



**ECONOMIC DEVELOPMENT AUTHORITY BOARD  
WORK SESSION  
JUNE 8, 2022 - 7:00 PM  
KING WILLIAM COUNTY ADMINISTRATION BUILDING  
KING WILLIAM, VIRGINIA**

**A G E N D A**

- 1. Call to Order**
- 2. Roll Call**
- 3. Review and Adoption of Meeting Agenda**
- 4. Approval of Minutes**
  - a. April 23, 2022 Special Called Planning Meeting Revised Draft Minutes
  - b. May 11, 2022 Regular Meeting Draft Minutes
- 5. Work Session Matters**
  - a. Phase One Final Report from RKG - Kyle Talente, President (Zoom)
  - b. Ag Education Project - Tracy M. Porter, Sr. - Regional Program Assistant, Eastern Virginia ESU Small Farm Outreach Program (Zoom)
  - c. Appoint Business Roundtable - Percy C. Ashcraft, County Administrator
  - d. Farmer's Market & Family Fun Night Update - Sarah Williams, EDA Member
  - e. Meat Processing Plant Update - Meade Rhoads, EDA Chair
  - f. Project Prioritization Tools - Meade Rhoads, EDA Chair
- 6. Next Meeting - July 13, 2022**
- 7. Closed Meeting**
  - a. Motion to Convene 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 individuals to Boards and Commissions, and in accordance with Section 2.2-3711 (A)(5) to discuss a prospective business or industry or expansion of an existing business or industry where no previous announcement has been made.
  - b. Motion to Reconvene in Open Session

c. **Certification of Closed Meeting**

Mr. Chairman, I move that the King William County Economic Development Authority Board approve Standing Resolution 1 (SR-1) in accordance with Section 2.2-3712 (D) of the Code of Virginia, 1950, as amended, certifying that the Closed Meeting was conducted in conformity with the requirements of the Virginia Freedom of Information Act.

d. Action on Closed Meeting (if necessary)

**8. Adjourn or Recess**

**NOTES REGARDING AGENDA:**

This agenda is tentative only and subject to change by the Economic Development Authority Board.

During Public Comment and any Public Hearing periods, speakers shall be provided one opportunity of three minutes per individual or five minutes per group. Speakers shall provide their name, district of residence, and if applicable, the group they are representing. The EDA Board may modify and/or set other rules governing the conduct of Public Hearings.

**Detailed instructions for viewing live-streams of meetings, signing up to speak via Zoom (registration required by noon on the day of the meeting), and general guidelines for Public Comment & Public Hearings are available from the [King William County website](#).**

## **AGENDA ITEM 4.a.**

April 23, 2022 Special Called Planning Meeting Revised Draft Minutes

**DRAFT MINUTES  
KING WILLIAM COUNTY  
ECONOMIC DEVELOPMENT AUTHORITY  
SPECIAL CALLED PLANNING MEETING OF APRIL 23, 2022**

A special called planning meeting of the King William County Economic Development Authority Board of Directors was held on the 23rd day of April 2022, beginning at 9:00 a.m. in the Board Room of the County Administration Building and via Zoom.

**Agenda Item 1. CALL TO ORDER**

Chairman Rhoads called the meeting to order.

**Agenda Item 2. ROLL CALL**

The members were polled:

Eugene L. Campbell, Jr. – Secretary/Treasurer	Present
Travis W. Longest	Absent
Jason Brown	Present
W. Brian Hodges	Present
Kenneth A. Holderied	Present
Charles F. Piersa – Vice Chair	Present
Tiffany K. Barber	Present
Sarah Williams	Present
C. Meade Rhoads, Jr. – Chairman	Present

**Agenda Item 3. REVIEW AND ADOPTION OF MEETING AGENDA**

Authority Member Brown made a motion to approve the Meeting Agenda as presented. Vice Chair Piersa seconded. The Chairman called for any discussion. There being no discussion or opposition, the Meeting Agenda was adopted with no change.

Chairman Rhodes turned the meeting over to County Administrator, Percy Ashcraft.

**Agenda Item 4. BY-LAWS AMENDMENT – ESTABLISHING EDA PURPOSE**

Mr. Ashcraft said the EDA by-laws required some minor amendments. He also noted the lack of a purpose statement.

Section 1.1 Name –change to reflect the name “Economic Development Authority” as established in King William County Code §22-32.

Section 1.2 Purpose – Mr. Ashcraft provided a proposed purpose statement. Authority Member Hodges said a Vision & Mission Statement was presented to the Board of Supervisors in 2016-2017 which could be incorporated into the statement. Authority Member Brown suggested the purpose not be in the by-laws but in a separate document in order not to limit the Board or require future amendment. (The Vision & Mission Statement document was located and sent to the Board on 04/25/2022 via email.)

Section 2.4 Powers – change language to more clearly reflect state code reference.

Section 3.1 Officers – add additional language directly from state code.

Section 4.1 Annual Meeting – correct location to Board Room and city to King William.

Section 4.2 Regular Meeting – states regular meetings are held on the second Wednesday bimonthly (January, March, May, July, September, November). Authority Member Brown said they used to hold Work Sessions on the alternating months and noted what's stated in the by-laws is a minimum. Authority Member Hodges said previous Boards felt this gave them more flexibility. Chairman Rhoads said they would discuss this further in a future meeting. Also correct location to Board Room and city to King William.

Section 4.7 Agenda and Meeting Format – amend to add Roll Call, Review and Adoption of Meeting Agenda, Presentations, Next Meeting Date, and Adjourn or Recess which is the format currently followed.

Section 4.9 Electronic Participation – delete entire existing section and replace with state code §2.2-3708.2 as amended March 31, 2021 plus the EDA's written policy for the approval process which must be adopted before inclusion in the by-laws.

Section 4.10 Attendance – add additional language from state code.

Section 5.2 Special Committees – add “consisting of no more than any two (2) of the directors”.

Section 8.1 Amendments – update to make language clearer.

Section 9.1 Adoption – update language and date of adoption.

Section 9.2 Effective Date – update language, date, and name of Authority.

Section 9.3 Amendment – delete due to changes above.

Authority Member Campbell asked about the ex-officio members referenced in Section 2.1.1 which are to be representatives of the three Native American tribes within the County. He asked if they were interested in being part of the EDA. Authority Member Hodges said the purpose of making these positions ex-officio was to avoid overrepresentation in the districts. He said in the past the Pamunkey tribe was not very

interested, and the Upper Mattaponi tribe was interested. He suggested the invitation be extended again. Mr. Ashcraft said an official letter from the Authority could be sent to the tribes to invite them to participate. The consensus of the Board was that a letter should be sent. Vice Chair Piersa noted the Lower Mattaponi tribe may not be interested at this time due to other matters within the tribe. Kyle Talente, President & CEO of RKG Associates, said ex-officio members are provided a seat based on special status and the by-laws must specify whether those members will be voting or non-voting. The EDA by-laws state they are non-voting.

