

AGENDA

ECONOMIC DEVELOPMENT AUTHORITY

| THURSDAY, NOVEMBER 5 |

| 8:00 AM |

COUNTY ADMINISTRATION BUILDING @ BOARD OF SUPERVISORS MEETING ROOM

107 N. KENT STREET WINCHESTER, VA

1. Call to Order
2. Approval of Minutes – October 8th || ACTION
3. Treasurer’s Report || ACTION
4. EDA Budget FY22 || ACTION
 - *To implement the adopted EDA Strategy, staff presents for review and action, if appropriate, the FY22 budget*
5. Remote Meeting Policy || ACTION
 - *Policy has been drafted incorporating the stipulations for remote meeting participation as directed in the Code of Virginia*
6. Winchester Regional Airport || Presentation
 - *Update on activities at the Winchester Regional Airport*
7. Such other business as may come before this Authority

MINUTES
ECONOMIC DEVELOPMENT AUTHORITY
| THURSDAY, OCTOBER 8, 2020 |

A meeting of the Frederick County Economic Development Authority was held on Thursday, October 8, 2020, at 8:00A.M. in the County Administration Building, Board of Supervisors Room, 107 North Kent Street, Winchester, Virginia.

PRESENT: Stan Crockett, Judy McCann-Slaughter, Bryan Fairbanks, Heather McKay, Susan Brooks, and Richard Till

STAFF: Patrick Barker, 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.

INTRODUCTION OF NEW EDA BOARD MEMBERS

New Board members, Susan Brooks, Navy Federal Credit Union, and Richard Till, HR Dynamics LLC, were introduced and welcomed.

APPROVAL OF MINUTES

The minutes from the August 6, 2020, meeting were presented.

On motion duly made and seconded, the minutes were approved by the following recorded vote:

J. Stanley Crockett	Aye
Susan Brooks	Aye
Bryan Fairbanks	Aye
Heather McKay	Aye
Doug Rinker	Absent
Judy McCann-Slaughter	Aye
Rick Till	Aye

TREASURER'S REPORT

Mr. Barker submitted the following report stating that the most recent statement from Bank of Clarke County has not been received yet:

Checking Account - Bank of Clarke County as of September 30, 2020 - \$3514.27.

Savings Account - Scott & Stringfellow as of September 30, 2020 - \$1,298,508.15.

Ms. McCann-Slaughter requested that, for transparency purposes, approval of the Treasurer's Report be postponed until the next meeting so that a copy of a cashier's check written on the account can accompany the report.

ELECTION OF VICE CHAIR

Mr. Barker explained that, with the departure of Mr. Riley from the EDA Board, the election of a new vice chair to serve through the remainder of 2020 is necessary for complete EDA officer representation.

Mr. Crockett nominated Mr. Doug Rinker for the position. Mr. Barker reported he had discussed with Mr. Rinker and he is willing to serve.

All present voted in favor of his nomination.

RESOLUTION OF APPRECIATION – JOHN RILEY AND BOB CLAYTOR

Mr. Barker presented draft resolutions recognizing both Mr. Riley and Mr. Claytor for their service to Frederick County's Economic Development Authority.

On motion of Ms. McKay and seconded by Ms. McCann-Slaughter, the Resolutions were approved by the following recorded vote:

J. Stanley Crockett	Aye
Susan Brooks	Aye
Bryan Fairbanks	Aye
Heather McKay	Aye
Doug Rinker	Absent
Judy McCann-Slaughter	Aye
Rick Till	Aye

TARGETED INDUSTRY ANALYSIS RFP

Mr. Barker explained that, at the last EDA Board meeting, members had voted to proceed with the development and posting of an RFP for a targeted industry analysis identifying up to 8 sectors (to include 2-3 additional new sectors). The analysis seeks to validate existing targets, identify new ones, develop "why Frederick County" statements for each target, and identify competitive improvement areas for each target.

