

MINUTES  
ECONOMIC DEVELOPMENT AUTHORITY  
| THURSDAY, MARCH 10, 2022 |

A meeting of the Frederick County Economic Development Authority was held on Thursday, March 10, 2022, at 8:00 A.M. in the County Administration Building, Board of Supervisors Room, 107 North Kent Street, Winchester, Virginia.

**PRESENT:** Judy McCann-Slaughter, Doug Rinker, Susan Brooks, Heather McKay, and Bryan Fairbanks. Rick Till participated remotely due to medical reasons and his participation by this method was approved by the Board members present.

**STAFF:** Patrick Barker, Shayla Rickard, Wendy May, 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 February 3, 2022, meeting were presented.

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

J. Stanley Crockett	Absent
Susan Brooks	Aye
Bryan Fairbanks	Aye
Heather McKay	Aye
Doug Rinker	Aye
Judy McCann-Slaughter	Aye
Rick Till	Abstain (due to absence at meeting)

**TREASURER'S REPORTS**

Mr. Barker submitted the following reports:

Checking Account - Bank of Clarke County as of January 31, 2022 - \$26,804.56  
Savings Account - Scott & Stringfellow as of January 31, 2022 - \$1,440,782.46

Checking Account - Bank of Clarke County as of February 28, 2022 - \$4612.06  
Savings Account - Scott & Stringfellow as of February 28, 2022 - \$1,440,793.50

On motion of Ms. Brooks, seconded by Ms. McKay, the Treasurer's Reports were approved by the following recorded vote:

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

### **TARGET BUSINESS STUDY**

Mr. Barker reported this month proceeds with steps 7, 8 and 9 in the Target Industry Analysis update and staff is providing the results from these steps for review and comment.

#### Step 7: Gather comparative data and benchmark with competing locations

At the February meeting, generalized competitors benchmark locations to Frederick County were provided and reviewed to assist in constructing a strong value proposition. Discussion with key site consultants and individuals at the Virginia Economic Development Partnership produced these generalized benchmark locations for Frederick County:

- NY 81 Corridor
- PA 81 Corridor
- Hagerstown/Martinsburg
- North VA 81 Corridor
- Middle VA 81 Corridor
- South VA 81 Corridor
- Northern Virginia Region
- Richmond Region
- Columbus, OH
- Cincinnati, OH
- Greensboro I-74
- NC I-95
- NC I-73/74
- SC I-95

When deciding on site location, companies need to gauge regional/community advantages and disadvantages to determine the most competitive regions/communities for their operations.



Frederick County needs to understand its competitors to construct a strong value proposition. Using readily available data on the MSA level (31 MSAs) and State (7) level from VEDP, key variables were evaluated between Frederick County and the benchmark locations and between Virginia and the benchmark states:

#### Workforce

- 7<sup>th</sup> largest change in population (MSA)
- 8th highest concentration of manufacturing employment as a percentage of total (MSA)
- 17<sup>th</sup> highest concentration of professional and service employment (MSA)
- 19<sup>th</sup> lowest percentage of private workers with union membership (MSA)

#### Education

- 25th in population with at least a high school degree (MSA)
- 20<sup>th</sup> in population with a bachelor's degree or higher (MSA)

#### Occupations

- 26<sup>th</sup> lowest hourly rate for software engineers (MSA)
- 14<sup>th</sup> in hourly rate for network administrators (MSA)
- 9<sup>th</sup> highest hourly rate for customer service representatives (MSA)

#### Cost of Business

- 6<sup>th</sup> lowest Average Annual Cost Paid by Employers for Health Premiums for Family Coverage (State)
- 3<sup>rd</sup> highest Average Annual Cost of Employment-Based Health Premiums for Family coverage (State)
- 7<sup>th</sup> lowest Unemployment Insurance Tax per Employee (State)
- 6<sup>th</sup> lowest Workers' Compensation Employer Insurance Costs per \$100 of Payroll (State)
- 3<sup>rd</sup> highest State and Local Taxes per Capita (State)
- Highest Average Industrial Electric Rate (State)
- 6<sup>th</sup> lowest Average Price of Natural Gas Delivered to Industrial Consumers (State)

Ms. McCann-Slaughter asked if having the highest average industrial electric rate was a hurdle for Frederick County. Mr. Barker explained this is a statewide statistic, not a local one. He will provide Board members with the average rate for Frederick County, as well as the State.

Ms. Brooks stated she has seen data that states Frederick County is tied with other larger areas in education. Mr. Barker explained the data in that section is just a small portion of the overall information and he will check to see if what is provided is just for Virginia.

On motion of Ms. McCann-Slaughter, seconded by Mr. Fairbanks, Board members voted to proceed to the next step in the analysis.



### Step 8 and 9: Identify key strengths and improvement points

A community, like Frederick County, must clearly identify and understand its positive attributes for that sector and, conversely, areas for improvement. These factors will weigh heavily in the realistic potential for locations of an identified sector. These steps will use the previously identified industry drivers and location criteria in step 4 to guide the discussion.

