

AGENDA

ECONOMIC DEVELOPMENT AUTHORITY

| THURSDAY, JUNE 4TH |

| 8:00 AM |

COUNTY ADMINISTRATION BUILDING @ FIRST FLOOR CONFERENCE ROOM

107 N. KENT STREET WINCHESTER, VA

1. Call to Order
2. Approval of Minutes – May 9th || ACTION
3. Treasurer’s Report || ACTION
4. Regional Economic Development Organization || ACTION
 - *Discussion of the creation of a regional economic development organization exclusively and solely to facilitate, strengthen, and expand our interaction with site selectors and business attraction managers with the Virginia Economic Development Partnership*
5. Legislative Event || DISCUSSION
 - *Discussion on event’s agenda*
6. Frederick Water Presentation || DISCUSSION
 - *Frederick Water’s executive director will provide an overview of the organization’s short- and long-term plans for infrastructure improvements, ability to serve current EDA business targets, an update to the Opequon Water Supply project, next steps related to Stephens City quarries and service to the Middletown area*
7. 2nd Quarter Performance Measures || INFORMATION
8. Such other business as may come before this Authority

MINUTES
ECONOMIC DEVELOPMENT AUTHORITY
| THURSDAY, MAY 9, 2019 |

A meeting of the Frederick County Economic Development Authority was held on Thursday, May 9, 2019, at 8:00A.M. in the County Administration Building, First Floor Conference Room, 107 North Kent Street, Winchester, Virginia.

PRESENT: Stan Crockett, Doug Rinker, Gary Lofton, John Riley, Bryan Fairbanks, Bob Claytor and Heather McKay

STAFF: Patrick Barker and Donna McIlwee, Frederick County Economic Development Authority, Jay Tibbs, Deputy County Administrator, 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 March 7, 2019, meeting were presented.

On motion duly made by Mr. Riley and seconded by Mr. Rinker, the minutes were approved by the following recorded vote:

J. Stanley Crockett	Aye
Robert Claytor	Aye
Bryan Fairbanks	Abstain (not present at that meeting)
Gary Lofton	Aye
Heather McKay	Aye
John Riley	Aye
Doug Rinker	Aye

TREASURER'S REPORT

Mr. Barker submitted the following report:

Checking Account - Bank of Clarke County as of April 30, 2019 - \$11,326.77.
Savings Account - Scott & Stringfellow as of April 30, 2019 - \$1,206,015.75.

The Treasurer's Report was approved as submitted by the following recorded vote:

J. Stanley Crockett	Aye
Robert Claytor	Aye

Bryan Fairbanks	Aye
Gary Lofton	Aye
Heather McKay	Aye
John Riley	Aye
Doug Rinker	Aye

JOINT MEETING WITH BOARD OF SUPERVISORS RECAP

Mr. Barker provided a review of the annual joint meeting. The following planned activities for the next 12 months were presented and discussed:

- Activity #1 | Partner with appropriate local and regional partners to create solutions for current and projected workforce needs
 - Completion of the Shenandoah Valley Talent Solutions Strategy
 - Submission of a GO Virginia per capita grant for implementation of the Shenandoah Valley Talent Solutions Strategy
 - Assist the Workforce Initiative board with project implementation
- Activity #2 | Continue refinement of the business sites program
 - Finalize a Business Ready Sites Loan Program Agreement with one or more of the characterized sites
 - Complete additional site characterizations should additional sites matching the approved criteria come to market

Mr. Riley stated he is grateful the BOS gave their affirmation on the workforce issue.

Mr. Lofton remarked he felt the meeting went well and verifies the EDA is on the right track.

LEGISLATIVE EVENT

Mr. Barker stated that at the March meeting, staff was directed to develop a local complementary and/or alternate event to the annual legislative reception held in Richmond. To ensure a successful event, staff is requesting some guidance as to the main purpose of this event, what stakeholders are the preferred targets, and preferred timing.

Mr. Riley stated he felt the main purpose is to showcase Frederick County as a business destination, the event should be held in the spring or summer, and should include a luncheon where priorities could be discussed. Also, good idea to have a VDOT representative included. He suggested a local agribusiness site for the luncheon.

