

JOINT INDUSTRIAL DEVELOPMENT AUTHORITY
Minutes of Meeting
August 25, 2016

The Joint Industrial Development Authority of Wythe County, Wytheville, and Rural Retreat held a regular meeting on Thursday, August 25, 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	Charlie White
David Carpenter	Jennifer Atwell
Wes Mabe	John Silva
Dicky Morgan	

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
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 to the meeting and asked if there was anyone present who would like to address the Board. Ms. Bevil mentioned the Virginia Employment Commission's 2016 Employer Conference being held in Roanoke on September 13, 2016, and asked that the information be shared with whomever would like to attend. The JIDA Board was also invited to attend. With no further comments Chairman Kause continued with the meeting.

APPROVAL OF MINUTES—July 28, 2016

Chairman Kause asked if there were any questions or discussion regarding the July 28, 2016, meeting minutes. Mr. Carpenter pointed out spelling errors that needed to be corrected. Chairman Kause asked if there were any other corrections needed, with there being none he asked for a motion to approve the minutes as corrected. Mr. Carpenter made a motion, seconded by Mr. Mabe, to approve the minutes as amended. With no further discussion the motion passed unanimously.

FINANCIAL REPORTS AND APPROVAL OF INVOICES

Chairman Kause asked if there were any questions regarding the financial reports and invoices for the month of August. Mr. Carpenter had a question regarding the check register. He noted that there is a substantial amount of paper used and asked if there was a reason why so much was put together for the Board. Mr. Manley stated that the staff was asked to do so previously. Mr. Carpenter stated that he figured that it must be, but there was a lot of paper being printed for no reason. Chairman Kause mentioned that he would like to think that the staff could eliminate a few of the attachments. He added that one of the thoughts that he had was taking advantage of the TV screens available in the council chambers and just show them for everyone to look at them at one time. Mr. Silva noted that he was currently looking at the information on his laptop. Mr. Manley stated that what could possibly be done next month would to do both and see how it works out. Chairman Kause added that there was one point in time when someone wanted to see the amortization schedule from every revolving loan and that he thinks that it is unnecessary. Mr. Manley stated that the amortizations could be eliminated and a summary sheet could be printed. He added that a spreadsheet or a copy of the current month check register could be printed to show that payment was received. Mr. Carpenter stated that some of them extend out to multiple pages and that the Board doesn't necessarily need to see that monthly. Mr. Manley stated that the amortization schedules will be eliminated and a smaller report would be provided. Ms. Atwell asked about the marketing expense. Mr. Manley stated that the funds came from the APCo data center marketing grant that was given to the JIDA several years ago and it has to be used for marketing.

Chairman Kause asked if there were any further questions regarding the financials and if there was a motion to approve the payment of invoices. Mr. Morgan made a motion, seconded by Mr. Silva, to approve the invoices as presented. With no further discussion, the motion passed unanimously.

**Joint IDA of Wythe County
Check Register
For the Period from August 1, 2016 through August 31, 2016**

Check #	Date	Payee	Amount
EFT	8-25-16	Appalachian Power Company	\$ 136.87

EFT	8-25-16	CenturyLink	193.82
EFT	8-25-16	First Bank-MasterCard	634.54
EFT	8-25-16	Robert G. Moore	1,100.00
EFT	8-25-16	Xerox Corporation	50.31
7430	8-25-16	VOID	0.00
7431	8-25-16	TC's Care and Repair	30.00
7432	8-25-16	Virginia Crockett – Reimbursement	41.82
7433	8-25-16	David Manley – Reimbursement	417.96
7434	8-25-16	Town of Wytheville	22,819.64
Total			\$ 25,424.96

STAFF REPORT – ASSOCIATE DIRECTOR

Mr. Matthews was absent from the meeting due to a death in the family. He will resume his reporting next month.

