

JOINT INDUSTRIAL DEVELOPMENT AUTHORITY
Minutes of Meeting
December 1, 2016

The Joint Industrial Development Authority of Wythe County, Wytheville, and Rural Retreat held a regular meeting on Thursday, December 1, 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	David Carpenter
Wes Mabe	Jennifer Atwell
Charlie White	

MEMBERS ABSENT

John Silva
Dicky Morgan

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. There being no discussion, Chairman Kause continued with the meeting.

CORBIN STONE, ROBINSON FARMER COX – AUDIT PRESENTATION

Corbin Stone, from Robinson, Farmer, Cox, reported on the 2015-2016 audit. He discussed the audit with the Board members and went over various figures and journal entries that would need to be completed by the JIDA Staff. Mr. Stone noted that it was a clean audit and that the Joint IDA staff had made improvements to its bookkeeping system. There were several questions answered regarding the Revolving Loan Fund, the Smyth-Wythe Airport Loan, and various other entries. Upon completion of the presentation Mr. Manley mentioned to Chairman Kause that upon the Board's acceptance of the audit, the audit would be delivered to the local governing bodies as well as any other agencies that require a copy. Chairman Kause asked if there was a motion to accept the audit as presented. Mr. Carpenter, seconded by Mr. Mabe, to accept the audit as presented by Robinson, Farmer, Cox, Associates. With no further discussion, the motion passed unanimously.

APPROVAL OF MINUTES—October 27, 2016

Chairman Kause asked if there were any questions or discussion regarding the October 27, 2016, meeting minutes. Mr. Carpenter made a motion, seconded by Ms. Atwell, to accept the minutes with corrections as presented. 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 asked about the status of Don Jensen's circumstances. Mr. Manley stated that he had been in touch with Mr. Jensen and that any additional developments would be shared. Mr. Manley mentioned that Mr. Jensen is current on his payments now. Mr. Mabe asked about Facebook Marketing. Mr. Manley explained from time to time, news, announcements, and events worthy of greater attention than simply posting them gets, the information is boosted for greater impact. He noted that you receive thousands of impressions for very low expense and they are billed every so often. He added that posts can be targeted to different areas, zip codes, ages, etc., to maximize effectiveness. Mr. Carpenter asked how they are monitored as to its effectiveness dollar for dollar. Mr. Manley answered that he could see how many people click through to whatever you want them to see and that is typically the goal of the advertisement – to have people go for more information beyond the headline. That is all trackable. Mr. Carpenter asked if it depended on the shares or does it depend only that they just clicked on it to read. Ms. Manley stated that you can be billed in different ways, but what he prefers is to only be charged when he knows someone is taking some action. An example would be a user clicking through to a flyer to find out more about a particular event. He noted that he feels to just flash it up in front of someone is not as nearly as effective as when they click to take them to the actual article, flyer, event announcement, press release, etc. Ms. Atwell asked if there was a way of knowing which ones of those posts was boosted. Mr. Manley answered that he would know because he and Mr. Matthews select which post to boosts themselves. Ms. Atwell asked is there a way to tell how many posts were boosted and how many looked at the post. Mr. Manley stated that the report could be produced.

Regarding financial reporting to the board, Ms. Atwell asked that one report be prepared monthly that listed the amounts that are being paid via one check that covers multiple categories. Mr. Carpenter asked that a report be produced that lists checks with all breakdowns. Mr. Manley stated that the reports will be prepared as requested during the next regular meeting and that the staff is happy to produce any report when requested.

Mr. Carpenter made a motion, seconded by Mr. Mabe, to accept the financials as presented and further to pay the December bills when received. With no further discussion, the motion passed unanimously.

**Joint IDA of Wythe County
Check Register
For the Period from November 1, 2016 through November 30, 2016**

Check #	Date	Payee	Amount
EFT	11-30-16	Appalachian Power Company	\$ 70.35
EFT	11-30-16	CenturyLink	193.60
EFT	11-30-16	First Bank – Master Card	883.45
EFT	11-30-16	Robert G. Moore	1,100.00
EFT	11-30-16	Xerox Corporation	157.98
7449	11-30-16	David Manley	996.55
7450	11-30-16	Town of Wytheville	16,083.27
7451	11-30-16	Wytheville Office Supply	24.48
Total			\$ 19,509.68

STAFF REPORT – ASSOCIATE DIRECTOR

Workshops

DHCD Community Revitalization Office Roadshow – November 10, Pulaski, VA

Meetings

- American Tire Distributors Site Visit
- Branch Botanicals and AEP
- Chamber of Commerce Annual Membership Dinner
- Downtown Wytheville Economic Vitality Committee
- Jordan Snelling (DHCD) – Enterprise Zone
- Properties - Commercial Real Estate Agents
- Riley Construction/Alco
- K-Mart/Mountain View Square Shopping Center
- Pepsi Site Visit
- Retail Strategies Committee
- Revolving Loan Fund Applicants & Inquiries
- Wythe-Bland Young Professionals and steering committee

