



ECONOMIC DEVELOPMENT AUTHORITY OF KING WILLIAM COUNTY, VIRGINIA

BOARD OF DIRECTORS MEETING

AUGUST 11, 2021 – 7:00 PM

KING WILLIAM COUNTY ADMINISTRATION BUILDING BOARD ROOM AND VIA ZOOM

A G E N D A

- 1. Call to Order**
- 2. Roll Call**
- 3. Review and Adoption of Meeting Agenda**
- 4. Approval of Minutes**
 - a. July 12, 2021 Special Called Joint Work Session
 - b. June 29, 2021 Special Called Meeting
 - c. March 10, 2021 Regular Meeting (Corrected)
 - d. January 13, 2021 Regular Meeting (Corrected)
- 5. Treasurer's Report**
- 6. Chairperson's Report**
- 7. Other Reports**
- 8. Unfinished Business**
 - a. RKG Update – Meade Rhoads, Vice Chair
 - b. Board Skills Assessment – Jay Brown, Chair
- 9. New Business**
- 10. Public Comment Period**
- 11. Next Meeting – September 8, 2021**
- 12. Adjourn or Recess**

AGENDA ITEM 4.a.

Approval of Minutes

July 12, 2021 Special Called Joint Work Session

**DRAFT MINUTES
KING WILLIAM COUNTY
ECONOMIC DEVELOPMENT AUTHORITY SPECIAL WORK SESSION
WITH THE BOARD OF SUPERVISORS AND PLANNING COMMISSION
JULY 12, 2021**

A Special Work Session of the King William County Economic Development Authority with the King William County Board of Supervisors (BOS) and King William County Planning Commission was held on the 12th day of July 2021, beginning at 7:00 p.m. in the Board Room of the County Administration Building and via Zoom.

Agenda Item 1. CALL TO ORDER

BOS Chairman Moskalski called the meeting to order.

Agenda Item 2. ROLL CALL

The Board of Supervisors were polled:

Supervisor, 3rd District: Stephen K. Greenwood	Aye
Supervisor, 1st District: William L. Hodges	Aye
Supervisor, 4th District: C. Stewart Garber, Jr.	Aye
Supervisor, 5th District: Edwin H. Moren, Jr. – Vice Chair	Aye
Supervisor, 2nd District: Travis J. Moskalski - Chairman	Aye

The Planning Commission Members were polled:

Stephen K. Greenwood - Vice Chair	Aye
Bonnie J. Hite	Aye
Donald M. Wagner	Aye
Mathew W. Sluder	Aye
John B. Breeden - Chairman	Aye

The Economic Development Authority Board members were polled:

Eugene L. Campbell, Jr.	Present
Travis W. Longest	Absent
C. Meade Rhoads, Jr. – Vice Chair	Present
Kenneth A. Holderied	Present – via Zoom
Charles F. Piersa	Present
Jay Brown – Chairman	Present

Agenda Item 3. REVIEW AND ADOPTION OF AMENDED MEETING AGENDA

Supervisor Greenwood made a motion to adopt the Amended Meeting Agenda as presented. Motion was seconded by Supervisor Hodges. The BOS Chairman called for discussion. There being none, the Board of Supervisors were polled:

Supervisor, 1st District: William L. Hodges	Aye
Supervisor, 4th District: C. Stewart Garber, Jr.	Aye
Supervisor, 5th District: Edwin H. Moren, Jr. – Vice Chair	Aye
Supervisor, 3rd District: Stephen K. Greenwood	Aye
Supervisor, 2nd District: Travis J. Moskalski – Chairman	Aye

Agenda Item 4. PRESENTATIONS

a. All Points Broadband Update – Jimmy Carr, CEO (via Zoom)

Jimmy Carr, CEO of All Points Broadband (APB), gave an overview and update on the County's broadband project. Mr. Carr said APB and King William County formed a partnership in September 2020. APB then conducted a detailed needs assessment and market analysis. In October 2020 APB prepared a preliminary network design for Phase 1 and began applying for relevant funding programs. In November 2020 King William County, APB, and Dominion Energy Virginia (Dominion) entered into an agreement to advance the fiber-to-home initiative through the "Middle-Mile Statute". APB then sought federal broadband support from the Federal Communications Commission's Rural Digital Opportunity Fund (RDOF) and entered into the federally imposed "quiet period". The quiet period ended in February 2021 at which time APB announced the award of \$1.5M in federal funding to support construction of Phase 1. In March 2021 APB, Dominion, and the Pamunkey Tribe entered into an agreement to expand the fiber-to-home initiative onto the Pamunkey Reservation. High-level design for remaining unserved areas of the County commenced in May 2021. In June 2021 Rappahannock Electric Cooperative (REC) joined the partnership in King William County and APB, REC, and Dominion began scoping a fiber-to-home network extension to the remaining unserved areas of the County. In July 2021 APB and King William County began preparing the FY2022 Virginia Telecommunications Initiative (VATI) grant application to support completion of the remainder of the County's network. This application will be presented to the Board of Supervisors at their August 23, 2021 meeting and grant award announcements will occur in December 2021. Phase 1 construction activities are scheduled to begin in the first quarter of 2022.

Mr. Carr provided an overview of Phase 1, the initial network deployment enabling rapid expansion into remaining unserved areas of King William County. Phase 1 contains approximately 900 presently unserved locations and approximately 60 miles of fiber-optic infrastructure will be deployed. The network is designed to be scalable for expansion. APB, County staff, REC, and Dominion will work together to optimize network design for the remaining unserved areas of the County which will be tailored to the VATI program and comply with all relevant federal American Rescue Plan Act (ARPA) requirements.

BOS Vice Chair Moren asked Mr. Carr to offer any recommendations to the Board at the August meeting to accelerate the program based on the availability of ARPA funding. Mr. Carr said the Virginia General Assembly is planning to discuss broadband funding during their special summer session. He said one obstacle may be the availability of necessary materials and that, if the Board approves the VATI application at their August meeting, APB feels confident enough in their plan to begin procuring materials at that time to help eliminate delays.

Authority Member Campbell asked how many end users would be served in Phase 1. Mr. Carr said the 900 locations represented approximately 2,100 end users. Mr. Carr said Phase 2 will "think big" and encompass 100% of the remaining unserved homes in the County.

Authority Member Holderied asked the reason fiber-to-home was the only option being discussed. Mr. Carr said fiber-to-home is superior technology, especially given the County's topography, terrain, and vegetation, and that is also what grant makers are encouraging people to deploy. He said this is a once in a generation opportunity.

Mr. Carr said the fiber will mainly be aerial (on utility poles) with underground in some areas where there are no poles. If consumers in areas where poles are available want underground, they may elect to do so and pay the incremental cost. Residents can visit fiber.allpointsbroadband.com and enter their address to find out what phase they are in and preregister for service. APB is responsible for all maintenance and operation of the network.

b. Blueprint 2041: Economic & Demographic Trends – Hill Studio & Arnett Muldrow

Aaron Arnett, AICP, Partner at Arnett Muldrow, presented preliminary results of the Demographic & Market Assessment study done in conjunction with the Blueprint 2041 Comprehensive Plan Update. (See Attachment A.)

Authority Vice Chair Rhoads asked about the cost-burdened and extremely cost-burdened figures in the findings. Mr. Arnett said the County's figures are low compared to other places.

Supervisor Garber asked if the data identified how many retired or non-working people were in the county. Mr. Arnett said no but he would look deeper at the data.

BOS Vice Chair Moren asked if the types of jobs people were leaving the county for could be determined. Mr. Arnett said the data tells where they're going but not what sort of jobs they're going to. He said he would check to see if that was something that could be determined.

Planning Commissioner Sluder said keeping employees in the County may also keep convenience buys in the County.

Authority Vice Chair Rhoads asked if the area looked at in the study was Central Garage. He asked if any competitive advantages for the County were discovered in the study. Mr. Arnett said nothing had been discovered at this point in the study which was based a lot on geography.

Authority Chairman Brown asked if the study could identify how much of each leakage category was being spent in a specific type of store, for example Target, Wal-Mart, etc.) Mr. Arnett said this type of study did not identify those specifics.

Authority Vice Chair Rhoads asked if the study looked at traffic. Mr. Arnett said not specifically.

Supervisor Greenwood asked how many households were needed to attract and support different types of stores, such as CVS, Rite Aid, etc. Mr. Arnett said this study will help the County identify demand. This can then be shown to stores or chains the County would like to consider attracting.

Authority Vice Chair Rhoads asked if number of rooftops solely affected who will or won't located in the County. Mr. Arnett said that, even if a particular chain requires a minimum number of households

or rooftops, showing them there is sufficient demand to support them can be helpful in getting them to consider opening a location in the County. Income, housing values, and growth are also factors.

Planning Commissioner Wagner asked about industrial development.

Authority Chairman Brown asked how much of the percentage of people leaving the county to shop are we likely to recapture. Mr. Arnett said you'll never be able to capture 100%. He also said determining a figure is all based on investigating scenarios which would then help determine a percentage that's likely to be captured based on those factors.

Supervisor Greenwood said infrastructure is needed to attract industry and retail and noted some counties have pre-built parcels ready with the necessary infrastructure which makes them attractive.

Supervisor Hodges asked how you would determine how much land to pre-build.

Planning Commissioner Sluder asked if there were any comparison studies done with neighboring counties. Mr. Arnett said no but he'll look into retail with other similar counties. He said he's worked with New Kent county but, as noted by Supervisor Hodges and others, they are very different than King William County, especially given their interstate access.

Supervisor Garber noted that people are coming to the County from the east as well as from the west and both needed to be considered.

Authority Chairman Brown said if you're traveling on Route 360 and a store is on the opposite side of the road, you're more likely to continue on and go elsewhere because of the lack of places to turn around. He asked what information is needed to dig deeper so we can understand more details about the type of products being bought outside the county so we could point people to the availability of those same products within the County. Examples given were organic produce, specialty items, etc. Mr. Arnett said he would look into it.

Authority Member Holderied asked about vehicle sales and noted King William County has a very competitive tax advantage for dealerships. Mr. Arnett said auto dealers tend to like to be close together in order to foster one-stop shopping. BOS Chairman Moskalski said many dealerships were entities of large corporations. He also noted location is not that important anymore with the growing trend of buying vehicles online. Mr. Arnett and BOS Chairman Moskalski both said there is not a lot of profit on new vehicles and dealers make their money based on volume.

Supervisor Greenwood asked Mr. Arnett to make his presentation available to the Board of Supervisors, EDA members, and Planning Commission members. Mr. Arnett said he would do that. (See Attachment A.)

Mr. Arnett noted an observation he made in the Central Garage area that there is not a lot of vacancy in the currently available space. He also noted the addition of pedestrian crossings and sidewalks.

Authority Member Roads asked if there was the possibility of creating a third retail node along Route 360 in the County. He asked if the amount of through traffic created such an opportunity. Mr. Arnett said absolutely and recommended looking into more mixed-use areas which would combine retail,

housing, and employment opportunities. He also said the current pedestrian access in Central Garage was good but more was needed.

