

**APPROVED MINUTES
KING WILLIAM COUNTY ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING OF AUGUST 9, 2023**

A regular meeting of the King William County Economic Development Authority Board of Directors was held on the 9th day of August 2023, beginning at 7:00 p.m. in the Board Room of the County Administration Building and via Zoom.

AGENDA ITEM 1. CALL TO ORDER

Vice Chair Holderied called the meeting to order.

AGENDA ITEM 2. APPROVAL OF ELECTRONIC PARTICIPATION BY A BOARD MEMBER

Not necessary.

AGENDA ITEM 3. ROLL CALL

The members were polled:

Eugene L. Campbell, Jr. – Secretary/Treasurer	Aye
Sarah Williams	Aye
C. Meade Rhoads, Jr.	Absent
Robert Hardwick	Aye
Charles F. Piersa	Aye
Kenneth A. Holderied – Vice Chair	Aye
Jason Brown - Chair	Absent

AGENDA ITEM 4. REVIEW AND ADOPTION OF AMENDED MEETING AGENDA

Mr. Hardwick requested moving the Citizens Comment Period earlier in the agenda. Mr. Ashcraft said Item 9.b. should be removed since Chairman Brown is not present. Mr. Hardwick made a motion to approve the meeting agenda with the above changes; Mr. Piersa seconded. The Vice Chair called for any discussion. The members were polled:

Sarah Williams	Aye
C. Meade Rhoads, Jr.	Absent
Robert Hardwick	Aye
Charles F. Piersa	Aye
Kenneth A. Holderied – Vice Chair	Aye
Eugene L. Campbell, Jr. – Secretary/Treasurer	Aye
Jason Brown - Chair	Absent

Agenda Item 5. APPROVAL OF MINUTES

5.a. July 12, 2023 Draft Minutes

Mr. Hardwick made a motion to approve the July 12, 2023 minutes as presented; Ms. Williams seconded. The Vice Chair called for any discussion. The members were polled:

C. Meade Rhoads, Jr.	Absent
Robert Hardwick	Aye
Charles F. Piersa	Aye
Kenneth A. Holderied – Vice Chair	Aye
Eugene L. Campbell, Jr. – Secretary/Treasurer	Aye
Sarah Williams	Aye
Jason Brown - Chair	Absent

Agenda Item 6. PRESENTATION

6.a. EDA Website - Rick Whittington, Whittington Consulting (via Zoom)

Mr. Whittington said his firm designs and develops EDA websites. They have created over 50 sites and won awards. He used to be a VEDP Board member as well.

The services they offer include video stories of local business owners, managing the website as well as creating it, SEO, digital marketing (Facebook, Google ads, etc.), content creation, and CRM setup. There are also third-party tools available such as a GIS Site Selection app and the Virginia SCAN search tool created by VEDP.

The most important items to include are the Virginia SCAN search, local research and data, and rich content to help optimize locations on search engines.

Mr. Campbell asked how one would navigate to the page. Mr. Whittington said it would have its own domain name. VEDP, the best place to market your website, would send the link to prospects. He said people's first step is always Virginia SCAN.

Mr. Whittington provided the following considerations for create the first EDA website:

- There should be a direct line to someone in the County or EDA.
- Market sites as well as existing buildings.
- Include things you can't put on SCAN such as drone footage, photos, etc.
- Show zoning information and contacts.
- Include a comparison chart showing operating costs compared to surrounding counties.
- Include demographics information.
- Include videos – stories of existing local business owners.

The cost to create the site could be between \$15,000-\$30,000 depending on what's included. This is a one-time fee. There would be a small ongoing monthly fee of \$250 for hosting and performing monthly backups. Site maintenance and changes are not included in that fee but could be done for an additional hourly fee.

Mr. Whitting said planning content is critical to the success of the page and they have experience doing it. They can write some or all content for the site and can also do limited photography and drone shots.

The process is to plan the page with the client, then provide 1-2 pages for approval. They would then develop and optimize the site and provide Word Press training to enable the client to perform content management.

Ms. Williams asked if it would have its own domain or be part of the County website. Mr. Whittington recommended having its own domain. He said the lifetime of a website is 5-7 years due to technological advancements.