Deputy Clerk, Christine Branch, addressed FOIA issues with forming subcommittees of the EDA. The Virginia Freedom of Information Act (FOIA) states that meetings of public bodies must be open which means they must be advertised and open to the public (Code of Virginia §2.2-3707). Per the FOIA Council of Virginia, “a subcommittee comprised of two members is still a subcommittee subject to FOIA. If there are two or three members on a committee or subcommittee, then a quorum would be two members, and any time two members get together to discuss committee or subcommittee business, it would be considered a ‘meeting’ subject to FOIA (i.e., it must be noticed & open to the public).” According to the Code of Virginia §2.2-3707H any subcommittee appointed by the Board of Supervisors is exempt from having to keep minutes of their meetings. This does not, however, exempt the meeting from being open. The suggestion was made to hold Closed Meetings. A Closed Meeting can only be held as part of an Open Meeting. It would still have to be advertised and open to the public, even though the public would sit and wait while the EDA Board went into Closed Session. Chairman Rhoads asked Ms. Branch to send the Code references to the Board. (This was done on 04/25/2022 via email.)

Authority Members Campbell and Hodges asked about the quorum being only four members even though the EDA Board has grown to nine members. Ms. Branch said this is taken directly from the Code of Virginia §15.2-4904E which specifies four members constitute a quorum, regardless of the size of the Board.

## **Agenda Item 5. DEVELOP INTERNAL GOALS**

### **5.a. Meetings**

This topic was briefly covered during the by-laws discussion and will be discussed further at a future meeting.

### **5.b. Work Groups**

This topic was also covered during the by-laws discussion. In order to maintain compliance with FOIA rules, Work Groups will consist of one EDA Board member with staff support.

### **5c. Full or Part-Time Staff**

Mr. Ashcraft said this is not to be decided today but is something to think about.

Authority Member Hodges said there would need to be some sort of performance measurement to make sure they'd be getting bang for the buck.

Mr. Ashcraft said the person would be an employee of the EDA unless the County chose to hire a Director of Economic Development.

Authority Member Holderied said it could be a split position in the Planning Department – code enforcement and economic development. Mr. Ashcraft said contractors are currently expressing frustration that the County is not quick enough or the process is cumbersome.

Mr. Ashcraft said the Board needs to think about whether they need a part-time or full-time person or is current staff support sufficient. He said the Board of Supervisors has expressed a desire to hear the EDA Board's ideas and wants them to be active and successful.

Mr. Talente said RKG's Phase Two would help the Board determine if a dedicated staff person is even needed. If so, he said the staff person would need to be pro-business and shouldn't be the rules-enforcer person.

Authority Member Brown said it's important to think if the person should be an employee of the EDA or the County. Mr. Ashcraft said County staff would still continue to be involved either way.

Chairman Rhoads asked Mr. Ashcraft to keep the Board moving forward on the agenda.

Authority Member Hodges asked about the EDA's budget. Mr. Hudgins said they have the funds to do RKG's proposed Phase Two work. Mr. Hodges asked if the EDA had money in capital improvements. Mr. Hudgins said there is \$800,000 for capital which would need to be proposed from this Authority and approved by the Board of Supervisors. He said this money is not for the EDA only. Mr. Ashcraft said his way of doing things is that everything goes through the EDA and then to the Board of Supervisors.

Authority Member Campbell asked if the \$800,000 was left over from the \$2 million. Mr. Hudgins said 4-6 years ago the County set aside \$2 million for economic development, outside of the budget. This is the amount remaining.

Authority Member Brown said the EDA should identify significant initiatives, be conscious of the funds at their disposal, and possibly take a fee for facilitating the deal.

Authority Member Hodges said his concern with hiring someone is the EDA has nothing of their own. They are at the mercy of the County. He also said they cannot encumber future boards with the expense of supporting a staff person.

Authority Member Campbell said the County used to have two Economic Development Consultants. Authority Member Hodges said we could possibly share with West Point, Mr. Kelly; it would benefit both parties.

#### **5.d. Field Trips**

This topic was briefly covered during the other discussions.

#### **5.e. Buying & Selling Property**

Mr. Ashcraft said inventory in the County is slim. There may be an opportunity in Commerce Park or they could look to buy inexpensive land.

Authority Member Hodges asked if staff looked at the Newport News properties. Mr. Hudgins said they've sold some but not all. Mr. Ashcraft said this would be a Closed Meeting topic for a future meeting if there was interest.

### **Agenda Item 6. STRENGTHS AND WEAKNESSES FOR ECONOMIC DEVELOPMENT IN KING WILLIAM COUNTY**

Mr. Ashcraft asked Board Members to make a list of what they felt were the County's strengths and weaknesses.

#### **Strengths**

- Location
  - 30 minutes from 64, 95, and 295; central
  - Golden Triangle (DC, Richmond, Newport News/Virginia Beach)
- Compared to other areas, we have more land
- Growing population
- Opportunity as an emerging economy – citizen have needs and there is no competition
- Natural resources
  - River access
  - State parks
- Unique opportunities as a portal to the Northern Neck
- Route 360
- Broadband/gas on 360 and in West Point
- Ample road frontage land

- Broadband expansion underway
- Affluent residents (per capita income)
- Rural atmosphere
- Decent schools – safe, good graduation rates (this can be subjective). Mr. Ashcraft noted there are more offerings the schools would like but are limited by budget.
- Timber, gravel, fuller’s earth (clay), agriculture
  - And the knowledge base
- Proximity to regional event parks
- Water on three sides
- Hunting/fishing
- Native American Tribes – two federally recognized reservations.
  - Brings culture, history, diversity, contributions such as medical center
- Historic resources and sites
- Rail
- Grit
- Grainery – accessible by rail and water
- Regional airport

### **Weaknesses**

- Limited access to water/sewer/broadband
- Tax rates
- Clear vision – fight between rural and economic development
- No pad/building-ready sites
- No infrastructure in commerce parks
- Nothing large available
- Lack of large-scale, local, community developers (most from outside King William)
- Not open-minded
- Poor appearance of gateways
  - Grass not cut
  - Trash on roadsides
  - Roads
- Limited river access
  - Small, narrow entrances
  - Channel not marked
  - Dike signage gone
- Workforce
  - Lack of white-collar workers
  - Large percentage commute elsewhere to work
- No interstate
- Size – 10 miles wide, 60 miles long

- No brand identity
- 28% of the population is overleveraged
- Limited number of businesses already here
- Not enough miles between Mechanicsville and Tappahannock
- Lack of exposure – we’re not people’s first thought

Mr. Ashcraft said this is a good exercise to undertake periodically.

