

CORRECTED MINUTES
KING WILLIAM COUNTY
ECONOMIC DEVELOPMENT AUTHORITY
ORGANIZATIONAL MEETING OF JANUARY 13, 2021

An organizational meeting of the Economic Development Authority of King William County, Virginia, was held on the 13th day of January 2021, beginning at 7:00 p.m. via Zoom.

Agenda Item 1. CALL TO ORDER

Chairman Brown called the meeting to order.

Agenda Item 2. ROLL CALL

The members were polled:

Eugene L. Campbell, Jr.	Aye
Travis W. Longest	Aye
C. Meade Rhoads, Jr.	Aye
Luke Hallman	Aye
Kenneth A. Holderied – Vice Chair	Aye
Charles F. Piersa	Aye
Jay Brown - Chairman	Aye

Agenda Item 3. REVIEW AND ADOPTION OF MEETING AGENDA

Bobbie Tassinari, County Administrator, requested All Point Broadband be allowed to present before **immediately following** the Election of Officers ~~are made~~.

~~Upon motion of Authority Member Piersa~~ **made a motion to approve the agenda as amended**, seconded by Authority Member Longest, **There was no opposition.** ~~the meeting agenda was approved with the aforementioned changes by the following roll call vote:~~

Travis Longest	Aye
Meade Rhoads	Aye
Luke Hallman	Aye
Kenneth Holderied	Aye
Charles Piersa	Aye
Eugene L. Campbell, Jr.	Aye
Jay Brown - Chairman	Aye

Agenda Item 4. APPROVAL OF MINUTES

Upon motion of Authority Member Campbell, seconded by Authority Member Piersa, **and with no opposition**, the meeting minutes of ~~December 11, 2019~~ **December 9 & 23, 2020** were approved. ~~by~~ the following roll call vote:

Meade Rhoads	Aye
Luke Hallman	Aye
Kenneth Holderied	Aye
Charles Piersa	Aye
Eugene L. Campbell, Jr.	Aye
Travis Longest	Aye
Jay Brown – Chairman	Aye

Agenda Item 5. PUBLIC COMMENT

There were no public comments. **By motion of Authority Member Piersa, seconded by Authority Member Longest, and with no opposition, the Public Comment Period was closed.**

Agenda Item 6. CHAIRPERSON'S REPORT

a. Election of EDA Officers for 2021

Chairman Brown asked for nominations or volunteers for the offices of Chairman and Vice Chairman. The County Administrator serves as Secretary and Treasurer.

Authority Member and Vice Chair Kenneth Holderied ~~stated he would~~ **respectfully declined stepping into the role of Chairman due to** not having ~~the time at this juncture to take on the role of~~ **Chairman.**

Authority Member Rhoads recommended Member Joyce Wolfe.

Chairman Brown announced Authority Member Joyce Wolfe had resigned ~~in December due to other commitments and time constraints.~~ **Authority Member Campbell asked why. Chairman Brown and Ms. Tassinari stated it was due to time and other commitments. Authority Member Rhoads said the resignation of Ms. Wolfe was a loss to the EDA.**

Authority Member Rhoads recommended Authority Member Luke Hallman.

Authority Member Hallman ~~stated he would not be able to commit to the role of Chairman~~ **declined** due to time constraints.

Authority Member Campbell recommended Authority Member Rhoads who said he is overextended but would accept the nomination if someone served with him.

Chairman Brown recommended Authority Member Longest who also declined.

Authority Member Rhoads recommended asked if Authority Member Gene Campbell would serve with him, either as Chair as Vice Chair.

Authority Member Campbell stated he would have to decline the recommendation as well.

Vice Chair Authority Member Holderied stated he would also like to step down as Vice Chair due to time constraints. He stated he would prefer to continue putting forth his effort into workforce development projects.

Chairman Brown stated that if there were to be no new chairman elected then he would need to continue in the position. Chairman Brown agreed to serve through March 31, 2021 as the Chair while the two vacant Authority positions are filled and wWith the anticipation that one of the new members would choose to serve as the Chair.

Authority Member Campbell said he liked that idea and nominated Authority Member Rhoads as Vice Chair which would enable Chairman Brown to step down at any time and either Authority Member Rhoads could step into the Chairman role or the Board could elect someone else.

Authority Member Meade Rhoads agreed to hold the position of Vice Chair.

~~Upon motion of Authority Member Campbell~~ made a motion to elect Jay Brown as Chairman and Meade Rhoads as Vice Chair of the Economic Development Authority, seconded by Authority Member Longest, ~~the nomination of Meade Rhoads as Vice Chair was approved by the following roll call vote:~~ The Chairman called for discussion or objections. There being none, the motion passed.

