

**APPROVED MINUTES
KING WILLIAM COUNTY
ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING OF APRIL 13, 2022**

A meeting of the King William County Economic Development Authority Board of Directors was held on the 13th day of April 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.

Agenda Item 2. ROLL CALL

The members were polled:

Eugene L. Campbell, Jr. – Secretary/Treasurer	Present
Travis W. Longest	Absent
Jason Brown	Absent
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

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

Agenda Item 4. APPROVAL OF MINUTES

4.a. March 9, 2022 Joint Meeting with the Planning Commission Draft Minutes

Authority Member Campbell moved to approve the minutes with one change - a correction to show that he was Present and arrived at 7:15pm rather than showing Absent and arriving at 7:15pm. Vice Chair Piersa seconded the motion with the change. The Chairman called for any discussion. There being no discussion or opposition, the meeting minutes for March 9, 2022 were approved with the one change noted above.

Agenda Item 5. PRESENTATION

5.a. Virginia Economic Development Partnership - Jason El Koubi, President & CEO (Via Zoom)

Mr. El Koubi went over economic development in the Commonwealth of Virginia and the services offered by the Virginia Economic Development Partnership. He also outlined their strategic plan and goal progress. At any given time, the VEDP is managing between 300-400 projects.

Authority Member Campbell asked if VEDP can guide the County in what needs to be done to be competitive. Mr. El Koubi said yes, a Local & Regional Competitiveness Initiative assessment can be completed which shows how one locality stacks up against the others. It can be done formally or informally and the VEDP can dive in and support, advise, and participate with the EDA. The assessment starts with what you're trying to achieve. Mr. Campbell asked if the assessment was one-on-one and if it was free. Mr. El Koubi said yes to both.

Authority Member Williams asked what the regions titled Virginia Growth Alliance and E Region were. Mr. El Koubi said the Virginia Growth Alliance is comprised of regional EDO's and the E Region is comprised on counties in Southwest Virginia.

Authority Member Holderied asked about M&T tax barriers and how you get around them. Mr. El Koubi said some localities lower the rate or eliminate it entirely for the first few years. Incentive grants from the state or locality are also used and vary by locality.

Chairman Rhodes ask if VEDP works directly with EDAs for financing. Mr. El Koubi said they do it all the time and most require a local match. He said funding partnerships among localities are common and the funds flow through the locality. Chairman Rhodes asked what structure they use to initiate a project. Mr. El Koubi said they work with EDA-owned properties, private landowners, RIFFA agreements between two or more localities, and a variety of other mechanisms.

Authority Member Hodges said a separate agency besides the EDA is not needed to buy, sell, or own property.

Chairman Rhodes asked about an operating entity such as a co-op. Mr. El Koubi said VEDP does not do that. He said it might be VDACS for agriculture and forestry.

Chairman Rhodes asked the next step. Percy Ashcraft, County Administrator, said they would discuss it at the April 23rd planning meeting and then reach back out to VEDP.

Authority Member Hodges asked if there's a certain period when grants are accepted. Mr. El Koubi said it is a rolling application for site characterization grants which include basic, high-

level site research and evaluation. There are application windows for site development grants which provide more sophisticated research and cover soft and hard costs on a higher dollar scale. Their goal is to get a site to a point where if a business chooses it, it's low-risk and they can break ground within 12-18 months.

Authority Member Hodges asked if the grants were allocated by region or throughout the whole state. Mr. El Koubi said it's historically a state-wide process and they make sure there is strategic development across regions where there is a high potential to attract business – where you can get the biggest bang for the buck. He said it wasn't until recently they started doing this.

Mr. El Koubi said the General Assembly is considering a \$150 million one-time investment in site development across the state. He said they then need to continue investing in it annually. He doesn't know what the General Assembly will decide or the language they'll use.

Chairman Rhodes noted there is \$7 million for soft costs. Mr. El Koubi said that was in the last grant cycle and all has been allocated. Chairman Rhodes asked if there were grants available for hard costs. Mr. El Koubi said yes but hard costs eat up a lot of money which isn't always necessary and is cost-prohibitive.

Authority Member Hodges asked if there was checklist of items that makes a site a winning site. Mr. El Koubi said they have that information and could discuss it in a separate meeting.

5.b. Middle Peninsula Alliance (MPA) - Sherry A. Spring, Director of Economic Development -Gloucester County (Via Zoom)

Ms. Spring said she is the liaison between VEDP and the Middle Peninsula Alliance (MPA) and works closely with the VEDP. She passes leads from the VEDP to the localities. In King William County, she passes them to Mr. Ashcraft and Mr. Hudgins, the Deputy County Administrator.