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
 - Site selection consulting firm
 - Alternative energy firms

Business Contacts and Meetings

- Sarah Edmonds, Root'd Threads
- SWVA Marketing Committee conference call
- Rosa Lee Jude, Wytheville CVB/Tourism Director
- Wedding small business network meeting
- Town of Wytheville incentives working group
- Wayne Sutherland, Wytheville Town Manager
- Steve Moore, Wytheville Asst. Town manager
- Brian Freeman, Wytheville Community Development Director
- Kimber Simmons, NR/MR Workforce Investment Area
- John Woods, Town of Wytheville consultant
- Matt Petro, Retail Strategies
- Josh Lewis, aCorridor
- Many Jane Umberger, HR Alliance LLC
- Downtown Wytheville Economic Vitality Committee
- Stephen Bear, Wythe County Administrator
- John Smolak, Ec. Dev. Director – AEP
- Dan Tolley, Branch Botanicals
- Stephanie Surrent, SVAM CoE
- Jay Langston, VEDP
- Lennie Gail Dunlop, SVAM
- Vivian Womble, Coffee & Crumbs
- Barbara Sewell, Three Rivers Media
- Tim Pfohl, Virginia Tobacco Commission
- Agents for Variety Wholesalers stores
- Chuck Johnson
- Audra Repass, Wythe County Public Schools Foundation for Excellence

Other Activities

- Industry visit: American Tire Distributors
- Industry visit: Pepsi Bottling Group
- Site visit: Terry farm for Branch Botanicals

- Appeared on Danny G morning show
- Wrote narrative for Schaffner award @ Chamber dinner, presented
- Reviewed final audit report
- Reviewed and edited minutes
- Reviewed financial reports
- Credit card reconciliation
- Loan committee meeting
- Met with loan applicants
- WC BOX Economic Development Committee
- BOS regular morning meeting
- Made impromptu presentation to BOS regarding ongoing economic development activities
- Drafted performance agreements for Startup Wythe In
- Edited consulting contract with Retail Strategies for discussion of local appointees
- VEDA winter meeting
- Major RFI follow-up, Project Fitzroy

Retail Strategies [OTHER]

- Joint IDA will be contracting party for Wythe County, Wytheville, and Rural Retreat
 - Board endorsement and contract execution authorization needed
 - One year term, renewable
 - Specific outcomes, payments in installments
- Working group appointed
 - Wythe County: Joe Hale, Stephen Bear
 - Town of Wytheville: Trent Crewe, Wayne Sutherland
 - Town of Rural Retreat: Dale Yontz, Jason Childers
- Memorandum of understanding between three joint governing bodies will be executed with expectations, formalities, financing

Website Stats

- This month vs. last month
 - Page views – 853
 - Individual sessions – 381
 - Pages per session – 2.24
 - Session duration – 2.10m (double last month)
 - 68% new visitors
 - Top visitor origin: US, Russia (22%), Germany, Italy, Austria, Saudi Arabia, Switzerland
 - Top sites: St. Petersburg, Milan, Ashburn, Samara, Munich, Boston
 - Mobile users: 25%
 - iOS: 69%, Android: 29%
 - Male: 55%, Female 45:
 - Source – Referral: 43%, Organic Search: 40%, Direct: 13%, Social media: 4%

OLD BUSINESS

MARKETING PLAN UPDATE

Mr. Manley stated he had nothing to report on the Marketing Plan, but would have additional information to present during the next regularly scheduled meeting.

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

Mr. Manley mentioned that Mr. Mabe presented the award to Schaffner and that they seemed happy to receive it. He noted that it was a nice evening.

HOLIDAY OPEN HOUSE

Mr. Manley noted that the Holiday Open House to be held at the Joint IDA Office will be on Thursday, December 15 from 3:00 p.m. to 6:00 p.m. He mentioned that he hoped all Board members will take the opportunity to drop in. Chairman Kause suggest that some of the food be provided by various vendors in town this year. Mr. Carpenter stated that some of the Startup Wythe In businesses might find it worth their while to supply a food item. Chairman Kause asked if the JIDA would like to ask various restaurants or shops to provide the foods for the event. Mr. Manley answered that he would certainly be agreeable to do that.

NEW BOARD MEMBER APPOINTMENT

Mr. Manley stated that there has not been an appointment made by the Wythe County Board of Supervisors to the Joint IDA Board despite it being on the Board of Supervisors agenda. He added he was told there were multiple applications, but was not sure why no one has been interviewed or anyone has been appointed. When asked for her comments, Mrs. Atwell deferred.

OTHER

None

NEW BUSINESS

VEDP JLARC REVIEW

Mr. Manley stated that as most may have heard, JLARC has issued their report on the Virginia Economic Development Partnership and noted that the VEDP Board had also appointed the new CEO. He noted the CEO will be Stephen Moret who comes from Louisiana who is presently at LSU as their director of development. He previously ran the Louisiana Department of Economic Development under Bobby Jindal. Mr. Moret received high marks from those that had worked with him. Mr. Manley said he would be responsible for seeing through the recommended reforms. The previously adopted structural and operational changes were certainly subject to change per Manley. Mr. Manley stated that staff turnover continues to happen and the acting CEO is back to directing day-to-day operations. The JLARC report discussion continued as well as potential action by the General Assembly in the impending session.

