

Industrial Development Authority of the Town of Front Royal
and the County of Warren, Virginia, trading as
ECONOMIC DEVELOPMENT AUTHORITY
P.O. Box 445, 400-D Kendrick Lane; Front Royal, Virginia USA 22630
January 14, 2022 9:00 a.m.

AGENDA

The EDA Board of Directors is meeting via Zoom this month under the Governor's Health State of Emergency

1. **CALL TO ORDER – Chair Jeff Browne**
2. **ADOPTION OF AGENDA - ADDITIONS OR DELETIONS**
3. **APPROVAL OF MINUTES**
 - December 3, 2021 Regular Board Meeting
4. **CLOSED MEETING**
 - 3 matters- Discussion of disposition of publicly held real property where discussion in open meeting would adversely affect the bargaining position or negotiating strategy of the public body, Avtex Redevelopment, V, 1329 Happy Creek Rd, and 426 Baugh Drive, and legal advice related thereto, pursuant to Va. Code §§ 2.2-3711.A.3 and 8.
 - 1 matter – Consultation with legal counsel and briefings pertaining to actual or probable litigation, where such consultation or briefing in open meeting would adversely affect the negotiating or litigating posture of the public body, *EDA v. Jennifer McDonald, et al.*, pursuant to Va. Code §§ 2.2-3711.A.7 and 8.
 - 1 matter-Consultation with legal counsel regarding a specific legal matter requiring the provision of legal advice – First Bank & Trust, refinancing, pursuant to Va. Code §2.2-3711.A.8.
 - 1 matters- Personnel- Discussion of a personnel matter relating to 2 specific EDA Board Members pursuant to Va. Code §2.2-3711.A.1.
5. **COMMITTEE REPORTS**
 - A. **Executive Committee Administrative Update**
 - B. **Finance Committee**
 - C. **Asset Committee/ Marketing Report**
6. **COUNTY ADMINISTRATOR REPORT**
7. **OLD BUSINESS**
 - A. **STRATEGIC PLAN UPDATE**
 - B. **SEARCH COMMITTEE UPDATE**
8. **NEW BUSINESS**
 - A. **BUDGET LINE ITEM REALLOCATION**
9. **ADJOURN**



400 Kendrick Lane Suite D

P.O. Box 445

Front Royal, VA 22630

T: 540.635.2182 www.wceda.com

DATE 1/14/2022	ITEM 2	SUBJECT: Adoption of Agenda	
Adoption of Agenda: VOTES: AYES: NAYS: ABSTAIN: ABSENT:			
SUBMITTED BY: Board of Directors	DISPOSITION OF BOARD: <input type="checkbox"/> APPROVED <input type="checkbox"/> OTHER (DESCRIBE)	PROCESSED BY:	



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DATE 1/14/2022	ITEM 3	SUBJECT: Approval of December 3, 2021 Regular Board Meeting	
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SUBMITTED BY: Jorie Martin	DISPOSITION OF BOARD: <input type="checkbox"/> APPROVED <input type="checkbox"/> OTHER (DESCRIBE)	PROCESSED BY:
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DATE 1/14/2022	ITEM 4	SUBJECT: Closed Meeting	
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- a. 3 matters- Discussion of disposition of publicly held real property where discussion in open meeting would adversely affect the bargaining position or negotiating strategy of the public body, Avtex Redevelopment Happy Creek Lease and 426 Baugh Drive, and legal advice related thereto, pursuant to Va. Code §§ 2.2-3711.A.3 and 8.
- b. 1 matter – Consultation with legal counsel pertaining to actual or probable litigation, where such consultation or briefing in open meeting would adversely affect the negotiating or litigating posture of the public body, Small Business loan legal collections update, EDA v. Jennifer McDonald, et al., pursuant to Va. Code §§ 2.2-3711.A.7 and 8.
- c. 1 matter-Consultation with legal counsel regarding a specific legal matter requiring the provision of legal advice – First Bank & Trust refinance, pursuant to Va. Code §2.2-3711.A.8.
- d. 1 matter- Personnel- Discussion of a personnel matter relating to 2 specific EDA Board Members, pursuant to Va. Code §2.2-3711.A.1.

CERTIFICATION OF CLOSED MEETING

WHEREAS, the Front Royal Warren County Economic Development Authority (“Authority”) has convened in 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, Va. Code §2.2-3712 requires a certification by the Authority that such closed meeting was conducted in conformity with Virginia law;

NOW, THEREFORE, BE IT RESOLVED that the Authority hereby certifies 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 were heard, discussed or considered by the Authority.

SUBMITTED BY: Board of Directors	DISPOSITION OF BOARD: <input type="checkbox"/> APPROVED <input type="checkbox"/> OTHER (DESCRIBE)	PROCESSED BY:
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Executive Committee Report January 14, 2022

Administrative

400 Kendrick Drive

We've been working with the Town Electric Department, County Public Works, and contractors to repair and maintain our building.

