

JOINT INDUSTRIAL DEVELOPMENT AUTHORITY

Minutes of Meeting

February 18, 2016

The Joint Industrial Development Authority of Wythe County, Wytheville, and Rural Retreat held a regular meeting on Thursday, February 18, 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

Charlie White
Jennifer Atwell

MEMBERS ABSENT

John Silva
Dicky Morgan

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

DETERMINDATION 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, and Tim Reeves, Chairman of the Wythe County Board of Supervisors to the meeting and asked if there was anyone present who would like to address the Board. There being none, the meeting continued.

JOSH LEWIS, ACORRIDOR EXECUTIVE DIRECTOR

Mr. Manley introduced Josh Lewis, Executive Director of Virginia's aCorridor. He mentioned that the aCorridor is the marketing organization for our region. Mr. Manley mentioned that Mr. Lewis studied at Virginia Commonwealth University and the University of North Carolina Greensboro for his graduate degree. Mr. Lewis previously worked in Greensboro for Goodwill Industries and since then went to Roanoke and worked for Downtown Roanoke, Inc., as an economic development specialist. He was recruited away and now works for the aCorridor and will be working out of Wytheville and Marion.

Mr. Lewis mentioned that he was sure that the Board was familiar with aCorridor. He noted that Mr. Manley, Alan Hawthorne, and some of the Board members, had worked with Tom Elliott the former Executive Director of the aCorridor. He added that if anyone had any specific questions he would be glad to answer those or he could just elaborate on the organization itself and what he would like to see happen in the next year or two. He mentioned that there are some challenges such as closing down the old office and consolidating with the Mt.

Rogers Planning District Commission in their office. Mr. Lewis stated that at present there is no marketing material and no working website. He stated that in the short term his goals are to focus on the marketing material and the aCorridor website.

Mr. Lewis stated that he is beginning to learn the work area, the workforce, the infrastructure, and that he is currently leaning on the local Economic Developers to assist him with providing guidance and information with the sites and the product that he is trying to pitch. He noted that he is working on a budget and will be attending ten to twelve marketing events across the country and in Virginia along with some in conjunction with Virginia Economic Development Partnership and its marketing trade missions.

Mr. Mabe introduced himself to Mr. Lewis and thanked him for attending the JIDA Board meeting. He noted that some of the Board members had some questions during the last meeting regarding in trying to understand and raise the level of knowledge that the Board has about it. Mr. Mabe stated that he would like to know more about the aCorridor and what its function or roll will be in regards to economic development, specifically for Wythe County and the three entities that are represented by this Board. He mentioned the fact that there was no marketing material or website and asked if it was something that was available in the past regards to the aCorridor or is that something that needs to be just refurbished or regenerated. He added that it concerns him because that information is not available. Mr. Lewis stated that the problem is that his predecessor had been sick and had some health problems for a year or two and had recruited someone to put together a website that was never finished. He stated that when he said he had no website, he meant that he had no functional website. Mr. Lewis stated that there is a website there if you search for it, but if you Google the website you will get a page from the early 2000's and not the most recent. He added that it is a concern and it will be one of the first things on his list to take care of. He noted that as far as marketing material, it has always been available.

Mr. Lewis continued his presentation with the history and responsibilities of the aCorridor and answered several questions regarding marketing, funding, and activities of the region, concentration efforts, and return on investment.

Chairman Kause thanked Mr. Lewis for attending the meeting and for providing a clearer picture of the responsibilities of the aCorridor for Wythe County.

APPROVAL OF MINUTES—January 28, 2016

Chairman Kause asked if there were any questions or discussion regarding the January minutes. Mr. Carpenter had a question regarding the section on the Fairview sign. He asked if the name Clarke Precision Machine should be Machine or Machining and noted that he had it listed as Machine. Mr. Manley stated that Mr. Clarke has seen the sign and that whatever is on the sign should be correct and that what is stated in the minutes may or may not be what is actually on the sign and noted it will be checked by staff. Ms. Atwell pointed out that the date at the beginning of the minutes was incorrect and should be 2016. She had a question regarding the correct wording on page 412 and then Bolling Wilson on page 416 is spelled incorrectly. Chairman Kause asked if there were any further questions regarding the minutes. There being none Chairman Kause asked if there was a motion to accept the minutes as corrected. Mr. Carpenter made a motion, seconded by Mr. Mabe, to approve the January minutes as corrected. 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 February 2016. Ms. Crockett noted that there will be several bills come due after February 18 due to the meeting being early in the month. There will be a CenturyLink and Xerox bill coming due later in the month. Mr. Mabe asked if the VEDA check was yearly dues for Mr. Matthews. Mr. Manley stated that it was. Chairman Kause asked if there was a motion to approve the invoices as presented. Mr. Mabe made a motion, seconded by Mr. Carpenter, to approve the invoices as presented. With no further discussion, the motion passed unanimously with three yes votes and one abstained vote by Ms. Atwell.