Luke Hallman	Aye
Kenneth Holderied	Aye
Charles Piersa	Aye
Eugene L. Campbell, Jr.	Aye
Travis Longest	Aye
Meade Rhoads	Aye
Jay Brown – Chairman	Aye

Authority Members Rhoads and Campbell thanked Chairman Brown and Vice Chair Holderied for their work.

b. All Points Broadband Update

Chuck Hogg, Project Manager for All Points Broadband (APB), presented an update on the deliverables for the King William County project. He said they are currently working on the design of the network with Dominion Energy and that there wasn't much to report due to the FCC-imposed Quiet Period which ends January 29, 2021. Once the Quiet Period is over, APB intends to engage with additional stakeholders to further the project.

Authority Member Campbell asked if the surveying and study had begun. Mr. Hogg said they have done the initial mapping and survey with Dominion and may work with other stakeholders as well.

Authority Member Campbell asked when the County would see the data. Mr. Hogg said after the Quiet Period has ended.

Vice Chair Holderied asked if the best route has been identified in their preliminary findings. Mr. Hogg said he couldn't share details but there's been significant identification of unserved areas with the good news being that much of those areas are served by Dominion. Vice Chair Holderied asked if these areas were hard-wired. Mr. Hogg said yes. Vice Chair Holderied said he's experienced that much of Dominion's current network has been wired haphazardly and asked how they'll be able to get wiring to places that are 15-20 miles off the main road, under driveways, or through wooded areas. Mr. Hogg said Dominion is continuously updating areas through their maintenance and upgrade efforts and are able to use the Broadband Pilot Statute to run fiber to unserved areas. APB works with Dominion to provide internet services using that fiber. In the past, Dominion was not able to resell service over their fiber but the new statute opens that up. Vice Chair Holderied asked how many Dominion substations were in the County. Mr. Hogg said that was Dominion proprietary information but that the fiber service is not substation based.

Authority Member Piersa asked what will happen in areas that currently have their Dominion wiring buried underground. Mr. Hogg said they will work with Dominion on solutions and devices they can feed downline and that, while the project is mainly focused on using utility poles, there is nothing preventing them from using underground wiring, it's just more expensive. He said Dominion has already been working on easements with homeowners in other areas and added that he couldn't say more due to the Quiet Period. He stressed that although he cannot report much, a lot of work has been done and is being done behind the scenes and that much of it was done before they could apply to the FCC.

Chairman Brown asked if the target date for filing with the FCC was still September. Mr. Hogg said they are still on track with that timing.

Chairman Brown asked if the County's project team has been meeting with APB. Mr. Hogg said they have not been meeting but have been provided updates. He stressed that he will be able to have a more exciting update in February after the Quiet Period has ended.

Authority Member Campbell said the County was supposed to have a committee working with APB. Mr. Hogg said they are all currently in a holding period because of the Quiet Period. Vice Chair Holderied asked if APB has identified any issues or opportunities which the EDA can begin pursuing now and if wireless options were being investigated. Mr. Hogg said no because of the Quiet Period. Once that has ended, APB can begin talking with potential stakeholders. He also said fiber-to-home provides the best service to residents.

Chairman Brown asked if the things outlined in the Schedule of Deliverables as being done in December had been done, specifically the Detailed Needs Assessment and Market Analysis. Mr. Hogg said he had personally surveyed the County and there was an online survey performed but that he couldn't discuss results due to the Quiet Period. He said he'll have more to report in February because they will have been able to begin to speak to other potential stakeholders.

Vice Chair Holderied asked about the Financial Feasibility Analysis and Technical and Network Architecture studies. Mr. Hogg said the studies are pending on Dominion's design, however they have a rough draft. They will be able to do and discuss more after the Quiet Period ends.

Chairman Brown thanked Mr. Hogg for attending the meeting and for all the work he's done on the project.

c. Annual Review for the EDA Business of 2020

Chairman Brown noted the COVID-19 Grant Program being a success for 2020, as well as, contracting with All Point Broadband as an ongoing project.

d. Review FY2022 Budget Proposal

Ms. Tassinari said that, if no budget request had been submitted, the EDA would be guaranteed at least level funding from last year. She recommended any remaining balance be rolled forward to the next fiscal year.

Chairman Brown stated they had not yet submitted a budget request ~~but would be soon discussing with the Director of Financial Services the FY2022 request. He also stated he would request to roll over any monies not expended in FY21.~~ and he would contact the Director of Financial Services to get a spreadsheet of allocations.