BOS Vice Chair Moren asked how much of the anticipated growth in the County was school-age children and would thus impact schools. Mr. Arnett said he didn't know but some assumptions could be made based on household size. He said he didn't think the data they had so far would answer that question and reiterated that he believes the projected growth number is very conservative. BOS Chairman Moskalski said past and present trends showed growth in the County but not in the schools which could mean a variety of things such as older adults moving to the county, new families with children not yet school aged, or the recent growth in the number of people homeschooling their children.

Ross Hammes, Planner & Geospatial Analyst with Hill Studio, presented preliminary findings from the Citizen Survey. (See Attachment B.) Approximately 200 people have taken the survey so far. The survey will remain open until January 2022.

Evelyn Sloan, FAICP, Retired Director of Planning with Hill Studio, presented the draft Vision and Goals created based on the survey findings. (See Attachment C.) She asked the Board, EDA, and Planning Commission to think about them and make note of anything missing or incorrect.

David Hill, President & Landscape Architect with Hill Studio, said the group would be working in the County over the next two days and urged people to take the Citizen Survey.

Commission Chairman Breeden said the most important findings in this process will be from the citizens and Board of Supervisors and also urged everyone to complete the Citizen Survey. He said the survey information is also available at local libraries.

BOS Vice Chair Moren said he was very disappointed by the low participation in the survey. He asked Ms. Walker and Mr. Campbell to feature the survey in their newspapers and asked Sherry Graham, Interim Planning Director, how long the survey would remain open. Ms. Graham said it would remain open through January 2022. [The survey link is now predominantly featured on the main page of the County website.] Commission Chairman Breeden said he'd like to have at least 500 participants.

Agenda Item 8. ADJOURN OR RECESS

Authority Vice Chair Rhoads made a motion to adjourn the Economic Development Authority Board of Directors at this time (8:59pm). Motion was seconded by Authority Member Piersa. There being no discussion and no opposition, Authority Chairman Brown adjourned the Economic Development Authority Board.

COPY TESTE:

Jay Brown
EDA Chairman

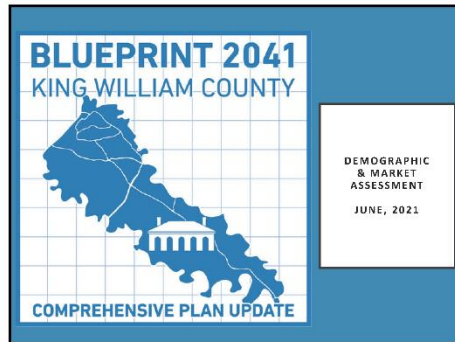
Christine H. Branch
Deputy Clerk

Minutes Attachment A

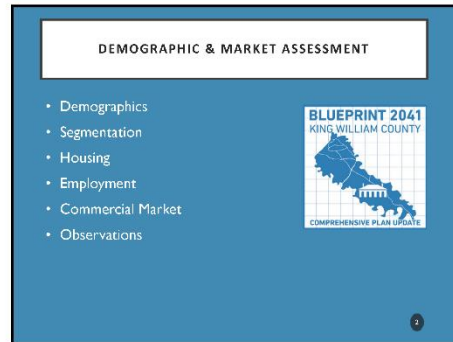
AGENDA ITEM 4.b.

Blueprint 2041 Economic & Demographic Trends

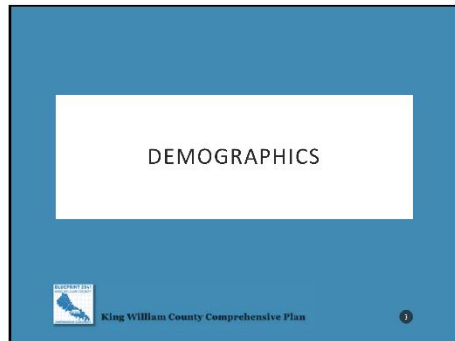
Aaron Arnett, AICP
Arnett Muldrow



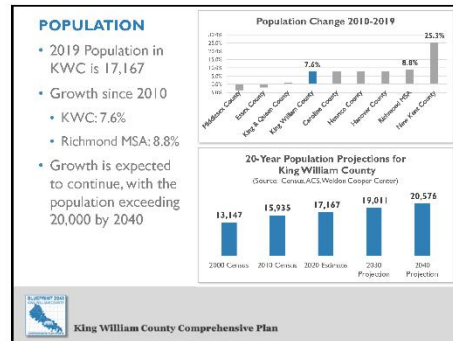
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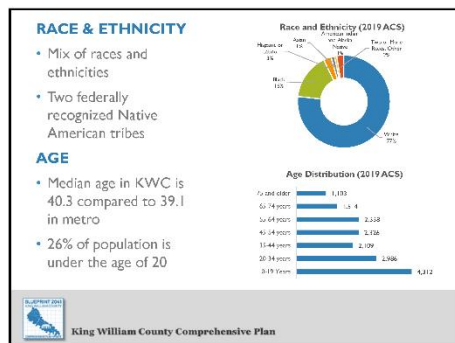
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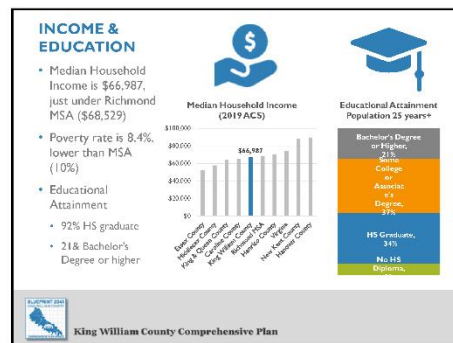
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DEMOGRAPHIC OBSERVATIONS

- King William County is growing and is projected to reach a population of 20,000 by 2040
- The population is predominantly white, but with significant segments of Black, Latino and American Indian populations
- The median age is older than the metro but younger than several adjacent counties. Additionally, there is a significant percentage of children and young adults.
- Median household income is slightly lower than the region

 King William County Comprehensive Plan

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SEGMENTATION

 King William County Comprehensive Plan

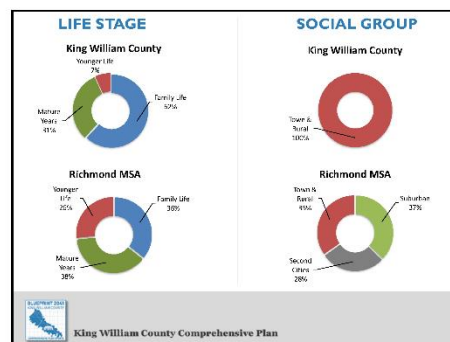
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SEGMENTATION

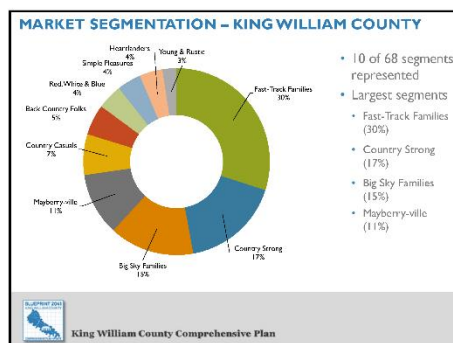
- Based on **Life Stage** (age & presence of children) and **Social Groups** (urbanization & socioeconomics)
- Describes behavioral traits & consumer patterns based on 68 various "segments" that make up the market.
- Data provided for:
 - West Point
 - King William County
 - 30-Minute Drive Time
 - Richmond MSA

 King William County Comprehensive Plan

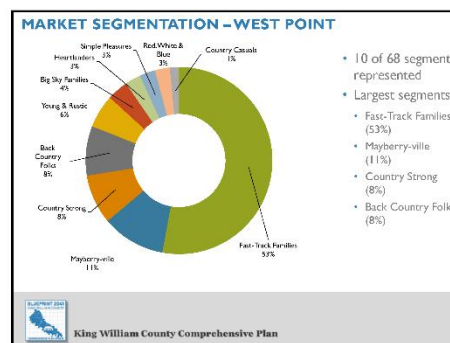
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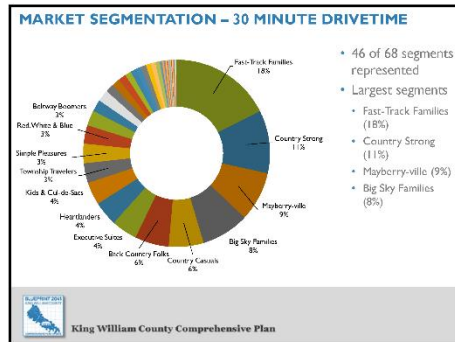
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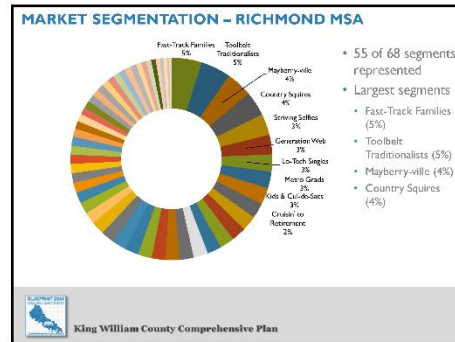
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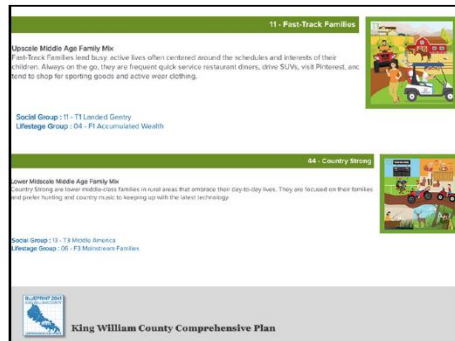
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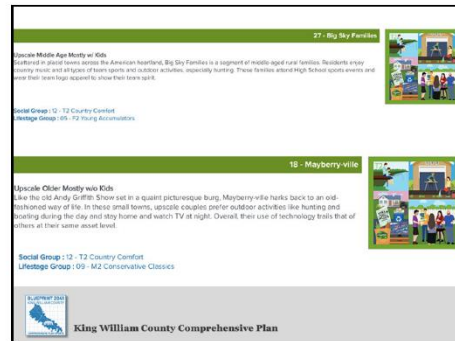
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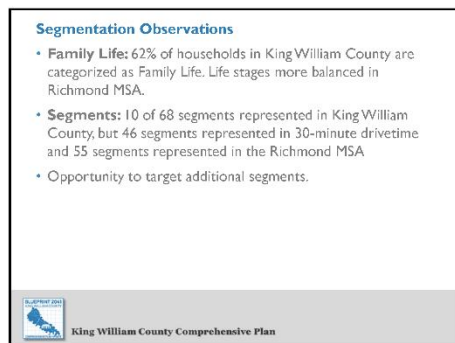
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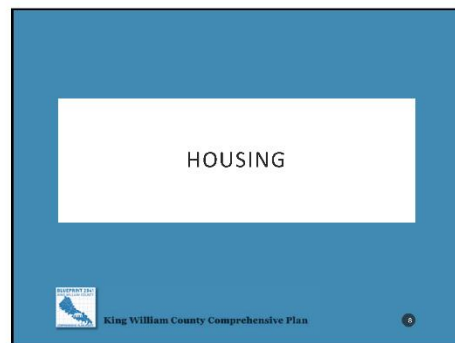
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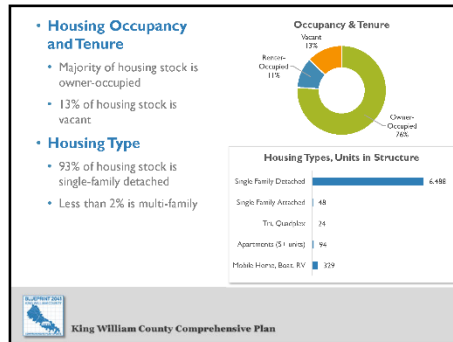
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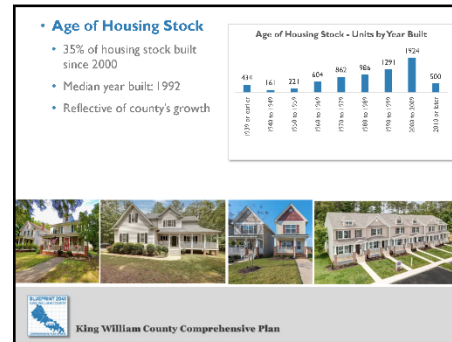
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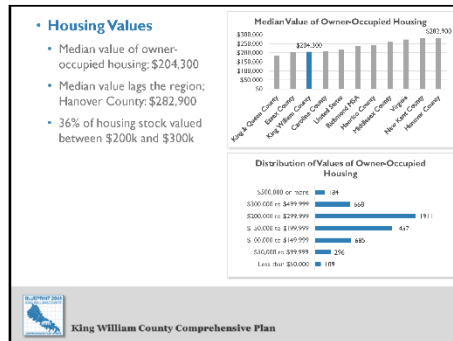
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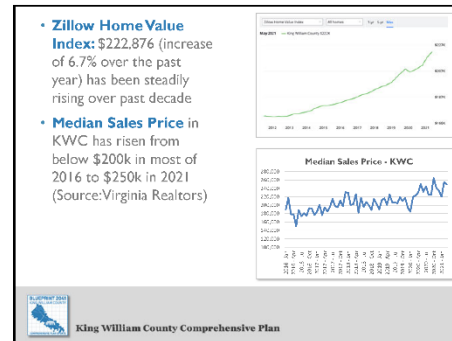
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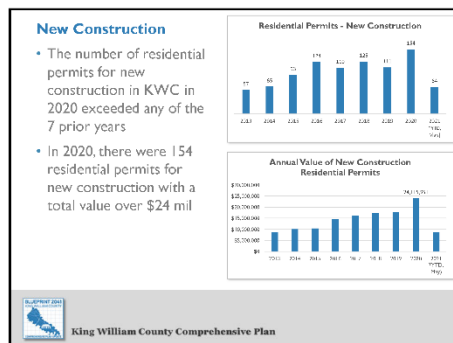
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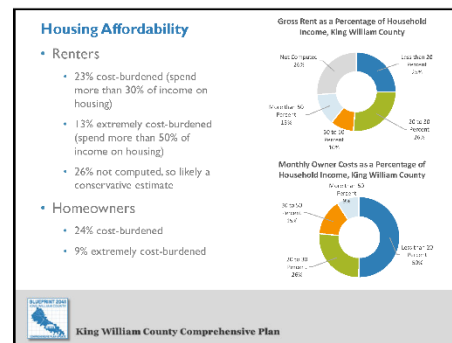
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Housing Observations

