

**MEETING OF THE INDUSTRIAL DEVELOPMENT AUTHORITY OF THE
COUNTY OF CAMPELL, VIRGINIA**

September 24, 2009

The regular meeting of the Board of Directors of the Industrial Development Authority of Campbell County, Virginia, was held in the multi-purpose conference room of the Haberer Building, Rustburg, Virginia, on September 24, 2009.

The Directors present were:

Lewis Robertson, Chairman
K. William Kirk, Vice-Chairman
D. Vance Driskill
Geraldine Pettigrew
Larry Dalton
Malcolm Morris

The Directors absent were:

George Rosser, Secretary-Treasurer

Also Present:

J. Michael Davidson, Economic Development Director and Assistant Secretary-Treasurer
Frank Wright, Jr., Esq., IDA Attorney

// Chairman Robertson called the meeting to order at 7:31 p.m.

// Chairman Robertson asked the members if they had any corrections or additions to the meeting minutes from the July 23, 2009, meeting. No corrections or additions were given. A motion to approve the July 23rd meeting minutes was made by Mr. Driskill and seconded by Mrs. Pettigrew, and duly adopted by unanimous vote of the members present.

Matters from Economic Development Director

// Mr. Davidson reviewed the September 14, 2009 Balance Sheet for the IDA (Balance Sheet attached). He stated he is in the process of transferring funds from the General Fund, Operating Account and the Collateral Account, as requested by the members, and plans to have those transfers completed within the month. Mr. Davidson explained the Collateral Account is a money market account earning 1.5% interest, and he will research the return on Certificates of Deposit to determine the best investment for those funds. Mr. Davidson informed the members that the First National Bank Sanfacon Time Deposit Account/CD (Reference #437) renews on October 18, 2009 and he will determine what to do with that CD based on interest rates offered at the time of renewal. Mr. Dalton inquired about shopping around for the best interest rates. Mr. Davidson replied that staffing limitations and the stricter oversight required for government funds

has impacted the ability to comparison shop, but once his department is fully staffed he will have more flexibility. Mr. Davidson reminded members that \$6,000 in the Wachovia Account (General Fund) are dedicated for incentive funds for Jet Broadband or refund to the County, and that sum will be settled in October. In response to a question by Chairman Robertson, Mr. Davidson clarified that Jet Broadband had not met employment benchmarks required to receive the incentive funds, and the performance agreement gave them until October to meet those employment goals.

// Mr. Davidson then discussed updates on projects listed in the attached "Economic Development Project Updates" document, dated September 8, 2009. He noted a correction under the "Business Visitation" heading, explaining that Evan Reynolds, MIPR Program Manager, is with B&W.

// At the members' request, Mr. Davidson reviewed marketing strategy. Mr. Davidson noted the success of print advertisements, stating that during an ad's cycle, visits to the County's Economic Development website increased dramatically. However, the increased website activity did not translate into interest in projects. Those results led Mr. Davidson to focus on the use of the website, and the internet in general, as the primary marketing tool. He described the utilization of banner advertisements on select websites, such as national economic development groups with whom he has partnered. Mr. Davidson then explained the use of Google word advertizing, contracting with Google to bid on certain key words to drive traffic to the website and increase ranking in Google searches. Though this method evidenced some success, Mr. Davidson stated they are temporarily halting use of Google word advertizing because the bid prices continued to escalate. Instead, he is shifting focus to utilizing membership in Site Selection Network, an online database of prospects looking for business sites. Mr. Davidson then detailed membership in the World Economic Development Alliance. He explained the WEDA is a consulting firm and marketing agency that provides their clients access to the leads they generate. Mr. Davidson explained that the WEDA acts as a consortium for marketing sites and exploring potential projects, and they include County marketing materials in their trade show booths, website and other materials and venues. Mr. Davidson stated he has submitted proposals for two projects through WEDA, and is awaiting results.

