

## **GREENE COUNTY ECONOMIC DEVELOPMENT AUTHORITY**

### Board Meeting Minutes

Tuesday, November 19<sup>th</sup>, 2019, 19 Celt Road, Stanardsville, VA

#### **CALL TO ORDER**

Chairman, Michael Payne, called the meeting to order at 6:30 p.m.

#### **RECORD OF ATTENDANCE**

- Members in Attendance: Michael Payne, Matt Dillon, James Tsikerdanos, Don Pamerter and Gretchen Scheuermann (6:40 p.m.)
- Members not in Attendance: Whit Ledford, Julia Morris
- Non-voting members: Bill Martin
- Special Guest: Shari Beker representing the Greene County Chamber of Commerce (CoC)

#### **ACCEPTANCE OF MINUTES**

Minutes of past meetings were distributed electronically.

- Matt moved to accept the minutes of September 17, 2019. Don seconded. Motion passed.
- James moved to accept the minutes of the special meeting held on October 21, 2019. Mike seconded. Motion passed.

#### **FINANCIALS**

Profit and loss statements and balance sheets for the EDA and Tourism Council were distributed electronically. No questions were asked, and the statements were accepted.

#### **REPORTS**

The Director of Economic Development and Tourism, being absent, there were no reports.

#### **OLD BUSINESS**

- The County closed on the purchase of the proposed new Visitors Center,
- Negotiations were held with JSK and payments have been made toward the loan.

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

There were no comments from the public.

#### **NEW BUSINESS**

- a. Greene County Chamber advertising presentation (details had been distributed electronically) – Shari Beker discussed the program and answered questions.
  - I. The membership of the CoC has declined and they therefore request the EDA's assistance in paying for half the cost of the Harmony Broadcasting advertising program.
  - II. The proposed cost would be \$5,082.

- III. The program has been successful with all available slots taken in the past year. It will be extended to all Greene businesses with acceptance of this proposal.
  - IV. CoC members get a 50% reduction in the cost.
  - V. Many spots are given to events being held in Greene e.g. Clay Festival, Strawberry Festival, parades.
  - VI. Gretchen stated that she had been pleased with participating as an advertiser.
  - VII. Several questions related to obtaining more data about the effectiveness of the program. Businesses should be queried about increases in sales that can be tracked to their ads. The CoC should track whether new members had joined as a result of their participation. All businesses should be surveyed about their opinions of the offer. The CoC should collect usage by business sector so there can be greater focus.
  - VIII. James suggested that future participation by the EDA should be conditioned on increases in CoC membership, which we strongly want to encourage.
  - IX. Don suggested that the Tourism Council should be asked to fund half the \$5,082, given that it receives benefits from the spots advertising local events.
  - X. Don moved that the EDA approve the \$5,082 request and then request the Tourism Council to fund half. James seconded the motion. 4 Yays, 1 abstain. Motion passed
  - XI. Shari thanked the Board.
- b. The Chair reported that Robinson, Farmer, Cox Associates had been retained to conduct the annual audit. No questions.
  - c. The attendees agreed to hold a planning meeting on January 11, 2020 at 8:00 a.m. to discuss a wide range of topics relating to setting a future course for the EDA.
  - d. Don gave an update on the success of Greene Commons and the Farmers Market. A search is underway to retain a contractor to manage the Commons in 2020. There has been a positive response.
  - e. Business in Ruckersville continues to expand. Four new ventures were noted:
    - I. Burger King
    - II. New storage facilities
    - III. Murphy's Coffee and Bagel House
    - IV. Octonia Brewery.

#### **NEXT MEETING**

The next meeting will be held on January 21, 2010 at 6:30, in Stanardsville Town Hall.

#### **EXECUTIVE SESSION**

There was no executive session.

#### **ADJOURMENT**

Matt moved that the meeting be adjourned. James seconded. Passed unanimously.