

CORRECTED MINUTES
KING WILLIAM COUNTY
ECONOMIC DEVELOPMENT AUTHORITY
ORGANIZATIONAL MEETING OF MARCH 10, 2021

~~An organizational~~ A meeting of the Economic Development Authority of King William County, Virginia, was held on the 10th day of March 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
Kenneth A. Holderied	Aye
Travis W. Longest	Aye
Luke Hallman	Aye
Charles F. Piersa	Aye
C. Meade Rhoads, Jr. – Vice Chair	Aye
Jay Brown - Chairman	Aye

Agenda Item 3. REVIEW AND ADOPTION OF MEETING AGENDA

~~Authority Member Kenny~~ Holderied requested to add Country Courier Approval to Old Business Item C of the Agenda.

Upon motion of ~~Authority Member~~ Vice Chair Rhoads, seconded by Authority Member Piersa, **and with no discussion or 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~~ **Vice Chair** Rhoads, seconded by Authority Member Campbell, **and with no discussion or opposition**, the meeting minutes of January 13, 2021 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. NEW BUSINESS

a. Strategies and Goals for Calendar Year 2021

~~Authority Member~~ **Vice Chair** Rhoads presented the purpose of the EDA and 3 main goals that are to **promote industry and develop trade**; induce location/retention of manufacturing, industrial, government, commercial enterprises; and furthering the use of agricultural products and natural resources. **(See Attachment A for full presentation.)**

Revenue & Employment – 86% comes from real estate property taxes

Principal Industries – paper mill, cat litter, farming. The County's industrial base is paper, timber, and mining.

Principal Employers – Rock Tenn, King William County Public Schools, Nestle (Figures taken from the King William County Budget, Table 10. See Attached presentation.)

Vice Chair Rhoads asked what the EDA wants to prioritize and accomplish.

Authority Member Campbell said the current Economic Development page on the County website does not list all commercial industry in the County and said the EDA needs better marketing of industrial business sites. It currently links you to information listed on the VEDP website.

Authority Member Piersa said the priorities are a pharmacy (not a major chain) and something similar to a Lowes which sells timber products are needed. He suggested creating a map for timber similar to the one Authority Member Hallman has created for agriculture. He asked if industrial sites have sewer/water already.

Chairman Brown said the EDA needed to work on the issues surrounding Commerce Park.

Vice Chair Rhoads said the unique challenges to King William County are location and travel issues since there is no interstate access. He said about 200 houses were built each year since 2007 but local commercial and retail hasn't materially changed.

Regarding traffic, Vice Chair Rhoads said there were six locations within the County with 10,000+ cars per day – three are in West Point and three are along Route 360. He said King William County has an elevated level of through traffic and through traffic does not support retail.

Authority Member Holderied said the County Planning & Zoning department has information regarding businesses that currently want to build here and that the information needs to be shared with the EDA. He said some want zone-ready properties. The EDA needs to be able to direct people to the property within the County that best meets their needs. He said the median along Route 360 causes retail challenges.

Vice Chair Rhoads said VDOT deceleration lanes need to be added for retail along Route 360 and that Tractor Supply was smart in choosing a location along Route 30 because those sites are less expensive and don't have VDOT requirements. He said County residents mainly use Routes 30 and 600 and locating there focuses more on County residential shoppers.

Chairman Brown asked how to turn this information into something actionable for the EDA. Vice Chair Rhoads said having this awareness and sharing it with prospective businesses is valuable. Authority Member Piersa said it is important to focus on what citizens in the County need.

Chairman Brown asked what tools are at the disposal of the EDA to accomplish the stated purpose of the EDA. He said the EDA does not have money to purchase property and is able to use the County's borrowing authority but doesn't seem to want to do that. He said a priority is to find a project the EDA can use as a bond issuing authority and start to charge some of the fees they're able to in order to produce revenue.

Vice Chair Rhoads pointed to the EDA Bylaws and said they needed to offer as many ideas as possible to find something that will stick. He believes the focus should be on promoting the County rather than purchasing properties.

Chairman Brown read the Bylaws which state the purpose of the EDA is to acquire and trade property in order to promote business in the County.