Agenda Item 7. CITIZENS COMMENT PERIOD (moved from 11)

Mr. Raymond Lee Rudolph, III of District 5 spoke about his experience opening a small business in the County. He said startup costs are outrageous and he is looking for grants or something to help. He said small businesses in the County are struggling.

He has opened a hydraulic hose and fitting shop and found it hard to find a location due to the zoning for light manufacturing. He said he is a Ruritan member and hopes to hold his grand opening on September 1st.

Mr. Hudgins said the EDA has grant match funds in their budget and it is within their authority to create a grant program to bring increased revenue and employment to the County.

Mr. Hardwick said the applicant would have to meet qualifications which the EDA will have to come up with. Mr. Hudgins added there are state guidelines to follow as well.

Mr. Ashcraft said staff would draft a program and bring to the September meeting for further discussion.

Agenda Item 8. TREASURER'S REPORT

Mr. Hudgins provided an updated copy of the EDA budget (Attachment A). There were no changes from the previous month.

Agenda Item 9. CHAIR'S REPORT

The Chairman was not present.

Agenda Item 10. UNFINISHED BUSINESS

10.a. Round Table Contacts - Kenny Holderied, Vice Chair

Mr. Campbell said some nominees backed out.

Mr. Hardwick said a place, time, and start date are needed.

Vice Chair Holderied asked if they should drop the number of participants to seven. Mr. Hardwick and Ms. Williams said no, they need a good cross-section.

Mr. Ashcraft said any named businesses should be discussed in Closed Session, then appointed in Open Session.

Ms. Williams suggested starting in September/October with the meet & greet and then begin regular meetings in February after the holidays.

Vice Chair Holderied said they should maintain the momentum. They could hold meetings in October, December, February, etc. The first one can be done in the evening and businesses could be asked what they prefer.

Mr. Ashcraft said these would be public meetings and need to be advertised to the public as well.

Agenda Item 11. NEW BUSINESS

11.a. Small Business Assistance – Robert Hardwick, EDA Member

Ms. Williams said a rubric was needed to come up with guidelines.

Mr. Holderied said local businesses should be asked what they need.

Mr. Ashcraft said staff would draft a program and bring to the September meeting for further discussion.

11.b. Go Virginia Grant Opportunities – Jay Brown, EDA Chair

Chairman Brown was not present.

Mr. Ashcraft pointed out the Go Virginia Summit scheduled for January 22-23, 2024 and urged the members to save the date and attend if they're able.

Agenda Item 12. NEXT MEETING

The next meeting is the September 13, 2023 work session.

Agenda Item 13. CLOSED MEETING

13.a. Motion to Convene Closed Meeting

Mr. Piersa made a motion to convene in Closed Meeting in accordance with Section 2.2-3711 (A)(1) of the Code of Virginia to consider a personnel matter involving the appointment of specific appointees; and in accordance with Section 2.2-3711 (A)(5) of the Code of Virginia to discuss a prospective business or industry or expansion of an existing business or industry where no previous announcement has been made; and in accordance with Section 2.2-3711 (A)(29) of the Code of Virginia to discuss the award of a public contract involving the expenditure of public funds because discussion in an open session would adversely affect the bargaining position or negotiating strategy of the Board. Ms. Williams seconded the motion. The Chair called for any discussion. All were in favor with none opposing.

13.b. Motion to Reconvene in Open Session

Mr. Piersa made a motion to Reconvene in Open Session; seconded by Ms. Williams. The Vice Chair called for any discussion. All were in favor with none opposing.

13.c. Certification of Closed Meeting

Mr. Piersa moved for the adoption of Standing Resolution 1 (SR-1) in accordance with Section 2.2-3712 (D) of the Code of Virginia, 1950, as amended; seconded by Mr. Campbell. The Vice Chair called for any discussion. The members were polled:

Kenneth A. Holderied – Vice Chair	Aye
Eugene L. Campbell, Jr. – Secretary/Treasurer	Aye
Sarah Williams	Aye
C. Meade Rhoads, Jr.	Absent
Robert Hardwick	Aye
Charles F. Piersa	Aye
Jason Brown - Chair	Absent

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 Board 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 Board that such closed meeting was conducted in conformity with Virginia law,

NOW, THEREFORE, BE IT RESOLVED that the King William County Economic Development Authority Board on this 9th day of August, 2023, 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 Board.
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 Board.

