

**JOINT INDUSTRIAL DEVELOPMENT AUTHORITY**

**Minutes of Meeting**

**March 24, 2016**

The Joint Industrial Development Authority of Wythe County, Wytheville, and Rural Retreat held a regular meeting on Thursday, March 24, 2016, at 3:00 p.m. in the Council Room of the Wytheville Municipal Building at 150 East Monroe Street, Wytheville, Virginia.

**MEMBERS PRESENT**

David Kause, Chairman  
Wes Mabe  
David Carpenter  
Dicky Morgan

Charlie White  
Jennifer Atwell  
John Silva

**MEMBERS ABSENT**

None

**EX-OFFICIO MEMBERS PRESENT**

C. Wayne Sutherland, Jr., Wytheville Town Manager

**EX-OFFICIO MEMBERS ABSENT**

R. Cellell Dalton, Wythe County Administrator  
Jason Childers, Rural Retreat Town Manager

**JOINT IDA STAFF PRESENT**

David Manley, Executive Director  
John Matthews, Associate Director  
Virginia Crockett, Administrative Assistant

**DETERMINATION OF QUORUM**

Chairman Kause called the meeting to order and determined a quorum to be present. Chairman Kause offered the invocation and led the Pledge of Allegiance.

**CITIZENS' TIME**

Chairman Kause welcomed Wayne Sutherland, Wytheville Town Manager, and Patricia Bevil from the Virginia Employment Commission, to the meeting and asked if there was anyone present who would like to address the Board. Ms. Bevil alerted the Board to an EAC meeting being held at the Wytheville Meeting Center on April 13 that will be sponsored by the Virginia Employment Commission. The meeting will involve several surrounding counties and they are hoping to see several of the employers in the area there. Unemployment statistics and information were also discussed by the Board and Ms. Bevil.

**APPROVAL OF MINUTES—February 18, 2016**

Chairman Kause asked if there were any questions or discussion regarding the February 18, 2016, meeting minutes. With there being no discussion, Chairman Kause asked for a motion to approve the February 18 meeting minutes. Mr. Carpenter made a motion, seconded by Mr. Silva, to approve the minutes as presented. With no further discussion, the motion passed unanimously.

**APPROVAL OF INVOICES**

Chairman Kause asked if there were any questions or discussion regarding the invoices for March 2016. Mr. Morgan asked about the charges to Dick's Sporting Goods. Mr. Manley explained that during a site visit the

rented vehicle got stuck in the mud and another driver was kind enough to pull them out. A gift certificate was purchased and sent to them to thank them for their generosity and not having to call a tow truck. Ms. Atwell asked about the new computer from Dell, if it was a replacement or an addition. Mr. Manley noted that it was for the Administrative Assistant. The computer she was using has started to shut down on its own and was becoming a problem. Ms. Atwell asked if it was the one where the monitor was replaced. Mr. Manley stated yes, the monitor was for the same computer. Mr. Silva asked if the payment to VSBFA (Virginia Small Business Financing Authority) was an annual payment for the Smyth-Wythe Airport. Mr. Manley stated that every year there is a payment made. He mentioned that the loan is in the JIDA's name and every year the airport pays the JIDA and the JIDA pays the VSBFA. Mr. Morgan asked who paid the JIDA. Mr. Manley stated that it was the airport authority. Mr. Morgan asked how long it will last. Mr. Manley stated that it was a 10-year loan and they have paid about one-half of the loan. Chairman Kause asked if there were any further questions or discussion on the invoices. Mr. Silva asked about Mr. Manley's trip to Baltimore. Mr. Manley stated that Baltimore was for a certification class and Richmond was for project Mockingbird. Mr. Carpenter asked how the JIDA was able to get Dell to make a service visit. Mr. Manley stated that it was in the JIDA plan. He mentioned that the cost was around \$60 or \$70 and they come on site to install or replace hardware, which is next day. Chairman Kause asked why the check was missing from the VSBFA invoice. Miss Crockett reminded him that the check was signed and mailed at the end of February.

Chairman Kause asked if there was a motion to approve the invoices. Mr. Morgan made a motion, seconded by Mr. Mabe, to approve the invoices as presented. With no further questions, the motion passed with Ms. Atwell abstaining due to a payment being made to the WWB Chamber of Commerce.