Vice Chair Rhoads said he believes the most helpful thing the EDA can do right now is try to promote and attract business to the County.

Authority Member Holderied said a previous EDA Board member, Allen Brintley, had looked into bringing a fast-food chain to the County several years ago and was told the County did not have the car count to attract and support one. He said the EDA needs to get businesses to look beyond car count to the community as a whole. He said Route 360 was just shy of the car count needed and Route 30 was nowhere near what those businesses

were requiring. He said Mr. Brintley got the closes with Waffle House but didn't know why that fell through as he had not reconnected with him since COVID.

Vice Chair Rhoads said the EDA needed an informed discussion of what's actually possible. If the County is not able to attract a Walgreens or CVS for example, we can either keep trying and failing or recognize why we're failing, pivot, and go after who we can realistically get.

Authority Member Piersa said it takes too long to get things approved in the County whereas Hanover has pre-approved sites. He's heard that businesses didn't want to wait as the process could take a year or more, so they went to Hanover instead. Vice Chair Rhoads said he thought this had more to do with income and density.

Chairman Brown said he felt this discussion would be more suited to an in-depth work session rather than this meeting. He said the EDA Board needed to be sharper on how to do what they need to do to develop a strategy and goals.

Vice Chair Rhoads said he had two ideas to get a pharmacy, not a Walgreens or CVS, in the County.

Authority Member Campbell said he felt this discussion should be wrapped up at this time and the Board have a work session with someone knowledgeable to guide them. Vice Chair Rhoads agreed and said the Board needed to make informed decisions rather than just decisions.

Interim County Administrator, Steve Hudgins, encouraged the Board to speak with Hill Studio who is currently working on the County's Comprehensive Plan Update.

b. Day-Long Work Session Presenter

Interim County Administrator, Steve Hudgins, called upon the Board for a presenter to represent the Economic Development Authority at the Board of Supervisors Daylong Budget Session held on April 16, 2021.

Chairman Jay Brown along with ~~Authority Member~~ Vice Chair Rhoads will be available on April 16, 2021 before Noon.

c. Board of Supervisors Update and Joint Session

Interim County Administrator, Steve Hudgins, stated the Board of Supervisors would like a joint work session with the Economic Development Authority in May or June after the budget has been adopted.

Chairman Brown asked if that would be an appropriate time to bring in an expert on Economic Development and asked what the Board of Supervisors wanted to achieve at a joint session. Mr. Hudgins said they wanted to see how the EDA Board was doing and what they have been working on.

Vice Chair Rhoads said this ties into the discussion of determining goals and priorities.

Deputy Clerk Olivia Lawrence said other Boards and Commissions normally prepare and present an annual report to the Board of Supervisors. Chairman Brown said that was normally done by the Secretary, which would now be Mr. Hudgins. He asked if the Supervisors would come to the EDA's already scheduled May meeting. Mr. Hudgins said he could ask them.

Vice Chair Rhoads suggested the EDA bring an expert to speak with them at their May meeting and then meet with the Board of Supervisors in June so they would have time to develop a more thoughtful program. Authority Member Campbell agreed.

Authority Member Holderied said he'd been working with Interim Planning Director, Sherry Graham, and that Comprehensive Plan meetings have already been happening. He's been going to them and would like another EDA member there. He said the EDA needs to be in constant dialog with the Planning department and Commission.

Vice Chair Rhoads said he would work with Chairman Brown to get someone with knowledge of different EDA matters to come speak to the EDA Board in April.

Authority Member Holderied said the West Point Chamber of Commerce wants to participate with the EDA and have a member on the EDA Board.

Mr. Hudgins said there was a lack of communication between the EDA Board and Planning & Zoning and the things being discussed here were already being investigated by the Comprehensive Plan Committee.

It was decided that Chairman Brown and Vice Chair Rhoads would come up with a plan for the presentation to the Board of Supervisors and run it past Mr. Hudgins. Mr. Hudgins will send them contact information for the Hill Group.

Authority Members Piersa and Campbell agreed that communication is an issue and a meeting with everyone needs to happen. Vice Chair Rhoads also agreed and said the County is an awesome place and is worth the effort.

