

MINUTES
ECONOMIC DEVELOPMENT AUTHORITY
| THURSDAY, APRIL 7, 2022 |

A meeting of the Frederick County Economic Development Authority was held on Thursday, April 7, 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, Stan Crockett, Rick Till, and Bryan Fairbanks.

STAFF: Patrick Barker, 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 March 10, 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	Aye
Susan Brooks	Aye
Bryan Fairbanks	Aye
Heather McKay	Aye
Doug Rinker	Aye
Judy McCann-Slaughter	Aye
Rick Till	Aye

TREASURER'S REPORTS

There was no Treasurer's report due to the fact that the monthly statements had not been received by the meeting date.

FREDCO EATS: RESTAURANT WEEK

Ms. May, EDA Marketing Manager, gave an overview of the inaugural event held January 31 to February 6, 2022. Fifteen County restaurants participated in the effort to cultivate and elevate the full scope of

Frederick County's food economy. Participant survey results were shared, along with opportunities for further development of Restaurant Week and FredCo Eats.

TARGET BUSINESS STUDY

Mr. Barker reported this month proceeds with steps 10 and 11 in the Target Industry Analysis update and staff is providing the results for review and comment.

Step 10: Develop current product profile of the location:

A produce customer profile is an essential component of any target analysis. This step aids in defining the target customer (i.e., business) for a product (i.e., Frederick County, VA). For the purposes of the Target Industry Analysis, the economic development pitch points will serve in this role. Summary details of the pitch points are provided:

- Frederick County, Virginia, welcomes new, quality companies and, more importantly, provides continual resources and assistance (i.e., Widget Cup, Worlds of Work, Manufacturing Week) to secure their future. We are a growing community of more than 85,000 and the northernmost locality in Virginia, with a central East Coast location only 90 minutes from Washington, D.C.
- Diversity within Frederick County's business community includes expanding large-scale and home-grown businesses, manufacturers, farms and agri-businesses, consumer credit unions, retailers and back-end operations. With an award-winning healthcare system and outstanding public education offerings, we are a community that residents and businesses proudly call home.
- Frederick County's robust workforce is drawn from a 45-minute drive time across counties in Virginia, Maryland and West Virginia. Leading business development programs, recognized higher-education institutions and organizational assistance make us a top choice for companies looking to expand or relocate.
- More than \$300 million has been invested in capital expenditure projects in Frederick County in the past three years, and we continue to build and maintain partnerships with our business and educational communities.

Step 11: Define most promising industry segments

In this step, we will select the industry sectors with the strongest likelihood of success for Frederick County, VA. All of the previous steps have provided ample evidence to drive the selection. The end goal throughout the process was to quantitatively and qualitatively identify Frederick County's best fits relative to traded-sector industries, which are those industries that would most benefit from Frederick County's assets and would be willing to expand and/or relocate to the area, as well as identifying those industries that bring value to Frederick County in the form of investment, jobs, payroll and local purchasing.



Staff recommends advancing all sectors to value proposition development with some caveats. Talent and sites/buildings were identified weaknesses for all sectors in the previous step. Action plans with short-term solutions need to be developed and executed in earnest. The talent action plan likely needs a deeper investigation to ensure proper career pathways for high to moderate results with Potential Candidates per Opening for each sector.

Several caveats are worth mentioning for some sectors and understood as we progress into the next step. Information Technology is recommended to focus on hyper-scale business activity. Such development with multiple buildings is more likely to create an economic of scale to make the cost of infrastructure (electric) and connectivity extensions feasible. For BioScience, some effort will be needed to formulate a path to add volume to the number of related businesses.

Ms. McCann-Slaughter stated she felt it would be a good first step to incorporate Valley Health and Shenandoah University into discussions about Bio-Science sector. Mr. Barker stated he would like to talk to areas that have large clusters of Bio-Science to see what they did to attract this sector.

Mr. Till inquired as to what is the benefit of having multiple like companies already here.

Mr. Crockett stated he feels a collaboration with Valley Health would be beneficial.

After discussion, the Board agreed to the three caveats shown on slides and gave their support for what was presented in Steps 10 and 11.

JOINT MEETING WITH BOARD OF SUPERVISORS PREPARATION

Mr. Barker stated the annual joint meeting is scheduled for Wednesday, April 27, at 5:30 p.m. and will focus on the current direction and activities of the EDA, as well as provide an opportunity for the two Boards to discuss expectations for economic development.

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

Planned activities for the next 12 months include:



- Activity #1 | Partner with appropriate local and regional partners to create solutions for current and projected workforce needs
- Activity #2 | Encourage development of “ready to go” business properties
- Activity #3 | Engage in activities that support agribusiness entities
- Activity #4 | Continue collaborative marketing with Winchester Regional Airport
- Activity #5 | Complete an improvement plan for each target business sector

Mr. Barker stated staff is seeking EDA Board feedback regarding planned activities for the next 12 months.

Ms. McCann-Slaughter stated she feels a grocery store attraction update is important, as well as addressing how to encourage development of “ready to go” business sites and how important the educational system is to attracting businesses. Concerning sites and buildings, what can the EDA do to facilitate what the sites need. Water and sewer seem to be a problem and maybe grants for infrastructure needs could be applied for.

Mr. Till said the workforce initiative should be mentioned, i.e., Widget, WoW. He also suggested a deeper partnership with schools---maybe a presentation to administrators and others in the school system.

Ms. Brooks stated talent acquisition is important—how do we attract talent as well as keeping them here versus commuting.

Mr. Crockett stated the talent potential in Frederick County is just as good as elsewhere, yet we struggle to keep workers here---need to know what is drawing them out of the community.

CLOSED SESSION

Upon Motion duly made by Mr. Crockett, seconded by Ms. McCann-Slaughter, 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 April 7, 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 April 7, 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	Aye
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

Mr. Barker encouraged Board members to attend the Widget Cup today post 3 p.m.

ADJOURN

There being no further business to come before this Authority, the meeting was adjourned at 9:10 a.m.

Doug Rinker
Chairman

Jay Tibbs
Secretary

