

**APPROVED 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.

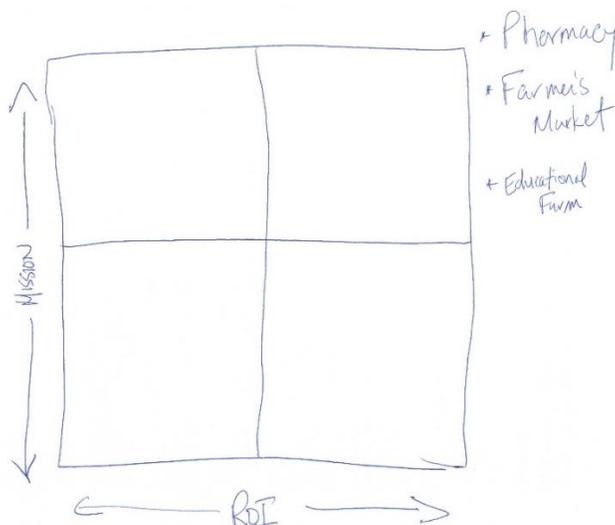
Authority Member Hodges asked if we are only looking at tangible investments. He gave the example of the West Point Pavilion project which did not have a financial Return on Investment (ROI) but had other intangible value. Authority Member Brown said there was a financial ROI in that the EDA invested 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 Rhoads 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 Rhoads. 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 Rhoads 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 Rhoads 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:

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C. Meade Rhoads, Jr.  
Chairman

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Christine H. Branch  
Deputy Clerk