – Annual Report by Robina Rich Bouffault, Chair

Robina Rich Bouffault, Chair and Secretary – CCPS Career and Technical Education, presented the CTE's annual report. Highlights include:

- School Superintendent Chuck Bishop is supportive of the CTE program.
- CTE Committee reorganized in fall 2014.
- Seeing an increase in student participation.
- CTE encompasses agriculture, technology, art, marketing, carpentry, etc.
- Credentialing: if in high school, in order to complete a standard diploma [not an advanced diploma], a student must be credentialed in at least one CTE course.
- Problems:
 - Decline in high school population.
 - Current administration working to develop a coherent high school program for all students in hopes of attracting some of the approximately six hundred students in the County that are not attending the local public school division.
 - Career and technical education is at the top of the Virginia Department of Education's list for 2017.
 - Kiplinger magazine annually publishes the best jobs without a college degree and for last year: commercial pilot, electrical power line, services sales representative, plumber, aircraft assemblers, industrial machinists, mechanics, machine tool programmers, computer-user support specialist, mechanical insulators, electrical, construction.
- How can EDAC help?
 - Consider funding educational access in the FY2019 budget.
 - Broadband Implementation Committee is developing Clarke Connect.org.
 - KAJEET, an educational wireless group that believes students on free or reduced lunches may not be able to afford broadband or computers, provides access to

educational channels. The Education Foundation is funding cellular wireless, leased at \$20 a month that will allow students access at home.

- Approximately 12% to 14% of students lacking internet.
- Superintendent Bishop is currently conducting a survey of student access.
- Promote fiber optic availability.
 - Shentel has a fiber optic line running north to south along Route 340 branching off on Route 7 covering the Towns of Boyce and Berryville.
 - The Schools and government buildings are already connected.
 - Shentel is amenable to working with businesses in the County.

B. Berryville Main Street Presentation

Mary Jo Pellerito, Market Analyst, Berryville Main Street Economic Vitality Committee, joined the Committee to review the Regional Marketing Analysis and Market Profile for Berryville's Convenience-Driven Economy contained in the July 19 packet.

- Report is a market analysis looking at characteristics of person living in Clarke County and trying to figure the geographic areas that make sense to focus on – the people most likely to come to the County to shop, what they buy, and what would they be interested in buying.
- Report identifies characteristics and interests of suburban, rural, and semi-rural residents.
- Report provides 2015 Census data identifying population location, age groups, household, etc. to aid in developing niche markets.
- Christy Dunkle suggested the BMS seek information on what is trending on internet markets.
- BMS is considering a survey to aid in identifying shopping trends.
- High-speed internet hub:
 - The study did not specifically look at creation of a hub where citizens can access high-speed internet.
 - The Library provides free high-speed internet access but limits the time on its computers. Some citizens access in the Government Center atrium outside the library.
 - BMS may wish to explore further.

5. Real Estate Planning Seminar - Continued Discussion

- NSVRC is working with Virginia Housing and other agencies on development of a regional housing market analysis that is anticipated to be available in January 2018.
- David Weiss informed the Committee that the Board of Supervisors needs at least 30 days to review funding.

- Christie Dunkle emphasized the need for a consistent data source.

Miscellaneous Information

Economic Development and Tourism Booth at the 2017 Clarke County Fair

- Seeking volunteers to staff the booth between 5 pm to 8 pm daily.
- Betsy Pritchard will set up the booth on Sunday.
- Ordered a table throw and a banner.
- Planning on prize drawings to aid in the email list development.
- Will distribute information on the Appalachian Trail, Artisan Trail, etc.

Economic Development Director Update:

- C2M nominated for a gardening pilot project - only seven nominations throughout the state.
- Aiding a local HVAC company, Fire and Ice, search for new space.
- A local farmer interested in starting a distillery met with Economic Development, as well as the Planning Department.
- Next Monday, Mr. Capelli will be attending an economic development meeting at the airport near Weyers Cave and will also attend a focus group in the afternoon.

Virginia Association of Counties Announcement by David Weiss

- On August 10, VACo Region 6 will conduct its annual meeting in Clarke County.
- The Board of Supervisors will host the event.

