



Economic Development & Tourism Advisory Council (EDTAC) Meeting Agenda

Monday, June 13, 2022

6:00 pm

County Administration Building - Morris Room

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| 1. Call to order | Nina Monroe |
| 2. Public Comments | Nina Monroe |
| 3. Approval of Minutes | Lois Mastro |
| a. May 9, 2022 | |
| 4. Old Business | |
| a. Project Update - Fork Union Business Map | Nina Monroe |
| b. Project Update - Palmyra Village Signs | Aaron Spitzer |
| c. Project Update - Courthouse Restoration | Kathleen Kilpartrick |
| 5. New Business | |
| a. None | |
| 6. Comments/Announcements | |
| 7. Adjournment | |

Next Meeting:

July 11, 2022 at 6:00 pm

County Administration Building - Morris Room

Economic Development & Tourism Advisory Council (EDTAC) Minutes

Regular Meeting Minutes May 9,2022

Location: Morris Room, 132 Main St., Palmyra, VA 22963

Members: legend – p=present, a=absent

(p)Ruthann Carr	Business Representative, arrived 6:05
(a)Angela Chainer	At-Large Representative
(p)Patricia Eager	BOS Representative
(a)George Goin	Farm Bureau Representative
(a)Tricia Johnson	Fluvanna Historical Society Representative, Vice Chair
(p)Kathleen Kilpatrick	At-Large Representative
(p)Peggy Shanklin	At-Large Representative
(p)Lois Mastro	EDA Representative, Secretary
(p)Nina Monroe	Business Representative, Chair
(p)Dave Sagarin	At-Large Representative

Staff:

(a)Eric Dahl	Fluvanna County Administrator
(a)Douglas Miles	Director of Community Development
(p)Jennifer Schmack	Director of Economic Development
(a)Aaron Spitzer	Director of Parks and Recreation

Guests:

Erika Mitchell, Sweet Art Emporium

Call to order:

Chair called the meeting to order at 6:02 pm

Approval of minutes:

May 9, 2022 minutes approved 7-0. Mastro motioned; Sagarin seconded.

Public Comment:

Erika Mitchell said her first exposure on how to set up a business was the Chamber of Commerce.

Old Business:

The Palmyra signage was altered to include Visit the Village above Palmyra, have a Welcome rider, and increase the size of the arrowhead. Carr motioned; Kilpatrick seconded (8-0)

New Business:

Jenifer Schmack submitted the Economic Development Proposed Goals for discussion.

1. Position Fluvanna County as a business-friendly county with competitive assets in the Central Virginia region. (Business retention)

- a. Reorganize and communicate steps of streamlined and standardized business permitting process to new and existing businesses in Fluvanna County.
- b. Design potential business incentive offerings in Fluvanna County.

c. Promote the “Fluvanna County Shovel-Ready Sites” program to landowners, businesses, and the community at large to encourage the creation of higher tiered pad-ready sites (as defined by the Virginia Economic Development Partnership Authority in its Virginia Business Ready Sites Program in accordance with Section 2.2-2238.B of the Code of Virginia of 1950) in Fluvanna County.

d. Continue to invest in key growth areas in Fluvanna County, including but not limited to Fork Union, Columbia, Palmyra, and Zion Crossroads.

2. Foster entrepreneurship, business growth, and expansion in Fluvanna County through business retention efforts. (Business expansion and retention)

a. Continue to collaborate at the regional level to provide programs and services; share resources and assets to reduce costs and improve quality.

b. Formalize a County Business Retention and Expansion (BR&E) program.

c. Create a business database of all existing businesses for tracking business metrics in Fluvanna County.

d. Support, advocate, and promote the new community commercial kitchen.

e. Explore entrepreneurial support opportunities such as the development of a coworking space, business incubator, or makers space.

f. Work towards the creation of a new position geared towards marketing and tourism promotion and business retention within the Fluvanna County Economic Development Office.

g. Develop a comprehensive hazard mitigation plan for businesses within Fluvanna County.

3. Develop new and enhance existing tourism experiences, activities, and events in Fluvanna County to increase tourism attraction. (Tourism)

a. Devise and implement shop local incentives and programs.

b. Promote local tourism experiences - agritourism, viticulture, artisans, events, parks, outdoor recreation.

c. Research and apply for grants to support tourism initiatives in Fluvanna County.

4. Support Fluvanna County businesses with talent recruitment and retention challenges. (Workforce development)

- a. Establish partnerships with local educational institutions and workforce partners to develop a talent pipeline to fit local skills needs.

5. Advocate for the Fluvanna County business community as the county addresses its infrastructure challenges. (Advocating for business)

Many thoughts were discussed including a startup tool kit for the who, what when, how to proceed and how much for new businesses; historic resources to be included under tourism; shovel ready sites as well as buildings available to shorten time and cost; the need to have a listing of businesses in the county; and with the new position create a five-year plan.

Comments/Announcements:

None

Adjournment:

Chair Monroe adjourned the meeting at 7:03 pm.

Next meeting of EDTAC will be on the second Monday of the month – June 13, 2022 at 6:00pm in the Morris Room.

Minutes recorded by Lois Mastro

Respectfully submitted by Lois Mastro, Secretary