**Joint IDA of Wythe County  
Check Register  
For the Period from February 19, 2016 through March 24, 2016**

Check #	Date	Payee	Amount
EFT	2-24-16	Xerox Corporation	23.01
EFT	2-25-16	CenturyLink	188.73
EFT	3-24-16	CenturyLink	188.73
EFT	3-24-16	First Bank	4,386.95
EFT	3-24-16	Robert G. Moore	1,100.00
EFT	3-24-16	Xerox Corporation	92.74
EFT	3-24-16	Appalachian Power Co.	216.47
7390		VOID	0.00
7391	2-22-16	Virginia Small Business Adm.	41,323.97
7392		VOID	0.00
7393	3-24-16	David Manley	774.90
7394	3-24-16	Town of Wytheville	16,034.59
7395	3-24-16	Virginia Crockett-Reimbursement	257.69
7396	3-24-16	W-W-B Chamber of Commerce	76.00
<b>Total</b>			<b>\$ 64,663.78</b>

**STAFF REPORT – ASSOCIATE DIRECTOR**

**Webinars and Meetings**

Bringing historic tax credits to Main Street – Webinar – February 19  
Real Property Investment Grant and Job Creation Grant Webinars – February 24

**Meetings**

Barry Catron – Properties  
Bill Smith – Properties  
Downtown Wytheville Economic Restructuring Committee  
Friends of Southwest Virginia  
Hutchinson – Randy Lund and Robert Govin  
Project Mockingbird  
Susan Harwood – Properties  
Wythe-Bland Young Professionals and steering committee

## **Economic Restructuring Committee**

- **Startup Wythe In** – The committee has posted the competition outline and application, which are starting to be turned in. Sponsorship letters have been sent out and the committee has received pledges and payments totaling \$8500 of the 2016 goal of \$22,000.
- **Main Street visit** – Representatives from the National and State Main Street Community programs visited Wytheville for two days to assess the progress of our downtown revitalization for our Main Street Community application. They toured our downtown area and met with each of the Downtown Wytheville, Inc. Committees. We had the opportunity to share what we were working on as the Economic Restructuring Committee and get some feedback. They were impressed with Startup Wythe In and suggested applying for a grant through DHCD's Community Business Launch program through the JIDA office. One of the main suggestions they offered for recruitment and restoration projects was to do the look at feasibility studies and whenever anyone makes investments to make sure it is long-term and make sure the investment works towards the end goal.

## **MyVirginiaScan**

We have been asked to make our six-month updates to our listings on the property database maintained by the Virginia Economic Development Partnership. We will be contacting the property owners and representatives to make sure that the information we have listed for their sites and buildings are still accurate.

## **Scholarship**

Awarded a \$500 scholarship for the April Basic Economic Development Course.

## **STAFF REPORT – EXECUTIVE DIRECTOR**

### **New or Expanding Business Activity**

- Responded to inquiries from
  - Local industry
  - Site selection consultant
  - VEDP
  - Tobacco Commission

### **New or Notable**

- Developed two new online advertising campaigns
  - Waze – GPS based, directions, links (data center, Progress Park)
  - LinkedIn – Targeted to decision-makers in certain urban markets – several versions of ads highlighting different area prospects (data center, Progress Park)
- Progress Park/Lot 24 video debuted online
  - Viewed over 1,800 times in first 48 hours
  - Wide circulation via shares on Facebook
  - Will show next month @ board meeting or visit our Facebook page to view under "Videos"

### **Continuing Ed/Conferences**

- VEDA in Williamsburg last week
- Business Retention and Expansion IEDC class in Baltimore

### **Meetings/Business Contacts**

- Todd Haymore, Va. Secretary of Agriculture and Forestry
- Liz Povar, VEDP VP of Business Expansion
- Joe Gillespie, VEDP Project Manger
- Diane Thomas, VEDP Int'l Trade Manager
- David Denny, Sanford Holshouser Ec. Dev. Consulting
- Joe Hines, Timmons Group
- Deborah Flippo, Draper Aden Assoc., President of VEDA
- Craig Kotarski, Timmons Group
- Robin Bass, VEDP
- Josh Lewis, aCorridor
- Stephen Versen – Project Manager, Virginia Department of Agriculture and Consumer Services