STAFF REPORT – EXECUTIVE DIRECTOR

New and Expanding Business Activity

- Responded to inquiries from
 - VEDP
 - Local industry
 - aCorridor
 - Property owner
 - Commercial real estate broker
 - Virginia Tobacco Region Revitalization Commission
 - Regional manufacturers
 - Downtown business owners

Business Contacts and Meetings

- Joe Gillespie, VEDP Project Manager
- Josh Lewis, aCorridor
- Mary Jane Umberger, HR Alliance LLC
- Downtown Wytheville Economic Restructuring Committee
- Stacey Richardson, VaTRRC
- Cellell Dalton, County Administrator
- Stephen Bear, Asst. County Administrator
- John Smolak, Ec. Dev. Director – AEP
- Marty Holliday, NRMR WIB
- Wayne Sutherland, Town of Wytheville
- Dan Tolley, Branch Botanicals
- Eric Chapman and Amy Wheeler, CowanPerry PC
- Teresa Lewis, Freedom Settlement Services
- Stephanie Surrect, SVAM CoE
- Lennie Gail Dunlop, SVAM/Legislative council

- Jim Grubbs, First Community Bank
- Scot Farthing, Wythe County Attorney
- Liz Povar, VEDP
- John Loftus, VEDP
- Deborah Flippo, Draper Aden
- Carolyn Howard, Draper Aden
- Vivian Womble, Coffee & Crumbs
- Barbara Sewell, Three Rivers Media
- Ray Wingert, Amcor plant engineer
- Kevin Mumpower, Bristol Compressors and Council Member – City of Bristol (VA)
- Renee Chapline, Virginia’s Gateway Region CEO
- Elizabeth Moran, Workforce Development – VCCS
- Rosa Lee Jude, Wytheville CVB
- Don Jensen, Solid Wood Doors LLC
- CM Walters, United Way of Wythe Co.

Other Activities

- Letter of support for 170 Main LLC for tourism development funds from VTC
- Letter of support for SMART SCALE funds for PP connector road
- Evaluation of banking proposals
- Ongoing development of draft marketing plan
- Branch Botanicals – TROF fund release, execution of security document
- Feasibility study planning group, Town of Wytheville
- SVAM CoE Board of Directors meeting
- Year-end account wrap ups w/Ginny, audit prep
- Credit card reconciliation
- Revamped/rewrote small business section of website
- Added various resources to website
- Downtown Wytheville publication work group
- BOS briefing, update on Go Virginia, Business Ready Sites initiative, current activities
- Reviewed Business Ready Sites initiative program guidelines, developed strategy
- Negotiation of agreement with Draper Aden and subsequent execution for Business Ready Sites evaluation
- Attended Manufacturing Expo in Abingdon sponsored by SVAM
- Prepare JGB briefing for meeting
- Prepare agenda and discussion topics for Manufacturing Legislative Council

Upcoming Events of Interest

- Joint Governing Bodies meeting – August 29, 2016, in BOS Board Room @ 7pm
- Legal Luncheon re: overtime, labor issues – Sept. 1, 2016 (Joint IDA co-sponsoring) @ Wytheville Meeting Center
- SVAM Active Shooter Training – Sept. 13, 2016 (Joint IDA co-sponsoring) @ WCC

OLD BUSINESS

MARKETING PLAN DEVELOPMENT UPDATE

Mr. Manley stated that he did not receive any additional comments on the draft marketing plan, so if the Board has any additional thoughts now would be the time to do that. The Board will be getting a completed draft at next month's meeting. Mr. Carpenter mentioned that he had a question regarding "strengths" on page one. He added that he did not see anything regarding the community college with an emphasis on the workforce development they have here. He also mentioned the fact that the college has the Manufacturing Technology Center headquartered here. Mr. Mabe stated that from his understanding that Mr. Manley had noted the weaknesses there was a lack of existing industry participation and he asked what was meant by that. Mr. Manley answered that the Joint IDA has tried a couple of times to get that manufacturing council active again. He noted that getting people to meet or even interested in meeting has been very difficult. Mr. Mabe asked if that would be something that the Joint IDA would want to promote as part of the marketing plan. Mr. Manley stated that it definitely would be a part of the marketing plan, just maybe something different, such as a roundtable event for managers etc. Mr. Carpenter stated that he would think that the Joint IDA would get more of a response if it were changed to something along that line, like a management roundtable. He mentioned that the problem that existed with the former meetings was that everything started becoming something regarding Human Resources. Mr. Carpenter thought a best practices discussion with other managers would be more useful. He noted that the Joint IDA needs to direct it. Mr. Manley agreed that it absolutely needs to be revitalized.

Mr. Silva stated that he did not get copies of the marketing plan update and asked if Miss Crockett could email the items. Mr. Silva asked to have it sent to him.