TENURE AWARDS LUNCHEON

Mr. Manley discussed with the Board the intentions of continuing with the Tenure Awards Luncheon. He mentioned, that obviously, he hoped the Board would agree on doing it again for 2017. There was a date of Thursday, February 23 agreed upon for the luncheon which is prior to the monthly Board meeting.

RETAIL CONSULTING

Mr. Manley mentioned that Wythe County and the Towns of Rural Retreat and Wytheville would like for the Joint IDA to serve as the contracting agent for Retail Strategies. The information was discussed in a working group, at some length, last month. Mr. Manley noted that there has been a contract prepared and each jurisdiction has been reviewing it and the working group will convene again to discuss it soon. He noted that the Working Group for Retail Strategies consists of the following representatives from each jurisdiction: Joe Hale and Stephen Bear for Wythe County, Trent Crewe and Wayne Sutherland from the Town of Wytheville, and Dale Yontz and Jason Childers from the Town of Rural Retreat.

Mr. Manley stated that the contract term will be one-year, renewable for two additional years individually. He noted that the Joint IDA is within their procurement guidelines and what is allowed by law. Mr. Manley added that what he would need from the Joint IDA Board is approval for the Joint IDA to be the contracting agent for the Retail Strategies of Wythe County, Wytheville, and Rural Retreat. He mentioned that he has a copy of the contract between the jurisdictions for the Board members to review.

Mr. Carpenter asked what would be expected of the JIDA. Mr. Manley answered that the memorandum will be between the County and the Towns, and the JIDA will carry out what they have agreed to do among them, assuming consensus. He added that he intended to oversee the project. Chairman Kause asked if this would be a pass-through the JIDA. Mr. Manley answered that it would be the Joint IDA working with its funding governments to carry out this program of work. Mr. Carpenter asked if the jurisdictions were asking that the JIDA be an accounting agent. Mr. Manley said the Joint IDA would be the point of contact and fiscal agent on the project, which allowed for significantly better pricing (compared to three+ bodies contracting for the work). Ms. Atwell asked if a JIDA staff person would need to participate. Mr. Manley stated that yes, the JIDA staff would participate as asked by the jurisdictions to shepherd the project along. Mr. Carpenter asked if, for the sake of argument, the Retail Strategies group comes along and asks questions, the JIDA will relay the information back to the jurisdictions or governing bodies. Mr. Manley answered yes, if needed. Mr. Carpenter asked if the JIDA is a negotiator or what will the JIDA be doing. Mr. Manley stated that the jurisdictions will agree on the terms of the contract. Dr. White stated that it would be a good idea for the JIDA to be the contracting agent especially since it is the wishes of the three local governing bodies. Mr. Carpenter asked if someone from the JIDA would be on the Working Group. Mr. Manley answered that the JIDA will staff the working group.

Mr. Carpenter made a motion, seconded by Dr. White, to authorize the JIDA Staff to pursue the work of the retail consulting project and to be the contracting agent. Mr. Mabe made a motion for an addendum, seconded by Ms. Atwell, that the roles and responsibilities are clearly defined in writing prior to accepting the responsibility. With no further discussion, both motions passed unanimously.

OTHER

Annual Report - Mr. Manley noted that he will be working on the annual report to be discussed at the January meeting.

Thank you - Mr. Mabe mentioned that it has been a pleasure to work with the Joint IDA Staff and Board members during the past year. He noted that he thought it was a productive and successful year. He hopes that the Board can build on that during the next year with momentum that has been noticed. Mr. Mabe states that it reflects positively on the Joint IDA and the Board. He noted it was a good way to wrap-up 2016.

Thank you – Mr. Carpenter mentioned that he appreciated working on the Board for his first full year. He stated that he has learned quite a bit during this time and he looks forward to working with the Board in the future.

PROJECT UPDATES

Ms. Atwell asked if there were any projects that needed to be discussed. Mr. Manley stated that there was one that asked for more follow-up. Ms. Atwell asked if this was the only project. Mr. Manley stated that there were approximately six to eight active projects now.

Dr. White asked if Mr. Manley knew how many acres of cherry trees have been planted by Branch Botanicals. Mr. Manley answered that based on reports made to him, he understood that approximately 300 acres were currently being cultivated. Ms. Atwell asked if they were planted on the Terry Farm. Mr. Manley answered that they were. Mr. Carpenter asked if there were still plants at Progress Park. Mr. Manley stated there were and that it would continue to be an area for working with young plants.

ADJOURN

There being no other business, Chairman Kause adjourned the meeting at 4:40 p.m.

David Kause, Chairman

Attest:

Virginia M. Crockett, Secretary