

Orange County, Virginia

Economic Development Authority

Meeting Minutes February 25, 2021

A meeting of the Orange County Economic Development Authority was held on Thursday, February 25, 2021, beginning at 4:00 p.m., in the Orange County Airport Conference Room located at 11275 Aviation Way, Orange, Virginia.

Present: Doug Rogers, Bill Hager, Robert McConnell, Julie Zeijlmaker (remote), Arthur Bryant*, Sharon Hujik, and Jack Rickett*.

Also present: Rose Deal, Director, and Susan Turner, Economic Development Assistant, Lee H. Frame, Board of Supervisors, Keith Marshall, Board of Supervisors*, and Theodore Voorhees, County Administrator*.

**Mr. Rickett and Mr. Voorhees arrived at 5:00 p.m. Mr. Marshall arrived at 4:05 p.m. and left at 5:00 p.m. Mr. Bryant left the meeting at 5:55 p.m.*

I. CALL TO ORDER AND DETERMINATION OF QUORUM

Chairman Rogers called the meeting to order at 4:00 p.m. and established a quorum of the Economic Development Authority.

II. PARTICIPATION VIA ELECTRONIC MEANS

Pursuant to the provision in the Economic Development Authority's Bylaws, Julie Zeijlmaker participated in the meeting remotely via Zoom video conference. As such, the minutes are required to reflect that Mrs. Zeijlmaker participated from her residence, located at 34104 Indiantown Road, Locust Grove, Virginia and that she was ill and concerned with the spread of COVID-19. Mrs. Zeijlmaker participated remotely for the entire meeting.

III. APPROVAL OF JANUARY 14, 2021 MEETING MINUTES

Chairman Rogers called for a motion to approve the minutes of the January 14, 2021 meeting.

Mr. McConnell moved, seconded by Mr. Hager and carried unanimously, to approve the January 14, 2021 minutes, as presented.

IV. FY21 BUDGET AMENDMENT

Mr. Hager moved, seconded by Mr. McConnell and carried unanimously, to adopt the following resolution as presented:

WHEREAS, the Fiscal Year 2021 budget has been duly prepared and presented to the Economic Development Authority, and

WHEREAS, interest earned from EDA CD #2490, in the amount of \$6,635.00 was withdrawn and earmarked to award to the Orange County High School Alumni and Friends Foundation, Inc., as a dollar-for-dollar match for future scholarship funding;

NOW, THEREFORE, BE IT RESOLVED, this 25th day of February, 2021 by the Economic Development Authority of Orange County, Virginia, that the Fiscal Year 2021 Budget is established, adopted, and all funds appropriated.

BE IT FURTHER RESOLVED as follows:

1. Estimates of revenues are approved in total and appropriations are hereby authorized at the functional level.
2. Appropriations designated for Capital Projects within the EDA Fund will not lapse at the end of the fiscal year but shall remain appropriated until the completion of the project or until the Orange County Economic Development Authority, by appropriate resolution, changes or eliminates the appropriation.

<u>Expenditures:</u>		FY21 Approved	Change	FY21 Revised
48155002-43100	Professional Services	\$34,000.00	\$0.00	\$34,000.00
48155002-43120	Professional Services-Audit	\$5,550.00	\$0.00	\$5,550.00
48155002-43305	Bank Fees	\$600.00	\$0.00	\$600.00
48155002-43370	Property Maintenance	\$1,800.00	\$0.00	\$1,800.00
48155002-43600	Advertising	\$500.00	\$0.00	\$500.00
48155002-45340	Public Officials Liability Ins.	\$600.00	\$0.00	\$600.00
48155002-45350	Gen. Liability Ins. - Industrial	\$800.00	\$0.00	\$800.00
48155002-45900	Prospect Incentives	\$81,386.00	\$0.00	\$81,386.00
48155002-46002	Meeting Supplies	\$1,800.00	\$0.00	\$1,800.00
48155002-46805	Utilities	\$17,300.00	\$0.00	\$17,300.00
48155002-48320	Site Improvements	\$0.00	\$0.00	\$0.00
48155002-48290	Property Acquisition	\$0.00	\$0.00	\$0.00
48155002-46800	Program Expenses	\$715,000.00	\$0.00	\$715,000.00
48155002-45600	Other Miscellaneous	\$6,701.00	\$6,635.00	\$13,336.00
		\$866,037.00	\$6,635.00	\$872,672.00
<u>Revenues:</u>		FY21 Approved	Change	FY21 Revised
30021005-31115	Interest on Investments	\$6,000.00	\$0.00	\$6,000.00
30027004-32610	EDA Bond Fees	\$9,979.00	\$0.00	\$9,979.00
30051009-39100	Transfer from General Fund	\$128,357.00	\$0.00	\$128,357.00
30051009-39290	Transfer from COVID-19 Fund	\$715,000.00	\$0.00	\$715,000.00
30021005-31100	Interest on Bank Deposits	\$6,701.00	\$6,635.00	\$13,336.00
		\$866,037.00	\$6,635.00	\$872,672.00

