

**APPROVED MINUTES  
KING WILLIAM COUNTY  
ECONOMIC DEVELOPMENT AUTHORITY  
WORK SESSION MEETING OF JUNE 8, 2022**

A Work Session meeting of the King William County Economic Development Authority Board of Directors was held on the 8th day of June 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 Ms. Barber who was unable to attend in person due to personal illness. Vice Chair Piersa made a motion to approve participation via Zoom for Ms. Barber. Mr. Brown seconded the motion. All were in favor with none opposing.

Ms. Barber's participation by electronic means from her home was approved.

**Agenda Item 2. ROLL CALL**

The members were polled:

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

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

Percy Ashcraft, County Administrator said Agenda Items 5.c. and 5.d. could be removed.

Vice Chair Piersa made a motion to approve the Amended Meeting Agenda with the above changes. Mr. Brown 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 23, 2022 Special Called Planning Meeting Revised Draft Minutes**

**4.b. May 11, 2022 Regular Meeting Draft Minutes**

Mr. Campbell made a motion to approve April 23, 2022 and May 11, 2022 minutes as presented. Vice Chair Piersa seconded. The Chairman called for any discussion. There being no discussion or opposition, the minutes were approved.

## **Agenda Item 5. WORK SESSION MATTERS**

### **5.a. Phase One Final Report from RKG - Kyle Talente, President (Zoom)**

Mr. Talente said he'd send a revised version after tonight's discussion. He highlighted the County's strengths and weaknesses and identified opportunities and threats.

Mr. Holderied asked if restaurants are a good goal. Mr. Talente said yes. Mr. Holderied asked if owner/operator or chains should be targeted. Mr. Talente said more likely independent or destination-style restaurants. Mr. Holderied asked if restaurants are looking for sites with a building already established or not. Mr. Talente said it depends on the site.

Mr. Campbell asked about waterfront restaurants and said he doesn't see that happening here. Mr. Talente said possibly a place with views of the waterfront.

Mr. Talente went over preliminary strategies, assets, operations, and next steps.

Chairman Rhoads asked Mr. Talente to walk through incremental physical impact. Mr. Brown said there is on average, less than one child per household in the County. Mr. Talente said you want the cost per square foot of revenue over expenses to be net positive. As the County creates more jobs, more interest in people wanting to live here grows as well.

Vice Chair Piersa said he didn't think the RKG numbers coincide with the numbers presented by Chris Couch at a previous meeting. Mr. Brown said Mr. Couch used national averages and RKG is using King William statistics. Chairman Rhoads said the important thing to the EDA is non-residential.

Ms. Williams asked about the \$0 impact for a household with no children. Mr. Talente said it's not literally \$0; it means the net revenue is not a large number. It also means the average personal property and sales tax cover most of the cost of the household.

Ms. Williams asked what percentage of sales tax the assumption was based on. Mr. Talente said they assumed 60% of the household's purchases were local and 40% were outside the County. He can change the model if necessary to see different impacts. He said these are averages based on RKG's research and experience.

Chairman Rhoads said RKG is showing a primary, high-level overview whereas Mr. Couch included all the minutia. He said the answers are not that different. Mr. Talente said Phase 2 includes a much deeper analysis.

Mr. Brown said we already know the average cost of a home is not sufficient to cover costs to the County. He said we can move the needle by focusing on non-residential development.

Chairman Rhoads said the EDA needs to bring business to the County.

Vice Chair Piersa suggested waiting until the final revised document was received before making a motion to accept the results.

Mr. Holderied made a motion to accept the Phase 1 report. Mr. Brown seconded the motion. The Chairman called for any discussion. The members were polled:

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

**5.b. Ag Education Project - Tracy M. Porter, Sr. - Regional Program Assistant, Eastern Virginia ESU Small Farm Outreach Program (Zoom)**

A meat processing plant for small farmers was discussed. There is a great need right now as people are experiencing an 8-month delay before they can get an appointment. Right now, local farmers have to travel. Having a local plant would help the whole region.

An educational farm was discussed. Farm incubation programs to train beginning farmers could be an option. Food grown on the farm can be donated to food banks. It would require at least one salaried person to run.

**5.c. Secretary of Trade and Commerce Tour on August 24th - Percy C. Ashcraft, County Administrator**

**5.d. Business Roundtable Discussion - Percy C. Ashcraft, County Administrator**

**5.e. Farmer's Market & Family Fun Night Update - Sarah Williams, EDA Member**

The two pilot dates chosen were July 22<sup>nd</sup> and August 19<sup>th</sup> from 4-7pm at the King William High School parking lot. Ms. Williams said she has six local farmers who have committed selling meat, dairy, and veggies. Glow Holistic also said yes.