**Agenda Item 7. REVIEW OF BUSINESS DATA**

**7.a. Number of Business Licenses**

Mr. Hudgins showed a chart of FY2021 Business Revenues and Licenses (Attachment A).

Authority Member Brown asked what was comprised in Repairs, Business, and Personal. Mr. Hudgins said it is a catch-all category. Mr. Brown asked if there was a breakout for home businesses. Mr. Hudgins said no. Mr. Brown asked if these were annual figures. Mr. Hudgins said yes.

Chairman Rhoads asked what was considered a peddler. Mr. Hudgins said fireworks stands. It used to contain food trucks but they are now included elsewhere.

Authority Member Hodges asked the difference in the number of licenses between 2020 and 2021. Mr. Hudgins said it has increased.

Authority Member Holderied asked if this included West Point. Mr. Hudgins said the revenues do. West Point and Nestle are not included in the number of business licenses. Manufacturing was not in there as far as they could find in the data. Farms are only included if they sell other people’s products. The retail category includes restaurants, Food Lion, etc.

Vice Chair Piersa asked if the mill and Southern States were included in retail. Mr. Hudgins said they report revenues in the different categories which are appropriate to what they are selling.

Authority Member Campbell noted there is \$½ billion in business in the County each year.

Authority Member Hodges asked if they could get a list of businesses in each category. Mr. Hudgins said yes.

Authority Member Brown said he’d like to compare the percentages to similar counties.

Authority Member Brown asked about growth trends. Mr. Ashcraft said home occupations are growing. Authority Member Hodges asked if there were any regulatory documents in the County that restrict the size of home-based businesses. Mr. Hudgins said there are zoning

conditions such as the maximum amount of space in the home, traffic to the business, maximum number of employees, etc. Authority Member Williams asked if the restrictions apply to both residential and agricultural zoned properties. The details are contained in the County's Zoning Ordinance. Mr. Hodges said he'd like to see how much home businesses in the County grew.

Mr. Ashcraft asked the Board members to look at the figures and consider whether the County is balanced.

### **7.b. Top Tax Revenue Generating Properties**

Mr. Hudgins gave a list of the top 10 tax revenue generating properties in the County and showed their locations on the [GIS map](#).

1. Rock 10
2. Nestle
3. Central Garage Shopping center
4. King William Place
5. Bailey Living Trust
6. Chericoke
7. West Point Square, LLC
8. Old Town LLC
9. Grainery
10. Riverside Convalescent Center

Authority Member Hodges asked to see the total of the top ten compared to the rest of the properties in the County.

Mr. Hudgins said the improvements on the above properties make the values high.

## **Agenda Item 8. REVIEW OF MAPS**

### **8.a. Business & Industrial**

Mr. Hudgins showed the current Future Land Use (FLU) map (Attachment B).

Authority Member Hodges asked if there was a light industrial category. Mr. Hudgins said they may redefine it in the Zoning Ordinance, not in the FLU map.

Authority Member Campbell asked about Tribal Lands and the rules governing them. Authority Member Hodges said if the land is set up to be part of a federally recognized reservation, the Tribe can do whatever they like with it. He said he believes the process takes ten years. Mr. Hudgins said the spirit of the County's relationship with the Tribes is to work together to solve any issues that might arise.

Authority Member Holderied asked how a meat processing plant would get through zoning. Mr. Hudgins said by following the same process as everyone else. Authority Member Williams said it also depends on the size and whether it's a Virginia-owned business.

### **8.b. Public Utilities**

Mr. Hudgins said developers apply to Hampton Roads Sanitation District (HRSD) to expand their service area. HRSD then makes sure the County is on board for development in that area. The existing treatment plant in the County will be tripling its capacity from 100,000 gallons/day to 300,000 gallons/day. HRSD provides the capacity and the developer or County pays for running the lines.

Authority Member Hodges asked the capacity remaining on water. Mr. Hudgins said it depends on the community. The County projects 2025 which is why a new tower project is starting now. Mr. Hodges asked about bringing the water line to the other side of Route 360. Mr. Hudgins said they are detailing options now. He said it does go to Commerce Park.

Mr. Hudgins said Nestle has their own water system which consists of a well, pump for fire, and treated effluent. Treated effluent water could also be an option for other industry in the County. He said DEQ doesn't want industry drawing potable water.

Chairman Rhoads asked if land being refilled by Nestle can be redeveloped. Mr. Hudgins said the land is not owned by Nestle; they lease from the owner.

Chairman Rhoads said it should be a priority to get water on the east side of 360. Mr. Hudgins said east of Kennington is in the 10-15 year Master Utility Plan approved by the Board of Supervisors.

Mr. Hudgins said DEQ monitors all the wells and aquifers. Hanover is using a lot of the water in the aquifer now. DEQ monitors pressure and danger zones closer to Hanover.

### **8.c. VEDP Website**

The VEDP website shows marketable spots in the state. In King William, it lists the Sikes Property in West Point, Fontainebleau Industrial Park, Newcomb Property, Simons Property, Commerce Park, and West Point Industrial Park. It's up to the County to keep the listings up to date.

Authority Member Hodges said the site lists Verizon fiber/broadband as an available utility. Mr. Hudgins said he will update it to show Breezeline.

Authority Member Williams asked how King William compares. Mr. Ashcraft said within the Middle Peninsula, we're good. As compared to our other neighbors, we have less available.

Authority Member Holderied asked why the strip mall near Dollar General is not on the list. Mr. Hudgins said they probably did not ask for it to be on there. Authority Member Hodges said at one time, we were limited by VEDP as to how many we could list and so it was decided to focus on the best four or five.

Chairman Rhoads noted one criticism by RKG was not having prices listed. Authority Member Brown added our lack of a web presence was another criticism. Authority Member Holderied suggested an action item be to get all the available sites along 360 listed on the VEDP site. Authority Member Hodges asked why the last corner lot available at Routes 360 & 30 is not listed. Mr. Hudgins said he wasn't sure. Mr. Ashcraft said people may be trying to gauge HRSDs timing before listing properties.

Authority Member Holderied asked if we can create our own commercial property website. Mr. Ashcraft said yes. Chairman Rhoads said there is some risk involved with marketing other people's property. Authority Member Hodges said it has to be kept current.

Vice Chair Piersa noted that land prices are going up. Authority Member Hodges asked if there were any properties in the EDA's price range that could be purchased and made pad-ready to attract business.

## **Agenda Item 9. DEVELOP ACTION STRATEGIES**

### **9.a. Ag-Education Project**

Mr. Ashcraft asked if the Fauquier farm business model would fit here and where to go from here. He asked if they would take the same concept and locate it here in King William.

Authority Member Brown said he believed the partnership would be with the Extension Office. Mr. Ashcraft asked if the Board was in a position to bring Mr. Porter back to brainstorm. Mr. Brown said he was going to put together a one-page document with what they learned and then have Mr. Porter come back. He is not sure he'd want the EDA to stand up their own non-profit. Chairman Rhoads asked if this was something you could start small and add pieces on. Mr. Brown said it would be an economic benefit to the County and would help new and beginning King William farmers grow and learn.