The MPA started in 2017-2018 with seven localities each contributing \$5,000. She's not sure what the future will be for the MPA.

Chairman Rhodes asked if the EDA had an objective or target, can the MPA help or talk with them. Ms. Spring said she has a lot of experience and is happy to share her knowledge.

She said big companies are looking for interstate access, an enterprise zone, water, sewer, and natural gas. She said it could cost \$20,000-\$30,000 per locality to hire someone to have a regional partnership.

Authority Member Campbell asked if there were any activity going on. Ms. Spring said you need buildings and sites. There is an industrial park project lead from VEDP which is looking for 25 acres and up with utilities (water, sewer, gas) and a workforce.

Authority Member Holderied asked how the dominoes fell with the shopping center on Route 17 in Gloucester. Ms. Spring said it happened before she joined the county. She said retail and service is not considered economic development as far as VEDP is concerned. Mr. Holderied asked if water and sewer are a deal breaker. Ms. Spring said yes, as is broadband, especially for home-based businesses. He asked if it's a case of build it and they will come. Ms. Spring said the Route 17 shopping center developer won't build anything unless he has a commitment from a retailer.

Authority Member Hodges asked if more industrial parks are needed. He asked how many are in the Middle Peninsula region and what's their population. He said King William has two and they're not doing well. He asked the utility of industrial parks in today's economy. Ms. Spring said she'd send an email to the MPA partners and ask for that information.

Chairman Rhodes said finished sites ready to go are what people are looking for. Authority Member Hodges said West Point's industrial park has that and it's not full. Authority Member Piersa said there's no structure there. Ms. Spring said she'd ask them the capacity, site size, and square footage of buildings they have available. She said buildings are important and noted that they built one and it took three years to find someone interested in it.

5.c. Go Virginia Region 6 Presentation – Chip Boyles, Executive Director & Ian Ginger, Program Director

Mr. Boyles said King William County is part of Region 6 – the Mary Ball Washington Region. The Virginia Initiative for Growth & Opportunity in Each Region was created state-wide in 2016. Go Virginia works via private-public partnerships and offers different grant opportunities. He said they will come and meet with the County to discuss ways they can help. Go Virginia staff assists with completing grant applications and with DHCD on their decisions. He said they have not been spending all the money allocated to this region.

Authority Member Campbell asked if there were any projects in our area. Mr. Boyles said most interest has been in the Fredericksburg area. Mr. Campbell asked the grant turnaround time. Mr. Boyles said it's a rolling application, but it takes time to get in front of the state board, which meets quarterly. From application to reimbursement is typically six months. The grants are given on a reimbursement basis.

Chairman Rhodes asked the size of grants available. Mr. Boyles said from \$100,000 to \$2 million.

Authority Member Hodges said Go Virginia worked within the County on Pamunkey Net and MPA Site Characterization.

Authority Member Holderied said there are many grants listed on the Go Virginia website and asked what open meant. Mr. Boyles said open means they are accepting applications for that grant.

Chairman Rhodes asked how they define localities for grants requiring multi-locality participation. Mr. Boyles said towns, counties, or cities; not a town and the county it's in.

5.d. Hampton Roads Sanitation District (HRSD) - John Dano & Kendall Korey (Via Zoom)

Mr. Dano said HRSD exists to protect public health and water. They operate two plants in King William County – West Point (600,000 gallons/day) and Central Garage (100,000 gallons/day). In 2021, West Point used 500,000 gallons. Central Garage is maxed out. They are in the process of expanding to be able to treat 300,000 gallons/day in Central Garage. It will cost \$29 million. The design should be complete this spring and the plant should be complete in March 2025. He said they are experiencing supply chain impacts and the plant must be complete before any hook ups.

Authority Member Hodges asked how many households/users can be serviced. Mr. Dano said they estimate 100 gallons per user per day.

Authority Member Holderied asked about running lines down Route 360. Mr. Dano said they just need capacity. Mr. Hudgins said they upped to 300,000 to include Commerce Park.

Mr. Dano said the \$29 million cost was for the treatment plant only, not for running the lines.

Agenda Item 6. TREASURER'S REPORT

Mr. Hudgins said \$15,000 had been spent for the RKG study. The County has paid two of three invoices. A balance of \$7,500 will be due once the final product report is received.

Agenda Item 7. CHAIRPERSON'S REPORT

There was no Chairperson's Report presented.