In summary: April 14 – EDA will bring an expert to their regularly scheduled meeting
May 12 – EDA will use what was learned in April to work on a presentation to the Board of Supervisors
June 14 – EDA will attend the Board of Supervisors work session

~~After much discussion by the Board, Chairman Brown stated the Authority could attend the Board of Supervisors work session June 14th.~~

Agenda Item 6. OLD BUSINESS

a. Fiscal Year 2022 Budget Request

Chairman Jay Brown requested that the authority members send to him what they would like to include in the budget presentation on April 16, 2021.

Authority Member Holderied said he would like to see the EDA's money making money.

Authority Member Campbell asked if the money for the All Points Broadband (APB) project needed to be in the EDA's budget. Mr. Hudgins said they had been paid out of the CARES funding and did not need to be in the EDA's budget. Authority Member Campbell said he thought the EDA was supposed to be monitoring APB's performance against the project deliverables. Chairman Brown asked Mr. Hudgins if the EDA was supposed to be overseeing the project or the Board of Supervisors. Mr. Hudgins said the EDA was. Chairman Brown said information had not been shared with the EDA and asked who was approving the invoices. Mr. Hudgins said there had only been one invoice. Chairman Brown said he would talk to Mr. Hudgins more later and then follow up with Authority Member Campbell.

b. COVID-19 Grants

There are currently 4 applications that were received, 1 before and 3 after the December 15, 2020 deadline that could receive \$3,000 each. Per Olivia Lawrence, only 2 of the 4 businesses that applied met the criteria for approval of the grant.

Authority Member Campbell said the December 15th deadline should be enforced.

Ms. Lawrence said the prior County Administrator, Bobbie Tassinari, reopened the grant program and the three applicants applied after that announcement was made.

Chairman Brown said there was \$22,000 left in the EDA budget and asked Vice Chair Rhoads if he thought consulting with an expert would cost more than \$10,000. Vice Chair Rhoads said he didn't know but he felt the grants do not meet the mission and objective of the EDA. He said it was the right thing to do at the time and that time has passed.

Authority Member Campbell agreed but was concerned that the applicants had only reapplied after being told the program was reopened. Chairman Brown said he felt the grant program was not a bad use of the EDA funds but the grant windows had closed.

Vice Chair Rhoads asked if the application window was currently open or closed. Ms. Lawrence said that was up to the EDA Board to decide. Chairman Brown said it should be closed.

Authority Member Campbell asked if the EDA budget funds could be carried over to the next fiscal year. Chairman Brown said yes but that had to be approved and decided by the Board of Supervisors. Vice Chair Rhoads asked if the grant applications could be made contingent on whether or not the funds were carried over. Chairman Brown said that wouldn't be known until July and felt that was too far away.

Authority Member Campbell said the two eligible grant applications equaled only \$6,000 and asked what they would tell the applicants since they had been told the program had been reopened before they reapplied. Chairman Brown said the grant program was CARES funds and the CARES funds had been exhausted so there was nothing to award. The decision now is whether the EDA Board feels EDA funds should be used for the remaining grants. Authority Member Holderied felt the EDA's money could be better used for other purposes which would benefit the whole County.

~~The Board discussed the use of the funds to help the community as a whole and hire experts.~~

~~Per Chairman Brown, a poll was taken to close out the Grant Program and to remove any consideration of the additional applications that came in in late December 2020.~~

Chairman Brown polled the Board: Should \$6,000 of the EDA's budget money be spent on these two requests?

C. Meade Rhoads, Jr. - Chair	Nay
Eugene L. Campbell, Jr.	Aye
Charles F. Piersa	Nay
Kenneth A. Holderied	Nay
Travis W. Longest	Nay

Per Chairman Brown, four votes to close out the Grant program won majority. The grant program is closed ~~over~~.

c. Country Courier Approval

Kenny Holderied proposed closing out the **EDA Corner** Advertisement in the county newspaper until it can be revamped. He suggested going to four or five main focuses during the year and possibly doing it as an insert rather than as an ad.