Authority Member Williams suggested a place that leases land and gives access to equipment for emerging farmers. Authority Member Brown said a smaller educational piece could also be added. Authority Member Campbell said it should be started with the school and grown from there.

### **9.b. Processing Plant**

This topic was discussed during other agenda matters throughout the meeting.

### **9.c. Farmer's Market**

Ms. Williams suggested putting a Farmer's Market on the same property as the ag-education greenhouse. Chairman Rhoads said you had to look at the traffic. Vice Chair Piersa suggested putting a Farmer's Market on 360 west of 30 to catch people heading to the river. Authority Member Barber said signage could be created to draw people to the high school parking lot.

Authority Member Hodges said the American Legion property will be going up for auction by the state. Chairman Rhodes said it needs to be by the kitty litter plant. Mr. Hodges said it has to be on 360. He said the American Legion property is on 360, has 3.5 acres, and well and septic. The building could be torn down and a pavilion could be constructed.

Authority Member Holderied asked if the County received any money back from West Point on their pavilion project. Mr. Hudgins said no.

Authority Member Williams said a Farmer's Market requires a staff. Authority Member Brown said he thinks the Williamsburg model is the one to follow.

Mr. Ashcraft said he had originally proposed \$250,000 in capital for a Farmer's Market and community feedback was not favorable. He has reduced it to \$10,000 in the proposed capital improvement plan. He said in Prince George, they used a tent donated by the Farm Bureau and grew from there. It became a community hub and included crafts, food trucks, farmers, etc. The Farmer's Market became a community event. A current staff member was given a stipend to manage it.

Authority Member Holderied asked if the high school parking lot was available. Mr. Hudgins said we would have to ask them.

Authority Member Williams said a pilot market is a good idea and requires no infrastructure. Authority Member Hodges said FFA and other groups need volunteer hours and could help run the market. It could be a partnership where the EDA helps the school get a greenhouse and they can sell their products at the Farmer's Market. Vice Chair Piersa said placing the greenhouse at the school has already been approved. Authority Member Barber said she spoke with Goochland about the costs associated with a greenhouse. Their FFA and ag students use it. She said King William has 40-50 kids in FFA and this would be a huge asset. Ms. Williams said there may be federal and state funding available. Mr. Ashcraft said the local Extension Office and 4-H club might help as well. Vice Chair Piersa said he spoke with the FFA teacher, Mr. Hill, and he's excited about the prospect. This would also allow younger kids to get involved.

Vice Chair Piersa asked when the American Legion property was being auctioned. Authority Member Hodges said he didn't know. Authority Member Barber said a business partner could be found to donate signage. Mr. Hodges said Tractor Supply might donate it since it would bring traffic their way.

Authority Member Holderied asked if there were any plans for the old mobile home sales place on 360. It is 14 acres and listed at \$1 million.

Authority Member Williams asked if anyone had heard of a processing plant coming to Tappahannock. She said a farmer's survey went out last year. No one had heard about it. Ms. Williams said she would investigate further.

Authority Member Holderied said the greenhouse at the high school and Farmer's Market at the high school could be done this year. He asked how the market made money. Mr. Ashcraft said it's not intended to. Authority Member Hodges asked if you had to have a business license or liability certificate to sell at the market. Authority Member Williams said it depends on the market rules.

Authority Member Brown said there is a USDA Farmer's Market grant for up to \$250,000. He said there didn't seem to be a lot of startup costs.

Authority Member Hodges asked about using the grounds around the Historical Courthouse as a venue for weddings and other events. Authority Member Campbell said the Historical Society is concerned about possible damage of irreplaceable structures. Mr. Hodges said we should have a map of the County which shows tourist spots, photography spots, etc. He said you don't have to spend money to get people to drive through.

Authority Member Williams said farmers have already booked the markets they're planning to participate in for the year and suggested holding it on a Friday or perhaps in the fall.

Chairman Rhoads said there are a lot of things this could expand into which could possibly make money for the County such as canning, kitchen, cold storage, etc. He agrees with holding a pilot market at the high school. Authority Member Brown said it's a low-intensity effort. Authority Member Williams said you need a vegetable vendor, baker, meat vendor, craft vendor, and ready-to-eat food vendor (food truck). She knows who to recruit.

#### **9.d. Commerce Park Participation**

This topic was held over for another meeting due to time constraints.

#### **9.e. Appoint Business Roundtable**

This topic was held over for another meeting due to time constraints.

**9.f. Phase 2 Recommendations from RKG**

Mr. Talente said they are editing the final report and he will come to the May meeting. He said Phase Two would have action steps.

**9.g. Host Business Fair**

This topic was held over for another meeting due to time constraints.

**9.h. Analyze Need for Development of an Industrial Park**

This topic was held over for another meeting due to time constraints.

**Agenda Item 10. OTHER MATTERS**

**Action Items:**

Authority Member Williams will be the EDA Advisor for the Farmer’s Market and work with County staff on the details.

Mr. Ashcraft will get information requested during the meeting out to the Board this week.

Authority Member Holderied said having a property list with owners and values and creating a website should be an action item. Mr. Ashcraft asked Mr. Holderied if he would be the EDA Advisor for this. Authority Member Brown said Mr. Holderied would just have to get the information, staff would make the other stuff happen. Mr. Ashcraft said some issues may have to be discussed in Closed Meeting. Mr. Holderied will work towards collecting information as his time and opportunity allow.

**Agenda Item 11. NEXT MEETING - May 11, 2022**

The next regular meeting will be held on Wednesday, May 11, 2022.

**Agenda Item 12. TENTATIVE CLOSED MEETING (if necessary)**

A Closed Meeting was not necessary.

**Agenda Item 12. ADJOURN**

By unanimous decision, the meeting was adjourned at 1:10pm.

