

JOINT INDUSTRIAL DEVELOPMENT AUTHORITY

Minutes of Meeting

May 28, 2015

The Joint Industrial Development Authority of Wythe County, Wytheville, and Rural Retreat held a regular meeting on Thursday, May 28, 2015, 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
Dana Pack
Charlie White

John Silva
Jennifer Atwell

MEMBERS ABSENT

Dicky Morgan
Wes Mabe

EX-OFFICIO MEMBERS PRESENT

C. Wayne Sutherland, Jr., Wytheville Town Manager

EX-OFFICIO MEMBERS ABSENT

Michael S. James, Rural Retreat Town Manager
R. Cellell Dalton, Wythe County Administrator

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 Mr. Pack led the Pledge of Allegiance.

Mr. Manley reported that Mr. Mabe was not in attendance due to an unavoidable conflict.

CITIZENS' TIME

Mr. Kause welcomed Wayne Sutherland, Wytheville Town Manager, Rosa Lee Jude, Wytheville CVB Director, and Patricia Bevil to the meeting and asked if there was anyone who would like to address the Board at this time. Ms. Bevil thanked the Joint IDA for allowing the VEC to attend and mentioned that their office had been busy helping with new job orders and layoffs in the area. With no further discussion, Chairman Kause continued with the meeting.

ROSA LEE JUDE – WYTHEVILLE CVB DIRECTOR: DRIVE TOURISM INITIATIVE

Ms. Jude gave a brief background of the Wytheville Convention and Visitors' Bureau (CVB) and the DRIVE Tourism initiative. She noted that the CVB has been in service for 25 years and is a destination marketing organization, primarily charged with marketing. The Wytheville CVB has always had a regional approach where they join hands with the neighboring counties and regions to increase tourism.

Ms. Jude stated that about five years ago the Virginia Tourism Commission (VTC) started working on a state tourism plan. This plan was a blueprint that identifies areas of development and growth for the tourism industry and created an overall plan for the state and then it was broken down into regions. An initiative known as DRIVE Tourism was born from this process and was designed to take this planning to the local level. Wytheville was asked to be one of the first communities to conduct this program, which was one of only 20 in the state of Virginia. A local task force made up from approximately 15 hospitality and tourism leaders met in three different workshops facilitated by the VTC. In these in-depth workshops the group focused on competitors, strengths and weaknesses, potential partnerships and connectivity with other communities, and growth potential. During this time the task force came up with a two year product development plan and a five year game changer plan which were interestingly enough coincided with the Downtown improvement efforts. The two year product development plan was centered on the local farmers market and the five year was a multi-use entertainment venue which could possibly be the old Millwald Theater or a similar venue. Wytheville was the first community to finish the DRIVE Tourism workshops and now qualifies for a \$10,000 grant to do some sort of study or planning effort related to this new plan. The task force will soon start the study and planning process and will begin to move forward.

APPROVAL OF MINUTES—April 23, 2015 (COMBINED MARCH AND APRIL MEETINGS)

Chairman Kause asked if there were any corrections, additions, or questions regarding the minutes of the combined March and April meeting and if there was a motion to approve the minutes as presented. Ms. Atwell asked that the minutes reflect that the differences in the 2015-2016 budget were because of the template requested by the Wythe County Board of Supervisors. Mr. Manley stated that the minutes would be amended. Chairman Kause asked if there were any more discussion and if there was a motion to approve the minutes as amended. There being none, Mr. Silva made a motion, seconded by Mr. Pack, to approve the minutes as amended. 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 May 2015 and if there was a motion to approve the invoices as presented. There being none, Mr. Silva made a motion, seconded by Dr. White, to approve the invoices for May 2015. With no further discussion, the motion passed unanimously.