He reported 3 proposals were received—Ady Advantage, Chmura Economic & Analysis, and IBM Global Business Services. In their responses, each submitted a price for 5 target sectors and subsectors. Staff contacted each to get revised quotes for 8 target sectors and subsectors



to align with the EDA Board's desires. Each met the RFP requirements and all scored very close using the RFP's evaluation criteria. Staff provided the Board a summary of noteworthy elements of each proposal.

Staff's recommendation is to award the Target Industry Analysis to IBM for 8 sectors. While their cost is higher than Ady, their recent work throughout Virginia, particularly their work with VEDP, stands out. Staff also views IBM's stakeholder engagement at the latter stages of the project, compared to the front end (Ady and Chmura), as a positive. Through either the EDA or associated activities/groups, substantial stakeholder input has been requested on recent projects. Examples include the Workforce Initiative programming, the recent Talent Strategy, and a copywriting project for the website. We plan to share these works with the selected consultant. Another reasoning for IBM is their overall approach is first through the eyes of potential investors, individuals who may not have any knowledge of our community, and then validating their findings with key stakeholders via workshops.

If the Board wishes to move forward with the Target Industry Analysis with IBM, the Board needs to authorize staff to enter into contract discussion with an appropriation from the Board not to exceed \$76,000.

Mr. Fairbanks stated he feels including 8 sectors is more aspirational than 5 and supports staff's recommendation to award the project to IBM.

Ms. McCann-Slaughter noted the proposal from Chmura included research on the impact of COVID and asked if the others would do the same. Per Mr. Barker, the RFP required such research. She also asked how long ago the VEDP project was completed. Mr. Barker stated it is at least a year old but information in that project will be updated.

Ms. Brooks stated her organization, in their hiring efforts, is seeing a number of people moving to this area from high density areas and she believes identifying 8 sectors would be the better choice.

Mr. Till stated he liked that the study would include potential investor perspectives. Mr. Barker remarked that in today's environment, we need to articulate why Frederick County is the better choice.

Ms. McCann-Slaughter stated she had concerns about approving funds for a study out of the budget process timeline but after hearing the discussion today, she feels this study would be worthwhile to the County.

Mr. Fairbanks made a motion recommending that IBM be chosen for the Target Industry Analysis to identify 8 sectors. Motion was seconded by Ms. Brooks and approved by the following recorded vote:



J. Stanley Crockett	Aye
Susan Brooks	Aye
Bryan Fairbanks	Aye
Heather McKay	Aye
Doug Rinker	Absent
Judy McCann-Slaughter	Aye
Rick Till	Aye

COUNTY CARES BUSINESS GRANT PROGRAM

Mr. Barker explained that at the August meeting, the Board agreed that the EDA would act as the fiscal agent for the County's Cares Business Grant Program. Because the EDA is a sub-grantee of the County's CARES funds, Frederick County is requesting the EDA sign a certification for receipt of coronavirus relief fund payments. The document basically states that the EDA will spend in accordance with the CARES Act and will return any unspent funds. The towns and schools were asked to sign similar agreements. Staff is seeking EDA Board approval to sign the certification document.

Ms. McCann-Slaughter stated that, per Mr. Riley's motion at the August meeting, the EDA was only to act as the fiscal agent for the program and that a separate group would make recommendations as to who would receive the grants. Mr. Barker stated that recipients were chosen by the County CARES Committee.

Mr. Fairbanks asked what the EDA was being asked to certify. Mr. Barker said it is to verify that any money distributed was only CARES funds and that any unused funds will be returned. He further stated the County cannot directly give any of these funds to businesses so they will give the money to the EDA and the EDA will distribute the funds.

Mr. Till asked if any consideration has been given to using some of these funds for tuition assistance. Mr. Barker stated he is not sure the EDA staff has the time to handle both tuition assistance and business grants because of the voluminous paperwork involved.

Ms. McCann-Slaughter inquired if other County departments might be identified who could handle tuition assistance. Mr. Barker stated the subject will be discussed at an upcoming CARES Committee meeting.

