

**APPROVED MINUTES  
KING WILLIAM COUNTY ECONOMIC DEVELOPMENT AUTHORITY  
WORK SESSION MEETING OF DECEMBER 14, 2022**

A Work Session meeting of the King William County Economic Development Authority Board of Directors was held on the 14th day of December 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.

Mr. Hardwick made a motion to approve electronic participation for Mr. Holderied due to illness. Mr. Piersa seconded. The Chair called for any discussion. The members were polled.

Eugene L. Campbell, Jr. – Secretary/Treasurer	Absent (Arrived 7:05pm)
D. Straughan Robinson, III	Aye
Jason Brown	Absent
Robert Hardwick	Aye
Charles F. Piersa – Vice Chair	Aye
Sarah Williams	Absent
C. Meade Rhoads, Jr. – Chair	Aye

**Agenda Item 2. ROLL CALL**

The members were polled:

D. Straughan Robinson, III	Aye
Jason Brown	Absent
Robert Hardwick	Aye
Kenneth A. Holderied	Aye (Zoom)
Charles F. Piersa – Vice Chair	Aye
Sarah Williams	Absent
Eugene L. Campbell, Jr. – Secretary/Treasurer	Absent (Arrived 7:05pm)
C. Meade Rhoads, Jr. – Chair	Aye

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

Mr. Holderied asked to add an RKG Update on Phase 2.

Mr. Robinson made a motion to approve the Meeting Agenda with the addition of Item 7.c. RKG Update on Phase 2. Vice Chair Piersa seconded. The Chairman called for any discussion. All present were in favor with none opposed.

**Agenda Item 4. APPROVAL OF MINUTES**

**4.a. November 9, 2022 Draft Minutes**

Vice Chair Piersa made a motion to approve the minutes as presented. Mr. Hardwick seconded. The Chairman called for any discussion. All were in favor with none opposed.

**Agenda Item 5. TREASURER'S REPORT**

This item was skipped as Mr. Campbell had not yet arrived.

**Agenda Item 6. CHAIRPERSON'S REPORT**

There was no report.

**Agenda Item 7. UNFINISHED BUSINESS**

**7.a. Discussion of Hiring EDA Employee - Kenny Holderied, EDA Member**

Mr. Holderied shared a presentation (Attachment A). [Mr. Campbell arrived.]

Mr. Holderied recommends hiring a paid full-time staff person rather than a consultant.

Mr. Campbell asked if consultants pay for their own travel expenses. Mr. Holderied said the one he spoke to did not. This would be something that needs to be asked up front.

Mr. Campbell asked if most consultants do grant writing. Mr. Holderied said, from his research, many have that specialty.

Chairman Rhoads said another option is to hire a part-time person. Mr. Campbell said the County used to have two part-time people and it wasn't really successful.

Mr. Holderied said the next step is to talk to the Board of Supervisors.

Mr. Robinson said he doesn't like the idea of a consultant representing multiple counties.

Mr. Campbell said he leans toward a paid employee.

Vice Chair Piersa said a paid employee is the way to go. They would work harder for King William County. Mr. Hardwick agreed.

Mr. Ashcraft said the EDA could present their request to the Board of Supervisors at their January 9, 2023 Work Session.

Mr. Ashcraft asked if the employee would report to the EDA. Mr. Holderied said the person would be at EDA meetings and could run them but he'd prefer daily supervision be done by County Administration.

Vice Chair Piersa said the person would need the County Administrator to work with them. Mr. Ashcraft said the person could be Executive Director of the EDA. They'd be what he and Mr. Hudgins are to the Board of Supervisors. Funds would be appropriated to the EDA. The person would set the EDA meeting agendas, interact with the EDA Board, handle all clerical

needs of the EDA, etc. He believes the EDA should supervise and manage the person. They should be independent. Administration would still work with the person as they do with all other County departments and offices. Mr. Ashcraft said the Board of Supervisors might approve a person for this fiscal year or wait until next fiscal year. Mr. Campbell said he agrees with Mr. Ashcraft.

Mr. Campbell made a motion to proceed with asking the Board of Supervisors for a full-time paid EDA employee at a total cost of \$108,000 including salary, benefits, and expenses. Vice Chair Piersa seconded the motion. The Chair called for any discussion. The members were polled.

Kenneth A. Holderied	Aye (Zoom)
Charles F. Piersa – Vice Chair	Aye
Sarah Williams	Absent
Eugene L. Campbell, Jr. – Secretary/Treasurer	Aye
D. Straughan Robinson, III	Aye
Jason Brown	Absent
Robert Hardwick	Aye
C. Meade Rhoads, Jr. – Chair	Aye

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

This item was discussed here.

Mr. Campbell said Premis suggested there be two signers on the accounts. He suggests the Chair and the Treasurer. He said he would wait until after the January meeting to open the account and would get a formal letter with the EDA’s tax id number.

Vice Chair Piersa asked if the EDA owed any payments between now and then. Mr. Hudgins said no.

#### **7.b. Farmers Market Turnover - Christine H. Branch, Deputy Clerk**

Ms. Branch said the EDA needs to assign a member to reach out to citizens who expressed interest in being on a community board to run the Farmers Market and presented a memo containing their contact information.

Chairman Rhoads will contact Ms. Williams to see if she will do it.

#### **7.c. RKG Update on Phase 2 – Steve Hudgins, Deputy County Administrator**

Mr. Hudgins said the total contract cost was \$25,750. The last invoice received was for September 2022 and there is \$6,250 left on the contract. RKG completed 77% of the project.

