



## GREENE COUNTY ECONOMIC DEVELOPMENT AUTHORITY

### Board Meeting Minutes

Tuesday, September 17, 2019, @ 6:30 p.m., 40 Celt Rd, Stanardsville, VA

#### **CALL TO ORDER**

- A meeting of the Economic Development Authority Board of Directors was held at the County Administration Building at 40 Celt Rd, Stanardsville, Virginia on September 17, 2019. Call to order at 6:30 pm, with Mr. Michael Payne, Chairman, presiding.

#### **RECORD OF ATTENDANCE**

- **Members in Attendance:** Gretchen Scheurman, Whit Ledford, Matt Dillon, Michael Payne
- **Members not in Attendance:** Julia Morris, Don Pamerter, James Tsikerdanos
- **Non-Members in Attendance:** Alan Yost, Bill Martin, Mark Taylor

#### **ACCEPTANCE OF MINUTES**

- Minutes from July were distributed electronically to all board members. Mr. Ledford moved to approve the minutes. Mr. Dillon seconded. Motion Passed.

#### **FINANCIALS**

- P & L and Balance sheets for EDA and Tourism were distributed electronically to all board members.
  - Mr. Ledford questioned why is TOT income listed as \$0.00? Mr. Yost replied that those taxes have not yet been paid. They are typically paid the TOT monies roughly six to eight weeks after the close of the quarter.

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

- Mr. Yost reports that the contracts have been approved by both parties and we are now waiting for the title company to complete their work. Once the title company is finished with their portion, the project will proceed to the FDA. We are hopeful to complete the closing soon—on or before October 31<sup>st</sup>.
- Mr. Yost advised that onboarding a contractor is the next step. The county attorney has approved an RFQ for the contractor.
- Estimated renovations budget is \$50K with interior painting, exterior power washing and scraping of trim work and refinishing the floors are the three biggest expenses with some electrical work and other small things.
- Mr. Yost does not believe that a project manager is needed if we have a strong general contractor. There are two options for releasing the RFQ:
  - 1.) EDA retains TOT money and control of process including procurement and project management.

- 2.) EDA moves TOT money and control to the county who then controls the project inclusive of procurement and project management.
  - Mr. Payne: Is this money entirely from TOT-derived funds or is it in any way derived from County funds or EDA sale of the property at the business park?
  - Mr. Yost: This money is entirely from TOT.
  - Mr. Dillon: Would it adversely affect the timeline if we turned the project over to the county? Would it take longer?
  - Mr. Yost: The RFQ process is a little more lengthy but the project falls under \$50K.
  - Mr. Taylor: Because of the price, the process is pretty simple for the county. The project should be fine from the standpoint of time either way. Because there are specific elements of the work that need to be performed in order relative to other work, it actually drives the price down further for the county as we spec out those elements. The time is really the same either way.
  - Mr. Ledford: If I understand correctly, the office of Economic Development & Tourism is putting together the scope of work?
  - Mr. Yost: We are putting together the RFQ together as a courtesy to the EDA to insure that it is a quality document. The EDA can re-write this if you choose but that would mean that the EDA is entirely in control of the process.
  - Mr. Payne: It is for this reason that I believe if there is no strategic advantage for the EDA to maintain control of this project, it is to our best interest to pass this along to the county.
  - Mr. Yost: the only advantage is that the EDA can sole source without going through the procurement process. I would not recommend doing this.
  - Mr. Martin: If this was under the county, would this be under Mr. Morris?
  - Mr. Taylor: Mr. Taylor, Mr. Yost and Mr. Morris could work together.
  - Mr. Yost: A motion is needed to revert the money back to the County.
  - Ms. Scheurman: What if the renovations do not take the full amount of money in the allotment, will the extra money be returned.
  - Mr. Yost: Yes, but it may also happen that the cost would be greater in which case additional money may be needed to be released from the EDA's TOT dollars.
  - Mr. Payne: As long as there is a clear paper trail of the request, that should not be a problem
- **Mr. Ledford makes a motion that the renovation be handled by the county and that the EDA revert back TOT dollars to the county sufficient to cover the renovation cost-\$50K. The motion was seconded by Mr. Dillon and unanimously approved.**
  - Mr. Taylor: invites the EDA to continue to be a part of that project and to be supportive of that project.
  - Mr. Payne: encourages the county to keep the board advised of the status of the project and requests that the county provide the EDA with a schedule of events on the critical path for successful completion of that project.
  - Mr. Yost: no critical dates have been set. That will start once closing occurs.
  - Mr. Martin: there will eventually be a day when Tourism Council and EDA could get involved for a clean-up day. Public messaging will be very important going forward.