On motion of Ms. McCann-Slaughter and seconded by Mr. Fairbanks, the Board agreed to sign the certification document by the following recorded vote:

J. Stanley Crockett	Aye
Susan Brooks	Aye
Bryan Fairbanks	Aye
Heather McKay	Aye
Doug Rinker	Absent



Judy McCann-Slaughter Aye
Rick Till Aye

JOINT MEETING WITH FREDERICK COUNTY BOARD OF SUPERVISORS

Mr. Barker stated the 2014 MOU between the EDA and BOS calls for an annual joint meeting, which focuses on providing some discussion of the direction of the EDA as well as understanding the BOS’s expectation for economic development. At our March meeting, a date in late April or early/mid-May was targeted for the meeting, then the pandemic occurred. Staff is inquiring how the EDA Board wishes to proceed. From a timing and scheduling standpoint, staff suggested a possible date in December or January be considered. This timeframe would allow the new members on each respective board to get acclimated to their respective roles and is in advance of the County’s budget deliberations.

As for a proposed agenda, staff suggests providing an overview of core EDA functions and recent projects, then an update to planned activities from last year as shown below:

- General overview of EDA’s mission
- Website upgrade project results
- Business targets (who they are and how arrived with update on study)
- State of land and building inventory
- Talent project results

If the consensus of the EDA Board is to request a joint meeting, staff will work with the County Administrator and his staff.

Chairman, Mr. Crockett, directed staff to coordinate a date for the meeting with County staff.

WORKFORCE INITIATIVE

Mr. Barker had distributed a memo to EDA Board members, along with other material pertaining to this meeting, whose purpose was to refamiliarize the Board with this talent focused project and make them aware of possible things to come. If members would like more information concerning the Workforce Initiative, they were encouraged to contact him.

Mr. Till gave some brief remarks on the background of this effort.

ADJOURN

There being no further business to come before this Authority, the meeting was adjourned.

Stan Crockett
Chairman

Jay Tibbs
Secretary



DATE: November 2, 2020

TO: Board of Directors,
Frederick County Economic Development Authority

FROM: Patrick Barker, CEcD
Executive Director

CC: Jay Tibbs
Deputy County Administrator

RE: Budget Request FY22

Attached is the draft EDA Budget for FY22. This proposal aims to further elevate the EDA’s efforts of attracting and retaining workforce talent, retaining and expanding existing businesses, recruiting targeted businesses, and employing policies that keep Frederick County a competitive business location. The request is consistent with past budget appropriations.

A summary of the EDA’s request by program area follows.

PROGRAMS	FY22 Request
Talent Engagement	39,700
Business Retention	47,501
Business Attraction	40,850
Business Climate	1,450
Administration	511,553
Total	641,054

EDA’s FY22 request of Frederick County is \$615,004 an increase of 1.1% or \$6,912. The balance of funds will come from the Frederick County Economic Development Authority and business sponsorships.

The EDA is proud to play an active role in one of the best performing economies among all Virginia localities. For example, Frederick County ranks among the top 10% of counties in Virginia over the last three years for capital investment and new job growth. Approval of the EDA’s FY22 budget request will permit the EDA to continue enhancing its role.

EDA BUDGET

REVENUES

PROGRAMS	FY 20 Approved	FY 21 Request	FY 22 Request	Change FY21v22
Frederick County	608,733	608,092	615,004	6,912
County EDA	16,800	16,800	16,800	-
Non-Local Income	9,250	9,250	9,250	-
Total	634,783	634,142	641,054	6,912

LOCAL PUBLIC EXPENDITURES (EDA)

PROGRAMS	FY 20 Approved	FY 21 Request	FY 22 Request	Change FY21v22
TALENT ENGAGEMENT	39,700	39,700	39,700	-
BUSINESS RETENTION	47,501	47,501	47,501	-
BUSINESS ATTRACTION	40,400	40,850	40,850	-
BUSINESS CLIMATE	1,300	1,450	1,450	-
ADMINISTRATION	505,882	504,641	511,553	6,912
Total	634,783	634,142	641,054	6,912

