

MINUTES  
ECONOMIC DEVELOPMENT AUTHORITY  
| THURSDAY, DECEMBER 1, 2016 |

A meeting of the Frederick County Economic Development Authority was held on Thursday, December 1, 2016, at 8:00A.M. in the County Administration Building, First Floor Conference Room, 107 North Kent Street, Winchester, Virginia.

**PRESENT:** Stan Crockett, Doug Rinker, Robert Claytor, Dennis McNutt, John Riley and Gary Lofton

**STAFF:** Patrick Barker and Donna McIlwee, Frederick County Economic Development Authority, and Michael Bryan, Attorney

**MEETING CALLED TO ORDER:** Chairman Crockett called the meeting to order at 8:00 a.m.

**APPROVAL OF MINUTES**

The minutes from the November 10, 2016, meeting were presented.

Upon a motion duly made by Mr. Claytor and seconded by Mr. Rinker, the minutes from the November 10, 2016, meeting were approved.

J. Stanley Crockett	Aye
Robert Claytor	Aye
Gary Lofton	Aye
James Longerbeam	Absent
Dennis McNutt	Aye
John Riley	Aye
Doug Rinker	Aye

**TREASURER'S REPORT**

Mr. Barker submitted the following report:

Checking Account - Bank of Clarke County as of November 29, 2016 - \$,1765.94.

Savings Account - Scott & Stringfellow as of November 29, 2016 - \$338,754.19.

The Treasurer's Report was approved as submitted by the following recorded vote:

J. Stanley Crockett	Aye
Robert Claytor	Aye
Gary Lofton	Aye
James Longerbeam	Absent
Dennis McNutt	Aye
John Riley	Aye
Doug Rinker	Aye

### **RETAIL MARKETING**

Mr. Barker reported that action on this item had been deferred from the November meeting and staff needed direction whether to extend the Buxton contract for the 3<sup>rd</sup> year or cancel it by December 31, 2016.

He again reviewed the following alternatives for consideration:

- Retail Strategies | \$120,000 – 3 years
  - Real estate focused component
  - Consultant approaches clients
- Retail Coach | \$40,000 – 1 year with yearly options
  - Real estate focused component
  - Consultant (CEO) approaches clients
  - Smaller firm
- Chain Store Guide | \$1500 - \$9000
  - Marketing list by sector
- Developer Meet & Greet | \$2000
  - EDA onsite visits

Mr. Claytor stated he would like to try someone else to see what might happen.

Chairman Crockett inquired if the decision to locate a new Red Robin Restaurant in the area was a result of Buxton or the developer.

Mr. Rinker stated recent business models he has seen show an upswing in the economy since the presidential election and suggested we step back 1 year and let the economy rebound.



On motion of Mr. Riley, seconded by Mr. Rinker, the Board voted to give Buxton notice that we do not want to continue a relationship with them.

J. Stanley Crockett	Aye
Robert Claytor	Aye
Gary Lofton	Aye
James Longerbeam	Absent
Dennis McNutt	Aye
John Riley	Aye
Doug Rinker	Aye

A discussion how to proceed with retail marketing then followed.

Chairman Crockett stated we need to develop a working relationship with local developers to work together.

Mr. Lofton stated we need to be looking at how we can help developers. Suggested meeting with them to develop a strategy moving forward.

Mr. Barker stated we have two years' worth of data from Buxton that we can continue to use and he will continue to follow-up with contacts we have been given by Buxton.

Other suggestions included: Meet and Greet with local developers who have had success locally; reception type event to show developers what we are doing and ask how that can enhance what they are doing; poll our Board for relationships they have with local developers and then arrange a reception which could lead to one-on-one meetings; at reception, ask each developer to provide a major concern for discussion; have individual Board members personally contact developers they have relationship with.

Chairman Crockett stated he would meet with Mr. Barker to discuss various options and bring something back to the Board at its January meeting.

### **BOARD OF SUPERVISORS JOINT SESSION**

Mr. Barker reported the themes from last year's work session included job creation, increasing incomes, existing business, expand services to small business, measures for key areas, and the Winchester Regional Airport. Possible conversation desires this year include business targets and direction.

Mr. Lofton stated the MOU called for a yearly meeting and the recently adopted 2036 Vision reinforced that desire.



Mr. Riley stated a yearly meeting is needed so we can share our accomplishments during the past year and the Board can let us know if there is a specific direction they want us to move in. He also said we should ask the Board for an update on infrastructure.

Mr. Lofton agreed he would announce at the next Board meeting that we are ready for our annual meeting with them and ask for a date to be set.

### **INVESTMENT FUND USAGE**

Mr. Barker reported that, with the sale of the Robinson School and the current balance in the Scott & Stringfellow account, the EDA would have over \$1 million. Staff put together some possible usage for these funds to further enhance economic development in the County, which includes:

- Micro lending
- Fund apprenticeships with industrial clients
- Fund studies for SU MBA students
- Recruitment of labor
- Agribusiness CSAs
- Local web portal
- Site infrastructure
- Site studies
- Community video
- Financial aid for non-credit workforce scholarship

Chairman Crockett stated he would like to address this with the BOS at our joint session so that there is consensus from them as to what they want us to do.

Mr. Riley stated he felt the list is an excellent start for conversation with the BOS. He further stated we should not be competing with local developers but enhancing what they are doing.



## **FY BUDGET 18**

Mr. Barker reviewed the FY18 budget as submitted to the County.

Mr. Rinker made a motion that the budget as submitted be accepted. Motion was seconded by Mr. Claytor and approved by the following recorded vote:

J. Stanley Crockett	Aye
Robert Claytor	Aye
Gary Lofton	Aye
James Longerbeam	Absent
Dennis McNutt	Aye
John Riley	Aye
Doug Rinker	Aye

## **SUCH OTHER BUSINESS AS MAY COME BEFORE THIS AUTHORITY**

Mr. Barker reported that he and Mr. Bryan had contacted a trademark attorney to discuss the procedure and cost to trademark the names of several EDA programs, i.e., WoW, Widget Cup, etc.

Chairman Crockett asked what would be the biggest disadvantage if we did not obtain trademarks.

Mr. Claytor stated even if you trademark a name, someone else could still use the name.

After discussion, the Board agreed there was no value in seeking trademarks due to the high cost and the fact someone could still use the same name.

## **ADJOURN**

There being no further business to come before this Authority, the meeting was adjourned. (8:45 A.M.)

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Stan Crockett  
Chairman

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Brenda Garton  
Secretary