Mr. Lofton stated that fall would be a good time so that we can get our priorities before the legislators' December 15th deadline for submitting legislation. He suggested touring some businesses and a luncheon. A couple of local CEO's from either small or large companies could



give a presentation on why they chose Frederick County. He also suggested following the same format as the bus tour several years ago.

Mr. Barker will present several options for a legislative event at the next meeting.

TARGETED BUSINESS UPDATE

Mr. Barker presented a brief overview of the methodology used identify our targeted business sectors. He explained that staff is seeking approval of the process and inquiring if there are any specific industry sectors the EDA would like examined.

Mr. Lofton inquired if an update from Frederick Water showing their strategy had been obtained recently.

Mr. Riley remarked we need to know their strategy for the future and suggested making that an agenda item for an EDA Board meeting.

Mr. Crockett stated he feels we should be mindful of any business that serves or compliments air transportation. Mr. Barker agreed to look at the aerospace sector.

Mr. Barker will invite Eric Lawrence, Executive Director, Frederick Water, to make a presentation at our June meeting. Topics the Board would like to hear about are Frederick Water's short- and long-term plans for infrastructure to serve clients, how they stand now to serve current business targets, summary of events for the Opequon Water Supply Initiative, and the new settlement agreement with the quarry.

TALENT STRATEGY VENDOR SELECTION

Mr. Barker announced the contract for this project has been awarded to Development Counsellors International. They will develop a strategy on how to improve the retention and attraction of young adults in the region. Work will begin in August and is to be completed in early December.

SUCH OTHER BUSINESS AS MAY COME BEFORE THIS AUTHORITY

Mr. Rinker stated he feels timing of a statement of support for the Clorox project from the EDA is essential. He made a motion that the EDA issue a statement of support for the Clorox project as a message to others that it is safe and easy to do business with Frederick County. Mr. Fairbanks seconded the motion and it was approved by the following recorded vote:

J. Stanley Crockett	Aye
Robert Claytor	Aye
Bryan Fairbanks	Aye

Gary Lofton	Aye
Heather McKay	Aye
John Riley	Aye
Doug Rinker	Aye

Mr. Barker will develop the verbiage for the statement of support.

Mr. Barker encouraged Board members to attend the Employer Expo on May 23 at the Jim Barnett Park Rec Center and WoW on September 27 at a new venue, Shenandoah University's James R. Wilkins, Jr. Athletic and Events Center.

Due to his upcoming retirement, Mr. Crockett will have new contact information as of May 31. He will give to Mr. Barker to distribute.

Mr. Tibbs stated that at a BOS work session with Justin Kerns, Executive Director, Winchester-Frederick County Convention & Visitors Bureau, a strategy plan for agritourism/sports tourism was discussed. Mr. Barker stated he has been talking to Mr. Kerns and the EDA will be assisting in this effort.

ADJOURN

There being no further business to come before this Authority, the meeting was adjourned at 8:35 a.m.