- Housing stock is predominantly owner-occupied, single-family
- Significant amount of vacant housing units (13%)
- Surge in new construction from 2000 to 2010, has slowed but remains steady with 154 residential permits in 2020
- Housing values lower than region, but increasing
- Housing affordability will be an important consideration as nearly a quarter of both renters and homeowners are cost-burdened

 King William County Comprehensive Plan

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EMPLOYMENT

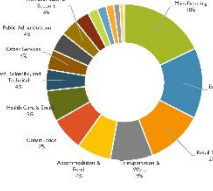
 King William County Comprehensive Plan

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EMPLOYMENT

- Approximately 4,000 people are employed in King William County
- Major industries include:
 - Manufacturing
 - Educational Services
 - Retail Trade
 - Transportation and Warehousing

Employment by NAICS Sector, 2018
(Source: US Census On the Map)

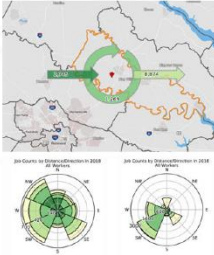


 King William County Comprehensive Plan

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COMMUTER PATTERNS

- KWC is a net exporter of jobs
 - 8,874 KWC residents commute out of the county for work
 - 2,745 people commute into KWC for work
- Commuter Patterns
 - Majority of KWC residents working outside of county commute southwest towards Richmond
 - Workers commuting into county mostly come from west, with some coming from southeast



 King William County Comprehensive Plan

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MAJOR EMPLOYERS

- Alliance Group Rock Tenn
- King William County Schools
- Nestle Purina Petcare Company
- Food Lion
- County of King William
- Town of West Point School Board
- Riverside Regional Medical Center
- The Roberts Company Field Serv.
- Augusta Lumber LLC
- McDonald's
- Town of West Point
- Parent Child Corporation
- Burns King
- Essex Concrete Corporation
- J. Sanders Construction Company

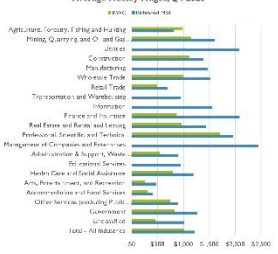
 King William County Comprehensive Plan

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WAGES

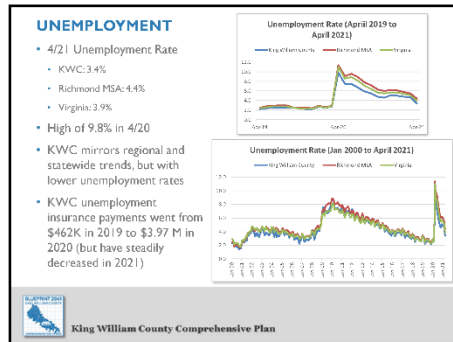
Average Weekly Wages, Q4 2020

- Average weekly wages across industries in KWC is \$1,013 compared to \$1,218 in the Richmond MSA
- Professional, Scientific & Technical Services has the highest weekly wages in KWC

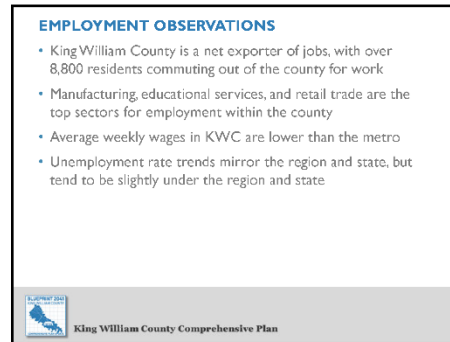


 King William County Comprehensive Plan

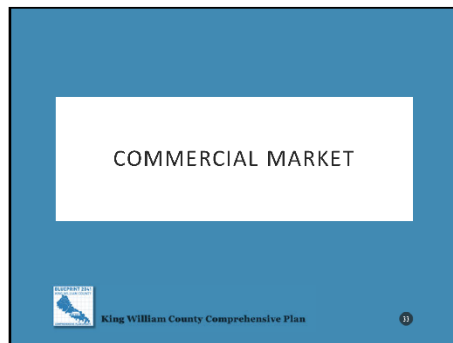
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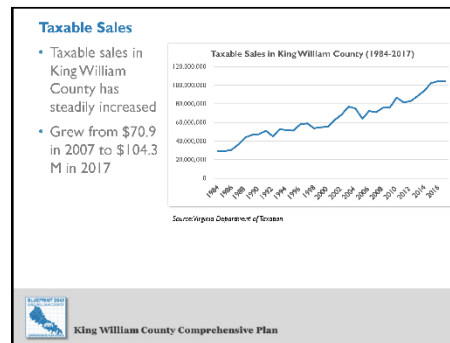
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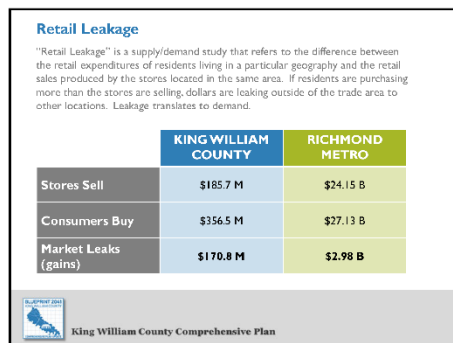
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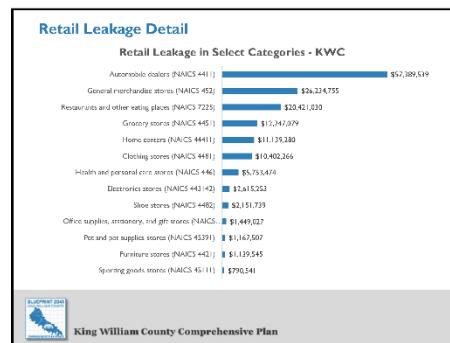
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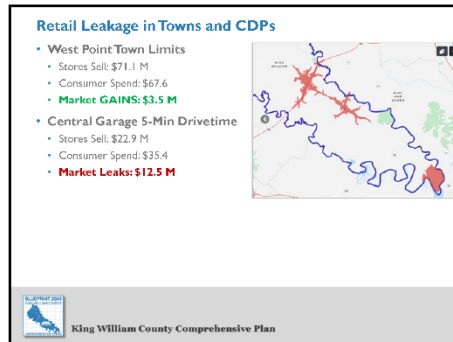
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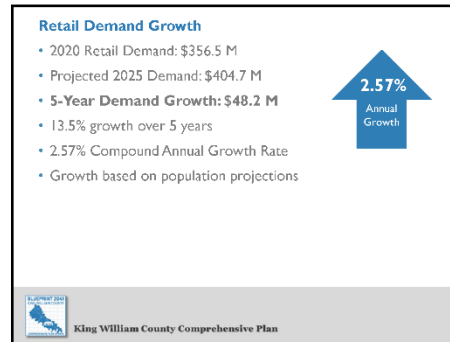
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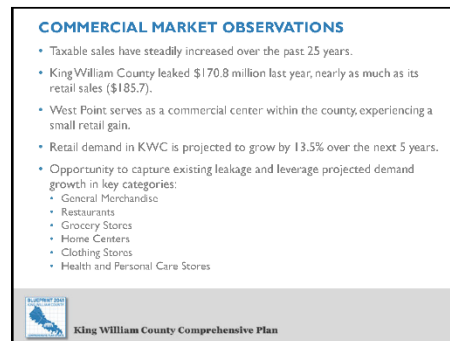
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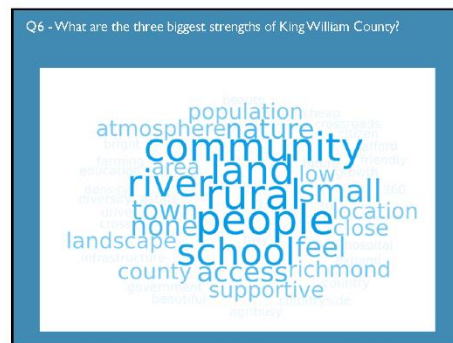
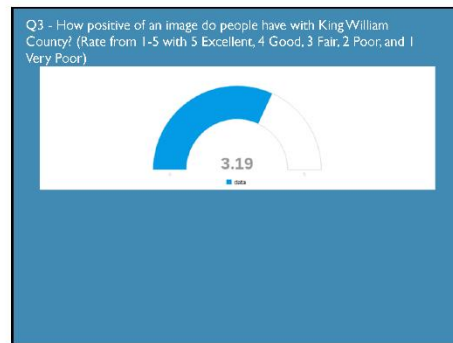
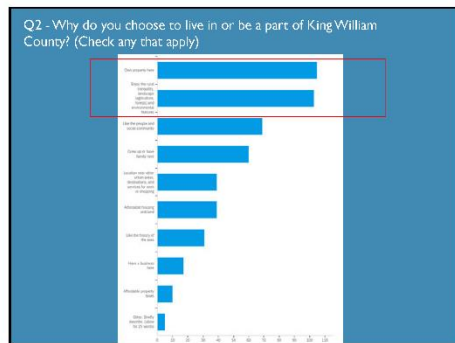
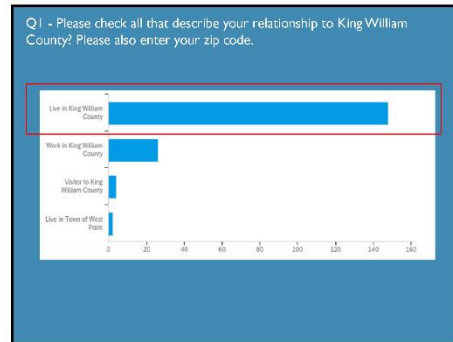
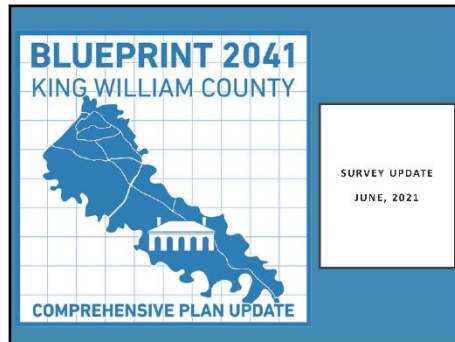
Minutes Attachment B