COPY TESTE:

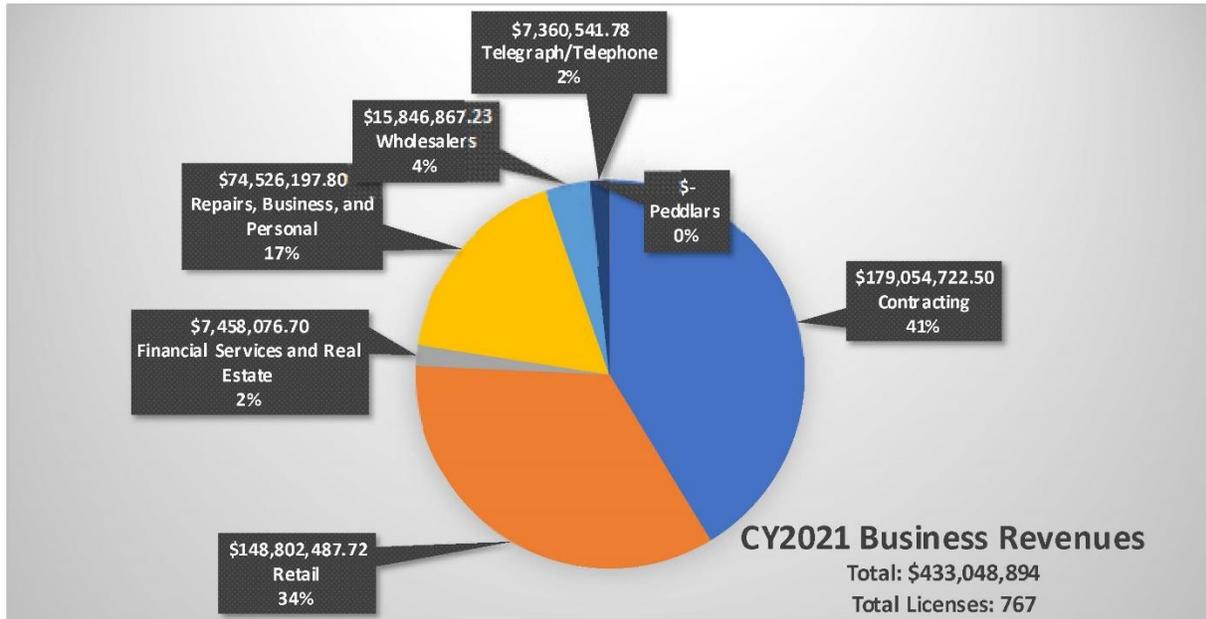
---

C. Meade Rhoads, Jr.  
Chairman

---

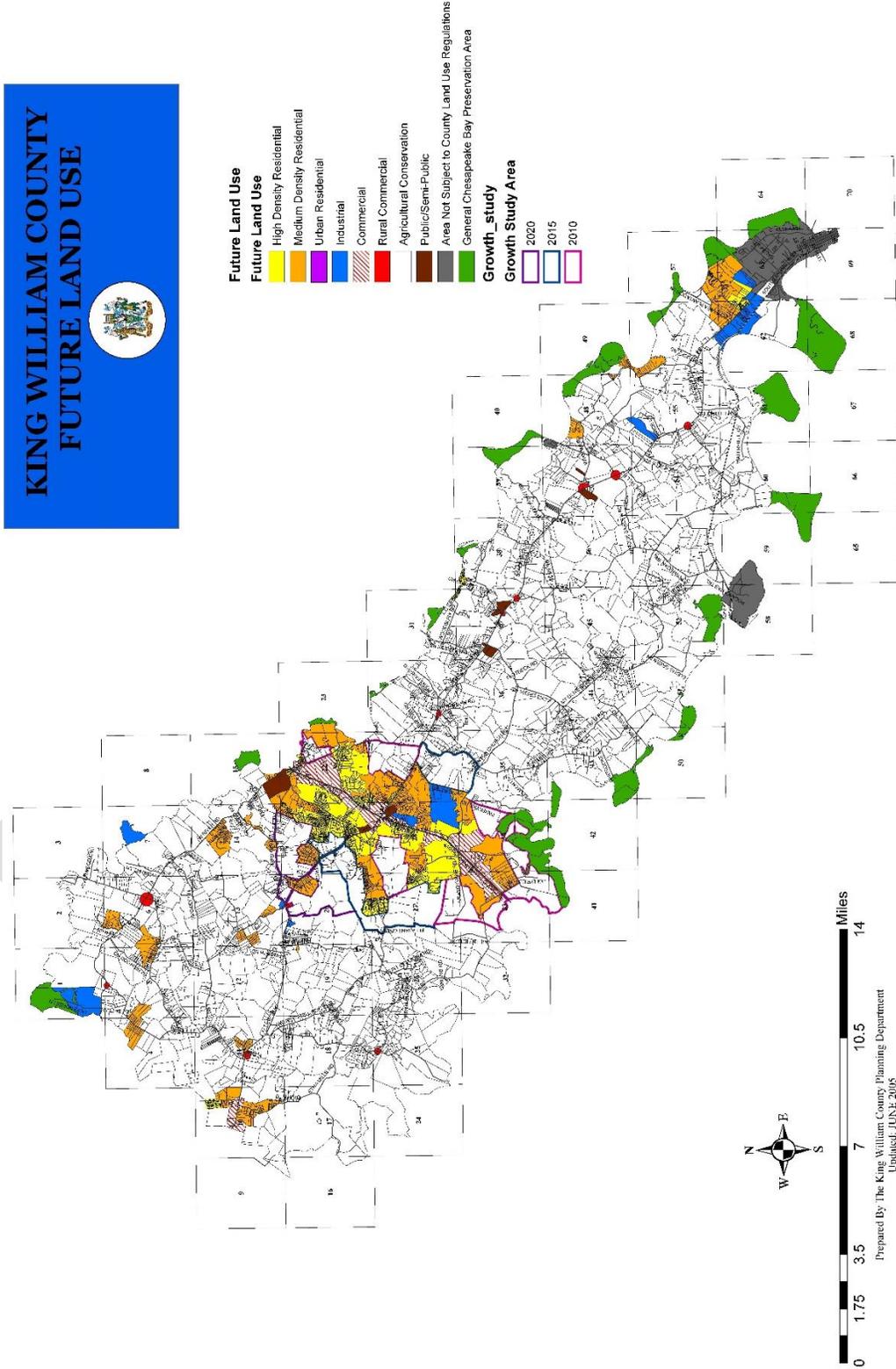
Christine H. Branch  
Deputy Clerk

**Attachment A**



DRAFT

# Attachment B



## **AGENDA ITEM 4.b.**

May 11, 2022 Regular Meeting Draft Minutes

**DRAFT MINUTES  
KING WILLIAM COUNTY  
ECONOMIC DEVELOPMENT AUTHORITY  
REGULAR MEETING OF MAY 11, 2022**

A regular meeting of the King William County Economic Development Authority Board of Directors was held on the 11th day of May 2022, beginning at 7:00 p.m. in the Board Room of the County Administration Building and via Zoom.

**Agenda Item 1. CALL TO ORDER**

Chairman Rhoads called the meeting to order.

Chairman Rhoads asked for a motion to approve participation via Zoom for Authority Member Holderied who was unable to attend in person due to a personal matter relating to childcare. Authority Member Brown made a motion to approve participation via Zoom for Authority Member Holderied. Vice Chair Piersa seconded the motion. The Chairman called for any discussion. The members were polled:

Eugene L. Campbell, Jr. – Secretary/Treasurer	Aye
Jason Brown	Aye
W. Brian Hodges	Aye
Kenneth A. Holderied	
Charles F. Piersa – Vice Chair	Aye
Tiffany K. Barber	Aye
Sarah Williams	Aye
C. Meade Rhoads, Jr. – Chairman	Aye

Authority Member Holderied’s participation by electronic means from his home was approved.