- Greene Commons Update: Roof is up. It's pretty impressive. Cupulas, electricity, etc. are really coming to the end. It's exciting. The farmers market has been remarkable and a testament to the community. October 5<sup>th</sup> is the official grand opening.
  - Mr. Martin: Robb Bell and Senator Hanger have confirmed
  - Mr. Ledford: Lots of speakers and lots of food. Normal market until about 10AM. Thereafter the celebration will start.
  - Mr. Payne: Does anyone know where to source 50-gallon plastic food grade drums?
  - Mr. Ledford: Will check with contacts

#### **OLD BUSINESS**

- EDA Bylaws Status: Most changes concerned coming into greater compliance with the state code. There is no urgency.

#### **NEW BUSINESS**

- Approval of Tourism Budget
  - Mr. Yost: projecting a 10% growth over previous year. Less than the previous 13-14% increase but conservative.
  - Proposing that Ms. Gamma move from 10-99 Contract Employee to wage staff. More expensive by about \$17K but reflects her actual duties.
  - No mortgage payment for the first year for the Taylor House. This money will be placed into account for future maintenance.
  - Livestock show was a great new event and was very successful. It has been added to the budget.
  - Ms. Gretchen: who profits from the livestock show? Is it non-profit?
  - Mr. Yost: believes this is non-profit. Will confirm that they have received non-profit status.
  - Mr. Dillon: do we need to pass this budget now with barely a quorum of EDA members present?
  - Mr. Yost: The Tourism Council is operating without a budget.
  - Ms. Scheurman: if another non-profit approaches you, do you have money to help them?
  - Mr. Yost: Yes. Tourism can approve up to 5% of the budget on their own. The rest of the budget must be approved by the EDA.
  - Mr. Payne: Can we vote with Whit also on the tourism council?
  - Mr. Yost: Mr. Ledford is the member of the EDA appointed to serve as liaison to the Tourism Council and can vote on this budget.
  - Mr. Taylor: Confirms with Mr. Ledford that he receives no monetary gain from the appointment to the Tourism Council and so there is no conflict of interest.
  - Mr. Yost recommends that we approve the budget subject to the confirmation that the Tourism Council confirms that the Livestock Show is a non-profit.

- **Mr. Ledford makes a motion to approve the tourism budget as submitted subject to the confirmation that the Livestock show is confirmed to be a non-profit organization. The motion is seconded by Mr. Dillon and unanimously approved.**

Defense Affairs Committee (DAC):

- Mr. Yost introduces the DAC as a multi-purposed organization purposed to liaison between the military, soldiers and their spouses, veterans and the surrounding community. A DAC is extremely important for any base. It is presently an all-volunteer group but in order to continue, the DAC needs paid staff—approximately \$100K/yr. for a two year commitment. Albemarle will contribute \$50K/yr. and other groups will contribute in turn. Greene has been asked to approve \$10K/yr. Mr. Yost believes we benefit substantially more from our association with Rivanna Station than \$10K.
- It is too late to add this to the county's budget. Mr. Yost is requesting that the EDA provide the county's first contribution.
  - Ms. Scheurman: the full time staff member will be employed by the Charlottesville Albemarle Chamber of Commerce? And this person will meet with an executive committee on which sits a representative for Greene? I hope this person will not only help Charlottesville Albemarle.
  - Mr. Yost: yes, this is a 10-99 contract position. The position will answer to the DAC board. The Charlottesville Albemarle COC will serve only as a financial agent for the money.
  - Mr. Dillon: we definitely benefit from this relationship. The service members live here, shop here, own property here...they tend to gravitate here because it's less expensive.
  - Mr. Dillon: beyond the two years, are we tied in? Is there a term that we would need to sign on for beyond next year?
  - Mr. Yost: long term we hope the county would pick this up. The trial is for 2-years to see if the program is successful.
  - Mr. Dillon: will all of this \$100K be used for salary for this individual? Is there a breakdown of this money?
  - Mr. Yost: there have been a couple of different numbers based upon the initial job description. Pay to be commensurate with experience. The majority will go for salary. UVA Research Park will cover the office expense.
  - Mr. Dillon: Is there any opportunity for that office to be in Greene?
  - Mr. Yost: UVA Research Park is donating \$25K in kind office space for this program.
  - Mr. Ledford: If we do this, is there comfortable, concrete justification for why we would do this?
  - Mr. Yost: to date DAC has brought two businesses to Greene with a third potentially coming.
  - Mr. Payne: what are the tax revenues generated by the two business here?
  - Mr. Yost: I cannot tell you those.
  - Mr. Dillon: are there more than 20 employees?