Frederick County EDA Budget

	<u>FY 20</u>	<u>FY 21</u>	<u>FY 22</u>
	<u>Approved</u>	<u>Request</u>	<u>Request</u>
<u>TALENT ENGAGEMENT</u>	39,700	39,700	39,700
Career Pathway Programs			
Printing	2,500	2,500	2,500
Transportation Costs	6,000	6,000	6,000
Events	7,000	7,000	7,000
Food & Supplies	8,000	8,000	8,000
Workforce Initiative			
Video production	4,000	4,000	4,000
Social media marketing	2,000	2,000	2,000
Communication			
Publication	1,000	1,000	1,000
Website (30%)			
Maintenance & Development	2,550	750	750
Hosting		1,800	1,800
Website Marketing	450	450	450
Advertisements	3,000	3,000	3,000
Data Intelligence			
Workforce (40%)	3,200	3,200	3,200
<u>BUSINESS RETENTION</u>			
Program Marketing			
Development			
<i>Marketing Pieces</i>	1,200	1,200	1,200
<i>Printing</i>	2,000	2,000	2,000
<i>Postage</i>	800	800	800
Corporate Calling	3,000	3,000	3,000
Business Forums	3,000	3,000	3,000
Business Call Team Support	2,500	2,500	2,500
Cluster Associations	336	336	336

	FY 20	FY 21	FY 22
	<u>Approved</u>	<u>Request</u>	<u>Request</u>
Website (30%)			
Maintenance & Development	2,550	750	750
Hosting		1,800	1,800
Website Marketing	750	750	750
Publications			
Year in the Review (50%)	-	-	-
Quality of Life Piece (50%)	2,000	2,000	2,000
Business Recognition	2,000	2,000	2,000
Small Business Development Center (50%)	14,000	14,000	14,000
Apple Blossom Festival	5,000	5,000	5,000
Data Intelligence	6,365	6,365	6,365
Workforce (30%)	2,400	2,400	2,400
Virginia Employment	3,000	3,000	3,000
Call Team	965	965	965
Ozone Early Action Plan (50%)	1,000	1,000	1,000
Misc Meetings/Travel	1,000	1,000	1,000
<u>BUSINESS ATTRACTION</u>	40,400	40,850	40,850
Printed Materials			
Quality of Life Piece (50%)	2,000	2,000	2,000
Memberships			
Shenandoah Valley Technology Council	100	100	100
Marketing - VEDP, CREs, Site Consultants			
Direct Mail (3x)			
<i>Printing</i>	400	400	400
<i>Postage</i>	100	100	100
Collateral Material Development	500	500	500
Travel	5,000	5,000	5,000
Travel (VEDP)	5,000	5,000	5,000
Marketing Pieces	500	500	500
Other Travel	1,500	1,500	1,500

	FY 20	FY 21	FY 22
	<u>Approved</u>	<u>Request</u>	<u>Request</u>
Data Intelligence			
Property (75%)	3,900	4,350	4,350
Workforce (30%)	2,400	2,400	2,400
Website (40%)			
Maintenance & Development	3,400	1,000	1,000
Hosting		2,400	2,400
Website Marketing	600	600	600
Small Business Development Center (50%)	14,000	14,000	14,000
Ozone Early Action Plan (50%)	1,000	1,000	1,000
<u>BUSINESS CLIMATE</u>	1,300	1,450	1,450
Data Intelligence			
Property (25%)	1,300	1,450	1,450
<u>ADMINISTRATION</u>	505,882	504,641	511,553
Salary and Benefits	423,674	422,433	429,344
Permanent full time	260,324	260,324	260,324
Existing Business Manager	68,839	68,839	68,839
Research Manager	0		
Marketing Manager	74,150	74,150	74,150
Executive Director	117,335	117,335	117,335
Permanent part time	70,886	67,629	67,629
Secretary	26,173	22,916	22,916
Project Specialist	44,713	44,713	44,713
Benefits	92,464	94,480	101,391
FICA	26,622	25,088	25,088
Hospital/Medical	36,648	40,200	42,660
Retirement	25,486	25,486	29,859
Group Life Insurance	3,410	3,410	3,488
Worker's Compensation	298	295	295
EDA Board Compensation	16,800	16,800	16,800
Education & Training	5,100	5,100	5,100
Director	2,000	2,000	2,000
Marketing Manager	1,600	1,600	1,600
Existing Business Manager	1,000	1,000	1,000
Part-time	500	500	500

