



MEETING MINUTES
ECONOMIC DEVELOPMENT AUTHORITY OF THE COUNTY OF BEDFORD, VA
Bedford County Administration Board Room
122 E. Main Street
Bedford, VA 24523

May 5, 2022
5:30 p.m.

Economic Development Authority:

Present: Vicki Gardner - Dist. 2; Wyatt Walton - Dist. 3; Matthew Braud - Dist. 4; Kristy Milton - Dist. 5; James Robertson - Dist. 6; Jim Messier - Dist. 7

Absent: Rhonnie Smith – Dist. 1

Staff Present: Pam Bailey - EDA Director; Holley Scheffel – Business Programs Coordinator; Patrick Skelley - County Attorney; Robert Hiss; County Administrator

Staff Absent: None

Guests: Edgar Tuck - County Supervisor District 2; Charla Bansley – County Supervisor District 3

(1) CALL TO ORDER & DETERMINATION OF QUORUM

Chairman Robertson called the May meeting of the Bedford County Economic Development Authority to order at 5:32 PM.

(2) APPROVAL OF AGENDA

Ms. Bailey noted that she would like to give an update on Meade Road. She requested that this be added to the agenda for section **9B**.

Chairman Robertson asked for a motion to approve and or accept any amendments to the Authority's May 5, 2022 agenda.

Mr. Walton moved, seconded by Mr. Braud to approve the Authority's amended May 5, 2022 agenda.

Voting yes: Mrs. Gardner, Mr. Walton, Mr. Braud, Mrs. Milton, Mr. Robertson, Mr. Messier

Voting no: None

Adopted Unanimously

(3) APPROVAL OF MEETING MINUTES – April 7, 2022

Chairman Robertson asked for a motion to approve the April 7, 2022 meeting minutes.

Mr. Braud moved, seconded by Mrs. Milton to approve the Authority's April 7, 2022, meeting minutes.

Voting yes: Mrs. Gardner, Mr. Walton, Mr. Braud, Mrs. Milton, Mr. Robertson, Mr. Messier

Voting no: None

Adopted Unanimously

(4) REPORTS

A. Economic Development Director's Report

Ms. Bailey reported on the Liberty University Civic Recharge Competition where both Ms. Bailey and Mrs. Scheffel served on a panel for judging. This competition was open to any current LU undergraduate or graduate student to solve issues regarding transportation in Bedford County.

Ms. Bailey mentioned that she recently submitted an Agriculture and Forestry Industries Development Fund (AFID) grant on behalf of Bramble Hollow Farm for an expansion project. This grant would help the farm in obtaining a commercial tilt kettle and would assist with the cost for a three-season room to host educational events. A second grant will be submitted for a new boiler at the Bedford County cannery. Awardees will be notified sometime in July.

There is a site visit scheduled with Damage Prevention next week; the company has hired four new full-time staff.

Ms. Bailey shared that she recently was also a judge for The Gauntlet where she was charged with analyzing business plans for several Bedford County businesses. While many businesses entered the competition, three from Bedford made it to the final round. Those businesses were Cybercade, Sweet Bakeology, and Fables and Feathers winery.

As a reminder, next week is Economic Development Week. Our business appreciation event will be held at Beale's Brewery on May 12th.

Lastly, Jordan Mitchell, Director of Community Development, would like to hold a joint meeting with the EDA in terms of growth plans for the county. The timeline is expected to be sometime in July or August.

Ms. Bailey shared that business activity is steady. She shared that she maintains a spreadsheet of prospects and she would like to provide an overview from the year for the July or August meeting.

B. Marketing/Business Development Report

Social media platforms have been successful in promoting small businesses. Recent visits for business spotlights were held at the following locations: Agatha Interiors, Mayberry Furniture and Antiques, SM Flowers, and Wild Thread Co. Several companies have seen these posts and have contacted our office to have their businesses featured as well.

Kennedy Chase, Administrator with Runk & Pratt, was our special guest this month with the Bedford One Program.

Ms. Scheffel has been working both with Liberty High School and Staunton River High School regarding internship programs for the fall.

Ms. Scheffel also indicated that the previous week was Small Business Appreciation Week and the Office of Economic Development visited multiple small businesses that week to thank store owners for choosing Bedford for their business and helping make the community thrive.

Mrs. Gardner suggested that a certificate in hospitality and tourism would be beneficial to high school students.

(5) EDA FY23 BUDGET

A. Approval of EDA Budget for FY23

There was nothing out of the ordinary this month in terms of financial transactions. There were no interest charges on the Bank of the James loan this month because the shell building loan is closing on the built-out. The official payments will begin in June 2022.

