



## GREENE COUNTY ECONOMIC DEVELOPMENT AUTHORITY

### Board Meeting Minutes

Tuesday March 19, 2019, @ 6:30 p.m., Blue Ridge Café conference room

#### **CALL TO ORDER**

A regular meeting of the Economic Development Authority Board of Directors was held in the Blue Ridge Café conference room, 8315 Seminole Trail, Ruckersville, Virginia on March 19, 2019. Called to order at 6:30 p.m., with Mike Payne, Chairman, presiding.

#### **RECORD OF ATTENDANCE**

**Members in Attendance:** Mike Payne, Don Pamerter, Julia Roberts, Matt Dillon and Gretchen Scheuermann (arriving at 6:45 p.m.). James Tsikerdanos was introduced as a new director appointed by the Greene County Board of Supervisors.

**Members Absent:** Whitt Ledford (re-appointment status needs confirmation)

**Non-members in Attendance:** Jay Willer, Bill Martin, seven members of the public and three Chamber of Commerce Board members.

#### **ACCEPTANCE OF MINUTES**

Minutes from the January meetings were distributed electronically to all board members. There were no questions or concerns. Matt moved to accepted the minutes. Julia seconded. Motion passed.

#### **FINANCIALS**

P&L and Balance sheets for the EDA and Tourism Council were distributed electronically to all board members. The Chairman asked for comments. There were none.

#### **REPORTS OF OFFICERS OR COMMITTEES**

There were no reports.

#### **OLD BUSINESS**

The Chairman asked that the Matrix Review would be deferred to the next regular meeting of the Board.

#### **NEW BUSINESS**

The Chairman commented that, with recent Freedom of Information Act (FOIA) discussions at the state and local level, the EDA Board should take three actions.

1. Alan Yost becomes the designated FOIA Officer. James agreed to serve as back-up Officer.
2. Greene County has agreed to provide all Board members with County email addresses. Julia, as former Chairman, asked for arrangements to be made to transfer her file of EDA documents to the new email account. This was accepted.
3. Mike recommended that all Directors take FOIA training. Additional

### **COMMENTS FROM THE PUBLIC**

The Chairman asked for comments from the public.

1. Mr. Robert Young expressed a request for further information about the use of TOT monies for loans when it was the mission of the EDA to encourage business, not the Tourism Council. Mr. Young questioned whether we should be directing people to commercial lenders instead. He said that he would appreciate a formal response, perhaps at a later date.
2. Mr. Keith Bourne expressed a concern about the purchase of the building and property now being identified as the Enterprise Center. He stated that he believes there should have been public discussion of this, given the large sums of money that will be spent.
3. Ms. Carolyn Bissell (?) also commented on the Enterprise Center. She stated that it seemed like a lot of money was being spent on this project when the County was in a difficult budget bind. Both the purchase cost and restoration costs seem very large. She said, "residents can't afford to keep paying extra taxes". Also, "residents should have a voice in such actions".

The Chairman responded that the decision had been discussed in Executive Session in order to protect the confidentiality of the parties. He suggested that Alan Yost and the Tourism Council could provide additional details as and when available. He stated his appreciation for the comments from the public and further stated that there was an opening on the EDA Board that could be applied for through the County. This generated additional comments from the public.

4. Ms. Gail Breeden asked if meetings were public and was information made available about meetings and openings. The Chairman responded in the affirmative. Ms. Breeden then stated that Mr. Yost makes an astronomical salary and she didn't understand what he got paid for. She suggested that she might apply for a seat on the EDA Board.

Mr. Martin gave a brief, but accurate, summary of the three main roles of the EDA as reflected in their mission statement. The mission statement is available on the website.

The Chairman then welcomed the three members of the Chamber of Commerce Board of Directors – Kimmy Kruskamp (Administrative Director), Stacy Griffith (President) and Billy Arbour (Director).

Ms. Kruskamp stated that they are currently reviewing future plans for the Chamber. It has become clear that they need additional resources to continue operations. There are three initiatives under review:

- Continuing an arrangement with Charlottesville Radio Group that provides members with \$800 of ad exposure for a cost of \$168.33 with a two-month commitment.
- Introducing more training sessions where businesses can hone skills to aid their success.
- Arranging some events that will double as fundraisers for the Chamber.

The Chairman asked Gretchen about her experience with radio advertising and whether this helps her business. Gretchen said that it is useful with a substantial number of exposures. A few positive responses can generate enough business to pay for the service. The ads also promote Greene businesses in general and direct people to the Greene County Visitors Center.

Ms. Kruskamp asked for the support of the EDA in promoting this opportunity. She identified that \$7,000 was needed to support the continuation of this program. She noted that the EDA Strategy document stated its commitment to working with the Chamber and the Tourism Council had been a partner in the program when it originated.

The Chairman asked the Directors if they would support a \$7,000 contribution to the Chamber. Julia suggested that it would be preferable if the EDA Board had a formal request from the Chamber, stating; how much was needed, what it would be used for, how it would help the business community i.e., a cost/benefit analysis. Since the next regular meeting would not be until May 21<sup>st</sup>, and the Chamber Board meeting is before that, other arrangements for a decision would have to be made.

#### **ADJOURNMENT**

The Chairman called for a motion of adjournment. A motion was made by Matt and seconded by Julia. All were in favor.