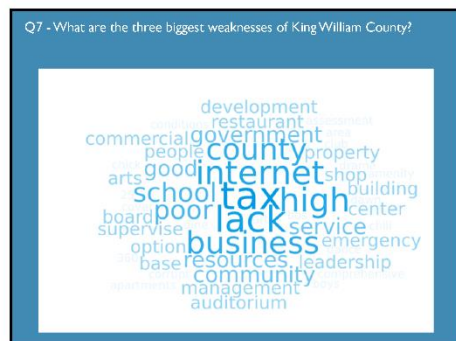
AGENDA ITEM 4.b.

Blueprint 2041

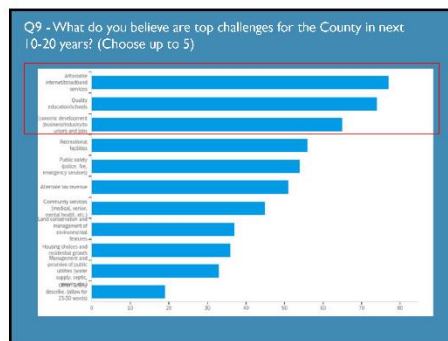
Survey Update

**Ross Hammes, Planner & Geospatial Analyst
Hill Studio**

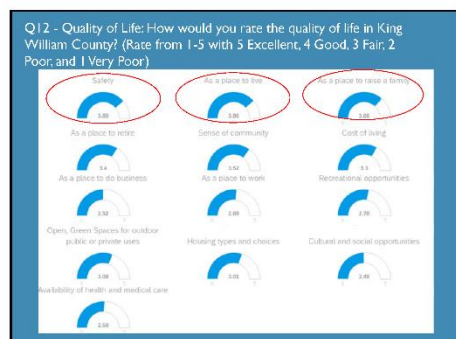




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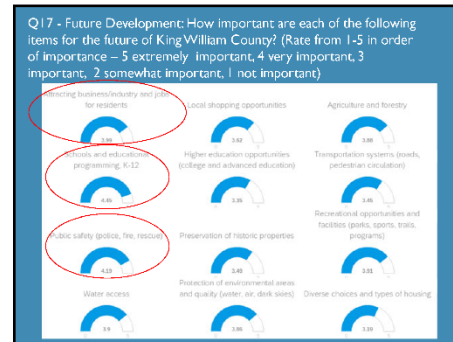
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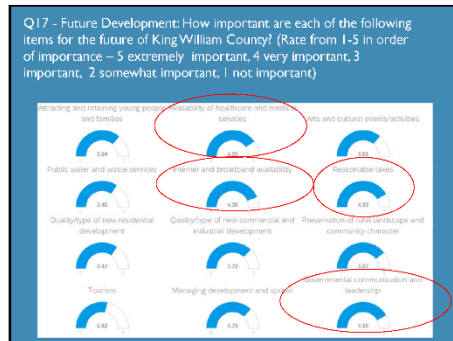
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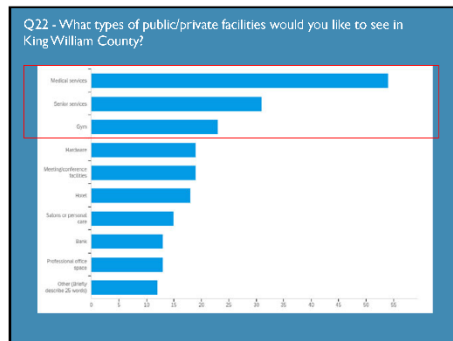
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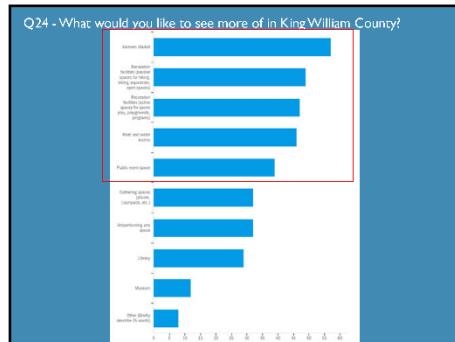
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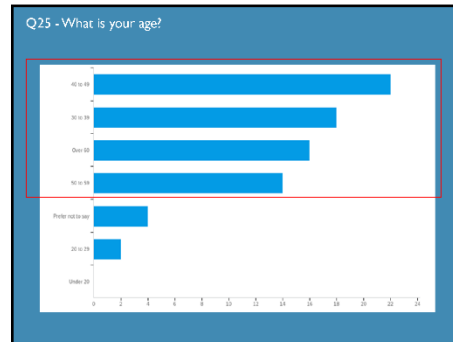
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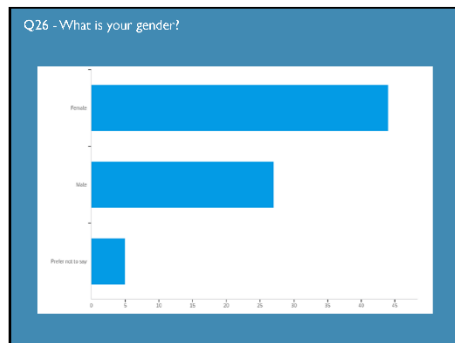
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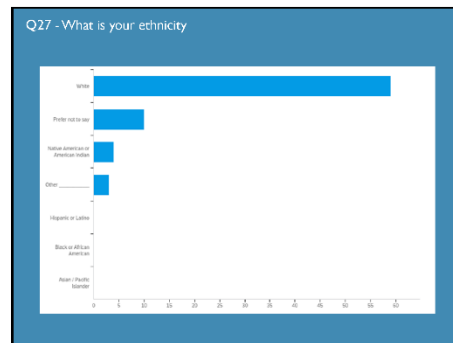
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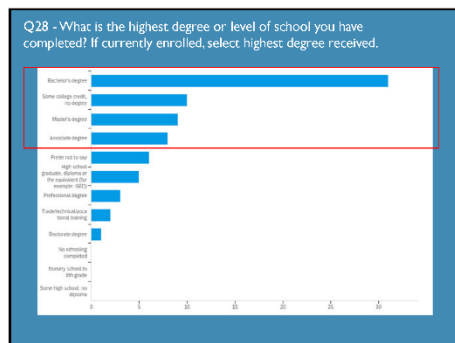
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Minutes Attachment C

AGENDA ITEM 4.b.

Blueprint 2041

Vision & Goals

**Evelyn Slone, FAICP
Director of Planning (Retired), Hill Studio**

VISION 2041

DRAFT

In 2041 King William County will be a thriving, safe, friendly, and caring community that exhibits extraordinary rural, agricultural, and natural landscapes and offers a peaceful, country lifestyle for raising a family. Outdoor recreational experiences abound for residents and visitors on the scenic rivers, state forest lands, public parks, and private farms.

Home to three of the oldest Native American tribes in the nation and a historic courthouse dating to circa 1725, King William County continues to celebrate and honor its unique heritage and preserve its character while effectively managing responsible community growth.

The diverse economy of small businesses and tailored, specialized industry contributes to the community prosperity, which is evident in affordable taxes, quality public services, distinguished educational system, and a focused 21st Century utility infrastructure.



1

GOALS 2041

DRAFT

Sustained Agriculture:
Sustain and promote the agricultural heritage and landscape of King William County for future generations.

Diversified, Resilient Economy:
Diversify and transform the local economy of King William County to achieve a more balanced tax base comprised of stable, resilient businesses and industries.

Celebrated Heritage:
Celebrate, promote, and protect the extraordinary American heritage of King William County.

Rural Environment:
Conserve and protect the special rural and natural environmental features of King William County.



2

GOALS 2041

DRAFT

Healthy Community:
Plan for, facilitate and promote a healthy community with safe, attractive neighborhoods and settlements that complement the rural character of King William County and offer diverse housing, essential social and medical services, and quality recreational amenities.

21st Century Facilities and Infrastructure:
Facilitate and provide for essential 21st Century community services and infrastructure (public safety, utilities, communication, transportation, education) to meet the public and business needs in King William County.

Balanced, Managed Land Development:
Facilitate responsible, managed community growth in King William County to achieve a balanced tax base, contribute to upgraded public infrastructure and facilities, and sustain the rural character and quality of life desired by residents.

Responsible Governance:
Ensure responsible, informed governmental actions and decisions that are consistent with adopted public policies and founded in continuous community discussion and outreach.



3



AGENDA ITEM 4.b.

Approval of Minutes

June 29, 2021 Special Called Meeting

**DRAFT MINUTES
KING WILLIAM COUNTY
ECONOMIC DEVELOPMENT AUTHORITY
SPECIAL CALLED MEETING OF JUNE 29, 2021**

A Special Called Meeting of the Economic Development Authority of King William County, Virginia, was held on the 29th day of June 2021, beginning at 7:00 p.m. in the King William County Administration Board Room and 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	Absent (arrived via Zoom during Item 6)
C. Meade Rhoads, Jr. – Vice Chair	Aye
Kenneth A. Holderied	Aye
Charles F. Piersa	Aye
Jay Brown - Chairman	Aye

Agenda Item 3. REVIEW AND ADOPTION OF MEETING AGENDA

Vice Chair Rhoads made a motion to add Agenda Item 6.b. Board Matrix, and Agenda Item 6.c. New EDA Members – Skills Needed. Motion was seconded by Authority Member Campbell. With no discussion or opposition, the Meeting Agenda was approved with the aforementioned additions.