County Administrator Robert Hiss noted that the county will pass its budget on June 13th whether or not the General Assembly has passed theirs. The proposed budget Ms. Bailey shared this evening will be what is adopted if the General Assembly does not have a budget before June 13th. Ms. Bailey indicated that \$2500 on the budget report were funds paid out for the 2021 county fair which was canceled. Those monies will be returned to the county this fiscal year. She also stated that several insurance costs have gone up as well as the value of the shell building. These increases are noted in the budget. One area of concern that Ms. Bailey mentioned was the EDA being over budget by 33k. There is a 200k contingency fund and a 100k fund for the Elba parking lot. A discussion was held regarding how to reallocate funding to avoid being over budget. This ended with an action item.

Mr. Walton moved, seconded by Mr. Messier to reduce the contingency fund to 150k so that the EDA would not be over budget provided that the county approves the budget as presented.

Voting yes: Mrs. Gardner, Mr. Walton, Mr. Braud, Mrs. Milton, Mr. Robertson, Mr. Messier

Voting no: None
Adopted Unanimously

(6) TOWN OF BEDFORD

Ms. Bailey shared that Mrs. Zirkle is working with a consulting firm shopping for a developer to build a hotel in the Town. The spring of 2023 is when the boutique hotel and the apartments are expected to open.

(7) BEDFORD CENTER FOR BUSINESS

Nothing new to report.

(8) MONTVALE CENTER FOR COMMERCE

Nothing new to report.

(9) NEW LONDON BUSINESS AND TECHNOLOGY CENTER
A. Project Dovetail Update
B. Meade Road Update

Project Dovetail is proceeding with a traffic study. This will begin at W. London Drive from the roundabout and extend to Route 460. According to VDOT, this process takes approximately 90-days to complete.

VDOT has yet to accept Meade Road into the system because of the ongoing water issue regarding run-off. Hurt & Proffitt is working toward securing a solution. There is about \$8,000 left in the Meade Road fund which can be utilized if need be.

(10) WASHINGTON STREET PROPERTY
A. UVA Student Project Report

University of Virginia students analyzed Elba's parking lot as a class project and reported their findings and suggestions to Ms. Bailey. Their final plan did not add any parking spaces. Rather, the students reconfigured the traffic flow of the parking lot, greenery was added for visual appeal, the sidewalk was kept and they added some park spaces. A visual model was provided for each member of the EDA for reference.

Ms. Bailey recommended a meeting with the Town, the Board of Supervisors, and the School Board to discuss the next steps for the parking lot.

Mr. Robertson suggested that a master plan be developed and he specifically requested that be documented in the minutes. He also stated that the end of the season would be the best time for paving as that is when prices will be the lowest. He recommended attacking this project from a phased approach with phase 1 focusing on the part of the parking lot that gets utilized the most.

(11) CLOSED SESSION

Closed Session pursuant to Section 2.2-3712 (A) (5), a discussion 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.

Mr. Walton moved, seconded by Mr. Braud to enter into Closed Session.

Voting yes: Mrs. Gardner, Mr. Walton, Mr. Braud, Mrs. Milton, Mr. Robertson, Mr. Messier

Voting no: None

Adopted Unanimously

WHEREAS, the Bedford County Economic Development Authority has convened a Closed Meeting on this 5th day of May 2022, 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 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 5th day of May 2022, 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.

Mr. Braud moved, seconded by Mr. Walton to return to regular session.

Voting yes: Mrs. Gardner, Mr. Walton, Mr. Braud, Mrs. Milton, Mr. Robertson, Mr. Messier

Voting no: None

Adopted Unanimously

(11) OTHER BUSINESS

A. KMR performance agreement extension request

Ms. Bailey indicated that this is the second time KMR has come to the board for an extension. The facility has met its real estate goals, but not its staffing goals. They are short on their equipment goals as well. KMR has submitted a rationale for the extension. There was a brief discussion about the company and the services they provide.

Mr. Messier moved, seconded by Mrs. Milton to extend KMR's performance agreement for a second year.

Voting yes: Mrs. Gardner, Mr. Walton, Mr. Braud, Mrs. Milton, Mr. Robertson, Mr. Messier

Voting no: None

Adopted Unanimously

B. Innovairre performance agreement status report

Innovairre has lost 50% of its workforce and has been difficult to reach with the main contact no longer with the company. They started with 340 employees and are down to 172. Last year they asked for a one-year extension in hopes of getting their numbers back up. It was agreed that the EDA would send a letter requesting a portion of the incentive back if the numbers are not back up or have hope of meeting the initial intended goal.

C. Ratify Source4 performance agreement

The company is investing \$4.5 million to expand its facility in the Forest Professional Park. This expansion project will include additional 43,000 square feet and create 30 new positions.

Mr. Walton moved, seconded by Mr. Braud to ratify the Source4 performance agreement.

Voting yes: Mrs. Gardner, Mr. Walton, Mr. Braud, Mrs. Milton, Mr. Robertson, Mr. Messier

Voting no: None

Adopted Unanimously

(12) ADJOURNMENT

6:42 PM

APPROVED:


Chairman


Secretary