**Joint IDA of Wythe County
Check Register
For the Period from May 1, 2015 through May 31, 2015**

Check #	Date	Payee	Amount
EFT	5-11-15	Appalachian Power Company	\$ 34.86
EFT	5-21-15	Robert G. Moore	1,100.00
EFT	5-26-15	CenturyLink	168.48
EFT	5-26-15	First Bank – Master Card	1,467.09
EFT	5-27-15	Appalachian Power Company	54.60
7305	5-28-15	The Restaurant @ Golf Club	1,884.67
7306	5-28-15	Wordsprint	72.00
7307	5-28-15	Wytheville Golf Club	2,400.00
7308	5-28-15	David Manley	611.98
7309	5-28-15	John Matthews	139.15
7310	5-28-15	Mt. Rogers Development Partnership	7,308.75
7311	5-28-15	TC’s Care and Repair	30.00
7312	5-28-15	Town of Wytheville	15,913.81
7313	5-28-15	Virginia Crockett – Reimbursements	232.74
7314	5-28-15	W-W-B Chamber of Commerce	600.00
7315	5-28-15	Wytheville Office Supply	33.48
7316	5-28-15	Xerox Corporation	112.03
Total			\$ 32,163.64

STAFF REPORT – EXECUTIVE DIRECTOR

Activity Highlights for period ending May 27, 2015

New and Expanding Business Activity

- Responded to inquiries from
 - VEDP
 - @Corridor
 - Coperion Corp. and contractor
 - Downtown retailer
 - Various entrepreneurs
 - Commercial real estate broker
 - Various local citizens
 - Local manufacturers
 - Real estate developers
- Active Projects: Ready, Queen, Talking Bird, Aurora, Archer, S8, Tread*, Capstone, weld, Shift*, Copper*, Thunderbolt, Pond*
- Closed Projects: Foxtrot (VA not on shortlist)

Ongoing projects

- Working toward Lot 24 closeout with Branch Highways/Wythe County
 - Need payment authorized by Board

Mr. Manley reported that he met with Jeremy Flynn from Branch Highways and Bill Vaughan, Wythe County Engineer, to discuss the completion of Lot 24. Mr. Manley noted that there were seven points/areas of concern at Lot 24 which were:

1. Landscaping (the roughly half dozen trees that did not survive): A planting will take place after November 1, 2015. Responsible party: Branch Highways
2. Drainage control repair as identified during walk-around. Responsible party: Branch Highways
3. Ground cover: It was agreed that based on growth patterns of earlier-planted areas, no measures were necessary at this time to address ground cover issues. Rain was most important.
4. Rills - the outfall at the far drainage pond: Will be addressed in #7
5. Rip rap / flume damage: Will be repaired by Branch Highways.
6. 4-bay clean-out and repair of side channel will be completed by Branch Highways.
7. A water bar will be added beyond aforementioned 4-bay at the perimeter of the last drainage pond.

He added that the Board will need a motion to release the payment to Branch Highways once Wythe County has made the decision that all areas of concern are completed. Chairman Kause asked if there was a motion to release payment to Branch Highways once Wythe County approved the completion of the corrections needed on Lot 24. Mr. Pack made a motion, seconded by Mr. Silva, to approve the release of the payment for the completion of Lot 24 once Wythe County approved the concerns. Chairman Kause asked if there was any further discussion, there being none the motion passed unanimously.

- Website
 - Circulate prototype page designs (home, internal)
- Budgeting and financial projections

Events

- Kickoff/Revitalization – Wythe Manufacturing Council. Luncheon sponsored by SVAM and SVAM-COE with presentations from each
- Co-sponsored w/HR Alliance, CowanPerry PC, and WWB Chamber – Employers’ Law Update w/lunch @ Boling Wilson Hotel

Meetings/Business Contacts

- Alan Wood, Bob DiMarino (Coperion), Wayne Sutherland, Cellell Dalton, Joe Gillespie, Tom Elliott
- Liz Povar, Sandi McNinch, Rob McClintock, Jerry Giles (VEDP), Rebecca Hough and Nathan Richards (Evatran)
- Robert McClintock, VEDP
- Rom Elliott, @Corridor
- Bill Vaughan, County Engineer