Agenda Item 4. APPROVAL OF MEETING MINUTES

Vice Chair Rhoads made a motion to accept the meeting minutes of April 14, 2021, May 12, 2021, and May 19, 2021 as presented. Motion was seconded by Authority Member Piersa. With no discussion or opposition, the meeting minutes were approved.

Agenda Item 5. PUBLIC COMMENT PERIOD

Chairman Brown opened the Public Comment Period. There being none, he closed the Public Comment Period.

Agenda Item 6. OLD BUSINESS

a. Retail Study Proposal Update – Hill Studio

Chairman Brown presented a Proposal for Professional Services, Economic Development Analysis from RKG Associates, Inc. - Economic, Planning and Real Estate Consultants. (See Attachment A.)

Vice Chair Rhoads said the RKG analysis would give a better understanding of King William County's retail market and what the County has to offer for new businesses. It would connect to traffic, bring very specific and actionable goals and a targeted approach, and outline the County's competitive advantages.

Authority Member Piersa asked if some of this has already been done. Board of Supervisors Vice Chair Moren recommended checking with the Virginia Economic Development Partnership (VEDP) as they may already have completed these studies and the information is available free.

Authority Member Campbell asked exactly what RKG would do, if they would work with the Comprehensive Plan, and what would the EDA do with the data presented?

Vice Chair Rhoads said the information would outline why companies should come to King William County instead of somewhere else and identify opportunities. He said the overriding goal is to create specific recommendations of the things the EDA, as a volunteer Board, could go and make happen.

Chairman Brown said tasks 5, 7, and 8 were most attractive to him. He said whereas Hill Group asked the EDA what they felt King William County's advantages are, the RKG study will tell the EDA what those competitive advantages are and provide a toolkit identifying incentives that could be offered to attract new business or encourage growth. RKG will provide implementation recommendations and educate the Board on their authority as an EDA. This data can be used by the entire County as well as assist the public at large. He said the RKG study is more in-depth than what's being done in the Comprehensive Plan Update.

Authority Member Campbell asked what RKG's hourly fee was. Chairman Brown said the full scope of Phase 1 is \$22,500. There is only an additional hourly fee if you go beyond that scope.

Authority Member Holderied said there is already demographic information of the County produced and asked when that was done. Chairman Brown said it is done annually as part of the American Community Authority. Interim County Administrator, Steve Hudgins, added this was part of census data and the full census was done every ten years.

Vice Chair Rhoads said the RKG study would connect a lot of dots which are currently not connected with a goal of identifying low hanging fruit. It would provide a focused and unified approach allowing the EDA, as a volunteer Board with limited time, to make things happen.

Chairman Brown summarized Phase 1 - the first step is information gathering and the second step is providing the EDA a plan of action. He said the EDA currently does not have access to the type of detailed information RKG would provide.

Authority Member Holderied said he thought some parts of the RKG proposal were already being done by Hill Studio as part of the Comprehensive Plan Update. Vice Chair Rhoads said there is nothing existing that can provide the King William County EDA with specific actionable opportunities. Authority Member Holderied reiterated that, as part of the Comprehensive Plan Committee, he feels the Hill Group is already performing some of these tasks. Vice Chair Rhoads said this would go beyond Hill's research and be specifically targeted for the EDA.

Chairman Brown said Hill's leakage study is restricted to retail and retail is not significant in the County. He said they may have to look at industrial and commercial which could provide good jobs and a tax base. RKG goes a step beyond retail in their study.

Authority Member Piersa said the County does not have the infrastructure to support industry and asked how close are we from implementing infrastructure improvements. Mr. Hudgins said he met with the engineers preparing the report for siting new water towers and the project is moving forward. He estimated the engineering report would take 2-3 months, it then goes to the Virginia Department of Health for approval, and the project could potentially be completed within two years. He said that would push industry in those areas. It would serve homes, retail, and make Commerce Park a viable home for business.

Authority Member Piersa asked how the EDA would pay for the RKG analysis. Chairman Brown said the Board of Supervisors approved the EDA's request to roll their unexpended FY21 funds to FY22 which gives them \$28,000 in the budget to be used for Phase 1. He said they would have to request funding in FY23 for Phase 2 if they chose to move forward with it.

Authority Member Holderied said he thought it was not a bad idea as long as the Board sticks with it, creates action plans, and gets results.

Vice Chair Rhoads said the RKG study would be done in two phases – Phase 1 is the retail/traffic analysis and Phase 2 is the commercial analysis. If the Board is not happy with the results from Phase 1, there is no obligation to do Phase 2. He said he's been told Phase 1 will be a lot of information for them to digest so it needs to be done one bite at a time. He said Phase 1 also provided a lot of interaction between the EDA Board and RKG.

Authority Member Campbell asked about RKG's history. Vice Chair Rhoads said RKG was recommended to him by two different sources and they'd done work for Rockingham and New Kent counties. He said RKG was the best alternative he could find and he'd spent a lot of time researching them.

Vice Chair Rhoads motioned that the EDA engage RKG as proposed. Authority Member Campbell seconded. The Chairman called for discussion. There being none, the members were polled:

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

Hill Studio

Chairman Brown said he spoke with Hill Studio about what they could offer and their proposal was much thinner than RKG's. Mr. Hudgins said Hill had proposed adding 50 hours to go beyond what they were currently doing as part of the Comprehensive Plan Update. Vice Chair Rhoads said there would be communication between Hill and RKG. Mr. Hudgins said the County Planning Department declined to add additional research to the scope of the Hill Studio Comprehensive Plan project as part of their budget. The proposal included \$7,500 from Arnett Muldrow plus any overhead from Hill Studio.

Authority Member Holderied asked how the EDA keeps RKG accountable for meeting benchmarks. Vice Chair Rhoads said by having regular meetings with them.

Authority Member Campbell asked about a timeline for the project. Chairman Brown said, according to the proposal, a timeline will be made at the initial work session. Vice Chair Rhoads said he hoped Phase 1 would take less than a year.

Authority Member Campbell was concerned that two things were going on at the same time and there was no communication between them. Mr. Hudgins said there is communication and the information the EDA wants is different and more in-depth than what the Planning Department and Commission is doing as part of the Comprehensive Plan Update. He said the RKG study goes way beyond what the Comprehensive Plan includes.

Chairman Brown and Mr. Hudgins have given Hill/Arnett Muldrow a dollar figure and asked them to create a proposal of what they could offer. They are currently awaiting a response. Once it and the RKG information is received, the Board can decide whether further studies by Hill/Arnett Muldrow is needed. Chairman Brown said the discussion on Hill Studio/Arnett Muldrow would be held for another time.

Authority Member Piersa asked if the data produced would be available to others outside the EDA. Chairman Brown said it would be public information and be available to anyone who wants it. Mr. Hudgins said the Comprehensive Plan Update process is long and information is being shared with the public as the project goes along.

b. Board Matrix

Authority Member Holderied said he felt the three most important additions for the EDA Board were someone with a background in real estate, banking/finance, and utilities.

Vice Chair Rhoads suggested the Board look at the skills and experience they already had and then areas needed would be self-evident. He said it was important to find people who had available time to commit to the Board as well.

Authority Member Holderied asked if someone from the Planning & Zoning department could be on the Board. Mr. Hudgins said he would check the bylaws. Chairman Brown said that could create a difficult situation. Authority Member Holderied said a Planning/Zoning category should be added to the Board Matrix.

Authority Member Piersa asked for clarification on some of the categories such as Real Estate and Technology. Chairman Brown said real estate could include brokers, agents, builders, landowners, etc. For technology and other categories, he said it could include anything a Board member felt they could offer. For example, Authority Member Piersa has experience with farming technology that is valuable to the Board.

Authority Member Piersa said an Industrial category needed to be added to the Board Matrix and suggested it might be helpful to add someone who currently worked at one of the existing industries in the County in order to learn ways to help those industries thrive and grow.

Authority Member Holderied said he doesn't understand why dealers are not taking advantages of the County's tax incentives for auto dealerships. He said he had reached out to Dodge about bringing a dealership to the County and was told they operate off map points. There is a corporate dot point map and they use that to determine areas where they'd like to add a dealership.

Chairman Brown asked the Authority members to complete the provided matrix between now and the end of July and forward their information to him. He explained the first section, Skills/Competencies, is completed by checking off the boxes under the topics in which you have skills/experience. The second section, Diversities, was meant to be filled out with more specific information.

c. New EDA Members – Skills Needed

Chairman Brown said there are currently three vacancies on the EDA Board and suggested a subcommittee be formed to make proposals for new Board members based on the matrix information provided above. Chairman Brown, Vice Chair Rhoads, and Authority Member Piersa volunteered to be on that subcommittee. They will compile the Board Matrix information and make recommendations for new member skills needed. This will then be discussed at the August meeting.

Agenda Item 7. CLOSED MEETING

a. Motion to Convene in Closed Meeting

Authority Member Piersa made a motion to convene in Closed Meeting in accordance with Section 2.2-3711 (A)(5) of the Code of Virginia to discuss the proposed expansion of an existing industry in King William County. Vice Chair Rhoads seconded the motion. The motion was adopted with no discussion and no opposition.

b. Reconvene in Open Session

Chairman Brown reconvened the meeting in Open Session.

c. Certification of Closed Meeting

Authority Member Campbell moved for adoption of Standing Resolution 1 (SR-1) in accordance with Section 2.2-3712 (D) of the Code of Virginia, 1950, as amended, certifying that the EDA's closed meeting was conducted in conformity with the provisions of the Virginia Freedom of Information Act; the motion was seconded by Vice Chair Rhoads.

The members were polled:

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

STANDING RESOLUTION – 1 (SR-1)
A RESOLUTION TO CERTIFY COMPLIANCE WITH THE FREEDOM OF INFORMATION ACT
REGARDING MEETING IN CLOSED MEETING

WHEREAS, the King William County Economic Development Authority has convened a closed meeting on this date pursuant to an affirmative recorded vote, and in accordance with the provisions of the Virginia Freedom of Information Act; and,

WHEREAS, Section 2.2-3712 (D) of the Code of Virginia requires a certification by the King William County Economic Development Authority that such closed meeting was conducted in conformity with Virginia law,

NOW, THEREFORE, BE IT RESOLVED that the King William County Economic Development Authority on this 29th day of June, 2021, hereby certifies that, to the best of each member's knowledge:

1. Only public business matters lawfully exempted from open meeting requirements under the Freedom of Information Act were heard, discussed, or considered in the closed meeting to which this certification resolution applies, by the King William County Economic Development Authority.
2. Only such public business matters as were identified in the motion convening the closed meeting were heard, discussed, or considered by the King William County Economic Development Authority.