Vice Chair Piersa asked if anyone had talked with Tommy's Produce. Mr. Ashcraft said not yet. Mr. Brown suggested Vice Chair Piersa talk to them since he knows them.

Mr. Porter said he can reach out to people who may be interested in participating as well.

**5.f. Meat Processing Plant Update - Meade Rhoads, EDA Chair**

Chairman Rhoads said he participated in a meat processing plant webinar. He believes there are a lot of benefits to doing it as a co-op. He shared a link to the video of the webinar.

Ms. Williams said she was contacted about one in Essex. They were 100% ready to do it but decided they are so busy, it's not worth it to them. There is great need for a USDA inspected facility.

**5.g. Project Prioritization Tools - Meade Rhoads, EDA Chair**

Mr. Brown made a motion to skip this item and move on to Item 5.h. Vice Chair Piersa seconded. With no discussion or opposition, the motion passed.

**5.h. Discussion: Establish King William County prominence as "The" regional hub in Virginia for commercially viable and financially profitable agricultural-based activities by 2037 - Jay Brown, EDA Member**

Mr. Brown presented a motion and plan for moving forward. He said the EDA should start with a meat processing plant and then add to it.

Mr. Holderied asked how adding a meat processing plant makes more revenue for the County. Chairman Rhoads said the motion sets an objective for King William to be an agricultural hub by 2037. Vice Chair Piersa asked if it's something we want in front of the public – smells, etc. Mr. Brown said it would generate personal property tax revenue. Chairman Rhoads said it engages the agricultural community and a co-op would keep money in the County. Ms. Williams said she thinks it is a great idea and asked how the EDA would be part of it. Mr. Brown said by applying for grants and loans. He said the EDA may be able to hire a grant writer plus they can use Mr. Porter and other co-op members' expertise. Vice Chair Piersa asked if the meat would be processed for sale or personal use. Ms. Williams said both. She said no one here does chickens. A value-added option could be dried, smoked meats. Chairman Rhoads said there are a lot of resources – federal, state, etc. He said a feasibility study would need to be done and RKG could possibly be used for that. Ms. Williams asked if there were sources who funded feasibility studies.

Ms. Williams said she remembered a County survey about agritourism in the past. Mr. Brown said it was Luke Hallman, a past EDA member's study. Chairman Rhoads said it lost traction. Mr. Brown said he thought Mr. Hallman contacted Melissa Anderson about creating a map. Ms. Williams said the map needed to be online and suggested bringing visibility to local farmers with "taste of" days.

Mr. Holderied asked if a separate motion needed to be made just for the meat processing plant. Mr. Brown said a number of things need to happen simultaneously. We need to move along a path to get to ag-related things, guide development, and can pivot as needed. Mr. Holderied asked if it would be better to put it out to an entrepreneur. Mr. Brown there is grant funding that can only be accessed through the EDA/County. Ms. Williams asked if the motion limits the EDA. Mr. Campbell said this is a very broad motion and asked how the public is going to react to it. Mr. Brown said meat is only a part of this. It gives a direction to work towards which includes a lot of things. It doesn't lock the EDA into any one thing and programs are available to work towards.

Vice Chair Piersa said he wants to see the greenhouse at the High School.

Mr. Holderied made a motion that the Economic Development Authority of King William County further its purpose by inducing manufacturing that will further the use of its agricultural products and natural resources by concentrating its effort to establish King William County's prominence as "The" regional hub in Virginia for commercially viable and financially profitable agricultural-based activities by 2037. To accomplish the proposed agricultural objective(s) by 2037, the EDA will:

- Engage RKG to complete Phase 2 of their Economic Development Analysis to obtain "specific recommendations tied to goals" and a road map for the Authority to follow "with granular action steps" for among other things, "site identification" and "capital costing"; and
- Remain willing to work in cooperation with other local jurisdictions in pursuit of establishing King William's prominence as an Agricultural Hub; and
- "Focus on 1 -2 sites" in gateway locations for centerpiece regional Agricultural Business Park(s) in the County on Route 360 south of Route 30 to be the centerpiece with "ready to go assets" to "expand industrial (and light industrial) boundaries in Central Garage"; and
- "Engage key site owners" and "engage agriculture community to explore potential of value-added economic development assets" like a "processing facility or cannery" to create synergies to "preserve existing production-based clusters" in the County; and
- Identify "funding resources to accomplish goals" to move to "be more proactive rather than reactive"; and
- "Initiate comprehensive community engagement to build support and garner insight"; and
- "Enhance [the EDA's] virtual economic development presence"; and
- Prioritize "Target Industry Clusters" in:
  - o "Transportation & Warehousing" uses like "distribution and fulfillment centers," "cold storage facilities."