**Joint IDA of Wythe County
Check Register
For the Period from January 29, 2016 through February 18, 2016**

Check #	Date	Payee	Amount
EFT	1-29-16	Xerox Corporation	49.95
EFT	2-18-16	Appalachian Power Company	107.94
EFT	2-18-16	First Bank – Master Card	854.11
EFT	2-18-16	Robert G. Moore	1,100.00

EFT	2-18-16	Appalachian Power Company	101.34
7386	2-18-16	David Manley	159.53
7387	2-18-16	Town of Wytheville	16,079.15
7388	2-18-16	Virginia Economic Development	250.00
7389	2-18-16	W-W-B Chamber of Commerce	130.00
Total			\$ 18,832.02

STAFF REPORT – ASSOCIATE DIRECTOR

Upcoming Webinars

Bringing historic tax credits to Main Street – Webinar – February 19 at 12 pm in the Town’s Conference Room A
 Real Property investment Grant and Job Creation Grant Webinars – February 24 at 2 pm and 3:30 pm at the JIDA office

Meetings

- Bill Smith – Properties
- Bob Downey – Reed Creek Mill
- Downtown Wytheville Economic Restructuring Committee
- Jane Hall – RH Sheppard
- Mark and Dustin Sechrest – Meeting Venue
- Project Mockingbird
- Project Tiger
- Steve Lester – Properties
- Susan Harwood – Properties
- Wythe-Bland Young Professionals and steering committee

Economic Restructuring Committee

- Startup Wythe In – The committee has begun planning for the 2016 Startup Wythe In program. Sponsorship letters have been sent out and the committee has already received pledges totaling 25% of the 2016 goal of \$22,000. Our office will be reaching out to community colleges and universities in Southwest Virginia for student and faculty participation in the program.
- Merchant Training Programs – The Economic Restructuring Committee and the promotions committee are working towards offering a series of learning opportunities for merchants based on their needs. The committees anticipate session in April, May, and June.

Adobe Creative Cloud

The office has purchased Creative Cloud software, which comes with Acrobat Document Cloud. The software will allow us to create images and graphics, edit media for web and print, create and edit PDF’s, create fillable forms, and much more.

STAFF REPORT – EXECUTIVE DIRECTOR

New or Expanding Business Activity

- Responded to inquiries from
 - Local industry
 - Site selection consultants
 - VEDP
 - Tobacco Commission
 - Accounting firm
 - Local developer
 - Regional contractor

Ongoing projects

- Evatran clawback negotiations still underway
- Annual report publishing
- SET (Stronger Economies Together) in Marion

Site Visit

- Best discussed in closed session – significant project

New or Notable

- Participated in groundbreaking at Somic America on February 9
- Developed press release with Somic, engineer, contractor
- Contacted all legislators re: economic development measure in this GA session

