

MINUTES
ECONOMIC DEVELOPMENT AUTHORITY
| THURSDAY, OCTOBER 11, 2018 |

A meeting of the Frederick County Economic Development Authority was held on Thursday, October 11, 2018, at 8:00A.M. in the County Administration Building, First Floor Conference Room, 107 North Kent Street, Winchester, Virginia.

PRESENT: Stan Crockett, Doug Rinker, Gary Lofton, Bryan Fairbanks, John Riley, and Heather McKay

STAFF: Patrick Barker and Donna McIlwee, Frederick County Economic Development Authority, Jay Tibbs, Deputy County Administrator, 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 September 6, 2018, meeting were presented.

Mr. Riley questioned whether someone could make a motion to approve a matter and then abstain from the vote, as recorded in the referenced minutes under “Virginia Business Ready Sites Program – Next Tier.” Mr. Rinker made a motion to approve the minutes as presented, with the stipulation that this matter be researched with Robert’s Rules of Order. Mr. Lofton seconded the motion with the addition of the call for follow-up research. This was approved by the following recorded vote:

J. Stanley Crockett	Aye
Robert Claytor	Absent
Bryan Fairbanks	Aye
Gary Lofton	Aye
Heather McKay	Aye
John Riley	Aye
Doug Rinker	Aye

TREASURER'S REPORT

Mr. Barker submitted the following report:

Checking Account - Bank of Clarke County as of September 30, 2018 - \$14,073.67.
Savings Account - Scott & Stringfellow as of September 30, 2018 - \$1,031,237.65.

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

J. Stanley Crockett	Aye
Robert Claytor	Absent
Bryan Fairbanks	Aye
Gary Lofton	Aye
Heather McKay	Aye
John Riley	Aye
Doug Rinker	Aye

THE WIDGET CUP LICENSE AGREEMENT

Mr. Barker reviewed the background of this program and stated its success has spread, which resulted in trademarking/franchising discussions. The EDA appropriated funds to secure the trademark and provide the necessary licensing materials. A copy of the draft Trademark License Agreement, reviewed by Mr. Bryan and an intellectual attorney, was distributed. Staff is seeking approval of the Agreement.

Mr. Bryan stated the process of obtaining the trademark is still in process---the application has not been approved yet.

Mr. Rinker asked if he was correct in interpreting the License Fee of \$5000, as stated on Page 2, Article III, meant that anyone using this program would pay the EDA this amount. Mr. Barker stated the amount is an one-time fee and an annual fee.

Mr. Bryan suggested we get the trademark process finalized before marketing the program.

Mr. Rinker made a motion to approve the Agreement with the understanding that the License Fee and Annual Fee are to be determined. Mrs. McKay seconded the motion and it was approved by the following recorded vote:

J. Stanley Crockett	Aye
Robert Claytor	Absent
Bryan Fairbanks	Aye
Gary Lofton	Aye
Heather McKay	Aye
John Riley	Aye
Doug Rinker	Aye



EDA STRATEGY FY20

Mr. Barker stated that staff is seeking adoption of the final draft of the FY20 EDA strategy document, as distributed to the Board members prior to today's meeting. This document provides direction to Frederick County's economic development activities.

Mr. Rinker made a motion to approve the document as submitted. Mr. Riley seconded the motion and it was approved by the following recorded vote:

J. Stanley Crockett	Aye
Robert Claytor	Absent
Bryan Fairbanks	Aye
Gary Lofton	Aye
Heather McKay	Aye
John Riley	Aye
Doug Rinker	Aye

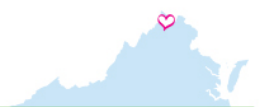
GO VIRGINIA ENHANCED CAPACITY BUILDING APPLICATION | SHENANDOAH VALLEY TALENT SOLUTIONS STRATEGY

Mr. Barker stated that the EDA, in partnership with other Northern Shenandoah Valley localities, wants to improve retention and attraction of young adults by identifying obstacles and implementing talent attraction strategies. The first step is to complete a Talent Solutions Strategy focused on job seekers, university and community college graduates and high school students.

The Strategy will include the following steps:

- Focus groups comprised of high school guidance counselors and college career professionals.
- In-depth interviews with human resources directors and/or other corporate interests in the region.
- Develop and launch a randomized online survey and focus group of students.
- Construct a quantitative/qualitative report.
- Determine industry specific needs and concerns, determine strengths, weaknesses, opportunities and threats to help develop a strategic plan and a tactical action plan.

Mr. Barker stated the cost for the Strategy would be \$130,000 and the EDA and its partners want to submit an application to GO Virginia for funding in amount of \$64,800. Frederick County's share of the cost would be \$6500. It is hoped work on this can begin in the first quarter of 2019.



Mr. Riley inquired if Clarke and Page counties have committed. Mr. Barker stated all participating localities, except Clarke County, have submitted letters of commitment. Theirs is in process.

Mr. Fairbanks made a motion that the Board approve the appropriation of no more than \$6500 for this project. This was seconded by Mr. Rinker and approved by the following recorded vote.

J. Stanley Crockett	Aye
Robert Claytor	Absent
Bryan Fairbanks	Aye
Gary Lofton	Aye
Heather McKay	Aye
John Riley	Aye
Doug Rinker	Aye

MSV'S 10TH ANNUAL BUSINESS FORUM LUNCHEON

Mr. Barker reported he, Christopher Lloyd and Shawn Hershberger were panelists at this recent event. Mr. Lloyd's keys to economic success were reviewed.

1ST QUARTER PERFORMANCE MEASURES

Mr. Barker reviewed these results.

Mr. Rinker stated the number of Facebook likes is good. He also inquired if a goal would be established relating to the business ready sites program adopted at the last meeting.

SUCH OTHER BUSINESS AS MAY COME BEFORE THIS AUTHORITY

A discussion concerning the November and December meetings was held. Due to staff travel, the December meeting date will need to be changed to December 13. Mr. Riley suggested including agenda items that would be considered in December with the November agenda and not having a December meeting. All concurred.

Jay Tibbs announced two upcoming meetings Board members are encouraged to attend. The first is a Winchester Regional Airport Stakeholders Expo on October 22---tours of the airport property will be conducted. A Transportation Forum will be held at the airport on October 25.

ADJOURN

There being no further business to come before this Authority, the meeting was adjourned. (8:40 a.m.)



Stan Crockett
Chairman

Kris Tierney
Secretary