Christie Dunkle Update:

- Travel Writers:
 - Working with Justin Kerns, Winchester Frederick Convention Visitors Bureau, on travel writers visit to the area.
 - Travel writers visiting Clarke and Berryville Wednesday afternoon.
 - This is under the auspices of the Artisan Trail.
 - Blandy Experimental Farm is the first scheduled location followed by downtown Berryville and Rosemont.
- Facebook Sponsorship:
 - Received inquiries from local business about Facebook sponsorship that Clarke County Tourism is providing.

- Mr. Capelli provided the following:
 - Businesses must contact him and ask him to like their page.
 - He will promote anyone that is interested.
 - Most times when he “boosts” he pays for it out of his own pocket.
 - Boosting has been arbitrary and does not require sign up.
 - No official program is offered.
 - Often reposts information for Cochran Lumber.
 - Reposted LFCC posts but these were free.
 - He has boosted business because he believed it to be in the best interest of the County because it was an interesting article. Examples: Rosemont and the Tea Room being in the top ten tea rooms in Virginia. He explained that he did not do this so much for the business but for the economic impact to Clarke County.
- David Weiss reiterated that businesses are asking if the County boosts / pays to put them on Facebook under the auspices of Clarke County Tourism. He requested follow up on creation of a policy on boosting.
- Misspelling of Business on website: Len Capelli stated that the County did not misspell business but rather the word business is misspelled in a link.

6. Next Meeting

The next meeting is scheduled for Wednesday, September 20, 2017.

7. Adjournment

Being no further business, Chairman Milleson adjourned the meeting at 2:05 pm.

Minutes recorded and transcribed by Lora B. Walburn

Introduction of New Executive Director of Berryville Main Street

**Report from
Berryville Main Street's
Economic Vitality Committee**

Economic Development Director Update

**Consideration: Cancellation of Wednesday,
November 15, 2017, Meeting**

Clarke County Economic Development Advisory Committee

Next Meeting: October 18, 2017

Adjournment

Supporting Material:

- ✓ Building Department YTD New Single Family Dwellings thru August 2017
- ✓ Economic Development Director Reports July thru September 8, 2017
- ✓ Clarke County Public Schools FY2018 Student Broadband Survey – Results
- ✓ July 27, 2017, Draft Minutes Industrial Development Authority of the Clarke County Virginia

Building Department - Clarke County
New Single Family Dwellings 2017

	Battletown	Berryville	Boyce	Chapel	Greenway	Longmarsh	TOTAL	COMMENTS			
January		3					3				
February		2		1	2	2	7				
March	1			2	1	1	5				
April	1	2		2			5				
May	1	1			3	1	6				
June		2		1	1	1	5	Longmarsh house is a	In-law Cottage (576sf)		
July				1		1	2	Longmarsh house is a	591 sf Accessory Structure		
August		6					6				
September											
October											
November											
December											
TOTAL	3	17		6	7	6	39				

Economic Development Director – Weekly Updates - Compiled July 21 through September 8, 2017

Sent: Friday, July 21, 2017 1:49:12 PM
Subject: Weekly Update

The tourism website continues to be utilized. This past week there were 276 sessions by 266 users. 91.3% of the users were new to the page. The economic development website had 37 sessions by 30 users and 72.9% were new. Both the tourism and economic development Facebook pages continue to gain likes and readers. Year to date the tourism page has reached 117,327 users with 7,917 engaged in some fashion and the total likes are 1,020. The economic development page has reached 5,416 people with 387 engaged and has 154 likes.

This week we have formalized plans for the Clarke County Booth at the Fair. We have started to accumulate give away items and have ordered a banner and table throw which can also be used for other County functions like employee awards and recognition day. We will be staffing the booth with volunteers from the CCEDAC and Berryville Main Street. Any Board members who would like to volunteer will be greatly appreciated.

As a member of the Shenandoah Valley Spirit Trail we can invite two vineyards to participate in the Washington DC Cooking show at no cost to our local vineyards. Details will be forthcoming shortly. The Spirit Trail has a booth and will be able to serve wine for tastings.

I have continued to work with two companies looking for space in the county and have introduced them to several building owners. I also attended the MATPRA marketing session offered in Winchester to help prepare for visits by media and public relations people. While I have worked with these groups extensively in the past, the change in media from magazine to online has created new challenges and opportunities. The key to success in getting attention and visits from writers or getting writers to mention a community is effective use of social media. This was stressed several times by the speaker a Vice President of the Lou Hammond Group of NYC.

