Economic Development & Tourism Advisory Council (EDTAC)
Meeting Agenda
Monday, August 10, 2020
6:30-7:30 pm
Location: Zoom

1. Call to order                        Andy
2. Public Comments (3 minutes)         Andy
3. Approval of minutes (3 minutes)     Aaron
    a. July 2020
4. Old Business (40 minutes)
    a. Projects in Motion               Bryan
    b. FROM: Fluvanna Small Business Grants  Bryan
    c. #FloatFluvanna                    Bryan
5. New Business (10 minutes)
    a. Local Influencer Partnerships    Bryan
6. Comments/Announcements (4 minutes)
7. Adjournment                          Andy

Next Meeting: September 14, 2020 at 6:30 pm
Economic Development & Tourism Advisory Council (EDTAC) Minutes
Regular Meeting Minutes July 13, 2020 (Virtual Meeting)
Location: Morris Room, 132 Main St. Palmyra, VA

Members Present:
Andy Sorrell  At-Large Representative, Chair
Dave Sagarin  At-Large Representative
Fred Lang   At-Large Representative
Lois Mastro  EDA Representative
Ruthann Carr  Business Representative
Kathleen Kilpatrick  At-Large Representative
George Goin  Farm Bureau Representative

Members Absent:
Pam Dempsey  Fluvanna Chamber of Commerce Representative
Tricia Johnson  Fluvanna Historical Society Representative, Vice Chair
Angela Chainer  At-Large Representative
Nina Monroe  Business Representative, Secretary
Patricia Eager  BOS Representative

Staff Present:
Aaron Spitzer  Director of Parks & Recreation
Bryan Rothamel  Economic Development Coordinator
Austin Katstra  Economic Development Intern

Other Present:
Douglas Miles  Planning Director

Call to Order:
Andy called the virtual meeting to order at 6:32pm

Approval of Minutes:
Kathleen moved to approve the minutes with Dave second: vote 8-0 with George abstaining.

Public Comment:
None

Old Business:
  a. Food Truck Fridays - VDOT has approved the plan with no road closures at this time. Food
     Trucks will be located in parking lot across from Historical Society, pop-up tents allowed (B-
     1), and alcoholic beverages prohibited. Amanda Lyons, event coordinator, has to create a
     sketch to be approved by Planning. Amanda is responsible for lining up Food Trucks and
     VDH approval. Looking to begin by August.
b. Pleasant Grove Signs- The signs will be produced and installed by the Graphic Garage. Signs will be placed at front of Pleasant Grove Park across from first field parking entry on High School side out of VDOT right-a-way. Signs are the same as voted on previously.

c. EDO Response to COVID-19 - Given regular updates of useful information (loans, grants, and webinars) as well as email updates about business resources. Launched FROM FLUVANNA app. Worked with the UVA Propel Initiative and interns. FROM (Fluvanna Small Business Grants): $350,000 approved June 17 and $100,000 nonprofit portion approved July 1 by BOS. Grants narrowly tailored to COVID-19 health emergency and the money will be given to EDA to be given to Community Investment Collaborative who will directly give to business. For Profit Grants are for businesses and private schools to apply. 0 Full-Time Employees (FTE) up to $2,500; 1 FTE up to $5,000; 2-20 FTE up to $10,000; 21-50 FTE up to $15,000; 51+ FTE up to $20,000. Application went live July 8. Nonprofit Grants are for any nonprofit organization can apply. Amount awarded to provide a community need is up to $15,000 and all others up to $5,000. Application goes live July 13. UVA Propel Management Consultant Program had 14 teams conduct a 2 week study on Fluvanna. Six interns were selected to work on implementation for a three week period (3 Fluvanna; 3 Louisa). Basic project format done in conjunction with Louisa, specifics tailored to each county. Interns started implementation on July 8 aiming to expand on From Fluvanna App by creating a marketplace.

New Business:
a. Ideas for Response- Looking for ideas to promote socially distant events like Food Truck Fridays with low or no staffing requirements. Water Fun Day would be another idea where patrons can float on the Rivanna or James River. Attendees can post a picture of water or wildlife and tag @visitfluvanna on Instagram. They would bring their own floatation device and can even fish (with license). The last idea pitched was Explore Pleasant Grove with 22 miles of trails. You can bring a bike, hike, or horseback and enjoy all types of wildlife. Visit the dog park with a fitness trail or dog run pens. Two ideas pitched by the group were Goat Yoga and Fit Fluvanna.

Comments/Announcements:
None

Adjournment:
Andy adjourned the meeting at 7:28pm.