Stan Crockett
Chairman

Jay Tibbs
Secretary



DATE: May 31, 2019

TO: Board of Directors,
Frederick County Economic Development Authority

FROM: Patrick Barker, CECD
Executive Director

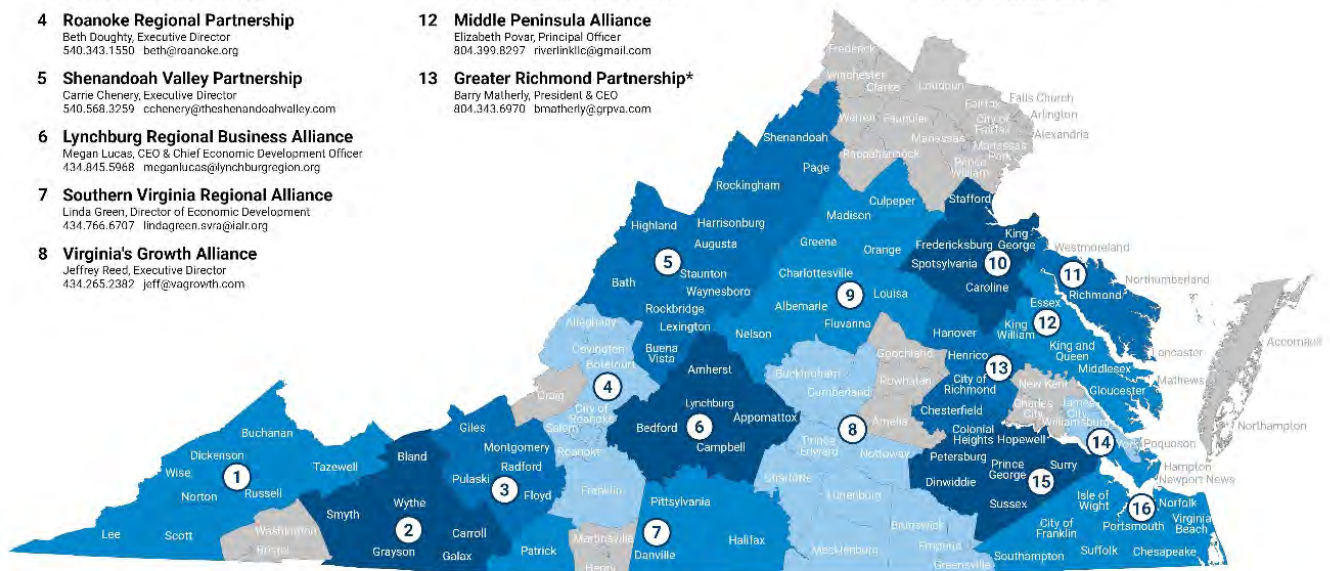
CC: Jay Tibbs
Deputy County Administrator

RE: Regional Economic Development Organization

Cultivating relationships with site consultants has long been a primary proactive marketing tactic of the Frederick County EDA. However, staff has been made aware of changes to the Virginia Economic Development Partnership's (VEDP) practices concerning interaction with site selectors. This new process permits site selectors to engage ONLY with formally recognized regional economic development organizations (REDO) in the State. Unfortunately, Frederick County and others in northwest Virginia are not part of such an organization.

REGIONAL ECONOMIC DEVELOPMENT ORGANIZATIONS

- | | | |
|--|---|--|
| <p>1 Virginia's e-Region (Virginia Coalfield EDA)
Jonathan Belcher, Executive Director
276.889.0381 jonathan@vaceda.org</p> <p>2 Virginia's Industrial Advancement Alliance
Joshua Lewis, Executive Director
276.783.5103 jlewis@viaalliance.org</p> <p>3 Onward New River Valley
Charlie Jewell, Executive Director
540.267.9007 charlie@onwardnrv.org</p> <p>4 Roanoke Regional Partnership
Beth Doughty, Executive Director
540.343.1550 beth@roanoke.org</p> <p>5 Shenandoah Valley Partnership
Carrie Chenery, Executive Director
540.568.3259 cchenery@rthshenandoahvalley.com</p> <p>6 Lynchburg Regional Business Alliance
Megan Lucas, CEO & Chief Economic Development Officer
434.845.5968 meganlucas@lynchburgregion.org</p> <p>7 Southern Virginia Regional Alliance
Linda Green, Director of Economic Development
434.766.6707 lindagreen.svra@alr.org</p> <p>8 Virginia's Growth Alliance
Jeffrey Reed, Executive Director
434.265.2382 jeff@vagrowth.com</p> | <p>9 Central Virginia Partnership
Helen Cauthen, President
434.979.5610 hcauthen@centralvirginia.org</p> <p>10 Fredericksburg Regional Alliance (Fredregion)
Curry Roberts, President
540.361.7373 croberts@fredregion.com</p> <p>11 Northern Neck Chesapeake Bay Region Partnership
Jerry W. Davis, AICP, Executive Director
804.333.1900 jdavis@nmpdc17.state.va.us</p> <p>12 Middle Peninsula Alliance
Elizabeth Povar, Principal Officer
804.399.8297 riverlink16@gmail.com</p> <p>13 Greater Richmond Partnership*
Barry Matherly, President & CEO
804.343.6970 bmatherly@grpva.com</p> | <p>14 Greater Williamsburg Partnership
David Denny, Executive Director
844.497.2020 ddenny@gwvpa.com</p> <p>15 Virginia's Gateway Region*
Keith Boswell, President & CEO
804.732.8971 kboswell@gatewayregion.com</p> <p>16 Hampton Roads Economic Development Alliance
Rick Weddle, President & CEO
757.627.2315 rfweddle@hreda.com</p> |
|--|---|--|



* Chesterfield County is in the Greater Richmond Partnership and Virginia's Gateway Region

YOUR MOVE. OUR COMMITMENT.