Next Monday I have been invited to participate in two focus groups. The morning group is hosted by the GoVirginia initiative and the afternoon by VEDP. We are fortunate to have a voice in both sessions and I look forward to reporting what transpires.

Sent: Friday, July 28, 2017 1:04:42 PM
Subject: Weekly Economic Development and Tourism Update

Monday I was fortunate enough to be invited to participate in two focus groups in Weyers Cave. The morning session was hosted by the GoVirginia initiative for our region. The leaders of the group who are focused with accomplishing a very aggressive time line to produce a comprehensive plan had done a lot of research and asked very good questions of the group and spent time speaking with each participant. Many of the issues were universal in the more rural communities including WiFi and other infrastructure improvements. Water availability especially for food processing facilities as well as waste water was also a common concern. Many of the counties represented were discussing site readiness with sites from 50 to 500 acres. These

communities have made a considerable investment in infrastructure but most conceded that their sites were at level 1 of readiness and not level 5.

The afternoon session was hosted by VEDP and was more of an introduction to understanding the common problems across the Commonwealth. There were representatives from our GoVirginia Region and the Region including Charlottesville, Albermarle County and adjoining counties like Green. There is a considerable difference in the requirements and plans for that region as opposed to our region contained in the Shenandoah Valley. The initiative is trying to promote cross regional cooperation when coming up with projects, but I am of the opinion that is going to be more difficult to accomplish in some areas than anticipated.

There is a recent article from Fairfax County Virginia that discussed the County Board of Supervisors allocating \$500,000 in seed money for agriculture and agritourism to match AFID Grants from the Department of Agriculture and Forestry. The article explained that Fairfax County ranks 5th in Virginia in the number of people employed in agriculture jobs and the industry generates \$780 million dollars in total economic impact to the county. Fairfax has 6,201 agricultural jobs, just slightly behind Loudoun County which ranks third with 6,701 jobs.

Clarke County shows 906 jobs in the study with an economic impact of \$86.6 million.

I have been in touch with Dr. Basil Gooden and Cassidy Rasnick who heads up the AFID Grant process.

We are discussing how best Clarke can proceed with securing grants for a study and for new and expanding farmers and agritourism initiatives.

The excitement with the political activity at the park on Monday did not have any effect on the web sites or Facebook pages in terms of noticeable new activity levels. The Tourism Web site had 212 sessions by 189 users of whom 81.6% were new. The Economic Development Web site had 21 sessions by 19 users of whom 76.2% were new. The visitors Facebook page reached 1,063 people with 174 engaged and is up to 1,024 likes. The Economic Development Facebook page reached 73 people with 11 engaged and maintained 155 likes.

I am continuing to work with several local firms to find facilities. Additionally C2m has been approved and has submitted their application for the Gardening Virginia Grant.

Sent: Friday, August 4, 2017 4:06:08 PM

Subject: Weekly update

Both web sites were updated this week and both Facebook pages experienced good levels of activity.

The post that had the most views and people engaged was the picture of Dave Juday awarding the plaque to Wayne Armbrust.

I have three meetings lined up for next week with local businesses that want to work more effectively with Economic Development and Tourism. I apologize for the short update but I am in Colorado and had a procedure done on my knees and hip

Sent: Friday, August 11, 2017 5:12:16 PM
Subject: Weekly Update August 11, 2017

Continued preparation for the booth at the County Fair. Will have table throw, two banners (one was free the supplier sent ours to a client so we got the second one for free), free raffle tickets to award prizes as in incentive for people to sign up with their email address which will allow us to start sending out a news letter. We are working with the Berryville Main Street but we are still short of some people for working at the booth in 1.5 hour shifts next week and on Saturday.

I spoke to the hydroponics company interested in Clarke County this week and they are exploring several other properties in the county. They had questions regarding internet and electric rates. I have spoken to VEDP to get one of their electricity experts involved. We can only address the internet problem when we know where the property is located. One local farm owner is taking the next steps to moving ahead with a farm based distillery. He has hired a surveyor and civil engineer to look at redesigning the entry way to meet VDOT approval. He has met with VDOT several weeks ago.

Continued trying to find an acceptable building and location for a local Berryville HVAC company. They are now exploring a building in the county and will probably apply for a Special Trade Contractor exemption for a property in the AOC which may be allowed under special uses.