DONE this the 29th day of June, 2021.

d. Action on Closed Meeting

Authority Member Piersa moved for adoption of the Resolution of the Economic Development Authority of King William County Approving the Project Blossom Performance Agreement. Motion was seconded by Vice Chair Rhoads. The Chairman called for discussion. There being none, the members were polled:

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

RESOLUTION OF THE ECONOMIC DEVELOPMENT AUTHORITY OF KING
WILLIAM COUNTY APPROVING PROJECT BLOSSOM PERFORMANCE
AGREEMENT

WHEREAS, the Economic Development Authority of King William County (**the "Authority"**) and the Board of Supervisors (**the "Board of Supervisors"**) of King William County, Virginia (**the "County"**) have been working with a private company (**the "Company"**)

to induce the Company to expand and improve its production and warehouse facilities in the County (the “Facility”) in an economic development initiative known as Project Blossom; and

WHEREAS, the Authority Board of Directors has reviewed in closed meeting a Project Blossom economic development performance agreement between and among the Company, the County and the Authority (the "**Performance Agreement**") setting forth the Company's commitment to make capital investments in the County and the understanding of the County, the Company and the Authority as to certain incentives to be provided to the Company in connection with such capital investments.

NOW THEREFORE, BE IT RESOLVED BY THE ECONOMIC DEVELOPMENT AUTHORITY OF KING WILLIAM COUNTY:

1. The proposed Performance Agreement is hereby approved and the Chairman or the Vice Chairman of the Authority is authorized and directed to execute and deliver the same.
2. All other acts of the officers and representatives of the Authority that are in conformity with the purposes and intent of this Resolution are ratified and approved.
3. This Resolution shall take effect immediately.

DONE this 29th day of June, 2021.

Agenda Item 8. NEXT MEETINGS

Chairman Brown called the July 12, 2021 Joint Work Session with the Board of Supervisors and Planning Commission as a Special Work Session of the EDA.

The next regular meeting of the Economic Development Authority Board will take place on August 11, 2021.

Agenda Item 9. ADJOURN OR RECESS

Authority Member Piersa made a motion to adjourn, seconded by Vice Chair Rhoads. There being no discussion or opposition, the meeting was adjourned.

COPY TESTE:

Jay Brown
EDA Chairman

Christine H. Branch
Deputy Clerk

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King William County Economic Development Authority
Economic Development Services



Proposal for Professional Services Economic Development Analysis

King William County, Virginia

Revised
Jun 8, 2021

Prepared for:

King William County Economic Development Authority
Mr. Jason "Jay" Brown, Chair
180 Horse Landing Road
King William, VA 23086
Tel: 804.677.3641

Prepared by:

RKG Associates, Inc.
Economic, Planning and Real Estate Consultants
300 Montgomery Street, Suite 203
Alexandria, Virginia 22314
Tel: 703.739.0965

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King William County Economic Development Authority
Economic Development Services



On behalf of RKG Associates, Inc. (herein referred to as 'RKG' or 'the Consultant'), I am pleased to present the following proposal to assist the King William County Economic Development Authority (herein referred to as 'the Client') with economic development analysis services to augment their ongoing comprehensive planning process. RKG understands that the Client is seeking to augment the socioeconomic, housing, and retail analyses with a strategy-driven analysis of the economic opportunities and challenges the County is/will be facing. RKG further understands that this assessment will take place in concert with the consulting firms of Hill Studio and Arnett Muldrow. The following narrative provides insights into RKG and details our approach to provide the Client with an economic impact analysis. I would be happy to have a discussion with you, Meade Rhodes, David Hill, and/or Aaron Arnett if beneficial to moving forward with these services.

A. FIRM PROFILE

RKG Associates, Inc.

RKG Associates, Inc. is a full-service planning, economic and real estate consulting firm with offices located in Alexandria, VA, Boston, MA, Atlanta, GA, and Dallas, TX. Since our founding in 1981, the firm has successfully completed more than two thousand consulting projects regionally, nationally, and internationally, providing a comprehensive range of economic, planning, marketing, and management services to governmental, business, and institutional clients. The firm currently employs 9 full-time professionals and has grown to become one of the most respected economic advisory consulting firms in United States.

RKG Associates specializes in the application of economic analysis to economic development, real estate development and financing issues with the goal of maximizing the financial, economic, and real estate benefits of our clients. The firm has completed numerous market analyses and is skilled at assessing the economic and financial cost/benefits related to real estate management and development. RKG has supported public, non-profit, and private sector clients in determining the most effective, efficient, and sustainable strategy on how to deploy real estate assets. Our work includes everything from greenfield development planning to adaptive reuse planning and redevelopment planning to space utilization needs. In each effort, RKG's focus has been determining both current needs and projecting needs into the future based on shifting supply and demand metrics.

Our firm has assembled a group of highly qualified professionals who bring their own unique perspective to each assignment, and the firm's strength lies in the diversity of backgrounds and disciplines represented within the organization. The talents of staff economists, planners, financial analysts, appraisers, and real estate professionals are brought together in a team effort to solve client problems. RKG Associates also has access to, and works with, a wide array of affiliates and consultants who provide technical expertise in such areas as architecture, urban design, engineering, environmental science, and associated disciplines.

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RKG Associates, Inc. Core Service Areas

Real Estate Services

- Real Estate Market Research
- Market Feasibility Studies
- Highest and Best Use Studies
- Space Utilization Analyses
- Financial Feasibility Analysis

Economic Consulting Services

- Fiscal and Economic Impact Analysis
- Downtown Revitalization
- Urban/Waterfront Redevelopment
- Economic Development Strategies
- Target Industry Analysis

Planning Services

- Brownfields Redevelopment
- Municipal Master Plans
- Tax Base Management Strategies
- Municipal Service Studies
- Transportation and TOD Planning

B. PROPOSED SCOPE OF SERVICES

PHASE ONE SCOPE OF SERVICES

RKG Associates envisions this first phase being implemented in coordination with the ongoing comprehensive planning efforts. These actions are the baseline assessments needed (in collaboration with the socioeconomic, retail, and residential market analyses) to provide initial recommendations for the County and the EDA to initiate new business retention, expansion, and recruitment efforts.

Task 1 Data Collection

RKG Associates will provide Hill Studio and the Client a detailed list of information required to complete the analysis. It is RKG's understanding that all socioeconomic, retail, and housing data collected as part of the Comprehensive Plan process—including the data collected and analyzed for the expanded retail market analysis proposed on May 26 (see attached)—will be made available to RKG Associates to complete its economic development consulting services. In addition to this market data, RKG will have a series of publicly held databases to be transferred (i.e., GIS data).

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Task 2 Initial Work Session

After reviewing the data, RKG Associates will participate in a work session with Hill Studio and the Client to focus on three primary objectives. First, to confirm project timeline and deliverable expectations. Second, to review RKG's understanding of the information provided. Finally, to resolve any outstanding data needs or questions regarding current and/or future economic development actions. RKG will use this opportunity to make a first-hand visual inspection of King William County and its economic activity centers, and the larger regional marketplace.

Task 3 Local and Regional Target Industry Cluster Analysis

The objective of this task is to identify and target business sectors representing the highest probability of success for King William County. Target cluster analysis involves examining the economic relationships among commercial and industrial sectors. From the cluster analysis, RKG Associates will be able to identify those market sectors that may be enjoying a competitive advantage within King William County and the greater region (to be defined with the Client) and identifying those locations within the County most appropriate for each opportunity. The underlying assumption of cluster analyses is that companies concentrate in areas where they enjoy some competitive advantage. These advantages, whether related to location, natural resources, vendor relationships, or other factors, allow companies to compete more successfully.

Target cluster analysis provides a method for determining local competitive advantage - which in turn is crucial in attracting investment, be it through attraction of firms or expansions of existing firms. The cluster analysis will rely on a statistical cluster identification process designed to incorporate and assimilate local, state, and federal economic data. The fundamental criteria analyzed in the process include:

- Sector Growth - Sectors with positive growth over the past five to ten-year period and those that are most likely to grow locally, regionally, and nationally.
- Sector Size - Component industries of a market sector cluster must have sufficient size in terms of total employment, number of establishments, and total sales in order to justify their inclusion in the cluster. One exception would include growing industries that are clearly supportive of a larger market sector that may be located just outside King William County. For example, a small cadre of precision machine tool companies in King William County might be integral to the expansion of larger durable goods manufacturing firms located within close proximity to the County.
- Sector Concentration - RKG will examine current concentrations of each market sector in King William County and the region. Low concentrations of employment and establishments locally and regionally suggest that a given industry may not be well suited.

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- Local Fit - Local fit includes both computerized analysis and considerable professional judgment, based on community characteristics, sector preferences, specific industry composition, and location-based activity. Local infrastructure is analyzed including the presence of interstate highways, rail service, commercial air service, utility costs, wastewater cost and capacity, telecommunication service level, the match of the County's labor force profile with sector needs, and labor costs as compared with national averages.
- Other Criteria - Includes state-sponsored economic development targets, skilled and professional workforce requirements by sector, tendency of given industries to concentrate in certain areas, and job training resources, as well as domestic and international regions of competition.

Additional targeting of companies in these market sector clusters will likely enhance the County's chances for success. However, the targeting analysis will not be restricted to only known clusters. A broad range of categories will be analyzed from manufacturing, distribution, and transportation to professional businesses and high-end services. This will give the County a full range of options to consider.

Task 4 Quality of Life Analysis

Task 4 addresses the qualitative aspect of economic development efforts. When performing a target sector analysis, it is important to understand the issues that impact the personal preferences of company location decision makers as well as the facts and figures of site location. To this end, RKG will review and address Quality of Life Factors, Operating Costs, and Operating Conditions. RKG will contact existing local employers in order to get a first-hand evaluation of the County as a business location and gain insight as to their reasoning for moving into King William County.

Task 5 Identify Recruitment Strengths and Weaknesses

Another component of a target industry analysis is the identification of the strengths and weaknesses of the County. The purpose of any SWOT (strengths, weaknesses, opportunities, and threats) analysis is to assess the competitive position of the community. The questions that will be addressed in this portion of the analysis include:

- What are King William County's competitive assets and how can these assets be used to improve the local economic position?
- What are the best opportunities for economic growth?
- How can the County reposition its assets to capitalize on future economic trends and natural competitive advantages?
- What obstacles or challenges stand in the way of the County achieving its economic vision and how can these obstacles be removed?

RKG Associates believes that the best targeting strategies are those that capitalize on a

Attachment A – Page 6 of 9

community's competitive strengths, while identifying the areas of concern so they can be addressed and improved. RKG will research the competitive strengths and weaknesses of the County, using the anecdotal data from the interviews with local leaders, professionals, and stakeholders to corroborate the findings. The strengths and weaknesses analysis will serve as the foundation for strategic actions.

Task 6 Conceptual Cost of Services Analysis

RKG Associates will build upon the socioeconomic, residential, and retail analyses (currently underway) and the target industry analysis (detailed above) results to develop a conceptual assessment of the relationship between land use and fiscal sustainability within King William County. It is RKG Associates understanding that the expanded retail market analysis will identify the current and projected needs for new retail development based on historic and projected socioeconomic and residential growth patterns. RKG Associates will use this information as a baseline for the cost of services analysis, augmenting that data with additional market and economic assessment of the agriculture and industrial markets.

Ultimately, this conceptual cost of services will provide the County an understanding of the potential revenues and expenditures that will be realized based on the different development types within the County. RKG Associates will use this analysis in partnership with the retail/residential economic strategy action plan data and the target industry analysis data to estimate the potential fiscal impacts that may occur based on future development and potential rezonings in the County.