- “Agriculture and forestry,” opportunities like “county / regional agri-business incubator,” agricultural “upper market trends (local-source, free range, hemp, etc.),” “Environmentally friendly products (e.g. soybeans for tires etc.),” “WWOOF,” “Agritourism” uses like “Distilleries, breweries, wineries, etc.,” “crop-picking (tree-farming etc.),” “retreat and rendezvous centers,” “Farmers Markets,” and “Nature Centers.”
  - “Industrial” prospects in “wood product manufacturing,” “agricultural “artisan / home good production,” “Food product manufacturing.”
  - “Research laboratories” in furtherance of “Fullers Earth and local minerals for human uses,” Wetland’s research,” Cooperatives with Virginia Tech Agricultural and Extension Center” or other agricultural educational opportunities; and
- Explore Cooperative Ownership structures and how that or similar ownership structures might “engage the agricultural community” and its profitability; and
  - Create agricultural brand(s) to benefit King William County (e.g. Hanover Tomatoes); and
  - Maximize the use of federal and state funding and grant opportunities.

Ms. Williams seconded the motion. The Chairman called for any discussion. The members were polled:

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

**Agenda Item 6. NEXT MEETING – July 13, 2022**

**Agenda Item 7. CLOSED MEETING**

Mr. Brown made a motion to convene in 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. Vice Chair Piersa seconded. The Chairman called for any discussion. With no discussion and none opposing, the Closed Meeting was convened.

**7.b. Reconvene in Open Session**

Mr. Brown made a motion to reconvene in open session. Ms. Williams seconded. The Chairman called for any discussion. With no discussion and none opposing, the open meeting was reconvened.

**7.c. Certification of Closed Meeting**

Mr. Brown made a motion to 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. Ms. Williams seconded. The Chairman called for any discussion. The members were polled:

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

**7.d. Action on Closed Meeting (if necessary)**

Mr. Brown made a motion to recommend to the Board of Supervisors Elizabeth Copeland, Brian Hodges, and Straughan Robinson for consideration for the two open positions on the EDA Board. Vice Chair Piersa seconded. The Chairman called for any discussion. The members were polled:

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

**Agenda Item 8. ADJOURN OR RECESS**

Chairman Rhoads adjourned the meeting.

COPY TESTE:

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C. Meade Rhoads, Jr.  
Chairman

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Christine H. Branch  
Deputy Clerk



ECONOMIC DEVELOPMENT AUTHORITY OF KING WILLIAM COUNTY, VIRGINIA

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## BOARD MOTION

Mr. Holderied made a motion that the Economic Development Authority of King William County further its purpose by inducing manufacturing that will further the use of its agricultural products and natural resources by concentrating its effort to establish King William County's prominence as "The" regional hub in Virginia for commercially viable and financially profitable agricultural-based activities by 2037. To accomplish the proposed agricultural objective(s) by 2037, the EDA will:

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- Prioritize "Target Industry Clusters" in:
  - o "Transportation & Warehousing" uses like "distribution and fulfillment centers," "cold storage facilities."
  - o "Agriculture and forestry," opportunities like "county / regional agri-business incubator," agricultural "upper market trends (local-source, free range, hemp, etc.)," "Environmentally friendly products (e.g. soybeans for tires etc.)," "WWOOF," "Agritourism" uses like "Distilleries, breweries, wineries, etc.," "crop-picking (tree-farming etc.)," "retreat and rendezvous centers," "Farmers Markets," and "Nature Centers."

- “Industrial” prospects in “wood product manufacturing,” “agricultural “artisan / home good production,” “Food product manufacturing.”
- “Research laboratories” in furtherance of “Fullers Earth and local minerals for human uses,” Wetland’s research,” Cooperatives with Virginia Tech Agricultural and Extension Center” or other agricultural educational opportunities; and
- Explore Cooperative Ownership structures and how that or similar ownership structures might “engage the agricultural community” and its profitability; and
- Create agricultural brand(s) to benefit King William County (e.g. Hanover Tomatoes); and
- Maximize the use of federal and state funding and grant opportunities.

Ms. Williams seconded the motion. The Chairman called for any discussion. The members were polled:

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

The motion passed on this the 8<sup>th</sup> day of June, 2022.