

MINUTES
ECONOMIC DEVELOPMENT AUTHORITY
| THURSDAY, MAY 6, 2021 |

A meeting of the Frederick County Economic Development Authority was held on Thursday, May 6, 2021, at 8:00A.M. in the County Administration Building, Board of Supervisors Room, 107 North Kent Street, Winchester, Virginia.

PRESENT: Judy McCann-Slaughter, Rick Till, Doug Rinker, Susan Brooks and Heather McKay. Stan Crockett participated by phone from home for a medical reason. Board members present approved his remote participation.

STAFF: Patrick Barker, Sally Michaels and Donna McIlwee, Frederick County Economic Development Authority; Jay Tibbs, Deputy County Administrator; and Michael Bryan, Attorney

MEETING CALLED TO ORDER: Chairman Rinker called the meeting to order at 8:00 a.m.

APPROVAL OF MINUTES

The minutes from the March 4, 2021, 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 reports:

Checking Account - Bank of Clarke County as of February 28, 2021 - \$176,671.58
Savings Account - Scott & Stringfellow as of February 28, 2021 - \$1,284,063.95

Checking Account – Bank of Clarke County as of March 31, 2021 - \$142,641.28
Savings Account – Scott & Stringfellow as of March 31, 2021 - \$1,295,147.74

On motion of Ms. McCann-Slaughter, seconded by Ms. McKay, the Treasurer's Reports for February and March 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

EDA STRATEGY 2021-2022

Mr. Barker explained the Strategy, as provided by the EDA Board, helps guide staff as they pursue Frederick County's economic development activities. The Board reviews this subject annually and adopts the Strategy to reaffirm and/or modify the overall goals and objectives. Following a discussion with the EDA Board Chair, it was suggested this annual update include revisiting the EDA's mission statement and core goals. In an effort to begin this discussion, some economic development data about Frederick County was provided to the EDA Board prior to this meeting, as well as the current mission statement, core goals and Strategy.

Chairman Rinker stated he felt it was important to look at the Strategy because of the current economic recovery to determine if adjustments are needed. To facilitate this, 5 questions for the Board members were prepared and each asked to give a spontaneous response to them. The questions and responses are shown at the end of these minutes.

Staff will compile all comments into one document and distribute. Our next meeting will compare comments to our current Mission and Goals for revision and/or a fresh start. Following that meeting, the objectives for each goal will be revised/adjusted.

EXISTING BUSINESS MANAGER PROJECT UPDATE

Sally Michaels, Existing Business Manager, gave an update on projects related to her position.

PROGRESS REPORT ON ACTIVITIES FROM JOINT MEETING

Mr. Barker reported the following progress on the activities identified at the joint meeting:

- Activity #1 | Partner with appropriate local and regional partners to create solutions for current and projected workforce need
 - Website recommended from Talent Strategy under development (Project Specialist hired by EDA to assist with implementation)
 - Grant application for marketing support from Virginia Tourism submitted
 - Workforce Initiative group continues development of workforce models



- Proposals to enhance outreach reviewed and funding options discussed
- Activity #2 | Continue refinement of business sites program
 - Awaiting additional suitable sites through proactive outreach to property owners
 - Monitoring the Renaissance Boulevard progress
- Activity #3 | Cooperative marketing match program with agribusiness entities
 - Staff to perform call team visits with agribusiness entities to ensure executed program will provide the most benefit
- Activity #4 | Expansion of retention activities
 - Data secured and analysis on-going to identify gazelles in Frederick County
- Activity #5 | Collaborative marketing with Winchester Regional Airport
 - Met with executive director and developed game plan, which includes a series of postcard mailers with tailored pitch point with follow-up seeking a meeting. Late summer targeted

PERFORMANCE MEASURES 3RD QUARTER

Mr. Barker distributed this report and requested any questions be sent to him.

UPDATE ON PREVIOUSLY DISCUSSED PROJECTS

Mr. Barker reported the kickoff meeting for the Brownfields Assessment Grants is scheduled for next week.

He also reported that the proposed changes to the Federal Metropolitan and Micropolitan Statistical Area Standards drew 872 comments and congressional offices sent comments asking OMB to not move forward with the proposal and to engage in stakeholder feedback.

ADJOURN

There being no further business to come before this Authority, the meeting was adjourned at 9:05 a.m.

Doug Rinker
Chairman

Jay Tibbs
Secretary