Mr. Mabe asked about the weaknesses of trucking in the area. Dr. White stated that there is a truck driver training program at Crossroads in Galax. Ms. Atwell noted that more training dollars were now available for training such as that. Ms. Bevil noted that under the Workforce Development they had many partners. She noted that People, Inc., that works in this area has supported programs for training if they qualify through the youth and adult program. She mentioned that if a person receives unemployment benefits she can refer them to the dislocated workers program. Mr. Morgan asked if the benefits were industry-specific. Ms. Bevil stated that People, Inc., is who helps with training for potential workers and there are different areas that they can go to. Mr. Morgan asked what the training was, what type of training can an individual receive. Ms. Bevil stated that it is any training, any program that an individual wants to do, such as Criminal Justice, some type of medical field, CDL drivers, the jobs vary.

Chairman Kause asked Mr. Manley about the weaknesses listed on the update and asked if access to major airports should be included. Mr. Manley stated yes and even international would be included because most of the manufacturers around the area have to deal with overseas contacts or are themselves international businesses.

Mr. Carpenter asked about the threats and stated that what comes to mind is adverse media. He stated such as just what was pointed out earlier about another area about not having enough people to fill jobs and not enough will. Mr. Manley stated that Wythe County has had their share of negative attention and that additional negative publicity was certainly not needed. Mr. Carpenter mentioned that would be a better term, "negative publicity". Mr. Manley stated he would add it.

Mr. Silva asked what was meant by fragmented market. Mr. Manley stated that Wythe County is in the middle of media markets where we are split between Johnson City/Tri-Cities, Roanoke, the NC Triad, and even West

Virginia. He mentioned that Wythe County is split up and our message has to go to various locations around us. Ms. Atwell stated that it should be fragmented media market. Mr. Manley thanked the Board for their dialog in preparing the Marketing Plan because it makes it a better document. This is the first try at doing it, but it still needs to be dynamic and proper.

Mr. Morgan asked if the problems on I-81 and I-77 should be mentioned also. Mr. Manley stated that it certainly could be. Ms. Silva asked about traffic counts on the bridge at Ft. Chiswell. Mr. Manley stated he would try to obtain the updated numbers for the Board.

Chairman Kause asked Mr. Manley if he could talk briefly about larger economic forces discussed in the document as a threat. Mr. Manley stated that there are things that are global in nature that local forces cannot necessarily control. He stated that there are currency issues, global trade, shortages of any kind of resource, just the sorts of things that could affect our businesses and our competitiveness that are beyond our reach. He mentioned some are geo-political things such as war, strife, or anything similar. Ms. Atwell asked if words could be added that we could answer such as that. Mr. Manley stated he could add geo-political issues, natural resources, etc.

Mr. Carpenter stated that there was nothing under audience and he thought a critical point of marketing is identifying our audience. He added that it is definitely not the public, but to him it is the corporations and business, large and small. He is also thinking current businesses here and potential new businesses. Mr. Manley suggested decision makers in general. Ms. Atwell stated that site consultants were also an important part of the audience. Mr. Carpenter stated another audience would be the real estate market. Mr. Manley concurred and mentioned that site selection consultants have often worked in commercial real estate in some capacity, as well. Mr. Manley mentioned that the constituency in Richmond could be added too, including economic development partners and elected officials.

Mr. Manley asked if there were any further comments and told the Board that if they had any further information to please email their suggestions to him. He stated that he would revise the plan and bring a copy of it back to the Board meeting in September.

STARTUP WYTHE IN UPDATE

Mr. Manley stated that the Startup Wythe In program is underway and on schedule. The pitch night will be held the first part of October, so the JIDA staff will keep everyone informed when that will take place. He mentioned that the JIDA Board is encouraged to attend.

BANKING PROPOSALS

Mr. Manley mentioned that there are two proposals that are equal and asked Chairman Kause if the current and/or the former treasurers or both would be interested in meeting with him to discuss and formulate a more expert opinion than just his own. Chairman Kause appointed a committee of two which would include the past and present treasurer. Mr. Carpenter abstained from being on the committee due to conflict of interest. Mr. Morgan will serve on the committee along with the past treasurer, Ms. Atwell. Mr. Manley will contact the committee members to set a date to meet.

LOT 20 TRANSFER

Chairman Kause mentioned the Lot 20 transfer was discussed previously and a new map will be done shortly with the new property lines. Ms. Atwell asked if there would be any type of event. Mr. Manley noted that there

will be an event later on and he will keep all Board members apprised as to the date and time. The event will likely be held at the Terry Farm in Cedar Springs.