Things that are completed:

- The Front Royal Electrical Department reinstalled a meter that gets electricity to Suite C after Shallow Creek indicated that was the primary issue with the lack of electricity in that Suite.
- Public Works ran hoses from the 3 dehumidifiers to the sump pump drains in the EDA basement, so they don't need servicing every 2-3 days.
- Public Works repaired toilets in Suite B.
- Public Works has been very helpful identifying issues and contractors to help with needed repairs and maintenance

Things that are needed and are being worked on with Public Works and contractors:

- Repair/review the HVAC systems for Suites B-E and specifically getting heat on in Suite C and one HVAC in Suite B that isn't pulling much power.
- The HVAC boxes for Suites D-E need repair and permanent filters.
- Install any needed water shutoff valves for Suites A-E (BG Plumbing). Some shutoff valves have been identified but they need to be identified, inspected, and tested.
- Drain the pipes in Suite A after we're sure the water cutoff works there the heat can be safely turned off in that unused area.
- Since the two snowfalls, there's a leak in the ceiling of the Suite D-E stairwell going to the basement that is dripping onto the railing, splashing on the stairs, and will ultimately ruin both without repair.
- Public Works to remove framing around a door and unneeded things in Suite B in preparation for C-CAP to rent it.
- Bird netting installed in the breezeway. The netting has been ordered and is in, but Public Works needs a lift to install it. They are waiting for several jobs to pile up to rent one. Is it worth asking if the County could borrow the Town Electrical Department's bucket truck?

FB&T Appraisals

- Provided leases of existing and future tenants

1329 Happy Creek Road

- Inspected the property recently acquired by EDA in the civil suit
- Worked on the lease agreement to offer to the tenant pending EDA Board approval.

EDA Board

- Dr. Tom Patteson has tendered his resignation from the EDA Board at the end of this month. His four-year term ends in February. He has been an anchor of the new EDA, actively participating in key roles in all aspects to reform and repair it.
- EDA has two open Board positions and no staff.



WCEDA Asset Management Committee Meeting Report

January 14th, 2022

- McKay Springs
 - Board members met with an agent representing a nationally recognized franchise possibly interested in a 2-acre parcel on the McKay Springs assemblage. It is recommended that the Town and County convene on this jointly owned property to discuss broader conceptual site planning strategies to determine the types and quantity of commercial entities they would like to attract for this corner.
- 1321 Happy Creek Road
 - Board members met with the occupants of 1321 Happy Creek to inspect residence and surrounding property. The EDA acquired this property through the McDonald bankruptcy proceedings. The EDA is working toward a possible occupancy agreement with the current occupant. Vice Chairman Harold has been contacted by a nationally based housing developer expressing interest in the 43 acres. The EDA will be evaluating the highest and best use of this property including a raw land sale, a joint-venture, or other possible development agreement with a qualified partner. The current by-right zoning of the property allows for 2 residences per acre.
- Avtex
 - Board members met with and continue to discuss development opportunities with a New Jersey based brownfield developer. The EDA is in early discussions with the group on conceptual plans and ideal uses for the entire site. The conceptual ideas presented may require all levels of federal, state, and local participation under a multi-jurisdictional approach
- Equus Warehouse at Stephens Industrial
 - The Equus project is not an EDA affiliated project, but we continue to engage with the developer and nurture prospects with the VA State Development Office. The State Development Office with assistance and participation from the EDA is pitching this locality and the Stephens Site for a European based manufacturing firm. Warren County has been “short listed” by the European firm’s selection committee.

- Kendrick Lane Lease

- The EDA is finalizing the lease space for C-CAP. At this point terms and conditions have been agreed upon with final board approval being required for execution.
- Work Force Housing
 - Vice Chairman Harold continues to monitor national trends on construction costs, and local and regional housing stock. Unfortunately, commodity-based materials continue to escalate and have failed to stabilize to any predictable level over the past 6 months. Lumber has fluctuated from an August low of \$450/1000 board feet to a current futures price of over \$1200. This has nearly tripled in the last 2 quarters. Inflationary pressures can stifle work force housing and market-based housing opportunities in the region by stalling projects or simply pricing potential buyers out of all housing tapestries. Despite these pressures, creative ways to support an affordable housing solution must continue. The EDA is constantly evaluating our current properties for such solutions and determining if re-positioning some intown parcels is feasible with current federal restrictions.



Front Royal/Warren County EDA: Marketing Report – January 14, 2022

1) Documents & Materials

We provided a one-page flyer for distribution to attendees of Governor Northam's November 16, 2021 announcement of the Nature's Touch expansion.

VEDP listings have been reviewed updated for the Avtex property and the FRWC Industrial Park property. As property valuation appraisals are completed, we should revisit VEDP listings to adjust pricing accordingly.

Drawing from the presentation materials created last August, we were able to quickly respond to a short-notice VEDP request for materials needed for a hot prospect meeting held January 10, 2022.