V. REVIEW AND CONSIDERATION OF RETAIL STRATEGIES – DOWNTOWN STRATEGIES PROPOSAL

Rose Deal, Economic Development Director, presented a proposal from Retail Strategies LLC, to conduct a Downtown Strategic Assessment within the Town of Orange, VA. Mrs. Deal explained that the study would produce a customized strategic plan with specific strategies focused on policy, design, tourism, and economic catalyst opportunities for the downtown area of Orange. Further, she noted the project would be conducted in partnership with LOVEOrangeVirginia (formerly Orange Downtown Alliance, Inc.), with LOVEOrangeVirginia committing to fifty percent of the cost of the study.

Mr. McConnell moved, seconded by Mr. Hager and carried unanimously, to execute a contract with Retail Strategies to conduct a Strategic Assessment within the Town of Orange, VA.

VI. SECRETARY’S REPORT

Mrs. Deal provided a brief update regarding current projects being worked on by the department, which included: funds awarded for round three (3) of the Bounce Back Orange Grant program; launch of the Blutot Online Business Directory; and Brownfield Grant opportunities.

VII. CLOSED SESSION

At 4:45 p.m., Chairman Rogers requested the meeting be recessed and immediately reconvene in closed session. Mr. McConnell moved to approve the following resolution and enter into Closed Meeting:

WHEREAS, the Orange County Economic Development Authority desires to discuss in Closed Meeting the following matters (s):

- i. 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 expanding its facilities in the community. - §§2.2-3711(A)(5) of the Code of Virginia
- ii. Discussion or consideration of information subject to the exclusion in subdivision 3 of § 2.2-3705.6 with respect to proprietary information, voluntarily provided by private business pursuant to a promise of confidentiality from a public body, used by the public body for business, trade, and tourism development or retention related to economic development concerning Lohmann Corporation. §2.2-3711(A)(39) of the Code of Virginia

WHEREAS, pursuant to §2.2-3711 (A)5, and §2.2-3711(A)(39) of the Code of Virginia, such discussions may occur in Closed Meeting;

NOW THEREFORE, BE IT RESOLVED, that the Orange County Economic Development Authority does hereby authorize discussion of the aforesaid matters in Closed Meeting.

The motion was seconded by Mrs. Hujik and carried unanimously.

VIII. OPEN MEETING

At 5:05 p.m., Chairman Rogers moved to approve the following resolution to recess Closed Meeting and immediately reconvene in Open Meeting:

WHEREAS, the Economic Development Authority of Orange County has this day adjourned into Closed Meeting in accordance with a formal vote, and in accordance with the provisions of the Virginia Freedom of Information Act; and

WHEREAS, the Freedom of Information Act requires certification that such Closed Meeting was conducted in conformity with the law;

NOW, THEREFORE, BE IT RESOLVED that the Economic Development Authority of Orange County does hereby certify that to the best of each member's knowledge, i) only public business matters lawfully exempted from open meeting requirements under the Freedom of Information Act were discussed in the Closed Meeting to which this certification applies, and ii) only such public business matters as were identified in the Motion by which the said Closed Meeting was convened were heard, discussed or considered by it.

The motion carried with the following votes. Ayes: Rogers, McConnell, Zeijlmaker, Rickett, Hujik, Bryant, and Hager. Nays: None. Absent: None.

IX. AWARD OF ADVANCED START UP INCENTIVE

Mrs. Hujik moved, seconded by Mr. Bryant and carried unanimously, to award an Advanced Start-up Incentive of \$3,000 to LACED Revival LLC. Ayes: Rogers, Hager, McConnell, Zeijlmaker, Bryant, Hujik, and Rickett. Nays: None.

X. STRATEGIC PLANNING SESSION

As part of its 2021-2025 Strategic Planning process, the Economic Development Authority reviewed a number of Strategic Priorities to guide the work of staff and progress toward its overall vision. Rose Deal, Economic Development Director, provided qualitative data and a summary of the proposed priorities, reviewing the purpose and goals of each. Mrs. Deal then introduced consultant, Sandy Dubay with Platinum PR who facilitated discussion with the Authority members to assign strategies, metrics, and importance for each priority.

Discussion ensued among the Authority regarding the potential for a joint meeting with the Board of Supervisors, to further discuss and finalize priorities of the 2021-2025 Strategic Plan for the Office of Economic Development.

XI. ADJOURNMENT

There being no further business to discuss, Chairman Rogers called for a motion to adjourn the meeting. Mr. Rickett moved, and carried unanimously, to adjourn the meeting at 7:06 p.m.

Doug Rogers, Chairman

Attest:

Rose Deal, Secretary

