

JOINT INDUSTRIAL DEVELOPMENT AUTHORITY
Minutes of Meeting
October 27, 2016

The Joint Industrial Development Authority of Wythe County, Wytheville, and Rural Retreat held a regular meeting on Thursday, October 27, 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
John Silva
Jennifer Atwell
Dicky Morgan

MEMBERS ABSENT

Charlie White
David Carpenter
Wes Mabe

EX-OFFICIO MEMBERS PRESENT

C. Wayne Sutherland, Jr., Wytheville Town Manager

EX-OFFICIO MEMBERS ABSENT

Stephen Bear, 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 to the meeting and asked if there was anyone present who would like to address the Board. With no Chairman Kause continued with the meeting.

APPROVAL OF MINUTES—September 22, 2016

Chairman Kause asked if there were any questions or discussion regarding the September 22, 2016, meeting minutes. Ms. Atwell noted that on page 26 there was a “Mr.” in front of a name and it should be “Dr.” Chairman Kause asked if there were any other comments or corrections and if there was a motion to approve the minutes. Mr. Silva made a motion, seconded by Ms. Atwell, 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 if there was a motion to approve the invoices. Ms. Atwell mentioned that the check for Robert Moore was coded as office supplies and should be office rental. Chairman Kause discussed the Revolving Loan Fund loans and Mr. Manley confirmed all borrowers were current. Ms. Atwell made a motion, seconded by Mr. Morgan, to approve the invoices with the code change as stated. With no further discussion, the motion passed unanimously.

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

Check #	Date	Payee	Amount
EFT	10-27-16	Robert G. Moore	\$ 1100.00
EFT	10-27-16	Appalachian Power Co.	121.01
EFT	10-27-16	CenturyLink	193.58
EFT	10-27-16	First Bank – MasterCard	362.94
7445	10-27-16	Mt. Rogers Development	7308.75
7446	10-27-16	Town of Wytheville	15966.96
7447	10-27-16	Wytheville Office Supply	99.20
7448	10-27-16	W-W-B Chamber of Commerce	375.00
7461	10-27-16	VOID	0.00
7462	10-27-16	VOID	0.00
7463	10-27-16	VOID	0.00
Total			\$ 25,527.44

STAFF REPORT – ASSOCIATE DIRECTOR

Workshops

Getting Things Done the Downtown Wytheville Way – October 17 at the VHDA office Wytheville
Creating Your Community Transformation Strategies Webinar by DHCD – October 25

Meetings

Atsumi Site Visit – Jae Graham
Business Services Unit Meeting – Chair for the upcoming year

Downtown Wytheville Economic Vitality Committee
Jordan Snelling (DHCD – Enterprise Zone
Properties - Commercial Real Estate Agents
Edgemont
Crisp Manufacturing
K-Mart/Mountain View Square Shopping Center
Reception with Governor McAuliffe
Revolving Loan Fund Applicants & Inquiries
Startup Wythe In Applicants & Final Event
Wythe-Bland Young Professionals and steering committee

Economic Vitality Committee

- Startup Wythe In – The finale for the business competition was held at the Bolling Wilson Hotel on October 4. We had another nice turnout of community members, sponsors, and local leaders who support this program. Jackie Myers from Truliant, Jim Cowan from CowanPerry PC, and Chad Melton from Wythe County Community Hospital made up the panel of judges. After all six finalists presented their business plans, the judges deliberated and selected CrossFit Wytheville as the runner up and Wiffle Pops as the winner. The JIDA will draw up performance agreements to distribute the 5,000 and \$10,000 in prize money respectively.

Enterprise Zone Focus Group

- On October 13 DHCD organized the Enterprise Zone focus group in the JIDA conference room. Stephen Bear, Bill Smith, Kimber Simmons, David Manley, and I discussed the effectiveness of the EZ program with Sarin Adhikari from VCU. We were one of four localities in the state to be selected to participate in the study.

STAFF REPORT – EXECUTIVE DIRECTOR

New or Expanding Business Activity

- Responded to inquiries from
 - Appalachian Power Co.
 - aCorridor
 - Downtown business owners
 - Entrepreneur/investor
 - VEDP
 - Industrial contractor
 - Commercial real estate broker

Business Contacts and Meetings

- Clyde Cristman, Va. Department of Conservation and Recreation Commissioner
- Molly Ward, Va. Secretary of Natural Resources
- Mary Rae Carter, Special Advisor for Rural Va. to Gov. McAuliffe and Secretary Haymore
- Todd Haymore, Secretary of Commerce and Trade
- Sandi McNinch, VEDP General Counsel (procurement)
- VEDA board of directors