That being said, the directors from the EDAs of Frederick County, Clarke County and the City of Winchester have had conversations and are proposing the creation of a REDO in our region exclusively and solely to facilitate, strengthen, and expand our interaction with site selectors and business attraction managers with the Virginia Economic Development Partnership. The EDA staffs of Frederick County, Clarke County and the City of Winchester, in partnership with VEDP, have drafted the enclosed resolution to establish this REDO. It should be noted that this REDO would be different from other REDOs, as this entity would be structured in a manner that it would not have ANY staff, a bank account or legal status. The payment for any partnership activities with the State will be conducted within existing financial and banking processes of each EDA.

This REDO would enhance the EDA focus on site selectors. While it may slightly increase staff workload, the enhanced benefits grossly outweigh the time demand. Finally, this entity should strengthen our current partnerships with Clarke and the City of Winchester (i.e. The Workforce Initiative) and perhaps open doors for future partnership opportunities. The inclusion of other neighboring localities could occur over time.

Staff is seeking the authority's approval of the resolution and charter. Timing is critical so the other two participating EDAs can approve a similar resolution to permit engagement by the State this Fall. The first partnership under the resolution is focused on hosting site selectors at the September 27th Worlds of Work. If the EDA Board chooses to proceed with this REDO, staff will make the Board of Supervisors aware.



**RESOLUTION AUTHORIZING THE CREATION OF THE ECONOMIC COALITION OF THE
NORTHERN SHENANDOAH VALLEY**

WHEREAS, the Economic Development Authorities of the City of Winchester, Counties of Frederick and Clarke, Virginia (the "EDAs") acknowledge the importance of site selector consultants and business attraction project managers with the Virginia Economic Development Partnership in the location of new businesses; and

WHEREAS, in recognition of the value of site selectors and business attraction project managers with the Virginia Economic Development Partnership in the economic development process, the EDAs created the Economic Coalition of the Northern Shenandoah Valley ("ECNSV") to strengthen and expand their activities as they relate exclusively to site selectors and business attraction managers with the Virginia Economic Development Partnership; and

WHEREAS, the ECNSV will have an initial Board of Directors composed of six (6) directors, consisting of the Economic Development Director of each participating jurisdiction and the Chair, or a Chair's designee, of each of the participating EDAs; and

WHEREAS, the EDAs will prepare and maintain necessary collateral (i.e. website) to support the efforts of the ECNSV with each EDA equally funding; and

WHEREAS, the Executive Director of the Economic Development Authority of Frederick County, Virginia (the Authority) in consultation with the Authority's Chair, or Chair's designee, will determine in their sole discretion the Authority's participation in any activity of the ECNSV; and

WHEREAS, funding Frederick County's share of any activity of the ECNSV will come from Frederick County's general fund contribution to the Authority; and

NOW, THEREFORE, BE IT RESOLVED that the Economic Development Authority of the County of Frederick, Virginia approves the creation of the Economic Coalition of the Northern Shenandoah Valley; and

BE IT FURTHER RESOLVED, that the Authority hereby appoints its Chair to serve as a director of ECNSV; provided, however, that the Authority's Chair may designate a different member of the Authority's board of directors to serve in the Chairman's place.

The undersigned hereby certifies that the above Resolution was duly adopted by the directors of the Economic Development Authority of Frederick County, Virginia at a meeting duly called and held on June 6, 2019 and that such resolution is in full force and effect on the date hereto.

Chair, Economic Development
Authority Frederick County, Virginia

ATTEST

Jay Tibbs
Secretary to the EDA

VOTES
AYE NAY ABSTAIN

J. Stanley Crockett
Robert Claytor
Bryan Fairbanks
Gary Lofton
Heather McKay
John Riley
Doug Rinker

DRAFT

Frederick County Economic Development Authority
Regional Economic Development Organization

I. Organization

The Economic Development Authorities of the Counties of Clarke and Frederick and the City of Winchester have agreed to establish the Economic Coalition of the Northern Shenandoah Valley (“Coalition”). The Board of Directors of the Coalition shall be comprised of one (1) member from each respective Economic Development Authority who will be appointed by the Chair of each respective Economic Development Authority, and each respective Economic Development Authority’s executive director. This Charter shall govern the Coalition with regard to its duties and responsibilities.