// Mr. Davidson informed the members that Sanfacon Virginia is employing three shifts in the old Thomasville building, with an undetermined number of employees. Mr. Davidson stated he plans on setting up a meeting with their leadership in the near future. Mr. Davidson provided background for newer members, explaining that the old Thomasville building was the first industrial building the IDA purchased, culminating in the success of attracting the French-Canadian firm Sanfacon. Mr. Davidson stated that he believes Sanfacon could have close to 30 employees with the addition of a third shift. Mr. Driskill added that the experience with Sanfacon was an invaluable learning tool for future IDA projects.

// Mr. Davidson next informed the members of a project dealing with economic development from a retail versus an industrial perspective. At the intersection of

Highway 460 and Turkeyfoot Road, a developer had planned for a small 50-room hotel and approximately 45,000 square feet of retail space. Mr. Davidson described some problems with the project, specifically the developer's request for a sewer line; though this did not seem feasible at first, there may be synergy gained from providing the sewer extension to the retail space as well as a nearby residential development. Mr. Davidson stated that the Campbell County Utilities and Services Authority researched the feasibility of a Public Private Partnership between the County and a private construction company to establish the sewer line; however, the dynamics to make that work were simply not in place.

// Mr. Davidson next discussed the Brookneal Wireless System. He explained the owner of Pure Internet, Inc. is expected to soon make a payment on the sales contract for wireless broadband equipment. Mr. Davidson expressed his concern that with the closing of Pure Internet's competitor, Applewood Communications, prices will likely increase for wireless broadband provided by Pure Internet, Inc.

// Mr. Davidson then discussed the plan to use IDA funds to help subsidize and create a loan program through the Lynchburg Small Business Development Center. Upon further review of the details of the project, he stated he would not recommend utilizing this project. Mr. Davidson explained that if they choose to become involved in the project, it is possible to partner with LSBDC without first putting up funding, and he may consider this project further next year.

// Mr. Davidson then distributed a draft copy of the proposed 2008 Annual Report for the IDA. Mr. Davidson and the members reviewed the document and commented on the content and layout of the Report. A brief discussion ensued regarding the editing and approval process for the Report. A consensus was reached to have the IDA Chairman formally present the Report to the Board of Supervisors at the November 2, 2009 meeting. Members also suggested a chart or balance sheet be included that shows the progressive dollar amounts the IDA has handled to illustrate the Authority's expanding role in the County's economic development. Chairman Robertson addressed the motion by Mr. Driskill to approve the draft version of the 2008 Annual Report, with Mr. Kirk seconding; the motion was carried by unanimous vote of the members present.

// Mr. Davidson then turned the attention of the members to the Economic Development website. He detailed the background for creating the website, explaining specifically the purpose for hosting and developing the site independently of the County's in-house IT services. He then showed the members the new design and content elements of the website. Mr. Davidson described the changes to the home page: the "Visiting Campbell County" section focuses on the County's tourism assets; the "Living in Campbell County" section focuses on quality of life; and the "Doing Business" section describes the business climate in the County and includes resources for starting and doing business in the County. Mr. Davidson then showed the members through the "Visiting Campbell County" section: the "Visiting Introduction" page details the history of the County; the "Attractions" page lists popular destinations in the County; the "Lodging and

Dining” page lists local hotels, motels and restaurants; the “Shopping” page lists local major retail centers; and finally the “Links to all the fun” page, featuring links to more regional attractions. Next, Mr. Davidson showed the members the “Living in Campbell County” section: the “Quality of Life” page that details area festivals and activities; the “Residential Options” page shows the variety of housing options in the County; the “County Infrastructure” page lists the utilities available and their pricing; the “Towns” page includes links to Altavista and Brookneal town websites; and the “County Demographics” page lists County demographic data. Mr. Davidson then reviewed the “Doing Business” section, explaining that much of the content comprised the original Economic Development website: the “Site Selection” page includes the “property report” or listing of available business sites; the “County Introduction” page and the “Transportation” page give a brief overview of the County and a map of the regional transportation network, respectively; the “Workforce Information” heading includes pages with information, statistics and links regarding employment, population, labor, education, income and regional educational resources and programs; the “Business Climate” heading includes pages on starting a business, tax rates, major employers, supporting businesses and financial incentives. Mr. Davidson then opened the “Industrial Development Authority” page under the Economic Development heading. He walked the members through the page, highlighting the availability of IDA meeting minutes and balance sheet information.