	FY 20	FY 21	FY 22
	<u>Approved</u>	<u>Request</u>	<u>Request</u>
EDA Insurance	2,556	2,556	2,556
Fire Insurance	105	105	105
Boiler Insurance	1	1	1
Crime Insurance	975	975	975
Public Officials Liability Insurance	550	550	550
General Liability Insurance	925	925	925
Professional Associations			
Memberships	1,595	1,595	1,595
Books/Subscriptions	1,190	1,190	1,190
Misc Office Support	13,160	13,160	13,160
Maintenance			
Plants	540	540	540
Copier	500	500	500
Janitorial	3,120	3,120	3,120
Printing, Stationary	1,500	1,500	1,500
Office Supplies	2,500	2,500	2,500
Postage (routine & Fed Ex)	500	500	500
Other operating supplies	4,500	4,500	4,500
Central Stores			
Gas	500	500	500
Car			
Repair	1,000	1,000	1,000
Insurance	917	917	917
Lease	250	250	250
Rent & Utilities	38,440	38,440	38,440
Rent	31,021	31,021	31,021
Utilities	4,000	4,000	4,000
Telephone			
Local & Long	1,656	1,656	1,656
Mobile	864	864	864
Internet	899	899	899
Travel	700	700	700
Misc. Gas	200	200	200
Monthly routine	500	500	500

DATE: November 1, 2020

TO: Board of Directors
Frederick County Economic Development Authority

FROM: Patrick Barker, CEcD
Executive Director

CC: Jay Tibbs
Deputy County Administrator

RE: Remote Meeting Policy

Some EDA Board members have expressed interest in the ability to conduct EDA meetings with some members participating by phone when they are unable to attend the meeting.

The attached Remote Meeting Policy has been drafted incorporating the stipulations for remote meeting participation as directed in the Code of Virginia. This policy is modeled after the one adopted by the Board of Supervisors. The EDA must adopt a policy prior to having any Board member remotely participate in a meeting. Note that for any meeting where a member or members participates remotely, a minimum of four Board members is required to be physically present to meet the requirement for a quorum.

ECONOMIC DEVELOPMENT AUTHORITY REMOTE PARTICIPATION POLICY

The Economic Development Authority of Frederick County adopts the following policy to permit individual Board members to participate via electronic communication means in Board meetings, as permitted by Virginia Code § 2.2-3708.2. Section 2.2-3708.2 states, with respect to such a policy: "The policy shall be applied strictly and uniformly, without exception, to the entire membership and without regard to the identity of the member requesting remote participation or the matters that will be considered or voted on at the meeting."

A Board member may participate from a remote location when he or she experiences a personal matter or medical condition or disability that prevents attendance in person.

Whenever a Board member wishes to participate from a remote location, the following requirements apply:

- On or before the day of the meeting, the Board member must notify Chair or, if the Board member who wishes to participate remote is the Chair, the Chair must notify the Vice Chair, and indicate the nature of the matter necessitating remote participation, as set forth below.
- The Board member's absence must be due to a personal matter or medical condition or disability that prevents attendance in person.
 - In the case of absence due to a personal matter (not medical/disability), the Board member may not participate remotely more than twice in one calendar year, and the Board member shall identify the personal reason, for inclusion in the Board's minutes to note remote participation for that reason.
 - In the case of absence due to medical/disability reason, the minutes must note the fact of remote participation for that reason, but minutes need not note the particular condition/disability. There is no limit on the number of times a Board member may participate remotely for medical/disability reasons.
- The Board member must identify the location of his participation (which itself need not be open to the public), for inclusion in the EDA's minutes.
- The Board member's voice must be audible to all persons attending the meeting in person.
- The Board must approve such participation on the particular occasion and note that fact in the minutes. If the Board denies participation, the Board also must note that fact in the minutes, with the reasons for disapproval. With respect to approval/denial, the Board must uniformly apply the policy (denial can only be for noncompliance with the policy).
- A quorum of the Board must be physically present at the meeting location.