- Stephanie Surrett, Exec. Dir – SVAM Center of Excellence
- Alan Wood – Coperion Corp.
- Tim Pennington, Scaffner North America
- Downtown Wytheville Economic Restructuring Committee
- Peter Argue, Somic America
- Waren Hammer, VEDP
- Tim Pfohl, VaTRRC
- Stacey Richardson, VaTRRC
- Ned Stephenson, Deputy Director, VaTRRC
- Cellell Dalton, County Administrator
- Wythe-Bland Young Professionals Steering committee
- John Smolak, Ec. Dev. Director – AEP (Project Tiger, marketing)
- Lennie Gail Mitcham, SVAM Exec. Dir.
- John Longshore, Global Location Strategies (Tiger)
- Dean Sprinkle, President – WCC
- Dan Motley, Norfolk Southern
- John Griffith, Appalachian Power
- Wayne Sutherland, Town of Wytheville
- Dan Tolley, Project Mockingbird
- Lane Dellinger, GJ Hopkins contractors

#### **UPCOMING:**

- Meet the Consultants – next week in Atlanta
- Budget hearing Monday, March 28 @ 11:30

Mr. Manley explained the activities that took place during Meet the Consultants the previous year and what was anticipated this year.

#### **OLD BUSINESS**

##### **TENURE AWARDS RECAP**

Mr. Manley stated that today at noon the Joint IDA held the annual Tenure Awards luncheon sponsored by Wytheville Office Supply. He stated that everyone should have a copy of the bio for each company that was honored. Mr. Manley stated that almost everyone invited attended and that a few of which that had sent an RSVP were unable to attend. He mentioned that he appreciated the Board members being at the luncheon and he added that the businesses always thank the Joint IDA for the recognition. Mr. Manley thanked Wayne Roop and Wytheville Office Supply for sponsoring the awards luncheon again this year.

Mr. Manley added that Dr. Dean Sprinkle, Wytheville Community College President, was the guest speaker for the luncheon. He spoke about the new push toward new credential training. He added that there are statistics that indicate that we are going to need 1.5 million new workers in Virginia in the next ten years. Mr. Manley stated that the Commonwealth of Virginia (and its community college system) is trying to become more adaptable and proactive for workforce needs, especially steering people into trades and skilled positions. These things have not been ignored, but they have not been in the spotlight for the last several years. Mr. Manley added that there is a tremendous deficiency in welders, industrial maintenance, and in other highly skilled positions. The community college is making a conscious effort at both the state and local level to drive more of that training.

##### **GOLF TOURNAMENT UPDATE**

Mr. Mabe stated that Mr. Matthews provided him with the letter and registration form that will be sent out to the manufacturers and other businesses inviting them to participate in the golf tournament. He mentioned that he had spoken with Don Goode, Club Manager, and Teresa Walters, Restaurant Manager last week. He stated that Ms. Walters will pull the invoices so we would have something to go by. Mr. Mabe stated that he will begin his discussions with her. Mr. Matthews will send the letters out at the first of April. Mr. Carpenter asked if a date had been set. Mr. Mabe answered that it was May 19.

##### **BUDGET**

Mr. Manley reported that Monday, March 28 at 11:30 a.m. is the annual budget hearing with the County. He stated that history indicates that usually where the County leads on financial support is the direction followed by the two towns. He mentioned that with the small increase (less than 1.5%) asked for this year he did not foresee

any significant problems. Mr. Manley stated that it was slightly over one percent because of some increases in costs and the remainder is basically the same as last year. He noted that he will know more about the budget after Monday.

## **OTHER**

Website analytics – Mr. Manley distributed a copy of the monthly analytics for the website. He stated that he did research “bounce” and it means when someone leaves our site to go to another site, when they click a link on the JIDA webpage to go to that site, departing our site to another site. Other statistics were discussed on the report.