I also met with the Executive Director of Habitat for Humanity, Winchester-Frederick-Clarke. There are several initiatives that they may be able to help us with including providing help to prepare and enlarge the parking area at Raven Rocks for the Appalachian Trail. I introduced him to Allison Teeter and they are meeting next week as she is the local lead for this project.

The Economic Development Web site had 26 sessions with 24 users and 88% of the users were new. The Tourism Web site had 183 sessions with 153 users and 73% were new. This continues to show that people are using the web site to gain additional information. The Economic Development Facebook page had 111 reach, 25 engaged and stayed at 156 likes. The Tourism Facebook page had 906 reach, 199 engaged and continues at 1,030 likes. These results were achieved with just normal postings as nothing has been boosted for several weeks.

I will be away the last half of next week on a vacation that was planned a year ago. I will have limited access to email and voice mail several of the days but will stay in touch as often as I am able.

Sent: Friday, August 25, 2017 4:53:22 PM
Subject: Weekly Update

The booth at the Fair was a moderate success. A number of people also commented on the great banners and table throw. We have not drawn the winners yet, and plan to do that on Monday. Hopefully someone from the Board can stop by and spend a couple minutes so that we can make a little ceremony out of it. We have three baskets and dinner for two and lunch for two to give away. The baskets were provided by L'Auberge Provencal, My Neighbor and Me and Betsy Pritchard. A special thanks to Betsy Pritchard for

working so hard in helping maintain the booth and staff the booth. The Lunch and Dinners are limited to the Town of Berryville and the winners must notify me of the choice of restaurant. The prize includes Dinner and no alcohol or take out. Also Berryville Main Street put in a lot of time and effort into the booth including Patty Maples and Sue Ross as well as several board members. Christine Kraybill put in two sessions one for the EDAC and one for Berryville Main Street as well as donating a basket.

I have a number of meetings set in the next two weeks to develop a proposal for GoVirginia and have initiated a dialogue with LFCC SBDC and Work Force Development. I have been working with several organizations to get them included in the Economic Development and Tourism Web Sites in the next several weeks. The Clarkecountyequinealliance links are in place on both web sites. These have been tested and are working as expected.

The Economic Development Web site had 29 sessions by 28 users this week, with 80 individual page views. 86% were new users. The Economic Development Facebook page has 158 likes, a reach of 106 and 12 engaged for the week.

The Tourism Web Site had 288 sessions by 182 users with 425 page views. 73% were new users. The Tourism Facebook page has 1,030 likes with a total reach of 457 and 77 people engaged.

After two very successful entries for the 2016 Governor's Mansion Christmas Tree we are again invited to submit ornaments that are representative of our community. I received authorization to submit ornaments for Clarke County, Berryville, Boyce, White Post and Millwood. I want to include all areas of the county in the process. I have spoken with people from several communities and will hopefully be in touch with representatives of each town by next week. The ornaments have to be submitted by November 1st.

Sent: Friday, September 1, 2017 3:54:05 PM
Subject: Weekly Report

On Monday, Terri Cattlett graciously pulled the names of the winning tickets from the raffle at the fair. All winners have been notified and all but two have responded.

There are several impending announcements that will be very positive for Clarke County Tourism and Economic Development. We are waiting on approval from the Governor's office to release the information.

The Facebook Economic Development page had a weekly reach of 88 with 13 people engaged and a total of 158 likes. The Tourism Facebook page had a weekly reach of 573 with 96 engaged and 1,032 likes.

The Economic Development web site had 16 sessions by 15 users and 81% were new users. The Tourism web site had 231 sessions by 200 users and 77.5% were new.

I have a number of meetings set up over the next three weeks as fall seems to be the time a lot of people and organizations start to promote initiatives.

Have a wonderful Labor Day Weekend.

Economic Development and Tourism Weekly Report
September 8th, 2017

The Economic Development Web Site had 23 sessions by 19 users with 61 pages viewed. 82% were new users. The Tourism Web Site had 134 sessions by 126 users, 258 pages were viewed. 82% were new users. We have not been promoting any initiatives on Facebook and the links from Facebook to the web sites are down as a direct result. Additionally the Facebook Pages are now only organic results as well, with no promoting any ads or postings.