Task 7 Existing Incentive "Tool-Kit" Assessment

RKG Associates will review existing County incentives, policies, ordinances, and regulations, propose modifications to existing incentives, policies, etc., review alternative incentives, policies, ordinances, and regulations that may enhance the economic growth and development, and propose alternative incentives, policies, ordinances as appropriate. To accomplish this, RKG will:

Compile existing incentives, policies, ordinances, and regulations;

- Interview appropriate municipal/county staff;
- Identify comparable incentives, policies, ordinances, and regulations from communities with similar economic conditions and resources;
- Prepare a framework for analysis of incentives, policies, ordinances, and regulations;
- Analyze findings from review of existing incentives;
- Analyze applicable data from other components of the market analysis and evaluation section; and
- Prepare recommendations for alternative approaches for the County's consideration.

Task 8 Initial Implementation Recommendations

RKG Associates will prepare recommendations to be included as part of the Comprehensive Plan. RKG Associates recognizes that the community is interested in creating a vision for enhancing its economic development efforts; and then enacting that vision to make it a reality. The intent of

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these recommendations will be to guide the Client in accomplishing their economic goals by enhancing the community's efforts to attract viable, sustainable employment and revenue centers.

In developing these recommendations, RKG will offer viable recommendations that are grounded in the market realities of the community's strengths and weaknesses. It is crucial that short-term strategies focus on initiatives that the local entities, with input and assistance from key stakeholders, can undertake within the first few years without large commitments of public funds or time. Undertaking incremental steps in the beginning stages of an implementation strategy should build momentum within King William County and give investors confidence in the market. Short-term implementation recommendations can include organization restructuring, relatively small investment projects, advertising campaigns, and regulatory adjustments.

Successive recommendations should build upon these short-term actions, utilizing the benefits resulting from the implementation of earlier tasks. RKG also will provide a mid-range recommendation section that will likely include increasingly complex actions, cross-departmental involvement, and larger financial investment. These efforts will lead into longer-term recommendations that will continue the community's progress towards meeting its goals while remaining flexible to adjust to changing economic conditions. The long-term strategies may require larger investments of public funds; may involve partnership agreements with outside agencies or the private sector; or may be complex and difficult to implement.

PHASE TWO SCOPE OF SERVICES

RKG encourages the County to consider implementing this second Phase of analysis when resources become available. Simply put, Phase One provides the basic foundation for economic strategic planning. This effort offers a 'deeper dive' into several key factors that will give the County and the EDA specific, location-based concepts to enact.

Task 1 Real Estate Market Analysis

This work task will include an analysis of recent real estate market trends within King William County. The focus of this research will be to identify market opportunities for economic development activity that can be incorporated into the implementation strategy to transition the County from area plan vision to action. For the primary real estate market, the RKG Associates will examine supply and demand trends.

This analysis will consider such factors as: (1) existing building vacancies, (2) land sale activity and pricing, (3) annual land and building absorption trends, and (4) regional competitive supply of residential and commercial land. RKG will analyze development and absorption trends over the past 5-year period. The results of this Task will produce a clear picture of recent land absorption, building development, and leasing trends, as well as real estate pricing indicators. From this historical data and data collected during the stakeholder interviews, the Consultant will identify future opportunities for that can be incorporated in the implementation plan. These

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projections will then be compared with the stated community goals to ensure compatibility.

Task 2 Strategic Opportunity Site Identification

RKG Associates will work with King William County staff and the EDA to define a series of market criteria to identify potential development sites within the County. The scoring analysis can include any number of physical (i.e., size, proximity to transportation), socioeconomic (i.e., income, population), or market (i.e., land use) data characteristics to identify these parcels. The criteria will be customized by land use type to offer opportunities in the industrial, office, retail/service, residential, and hospitality markets. RKG will use the County's GIS data, property assessment data, and secondary market information (i.e., ACS Census data) to perform the analysis. The results will be presented as primary sites and secondary sites, identified by the number of criteria met.

The results of this effort will be reviewed in context of any specific public facility need for the County. RKG Associates will provide feedback on the primary and secondary sites relative to potential costs/barriers based on the transportation and infrastructure components of the selection process.

Task 3 Workforce Analysis

The availability of skilled local labor supply is a major influence in site selection decisions by companies. RKG Associates will perform a workforce supply and demand analysis to assess the strengths and weaknesses of the local and regional workforce, to identify potential opportunities based on local skill sets, and to ensure County residents have access to the proper training programs to benefit from County recruitment and retention efforts.

First, RKG will audit the County and regional market workforce, revealing the current skill levels available to new or expanding businesses. To accomplish this, RKG will review trends in education attainment, job growth patterns, and occupational data to identify current/projected gaps in skill sets and capacity to accommodate growth—particularly in context of the County's target industries. RKG Associates will utilize existing studies and their findings; to the extent they are relevant to this effort.

Second, RKG will critically review existing workforce programs, inventorying the type of workforce assistance currently being offered in King William County. RKG will document where existing resources are being deployed, inventorying accessible existing workforce training programs for King William residents and businesses. RKG also will interview local training providers, educators, and large employers to assess the compatibility of existing programs to the needs of local businesses.

The results of both analyses will provide the framework for recommendations on how to better position existing workforce development programs for the County's primary labor pool in context of existing and potential employment needs. Simply put, some of the County's target industries may need skills that are not well represented in the local labor draw area. To meet this

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need, some changes may be necessary to training programs to address this skill gap. RKG will research if any state and Federal resources could be used to provide additional/revamped training programs.

Task 4 Detailed Cost of Services Analysis

The initial cost of services analysis in Phase One provides an ‘order of magnitude’ assessment of the relationship between land use and fiscal revenues/expenditures. RKG recommends the County consider a more detailed assessment in Phase Two, having RKG perform a more in-depth assessment of the County budget and capital projects, engage various department heads on understanding specific location-based nuance of revenue/cost for different land use types, and develop locally specific relationships between new development and incremental impacts. The detailed cost of services analysis will have a similar output to the conceptual effort but provide more detail and locally generated relationships.

Task 5 Implementation Recommendations

RKG Associates will expand the economic strategy section to incorporate the findings of this additional analysis. Simply put, RKG will expand the implementation matrix where appropriate to accommodate the new information.

C. COST PROPOSAL

RKG Associates can complete the proposed scope of services in Phase One for \$22,500. This cost includes all direct, indirect expenses, and reimbursable expenses. Any deviation from the proposed scope of services could affect the quoted price. The final cost of the project will be negotiated between the Client and RKG Associates to reflect the approved scope of services.

The cost for Phase Two of the scope of services totals \$25,750, which also included all direct, indirect, and reimbursable expenses.

RKG Associates assumes each phase will have two client workshops (in person or virtually), regular monthly check-in meetings (virtual), and RKG perform in-field analysis. The costs for this engagement are included in the proposed prices.

Hourly Rates

RKG Associates will use the following rate schedule for any witnessing services and/or additional work contracted between the Client and the Consultant.

▪ Principal	\$225/hour
▪ Project Manager	\$175/hour
▪ Staff/Analyst	\$125/hour
▪ Administration	\$75/hour

AGENDA ITEM 4.c.

Approval of Minutes

March 10, 2021 Regular Meeting (Corrected)

DRAFT 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

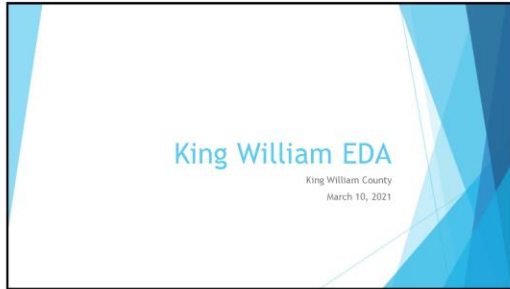
Upon motion of Authority Member Campbell Rhoads, seconded by Authority Member Longest, and with no opposition, the meeting was adjourned.

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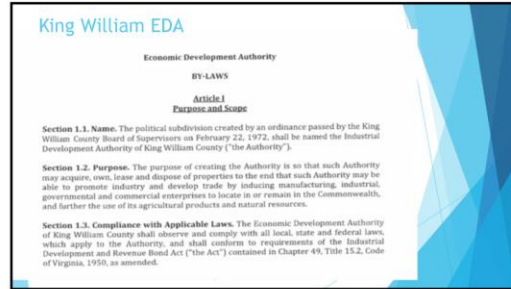
Jay Brown
EDA Chairman

Christine H. Branch (reviewed via Zoom)
Deputy Clerk

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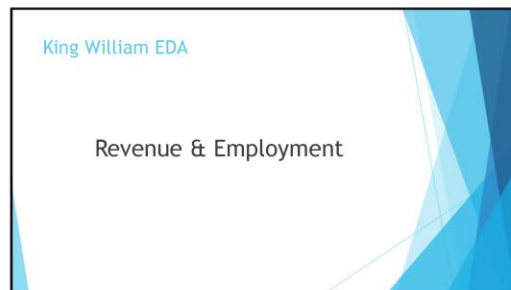
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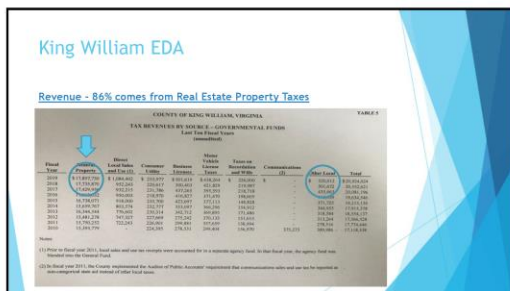
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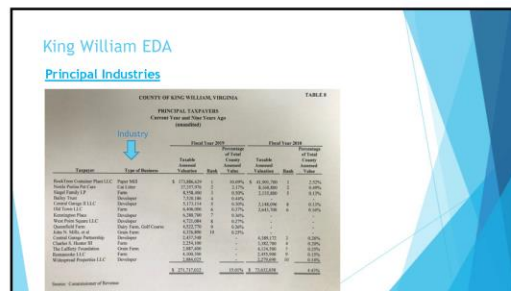
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Corrected Minutes of the Meeting of the King William County Economic Development Authority
Organizational Meeting of March 10, 2021
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AGENDA ITEM 4.d.

Approval of Minutes

January 13, 2021 Regular Meeting (Corrected)

DRAFT 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~~ **ing** ~~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 with 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 their 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

AGENDA ITEM 8.a.

Unfinished Business

RKG Update

Meade Rhoads, Vice Chair

Note

Original RKG Proposal Document is included in Agenda Item 4.b. as Attachment A on the June 29, 2021 Special Called Meeting Minutes

**AGREEMENT FOR PROFESSIONAL SERVICES
BETWEEN
RKG ASSOCIATES, INC.
AND THE
KING WILLIAM COUNTY ECONOMIC DEVELOPMENT AUTHORITY
FOR AN
ECONOMIC DEVELOPMENT ANALYSIS**

DATE: AUGUST 11, 2021

This PROFESSIONAL SERVICES AGREEMENT (this “Agreement”) is entered into on this 11th day of August, 2021 between the King William County Economic Development Authority, with principal offices located at 180 Horse Landing Road, King William, VA 23086 (the "Client"), and RKG Associates, Inc., with principal offices at 300 Montgomery Street, Suite 203, Alexandria, VA 22314 (the “Contractor”).

