

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

A meeting of the Frederick County Economic Development Authority was held on Thursday, September 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 - APPROVED

The minutes from the August 4, 2016, meeting were presented. It was noted they had been revised from those previously received by Board members.

Upon a motion duly made by Mr. Lofton and seconded by Mr. Rinker, the minutes from the July 7, 2016, meeting were approved as corrected.

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

TREASURER'S REPORT - APPROVED

Mr. Barker submitted the following report:

Checking Account - Bank of Clarke County as of August 25, 2016 - \$8053.23

Savings Account - Scott & Stringfellow as of August 25, 2016 - \$199,392.39.

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

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

PROACTIVE RETAIL MARKETING UPDATE

Mr. Barker gave a review of activity pertaining to this subject since the EDA executed a contract with Buxton in December 2014. To date, each contact provided by Buxton has received a tailored email with a follow-up phone call within 2 days. If no contact was made within 14 days, the process was repeated 4 to 5 times before seeking a new contact. In addition, Mr. Barker attended the International Council of Shopping Centers (RECon) in 2014 and 2015. He also has contacted the commercial brokerage firms for Rutherford Crossing and Winchester Gateway.

The breakdown of retailers provided by Buxton includes 11 apparel retailers, 21 restaurants, and 8 other types of retailers. Results to date are: 9 need a franchisee; 3 are short-term targets; 28 are long-term targets; and 7 targets have been closed. Planned activities until the EDA October Board meeting include discussions with shopping center realtors, additional Buxton support, and a communication plan.

Mr. Barker presented the following next steps for consideration:

- Continue with Buxton for year 3 (\$50,000—must notify by October 29th if plan to cancel)
- Contract with an alternative firm
 - Focus on real estate and discover retail matches based on analytics
 - Communication with retail matches (minimum of 30 per year) is done by firm, not EDA staff
 - \$120,00 for 3-year term (\$50K, \$35K, and \$35K)
- Focus only on retail developers
 - On site meetings with targeted retail developers in nearby metro areas
 - \$TBD, marketing materials related to specific properties and travel expenses
- Other ideas?

Mr. Claytor asked how franchises make it known to their franchisees that a franchise is needed in a market. He also inquired what the ROI with Buxton is. Mr. Barker replied there was nothing yet.



Mr. McNutt inquired how the EDA communicates with realtors/developers. Mr. Barker stated it is done through email blasts and phone conversations.

Mr. Riley mentioned there are grocery stores that are moving up from the south. Mr. Barker replied he has spoken with some, and they know the area and are interested, but when market analysis is done we do not have the metrics they need.

Mr. McNutt asked Mr. Barker if he felt the EDA has had enough time to evaluate the use of Buxton or is more time needed. Mr. Barker stated he feels staff has done what they can with information given but will know more after planned visits to corporate headquarters.

Mr. Rinker stated the Board may not be impressed with Buxton but one good success would pay for their contractual fees.

Mr. Crockett stated the data and metrics we are getting from Buxton are valuable but Board is getting impatient to see results.

By consensus it was determined this subject will be revisited at the October meeting.

STATE ECONOMIC DEVELOPMENT REORGANIZATION

Mr. Barker reviewed the current organization of the Virginia Economic Development Partnership (VEDP) and the new organization chart following recent changes.

ADJOURN

There being no further business to come before this Authority, the meeting was adjourned. (8:30 A.M.)

Stan Crockett
Chairman

Brenda Garton
Secretary

