

MINUTES
ECONOMIC DEVELOPMENT AUTHORITY
| THURSDAY, JUNE 18, 2020 |

A meeting of the Frederick County Economic Development Authority was held on Thursday, June 18, 2020, at 8:00A.M. in the County Administration Building, First Floor Conference Room, 107 North Kent Street, Winchester, Virginia.

PRESENT: Stan Crockett, Judy McCann-Slaughter, Robert Claytor, Bryan Fairbanks, Doug Rinker, and John Riley

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 March 12, 2020, meeting were presented.

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

J. Stanley Crockett	Aye
Robert Claytor	Aye
Bryan Fairbanks	Aye
Heather McKay	Absent
John Riley	Aye
Doug Rinker	Aye
Judy McCann-Slaughter	Aye

TREASURER'S REPORT

Mr. Barker submitted the following report:

Checking Account - Bank of Clarke County as of May 31 2020 - \$504,477.27.
Savings Account - Scott & Stringfellow as of May 31, 2020 - \$1,298,442.78.

On motion duly made and seconded, the Treasurer's Report was approved as submitted by the following recorded vote:

J. Stanley Crockett	Aye
Robert Claytor	Aye
Bryan Fairbanks	Aye
Heather McKay	Absent
John Riley	Aye
Doug Rinker	Aye
Judy McCann-Slaughter	Aye

INCENTIVE POLICY

Mr. Barker reviewed proposed changes as submitted by staff to the Incentive Policy. This document governs all aspects of the local incentive process (i.e., who qualifies, what is the approval process, who conducts the audit of the company's performance, and who reviews performance agreements). Staff suggests the EDA Board review this document annually. Building upon the approved policy from August 2017, staff has updated it to reflect current business targets, clarity on which businesses qualify for incentives, alignment with the State's incentive policy, and removal of duplication/unnecessary wording.

He further stated that the submitted agreement is an evolving document because each situation is unique and it gives flexibility to meet a customer's needs.

On motion of Mr. Rinker, seconded by Mr. Fairbanks, the document as presented was approved by the following recorded vote:

J. Stanley Crockett	Aye
Robert Claytor	Aye
Bryan Fairbanks	Aye
Heather McKay	Absent
John Riley	Aye
Doug Rinker	Aye
Judy McCann-Slaughter	Aye

BACK TO WORK GO VIRGINIA PROPOSAL

Mr. Barker explained this is a regional concept aiming to get those now unemployed due to COVID-19 re-employed into high demand, higher wage jobs. One push for the project is the uncertainty of what opportunities transitioning workers will face in their former industries, especially service workers in retail and hospitality. This proposal would provide credential tuition assistance for high demand careers to County residents whose job has been impacted by COVID. In addition, the program would include an outreach and awareness campaign.



Along with Frederick County, the City of Winchester, Page, Fauquier and Shenandoah Counties will contribute toward the necessary local match of \$200,000 to participate. Frederick County's share is \$90,400. Staff is seeking Board approval for this amount.

Mr. Claytor asked if the allocation was based on population or some other factor.

Mr. Crockett inquired if it was reasonable to expect some of the top impacted job sectors (hospitality, retail, healthcare and administration) to rebound and if the Workforce Development Center at Lord Fairfax Community College was seeing a demand for training.

Ms. McCann-Slaughter asked if the possibility of using some of the County's CARES funds to get the program started had been explored. Mr. Barker replied that those funds have to be used by the end of 2020 so classes would have to end before December 31. Jay Tibbs responded that the County is still exploring how CARES funds can be spent.

She also asked if the County will have \$180,000 for Frederick County residents (\$90,000 from EDA and matching \$90,000 from GO Virginia). Mr. Barker explained GO Virginia funds cannot be used for tuition but those funds will help with the public awareness campaign.

On motion of Mr. Claytor, seconded by Mr. Riley, the proposal for Frederick County's participation as presented was approved by the following recorded vote:

J. Stanley Crockett	Aye
Robert Claytor	Aye
Bryan Fairbanks	Aye
Heather McKay	Absent
John Riley	Aye
Doug Rinker	Aye
Judy McCann-Slaughter	Aye

TARGETED BUSINESS STUDY

Mr. Barker explained that, for over a decade, Frederick County has employed a target industry analysis to systematically identify the County's best fits relative to traded-sector businesses—those that would most benefit from the County's assets and would be willing to expand/relocate to the area and those industries that bring value to the County in the form of investment, jobs, payroll and local purchasing. Given the importance of this analysis to Frederick County's economic development activities, staff would propose that the EDA Board engage the services of a paid consultant to complete the update this year. The Virginia Economic Development Partnership recently completed an economic development strategy project which provided insight and recommendations for VEDP's sector development and economic development efforts. As part of the project, the consultant conducted a detailed competitiveness analysis of Virginia and the individual regions using select key sectors. This analysis uncovered several competitive strengths in several sectors, but also identified various

competitive weaknesses which should be addressed in order to enhance Virginia's future competitive position. Staff's concept would build upon the analysis and findings from the VEDP project but would refine and tailor this analysis to the specific needs of Frederick County. The cost estimate for such a project range from \$75,000 to \$100,000. Staff is seeking feedback to the concept and willingness to fund.

Mr. Fairbanks asked if the study would identify what aspects we have to attract businesses to the area and if it would identify specific industries. Mr. Barker stated it would provide a site consultant's view of what we need to do to be more competitive.

Ms. McCann-Slaughter stated it would be helpful if the Board could read the VEDP strategy project findings and discuss at the next meeting. She also asked if the consultant would be from Virginia or a native of the area. Mr. Barker replied we would want a global perspective.

Mr. Riley stated he would like to see an outline of the process to develop an RFP, including estimated cost.

Mr. Rinker commented that he would be interested in learning what unique twist a consultant could provide in this new normal—what they think the future holds.

Mr. Crockett would like to see the expected ROI.

Mr. Barker agreed to provide more information for discussion at the next Board meeting.

SUCH OTHER BUSINESS AS MAY COME BEFORE THIS AUTHORITY

Mr. Barker announced that both the Widget competition and WoW have been cancelled.

Mr. Rinker commended the EDA's Executive Director, Mr. Barker, for his dedication to the County's economic development efforts. He recently contacted Mr. Barker, who was on vacation, about a possible client and Mr. Barker responded to that client while on vacation. The client, as well as Mr. Rinker, was very impressed and appreciative. He felt the Board should be made aware of Mr. Barker's dedication.

The next Board meeting is scheduled for August 6.

ADJOURN

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

Stan Crockett
Chairman

Jay Tibbs
Secretary