Meetings/Business Contacts

- Josh Lewis, aCorridor
- Stephen Versen – Project Manager, Virginia Department of Agriculture and Consumer Services
- Stephanie Surrent, Executive Director – SVAM Center of Excellence
- Perry Hughes, Director of Workforce Development – Wytheville Community College
- Bob DiMarino – Coperion Corp. workforce discussion
- James Anderson – Longwood/Wabtec
- Matthew Clarke, Clarke Precision machine
- Tim Pennington, Schaffner MTC
- Downtown Wytheville Economic Restructuring Committee
- Peter Argue, Somic America
- Jeff Dunnack, Somic America
- Bobby Angles, Somic America
- Warren Hammer, VEDP
- Tim Pfohl, VaTRRC
- Ned Stephenson, Deputy Director, VaTRRC
- Cellell Dalton, County Administrator
- Wythe-Bland Young Steering committee
- DRIVA board of directors
- John Smolak, Ec. Dev. Director – AEP (Project Tiger, marketing)
- Lennie Gail Mitcham, SVAM Exec. Dir.
- Craig Barbrow, USDA Rural Development
- Melinda Robinett, Wythe County Public Schools
- John Longshore, Global Location Strategies (Tiger)
- Didi Caldwell, Global Location Strategies (Tiger)
- Robb Watson, AEP Columbus Ec. Dev. Office (mapping)
- Green Faircloth, Atmos (utility)
- Joey Suals, Spectra Energy (E. Tenn. Natural Gas pipeline)
- Lorri Huffard, VP – WCC
- Dean Sprinkle, President – WCC
- Paul Lindamood, First Bank and Trust
- Dan Motley, Norfolk Southern
- John Griffith, Appalachian Power
- Wayne Sutherland, Town of Wytheville
- Dan Tolley, Project Mockingburd
- Scott Frayser, SPG Capital
- Todd Wohlford, Downtown Wytheville, Inc.
- Trent Crewe, mayor – Town of Wytheville
- Tim Reeves, Chairman 0 Wythe Co. Board of Supervisors
- Eric Brackens, Atmos Energy marketing
- Melinda Robinett, Executive Director of Educational Service, Wythe Co Public Schools
- Mike Jonas, Farm Credit
- Wade Lephew, First Bank and Trust
- Jim Street, Greg Kuykendall – JA Street & Associates
- Marty Britt – HS Williams & Associates

Upcoming

- IEDC certification training class – Baltimore, MD, last week of February
- Meet the Consultants – Atlanta, GA, late March
- Budget presentation, annual report presentation to Joint Governing Bodies on February 29

OLD BUSINESS

REVOLVING LOAN FUND

Mr. Manley reported that all of the loan payments continue to be paid on time and that there would be a discussion held in closed session regarding a recommendation from the loan committee. The vote will be taken in open session due to the fact that it is an unannounced economic prospect, but it would be the largest loan so far. Mr. Matthews mentioned that one of the loans was paid off and the borrower has been approved for a second loan.

TENURE AWARDS

Mr. Manley stated that the Tenure Awards luncheon will be held prior to the March 24 board meeting in the Bolling Wilson Hotel Ballroom. Mr. Matthews added that the invitations to the recipients will go out on February 19 and the invitations to officials, etc., will go out soon afterwards. He mentioned that the artwork for the awards has been submitted and they should be sending a proof back soon. Chairman Kause asked how many awarding companies there would be this year. Mr. Manley stated there were eight and mentioned that there would be a new type of award given rather than the normal plaque. He added that it did not change the cost much, but it will be a more modern, fresh looking award than given in the past to be put out on display.

Chairman Kause reminded the Board again that the Tenure Awards luncheon will be held on March 24 prior to the JIDA Board meeting being held at 3:00 p.m. in the Wytheville Town Council Chambers.

GOLF TOURNAMENT

Mr. Mabe stated that he and Mr. Matthews will be meeting to discuss final plans for the Golf Tournament. In the interim Mr. Matthews will be mailing out registration forms and letters for sponsorship. Ms. Crockett stated that both the Country Club and the ballroom has been booked for the event. Mr. Mabe added that he has a meeting at the Country Club and that he would set up a date for he and Mr. Matthews to meet with the restaurant manager at the club to discuss the menu for the social after the tournament.

OTHER

Strategic Plan – Mr. Manley stated that there was a significant amount of discussion during January's meeting on what the Joint IDA's role was as far as an economic development agency. He referred to the Strategic Plan which gives the Joint IDA a working map along with the Joint Governing Bodies Resolution that was passed a year and one-half ago. The current copy that each Board member has was developed in the Fall of 2013/Winter of 2014 and was put into place prior to his arrival in the Spring of 2014. The Strategic Plan was developed in conjunction with all three governing bodies, the JIDA Board of Directors, and Chief Administrative Officers as well. Mr. Manley noted that this was the work plan and goal setting that was done over a long period of time and this is sort of what the Joint IDA works by and on to the best of our ability. He added that he did not know if the Strategic Plan was ever officially published, but this current copy is the result of the planning. Chairman Kause stated that Ms. DiYorio was leading the completion of the plan and he believes that there was a lot of discussion at that point in time as to what the Joint IDA was doing and what was needed to maintain funding from the governing bodies. He mentioned that this was developed to help the Joint IDA put their best foot forward to attract more industry. The copy of the plan shows some of the objectives and obviously the priority and goals. Chairman Kause added that there was a big focus on small business and he believes that the Joint IDA has been fortunate with aiding the Downtown Revitalization efforts to assist in developing the small businesses locally, not that the Joint IDA was the driving force, but gave assistance with the efforts.

