

# Campbell County Economic Development Commission

February 19, 2004

The regular meeting of the Campbell County Economic Development Commission was held on Thursday, February 19, 2004 in the Campbell County Library Conference Room, Rustburg, Virginia. The members present were:

William Anderson  
Donald E. Atkins  
Marvin L. Clements  
G. Michael Damron  
Herbert W. Guthrie

O. Richard Metz, Chairman  
William F. Overacre  
Kyle S. Rosser  
Frank A. Wright

Those absent:

William E. Calohan, III  
Lester Wooldridge

Also Present:

J. Michael Davidson, Economic Development Director  
Jamie Banton, Administrative Aide

Chairman Richard Metz called the meeting to order at 12:10PM. The December 18, 2003 meeting minutes were approved as presented. The Commission welcomed its two new members, Kyle Rosser representing the Seneca District, and Marvin Clements representing an open at-large position. Each Commission member gave a brief introduction.

For informational purposes, the Commission was provided a Project Updates Report. The items on this report were as follows:

**Existing Business Visitation:** The Region 2000 Economic Development Partnership Board of Directors approved hiring a full time staff position to focus on existing business.

**Industrial Prospect Activity:** Economic Development is working with one prospect in Altavista, and we expect an announcement soon. We are beginning to see signs of improvement in the economy. Rage Corporation made an announcement last week that it will be locating in Altavista to provide plastic bottles to Ross.

**Tobacco Indemnification Grants:** The 2003 grant applications are due March 1, 2004. At its January 20<sup>th</sup> meeting, the Board approved the submission of an application requesting \$200,000 to support the IDA's industrial property project (former Thomasville Building). The Board also approved the submission of an application requesting \$231,408 for the Seneca Commerce Park project. Due to timing issues the Seneca Commerce Park application may be submitted for the second round of applications.

**Department of Business Assistance Grant:** The initial payment to Virginia Tech has been made by the IDA. Virginia Tech is gathering the data needed but has not submitted a progress report at this time. Staff anticipates the study to be complete by May 2004.

**Airport Industrial Park:** The Campbell County Industrial Development Authority appointed members Malcolm Morris and Vance Driskill to the Project Management Committee. The Lynchburg Industrial Development Authority appointed members Bob Clark and Massie Ware to the Project Management Committee. The first meeting of the Project Management Committee is being planned for March. More information on this project will be brought to the next Commission meeting.

**Seneca Commerce Park** (formerly Winston Property): The Board authorized the transfer of \$215,000 in VDOT revenue sharing funds to this project. In addition, VDOT authorized a median break/crossover on US Route 29. Congressman Goode obtained a federal grant of \$90,000 to assist with the waterline. Work is under way to expand the engineering scope and complete the tasks necessary to put the project out to bid. The extra funding will delay the originally planned RFP release date by several months, and the project completion date by six to eight months.

Mr. Overacre asked what types of user are anticipated for the Seneca Commerce Park. Mr. Davidson stated that the master planning anticipates several smaller users (25 or less employees) in the light industrial or commercial categories. Depending upon the results of the Virginia Tech Small Business Incubator Study, a larger lot may be used for an incubator.

**Joint Enterprise Zone Application:** The 2003 Joint Enterprise Zone Application was submitted to DHCD in October. No word to date on the status of the applications.

**Comprehensive Economic Development Strategy:** We are working on implementation plans for some of the strategies identified in the CEDS. These plans will be included in the department goals and objectives, capital improvement plan and the budget. Items outside of these parameters will be brought to the Board for approval.

// Mr. Davidson explained that the Virginia Department of Business Assistance has designated May 16-22<sup>nd</sup> as Business Appreciation Week for 2004. In 2003, several Region 2000 localities held a Business Appreciation event and there was a regional event. To date, Campbell County has not held any such events.

Staff calculates that a business appreciation luncheon held at Meade Lake may cost between \$3,000 and \$5,000. Funding is available in the Economic Development department budget. Staff proposes using those funds to provide a catered lunch to about 100 attendees at Meade Lake. A token gift will also be given. If supported, staff also requests the Commission endorse the idea.

On motion of Mr. Wright, seconded by Mr. Anderson and duly adopted, the Campbell County Economic Development Commission passed an endorsement to support a Business Appreciation Event to be held in May 2004.

The vote was: Aye: Adkins, Anderson, Clements, Damron, Guthrie, Overacre,  
Metz, Rosser, Wright  
Nay: None  
Absent: Calohan, Wooldridge

Several Commission members stated that they would like some sort of packet to be given to the business people at the event. The packet can outline Campbell County's services. Mr. Davidson asked for guidelines on which businesses to invite to the event. General discussion followed. After discussion, the Commission advised staff to invite businesses in the service and industrial sectors. The Commission also requested staff send the invitation list to its members for review.

During discussion, Mr. Overacre stated that the current BPOL tax structure penalizes businesses for succeeding. Presently, if a company grosses \$99,999.99 in sales a year, that business is only required to pay its license fee. If a company makes \$1 more and passes the \$100,000 mark, that business must pay the license fee plus BPOL tax on the entire amount, even the first \$99,999.99. Mr. Overacre explained that the first \$100,000 should be exempt from taxes for all businesses.

// Mr. Davidson provided the Commission with an updated Campbell County Target Market Sectors list. At its last meeting, the Commission requested further clarification of several sectors. Using NAICS codes as his basis, Mr. Davidson redefined several sectors. The new list combines the recommendations of the Target Market Study and the Comprehensive Economic Development Strategy. The Target Market Sectors are:

Fabricated Metal Product Manufacturing (NAICS 332)  
General Industrial Machinery & Equipment Manufacturing (NAICS 333)  
Miscellaneous Plastic Projects (NAICS 326)  
Medical Instruments & Supplies (NAICS 339)  
Food Manufacturing & Related Activities {NAICS 311 (Manufacturing) & 493 (Warehousing)}

// Next, Mr. Davidson stated that the Campbell County Industrial Development Authority was purchasing its first property. This is a major undertaking in the history of Campbell County. The closing is scheduled for February 27, 2004.

// Mr. Davidson explained that he has been attending a new business development class at the Business Development Centre in Lynchburg. Gail Boswell (Stay in Touch, Inc.) presented during one class session, and she suggested using postcards to help market properties. Mr. Davidson stated that the postcard idea could be used to keep Campbell County in the minds of consultants and the Virginia Economic Development Partnership. The postcards may also be more effective than magazine advertising. Mr. Davidson stated that he would bring more information on this idea to the Commission.

// The Economic Development Commission by-laws state that elections must be held every four years. Mr. Davidson suggested that new elections be held in April. Several Commission members stated that they were happy with the current officers, and elections should be held immediately. The current officers are: O. Richard Metz, Chairman; Lester Wooldridge, Vice Chair; and Mike Davidson, Secretary.

On motion of Mr. Wright, seconded by Mr. Atkins and duly adopted, the Economic Development Commission reelected its current officers for another four year term.

The vote was: Aye:	Adkins, Anderson, Clements, Damron, Guthrie, Overacre, Metz, Rosser, Wright
Nay:	None
Absent:	Calohan, Wooldridge

Following a general discussion of the before-mentioned matters and with no other items presented for consideration, on a motion of Mr. Guthrie and seconded by Mr. Wright, the meeting adjourned at 1:11PM until Thursday, April 15, 2004 at 12:00PM.

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