Next meeting of the EDTAC will be August 10, 2020 at 6:30pm [Virtual Meeting] in the Morris Room.
Projects in Motion

Bryan Rothamel
Economic Development Coordinator
August 10, 2020
• We are working through approvals between VDH and Planning.
• We think the first one will be mid-August!
Questions?
FROM: Fluvanna Small Business Grants Update

August 10, 2020
Bryan Rothamel
Economic Development Coordinator
$350,000 allocated from the CARES Act money
Application was open July 8 - 22
125 businesses requested application
- 25 duplicates
- 10 with issues
- 5 not from Fluvanna
- 3 nonprofits
- 2 not applying
- 1 non-business
79 invited to apply
- 67 cleared
- 12 with pending issues that will need to be cleared before funding can occur
• **Breakdown by FTE employees**
  - 0 FTE employees: 15 businesses invited
  - 1 FTE employee: 26 businesses invited
  - 2 – 20 FTE employees: 38 businesses invited
  - 21 – 50 FTE employees: 2 businesses invited
  - 51+ FTE employees: 0 businesses invited

• If all *invited* businesses apply and are approved for maximum grant amount total is **$577,500**
  - $227,500 *over* approved amount

• Applications received was **$338,000**.
• $100,000 allocated from the CARES Act

• Application was open July 13 - 22

• 10 organizations requested an application
  - 3 duplicates
  - No issues

• 7 organizations invited to apply
  - No issues
• Breakdown by community need provided
  - Provided food, childcare, or other household need: 3 businesses invited
  - Provided other community needs: 3 businesses invited

• If all invited organizations are approved for maximum grant amount total is $60,000
  - $40,000 under approved amount
• **Community Need (eligible for up to $15,000)**
  - Fluvanna/Louisa Housing Foundation
  - Meals on Wheels
  - Monticello Area Community Action Agency

• **Other Nonprofit (eligible for up to $5,000)**
  - Chamber of Commerce
  - Habitat for Humanity
  - Historical Society
The Board of Supervisors approved an additional $450,000 ($350,000 for-profit and $100,000 nonprofit).

We plan Round 2 application window will open end of August.

Funding will occur mid-September.

We need to get the word out about the grant program.

Those who did not complete an application can complete their application.

Those who were approved cannot apply again.
Questions?
#FloatFluvanna

August 10, 2020
Bryan Rothamel
Economic Development Coordinator
Why #FloatFluvanna?

• Will achieve Goal 1.5 of Tourism Strategic Plan
  - Leverage County’s outdoor rec assets. Specifically river related.

• Socially distant

• Encourages going outdoors

• Promotes Fluvanna recreation

• People can see all Fluvanna has to offer

• Low/no staffing
• Bring your own floatation device, fishing pole, or just yourself!

• A great, simple, socially distant activity

• Post your experience, wildlife, flowers, etc.
  - Include #FloatFluvanna
  - Tag us on IG: @VisitFluvanna
  - Tag us on FB: @FluvannaCountyGovernment
  - Tag us on Twitter: @FlucoEcon

• Need to pick a day
  - Saturday is best
  - August 15, 22, 29
Entry Points

- **Rivanna River**
  - Crofton Boat Ramp at 3500 South Boston Rd, Palmyra, VA 22963
  - Palmyra

- **James River**
  - Hardware Wildlife Management Area at Hardware Rd, Scottsville, VA 24590
  - Buckingham in New Canton (across the river from Bremo Bluff)

- **Ruritan Lake**
  - Ridge Road

- **Lake Monticello**
• Post to social media
  - Instagram
  - Facebook
  - FAN Mail

• Short and easy vertical video ad

• Podcast about socially distant activities in Fluvanna
  - #FloatFluvanna is main topic
  - Drop hints about future events

• Use visually appealing pictures of the rivers, wildlife, etc.
Questions?
UVA Propel Update

August 10, 2020
Bryan Rothamel
Economic Development Coordinator
• Three interns completed a 2 week project 7/31/2020

• Presented implementation plan
  - Website design
    • Business directory
    • Marketplace
    • Calendar
  - Marketing
    • Advertising
    • Local influencer partnering
Local Influencer Partnering

• Helps achieve Goal 4.2 of Tourism Strategic Plan

• Need long term site users
  - Marketing needed to do that

• Feeds are shifting to friends/family, away from promotions
  - Businesses don’t have as much advertising power

• Need local influencer partners to maintain marketing power
  - EDTAC can help obtain these relationships
Questions?