Chairman Kause stated that he felt that the Strategic Plan needs to be looked at to update some of the activities on the plan since they have been fulfilled, such as the new website. Chairman Kause added that he believed the Strategic Plan should be posted on the new website. Mr. Manley mentioned that the plan could be put on the website. Mr. Mabe asked if the Strategic Plan was still pertinent to 2016. Mr. Manley said that they are usually three to five year plans. Ms. Atwell asked if there could be a working session to update the Strategic Plan for 2016. Mr. Mabe asked if there were things that are still being done on the plan noting that some of the areas looked as though they are being carried out and maybe it needs to be updated to add new strategy and clean up the 2014 plan to match the present date. Mr. Manley answered that he thought that would be a good project for the 2016-2017 year and have a fresh outlook and plan for the Joint IDA. He mentioned that the jurisdictions would also need to be included in the process. He suggested having a working session to adjust the plan and update it. Mr. Carpenter asked what some of the acronyms meant. Mr. Manley answered, but also mentioned that some have since disbanded.

Ms. Atwell mentioned that the SREC was disbanded, but that Wythe County, Bland County, and Wytheville were working on hiring an individual to fill the position to assist with small business recruitments, and assistance. Mr. Manley noted that CRIFA (Crossroads Regional Industrial Facilities Authority) was working to find someone to fill

the position who would be helping with business plans, business financials, and other information a small business startup would need. He stated that the Joint IDA has been and is available to help individuals wanting assistance with anything necessary to open a business, but that it takes hours and hours of research and assistance that would take away from the activities of the Joint IDA staff. However, he stated that until that person is hired the Joint IDA staff is always available to give information and assistance.

Mr. Mabe asked if Mr. Manley thought that the Strategic Plan needed to be revised and cleaned up to make it more up-to-date. Mr. Manley stated that he thought that it should be done. Chairman Kause mentioned that he felt it necessary for the Board to schedule a working session to go over the plan first before presenting it to the jurisdictions. He added that this would allow the Board the opportunity to offer their ideas, suggestions, and concerns regarding the plan. Mr. Manley stated that the Board should work on the Strategic Plan and meet with the chief administrative officers of the jurisdictions once it is complete to get their input on the plan. He added that the staff will work on scheduling a meeting with Board members to work on the plan possibly in March to get started. He mentioned that because it is a revision it will not be like it is being created from the beginning. Mr. Mabe stated that he felt that it just needed to be updated and cleanup/eliminate some of the existing information to match the current activities. Mr. Manley stated that ideally when it is revised there is a third party disconnected facilitator that comes in that you can sort of say whatever you want to. Ms. Atwell mentioned that when the process began the Board did have a facilitator and there were multiple meetings to revise the plan.

Chairman Kause suggested that there should maybe be an afternoon working session scheduled. Mr. Manley added that it may be good to have one among the staff and board to put the plan together prior to asking the jurisdictions to attend. Chairman Kause suggested maybe scheduling a working session prior to the April Board meeting to sit down and go over the plan and make needed changes. Dr. White suggested that the Joint IDA staff work on the plan and then the Board will have something to work from once the meeting is called, which would make the working session much more productive. Mr. Carpenter suggested that the staff work on the information and then email it to each Board member to review prior to the working session. Mr. Manley stated that the staff will work on the plan and schedule a meeting prior to the April board meeting.

