

MINUTES  
ECONOMIC DEVELOPMENT AUTHORITY  
| THURSDAY, DECEMBER 3, 2020 |

A meeting of the Frederick County Economic Development Authority was held on Thursday, December 3, 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, Susan Brooks, Doug Rinker and Heather McKay. Rick Till participated by phone from home.

**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**

The minutes from the November 5, 2020, meeting were presented.

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

J. Stanley Crockett	Aye
Susan Brooks	Aye
Bryan Fairbanks	Absent
Heather McKay	Aye
Doug Rinker	Aye
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 November 30, 2020 - \$407,017.38.  
Savings Account - Scott & Stringfellow as of November 30, 2020 - \$1,298,508.15.

On motion of Mr. Rinker, seconded by Ms. Brooks, the Treasurer's Report for November was approved by the following recorded vote:

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

Mr. Barker further reported that a copy of a cashier's check that was not received with the October bank statement was attached to the November statement. Ms. McCann-Slaughter had requested that, for transparency purposes, approval of the Treasurer's Reports at the October and November Board meetings be postponed until a copy of the check is received.

On motion of Ms. McKay, seconded by Mr. Rinker, the October Treasurer's Report was approved by the following recorded vote:

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

### **TALENT STRATEGY IMPLEMENTATION**

As information, Mr. Barker reviewed the background of this project. The Frederick County EDA, in partnership with other Northern Shenandoah Valley localities, engaged Development Counsellors International (DCI) to develop a comprehensive Talent Solutions Strategy focused on job seekers, university and community college graduates and high school students to identify obstacles to and opportunities for retention and attraction of young adult talent. Based on their research, as well as best practices, DCI recommended a strategy including 8+ major marketing tactics. Two of those tactics included the creation of a regional website focused on information on living and working in the Northern Shenandoah Valley region and a digital regional resource that showcases "things to do."

The URL for the website is significant, as it creates a first impression and needs to leave a positive and lasting impression. Taking everything into consideration, the group chose LiveLoveShenandoah.com for the URL and the name has been reserved. After obtaining quotes, Granicus was selected to build the site. The option selected was an "independent subsite," which is semi-customizable at a one-time implementation fee of \$8000---all partners will contribute funding. Content will pull heavily from key messages within the Strategy, which



include “Gain Back Your Time and Peace of Mind” and “Live Where Others Love to Visit and Create a Life You Don’t Need a Break From.” The website is targeted to launch in late spring.

Ms. Brooks stated cost of living and cost to commute are huge factors to attracting a workforce.

Ms. McCann-Slaughter asked how usage of the website would be tracked.

Mr. Rinker stated this approach was a much more sophisticated and better approach than former “live and work local” campaigns.

### **JOINT MEETING PREPARATION**

Mr. Barker reported the annual joint meeting with the BOS is scheduled for January 13 at 5:30 p.m. It will focus on the current direction and activities of the EDA, as well as provide an opportunity for the EDA Board and BOS to discuss expectations for economic development.

The agenda staff proposes is:

- General overview of EDA’s mission
- Accomplishments since last joint meeting
  - Covid-10 response
  - Outreach activities (i.e., website and collateral materials)
  - Workforce Initiative
  - Client activity
- State of land and building inventory
- Update to planned activities from last year

At the last joint meeting, the following planned activities for the subsequent 12 months were presented and discussed:

- Activity #1 | Partner with appropriate local and regional partners to create solutions for current and projected workforce needs
- Activity #2 | Continue refinement of the business sites program

While much forward movement on these activities has been accomplished, they require long-term focus, thus their inclusion remains necessary. Staff suggests adding an additional activity or two for the next 12 months. Potential activities could include assistance to the County’s agribusiness and/or enhancements to the retention activities based on lessons learned from the pandemic.

Staff is seeking EDA Board feedback on the agenda and possible planned activities for the next year.

Ms. McCann-Slaughter suggested the EDA could reach out to the Inland Port for ways to create a collaborative effort with them, develop a collaborative effort with Frederick Water to help



with site preparation, only show available sites in Frederick County on the sites inventory, and include additional activities at Graystone in the client activity section.

Mr. Till inquired if call team visits showed what companies need now with the pandemic. Mr. Barker's response was still workforce, and Mr. Till stated that would be good to include.

Mr. Rinker stated we need to reaffirm with the BOS if we are moving in the right direction.

Ms. McCann-Slaughter stated this is a great deal of information for the BOS to take in and most important to the BOS is understanding what ROI the County is realizing for the money invested in the EDA. She also asked if there is an opportunity to go into local high schools to let students know what is here and what training is available.

Ms. McKay remarked it is a good idea to have agri-businesses collaborate.

Mr. Crockett asked if there would be any value in having the annual joint meeting with the EDA and Frederick Water participating together.

Ms. McCann-Slaughter stated the joint meeting is done before the BOS meeting and time is limited. She thought it might be a better idea to have all authorities, i.e., Frederick Water, Winchester Regional Airport, Inland Port and EDA, do a work session together. Mr. Barker will discuss this idea with the directors of the other entities to see if there is any interest.

Ms. Brooks suggested highlighting any awards local companies have received.

### **CLOSED SESSION**

Upon Motion duly made by Mr. Rinker, seconded by Ms. McCann-Slaughter, the Authority unanimously RESOLVED to go into a closed meeting pursuant to Section 2.2-3711(A)(3) of the Code of Virginia (1950, as amended) for the discussion and consideration of the acquisition of real property for a public purpose, or of the disposition of publicly held real property, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the Authority.

### **RETURN TO OPEN MEETING**

At the conclusion of the closed meeting concerning the discussion or consideration of the acquisition of real property for a public purpose, or the disposition of publicly held real property, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the Authority, the following Resolution was unanimously adopted upon roll call vote as set forth below:



WHEREAS, the Economic Development Authority of the County of Frederick, Virginia has concluded its “closed meeting” at a meeting held on December 3, 2020, and desires return to an “open meeting”; and

WHEREAS, the adoption of this Resolution is intended to serve as the “Certificate” described in Section 2.2-3712(D) of the Code of Virginia (1950, as amended).

NOW THEREFORE, BE IT RESOLVED that the Economic Development Authority of the County of Frederick, Virginia does hereby reconvene in an “open meeting” at its meeting held on December 3, 2020; and

BE IT FURTHER RESOLVED that each and every Member of said Authority who votes in the affirmative for this Resolution does thereby certify to the best of each Member’s knowledge that only public business matters lawfully exempted from open meeting requirements of the Virginia Freedom of Information Act were heard, discussed or considered during the closed meeting, and that only such public business matters as were identified in the Motion which convened the closed meeting were heard, discussed or considered during the course of said closed meeting by the Authority:

<u>Roll Call</u>	<u>Vote</u>
J. Stanley Crockett	Aye
Susan Brooks	Aye
Bryan Fairbanks	Absent
Heather McKay	Aye
Doug Rinker	Aye
Judy McCann-Slaughter	Aye
Rick Till	Aye

Following the return to an open meeting, Mr. Rinker made a motion that the EDA seek a more current real estate appraisal in mid- to late-winter 2021 and offers prior to that date be put “on hold” until that information is received. Motion was seconded by Ms. McCann-Slaughter and approved by the following recorded vote:

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

**ADJOURN**

There being no further business to come before this Authority, the meeting was adjourned at 9:13 a.m.

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Stan Crockett  
Chairman

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Jay Tibbs  
Secretary