2) Focus on Core Industries: Advanced Manufacturing, Transportation & Logistics, Information Technology, and Food Processing

The next VEDP Business Investment Call Trip is scheduled for Maryland in April, 2022. Target discussion with VEDP in January, 2022. We will continue to coordinate with VEDP and consider additional VEDP-sponsored activities as opportunities arise.

The 2021 PLMA Private Label Trade Show, rescheduled for January 30 2021, was canceled due to the rise and uncertainty of the Omicron variant and surge of COVID-19 cases that is impacting corporate travel plans and international travel restrictions. The next event is scheduled for November 13-15 2022 in Chicago. This in-person event includes 1,500 private label manufacturing companies from 40 countries. VEDP will preset a minimum of 12 appointments with companies in the supply chain, food and beverage industries. A targeted prospect call list will be developed in coordination with VEDP's Call Center or designated vendor. VEDP will use the trade show to generate leads, gain industry insight on trends and issues and build relationships with key decision makers to create new opportunities for Virginia. Target discussion and planning with VEDP in August, 2022.



An integral part of an active marketing strategy is building relationships with those parties involved in the site selection process. The Site Selectors Guild is an association of site selection consultants who provide location strategy to businesses. Relationships with site selection consultants provide information sharing opportunities that helps us raise awareness of Warren County's many attributes, including our business-ready sites. The Site Selectors Guild offers programs and events to engage economic development agencies for mutual benefit.

We are targeting participation in certain Site Selectors Guild Events as they are announced:

- The Site Selectors Guild Fall Forum will be held in Richmond, VA September 19-21, 2022. Registration will open in spring 2022.
- One Day Sector Summits are small, in-person networking events that focus on specific industries ranging from advanced manufacturing to data centers. Two such summits were conducted in 2021, one focusing on advanced manufacturing and one focused on supply chain management and data centers.

We recommend enrollment in the Site Selectors Guild Partner Program - includes:

- Priority access to Annual Conference and Fall Forum registration
- Access to small Partner-only networking events with Guild members
- Recognition on the Site Selectors Guild website as a Guild Partner
- Opportunity to be featured through various social media posts from the Guild
- Participation in Guild research efforts and thought leadership programs.

Active Prospects and VEDP-initiated Projects: We have several confidential projects underway. No projects are at the stage of public announcement.

3) Update the Strategic Plan

Coordinate with the Strategic Plan Committee to include updates to the marketing plan and to ensure our marketing efforts align with strategic objectives, including:

- focus on retention, growth, and creation of local small businesses
- establishment of business mentorships,
- coordination of workforce development initiatives,
- business incubator,
- community forum/roundtable events (bus. execs, realtors, small business, health care providers, educators), and
- Renewal of the REBL & IRP loan programs to assist small businesses.



4) Draft 2022-2023 Marketing Budget:	\$23,450
VEDP Call Trips (2)	\$ 2,200
Per Trip: Hotel four nights \$900	
Food \$ 200	
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\$1,100	
Site Selectors Guild Events	
Virtual Table Talk (Zoom discussion)	\$ 2,500
Fall Forum (Sept. 19-21)	\$ 2,750
Registration \$2,000	
Transportation \$ 150	
Hotel two nights \$ 450	
Food \$ 150	
Site Selectors Guild Partner Program	\$ 1,500
Trade Show Events	
PLMA Private Label Trade Show	\$ 2,500
(Nov 13-15, 2022, Chicago, Illinois)	
Registration \$ 600	
Hotel three nights \$ 700	
Travel \$1,000	
Food \$ 200	
Website Development & Marketing Materials	\$10,000
Website Development \$8,000	
Print & Electronic Media \$2,000	
Community Forum/Roundtable Events (4)	\$ 2,000
Per Event: Materials \$100	
Advertising \$200	
Refreshments \$200	



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DATE	ITEM	SUBJECT:	
1/14/2022	6	County Administrator	
SUBMITTED BY: Board of Directors	DISPOSITION OF BOARD: <input type="checkbox"/> APPROVED <input type="checkbox"/> OTHER (DESCRIBE)		PROCESSED BY:



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DATE	ITEM	SUBJECT:	
1/14/2022	7	Old Business	
<ol style="list-style-type: none"> 1. Strategic Plan Review 2. Search Committee Update 			
SUBMITTED BY: Board of Directors	DISPOSITION OF BOARD: <input type="checkbox"/> APPROVED <input type="checkbox"/> OTHER (DESCRIBE)		PROCESSED BY:



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DATE 1/14/2022	ITEM 8	SUBJECT: New Business	
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1. Budget Line Item Reallocation

SUBMITTED BY: Board of Directors	DISPOSITION OF BOARD: <input type="checkbox"/> APPROVED <input type="checkbox"/> OTHER (DESCRIBE)	PROCESSED BY:
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