

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