Mr. Barker explained that workforce development, talent, and sites and buildings appear in each of the following tables. Ms. McCann-Slaughter asked how sites and buildings were identified and Mr. Barker stated by property being actively marketed.

#### **Corporate Services**

<b>Selling Point</b>	<b>Improvement Needed</b>
Workforce development	Talent
Infrastructure & connectivity	Sites and buildings
Cost of doing business	
Quality of life	
Stability & risk	
Regulatory environment	
Environmental and social sustainability	

#### **Information Technology**

<b>Selling Point</b>	<b>Improvement Needed</b>
Workforce development	Market & cluster presence
Cost of doing business	Talent
Quality of life	Infrastructure & connectivity
Stability & risk	Sites and buildings
Regulatory environment	
Environmental and social sustainability	

#### **Finance & insurance**

<b>Selling Point</b>	<b>Improvement Needed</b>
Workforce development	Talent
Infrastructure & connectivity	Sites and buildings
Cost of doing business	
Market & cluster presence	
Quality of life	
Stability & risk	
Regulatory environment	
Environmental and social sustainability	



### **BioScience**

<b>Selling Point</b>	<b>Improvement Needed</b>
Workforce development	Market & cluster presence
Infrastructure & connectivity	Talent
Cost of doing business	Sites and buildings
Quality of life	
Stability & risk	
Regulatory environment	
Environmental and social sustainability	

### **Advanced Manufacturing**

<b>Selling Point</b>	<b>Improvement Needed</b>
Workforce development	Talent
Market & cluster presence	Sites and buildings
Infrastructure & connectivity	
Cost of doing business	
Quality of life	
Stability & risk	
Regulatory environment	

### **Food and Beverage**

<b>Selling Point</b>	<b>Improvement Needed</b>
Workforce development	Talent
Market & cluster presence	Sites and buildings
Infrastructure & connectivity	
Cost of doing business	
Quality of life	
Stability & risk	
Regulatory environment	

After review and discussion, Mr. Fairbanks made a motion to approve staff actions in steps 8 and 9. This was seconded by Ms. Brooks and approved by vote of the Board.

### **JOINT MEETING WITH BOARD OF SUPERVISORS PREPARATION**

Mr. Barker stated that, while we await a date for the joint meeting, some deeper discussion on the agenda would be prudent. Staff recommends structuring an agenda to provide an overview of core EDA functions and recent projects, then an update to planned activities from last year.

The proposed agenda is:



- General overview of EDA's mission
- Talent strategy implementation
- Targeted Business Analysis status update
- FredCo Eats – Inaugural Restaurant Week
- Grocery store attraction status update
- Update of planned activities from last year

Board members were given a copy of the most recent Area Development Managers' Annual Survey of corporate decision makers and site consultants, as it may spark some additional thoughts for the agenda. Staff is seeking feedback regarding the proposed agenda and recommendations concerning possible planned activities for the next year.

Mr. Fairbanks stated an educational structure is important to people moving to the area and inquired if the EDA should weigh in on where Frederick County should be educationally. He also inquired if the EDA Board should compose a letter of support for our local educational system to be sent to the BOS. Mr. Barker was directed to draft a letter for Board members to review.

Ms. McCann-Slaughter suggested we should include an agribusiness section on our website.

#### **FREDCO EATS: RESTAURANT WEEK**

Due to time constraints, this agenda item was postponed until the next meeting.

#### **CLOSED SESSION**

Upon Motion duly made by Ms. Brooks, seconded by Mr. Fairbanks, the Authority unanimously RESOLVED to go into a closed meeting pursuant to Section 2.2-3711(A)(5) for the discussion concerning a prospective business or industry where no previous announcement has been made of the business or industry's interest in locating or expanding its facilities in the community.

#### **RETURN TO OPEN MEETING**

At the conclusion of the closed meeting concerning the discussion concerning a prospective business or industry where no previous announcement has been made of the business or industry's interest in locating its facilities in the community, 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 March 10, 2022, 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 March 10, 2022; 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	Absent
Susan Brooks	Aye
Bryan Fairbanks	Aye
Heather McKay	Aye
Doug Rinker	Aye
Judy McCann-Slaughter	Aye
Rick Till	Aye

**SUCH OTHER BUSINESS AS MAY COME BEFORE THIS AUTHORITY**

Following the close of the closed session, Ms. McCann-Slaughter made a motion that the Chairman of the EDA be authorized to retain the services of outside professionals to assist the EDA with the matter discussed in the closed meeting. Motion was seconded by Mr. Fairbanks and approved by the following recorded vote.

J. Stanley Crockett	Absent
Susan Brooks	Aye
Bryan Fairbanks	Aye
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 9:02 a.m.

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Doug Rinker  
Chairman

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Jay Tibbs  
Secretary