// On a motion by Mr. Dalton, seconded by Mr. Morris, and duly adopted by unanimous vote of the members present, the Campbell County Industrial Development Authority entered into a closed session at 8:25 p.m., in accordance with §2.2-3711 (A)(5) of the Code of Virginia of 1950, as amended; discussion or consideration of prospective business(es) and industry(ies) and discussion or consideration of expansion of existing business(es) and industry(ies), for the purpose of discussing 5 existing businesses’ expansion projects.

The vote was: Aye:	Robertson, , Driskill, Pettigrew, Kirk, Dalton, Morris.
Nay:	None.
Absent:	Rosser.

// On a motion by Mr. Morris, seconded by Mr. Kirk, and duly adopted by unanimous vote of the members present, the Campbell County Industrial Development Authority reconvened in open session at 8:47 p.m.

CERTIFICATE OF CLOSED MEETING

WHEREAS, the Campbell County Industrial Development Authority had convened a closed session on the 24th day of September, 2009, pursuant to an affirmative recorded vote and in accordance with the provisions of The Virginia Freedom of Information Act; and

WHEREAS, §2.2-3711 of the Code of Virginia requires a certification by the Campbell County Industrial Development Authority that such closed session was conducted in conformity with Virginia law;

NOW, THEREFORE, BE IT RESOLVED that the Campbell County Industrial Development Authority hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed or considered by the Campbell County Industrial Development Authority.

The roll call vote was: Aye: Robertson
 Aye: Driskill
 Aye: Pettigrew
 Aye: Kirk
 Aye: Morris
 Aye: Dalton
 Nay: None.
Absent During Meeting: Rosser
Absent During Vote: None.

// Regarding the next scheduled meeting, Mr. Davidson reminded the members that the meeting has been moved to Thursday, November 19, 2009, so as not to conflict with the Thanksgiving holiday.

// Mr. Davidson concluded his matters with a discussion of the Virginia Travel Guide, the premier state marketing piece for tourism. He explained that last year the County purchased a two-page spread for \$4,500. This year, the Lynchburg Tourism Corporation agreed to partner with Amherst and Campbell Counties for a group advertisement. The piece is titled "The ABC's of a Great Virginia Getaway," with the "A" for Amherst, the "B" for the Burg or Lynchburg, and "C" for Campbell County. The exact contents of the piece are still being determined, but Campbell County would like to include images of Avoca, Red Hill and Sans Soucy Winery. Mr. Davidson explained that due to the County's inclusion in last year's Guide, the State Corporation Commission emails a list of every individual or business that has viewed our page on the Guide's website or requested information in writing; he stated that once his department is fully staffed, he will be able to follow up with each of these contacts.

Matters from the Chairman

// Chairman Robertson stated he had no further business.

Matters from IDA Members

// Mr. Driskill suggested other ways to effectively utilize the information provided through the Virginia Travel Guide's tourism website, such as compiling a volunteer group, perhaps of retired seniors, to follow up with the generated contacts. Mr. Davidson explained that though this is a good idea, the training and oversight process may create more problems than solutions. Mr. Davidson also stated that staffing limitations in his department may preclude pursuing this idea in the near term. Mr. Robertson furthered the discussion by suggesting comprehensive tourism marketing solutions offered in other states. Mr. Davidson stated his interest in some of those ideas, and explained the costs and drawbacks of others. Mr. Davidson detailed the quality of the current tourism brochure, and said he is open to ideas to increase its distribution.

// With no further business presented for consideration, Mr. Dalton made a motion to adjourn, seconded by Mr. Kirk, and unanimously approved by vote of the members present. The meeting adjourned at 9:17 p.m.

Lewis Robertson, Chairman

George Rosser, Secretary-Treasurer