Webpage activity report – Mr. Manley stated that each Board member has a copy of an activity report from the new website. He mentioned that what is interesting is that the site has had 389 visits in one month and they have looked at 900 pages among them, so it averages to be 2.3 pages per person. He added that they had stayed on the site for around two minutes and he said that he knew that it does not sound like a lot, but in the world of websites that is a good amount of time. Mr. Manley stated that they have come to lookup something or they have come to figure out a piece of information and not just click on the site and move on, they have come there for a reason when they visit over two minutes. He mentioned new sessions which are unique people who have visited and 81 percent of those visitors are new, having never visited before. He added that there have been visitors from Great Britain, Germany, and China. He mentioned that, as time allows, the staff will research deeper and find out some things about the visitors, but that is an advanced step. Mr. Mabe asked about the bounce rate. Mr. Manley stated that it is not that they are thrown off of the site, but as he understands it they have been referred from a link on another site and not directly typed into the search engine. Ms. Atwell stated that it was also when they go out on another link of one of the JIDA pages. Mr. Carpenter asked if it could be from the search engine that took them there. Mr. Manley stated that he would get an exact definition for the board for what Google refers to it as because different people use different terms. Mr. Mabe stated that it looked like the JIDA is getting hits on the site and they are looking at some page, so he thought that was positive. He added that he thought that the report just needs to be looked at periodically to make sure the JIDA is getting those and as there are changes and additions to the website their response can be tracked. Mr. Manley stated that he could dig a little deeper to see specifically what pages and how much time they are spending and what is at least interesting to people or if there are certain pages that they are not looking at all and maybe we could figure out why, maybe they are too hard to get to. Mr. Reeves stated that he was one of those visitors and was looking at the infrastructure and that he has gone there for information previously.

NEW BUSINESS

CREDIT CARD ACCESS FOR ASSOCIATE DIRECTOR

Mr. Manley mentioned that he and Mr. Matthews will be traveling in the near future sometimes at the same time. He added that instead of Mr. Matthews having to pay out-of-pocket expenses and then be reimbursed after his return, he felt that Mr. Matthews needed access to the credit card. He stated that unless the Board has objection, Mr. Matthews will be given access to the credit card account for his travel expenses. Mr. Manley expressed that he is certain that Mr. Matthews has proven to be trustworthy and that he has no doubts that he will not use it improperly. Mr. Carpenter asked if Mr. Manley was looking to get him a card. Mr. Manley stated yes, and it would be added onto the account with a separate card with his name on it. Mr. Carpenter stated he felt that it should be done. Mr. Manley stated especially if there is an expense, and he was gone, the staff should

not be expected to spend their own money for those expenses. Mr. Manley stated that a motion is not needed, unless there was an objection from the Board, if not Mr. Matthews will be issued a card.

WORKFORCE EDUCATION INITIATIVE

Mr. Manley stated that Mr. Matthews has been working on a new workforce education initiative and that would be through cooperation among Wytheville Community College, K-12, and local plant managers to develop an immediate and intermediate strategy for workforce. He noted that it was put off due to a medical emergency, but that should be up and working prior to the March meeting where it can be reported on to the Board. Mr. Manley added that there has been a lot of interest in the workforce education initiative, so the staff decided to convene everyone at the Joint IDA office instead of everyone going out and doing it on their own and just try to have a more unified approach.

Mr. Carpenter added that from a training standpoint, you can train technical skills, but he felt the first thing that he thinks that needs to be trained is personal skills. He mentioned that some of those would be show up to work on time, you are not just going there for a paycheck, you are going there because the company needs to be profitable. He added that the company cannot be profitable unless the employees are there. Mr. Carpenter added that people need to know why they should show up to work, the reasons they show up to work is not just the paycheck, the reason is to make themselves stronger and the companies stronger. He mentioned that he tries to teach that to his students. He believes that instructors may deal too much with the fact that they have to be a machinist or a drafter, or a welder. He thinks the very first thing that needs to be taught is to be a good responsible employee and mentions that is where grades K-12 come into factor. He spoke about work ethic and training people to be a person first, skills can be taught, but they need to be a person first.

Dr. White reiterated on the subject of soft skills. Those soft skills are show up for work, show up clean, show up drug free, and other valuable personal skills. He added there are no courses aimed specifically toward the soft skills. He noted that the college may be able to do that in their orientation class because everyone has to take the orientation class. Dr. White stated that children need to know that they are going to have to work, show up to work, and be a model employee.

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 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

NAYS: None

ABSENT DURING MEETING: John Silva
Dicky Morgan

ABSENT DURING VOTE: John Silva
Dicky Morgan

OTHER

Revolving Loan Fund – Upon exiting closed session, Chairman Kause asked if there was a motion to approve the loan of \$250,000 from the Joint IDA revolving loan fund for the benefit of Project Mockingbird. Mr. Mabe made a motion, seconded by Mr. Carpenter, to approve the loan of \$250,000 from the Joint IDA revolving loan fund for the benefit of Project Mockingbird, an otherwise undisclosed project. With no further discussion, the motion passed unanimously.

ADJOURN

There being no other business, Chairman Kause adjourned the meeting at 4:50 p.m.

David Kause, Chairman

Attest:

Virginia M. Crockett, Secretary