II. Purpose

The primary function of the Coalition is to assist the Economic Development Authorities of the Counties of Clarke and Frederick and the City of Winchester with activities exclusive to site selectors and business attraction managers with the Virginia Economic Development Partnership. The Coalition’s primary duties and responsibilities are as follows:

- To review site selector partnership opportunities with the Virginia Economic Development Partnership.
- To develop partnership opportunities with business attraction managers with the Virginia Economic Development Partnership.
- To develop and maintain basic collateral (i.e. website) to support the Coalition efforts.

The Coalition will primarily fulfill these responsibilities by carrying out the activities enumerated in Section IV of this Charter.

III. Meetings

The Coalition shall meet annually or more frequently as circumstances dictate. The annual meeting shall be held on the second Tuesday of September at 10:00 a.m. , unless the same shall fall upon a legal holiday, in which case said annual meeting shall be held on the following day or upon such other date as might be established by the ECNSV’s Board of Directors. The annual meeting of the ECNSV will include a recap of previous activities, trends within the site selector process, discussion of desired activities in upcoming year and any other activities as deemed appropriate by the Board. A majority of the Coalition members may call or cancel meetings of the Coalition. The Economic

Development Authorities' executive directors will collectively prepare an agenda in advance of each meeting.

IV. Responsibilities

The Coalition shall have the following duties and responsibilities:

1. Review and select site selector partnership opportunities with the Virginia Economic Development Partnership.
2. Develop partnership opportunities with the business attraction managers of the Virginia Economic Development Partnership.
3. Prepare minutes of all meetings of the Coalition, and report to the respective EDAs and localities on the matters discussed at each Coalition meeting, as appropriate.
4. Will not handle any funds.
5. Partial or complete dissolution of the Coalition shall be by written confirmation by a majority of Coalition members.
6. Review and reassess annually the adequacy of this Charter and conduct an annual self-assessment of this Coalition's performance.
7. Perform any other activities consistent with this Charter, the County's goals, objectives and governing law, as the Coalition deems necessary or appropriate.

DATE: May 31, 2019

TO: Board of Directors,
Frederick County Economic Development Authority

FROM: Patrick Barker, CEcD
Executive Director

CC: Jay Tibbs
Deputy County Administrator

RE: Legislative Event

At recent EDA meetings, staff was directed to develop a local complementary and/or alternative event to the EDA's Annual Legislative Reception held in Richmond. This event would showcase Frederick County as a business destination, highlight key EDA programs and recruit support for EDA legislative priorities. Federal and State elected officials would be the central key audience along with State economic development officials and other key State departments.

Staff proposes the following tentative agenda for EDA Board review and discussion. After discussion, staff will contact each legislator's office to as to their availability for the selected date.

Targeted Date | Friday, September 27th or Friday, October 11th

- 1:00 pm | Meet at Airport for Opening/Introductions
- 1:15 pm | Drive to area manufacturer for a tour with students
 - While en route to manufacturer, will point out significant business events that showcase Frederick County as a premier business location status as well as show other points of interest that relate to legislative priorities
- 1:30 pm | Manufacturing tour with students
 - Students will either be County middle or high school students or students from the Trades Academy at LFCC
- 2:30 pm | Drive to local agribusiness facility for business roundtable and reception
 - While en route to manufacturer, will point out significant business events that showcase Frederick County as a premier business location status as well as show other points of interest that relate to legislative priorities

- 3:00 pm | Business Roundtable\Reception at local agribusiness facility
 - Hear from key local businesses (targeting 3-4 businesses) their reasoning for locating in Frederick County and current needs
 - Discuss proposed legislative bills and budgetary priorities
 - Heavy appetizers and drinks served will be locally sourced, as best possible
- 4:30 pm | Conclude event/return to airport

Metrics

- 75% of state elected delegation attending
- 30 individuals overall with half from outside Winchester/Frederick County
- Acquire sponsors for bill
 - Unveil legislative bill seeking support for State delegation and budgetary priorities

Staff is seeking the Authority's feedback regarding the proposed event itinerary.