DONE this the 9th day of August, 2023.

13.d. Action on Closed Meeting

Mr. Piersa made a motion to appoint the following local businesses to the Local Business Round Table: Abbot Truck, Atlantic Union Bank, Farm Bureau Insurance, Darrell Kellum Inc., Kenwood Builders, KTR Equipment, M&M Pizza, Mattaponi Reserve Winery, JN Mills, Rudy's Hose & Fittings, Twin Rivers Realty, and WL Cutright Hauling. Ms. Williams seconded. The Vice Chair called for any discussion. The members were polled:

Eugene L. Campbell, Jr. – Secretary/Treasurer	Aye
Sarah Williams	Aye
C. Meade Rhoads, Jr.	Absent
Robert Hardwick	Aye
Charles F. Piersa	Aye
Kenneth A. Holderied – Vice Chair	Aye
Jason Brown - Chair	Absent

EDA Member Comments

Mr. Ashcraft asked Ms. Williams to explain the Farmers Market guidelines for political campaigning. Ms. Williams said the Farmers Market Citizen Board voted not to allow any political booths.

Mr. Campbell said Rappahannock Electric's Economic Development Director would be glad to come and talk with the EDA.

Agenda Item 14. ADJOURN OR RECESS

Mr. Campbell made a motion to adjourn; seconded by Mr. Piersa. All were in favor with none opposed.

COPY TESTE:

Kenneth A. Holderied
Vice Chair

Christine H. Branch
Clerk to the Board of Supervisors

ATTACHMENT A

August 9, 2023
04:25 PM

King William County
2024 Detail Expenditure Account Status

7a

Page No: 1

Range of Accounts: 100-081500-0000-000-000 to 100-081500-9999-999-999
Current Period: 07/01/23 to 08/09/23

Include Cap Accounts: Yes
Skip Zero Activity: Yes

As Of: 08/09/23

Account No	Description	Prior Budget Payable YTD	Adopted Expended YTD Expended Curr	Amended Encumber YTD	Transfers Reimbrsd YTD Reimbrsd Curr	Modified Canceled Pd/Chrgd YTD	Balance YTD %Used Unexpended
100-081500-1100-000-00	SALARIES & WAGES	0.00	85,000.00	0.00	0.00	85,000.00	85,000.00 0
		0.00	0.00	0.00	0.00	0.00	85,000.00
			0.00		0.00	0.00	
100-081500-2100-000-00	FICA	0.00	6,503.00	0.00	0.00	6,503.00	6,503.00 0
		0.00	0.00	0.00	0.00	0.00	6,503.00
			0.00		0.00	0.00	
100-081500-2210-000-00	VRS	0.00	8,475.00	0.00	0.00	8,475.00	8,475.00 0
		0.00	0.00	0.00	0.00	0.00	8,475.00
			0.00		0.00	0.00	
100-081500-2300-000-00	HOSPITL/MEDICAL PLANS	0.00	11,316.00	0.00	0.00	11,316.00	11,316.00 0
		0.00	0.00	0.00	0.00	0.00	11,316.00
			0.00		0.00	0.00	
100-081500-2400-000-00	GROUP INSURANCE	0.00	1,139.00	0.00	0.00	1,139.00	1,139.00 0
		0.00	0.00	0.00	0.00	0.00	1,139.00
			0.00		0.00	0.00	
100-081500-2510-000-00	SHORT TERM DISABILITY	0.00	502.00	0.00	0.00	502.00	502.00 0
		0.00	0.00	0.00	0.00	0.00	502.00
			0.00		0.00	0.00	
100-081500-2600-000-00	UNEMPLOYMENT	0.00	50.00	0.00	0.00	50.00	50.00 0
		0.00	0.00	0.00	0.00	0.00	50.00
			0.00		0.00	0.00	
100-081500-2710-000-00	WORKERS COMP	0.00	50.00	0.00	0.00	50.00	50.00 0
		0.00	0.00	0.00	0.00	0.00	50.00
			0.00		0.00	0.00	
100-081500-3160-000-00	PROFESSIONAL SERVICES	0.00	15,000.00	0.00	0.00	15,000.00	15,000.00 0
		0.00	0.00	0.00	0.00	0.00	15,000.00
			0.00		0.00	0.00	
100-081500-5210-000-00	POSTAL SERVICES	0.00	150.00	0.00	0.00	150.00	150.00 0
		0.00	0.00	0.00	0.00	0.00	150.00
			0.00		0.00	0.00	
100-081500-5540-000-00	TRAVEL (CONVENTION & EDUCATION)	0.00	2,500.00	0.00	0.00	2,500.00	2,500.00 0
		0.00	0.00	0.00	0.00	0.00	2,500.00
			0.00		0.00	0.00	
100-081500-5810-000-00	DUES & ASSOCIATION MEMBERSHIPS	0.00	0.00	0.00	0.00	0.00	400.00- 0
		0.00	400.00	0.00	0.00	0.00	400.00-
			400.00		0.00	400.00	