Agenda Item 7. SUB-COMMITTEE REPORTS

Chairman Brown asked if anyone had anything to report. He suggested ~~Chairman Brown requested that~~ instead of providing subcommittee reports in the future that they would now focus on project reports. Authority Member Rhoads said he thought that was a great idea. Authority Member Campbell noted he resigned from the Tourism subcommittee in March 2020. Olivia Lawrence, Deputy Clerk, asked how the Board would like to change the structure of their agendas. Chairman Brown suggested putting the Project Reports under the heading of Unfinished Business or Other Reports. Authority Member Campbell said he felt those were two separate things and suggested they go under Other Reports.

Chairman Brown said the KWIC Committee was no longer needed. Authority Member Campbell said he felt it was still needed, it just wasn't currently functioning. Authority Member Rhoads said it will begin functioning again after February when the Quiet Period ends. Chairman Brown proposed it would no longer be called a subcommittee but instead be called a project, in this case the All Points Broadband project.

Vice Chair Holderied said the video project he was working on really fell under Business Development along with the other projects he was working on.

Chairman Brown asked for clarification on the CTE subcommittee which needs new representation since Ms. Wolfe resigned from the Board. Authority Member Campbell said it was Career Technical Education and Ms. Tassinari confirmed it was a liaison with the public schools. Chairman Brown ~~He also~~ stated he would assume the CTE Program with Ms. Wolfe's departure.

Authority Member Hallman discussed the ongoing farm brochure project progress. He said he hadn't gotten a lot of response from the advertisement run in the newspaper. He said he received about five responses and feels he needs at least two dozen to make it worthwhile. Authority

Member Rhoads asked Authority Member Piersa if he had any suggestions due to his farming experience. He said he felt the brochure should be more than just agri-tourism and should focus on who we are – a farming community. Authority Member Piersa said the Farming EXPO should be advertised within the county, especially when it is held in the county. The EXPO showcases seed vendors, equipment, farming chemicals, and more. It was being held in Middlesex this year. He said the EXPO is a family event, not just a farming event. Authority Member Hallman said the agri-tourism brochure is focused more toward those in the county who have a retail aspect to their business, not wholesalers which is what most of the farming in the county is. Vice Chair Holderied suggesting reaching out to the community to see if businesses would be willing to hold an event, such as an Open House, in the fall and spring which could attract families, farmers, and more, even in commercial operations. It could be a “Parade of Farms” event and the EDA could host an area where people could get their maps and other information about the County. Authority Member Hallman said the current map shows places that are open to the public along with their hours and any special events occurring. Authority Member Rhoads said he’d recently talked with someone who was looking to purchase a cow and calf and it would be good if they could be pointed to sellers in the County. Authority Member Hallman said there were already places such as that on the map and that some local livestock business said they didn’t want to be included on the map because they didn’t need the extra business and were already selling out. Authority Member Hallman said he would send an email to the thirty places he knows of to try to get their participation.

Ms. Tassinari suggested working with Melissa Anderson, who was on retainer with the County as part of the Administration budget. She is working to promote West Point and the County in various ways. She suggested asking her to attend the February meeting and said she has a wealth of knowledge and ideas. Authority Member Hallman said Ms. Anderson already has a copy of the map he created and is waiting for him to provide more information.

Vice Chair Holderied gave an update on his film project. He said he ran out of time in the fall due to an new baby in the family, COVID, and wanting to include the schools in his project. He has contacted the High School’s marketing department and said things will get moving in the spring. He said he also has ideas of ways to help businesses in the county.

Agenda Item 8. OLD BUSINESS

a. COVID-19 Grant Applications

~~The Authority discussed whether to proceed with the COVID-19 Grant Program. Having not discussed the budget for FY22, they decided to table all pending applications until the next meeting when they could discuss what there plans for the coming year would be.~~

Chairman Brown asked Ms. Tassinari if there were any CARES funds left. Ms. Tassinari said all funds had been committed. Chairman Brown asked if the EDA’s operating budget could be used to fund the four remaining COVID-19 grant applications totaling \$12,000. Ms. Lawrence said a dues payment for the MPA was outstanding but the amount was minimal. Authority Member Campbell said he thought the grant program was closed in December and asked when these applications were made. Ms. Lawrence said one was made in December but not received until after the deadline and the other three were reapplications which were made in January. Authority Member Rhoads asked what was most important to the EDA’s mission and said the Board should set goals and priorities first before committing to the additional grants. Vice Chair Holderied said he has projects in mind that could help existing businesses in other ways.