**Agenda Item 2. ROLL CALL**

The members were polled:

Jason Brown	Present
W. Brian Hodges	Present
Kenneth A. Holderied	Present (Zoom)
Charles F. Piersa – Vice Chair	Present
Tiffany K. Barber	Present
Sarah Williams	Present
Eugene L. Campbell, Jr. – Secretary/Treasurer	Present
C. Meade Rhoads, Jr. – Chairman	Present

### **Agenda Item 3. REVIEW AND ADOPTION OF MEETING AGENDA**

Chairman Rhoads asked to add two items to the agenda – discussion of an EDA website as requested by Authority Member Holderied and evaluating and prioritizing prospective projects. He also suggested switching Item 7.d. and 7.b. so that Mr. Porter could present earlier in the meeting.

Authority Member Brown made a motion to approve the Meeting Agenda with the above changes. Authority Member Campbell seconded. The Chairman called for any discussion. There being no discussion or opposition, the Meeting Agenda was adopted with the above changes.

### **Agenda Item 4. APPROVAL OF MINUTES**

#### **4.a. April 13, 2022 Regular Meeting Draft Minutes**

Vice Chair Piersa moved to approve the April 13, 2022 minutes as presented. Authority Member Brown seconded the motion. The Chairman called for any discussion. There being no discussion or opposition, the meeting minutes for April 13, 2022 were approved.

#### **4.b. April 23, 2022 Special Called Planning Meeting Draft Minutes**

Chairman Rhoads asked to remove the strengths bullet point “Affluent residents” on page 6 because it is inconsistent with the later mentioned weakness regarding an overleveraged population. Authority Member Hodges pointed out that minutes simply reflect what was said at the meeting. They do not give validity to the points made.

Chairman Rhoads said the first sentence under Item 9.a. on page 10 was incorrect as he did not say “franchises”. Ms. Branch will review the meeting recording to correct that section of the minutes to accurately reflect what was said and resubmit them for approval.

### **Agenda Item 5. TREASURER’S REPORT**

Mr. Hudgins said there has been no change to the EDA budget. Mr. Ashcraft said the Board of Supervisors approved the FY ’23 Budget at their recent meeting.

Authority Member Brown asked if RKG has been paid. Mr. Hudgins said all but the final invoice has been paid.

### **Agenda Item 7. CHAIRPERSON’S REPORT**

Chairman Rhoads presented sample Economic Impact Analysis data which he suggested could be used to evaluate and prioritize proposed projects.

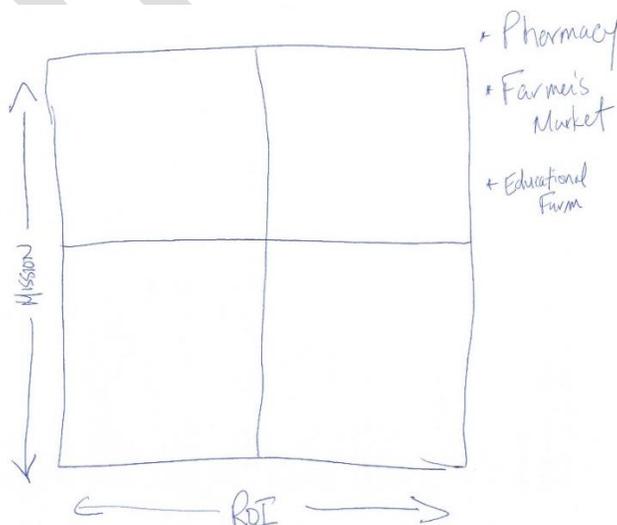
Authority Member Hodges asked if we are only looking at tangible investments. He gave the example of the West Point Pavilion project which did not have a financial Return on Investment (ROI) but had other intangible value. Authority Member Brown said there was a financial ROI in that the EDA invested in the improvement of the property and the County owns a portion of the property. However, the good will the project fostered has no tangible value. Authority Member Hodges said it is easier to look at and measure the tangible but sometimes the intangibles outweigh the tangibles. Authority Member Brown said to look at it from an income perspective as well as a value perspective. Looking at things both ways captures the increase in the asset. Authority Member Hodges said we need to make sure we look at the intangibles as well as the tangibles. Chairman Rhoads said this process can be used to prioritize projects. Authority Member Campbell agreed project analysis should include both.

Vice Chair Piersa said the EDA should prioritize projects by what is best for King William County and its citizens. He said utilization also needs to be considered.

Chairman Rhoads asked Mr. Ashcraft how others have done prioritization. Mr. Ashcraft said the April 23<sup>rd</sup> planning session helped with the EDA's strategy and now the Board must decide what they want to invest in. He said when a project comes in, staff works it. He used Nestle as an example. He said the Board must decide what they want to move on and then direct staff to do the groundwork. The Board knows best what the community wants.

Authority Member Holderied said to potentially go after a specific customer they want in the County using the information compiled by RKG.

Authority Member Brown said to measure two critical factors – how it aligns with the EDA's mission & purpose, and the ROI level. He said there needs to be a solid understanding of what the EDA wants to do.



Authority Member Campbell said he thinks the EDA should go after every possible lead and asked what is being prioritized.

Authority Member Hodges said to look at the logistics and timing of the projects. For example, putting the greenhouse at the school could be done now while school is out and be ready when students return in the fall. Farmers have already chosen the markets they will participate in. He said we should advertise and pursue an owner-operated pharmacy to come to the County since the larger companies are not interested.

Vice Chair Piersa said to make sure doing something new is not going to hurt an existing business, for example Tommy's Produce and the plan to open a Farmer's Market in Central Garage.

Chairman Rhoades said to look at the pros and cons, and tangibles and intangibles. Authority Member Hodges said to put together a survey and ask the community what they want so the Board is not pursuing something the community doesn't want. It's another factor to consider.

Vice Chair Piersa said Board members should listen to the presentation Mr. Ashcraft gave to the Ruritan about the future vision for the County.

Chairman Rhoades said meaningful dialogue that advances specific things is needed. He suggested using Authority Member Brown's matrix (above).

Authority Member Brown said he appreciated the pros and cons provided by Chairman Rhoades. He said the Board needs focused time to discuss things and it may be helpful to have work sessions.

Authority Member Hodges agreed work sessions are needed.

Authority Member Campbell said the Board needs to hear RKG's analysis first, then try to prioritize leads.

Chairman Rhoades said he wants to make sure everyone is ok with the strategy.

Authority Member Williams said she's ok with work sessions even though it's not in the bylaws.