- Matt Petro, Retail Strategies
- Josh Lewis, aCorridor
- Mary Jane Umberger, HR Alliance LLC
- Downtown Wytheville Economic Vitality Committee
- Stephen Bear, County Administrator
- John Smolak, Ec. Dev. Director – AEP
- Dan Tolley, Branch Botanicals
- Stephanie Surrect, SVAM CoE
- Jay Langston, VEDP
- Pandy Brazeau, VEDP
- Elizabeth Moran, VCCS
- Lennie Gail Dunlop, SVAM
- Deborah Flippo, Draper Aden
- Carolyn Howard, Draper Aden
- Vivian Womble, Coffee & Crumbs
- Barbara Sewell, Three Rivers Media
- Josh Riddle, Norfolk Southern
- Lane Dellinger, GJ Hopkins

Other Activities

- Attended reception for Governor McAuliffe @ Bolling Wilson Hotel
- Hosted Secretary Todd Haymore for Progress Park tour, meeting
- Luncheon with Secretary Haymore, economic development counterparts, county admins.
- Reviewed audit
- Reviewed and edited minutes
- Reviewed financial reports
- Briefed new county administrator on economic development activities
- Credit card reconciliation
- Set up loan committee meeting
- Met with two loan applicants
- Ongoing development of marketing plan
- WC BOS Economic Development Committee
- WC BOS regular morning meeting
- Major RFI work
- Developed and promulgated Startup Wythe In media release
- SVAM banquet/annual dinner
- Reviewed proposal for Retail strategies
- Reviewed procurement regulations for Joint IDA

Website Stats

- This month vs. last month
 - Page views – 451 (down 25% from last month’s record traffic)
 - Pages per session – 2.01
 - Session duration – 1:08m
 - 78% new sessions
 - Top 8 visitor locales: US, Canada, UK, China, Germany, India, Namibia, Philippines

- Tip cities: Kingston, Wytheville, Boston Charlottesville, Roanoke, DC, NYC, Christiansburg, Richmond
- Mobile users: 23%
- iOS: 69%, Android: 29%
- Male: 54%, Female: 46%

OLD BUSINESS

MARKETING PLAN DEVELOPMENT UPDATE

Mr. Manley explained that each Board member should have a copy of the most recent draft marketing plan and noted that he had sent it by email also. He explained that since there was only about one-half of the Board members present today it is not necessarily a discussion item, but he would like for everyone to look it over. Mr. Manley stated that come December 1 there would be another round of revisions. He asked that each Board member have any comments to him prior to the December meeting. Mr. Manley added that there is one section that he will be working on is naming specific channels that the JIDA can use for marketing. He added that all the background and the general thought process on the strategy has been investigated, so now it needs to be shown how to execute the plan. Mr. Silva asked if after the next changes, would the plan be voted on in December. Mr. Manley answered perhaps but not necessarily and that January is fine also. Since it is the JIDA’s first marketing plan, it isn’t on a specific timetable. Mr. Manley asked that everyone review the plan and if anyone has any comments to please let him know.

STARTUP WYTHE IN UPDATE

Updated during the Associate Director’s activities report.

W-W-B CHAMBER MEMBERSHIP DINNER NOVEMBER 1, 2016 REMINDER

Mr. Manley reminded the Board about the annual Chamber of Commerce dinner being held on Tuesday, November 1, beginning at 6:00 P.M.

DECEMBER 1 COMBINED MEETING REMINDER

Mr. Manley mentioned to the Board about the change in the monthly meeting schedule for November and December. He noted that there will be a combined meeting held on Thursday, December 1, 2016, in the Town of Wytheville Council Chambers. Mr. Manley added that Corbin Stone from Robinson Farmer and Cox will attend the meeting to present the 2015-2016 audit. Mr. Manley also mentioned that Josh Lewis, Executive Director of aCorridor will be visiting in January to update the board on activities.

OTHER

None

NEW BUSINESS

HOLIDAY OPEN HOUSE

Mr. Manley stated that the staff has attentively scheduled the Holiday Open House for Thursday, December 15 at the Joint IDA office. The hours will be from 3:00 P.M. until 6:00 P.M. He noted that he hoped that all Board members will be able to drop by. Food and beverage will be available and everyone is welcome to bring a guest.

APPROVAL OF BANK SIGNATORIES

Mr. Manley explained that although signatures were approved with First Bank of Virginia and now that the account has switched to First Community and there is an officer change the Board needs to affirm for the record those that have signature authority. He noted that a motion from the Board that signifies that the executive committee, which is the Chairman, Vice Chairman, Treasurer, and the Executive Director, have signing power on the checks and two signatures are required. Mr. Manley stated that a motion to that effect would be enough for the record to show the new bank who is authorized to sign.

Chairman Kause asked for the motion to approve the Executive Committee authority to sign checks for both the Operating and Revolving Loan Fund accounts for the Joint IDA. Ms. Atwell made a motion, seconded by Mr. Silva, to approve the Executive Committee which includes Chairman David Kause, Vice Chairman Wes Mabe, Treasurer David Carpenter, and Executive Director David Manley the authority to be signatories for the bank accounts at First Community Bank for the Joint IDA. With no further discussion, the motion passed unanimously.