Chairman Brown and Authority Members Piersa and Campbell agreed the grant applications should be tabled until the Board could set goals and priorities. Authority Member Campbell asked if more relief funding was coming. Ms. Tassinari said no additional funds were coming, the deadline to expend the funds is what was extended. The County has already expended and committed all CARES funding.

Authority Member Rhoads requested each member, including Ms. Tassinari, bring three items to the next meeting they would like to have accomplished in 2021. This exercise was to develop goals and a strategy for attaining those goals and determine any budgetary implications. He said the three sources of revenue for the county are timber, mining, and farming and the EDA should be doing things to help those industries.

The discussion of the grant applications was tabled by consensus until after budget discussions in February.

b. All Points Broadband

~~Chuck Hogg, Project Manager for All Points Broadband, presented an update on the deliverables for King William County. Many questions were asked by the Authority members but had to be held until the "Quiet Period" ended January 29, 2021. The Authority members made it clear that the presentation by All Points at the February meeting contain substantially more information as to the process and deliverables. (Moved to Item 6.b.)~~

Agenda Item 9. NEW BUSINESS

Authority Member Piersa stated the need for a pharmacy within King William County other than West Point's Walgreens. He also said the EDA needed to look at ways to bring new industry to Commerce Park. Ms. Tassinari said the lots available at Commerce Park are owned by someone but that the road system is what causes confusion. Some believe the roads were transferred to VDOT but were not supposed to be. The cost to bring the roads up to VDOT's minimum standard are high. The gravel back road needs to be addressed and perhaps some of the one acre lots could be combined and sold. She said she spoke with the current owners recently and they are willing to give the lots to the County. She believes it would be better to put in a road association rather than bring them up to VDOT's code. She has more information which she will compile and provide to the EDA Board members.

Chairman Brown asked what the downside would be to the EDA taking ownership of Commerce Park. Ms. Tassinari said the liability for roads and drainage is the main downside. A bond would have to be taken out. She said the EDA owning the property would be a wonderful way to lure small and mid-size businesses to the County. Chairman Brown asked if CPBG funds could be used rather than bonds. Ms. Tassinari said those funds were all tied to jobs and individual salaries and that she'd look into it.

Authority Member Rhoads said the developer promised the roads to VDOT and to bring them up to their standards. They had to post bond and now pay on the bond annually. Ms. Tassinari said the General Assembly passed relief which means the bond cannot be called up. Authority Member Rhoads said they roads need to be retracted from VDOT. Ms. Tassinari said VDOT never accepted

the roads and she doesn't believe they want them. The bond is \$300,000 which is not enough to bring the roads up to VDOT's standards. She will get more information and provide it to the Board.

Chairman Brown said he thought a pharmacy was a good idea. Authority Member Piersa said a Target, CVS, and lumber yard, which would be a perfect small business to have in the County. He said currently people in the County need to go outside the County for everything they need.

Authority Member Longest said he saw an advertisement for a new medical facility coming to the County that is supposed to also have a pharmacy service. He also said having to get a second lot for septic turned off prospective buyers at Commerce Park.

Authority Member Rhoads said a study was needed on what's realistic to come to the County. Ms. Tassinari said it was looked into three years ago we didn't have the necessary volume. She said that big names like CVS want a corner lot on the busiest intersection to be given to them for free. The owner of the only lot in the County like that wants \$900,000 for it. They also want the ability to have a drive-thru. She's talked to Food Lion and an optometrist but there is no where in the county for them to go if they do come.

Authority Member Rhoads said data is needed. Ms. Tassinari said she'd pull the data she has and forward it. Location is the biggest challenge. Authority Member Rhoads said the medians on Route 360 are a problem. Ms. Tassinari said the owner of the Food Lion wanted to expand the shopping center but the cost of doing so outweighed the benefit. Authority Member Rhoads said that meant the rent is not high enough to support the cost and we need to look at what types of business could work. He said we also needed to look at Routes 30 and 600 in addition to 360 because County residents use them to get around more than 360.

Authority Member Longest said CVS had wanted the house lot adjacent to Commerce Park and wanted a traffic signal installed yet it was still not attractive enough to them. Authority Member Rhoads pointed out that the County has added households in the area yet Commerce Park is still failing. He said more residential is not equaling more retail in that instance and the retail goes to areas that have the highest income.

Agenda Item 10. NEXT MEETING

The next meeting will be a work session on February 10, 2021.

Agenda Item 11. ADJOURN

Upon motion of Authority Member Piersa, seconded by Authority Member Hallman, and with no discussion or opposition, the meeting was adjourned at 8:41pm.

COPY TESTE:

Jay Brown, Chairman
Economic Development Authority

Christine H. Branch (Reviewed via Zoom.)
Deputy Clerk