Vice Chair Rhoads suggested holding it until after the upcoming discussions with experts. Authority Member Piersa agreed and said there are other things that could be done. He asked if they had paid for the whole year already. Authority Member Holderied said he'd find out. Authority Member Campbell said he would be going there in the morning. Authority Member Holderied asked if Authority Member Campbell would tell them to pause the ad and find out if the whole year had been paid in advance. Authority Member Campbell said he would do that.

~~Kenny Holderied will contact the Country Courier to pause production on the advertisement for the next year.~~

~~The vote was unanimous.~~

Agenda Item 7. NEXT MEETING

The next meeting will be a work session on April 14, 2021. Two items for the agenda are the experts and any items to be added to the budget request beyond what was currently there.

Agenda Item 8. ADJOURN

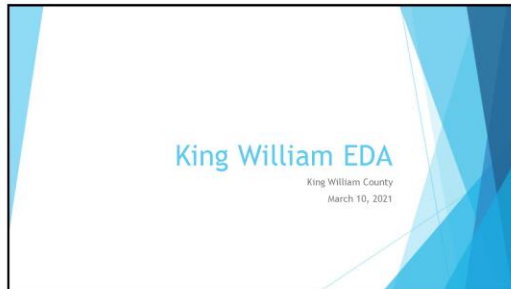
Upon motion of Authority Member Campbell Rhoads, seconded by Authority Member Longest, and with no opposition, the meeting was adjourned.

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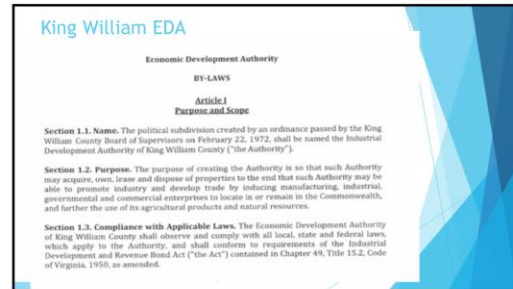
Jay Brown
EDA Chairman

Christine H. Branch (reviewed via Zoom)
Deputy Clerk

Attachment A – Page 1 of 3



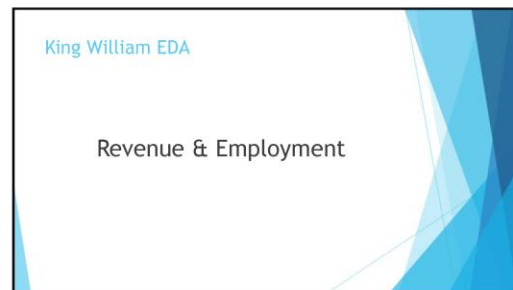
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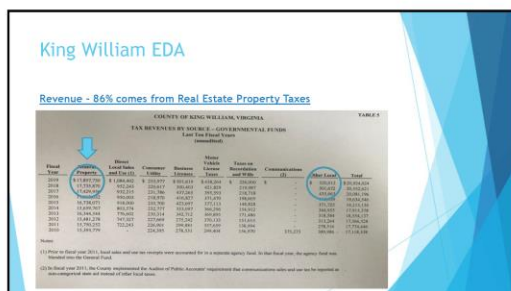
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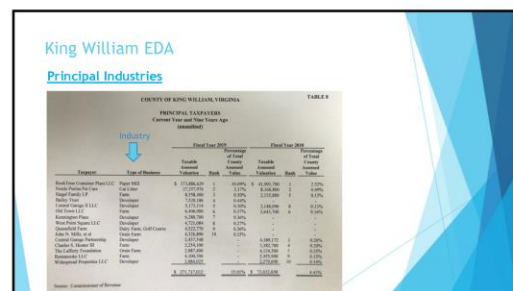
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Attachment A – Page 2 of 3

King William EDA
Industrial Tax Base

COUNTY OF KING WILLIAM, VIRGINIA
PRINCIPAL EMPLOYERS
Current Year and Year-to-Date
(continued)

Industrial Base

Fiscal Year 2004

Employer	Type of Business	Taxable Personal Services	Employment	Taxable Personal Services	Percentage of Total Employment
		2004	2004	2004	2004
Amazon.com, Inc.	Online Retail	1,716,000	100	1,716,000	1.0%
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Amazon.com, Inc.	Online Retail	1,716,000	100	1,716,000	1.0%

