

AGENDA

ECONOMIC DEVELOPMENT AUTHORITY

| THURSDAY, DECEMBER 3 |

| 8:00 AM |

COUNTY ADMINISTRATION BUILDING @ BOARD OF SUPERVISORS MEETING ROOM

107 KENT STREET WINCHESTER, VA

1. Call to Order
2. Approval of Minutes – November 5th || ACTION
1. Treasurer’s Report November & December || ACTION
2. Talent Strategy Implementation || Discussion
 - *A plan has been created for a regional website for information on living and working in the Northern Shenandoah Valley region. This was one of the primary implementation goals from the Talent Attraction Marketing Strategy for the Northern Shenandoah Valley.*
3. Joint Meeting Preparation || Discussion
 - *With the date set (January 13th), discussion on the agenda and planned activities is appropriate.*
4. Closed Session in accordance with 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.
5. Such other business as may come before this Authority

MINUTES
ECONOMIC DEVELOPMENT AUTHORITY
| THURSDAY, NOVEMBER 5, 2020 |

A meeting of the Frederick County Economic Development Authority was held on Thursday, November 5, 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, Bryan Fairbanks, Doug Rinker and Richard Till

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 October 8, 2020, meeting were presented.

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

J. Stanley Crockett	Aye
Susan Brooks	Absent
Bryan Fairbanks	Aye
Heather McKay	Absent
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 October 31, 2020 - \$768,565.77.
Savings Account - Scott & Stringfellow as of October 31, 2020 - \$1,298,508.15.

Ms. McCann-Slaughter requested that, for transparency purposes, approval of the Treasurer's Report be postponed again this month until the next meeting so that a copy of a cashier's check written on the account can accompany the report.

EDA BUDGET FY22

Mr. Barker presented the draft EDA budget for FY22. He explained the proposal aims to further evaluate the EDA's efforts to attract and retain workforce talent, retain and expand existing businesses, recruit target businesses, and employ policies that keep Frederick County a competitive business location. The request is consistent with past budget appropriations and reflects an increase of 1.1% or \$6912, which is a slight increase in employee benefits. Staff is seeking approval of this request.

Ms. McCann-Slaughter asked about rental of office space. Mr. Tibbs responded there is only one habitable space currently in the Sunnyside property purchased by the County and the long-term goal is to include the EDA office in that property if and when it is refurbished.

Ms. McCann-Slaughter also asked if the line item for travel expenses could be tweaked since most conferences/seminars are now virtual. Mr. Barker stated it is hoped that more travel can be done in the next year but the line item does reflect reduced spending.

Mr. Crockett stated that, in future budget presentations, he would like them to not only include the EDA's goals but also showcase recent successes and returns on investments. He feels this would help the EDA better communicate with the BOS and the public that the EDA is a good steward of the funds Frederick County entrusts to them. Ms. McCann-Slaughter concurred with Mr. Crockett.

On motion of Mr. Rinker, seconded by Mr. Fairbanks, the draft EDA budget as presented was approved by the following vote:

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

REMOTE MEETING POLICY

Mr. Barker stated some EDA Board members had expressed interest in the ability to conduct meetings with some members participating by phone when unable to attend in person. He presented a draft Remote Meeting Policy, which incorporates stipulations for remote meeting participation as directed in the Code of Virginia and is modeled after the one adopted by the BOS. He stated the Board must adopt a policy prior to having any Board member participate remotely in a meeting. He asked the Board members to note that, for any meeting where a member or members participate remotely, a minimum of four (4) Board members are required to be physically present to meet the requirement for a quorum.



Mr. Crockett stated he feels the policy is timely, appropriate, and will be very helpful.

On motion of Ms. McCann-Slaughter, seconded by Mr. Rinker, the policy was approved by the following recorded vote:

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

WINCHESTER REGIONAL AIRPORT

Mr. Nick Sabo, Executive Director/Airport Manager, gave a presentation on the airport and provided an update on activities there.

ADJOURN

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

Stan Crockett
Chairman

Jay Tibbs
Secretary



DATE: November 30, 2020

TO: Board of Directors,
Frederick County Economic Development Authority

FROM: Patrick Barker, CEcD
Executive Director

CC: Jay Tibbs
Deputy County Administrator

RE: Shenandoah Valley Talent Solutions Strategy | Implementation

As you might recall, the Frederick County EDA, in partnership with other Northern Shenandoah Valley localities (i.e. the counties of Clarke, Shenandoah, Warren and Page, and the City of Winchester), have engaged Development Counsellors International (DCI)—the leader in marketing places -to develop a Comprehensive Talent Solutions Strategy focused on job seekers, university and community college graduates, and high school students. This Strategy identified obstacles to and opportunities for retention and attraction of young adult talent.

Based on the research, as well as best practices, DCI recommended a strategy including 8+ major marketing tactics for the region to start promoting its career and lifestyle opportunities to internal and external talent. 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. It creates the first impression, so it needs to leave a positive and lasting impression. The name factors into search engine optimization and defines the brand. The group aimed for a URL that is short, easy to type, easy to pronounce. With all these factors in mind, the URL LiveLoveShenandoah.com has been reserved.

After soliciting multiple quotes, Granicus was selected to build the site. They provided the most affordable and professional option. They are current website vendor for Frederick County and the EDA. The option selected was an “Independent Subsite”, which is semi-customizable at a cost of \$8,000 one-time implementation fee. All partners will contribute funding.

The website’s content will pull heavily from the key messages within Shenandoah Valley Talent Solutions Strategy. These include “Gain Back Your Time and Peace of Mind”; “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.

DATE: November 30, 2020

TO: Board of Directors
Frederick County Economic Development Authority

FROM: Patrick Barker, CEcD
Executive Director

CC: Jay Tibbs
Deputy County Administrator

RE: Joint Meeting with Board of Supervisors | Preparation

The annual joint meeting is scheduled for Wednesday, January 13th at 5:30 pm. This meeting will focus on the current direction and activities of the EDA, as well as provide an opportunity for the EDA Board and Board of Supervisors to discuss expectations for economic development.

Staff has proposed the following agenda:

- General overview of EDA's mission
- Accomplishments since last joint meeting
 - Covid-19 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 has been accomplished on these activities, they require a long-term focus, thus their inclusion remains necessary. Staff suggests adding an additional activity or two to the work plan for the next 12 months. Potential activities could include assistance to the County's agribusiness industry and/or enhancements to the retention activities based on lessons learned from the pandemic.

Staff is seeking EDA Board feedback to the agenda and possible planned activities for the next 12 months.