

Minutes of Meeting

Monday May 2, 2022, 5:00 PM

Directors: Curtis Putnam (p) Valerie Palamountain (p) Ben Hudson(p)
Rovelle Brown (a) Rudy Garcia (p) Lois Mastro (p)
Lorretta Johnson-Morgan(a)
P - present, A- absent
Ben Hudson arrived at 5:08

Guests: None

County Staff: Douglas Miles(a), Eric Dahl(p), Jennifer Schmack(p)

- I. Chair Rudy Garcia convened the assembly of EDA directors at 5:02 PM**
- II. Minutes Approved – April 4, 2022 minutes Mastro/Palamountain (3-0-1) Curtis Putnam abstained**
- III. Treasure’s Report-** Ben Hudson reported a balance of \$23,963.60 as of 5/2/22 reflecting \$.26 interest earned and payments of \$140 to Chamber of Commerce membership (retroactively approved Putnam/Hudson 4-1), \$8,000 for Pitch awards (\$3,000 to AG Mobil Enterprise and \$5,000 to Sweet Art Emporium), and \$75.79 to FedEx for posters (retroactively approved Palamountain/Putnam 5-0). Of the \$1,600 approved for the Vendor Fair, the final amount spent by FLRD is \$1,415, leaving \$185 in the IDA account. The de-obligating motion of EDA to FLRD was Palamountain/Mastro 5-0. CACF funds are now zero and closed. At the April 4th meeting, Chair Garcia stated that the treasurer’s report is not required to be approved.
- IV. County Report –** Eric Dahl reported that the application for rerouting the bike route has been submitted to VDOT for review. Jennifer Schmack has several commercial activities in the works. EDA had an extensive discussion on Fluvanna County Economic Development Strategic Goals.
- V. Chair’s Report-** Chair Garcia reported that FLDP’s Artisan Trail is progressing with a bank account and an advertising network. A Poker Run will also be at Pleasant Grove on the last day of the soccer celebration. The proceeds will go to local charities.
- VI. Public Comment –** None
- VII. New Business – Jennifer Schmack** stated our county committees with statutory obligation such as EDA and the Planning Commission are required under FOIA to have every correspondence use the Directors’ Fluvanna email addresses. FOIA training will be in July.
- VIII. The following Forward Fluvanna Report was approved. Palamountain/Hudson 5-0**

Fluvanna Economic Development Authority Forward Fluvanna Report and Outcomes

1. Background

In response to the COVID-19 pandemic, the Charlottesville Area Community Foundation offered the Community Recovery & Catalyst Grants to help mitigate the disproportionate effects of COVID on minority groups. The impact of systemic racism and other factors caused many disruptions to businesses in the area. The grant was made possible by the generous gifts of the Bama Works Fund, Dorothy Batten, UVA Community Health, and the Twice Is Nice fund.

Fluvanna County Economic Development Authority (FEDA) researched the requirements of the grant, and, after speaking to the leadership at CACF, FEDA submitted a grant application in August 2020, requesting \$50,000. The final award was for \$10,000. The request was to provide scholarships for Small-, Minority- and Women- (SWaM) businesses to attend the 16-week Entrepreneur Workshop offered by the Community Investment Collaborative (CIC) and provide money for business investment.

2. Process

FEDA chose to partner with CIC because of the program's successful track record using the Workshop In Business Opportunities (WIBO) curriculum developed specifically for budding entrepreneurs of microenterprises. CIC incorporates training, microloans and networking. CIC also provided partial scholarship fund to the participants. In addition, FEDA coordinated with the Small Business Development Center for additional training.

FEDA recruited African Americans and minority entrepreneurs working with the NAACP and Black Ecumenical Council. Minorities comprise 19% of the population but only 14% of business ownership in Fluvanna County. Sustainability was achieved through the Fluvanna Chamber of Commerce to encourage the graduates of the program to become active in the business community.

The timeline for the program was 12 months:

Month 1:

Establish an advisory council composed of representatives from FEDA, NAACP the Fluvanna Chamber of Commerce, including minority-owned businesses.

Month 2: Meet with NAACP and Black Ecumenical leaders to discuss recruiting strategies. Begin marketing/recruiting process focusing on minority and underserved populations.

Month 3: Recruit 10 to 15 entrepreneurs for the first cohort focusing on minority and underserved populations.

Months 4-7: Conduct first class. Continue to market the program. Recruit 10-15 entrepreneurs for the second cohort.

Months 8-11: Conduct second class. Announce "pitch night" to reward successful completers with start-up funds.

Month 12: Conduct "pitch night" and close out grant.

Note: Due to the timeline of the second class the grant timeline was extended 6 months to allow participants to complete a Master Class in pitch presentation at the Small Business Development Center.

3. Outcomes

Fourteen entrepreneurs were recruited; all completed the training with CIC. The following demographics:

SWaM Category	No. Recruited	No. Completed Pitch presentation class
African American	10	3
Other Minority	0	0
Women	10	3

Note: Some participants fell into more than one category

Outcomes:

No. of Businesses sustained	11
No. of Business start-ups	3
Demographics:	
African American	7
Other Minority	1
Women	4
Other	

Pitch Night Results:

Five entrepreneurs presented their results at Pitch Night on April 4, 2022. Two awards were given by FEDA:

- Grand Prize to Sweet Art Emporium: \$5,000
- Erica Mitchell, Owner

- Second Prize to Agee’s Catering and Concessions: \$3,000
- Eric Agee, Owner

Prizes of \$1,000 each were awarded to the remaining contestants by CIC:

- Herberts Wine Jelly, Carolyn Herberts, Owner
- Elephantz Trunk, Nina Monroe, Owner
- Contractor, Dajuan Hearn, Owner

Budget and Expenditures from grant funds:

Date:	Deposits:	Payment:	Identification:	Balance:
1/5/2021	10000		CACF Grant	10000
3/4/2021		214	Flu Rev (Ad)	9786
4/20/2021		2450	CIC (FluFwd: 7 Partial Scholarships)	7336
9/14/2021		480	Agee Catering Svcs	6856
12/8/2021		2450	CIC (FluFwd: 7 Partial Scholarships)	4406
4/4/2022	3594		Fluvanna County EDA Funds	8000
4/4/2022		4406	Pitch Night Awards	0

An additional \$3,594 for the Pitch Night awards was provided by FEDA

Adjournment: There being no further business to come before the Authority, the Chair adjourned the meeting at 6:22 PM. Motion to adjourn Palamountain/Garcia (5-0).

Minutes Recorded by Lois Mastro.

Respectfully submitted,

Lois Mastro, Secretary