Agenda Item 8. UNFINISHED BUSINESS

8.a. Fauquier Education Farm Visit Update – Meade Rhoads, Chairman

Chairman Rhoads asked if the members who visited the farm could visualize one here. Authority Member Campbell said yes, maybe through FFA where there's labor nearby and it would be associated with the schools. Mr. Campbell showed some photos he took at the farm.

Vice Chair Piersa said the EDA could help with the kids at the school greenhouse as a way to give back to the community. Authority Member Williams said her child went through the ag class and felt it was helpful. She said kids don't see a lot of small ag.

Authority Member Campbell said it might help some kids choose agriculture as a career.

Chairman Rhodes said it could be a cluster scale-up and be expanded in the future.

Authority Member Holderied asked the mechanics of it and who owned the land.

Authority Member Campbell said the farm was a non-profit and he wasn't sure where the land came from, possibly the state.

Vice Chair Piersa said there's enough land for a greenhouse at the school.

Chairman Rhodes asked about a bigger vision opportunity such as meat processing. Vice Chair Piersa said not at the school.

Authority Member Holderied asked if they seek out landowners then create a non-profit through the EDA. Chairman Rhodes said it needs to be achievable.

Vice Chair Piersa said he was asked if there was anything involved in starting a Christmas tree farm. Mr. Ashcraft said there would have to be proper zoning and the person should speak with Sherry Graham, Director of Planning. Authority Member Williams said there used to be one in King & Queen, but they ran out of trees.

Authority Member Hodges asked the size of the school's FFA program. Vice Chair Piersa said it would start growing if they had a greenhouse. Mr. Hodges said there's always a maximum concern; if there's a need, is the school willing to take it on. Vice Chair Piersa said he will find out.

Chairman Rhodes said there are no bad ideas and not to shut anything down. He said to do a little dreaming and bring ideas to the upcoming planning retreat.

8.b. RKG Discussion - Percy Ashcraft, County Administrator

Mr. Ashcraft said he talked with RKG about moving to Phase Two and told them he wanted to see the final product from Phase One before making a commitment. He said there is money in the budget for Phase Two.

Chairman Rhodes said they engaged RKG to bring focus and get the EDA started.

Agenda Item 9. NEW BUSINESS

9.a. Discussion of Planning Retreat - Percy Ashcraft, County Administrator

Mr. Ashcraft asked the members to review the draft agenda and make suggestions for other topics of discussion. Ideas offered were to add a 24-hour vet and cannery to the Action Strategies agenda item.

9.b. Survey Completion - Percy Ashcraft, County Administrator

Mr. Ashcraft asked the members to complete the survey if they haven't already and gave a brief overview of responses so far (Attachment A). He said Liz Povar with VEDA said King William County has more potential today than any other locality in the Middle Peninsula.

Chairman Rhodes said the EDA is fortunate to have Mr. Ashcraft and thanked him.

Agenda Item 10. PUBLIC COMMENT PERIOD

There was no one present.

Agenda Item 11. NEXT MEETING - April 13, 2022 and May 11, 2022

A Special Called Planning Meeting will take place on Saturday, April 13, 2022, from 9am-1pm in the Administration Building Board Room. The next regular meeting will be held on Wednesday, May 11, 2022.

Agenda Item 12. ADJOURN OR RECESS

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

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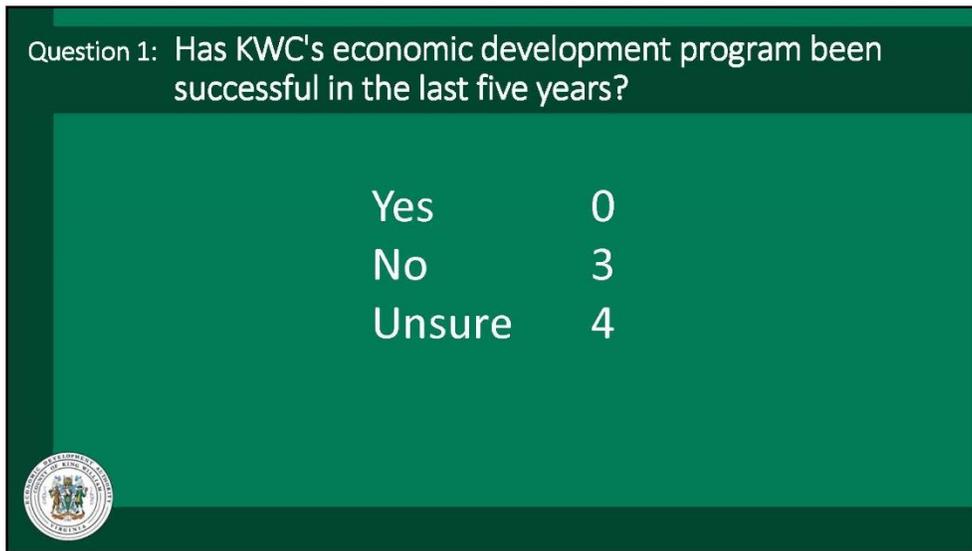
C. Meade Rhoads, Jr.
Chairman

