



## GREENE COUNTY ECONOMIC DEVELOPMENT AUTHORITY

### Board Meeting Minutes

Tuesday, January 15, 2019, @ 6:30 p.m., 8315 Seminole Trail, Ruckersville, VA

#### CALL TO ORDER

- A meeting of the Economic Development Authority Board of Directors was held at Blue Ridge Café at 8315 Seminole Trail, Ruckersville, Virginia on January 15, 2019. Call to order at 6:33p.m., with Mr. Steve Kruskamp, Chairman, presiding.

#### RECORD OF ATTENDANCE

- **Members in Attendance:** Don Pamenter, Steve Kruskamp, Michael Payne, Gretchen Scheuermann
- **Members not in Attendance:** Whitt Ledford, Julia Roberts, Matt Dillon,
- **Non-Members in Attendance:** Diana Gamma, Jay Willer, Bill Martin, Alan Yost
- **Public:** James Tsikerdanos

#### ACCEPTANCE OF MINUTES

- Minutes from November (11.20.18) and January (1.3.19) were distributed electronically to all board members. Mr. Payne moved to accept the minutes. Mr. Pamenter seconded. Motion passed.

#### FINANCIALS

- P & L and Balance sheets for EDA and Tourism were distributed electronically to all board members. There were no questions.

#### REPORTS OF OFFICERS, COMMITTEES, and the ECONOMIC DEVELOPMENT and TOURISM DIRECTOR

- Mr. Kruskamp would like to have reports/updates from liaisons. Ms. Scheuermann will be attending the Ruckersville Area Committee meetings and provide general updates for this organization as needed.
- Planning Commission – Mr. Willer provided the following updates for the Planning Commission:
  - An annual organizational meeting will be held on Wednesday, January 16, 2019 and will include a by-laws review.
  - A zoning ordinance request about property densities and setbacks in R2 zoned properties will be discussed and has the potential to trigger further discussions.
  - A request for a special use permit to create a laundromat inside the former Dairy Queen will be discussed.
  - Mr. Pamenter asked if Stanardsville follows the County zoning ordinances. Both Mr. Willer and Mr. Payne indicated yes. Mr. Willer noted that the Planning Commission's role is advisory and make recommendations only.

- Board of Supervisors – Mr. Kruskamp congratulated Mr. Martin on his new role as Chairman of the Board of Supervisors and thanked him for his interest in and continued support of the EDA. Mr. Martin is happy to see the various county boards and commissions communicating, talking, and sharing information and is very encouraged by this “cross fertilization.” He attributes this in part to continuity and steadiness in the board of supervisors that is able to make these appointments to boards like the EDA. He is also very appreciative of the Planning Commission’s role and their ability to vet items up for discussion before they come before the Board of Supervisors.
  - The development of higher end apartments on Moore Rd is coming before the BOS for final approval of the change from PUD to SUP, allowing a greater number of units (212), access road out to 29. Planning Commission and BOS have treated it favorably.
  - The county attorney is getting more aggressive with the pursuit of the blighted property on the corner of Rts. 29 & 33 (Mr. B’s).
  - The scenic byway request has engaged the community in a positive way. The official public hearing will be at the next BOS meeting. Everyone was pleased with the powerful public comments at the last meeting as especially happy to see that the Chamber of Commerce was engaged and took a position on the topic. Mr. Pamerter was encouraged at the cross section of the community groups that spoke in favor of the scenic byways.
  - The County closed on the \$2.1 million bond anticipation note on 1/15/19. Engineers can now move forward on planning for the water treatment plant.
  - A new County Administrator was hired, Mr. Mark Taylor. Mr. Taylor will be leaving his position as Spotsylvania County Administrator and begin working in Greene in early April. Mr. Taylor has spent almost all of his career in the Commonwealth of Virginia. Mr. Payne asked if the BOS was generally happy with the choice of applicants. Mr. Martin said that 22 applications were received and were screened by a search firm with 5-6 applicants being forwarded to the BOS. From that pool, there were 3 or 4 applicants fully prepared. The BOS increased the compensation package to up the competitiveness of applicants. The top applicants were very attracted by Greene County and the rural preservation aspects.
  - Mr. Martin encourages all to come to the BOS meetings. It’s a great way to spread information of what the BOS is trying to do to others in the community.
  - Mr. Kruskamp asked if the BOS was going to have a strategy session. Mr. Martin said no, that the strategy session will probably be revisited this year after the new County Administrator begins.
- EDT Director
  - In reference to the new apartments that Mr. Martin mentioned, the EDT office has been working with the development company for two years. One reason they were interested in Ruckersville was the new growth (The Market in Ruckersville and Jack’s Shop Kitchen).
  - Ruckersville Area Plan’s biggest initiative to take on is a zoning audit. Mr. Yost is pushing for a “form based” ordinance which allows a building to look like an office building but potentially house light manufacturing, research development, etc. Mr. Yost’s hesitation about waiting for the zoning audit to be

completed could potentially be a 3-year process. We can't afford to wait that long to make changes or we're going to miss a lot of opportunities in our current growth pattern.

- The scenic byway is very important and is an economic development issue as well as tourism.
- Mr. Kruskamp asked if there are any projects with which the EDA could help/support. Mr. Yost said not at this time.

## **OLD BUSINESS**

- Finalize Matrix Measures – A lengthy discussion was had regarding the edits of the matrix with changes to be (but not limited to) the following:
  - On the chart:
    - Section 2: include the Town of Stanardsville
    - Add a Section 7 that states there must be substantial evidence that the applicant has the ability to implement the project.
    - Adjust the weights to: 5%, 15%, 10%, 25%, 10%, 15%, 20% respectively
- The matrix will be tested in closed session at a future time using a real applicant.

