



**MEETING MINUTES  
BEDFORD COUNTY ECONOMIC DEVELOPMENT AUTHORITY**

**County Administration Building  
122 E Main St  
Bedford, VA 24523  
May 7, 2015  
5:30 P.M.**

**Economic Development Authority:**

**:Present:**

Dennis Novitzke – Dist. 1; Mickey Johnson – Dist. 2; Wyatt Walton – Vice Chairman, Dist. 3; Matthew Braud, Dist. 4; Jim Lusk – Chairman, Dist. 5; Kim McCabe, Dist. 6

**:Absent:** None

**Staff Present:** Traci Blido – EDA Secretary; Carl Boggess – Interim County Administrator/County Attorney; Jessica Hupp – Transcriber

**Staff Absent:** None

**Guest:** Carolyn Howard – Draper Aden Associates

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**(1) APPROVAL OF AGENDA**

Mr. Lusk asked if anyone had any changes they wished to make to the agenda.

**Mr. Braud moved, seconded by Mr. Novitzke, to approve the May 7, 2015 agenda, as presented.**

**Voting yes: Mr. Novitzke, Mr. Lusk, Mr. Braud, Mr. Johnson, Ms. McCabe, Mr. Walton**

**Voting no: None**

**Adopted unanimously**

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**(2) APPROVAL OF MEETING MINUTES – April 2, 2015**

Mr. Lusk asked for approval and/or amendments to the Authority's April 2, 2015 meeting minutes.

**Mr. Braud moved, seconded by Mr. Johnson, to approve the April 2, 2015 meeting minutes, as presented.**

**Voting yes: Mr. Novitzke, Mr. Lusk, Mr. Braud, Mr. Johnson, Ms. McCabe, Mr. Walton**

**Voting no: None**

**Adopted Unanimously**

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### **(3) REPORTS**

#### **a. Economic Development Director's Report**

Mrs. Blido reported that Bedford County has had several large prospects brought to us by the Virginia Economic Development Partnership (VEDP) in the past few weeks. Mrs. Blido explained that when a large prospect approaches VEDP about different localities, VEDP will contact the regional economic developer (which would be Megan Lucas at Region 2000) and then Megan contacts the selected locality to submit an RFI to the client. If Bedford is selected, the next step would be getting a site visit from the client. Mrs. Blido stated she has been very pleased with the role Megan has had in marketing the region.

Mrs. Blido reported that the Board of Supervisors approved the staff's budget as presented which shows that they are pleased with what the EDA has been doing. The EDA will receive \$163,055 from the Board of Supervisors for fiscal year 2015-2016, \$120,000 of which normally goes into incentives for new and expanding companies.

Mrs. Blido reported that VEDP visited Bedford twice last week and that VEDP's new COO Dan Gunderson attended who has state economic development experience from previous leadership positions in New York, Michigan and Ohio. Mr. Gunderson has great ideas about larger funding for economic development from the state. Compared to other states, Virginia receives a lot less funding for economic development marketing. For example, Virginia receives \$1 million per year while New York receives about \$50 million per year. Mr. Gunderson explained to business and economic development professionals during his visit that he would like to see an increase in marketing funding without raising taxes. While visiting, Mr. Gunderson requested to tour Fostek and the Center for Advanced Engineering and Research (CAER).

Mrs. Blido reported she just got back from the LightFair International show in New York City where she marketed Bedford to companies in the lighting industry. She was invited to attend by Bedford-based LiteSheet Solutions, which won an innovation award at the show for LED lighting. Mrs. Blido stated it was a good opportunity to meet LiteSheet's sales team and investors, and learn about the type of customers they market to. Mrs. Blido stated that LiteSheet seems to have what others in the industry don't have such as the AC direct technology and the mega level of product efficiency.

#### **b. Monthly Financial Report**

Mrs. Blido reviewed the monthly financial report with the EDA.

#### **c. Monthly Accounts Payable Report – bills that have been paid**

The Authority members present reviewed the monthly paid bills, as presented. Mr. Lusk inquired about the Eck Supply bill. Mrs. Blido stated that Eck is a supplier of LiteSheet's LED lights that were installed at East Coast Fabricators.

**d. Existing Business Report**

Ms. Hupp reported that the Governor's office officially announced May as Business Appreciation month for 2015. As part of this, staff will be hosting a Business Appreciation event on Tuesday, May 26 from 4 - 5:30 p.m. at Benjamin's in Forest to thank our local businesses. EDA members that are available are encouraged to attend. Staff also plans to place a Business Appreciation ad in the Bedford Bulletin, which will be discussed further during the meeting.

Ms. Hupp stated she and Traci will be going to Charlottesville next week to learn about and update the VirginiaScan system available for use on the economic development website. VirginiaScan is a tool created by the state for local economic developers to upload land and properties for sale or lease in that locality. It is a system that is utilized by many site selectors and business owners looking for land or property to locate or expand their business.

Ms. Hupp reported that the Bedford One Program is now winding down for the school year. Over the past year, 120 students toured 12 different business locations. The One Program committee will not be planning teacher tours this summer, as many of the professional development dates have already been planned. Ms. Hupp reported that Page County recently reached out to get a policies and procedures manual on the program in order to implement a similar program in their county.

Ms. Hupp reported that the Chamber will host its annual job fair on May 13 at CVCC in Bedford. The Chamber also plans to host a series of workshops for job seekers on May 11 to include resume building and a discussion of how to land a job at the job fair.

Ms. Hupp stated that the Chancellor of the Virginia Community College System will be hosting a meeting from 10:30 – 11:45 a.m. at CVCC in Lynchburg on May 19. The meeting will focus on the mandate put through by Governor McAuliffe which calls for community colleges to take a larger role in workforce development. Ms. Hupp encouraged EDA members to attend.