Christine H. Branch
Deputy Clerk

ATTACHMENT A



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Question 2: Which of the following economic development functions are most important to you? (Choose 3)

Developing real estate for business	2
Ensuring adequate and affordable housing	0
Workforce development	1
Recruiting new business	6
Retaining existing business	4
Supporting small business	1
Supporting business formation (entrepreneurship)	3
Placemaking/tourism	0
Creating a community brand	2
Leadership development	0



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Question 3: What assets does KWC have to build an effective economic development program? (Choose all that apply.)

Buildings ready for occupancy	1
Sites ready for development	3
Available workforce	3
Incentive policy	1
Transportation infrastructure	1
Fair tax rates	1
Adequate water, sewer, and broadband	2
Workforce training programs	0
Vision and measurable objectives for success	2
Funding capacity to carry out the program	2



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Question 4: What are the biggest challenges to KWC to build an effective economic development program? (Choose all that apply.)

Lack of prepared sites	4
Lack of workforce training programs	0
Inadequate size of labor pool	0
Lack of quantity or quality of affordable housing	0
Water and sewer capacity	4
Cost of water and sewer	1
Clear, defined strategy for economic development	3
Funding for economic development	5
Industry knowledge/market research	3



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Question 5: Which of the following outcomes of economic development success is the most important to you?

(Choose one.)

Jobs for citizens	0
Quality of jobs	0
Revenue for locality	1
Removal of blight	0
Creating demand for small business	0
Creating a positive brand image for KWC	3
Sustain and expand existing business	0
Attract new business	1
Announce a new major employer	0
Creating a pipeline of skilled workers	0
Creating an economically healthy community	2



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Question 6: What is the greatest threat to the economic future of KWC?

Infrastructure

Failure to support appropriate development with vision and focus (allowing poor quality and/or random development to occur)

We need to make sure that the infrastructure is ready for businesses (water/sewer/broadband). KW has a reputation of not being business ready and not being business friendly. We need to figure out how to reverse this perception.



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Question 6: What is the greatest threat to the economic future of KWC?

Tappahannock and Mechanicsville. As Tappahannock grows and attracts bigger businesses, more businesses will skip over KW and go to Tappahannock as history has shown. We do not have enough miles between Mechanicsville and Tappahannock to justify the same business or many retailers to be in all 3 towns. For that reason, we should focus on light manufacturing and retailers that would benefit from KW being between 2 large towns. Also, we do not have a planning and zoning that talks with EDA. EDA and zoning needs to be aware of all business development interest.



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Question 6: What is the greatest threat to the economic future of KWC?

Immediate-Term: Normalizing KW's real estate and personal assessment records and collections.

Short-Term: Adopting a unified County Mission Statement & Brand consistently pulled through County Land Use policy and practices

Long-Term: Balanced financially sustainable residential growth patterns



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Question 6: What is the greatest threat to the economic future of KWC?

Some of the greatest threats to the economic future of KWC are we have no infrastructure in place. We have no property owned by KWC ready for development if the opportunity arose. Question: if an industry wants to be based in the county, how long would it take for it to happen?

We need to upgrade our infrastructure, namely water, sewer, and broadband. We also need to promote King William more ... we are open for business.



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Question 7: What is the most important first step to take to move forward with an economic development plan for KWC?

Be business friendly

Clean line of communication with Planning and zoning which fields most all of the interest from companies and developers. Staffed EDA individual whose success is measured on metrics is what would be a massive help.

Unified agreement on a single reasonably achievable project



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Question 7: What is the most important first step to take to move forward with an economic development plan for KWC?

Upgrading our Comprehensive Plan is a BIG step forward. Now following through and applying that plan as we move forward will ensure an orderly development. Also, upgrading our infrastructure is a must to attract businesses to King William.

The most important first step would be to have infrastructure internet service and a place for them to go.



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Question 7: What is the most important first step to take to move forward with an economic development plan for KWC?

We need to change the image to show that King William is excited to have new businesses. We need to have a smooth process. Then we need to have a marketing campaign showing KW as business friendly.

Orient the plan to the county 2041 plan and create an outline of agenda items to further that vision.



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