Facebook Economic development had a reach of 76, 19 engaged and stayed at 158 likes. The Facebook tourism/visitors page had a reach of 516 with 89 engaged and 1,031 likes.

We will be tracking visitors to our web site and Facebook pages from the Shenandoah Valley Spirits Trail and the Shenandoah Valley Tourism Partnership. Both organizations are beginning major advertising and marketing campaigns, from which we will benefit. Both organizations were awarded Tourism Grants but the press release from the governor is forthcoming. More information will be provide when it is allowed.

For the fiscal year 2016, Economic impacts of travel in Clarke County were all positive. We had a 2.2% increase in employment. There was an increase of 2.8% in tourism related expenditures and a 4.8% increase in local tax receipts. Local Tourism related payroll increased by 5% and State Tax Receipts increased by 4.7%.

With new restaurants and businesses in Berryville and Clarke County as well as an increase in activity at the Ruritan expectations are that the numbers for 2017 will be significantly better.

Meetings are progressing with VTF Global an agricultural company interested in purchasing land in Clarke County for a hydroponics farming operation. This could bring a significant investment in equipment computers and infrastructure to the County as well as around 20 skilled jobs. Preliminary discussions have been had with VEDP and VDACS as well as the Department of Forestry and Agriculture. While there are currently no large hydroponic farms in Clarke County there are a number in Virginia including a large one in Charlottesville.

I have been reaching out to the community regarding organizing Christmas Ornaments for the Governor's Tree not only from Berryville and Clarke County but also the Towns of White Post, Millwood and Boyce. This is a great way to bring unity to the community and to get positive visibility and exposure with the Governor's Office.

CCPS – FY18 STUDENT BROADBAND SURVEY

The Clarke County Public School Division has an initial Fall Membership of some 1,944 students registered thus far. (The official Fall Membership is determined at end-September).

The survey results are the following:

- There are 308 students in K-12 without broadband access. (16% of students).
- Those 308 students reside in 187 households.
- 58 of 187 households have dial up access. (= 31%)
- 129 of 187 households have no access at all. (= 69%)

- 82 of 308 students have dial up access. (= 27%)
- 226 of 308 students have no access at all. (= 73%)

BY ZIP CODE WITHOUT BROADBAND:

Paris-	5 students	5 households
Bluemont-	30 students	19 households
Berryville-	165 students	91 households
Boyce-	73 students	48 households
Millwood-	2 students	2 households
White Post-	33 students	22 households

9-5-2017

Industrial Development Authority of the Clarke County Virginia
Board of Directors
July 27, 2017 Minutes

A meeting of the Board of Directors of the Industrial Development Authority of the Clarke County Virginia held in the Berryville/Clarke County Government Center, Berryville, Virginia, on Thursday, July 27, 2017, at 1:00 PM.

Directors Present: Mark Cochran, Brian Ferrell, Allan Frederickson, David Juday, English Koontz,
Rodney Pierce

Directors Absent: Paul Jones

Board of Supervisors Liaison Absent: David Weiss

County Staff Present: Len Capelli, Lora Walburn

1. Call to Order

At 1:00 pm, Chairman David Juday called the meeting to order.

2. Adoption of Agenda

By consensus, the Board adopted the agenda as presented.

3. Presentation Resolution of Appreciation and Recognition of Service Wayne Armbrust

Wayne Armbrust, former appointed member of the Board of Directors of the Industrial Development Authority, joined the Directors for a presentation of a resolution of appreciation.

Chairman Juday presented the resolution approved by the Authority at its February 2, 2017, meeting. He opined that Mr. Armbrust had been the "heart and soul" of the organization for years.

Wayne Armbrust thanked the Board commenting that it was very considerate and very much appreciated. He stated that he had enjoyed the opportunity to be part of the organization and felt that the Authority had done some positive things during his tenure.

Chairman Juday added that Mr. Armbrust held the purse strings like reins guiding the Authority in the right way.

Rod Pierce shared a story from their days together on the Authority remarking that if he had the money, he would give it to Wayne Armbrust to invest.

Chairman Juday added that for a while the Authority had a safe, highly remunerative investment strategy. He thanked Mr. Armbrust for a great job.