Chairman Rhoades summarized the discussion – the Board will use Authority Member Brown's matrix as a goal to prioritize and assess risk and use the pros and cons spreadsheet. The Board members agreed.

**Agenda Item 7. UNFINISHED BUSINESS**

**7.a. Phase One Final Report from RKG – Kyle Talente, President**

Mr. Ashcraft said the report addresses what RKG said it would address. Vice Chair Piersa said the number of doctor’s offices mentioned in the report is incorrect and he doesn’t agree with their assessment of the schools.

Authority Member Hodges suggested Board members take time to read the document first before going over it with Mr. Talente.

Vice Chair Piersa made a motion to delay Mr. Talente’s presentation until Board members have time to read over the document. Authority Member Hodges seconded the motion. The Chairman called for any discussion. Authority Member Williams said there shouldn’t be a problem with Mr. Talente providing a brief summary. Mr. Talente said it’s fine with him if Board members would like more time to review the document. Authority Member Brown said understanding pages 13-18 would be aided by a general orientation of the contract. The members were polled:

Kenneth A. Holderied	Nay
Charles F. Piersa – Vice Chair	Aye
Tiffany K. Barber	Nay
Sarah Williams	Nay
Eugene L. Campbell, Jr. – Secretary/Treasurer	Aye
Jason Brown	Nay
W. Brian Hodges	Aye
C. Meade Rhoads, Jr. – Chairman	Nay

The motion failed.

Mr. Talente gave a brief summary of pages 13-18.

**Target Industries**

- Agriculture & Forestry –small to mid-scale industry, tourism, education, agritourism
- Entertainment & Recreation – water access, existing opportunities and conveniences, extend the stay
- Transportation & Warehousing – not on a large scale like Wal-Mart; local and regional
- Research & Development – statewide/regional, existing natural resources
- Healthcare & Social Assistance – substantial growth in the 55+ population, need for urgent care and more childcare

Mr. Talente said the County doesn’t have the capacity to pursue all target industries so the EDA needs to decide what’s the priority – increasing jobs, providing services, etc. It’s also important to ask, “what are we willing to accommodate?”

Mr. Talente said the detailed retail discussion is included in the Appendix.

Chairman Rhoads suggested gathering the Board's comments and having Mr. Talente address them. Board members are to send comments to Ms. Branch by Friday, May 20, 2022 and she will compile and send them to Mr. Talente.

Mr. Ashcraft asked the board to review the document for factual and philosophical input.

**7.b. Ag Education Project - Tracy M. Porter, Sr. - Regional Program Assistant, Eastern Virginia ESU Small Farm Outreach Program (moved from 7.d.)**

Mr. Porter was not able to be present.

**7.c. Farmer's Market Update - Percy Ashcraft, County Administrator**

Mr. Ashcraft said King William High School will allow their parking lot to be used for a pilot market. A usage application must be completed. He said the last three Fridays in July are options to choose from. If this is what the Board wants to do, staff will begin working on it with Authority Member Williams.

Chairman Rhoads asked if vendors need insurance, permits, etc. Mr. Ashcraft said no business license is needed and vendors do not need insurance. Chairman Rhoads said the usage document says insurance is necessary. Authority Member Williams said vendors only need a business license if they are selling other people's products. Mr. Ashcraft said he would double-check with the Commissioner of Revenue about the permits and the schools regarding the insurance.

Authority Member Hodges asked about food safety and inspections. Authority Member Williams said it depends on the market. Authority Member Hodges asked if there was any way to see other County's documents regarding Farmer's Markets. Authority Member Williams said she'd work on that.

Authority Member Brown said the next step is to pick a date and then see if vendors are interested. He said we should also talk to Tommy's Produce.

Mr. Ashcraft asked if vendors should be charged a fee. Authority Member Hodges said he'd rather have participation and we should invite Tommy's Produce to be there.

Authority Member Barber suggested making it a family function and stress that other vendors will be there as well.

Authority Member Brown suggested the date of July 22<sup>nd</sup>. Vice Chair Piersa asked if Little League games would be going that night. Authority Member Barber said they are over by then.

Chairman Rhoads said vendors, details (staging, signage), cost, and the possibility of a band or music need to be addressed.

Vice Chair Piersa asked if the antique cars are still holding gatherings at the school. Authority Member Barber said she didn't think they are doing it anymore and also didn't think they'd want to be part of this.

Authority Member Williams said we want food trucks. Authority Member Barber suggested Turbos and Blue's Ice Cream. Vice Chair Piersa asked about a bounce house.

Authority Member Brown said information should be provided by staff. Chairman Rhoads said he doesn't want to hurt anyone. Authority Member Brown said to communicate early and often to avoid hurt feelings.

Authority Member Holderied said it could be called Friday Night Out and could become a community event. Authority Member Barber said to sell it as a Family Night.

Authority Member Hodges asked if alcohol could be sold on school property. Mr. Hudgins and Mr. Ashcraft said it is prohibited. Vice Chair asked about smoking. Mr. Ashcraft said it is prohibited on school grounds. Vice Chair Piersa said he agreed with making it more of a Friday Night Out than a Farmer's Market.

Authority Member Hodges said a special meeting could be called if necessary to work on details.

Authority Member Williams asked if a survey could be created for farmers, artisans, etc. She said she has a list of vendors it could be sent to. Authority Member Hodges said he could write the survey. Chairman Rhoads said we should survey interest level rather than saying we're doing it. Mr. Ashcraft and Authority Member Williams said we need to say we're doing it and go forward with planning.

Authority Member Holderied said it could be held certain Fridays each month. Authority Members Barber and Williams said no more than once per month, July through September. Authority Member Barber said the KWHS football schedule needs to be checked. Mr. Ashcraft said it cannot happen after August when school resumes.

Authority Member Holderied said a non-profit could be formed if the events are wildly successful.

Vice Chair Piersa made a motion to approve staff to work with Authority Member Williams in planning the Farmer's Market Event. Authority Member Brown seconded. There being no discussion and no opposition, the motion was approved.

**7.d. By-Laws Update - Percy C. Ashcraft, County Administrator (moved from 7.b.)**

Section 4.2 Regular Meetings. Vice Chair Piersa said a work session should be held every other month. Authority Member Brown said it should not be too specific.

Chairman Rhoads said the discussion of bylaws should be tabled.

Authority Member Brown said a discussion focused around the purpose and mission is needed. The other things are perfunctory.

Chairman Rhoads asked members to bring comments to the next meeting for discussion.

Chairman Rhoads said he prefers to sit at the table for meetings rather than the dais. Mr. Ashcraft said the issue is with sound as the microphones are needed.

Chairman Rhoads said the next meeting will be a work session and topics will include the bylaws, RKG report (send comments to Ms. Branch by 5/20), and the Farmer's Market.