WHEREAS, the Client is presently in need of developing an economic development strategic plan; and

WHEREAS, the Client desires to engage the Contractor to perform this study pursuant to the Consultant’s proposal dated May 28, 2021 (Attachment A); and

WHEREAS, the Contractor agrees to provide the Phase 1 economic development strategic planning services as detailed in the scope of services (included as Attachment A) to the Client under the terms and conditions set forth herein; and

WHEREAS, the Client has duly authorized the execution of this Agreement;

NOW, THEREFORE, in consideration of the foregoing, the mutual promises contained herein and other good and valuable consideration, the parties agree as follows:

1. Scope of Services.

The Client agrees to retain the Contractor and the Contractor agrees to provide the Phase 1 economic development strategic planning services to the Client at the request of and under the general supervision of Mr. Jason “Jay” Brown, Chair of the King William County Economic Development Authority. The Contractor shall be responsible for performing all reasonable and necessary tasks related to such services, including those described in Attachment A of this document, and in compliance with the terms and conditions of the Award.

2. Manner of Performance.

The Contractor agrees to perform its duties under this Agreement in accordance with the degree of skill and care exercised by similarly credentialed professionals performing similar services under similar conditions and, as consistent therewith, to the reasonable satisfaction of the Client.

3. Term.

This Agreement shall remain in full force and effect for a term of seven (7) months, commencing on August 11, 2021 and ending on March 10, 2022, unless sooner terminated or extended pursuant to the provision hereof. In no event shall the term of this Agreement be extended without action by the governing body of the Client to extend the term. The Contractor will complete the duties under the contract within this period, unless extended by the Client, and time is of the essence.

4. **Compensation.**

a. The maximum amount payable to the Contractor under the stated Scope of Services for Phase 1 is **twenty-two thousand and five hundred dollars (\$22,500)** to be paid in monthly installments by the Client. In no event shall the Contractor's compensation hereunder exceed the aforementioned maximum without prior written approval from the Client.

b. The Contractor shall submit monthly invoices to the Client for services rendered, together with appropriate supporting documentation (as necessary). Invoices shall reflect the completion of the project to that point. The invoices shall detail the cost per Task and percentage complete for each task. The Client shall make payments to the Contractor for services rendered following receipt of said invoices within 30 days.

c. The Client shall not be liable to the Contractor for any expenses paid or incurred by the Contractor, unless specifically set forth herein in writing.

d. Any work completed outside the scope of services—including the Phase 2 services—will be billed based on actual time used at a prescribed hourly rate unless a formal contract amendment is executed. A formal contract amendment enables the use of a lump-sum, not-to-exceed amount. The Contractor's loaded hourly billing rates for this effort are as follows:

RKG Associates, Inc.

Principal:	\$225 per hour
Project Manager:	\$175 per hour
Planner/Analyst:	\$135 per hour
Administrative:	\$75 per hour

e. Contractor's Federal Tax Id Number is 02-0357052

5. **Equipment, Tools, Materials and Supplies.**

The Contractor shall supply, at the Contractor's sole cost and expense, all properly trained personnel, equipment, tools, materials, and/or supplies needed to perform the tasks agreed to be performed hereunder.

6. **Records and Reports.**

The Contractor shall maintain, on a current basis, complete records relating to the performance of the services under this Agreement, including documentation pertaining to income and expenditures. All records and reports prepared and maintained pursuant to this Paragraph shall be the property of the Client and shall be delivered to the Client upon request.

7. **Relationship Between Parties.**

It is expressly understood that in the performance of the services herein, **the Contractor shall act as an independent contractor and not as an officer, agent, partner or employee of the Client.** The Contractor has no authority to enter into contracts or agreements on behalf of the Client. Because the Contractor is engaged in its own independent business, the Contractor is not eligible for, and shall not participate in, any employer pension, health, or other fringe benefit plan of the Client. The Contractor understands that the Contractor is responsible for paying, according to law, the Contractor's income taxes and that neither federal, state, nor local income tax nor payroll tax of any kind shall be withheld or paid by the Client on behalf of the Contractor or its employees. If the Contractor is not a corporation, the Contractor further understands that the Contractor may be responsible for the payment of self-employment social security taxes.

8. **Indemnification.**

The Contractor agrees to indemnify and hold the Client harmless from and against liability, loss, damage, or expense, including reasonable attorney's fees, which are incurred or sustained by reason of the Contractor's willful misconduct or negligence in connection with the performance of its obligations under this Agreement. Approval of the Client shall not constitute nor be deemed a release of the responsibility and liability of the Contractor, its

employees, associates, agents and consultants for the accuracy and competency of their work; nor shall that approval be deemed to be an assumption of that responsibility by the Client for any defect in the work performed by the Contractor, its employees, subcontractor, agents, and consultants.

9. Insurance.

The Contractor agrees to procure and maintain at its expense during the term of this Agreement, insurance in the kinds and amounts provided below with insurance companies licensed to do business in the Commonwealth of Virginia, covering the tasks to be performed under this Agreement. Prior to the commencement of this Agreement, the Contractor shall furnish to the Client copies of its insurance certificate or certificates listing the Client as an additional insured party as evidence that it has complied with this Paragraph. All certificates shall provide that the insurance policy may not be changed or cancelled upon less than thirty (30) days prior written notice. At least fifteen (15) days prior to the expiration or termination date of any policy, the Contractor shall deliver to the Client a copy of the renewal or replacement policy with proof of payment of the premium therefore (if applicable).

a. Worker's Compensation Insurance. Worker's compensation insurance for its employees in accordance with the Workmen's Compensation Act of the Commonwealth of Virginia. No worker's compensation insurance shall be obtained by the Client covering the Contractor or its employees.

b. Liability Insurance. Liability insurance in an amount not less than \$1,000,000 per occurrence to protect the Contractor, its employees and its agents from claims that may arise from services rendered under this Agreement.

10. Termination.

a. This Agreement may be terminated by either party upon twenty (20) days prior written notice to the other party in the event of substantial failure by the other party to fulfill its obligations under this Agreement through no fault of the terminating party. Termination may be cancelled within the first ten (10) days of notification if the Contractor and Client can cure the perceived default.

b. This Agreement may be terminated by the Client without cause upon thirty (30) days prior written notice to the Contractor. The parties shall deal with each other in good faith during the thirty (30) day period after any notice of intent to terminate without cause is given.

11. Assignment.

This Agreement may not be assigned or transferred by either party without the prior written consent of all parties.

12. Amendment.

This Agreement may not be amended or modified except by written agreement signed by both parties, and action by the governing body of the Client, where required.

13. Notices.

Any notices required to be delivered to either party pursuant to this Agreement shall be sent in writing to the address below and deemed received: (i) upon delivery, if personally delivered with signed receipt or (ii) the next business day after being sent, if sent by certified overnight mail, return receipt requested. The parties shall be responsible for notifying each other of any change of address.

Client: King William County Economic Development Authority
c/o Mr. Jason "Jay" Brown, Chair
180 Horse Landing Road
King William, VA 23086
Tel: 804.677.3641

Contractor: RKG Associates, Inc.
c/o Mr. Kyle S. Talente, President
300 Montgomery Street, Suite 203
Alexandria, VA 22314
Tel: 703.739.0965
E-mail: kst@rkassociates.com

14. Compliance with Laws and Regulations.

The Contractor agrees to comply with all applicable federal, state, and local laws and regulations in the performance of its duties under this Agreement, including, but not limited to the provisions for Equal Employment Opportunity and Occupational Health and Safety and regulations regarding any business permits and licenses that may be required. Contractor represents that it has the following valid licenses authorizing it to perform the services under this Agreement:

- A copy of the Contractor's Commonwealth of Virginia Business Registration Certificate.
- A copy of a Certificate of Insurance, issued by an insurance carrier licensed in the Commonwealth of Virginia for the firm showing the amount of professional liability insurance and all other coverage as of January 1, 2021.

15. Enforceability.

If any term or condition of this Agreement or its application to any party or circumstance shall be deemed invalid or unenforceable, the remainder of the Agreement and its application to other parties and circumstances shall not be affected.

16. Non-waiver.

The failure of either party to exercise any of its rights under this Agreement for a breach thereof shall not be deemed to be a waiver of such rights with respect to any subsequent breach.

17. Governing Law.

This Agreement shall be governed by the laws of the Commonwealth of Virginia. Jurisdiction over the contract is exclusively in King William County.

18. Prevailing Party.

Should either party's performance of this Agreement become the subject of litigation, the substantially prevailing party shall be entitled to recover its reasonable and appropriate attorneys' fees (including expert witness fees) and costs.

[THE REST OF THIS PAGE INTENTIONALLY LEFT BLANK]

IN WITNESS WHEREOF, the parties hereof have hereunto set their hands and seals the day and year above written.

WITNESS

CLIENT:
King William County Economic Development Authority

WITNESS:

CONTRACTOR:
RKG Associates, Inc.

Kyle S. Talente
President

ATTACHMENTS

- Attachment A – RKG Associates Proposal Document dated May 28, 2021

AGENDA ITEM 8.b.

Unfinished Business

Board Skills Matrix

Jay Brown, Chair

EDA - Board Matrix - Skills/Competencies

Director Name	Agriculture	Business/ Development/Sales	Real Estate	Banking/Finance	Compliance/Risk Management	Legal	Technology	Utilities/Public Utilities	Marketing/Public Relations	Construction		Other
Jay Brown		CEO of statewide not for profit	5 years multifamily development experience									
Gene Campbell												
Brian Hodges												
Kenny Holdereid												
Travis Longest												
Charles Piersa												
Meade Rhoads	Raise Hog Island shee	15 yrs. developing multifamily / commercial	0 yrs Real Estate caree	15 yrs. financing RE devel. projects	developing / construction of LIHTC and Historic Tax Credit projects	business transactions / development & construction partnership & financing / governace	Proficient in Microsoft Excel / Word / Project. Bluebeam - CAD. Asana - task management.	Development / Construction of Real Property	10 yrs. as sole practitioner - Commercial Real Estate Brokerage & General Contracting	15 yrs - multifamily		NAIOP - Urban Development Forum
Vacant												
Vacant												
Steve Hudgins												

EDA - Board Matrix - Diversities

Director Name	Experience	Gender	Education Level	District	Employer	Other Board Service	Volunteer Exp.	King William Connections	Tribal Connection	Length of EDA Service	Contributions to EDA	Other
Jay Brown	15 years	male	BA - Philosophy, MTS, MBA	5th	Commonwealth Catholic Charities		Mission Committee, Cristo Rey Richmond High School	Taxpayer since 2014		Fall 2016?		
Gene Campbell												
Brian Hodges												
Kenny Holdereid												
Travis Longest												
Charles Piersa												
Meade Rhoads	30 years	Male	BS - Business Admin / MBA - Real Estate Development & Finance / Exec Progr - Board Governance	5th	NHP Foundation	Board of Directors - international textile & marketing comp. /	Board Vice Chair - Chirstmas in April	Purchased Farm in KW 2017 / KW - EDA / KW - BOE		Oct 2020	RKG Economic Devel. Analysis for EDA	Christchurch School - Alumini Council
Vacant												
Vacant												
Steve Hudgins												