- Jeremy Flynn, Branch Highways
- Steve Semones, Balzer & Associates
- Cellell Dalton, County Administrator
- Joe Gillespie, VEDP
- Wytheville Industrial Development Authority (presentation, extensive Q&A)
- SVAM Center of Excellence Board of Directors
- Wythe-Bland Young Professionals and steering committee
- WWB Chamber Executive Committee
- Downtown Wytheville Economic Restructuring Committee
- Board of Supervisors Economic Development Committee
- CRIFA Board of Directors
- Wythe County Board of Supervisors Economic Development Committee
- Wythe County Board of Supervisors
- The O’Connon Group
- Alan Wood, Coperion
- Matthew Clarke and Tim Pennington – SchaffnerMTC
- Paul Lindamood, First Sentinel Bank
- Wade Lephew, First Bank and Trust
- Tracey Holliday, The Farmer’s Daughter
- Donnie Bales, Bear Creek Studios
- Scott Martin, FPS
- Rebecca Hough and Nathan Richards, Evatran
- Bob Kirby, SREC

Media Activity and PR

- Appearance on Danny G
- Regular Facebook maintenance
- First Sentinel Bank TV commercial
- WWB Chamber Community Business Expo

Upcoming:

- VEDA Summer membership meeting – Roanoke, VA, June 2
- SEDE annual meeting – Savannah, GA, July 26-28
- IEDC training class – Georgia Tech, Atlanta, GA, August 13-14 (“Economic Development Marketing and Attraction”)
- IEDC certification training class – UNC, Chapel Hill, NC, October 29-30 (“Real Estate Redevelopment and Reuse”)

STAFF REPORT – ASSOCIATE DIRECTOR

Workshops and Training

- Virginia Industrial Development Authority (VIDA) Conference in Roanoke – April 30 and May 1
- Worker’s Compensation – Town of Wytheville and Virginia Municipal League – May 28

Wythe Manufacturing Council

The Wythe Manufacturing help its kickoff luncheon with Lennie Gail Dunlop, Director of Southwest Virginia Alliance for Manufacturing, and Stephanie Surret, Center of Excellence, on May 27 at Wytheville Community College. The presentations went well despite technical difficulties. Attendees were interested in the training opportunities that will be offered by COE, and there were many good question. Manufacturers and resource organizations were contacted by a postcard mailing and three email blasts. Marketing strategies will be revisited to reach out to more manufacturers to increase attendance.

Meetings

- Coperion and locality representatives
- Danny G. – WYVE
- Downtown Wytheville Economic Restructuring Committee
- Lennie Gail Dunlop – SVAM

- Tracy Holliday – Farmer’s Daughter
- Wythe-Bland Young Professional and steering committee
- Wytheville Golf Club

Golf Tournament

The tournament was on May 21, 2015, and there were 14 Hole Sponsors, 15 Reception Sponsors, and 18 Teams. Door prizes were donated by: @Corridor, Ander’s Realty & Auction, Appalachian Power, Applebee’s, Barter Theatre, Berry Home Center, Bob Evans, Cracker Barrel, First Bank of Virginia, Jennifer Walters State Farm, Naber Subway, Petals of Wytheville, Rural Retreat Winery, Shoney’s, Simply Home, The Farmers Daughter, Three Rivers media, Tommy Hundley State Farm, Truliant FCU, West Wind Winery, Wohlfahrt Haus Dinner Theatre, Wolf Creek Golf and Country Club, Wytheville Moose Lodge, Golf Balls donated by Bridgestone an \$850 value.

Community Business Expo

The Community Business Expo was held on May 18, 2015, at the Wytheville Meeting Center. The JIDA set up a table at the Business Expo with a monitor showing a slideshow that showcased some of our activities, our industrial parks, and programs we have access to, along with brochures. Our new JIDA table runner looked sharp and came in about \$75 under budget.

Startup Wythe In

Startup Wythe In, the business idea competition, is still accepting applications and recruiting competitors. The committee decided to push back the deadline to July 15 in order to get a larger pool of applicants.

OLD BUSINESS

WEBSITE

Mr. Manley distributed the first samples of the main and internal page of the new Joint IDA website. He noted that this is the first run and that more color will be added and that he would be discussing new ideas to make it stand out and be more vibrant.

GOLF TOURNAMENT RECAP

Mr. Matthews noted that the Board received in their packet a copy of the financial information regarding the golf tournament. He reported that there were 18 teams, 14 reception sponsors, 14 hole sponsors, and numerous door and contest prize sponsors as well as the golf balls being donated by Bridgestone. He added that everyone seemed to enjoy the afternoon of golf and the refreshments and door prizes following the event. Mr. Matthews thanked everyone for their help and support for a successful tournament.