Mr. Holderied said Phase 2 hasn’t had any closure and he doesn’t know what they got for it. Vice Chair Piersa said Phase 2 was a waste of time.

Mr. Hudgins said RKG was waiting on the EDA for direction after their last presentation.

Vice Chair Piersa made a motion to terminate the RKG contract, seconded by Mr. Robinson. The Chair called for any discussion.

Mr. Campbell said someone should talk to RKG first. Mr. Hudgins said someone needs to look over the contract and reach out to them. Mr. Ashcraft said it should be someone on the EDA.

Vice Chair Piersa rescinded his motion to terminate the RKG contract.

Chairman Rhoads and Mr. Holderied will contact RKG next week and report back at the next EDA meeting. Mr. Hudgins will send them a copy of the contract.

**Agenda Item 8. PUBLIC COMMENT PERIOD**

There being no members of the public present, there was no public comment period.

**Agenda Item 9. NEXT MEETING**

The next meeting will be held on Wednesday, January 11, 2023 and will be the organizational meeting.

**Agenda Item 10. CLOSED MEETING**

**10.a. Motion to Convene in Closed Meeting**

Mr. Robinson made a motion to convene in closed meeting in accordance with Section 2.2-3711 (A)(3) of the Code of Virginia regarding the acquisition of real property for a public purpose. Mr. Hardwick seconded. The Chairman called for any discussion. All present were in favor with none opposed.

**10.b. Reconvene in Open Session**

Vice Chair Piersa made a motion to reconvene in open session. Mr. Hardwick seconded. The Chairman called for any discussion. All present were in favor with none opposed.

**10.c. Certification of Closed Meeting**

Mr. Robinson 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. Vice Chair Piersa seconded. The Chairman called for any discussion. The members were polled:

Eugene L. Campbell, Jr. – Secretary/Treasurer	Aye
D. Straughan Robinson, III	Aye
Jason Brown	Absent
Robert Hardwick	Aye
Kenneth A. Holderied	Aye

Charles F. Piersa – Vice Chair  
Sarah Williams  
C. Meade Rhoads, Jr. – Chairman

Aye  
Absent  
Aye

**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 14th day of December, 2022, 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.

**DONE** this the 14th day of December, 2022.

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

No action was taken.

**Agenda Item 11. ADJOURN OR RECESS**

Vice Chair Piersa made a motion to adjourn. Motion was seconded by Mr. Campbell. The Chairman called for any discussion. All were in favor with none opposed.

COPY TESTE:

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C. Meade Rhoads, Jr.  
Chairman

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Christine H. Branch  
Deputy Clerk

**ATTACHMENT A**

# King William EDA Business Development Proposal Paid EDA Vs. Consultant

PROPOSED BY EDA MEMBERS  
KENNY HOLDERIED AND JAY BROWN

1

## Purpose/ Goal

To find a business development specialist to assist the King William EDA. Job Goals are...

- Grow existing businesses
- Establish new businesses
- Site characterization tier level 1-5/ development
- Utility infrastructure advancement water, sewer and internet
- Grant writing

Increasing businesses, M&T and increasing commercial property value will be a big tax revenue boost for the county for years to come.

2 options for consideration

- Paid full time EDA staff employee
- Consultant EDA Specialist

2

1

## Paid Full Time Employee to EDA

Having a full time staff EDA representative has the best opportunity to achieve all the goals.

- Grow existing businesses (helping businesses grow to add employees or invest in facility.
- Establish New Businesses. (help new businesses entering the county and go after new businesses to come to the county.
- Site characterization (work with property owners, developers and realtors to have property zoned appropriately. Help market to prospective developers or businesses. Tier 1-5 characterization.
- Utility infrastructure advancement ( work to get water, sewer, internet to underserved parts of county that will help drive business.
- Grants (find grants that can assist current KW businesses and new business to come.

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## Paid Full Time Employee to EDA

Anticipated Cost

\$55,000 Salary plus county benefits (30% +- of salary).

\$15,000 annual budget (mileage, meals, travel)

- 62.50 cents per mile 2022 rate 10,000 miles = \$6,250

\$108,500 total annual spend salary, benefits, budget.

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## Paid Full Time Employee to EDA How can the position pay for itself? \$86,500

Helping current businesses to expand and increase sales will result in more taxes paid (BPOL, Meals Tax, M&T, real estate)

Creating new business opportunities to the county will result in more taxes paid (BPOL, Meals Tax, M&T, real estate)

Creating tourism opportunities will bring value to the county residents and travelers. (BPOL, Meals Tax, real estate)

Be the conduit between the county and the businesses. Help businesses understand what tax's need to be paid and help capture business licensing and help rouge businesses become compliant. (M&T, BPOL)

Site Characterization. Identifying sites that are developable for commercial opportunity. When sites are developed they will be taxed at a much higher rate. (real estate)

Grant writing. The individual can go after grants that will save the county and tax payers money.

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## Consultant EDA Specialist

Having a paid EDA consultant specialist will require the vision to be focused.

Will cost 50K +- a year. The consultant will be required to participate in EDA meetings and responsible for travel expenses.

A consultant would have to be very focused on limited task.

- Site Characterization and development
- Infrastructure water, sewer, internet to the identified lots.
- Grants

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## Consultant EDA Specialist

### How can the position pay for itself? 35K

Due to the focused nature of the consultants work path we can only see results on his or her direct efforts.

Successfully developing a vacant piece of land and turning it into a commercial opportunity (higher value of property which will harvest more tax's) If the consultant signs a business for that property we have the opportunity for BPOL, Meals tax, M&T.

Successfully being awarded a grant.

Individual would have to land something very large for the expense to pay for itself.

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## Questions

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