



GREENE COUNTY ECONOMIC DEVELOPMENT AUTHORITY

Board Meeting Minutes

Tuesday, October 21, 2014 @ 6:00 p.m., Economic Development Office Conference Room

CALL TO ORDER

A meeting of the Economic Development Authority Board of Directors was held at 8315 Seminole Trail, Ruckersville, Virginia, January 21, 2014. The meeting convened at 6:10 p.m., with Mrs. Amy Hollis, Vice Chairman, presiding in the absence of Dan Goff, Chairman.

RECORD OF ATTENDANCE

Members in Attendance: Amy Hollis, Doug Miller, Gary Schneider, Julia Morris, Michael Payne (arrived 6:21), Dan Goff (via phone at 6:36)

Members Not in Attendance: Don Pamentier

Non-Members in Attendance: Bill Martin, Jay Willer, Alan Yost, Diana Gamma

REPORTS OF OFFICERS AND COMMITTEES

Michael Payne - Data

Michael Payne presented the data compiled from the information received from the CVPED provided by Hoover:

1. The data may be extremely valuable and provided information which would have taken years to obtain from the County's current data.
2. The data has irregularities. What percentage of accuracy there is remains to be vetted with the board.
3. Once the board determines what our goals for the data should be, Bill Martin indicated that the data could be shared and discussed with the Greene County Treasurer, Commissioner of Revenue and the Board of Supervisors to express concerns of data management as it relates to businesses and revenue.
4. The board needs to determine the exact goal(s) for using the data and each board member should compile 5 questions they would like to ask when contacting businesses.

Afterword:

From the CVPED: "the data we sent over is meant to be used for internal purposes only and should not be shared or published with anyone outside of the EDA."

Amy Hollis – Marketing

Marketing had nothing new to report.

Dan Goff – Finance

No significant progress has been made as **Mr. Goff** feels data and marketing needs to be addressed first.

Doug Miller – Infrastructure

Mr. Miller stated that changes in the infrastructure are beyond the scope of the EDA with the exception of possibly providing a bond to aid the County financially. **Mr. Miller** will develop a list of available infrastructure and a list of infrastructure concerns, providing any potential resolutions.

OLD BUSINESS

Budget Discussion

1. **Mr. Payne** requested \$50,000 for STAR. The proposed \$20,000 will remain in the budget with an additional up to \$30,000 considered after the sale of the EDA property.
2. **Don Pamerter** requested via email an extensive marketing budget. It was determined to keep the marketing budget as originally proposed in the budget. Additional funding will be considered when Don is present to explain the proposal.
3. **Dan Goff** requested that \$5,000 be allocated for web redesign.

All agreed to reconsider **Mr. Payne's** request for STAR after the business park property is sold and **Mr. Pamerter's** request for the marketing budget be reconsidered after he has the opportunity to present his proposal.

Dan Goff moved that the originally proposed budget, plus \$5,000 for the web design be accepted. **Mike Payne** seconded. **Motion carried.**

Industrial Park Tenants Roster and Establishing a P.O.A. (Property Owners Association)

1. **Diana Gamma** developed a directory of tenants in both the Business and Industrial Parks.
2. **Mr. Yost** asked that he not be one of the individuals meeting with businesses to discuss the POA. This is an EDA decision and therefore the EDA Board Members should be the ones discussing this with businesses.

Amy Hollis moved to table this discussion, to be continued at a future meeting. **Mike Payne** seconded. **Motion carried.**

Advertising Meetings

1. EDA is accountable to FOIA (Freedom of Information Act).
2. A gathering of 3 or more directors in which public business may be discussed is a public meeting.
3. Public meetings must be advertised a minimum of 3 days prior to convening.

NEW BUSINESS

Prospect for Business Park

1. Potential buyer for EDA property
2. Sale price of property was discussed.
3. **Mr. Goff** suggested reaching out to 3 realtors and asking 2 of them to make a CMA (Competitive Market Analysis). Then, evaluate packages, choose a price and list with a realtor for a year, turning over all current leads to chosen realtor. EDA is also willing to offer flexible financing opportunities. Mr. Yost agreed to reach out to the realtors.

Doug Miller moved that the EDA proceed with #3. **Amy Hollis** seconded. **Motion carried.**

Michael Payne suggested using gmail accounts, referencing Greene County Virginia in every email and putting it in a signature line. Also send email with something positive about Greene County. This will boost Greene County's visibility to the public.

Mr. Payne resigned as Vice Chairman and nominated **Amy Hollis** as Vice Chairman.

Dan Goff moved to accept and **Gary Schneider** seconded.

NEXT MEETING DATE

The next meeting will be on Tuesday, November 18, 2014 at 6:00 p.m. at the Economic Development Office Conference Room.

ADJOURNMENT

The meeting adjourned at 8:45 p.m.