NEW BOARD MEMBER APPOINTMENT

Mr. Manley noted that Ms. Atwell's term ends this year and that the County Board of Supervisors changed the term dates at the end of October. He mentioned that there has not been an appointment by the Wythe County Board of Supervisors yet. Mr. Manley asked Chairman Kause if he could read a proclamation he had prepared for Ms. Atwell and asked that Chairman Kause present it to her once read.

Chairman Kause, the Board, and Staff thanked Ms. Atwell for her dedicated service to the Joint IDA and wished her well in her future endeavors.

(The proclamation is on the following page.)



Joint Industrial Development Authority
of Wythe County, Virginia

PROCLAMATION HONORING JENNIFER ATWELL

WHEREAS, Jennifer Atwell has served with devotion and seriousness to the Board of Directors of the Joint Industrial Development Authority of Wythe County, Wytheville, and Rural Retreat beginning in January of 2009; and

WHEREAS, Mrs. Atwell represented Wythe County and its Board of Supervisors as one of its appointees in overseeing the economic development efforts of the community; and

WHEREAS, Mrs. Atwell was elected treasurer of the organization in July of 2011 and served in that capacity with distinction and provided a great attention to detail; and

WHEREAS, Mrs. Atwell brought her years of experience in leading the Wytheville-Wythe-Bland Chamber of Commerce as its Executive Director to bear on her Board of Directors tenure at the Joint IDA; and

WHEREAS, Mrs. Atwell championed the cause of small business and entrepreneurship; and

WHEREAS, Mrs. Atwell helped revitalize the Revolving Loan Fund of the Joint IDA, thereby assisting small businesses in obtaining financial support; therefore,

BE IT PROCLAIMED through the offices of Chairman and Executive Director, that the Joint Industrial Development Authority and its staff express their gratitude to Jennifer Atwell for her many contributions to the Authority and our community at large, and further wish her the best for future success, health, and happiness.

Adopted this 27th day of October, 2016.

David Kause
Chairman

David Manley
Executive Director

OTHER

Revolving Loan Fund applications – Mr. Manley presented two loan application recommendations to the Board. The loans are for Sarah Edmonds and Vivian Womble. He stated that the loan committee had approved both applications and only a vote was needed from the Board to either approve or deny the loans. Following discussion, Chairman Kause asked for a roll call vote. The results are as follows: David Kause – yes, Jennifer Atwell – yes, John Silva – yes, Dickie Morgan – yes. The loans were approved unanimously.

Retail Strategies –At the last meeting of the Board of Supervisors Economic Development Committee, the County’s interest in contracting with a retail consulting firm was discussed at length. Due to current workload at the JIDA and due to the relative expertise of the consulting firm being discussed, Mr. Manley said the JIDA would be supportive of any efforts made by the County and/or the Governing Bodies in pursuing a consultant. He offered the services of the JIDA whether it be the liaison, be the contracting party, be one of the groups that works them, or any other effort to help facilitate the process. Mr. Manley stated that different BOS members had different opinions about that arrangement. He noted that the spoke with Stephen Bear, County Administrator, after the fact to reiterate the JIDA’s willingness to be an active partner in the process. Mr. Sutherland, Wytheville Town Manager, stated that the Town Council has not arrived at an official position yet, noting the council’s concern about selecting an appropriate contracting body. Mr. Manley did mention that the Joint IDA would only participate knowing what the deliverables and expectations were and with a very well defined roll for the JIDA. Mr. Manley added that if the JIDA were to contract for these services, the value would be of utmost importance as well as assuring promised deliverables were delivered. Chairman Kause discussed his understanding of the cost as to having an outside consultant or the Joint IDA provide the services. Mr. Manley told the Board places where some of the consultants have worked and the retail businesses they obtained for the areas. The consultants in question undertake an intensive 90 day research period to help arrive at a strategic recruitment plan. Mr. Silva discussed some ideas that he felt would fit into our area. The consensus was that the Joint IDA participate in whatever project was agreed-to.

PROJECT UPDATES

Ms. Atwell asked about a site visit and any recent advancements. Mr. Manley stated that everything related to recent site visits was still tentative and that he expects some advances soon at least on one project. Ms. Atwell asked about Branch Botanicals and their progress including hiring an engineer. Mr. Manley stated that based on recent conversations and his understanding is that the company is still working on engineering services and that a site plan submission was expected soon. Any progress would have to come after the Board of Supervisors’ approval of a site plan.

ADJOURN

There being no other business, Chairman Kause adjourned the meeting at 3:40 p.m.

David Kause, Chairman

Attest:

Virginia M. Crockett, Secretary