CHAMBER BUSINESS EXPO

Chairman Kause thanked Ms. Atwell and the Chamber of Commerce for the successful event and added that there was excellent participation from area companies and that there were several visitors who passed through.

Mr. Matthews reported that marketing and the appearance of the Joint IDA booth was improved from previous years with the addition of the new table runner with the Joint IDA logo. There was a new slide show and the booth was manned the entire time by the Joint IDA staff and Chairman Kause. The staff was able to speak to several individuals and the exposure was good for the Joint IDA.

REVOLVING LOAN FUND

Mr. Manley reported that the two approved loans have closed and that a payment of \$1,000 has already been received from one of the individuals and that the first payment for the other loan is due in June. He noted that there has been more interest in the Revolving Loan Fund.

BUDGET UPDATE

Mr. Manley updated the Board on the budget approval. He mentioned that Wythe County had approved the proposed budget and that he is waiting to hear from the Town of Rural Retreat and Town of Wytheville. Mrs. Atwell and Mr. Manley had a brief discussion about budget formats, specifically the template requested by the Wythe County Budget Director vs. the standard template used in internal JIDA budgeting. Mr. Sutherland,

Wytheville Town Manager, stated that he felt everything should be approved without problems from Wytheville.

CRIFA MANAGEMENT

Mr. Manley noted that the SREC is dissolving and that the CRIFA will be hiring a small business advisor to manage the organization. The Joint IDA will no longer be managing CRIFA after this fiscal year ending in June.

STARTUP WYTHE IN UPDATE

Mr. Manley stated that Downtown Wytheville, Inc. partnering with the Joint IDA had extended the deadline for the *Startup Wythe In* business idea contest to July 15. He noted that they wanted to make sure that they received a good group of candidates, so they are allowing more time for entries. Mr. Manley added that the Joint IDA is not running the competition, but has offered design work and other input for the contest.

OTHER

None

NEW BUSINESS

FINANCIAL DISCLOSURE STATEMENT (WYTHE COUNTY REPRESENTATIVES)

The Board members were reminded to turn their Financial Disclosure Statements in to their jurisdiction office by June 15.

COPIER PROPOSAL

Mr. Manley distributed copies regarding leasing and purchasing a new copier for the Joint IDA office. He noted that there have been some issues with the machine that is presently in the office over the past several months. He stated that the lease price for the machine over the course of agreement will be \$7,192 and that the purchase price to buy it now would be \$5,453. These prices are based on Wythe County government prices. The actual retail price of the machine is \$16,000. Mr. Manley added that the contract included maintenance and supplies, such as ink cartridges, at no charge for a period of 48 months. He mentioned that the prices for copies would also decrease from what is currently being paid. Mr. Manley asked the Board if they would allow the Joint IDA office to replace their copier and asked if they would like to purchase or lease. After discussion Dr. White asked Mr. Manley what he would like to do. Mr. Manley stated that he would like to purchase the copier and not lease due to the increase in cost. Dr. White made a motion, seconded by Mr. Pack, to purchase the new Xerox copier for the Joint IDA office. Mr. Kause asked if there was any further discussion. There being none, the motion passed unanimously.

PROJECT UPDATES

Mr. Silva 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 unannounced projects. The motion was seconded by Mr. Pack, and passed unanimously. Mr. Silva made a motion, and Ms. Atwell seconded, that the Joint Industrial Development Authority of Wythe County, Wytheville, and Rural Retreat certify that, in the closed meeting just concluded, 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. The motion passed unanimously.

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.

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

AYES: David Kause
Dana Pack
Jennifer Atwell
Charlie White
John Silva

NAYS: None

ABSENT DURING MEETING: Wes Mabe
Dicky Morgan

ABSENT DURING VOTE: Wes Mabe
Dicky Morgan

OTHER

None

ADJOURN

There being no other business, Mr. Kause adjourned the meeting at 4:25 p.m.

David Kause, Chairman

Attest:

Virginia M. Crockett, Secretary