ATTACHMENT A

APPROVED Minutes of the King William County Economic Development Authority
Regular Meeting of August 9, 2023

August 9, 2023
04:25 PM

King William County
2024 Detail Expenditure Account Status

Page No: 2

Account No	Description	Prior Budget Payable YTD	Adopted Expended YTD Expended Curr	Amended Encumber YTD	Transfers Reimbrsd YTD Reimbrsd Curr	Modified Canceled Pd/Chrgd YTD	Balance YTD Unexpended	%Used
100-081500-6008-000-00	VEHICLE FUEL	0.00	10,000.00	0.00	0.00	10,000.00	10,000.00	0
		0.00	0.00	0.00	0.00	0.00	10,000.00	
			0.00		0.00	0.00		
100-081500-6014-000-00	OTHER OPERATING SUPPLIES	0.00	1,500.00	0.00	0.00	1,500.00	1,500.00	0
		0.00	0.00	0.00	0.00	0.00	1,500.00	
			0.00		0.00	0.00		
100-081500-8200-000-000	GRANT MATCH	0.00	12,500.00	0.00	0.00	12,500.00	12,500.00	0
		0.00	0.00	0.00	0.00	0.00	12,500.00	
			0.00		0.00	0.00		
Control: NOC	Total	0.00	154,685.00	0.00	0.00	154,685.00	154,285.00	0
		0.00	400.00	0.00	0.00	0.00	154,285.00	
			400.00		0.00	400.00		
Fund: 100	GENERAL FUND Budgeted Total	0.00	154,685.00	0.00	0.00	154,685.00	154,285.00	0
		0.00	400.00	0.00	0.00	0.00	154,285.00	
			400.00		0.00	400.00		
Fund: 100	GENERAL FUND Non-Budgeted Total	0.00	0.00	0.00	0.00	0.00	0.00	0
		0.00	0.00	0.00	0.00	0.00	0.00	
			0.00		0.00	0.00		
Fund: 100	GENERAL FUND Total	0.00	154,685.00	0.00	0.00	154,685.00	154,285.00	0
		0.00	400.00	0.00	0.00	0.00	154,285.00	
			400.00		0.00	400.00		
Final Budgeted		0.00	154,685.00	0.00	0.00	154,685.00	154,285.00	0
		0.00	400.00	0.00	0.00	0.00	154,285.00	
			400.00		0.00	400.00		
Final Non-Budgeted		0.00	0.00	0.00	0.00	0.00	0.00	0
		0.00	0.00	0.00	0.00	0.00	0.00	
			0.00		0.00	0.00		
Final Total		0.00	154,685.00	0.00	0.00	154,685.00	154,285.00	0
		0.00	400.00	0.00	0.00	0.00	154,285.00	
			400.00		0.00	400.00		

Civil War Trails

\$ 300 PORTA-JOHN'S

+ 29,495 ROLL FORWARD FROM FY 23

\$183,480 TOTAL UNEXPENDED FY 24