Fiscal Year 2005

Employer	Type of Business	Taxable Personal Services	Employment	Taxable Personal Services	Percentage of Total Employment
		2005	2005	2005	2005
Amazon.com, Inc.	Online Retail	1,716,000	100	1,716,000	1.0%
Amazon.com, Inc.	Online Retail	1,716,000	100	1,716,000	1.0%
Amazon.com, Inc.	Online Retail	1,716,000	100	1,716,000	1.0%
Amazon.com, Inc.	Online Retail	1,716,000	100	1,716,000	1.0%
Amazon.com, Inc.	Online Retail	1,716,000	100	1,716,000	1.0%
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Amazon.com, Inc.	Online Retail	1,716,000	100	1,716,000	1.0%
Amazon.com, Inc.	Online Retail	1,716,000	100	1,716,000	1.0%

Total

	Taxable Personal Services	Employment	Taxable Personal Services	Percentage of Total Employment
	2004	2004	2004	2004
Total	1,716,000	100	1,716,000	1.0%

Source: County of King William

7

[illegible]

8

[illegible]

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King William IEDA

- 3 primary industries:
 - Timber - source of most municipal revenue & jobs
 - Rock-Tenn Corporation (single largest revenue source & employer)
 - Augusta Lumber LLC (employment)
 - Virginia Log Company (employment)
 - Mining - second most important source municipal revenue & jobs
 - Nestle Purina Pet Care (second largest revenue source & employer)
 - Stone Container Corp (employment)
 - Farming / Agriculture - third most important source of revenue
 - Top 7 KW farms (third largest revenue source)
 - KW has 136 working farms / average farm size is 329 acres
 - 25% of land in KW is farmed (46,000 of KW 183,000 acres)
 - Largest farmer in VA resides in KW

Source: KWRM 2010, <http://www.kwr.gov> page 2010

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King William EDA

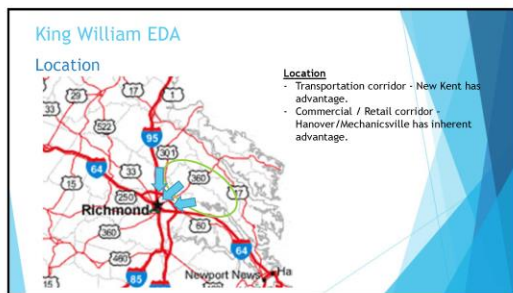
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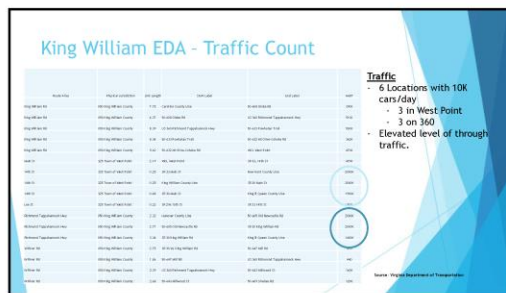
King William EDA

Challenge

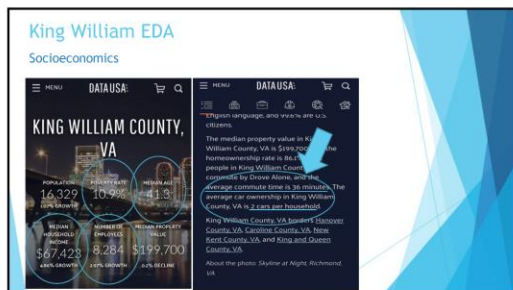
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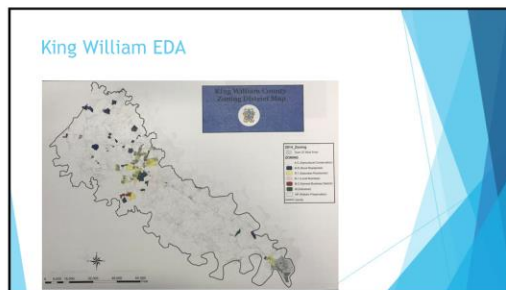
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