**7.e. EDA Website Discussion – Kenneth A. Holderied (item added to agenda)**

Authority Member Holderied said he has begun working on the database of commercial properties. He reached out to some real estate websites. They pull their information from MLS. He said he spoke with Mr. Talente and he thinks having a separate site is a good idea.

Chairman Rhoads said to put the topic on the matrix and list the pros and cons.

Vice Chair Piersa said he spoke with a realtor who has industrial sites available but has received no bites.

Authority Member Holderied said it could be a powerful tool for marketing and could help find companies who already have a reason to come here.

Authority Member Brown said the website is a vehicle to address a critical weakness identified by RKG. He said more information, including cost, is needed.

**Agenda Item 8. NEW BUSINESS**

**8.a. Appoint Business Roundtable - Percy Ashcraft, County Administrator**

This topic was held over for another meeting due to time constraints.

**Agenda Item 9. PUBLIC COMMENT PERIOD**

There was no one present in-person or online.

**Agenda Item 10. NEXT MEETING - June 8, 2022**

**Agenda Item 11. CLOSED MEETING**

This topic was held over for another meeting due to time constraints.

**Agenda Item 12. ADJOURN OR RECESS**

Authority Member Hodges made a motion to adjourn to April 23, 2022 at 9am. Motion was seconded by Authority Member Brown. There being no discussion and no opposition, the meeting was adjourned.

COPY TESTE:

---

C. Meade Rhoads, Jr.  
Chairman

---

Christine H. Branch  
Deputy Clerk

## **AGENDA ITEM 5.a.**

Phase One Final Report from RKG - Kyle Talente, President (Zoom)



Christine H. Branch  
Deputy Clerk

William L. Hodges, First District  
Travis J. Moskalski, Second District  
Stephen K. Greenwood, Third District  
C. Stewart Garber, Jr., Fourth District  
Edwin H. Moren, Jr., Fifth District

## MEMORANDUM

**DATE:** May 24, 2022

**TO:** Kyle Talente, President & CEO – RKG Associates  
Economic Development Authority Board of Directors

**FROM:** Christine H. Branch, Deputy Clerk  
deputyclerk@kingwilliamcounty.us

**SUBJECT: Compiled Comments from EDA Board on RKG's Phase I Final Report**

The following comments and questions were submitted:

Charles Piersa, Vice Chair

- On page 2 paragraph 5, how do you feel that more new homes will help when each home is actually a county expense of at least \$3000.00. Encouraging new homes will not help the county financial reserve. Children in these households need educations which will make the already full schools fuller and will be inadequate.
- Page 3 paragraph 3, there is incorrect medical center information for this area. Currently there are 4 primary care offices in Aylett, they are: Aylett Medical Center, VCU King William (was Riverside), CVHS King William (was King William Community Doctors), and Aylett Family Wellness. There is also a primary care office in the Town of West Point called TPMG. This seems to be more than enough doctors' offices in this area. However, we do need a pharmacy and an urgent care to be available for growth.
- Page 5 paragraph 5 West Point Logging needs to be added to the list of lumber yards in King William County
- Page 7 paragraph 2 The U S Department of Agriculture information is incorrect on its information on Hollyfield Farm. The solar farm was created because that area was not suitable for farming yields due to swamp land.

Sarah Williams

- Page 3, 18, Appendix, etc. - anywhere healthcare is discussed. Of more importance really than an emergency room is an after-hours urgent care facility. I can't tell you how many times parents have to take their kids to Mechanicsville or Williamsburg for something minor that they would never take to an ER. Especially with the County having so many young families, an urgent care + pharmacy would be my top picks for healthcare. I think there are sufficient doctors' offices at this point until other more pressing needs are met.
- Page 6 - typo 'Real Estate Inventory' paragraph, last sentence: ... properties, particularly those that are ready....

## **AGENDA ITEM 7.a.**

Motion to Convene 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 individuals to Boards and Commissions, and in accordance with Section 2.2-3711 (A)(5) to discuss a prospective business or industry or expansion of an existing business or industry where no previous announcement has been made.

## **CLOSED MEETING MOTIONS - EDA**

**✦ PERSONNEL** – In accordance with Section 2.2-3711 (A)(1) of the Code of Virginia, I move that the Economic Development Authority Board convene in Closed Meeting to consider a personnel matter involving the (choose from below):

1. appointment of individuals to Boards and Commissions.

2. interview of a prospective candidate for employment.

(or the)

3. Employment

6. Promotion

9. Salary

4. Assignment

7. Performance

10. Discipline

5. Appointment

8. Demotion

11. Resignation

of a specific public officer / appointee / employee.

**PUBLIC PROPERTY** – In accordance with Section 2.2-3711 (A)(3) of the Code of Virginia, I move that the Economic Development Authority Board convene in Closed Meeting regarding real property used for a public purpose, specifically pertaining to (choose from below):

1. the acquisition of real property for a public purpose.

2. the disposition of (name publicly held real property involved).

because discussion in an open meeting may adversely affect the bargaining position or negotiating strategy of the Board.

**PROTECTION OF PRIVACY OF INDIVIDUALS** – In accordance with Section 2.2-3711 (A)(4) of the Code of Virginia, I move that the Economic Development Authority Board convene in Closed Meeting regarding a personal matter not related to public business in order to protect the privacy of individuals.

**✦ PROSPECTIVE BUSINESS OR INDUSTRY OR EXPANSIONS OF EXISTING BUSINESS OR INDUSTRY** – In accordance with Section 2.2-3711 (A)(5) of the Code of Virginia, I move that the Economic Development Authority Board convene in Closed Meeting to discuss a prospective business or industry or expansion of an existing business or industry where no previous announcement has been made.

**INVESTING OF PUBLIC FUNDS** – In accordance with Section 2.2-3711 (A)(6) of the Code of Virginia, I move that the Economic Development Authority Board convene in Closed Meeting to discuss the investing of public funds where competition or bargaining is involved and where discussion in open session would adversely affect the financial interest of the County.

## **AGENDA ITEM 7.c.**

### **Certification of Closed Meeting**

Mr. Chairman, I move that the King William County Economic Development Authority Board approve Standing Resolution 1 (SR-1) in accordance with Section 2.2-3712 (D) of the Code of Virginia, 1950, as amended, certifying that the Closed Meeting was conducted in conformity with the requirements of the Virginia Freedom of Information Act.

**CERTIFICATION OF CLOSED MEETING - EDA**

Mr. Chairman, I move that the King William County Economic Development Authority Board approve Standing Resolution 1 (SR-1) in accordance with Section 2.2-3712 (D) of the Code of Virginia, 1950, as amended, certifying that the Closed Meeting was conducted in conformity with the requirements of the Virginia Freedom of Information Act.

**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 \_\_\_\_\_ day of \_\_\_\_\_, 2021, 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 by the King William County Economic Development Authority Board in the Closed Meeting to which this certification resolution applies; and
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.

**[ROLL CALL VOTE]**