## **NEW BUSINESS**

- 2019 EDA Initiatives
  - Offsite Strategy Session/BOS Joint Session – Mr. Kruskamp would like to have a joint session with the BOS and ask the BOS what their goals are for the EDA. Mr. Pamenter feels it's necessary to have concrete items for discussion before going to the BOS. Mr. Payne volunteered to host an offsite strategy session at this house to focus on the EDA goals.
  - Business Listings Database – Mr. Kruskamp has compiled a list of over 650 businesses in Greene County. His goal is to reach out to each of them to see what's working, where their difficulties lie, etc. Mr. Kruskamp has specific questions/data points and would like to form a committee to run this endeavor (information gathering and information analysis). Mr. Martin noted that the EDA is supposed to be thinking about the big picture in terms of the economic development and that this project does not seem to align with this. Also, Mr. Martin is concerned that such a small board would be unable to sustain such a project long term and that this would probably require paid staff for longevity. Mr. Yost voiced his concern about businesses being confused between his role with the business and the EDA's role if both parties are getting in touch with the same people. Mr. Payne suggested designing a flyer with photos of the members of the EDA, explaining who the EDA is, how they can serve businesses and how to contact them if they would like help. Mr. Kruskamp would like to touch base with the home-based businesses on the database and see who wants to take the next step. Mr. Kruskamp will share the database with Mr. Yost.
  - County Peer Analysis – Mr. Kruskamp is looking at other counties to see the trends. Mr. Pamenter would like to know how the findings will be documented. Mr. Kruskamp said he would have a survey with brief questions and put the results in an excel file. Mr. Pamenter noted that there is a new chamber member whose background is in data analysis; Mr. Pamenter will reach out to him as he feels he might be someone who would be of great value in helping with a project like this. Mr. Kruskamp will continue to

reach out to economic development directors and invited any member to accompany him to these meetings.

- Marketing Materials – Mr. Kruskamp would like updated marketing materials and would like ideas from the group regarding target audience, digital, paper, etc.
- Micro Lending Program
- Originally, Mr. Kruskamp wanted to draft a strategy for 2019 but now thinks that he'd like each member to share their thoughts on where they see the EDA in the future and then have a conversation about what are the issues and what can be addressed or built on in 2019.
- Mr. Payne shared two objectives/thought of his own:
  - Provide more outreach to home businesses
  - Retaining employees and getting quality employees to Greene businesses seems to be a large problem in the county. Ideas from members to help solve these issues included:
    - Speak at school assemblies
    - Connect students and businesses through the school (i.e. work-study program)
    - Internships
- Mr. Yost met with STAR on 1/14/19 and learned that there is a \$90,000 short fall for the streetscape project. He would like the EDA to consider donating \$25,000 to STAR contingent on a matching donation from the Town of Stanardsville and the Perry Foundation. This would leave only \$15,000 to be raised. Mr. Pamerter noted the difficulty that STAR has had in the past year finding donors due to the new tax plans but is hopeful that \$15,000 is doable. Mr. Yost looks at Stanardsville as a strong economic component to Greene and encourages the EDA to step up. Mr. Payne stated that he will lobby for it but noted that the last \$25,000 donation to STAR was supposedly the last. Mr. Payne would advocate a low or no interest loan for the remaining \$15,000 if they can't acquire it through donations; Mr. Pamerter will need to consult the Perry Foundation about this. Mr. Pamerter stated that the Perry Foundation will close the last \$25,000 based on whether or not the remaining funds are acquired. STAR has been given an extension until May. Mr. Willer asked if this would be the last needed funds for the streetscape project. Mr. Pamerter noted that with the rising construction costs and one home owner holding out, he cannot say positively that no more money would be needed but felt that it would be close.
- Ms. Scheuermann moved to approve the \$25,000 donation to STAR contingent on the matching \$25,000 from Stanardsville, the \$25,000 from the Perry Foundation and that the remaining \$15,000 will be raised. Mr. Pamerter seconded. Motion passed.
- Mr. Yost will be sending out an email regarding Fish and Wildlife services trout stream mitigation as he would like EDA to be the fiscal agent for the project.

## COMMENTS FROM THE PUBLIC

- No Comments

## NEXT MEETING DATE

- The next meeting will be on Tuesday, March 19, 2019, at 6:30 p.m. at 8315 Seminole Trail.

## EXECUTIVE SESSION

- **Enter Executive Session**
  - Mr. Kruskamp asked for a motion to enter into executive session pursuant to Section 2.2-3711 (a 3 & 6) of the Code of Virginia.
    - 3) Discussion or consideration of the acquisition of real property for a public purpose, or of the disposition of publicly held real property, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body.
    - 6) Discussion or consideration of the investment of public funds where competition or bargaining is involved, where, if made public initially, the financial interest of the governmental unit would be adversely affected.
  - Mr. Payne moved to enter executive session. Mr. Pamerter seconded. Motion passed
- **Return to Public Session:**
  - Mr. Kruskamp asked for a motion to return to open session.
  - Mr. Payne moved to return to Public Session. Mr. Pamerter seconded. Motion passed
- **Certification:**
  - All members certify that only public business matters lawfully exempted from the open meeting requirement and only such matters as identified by the motion to enter into executive session were discussed. A vote was taken and all members replied aye.