OTHER

None

NEW BUSINESS

COUNTY APPOINTEES MEETING WITH BOARD OF SUPERVISORS EC. DEV. COMMITTEE

Mr. Manley stated that he added this category to the agenda in case any of the County appointees to the JIDA Board would like to discuss the Board of Supervisors Economic Development Committee meeting they attended.

Mr. Mabe stated that going into the meeting he was not sure what to expect, but that all-in-all it was a good meeting. He added that he thought some ideas were shared and that the JIDA Board members did show the supervisors that were present that some of the requests that they were looking for were already in the process or were completed. Mr. Mabe thought that it was a good positive thing for the JIDA Board members to be there and express that. He mentioned that the committee members were encouraged and that Supervisor Hale was surprised that some of the things had already been put into place, especially regarding GO Virginia. He added that he knew that Mr. Manley had attended another GO Virginia seminar since then. He thought the meeting was good and they encouraged the JIDA Board appointees to attend the BOS economic development meetings from time to time. He believes that the Board members should, if time allows, be more active and be more aware of what they as Supervisors want.

Mr. Carpenter was unsure of what to expect, but from that standpoint he thought it was a learning experience. He thought it was a fact finding opportunity for him. He noted that the Supervisors picture is different from the JIDA Board's and he understands that, but he thought that they were not looking at the finer points and are looking at a bigger picture and hoping that everything does come together. Mr. Carpenter feels as though they are more dependent than they realized on the JIDA and for what they do because there are more activities that the JIDA does in order to make things work. He added that he thought the JIDA stood well during the meeting, but he noted that he needs to attend more of the meetings to get more information and to know what is going on. Mr. Carpenter asked Mr. Manley how the letter that the Supervisors requested was handled. Mr. Manley stated that the JIDA did provide them with a letter and it stopped at that point after requesting edits and a signatory and has not yet gone out to his knowledge. Mr. Carpenter stated that he did not feel the letter needed to come from the Joint IDA.

Mr. Morgan asked if the Joint IDA had anything to do with the Enterprise Zone other than reporting on it. Mr. Manley stated that the Joint IDA administers the Enterprise Zone, so that just means that if someone needs to know information about their property being in the Enterprise Zone they are informed if they are or not. Mr. Manley also added that the designated benefits of the Zone are decided by the two Town Councils and the Wythe County Board of Supervisors. Mr. Morgan stated that he felt that any other information should be coming from the jurisdictions and not the Joint IDA.

Mr. Carpenter stated that the meeting was a good fact finding experience for him. He added that he felt unprepared and did not know what was going to happen. He added that it was made clear that the Joint IDA Board is looking at all of the information that the Wythe County Board of Supervisors concerned about.

Mr. Morgan stated he had some of the same feelings in that he did not know what to expect. However, he felt the committee understood how involved the Joint IDA Board is once the meeting completed.

Ms. Atwell mentioned that the committee felt that the more the Joint IDA Board members attend the meetings and show them that we are listening and that their expectations and the Joint IDA's expectations are going in the same direction. She thought if the Joint IDA Board members can attend and support the committee they would be more satisfied. Mr. Manley stated that another desirable outcome would be for members of the Board of Supervisors and the Town Councils to attend the Joint IDA Board meetings. He asked for the Board's help in encouraging that. He mentioned that there is one regular attendee from local government and he knows that the information is passed back and forth by that attendee but that more information sharing would always be better. Mr. Manley added that any support or suggestion should come from the Joint IDA Board members and was sure it would be welcomed.

SEDC WEBSITE AWARD

Mr. Manley stated that the Joint IDA staff entered the new website into a competition which included 20 plus states. He was excited to say that the Joint IDA won the main website award for 2016. He noted that the SEDC only gives out six major awards and the Joint IDA's Website Award was one those of six. Mr. Manley mentioned that there were dozens of entrants, actually there were 135. However, the Joint IDA of Wythe County did receive the award for the best designed website. The Board members received a copy of the press release regarding the award.