Strategic Plan updates – Ms. Atwell asked if there would be any updates regarding the Strategic Plan. Mr. Manley stated that it will be updating the information and bringing it back to the April Board meeting. There was a question asking if there would be a working session held prior to the Board meeting to discuss the plan. Mr. Manley read the minutes regarding the plan. Mr. Matthews asked if the Board would like to have a work session before or after the staff updates the plan. Ms. Atwell stated that the minutes say to have a meeting prior to revising the plan. Mr. Manley stated that could be done, but his thoughts were to bring the comments to the April Board meeting. The staff is flexible and do whatever the Board desires. Mr. Manley stated his recommendation would be, if the Board did not mind, because the plan is only a little over a year old, it is something that could be done later on this summer or fall to start looking at developing the Strategic Plan. He noted it would take some time putting one together because the County and Towns and the JIDA Board will need to be involved. Mr. Manley noted that it will take hours of time to do the plan and that the staff is prepared to do that. He thought in the meantime, to sort of guide us, if the board did not mind, to allow the staff to bring recommendations in April and then figure out the marching orders. Mr. White stated that he concurred with Mr. Manley’s suggestion. Mr. Carpenter asked if he meant for the Board to bring recommendations. Mr. Manley stated that staff recommendations were what Mr. White mentioned during last month’s meeting. Mr. Carpenter stated the staff should give the Board a guideline, something to discuss. Ms. Atwell stated she understood that it should be cleaned up to correct some of the verbiage and what has already been accomplished and what needs to go forward. Mr. Carpenter asked if a Strategic Plan is done every three years. Mr. Manley stated it was every three to five years and Ms. Atwell concurred. Chairman Kause directed the staff to clean up the plan and present it at the next meeting for discussion.

## **NEW BUSINESS**

### **STARTUP WYTHE IN**

Information was covered during the Associate Director’s report. Mr. Carpenter asked when the start date is. Mr. Matthews stated that applications are due in the middle of June and then July 4 is when the finalists will be announced. Mr. Mabe asked when the past winner was going to open her business. Mr. Matthews stated that construction is going on right now in the facility. He noted that opening will more than likely be the end of April or the beginning of May. Mr. Silva asked if there would be a ribbon cutting. Mr. Matthews answered that the Chamber will take care of that.

Mr. Matthews mentioned that the Young Professionals are going to be doing a Downtown Business Crawl on April 23. Mr. Manley added that all ages are welcome. Mr. Matthews stated that the idea is to get as many people downtown to patronize all of the businesses that they can. Mr. Carpenter asked what time it will be held. Mr. Matthews stated that it starts at 9:30 and would begin at Coffee and Crumbs.

## **PROJECT UPDATES**

Mr. Mabe made a motion to enter into a closed session as permitted by Section 2.2-3711(a)(5) of the Virginia Freedom of Information Act, Code of Virginia to discuss undisclosed projects and actual or probable litigation. The motion was seconded by Mr. Carpenter, and passed unanimously. The meeting entered discussion in closed session.

Upon conclusion of the closed meeting, Mr. Mabe made a motion, and Dr. White seconded, that the Joint Industrial Development Authority of Wythe County, Wytheville, and Rural Retreat certify that, in the closed meeting, nothing was discussed except the matter (1) specifically identified in the motion to convene in a closed meeting and (2) lawfully permitted to be so discussed under the provisions of the Virginia Freedom of Information Act cited in that motion.

CERTIFICATION OF CLOSED SESSION

WHEREAS, the Joint Industrial Development Authority of Wythe County, Wytheville and Rural Retreat has convened a closed meeting on this date pursuant to an affirmative recorded vote and in accordance with the provisions of the Virginia Freedom of Information Act; and

WHEREAS, Section 2.2-3711(a)(5) of the Code of Virginia requires a certificate by the Joint Industrial Development Authority of Wythe County, Wytheville and Rural Retreat that such closed meeting was conducted in conformity with Virginia law;

NOW, THEREFORE, BE IT RESOLVED that the Joint Industrial Development Authority of Wythe County, Wytheville and Rural Retreat, hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certificate resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed or considered by the Joint Industrial Development Authority of Wythe County, Wytheville and Rural Retreat.

Motion was passed with the following roll call vote:

The following roll call vote was required after the motion for certification:

AYES:	David Kause	Wes Mabe
	David Carpenter	Jennifer Atwell
	Charlie White	John Silva
	Dicky Morgan	

NAYS: None

ABSENT DURING MEETING: None

ABSENT DURING VOTE: None

**OTHER**

None

**ADJOURN**

There being no other business, Chairman Kause adjourned the meeting at 4:30 p.m.

\_\_\_\_\_  
David Kause, Chairman

Attest:

\_\_\_\_\_  
Virginia M. Crockett, Secretary