Resolution of Appreciation and Recognition of Service Wayne Armbrust

WHEREAS on February 17, 2004, the Clarke County Board of Supervisors first appointed Wayne Armbrust to the Board of Directors for the Industrial Development Authority of the Clarke County Virginia to serve the remainder of the unexpired term of Henry L. Garrett, III; and,

WHEREAS Mr. Armbrust served the Authority as Treasurer from 2005 through 2010, Secretary from 2006 through 2010 and Vice Chair from 2011 through 2014; and,

WHEREAS during Mr. Armbrust's tenure, he promoted the work of the Authority, actively participating in the sale of lots in the Business Park, the funding processes for Berryville Clarke County Government Center, Grafton School, Shenandoah University, Lord Fairfax Community College, Mary Hardesty House, as well as the Lord Fairfax Small Business Development Center; and,

WHEREAS during his tenure, Mr. Armbrust also served the County on the Communications Committee, Board of Equalization, Lord Fairfax Emergency Medical Services Council and Winchester Incubation Regional Enterprise.



NOW THEREFORE BE IT RESOLVED, the Board of Directors of the Industrial Development Authority of the Clarke County Virginia publicly acknowledges his service and expresses appreciation to Mr. Armbrust for his efforts and dedication to the citizens of Clarke County, and;

BE IT FURTHER RESOLVED that this resolution of gratitude and appreciation be entered into the official record of the actions of the Industrial Development Authority of the Clarke County Virginia and that a copy of this action be provided to Mr. Armbrust as a token of the high regard and esteem in which he is held by the Authority.

APPROVED by the unanimous vote of the Board of Directors for the Industrial Development Authority of the Clarke County Virginia assembled in regular session on the 2nd day of February 2017.

4. New Business

Investment Options Continued Discussion

Chairman Juday informed the Directors that the Investment Subcommittee, Allan Frederickson, English Koontz and he, did not meet with Janice Kuhn, Eagle Investment. He acknowledged that he had not scheduled the meeting and promised that he would schedule the meeting before the scheduled October 26 meeting.

5. Lord Fairfax Community College Small Business Development Corporation Funding Request - FY 2018 \$6,000

Len Capelli reminded that Dale Maza, LFCC SBDC Marketing Counselor, recently provided a presentation to the Authority on Small Business Development Corporation activities. Mr. Capelli recommended continued funding for the organization requested at the same level as FY2017.

Rod Pierce, seconded by Mark Cochran, moved to approve the \$6,000 funding request as presented. The motion carried as follows:

Mark Cochran	-	Aye
Brian Ferrell	-	Aye
Allan Frederickson	-	Aye
Paul Jones	-	Absent
David Juday	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye

June 22, 2017

Len Capelli
Clarke County Economic Development
101 Chalmers Court, Suite B
Berryville, VA 22611

Dear Len:

I am writing to thank you for your past support of the Lord Fairfax Small Business Development Center and to ask you for continued support in the amount of \$6,000 from July 1, 2017 through June 30, 2018.

Last year, this funding allowed us to provide 15 one-on-one direct consultations with 15 Berryville and Clarke County small business owners and helped us to provide educational seminars and resources to over 222 small businesses. We are also proud to report that the RISE program winner of \$5000 was a Clarke County small business owner. Your support for 2017 /18 will be used to service existing small businesses and those interested in pre-venture options. Please find a cash grant request attached to this letter.

The Lord Fairfax Small Business Development Center is an entity that returns more dollars to the community and the economy than is extended to it as financial support. We are a generator of revenue and not exclusively a consumer of municipal revenue. These dollars' flow back to the community through sales tax, property tax, and payroll dollars. The service we provide to residents saves them dollars over the alternative of seeking help elsewhere. We are passionate about helping small businesses thrive and we thank you for your collaborative efforts to help make this a reality.

We look forward to our continued collaborative efforts to foster small business success and growth in Berryville and Clarke County.

Respectfully,
Christine Kriz, Director, Lord Fairfax SBDC

Clarke County Cash Grant Request
Agency Name: Lord Fairfax Small Business Development Center

Contact Name: Christine Kriz
 173 Skirmisher Lane
 Middletown, VA 22645
 Phone: 540-868-7093
 Email: ckriz@lfcc.edu

Cash Grant: Amount Requested for FY 17 /18 \$6.000

The Lord Fairfax SBDC provides free, confidential business consulting and educational services via onsite and online programs to the Clarke County and eight additional counties in Virginia. Through the course of the 2016/17 Fiscal Year, the Lord Fairfax SBDC had the opportunity to work one-on-one with 295 clients through our centers within our geographical footprint.