- Mr. Yost: no. One is probably 10-15. The other is a couple. The other will be a research with one or two persons with other people coming from outside the community. But this goes beyond just a few businesses.
- Mr. Martin: what are the metrics for measuring success for this program?
- Mr. Payne: Taxes paid? Number employees?
- Mr. Ledford: Regular access to the people of Rivanna Station and potential additional revenue for tourism and other industries?
- Mr. Dillon: communicates his experience with Capitol Sheds.
- Mr. Martin: who will be hiring this person?
- Mr. Yost: the executive board of the DAC.
- Mr. Ledford: this \$10K will go to acquire a person who will serve as a liaison for our community to this board?
- Mr. Yost: this will elevate Greene's exposure which is key to our success. In his mind, Greene not being involved erases four years of work. It will relegate us to being one in a crowd of 40 instead of being on and privy to the leadership board.
- Mr. Dillon: it would have been nice to have one of the DAC representatives come to the meeting.
- Mr. Ledford moves to consider the request. T
- Ms. Scheurman: Having the metrics would make this easier.
- Mr. Dillon: Would feel more comfortable with more discussion and a little more information. He definitely understands the importance of the organization but doesn't quite understand what the position will do.
- Mr. Ledford: Expresses reservations about spending \$10K.
- Mr. Yost: EDA has \$146K in cash. Tourism will pay the last \$40K back this year for a total of \$186K. It has been sitting for four years.
- Mr. Payne: Didn't we previously support this effort?
- Mr. Yost: We have not paid anything previously.
- Mr. Dillon: I don't doubt anything that has been said, but we are spending \$10k after fifteen minutes of discussion. We only have half of the board present.
- Mr. Yost: can we have a special meeting?
- **Mr. Ledford moves to hold a special meeting of the EDA to consider the DAC position and allocation of funds. Mr. Dillon seconds the motion which is voted in favor of by Ms. Scheurman, Mr. Dillon and Mr. Ledford. Mr. Payne abstained.**
  - Mr. Yost will schedule the meeting. Ms. Scheurman recommended having someone from the DAC present. She also asked for a job description.

#### Flexplex Invitation to View Space

- An invitation has been extended to any EDA member who wishes to attend.

#### Upcoming Community Events

- Clay Festival-volunteers needed
- SIDC now has enough walky-talkies to cover other events. Also have a community stage.
- Oktoberfest
- Tricks & Treats

General updates on new/future businesses or projects were offered.

#### **COMMENTS FROM THE PUBLIC**

- No Comments

#### **EXECUTIVE SESSION**

Mr. Payne asked for a motion to enter into executive session pursuant to section 2.2 -371184 of the code of Virginia for the protection of privacy of individuals in personal matters not related to public business. Mr. Dillon moved. Motion passed.

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.

Mr. Dillon-Aye

Mr. Ledford-Aye

Ms. Scheuermann-Aye

Mr. Payne-Aye

#### **NEXT MEETING DATE**

- The next meeting will be on Tuesday, November 19, 2019, at 6:30 p.m. at Town hall, 19 Celt Rd. There will be a special meeting called to discuss the DAC request before then. Timing TBD.

#### **ADJOURNMENT**

- Meeting adjourned