BUSINESS READY SITES PROGRAM

Mr. Manley stated that the Joint IDA will be submitting the application to the Business Ready Sites program on September 1, which is the day that applications are submitted. He noted that the application will be in hand by August 30. Mr. Manley added that one thing he is particularly proud of is that most sites are \$10,000 a piece to have them certified, but the Joint IDA was able to negotiate three sites in Progress Park being certified for \$2,000 and fifty-percent will be given back to the Joint IDA in grant funds. He added that the total cost for the three sites would end up being \$1,000. Ms. Atwell asked how long they would be certified. Mr. Manley stated that there will be five different tiers and that VEDP will actively market tier four and five sites, those are the most "shovel-ready". He added that tier five means all permits are in place, the site is ready for a site disturbance permit from the locality at which the site is located. Tier four sites are sites where infrastructure is in place or can be in place within 12 months, and that all permit issues have been identified. Mr. Manley stated that the idea is that you want to score as high as possible with your sites performing well but that also VEDP is going to be granting funds so that if the site is not in the top tier the dollars could help get it to the top tier. The strategy is to aim for a 4.5 and not a 5, so you can apply for funds to complete the site. Ms. Atwell asked if the application that is being submitted would be to the VEDP to qualify for the tiers. Mr. Manley stated that it was and that the engineer will specify and recommended the tiers and VEDP will review it. Mr. Silva asked if this was only for Progress Park. Mr. Manley stated that it was because they are the only tier four and five sites that are available in Wythe County. He noted that VEDP is only going to be marketing tier four and five actively. Mr. Carpenter asked what tier four and five pertained to. Mr. Manley stated readiness. Mr. Carpenter asked if it was shovel ready. Mr. Manley stated yes or as close to shovel ready that you can be. Ms. Atwell asked which two sites would be submitted. Mr. Manley stated the sites would be the designated data center sites, Lot 1 (which is a distribution center site), and Lot 24. The Joint IDA has asked to have the entire Progress Park certified, but it has to do with the three specific sites therein.

VEDP REORGANIZATION

Mr. Manley discussed the reorganization and changes that are being made in the Virginia Economic Development Partnership effective September 1. There are various people moving to different positions, some positions have been eliminated, and three new departments will be formed to replace the previous structure. Other limited discussion took place regarding the changes.

GO VIRGINIA

Mr. Manley stated that the GO Virginia Board was appointed on Friday, August 19. He mentioned that it is heavily old industry, and that no high technology sectors are represented. The representation is a Board of 24 and Northern Virginia only has four positions on the Board. Mr. Manley added that there is a working group who advises the day-to-day operations, but the appointed Board governs it. What they will do is appoint the regional councils and give them their priorities and until the regional council is created there will not be a track to follow. He mentioned that as soon as the regional council is created activity will begin. Mr. Silva asked about the time frame. Mr. Manley stated his opinion would be that they will appoint the regional council within a month. He noted that they will want to operate before the General Assembly comes back into session in January because funding needs to be decided and that future funding is still up for debate. Their goal is "to encourage collaboration in the private sector through directing investment."

AUDIT

Mr. Manley mentioned that the audit will be performed on Monday, August 22 and Tuesday, August 23. Mr. Manley stated that if after the audit is received and the Board would like to have a committee to review it that would be planned. He noted that it will be shared after it comes back which is usually September or October. Mr. Carpenter asked who performs the audit. Mr. Manley answered that it was Robinson, Farmer, Cox. Mr. Mabe asked if there were any issues expected. Mr. Manley said none were expected, but there will always be journal entries to be made after it is complete. Mr. Mabe noted that there were some questions regarding last year's audit. Mr. Manley stated that although last year's audit was "clean", the auditors said that journal entries should always be anticipated due to accrued vacation and retirement among other oddities.

NOVEMBER/DECEMBER MEETING DATES

Mr. Manley mentioned that the November meeting would fall on Thanksgiving Day and that the December meeting is on December 22. He added that what has been traditionally done is to merge the November and December meetings to early December to cover the end of the year and come back in January. Mr. Manley suggested two dates, the first being December 1 and the other would be December 15. He stated that the JIDA Staff will check with the Town of Wytheville to see if Council chambers will be available. Mr. Carpenter stated that he liked the idea of a December 1 meeting. Chairman Kause asked the staff to check to see if December 1 will be available to have the meeting. Mr. Manley asked if Chairman Kause would like to put December 1 as being the tentative meeting date. Chairman Kause stated yes. The Board will be informed once the council chambers have been attained.

Mr. Manley added that the Board will notice some vacation hours being used by staff. There are accumulated days that need to be used before the end of the year.

PROJECT UPDATES

None

OTHER

VIED Seminar - Mr. Manley mentioned the Virginia Institute for Economic Development seminar to be held on September 27-28, 2016, in Richmond. He noted that it is for anyone involved with economic development and that the Board will be welcome to attend if they would like.

ADJOURN

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

David Kause, Chairman

Attest:

Virginia M. Crockett, Secretary