Last year, we provided one-on-one business consultations with 15 direct clients from the Clarke County area totaling over 65 hours in counseling and research. We also updated our website to include direct links to the services you provide in Clarke County for small business owners. We have received feedback that this has been an efficient tool for business owners to locate your services.

Your contribution also helped to fund a six-week program for entrepreneurs in which three Clarke County businesses participated. The winner was a Clarke County business and took home \$5000 cash and an additional \$2500 in free marketing. In addition, there were many others who were helped with a single phone call or quick email for simple business questions.

Your continued GRANT funding would help maintain that figure as well as continue to provide great FREE one-on-one counseling as well as a core group of seminars.

Our total budget is \$320,328.25 which includes in-kind contributions from LFCC and funding support from each of the localities we serve. We are asking for your continued support of \$6000 to help us meet the SBA requirement to raise 50% matching funds.

6. Treasurer Report

Allan Frederickson apologized explaining that he was ill prepared for the report advising that he had frequently been out of town this year tending to family matters. He reviewed the Treasurer's Report opining that it was self-explanatory and accounts were in decent shape. He confirmed that the accounts were audited by Robinson Farmer and Cox.

Fiscal Year End 2017 – June 30, 2017

Checking	\$66,061.93
MMDA	\$ 1,532.00
Brokerage Account	\$35,267.86
Total:	\$67,593.93
Income:	
– Interest MMDA	\$0.40
– Estimated Annual Income Brokerage Account	\$454.42
Total Income:	\$454.82

Expense:	
- Meetings	\$200
- Cashiers Check Fee	\$ 16
Total Expense:	<hr/> \$216

Mark Cochran, seconded by English Koontz, moved to accept the July 27, 2017, Treasurer's Report. The motion carried as follows:

Mark Cochran	-	Aye
Brian Ferrell	-	Aye
Allan Frederickson	-	Aye
Paul Jones	-	Absent
David Juday	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye

Rod Pierce inquired about the list of outstanding bond balances and potential income from bond fees. David Juday suggested bond fees added as a breakdown under income.

Chairman Juday requested review on the water and sewer subsidy program at the October meeting.

7. Approval of Minutes

English Koontz, seconded by Brian Ferrell, moved to approve the April 27, 2017, minutes as presented. The motion carried as follows:

Mark Cochran	-	Aye
Brian Ferrell	-	Aye
Allan Frederickson	-	Aye
Paul Jones	-	Absent
David Juday	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye

Economic Development Update

Highlights of Len Capell's update include:

- Hydroponic Greenhouse:
 - o Property under consideration had too many rocks making it too expensive to develop.
 - o For disclosure, David Juday stated that he must recuse himself from discussion of hydroponics.
 - o Farm on Parshall Road uses hydroponics to produce vegetables for a non-profit veterans group.

- Farm-based Distilleries: Engaged in conversations with two farmers expressing interest.
- Farm Grants: Will actively pursue inquiries into these programs.
- Fair Booth: Will have a booth at the fair to distribute brochures, maps, and sign up for door prizes will require a name and email address, which will aid in developing an email list.
- Craig's Sun Decks and Patios: The Directors asked Len Capelli to follow up to determine if this was a relocation or an expansion and to introduce the business to the IDA.
- C2M:
 - o Seeking a larger facility.
 - o Talks continue to encourage owner to stay in the County.
 - o Submit a grant request for \$250,000.
- County-owned warehouse: Mr. Capelli proposes constructing a large warehouse with office space for incubator businesses out front, as well as a training center.
- RV Storage Park: This is a Town economic development effort and Mr. Capelli is not involved.
- Railroad: Contacted the railroad commission about a grant to repair the infrastructure to facilitate bulk transport.

Next Meeting

The next meeting is scheduled for Thursday, October 26, 2017, 1:00 pm.

8. Adjournment

At 1:27 pm, **English Koontz, seconded by Mark Cochran, moved to adjourn the meeting. The motion carried as follows:**

Mark Cochran	-	Aye
Brian Ferrell	-	Aye
Allan Frederickson	-	Aye
Paul Jones	-	Absent
David Juday	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye

Minutes recorded and transcribed by: Lora B. Walburn, Executive Assistant - County Administration