

MINUTES
ECONOMIC DEVELOPMENT AUTHORITY
| THURSDAY, NOVEMBER 10, 2016 |

A meeting of the Frederick County Economic Development Authority was held on Thursday, November 10, 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, 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.

ADDITIONAL AGENDA ITEMS

Mr. Barker reported two additional items, a Performance Agreement for Shawnee Canning Company, Inc. and an Addendum to the Purchase and Sale Agreement for the Robinson School, needed to be added to the meeting agenda. On motion of Mr. Lofton, seconded by Mr. Rinker, both were approved as additional agenda items by the following recorded vote:

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

APPROVAL OF MINUTES

The minutes from the October 6, 2016, meeting were presented.

Upon a motion duly made by Mr. Riley and seconded by Mr. Rinker, the minutes from the October 6, 2016, meeting were approved.

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

TREASURER'S REPORT

Mr. Barker submitted the following report:

Checking Account - Bank of Clarke County as of October 28, 2016 - \$5474.85.

Savings Account - Scott & Stringfellow as of October 28, 2016 - \$199,395.91.

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	Absent
John Riley	Aye
Doug Rinker	Aye



PERFORMANCE AGREEMENT

Mr. Barker reviewed the Performance Agreement between the County of Frederick, Virginia, and Shawnee Canning Company, Inc. for an expansion of their facility. The Agreement is for a \$7,500 Local Economic Development Incentive Grant through the Authority to the Company. A matching \$7,500 grant from the Governor's Agriculture & Forestry Industries Development Fund has been awarded. Mr. Rinker made a motion to approve the Agreement, which was seconded by Mr. Riley. This was approved by the following recorded vote:

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

FIRST ADDENDUM TO PURCHASE AND SALE AGREEMENT

Mr. Barker reported that the buyer of the Robinson School property has asked for an extension of the closing date to December 19, 2016, to allow financing to be completed.

On motion of Mr. Riley, seconded by Mr. Rinker, the Board agreed to the extension.

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



RETAIL MARKETING OPTIONS

Mr. Barker reported that Buxton has extended the deadline to extend the 3rd year of our contract until December 31, 2016.

He 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 asked if anything has been consummated with Buxton's assistance.

Mr. Rinker inquired if there was any way to get an ROI on Buxton and if there would be any negative effects if we took a break from their services for a year or two. Mr. Riley stated we have analyses from Buxton which could be used for several years.

Mr. Crockett remarked that, according to a recent newspaper article he read, there is a glut of franchises right now and retail is not growing as much.

Mr. Claytor stated we could do the Chain Store Guide and Meet & Greet to see what might happen and/or educate ourselves how to proceed.

Mr. Lofton stated there are some prime commercial sites prepared to come on line soon and asked why are we chasing the same group of developers.

Mr. Riley suggested tabling this item until the next meeting as an action item. All present agreed.



BUSINESS TARGET UPDATE

Mr. Barker reported the EDA had internally updated our business targets and explained the process so the Board would understand the targets we are using.

Current targets include: Business Services; Food Processing; Life Sciences; Metal Fabrication; Plastics; and Software Development.

Proposed targets are: Advanced Manufacturing; Business Administration and Support Services; Retail; Science and Technology; Professional Services; and Food & Beverage.

Mr. Crockett stated he understood Frederick County is not interested in distribution.

Mr. Riley remarked that sometimes distribution comes first, then manufacturing---should give the opportunity to distribution to see what develops.

ECONOMIC/LEGISLATIVE RECEPTION

Mr. Barker reported the date selected for the reception, January 12, conflicts with the annual agricultural dinner in Richmond. After a brief discussion, it was agreed that conflicts are hard to avoid and the date will remain January 12, 2017.

WINCHESTER REGIONAL AIRPORT STRATEGIC PLAN

Mr. Barker asked the Board members to complete the survey they had received from the airport's consultant, Delta.

HOLIDAY LUNCHEON

Mr. Barker reported the annual holiday luncheon has been changed to an evening holiday party, scheduled for December 7th at Millwood Station. Invitations will be mailed soon.



STAFF PROJECT UPDATE

Mr. Barker reviewed the following staff projects:

- E-newsletter distributed and has 40%+ open rate
 - Mr. Rinker commented the e-newsletter was well constructed
- Update on area given to VEDP staff
- Attended Site Selector Guild
- Mailing series of small business outreach postcards for Small Business Development Center
- 2nd WoW expo for 7th grade students held
- Vision for the Business & Education Workforce Initiative developed

ADJOURN

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

Stan Crockett
Chairman

Brenda Garton
Secretary