**(4) Old Business**

**A. Updates on EDA projects**

Mrs. Blido showed the EDA a PowerPoint presentation on completed EDA projects, including Simplimatic's new building in New London, the seeding in New London, the new lights at East Coast Fabricators, and the handicap doors and upgrades at CVCC.

**(5) New Business**

**A. EDA Planning Day Agenda**

Mrs. Blido pointed out the tentative agenda for the EDA Planning Day on June 26 from 9 a.m. to 3 p.m. Mr. Braud asked if we might need more time on updating the property management plan and suggested having Bob Bailey talk during our lunch period. Staff agreed to amend the agenda to allot more time for property management discussion.

Mr. Walton stated he thought we planned to discuss the possibility of larger projects. Mr. Boggess suggested adding a consultant either with Megan or after who can go into the pros and cons of building ownership. Mrs. Blido stated she will explore the different options of consultants to speak in place of the

performance agreement discussion.

**B. 2015 – 2016 EDA Budget Review**

Mrs. Blido stated she provided the EDA with a copy of the proposed budget for fiscal year 2015-2016 and reviewed changes with the EDA. Mr. Johnson asked what advertising dollars for the EDA are typically spent on, to which Mrs. Blido explained that the EDA’s advertising funds generally goes towards maintenance of signs within the parks as an example. Mr. Braud asked why the county contribution was not shown, to which Ms. Hupp stated that was just a typo. Ms. Hupp explained the numbers they see are strictly operating costs and that upgrades from the property management plan would have to be added in if they so choose.

**C. Consideration of Business Appreciation ad**

Ms. Hupp stated that the EDA has placed ads in the Bedford Bulletin for Business Appreciation before and that these costs have been run through the EDA’s advertising budget in the past. Ms. Hupp read the ad to the EDA and asked for approval of placing an ad this year.

**Mr. Walton moved, seconded by Mr. Braud, to approve the purchase of the Business Appreciation ad with EDA advertising funds.**

**Voting yes: Mr. Novitzke, Mr. Lusk, Mr. Braud, Mr. Johnson, Ms. McCabe, Mr. Walton**

**Voting no: None**

**Adopted unanimously**

**(6) New London Business & Technology Center - None**

**(7) Bedford Center for Business**

**A. Capital Considerations**

1. Improvements

a. Master Plan monthly update

Carolyn Howard of Draper Aden Associates reported that she attended a prospect visit for the county, completed stakeholder interviews and completed the building assessment over the past few months. The last piece to be finished is the master plan. Mrs. Howard stated that when the EDA first contracted Draper Aden that one of her initial concerns was the location of the existing graded site in Bedford Center for Business. Mrs. Howard believes the graded portion is in the wrong place, because it would ruin visibility of other future sites. Mrs. Howard believes the EDA should grade the current site more to the right, so that the rest of the ungraded area could be opened up to a much larger prospect or a few smaller prospects. Mr. Johnson asked for an estimate to regrading the lots, to which Mrs. Howard stated it would be about \$500,000. Mrs. Howard stated she would like approval from the EDA to change shift the scope of the project to focus on options for grading, but will still complete assessments on the market, buildings, and wetlands. The EDA approved the change of scope at no additional cost for the Master Plan project.

**(8) Montvale Center for Commerce - None**

**(9) All Other EDA Business as may be appropriate**

**A. Closed Session**

**Mr. Braud moved, seconded by Mr. Novitzke, that the Bedford County Economic Development Authority go into a closed session under Section 2.2-3711(A)(5) discussion or consideration concerning a prospective business or industry or the expansion of an existing business or industry where no previous announcement has been made of the business' or industry's interest in locating or expanding its facilities in the community and Section 2.2- 3711(A)(7) for consultation with legal counsel and briefings by staff members pertaining to actual or probable litigation, where such consultation or briefing in open meeting would adversely affect the negotiating or litigation posture of the public body.**

**Voting yes: Mr. Novitzke, Mr. Braud, Mr. Lusk, Mr. Johnson, Ms. McCabe, Mr. Walton  
Voting no: None  
Adopted unanimously**

**Authority member Mr. Walton made a motion, seconded by Authority member Mr. Braud, to go back into regular session.**

**Voting yes: Mr. Novitzke, Mr. Braud, Mr. Lusk, Mr. Johnson, Ms. McCabe, Mr. Walton  
Voting no: None  
Adopted unanimously**

**On a motion made by Authority member Mr. Walton, which was seconded by Authority member Mr. Braud, which carried on a vote of yes, the following resolution was adopted:**

**Whereas, the Bedford County Economic Development Authority has convened a Closed Meeting on this the 7<sup>th</sup> day of May 2015, pursuant to an affirmative recorded vote and in accordance with the provisions of the Virginia Freedom of Information Act; and**

**Whereas, §2.2-3712 of the Code of Virginia requires a certification by the Bedford County Economic Development Authority that such closed meeting was conducted in conformity with Virginia Law.**

**Now, Therefore Be It Resolved on this 7<sup>th</sup> day of May 2015, that the Bedford County Economic Development Authority does hereby certify that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed meeting was heard, discussed or considered by the Bedford County Economic Development Authority.**

<b><u>MEMBERS:</u></b>	<b><u>VOTE:</u></b>
<b>Dennis Novitzke</b>	<b>Yes</b>
<b>Matthew Braud, Vice-Chairman</b>	<b>Yes</b>
<b>Wyatt H. Walton, III</b>	<b>Yes</b>
<b>James A. Lusk, Chairman</b>	<b>Yes</b>

Mickey Johnson  
Kimberly A. McCabe

Yes  
Yes

**(10) Adjournment**

- 7:21 p.m.

**APPROVED:**

  
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Chairman

  
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Secretary