



ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING
AGENDA

July 26, 2022
5:30 PM

Council Chambers, Rocky Mount Municipal Building
345 Donald Avenue, Rocky Mount, Virginia

All cellular phones must be turned off during the Meeting.

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The Town of Rocky Mount is pleased to offer assistive listening devices for meeting attendees with special hearing needs. Please ask any staff member or the clerk for assistance.

Call to Order and Welcome

1. Introduction of New Member
2. Roll Call of Members Present
3. Approval of Agenda
4. Review and Consideration of Minutes
 - 4.a. May 24, 2022- Regular Meeting Minutes
5. Secretary's Report
6. Staff Updates
 - 6.a. Business Updates
 - 6.b. HPC Update
7. Committee Reports (None)
8. Old Business
 - 8.a. CDBG Representative
9. New Business (None)
10. Authority Board Comments
11. Upcoming networking events & EDA Meeting
 - 11.a. Community Partnership- August 8, 2022

11.b. Franklin County Connects- August 10, 2022

11.c. EDA Meeting- September 27, 2022

12. Adjournment

**TOWN OF ROCKY MOUNT
ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
May 24, 2022
5:30 P.M.**

The Economic Development Authority (EDA) of the Town of Rocky Mount, Virginia met at the Rocky Mount Municipal Building on Tuesday, May 24, 2022 at 5:30 p.m., with Chairman Adam Lynch, presiding.

ROLL CALL OF MEMBERS PRESENT

Board Members Present: Chairman Adam Lynch, Economic Development Authority Board Members Tara Holley, Chas Mitchell, Mark Redden, and Amy Worley

Board Members Absent: Vice Chair Doug Williams

Others Present: Economic Development Director Daniel Pinard, EDA Clerk Cherie Compton, Town Attorney John Boitnott, Town Manager Robert Wood, Assistant Town Manager Mark Moore, Assistant Finance Director Amy Gordon

APPROVAL OF AGENDA

Additions or Corrections: None

Motion: To approve the agenda as presented

Motion By: Member Tara Holley

Second: Member Chas Mitchell

Action: Approved by a unanimous vote of members present.

REVIEW AND CONSIDERATION OF MINUTES

Let the record show that prior to the meeting, Economic Development Authority received the following draft minutes for review and consideration of approval:

March 22, 2022 - Regular Meeting Minutes

Motion: To approve minutes with the corrections

Motion By: Member Amy Worley

Second: Member Mark Redden

Action: Approved by a unanimous vote of members present

SECRETARY REPORT

Economic Development Clerk Cherie Compton advised members that the statement ending April 30, 2022 had a balance of \$82,045.00

STAFF UPDATES

Economic Development Director Daniel Pinard provided the following updates:

- The Town was awarded a \$10,000 grant from the Virginia Tourism Corporation for the Marketing Leverage Program. The money can be backdated and applied to the advertising branding campaign which included a digital spotlight through leisure media webpages, brochures, and digital spotlight in three Virginia welcome centers for six months and social media ads.
- The Town was awarded a \$44,939 grant from the Tobacco Commission for the Cox Property in the Industrial site that will pay for architectural engineer surveys and improve the tier level.
- Implementation of the branding includes a marketing leverage program, new website, wayfinding signs, park signs, new logo merchandise, brochures, placement of logos on doors, trucks, business cards, Facebook and Instagram ads, monthly events, placement video on WFXR etc.

COMMITTEE REPORTS

None at this time

OLD BUSINESS

None at this time

NEW BUSINESS

Financial Report

Emily Viers from Robinson, Farmer Cox & Associates joined the meeting via phone. Ms. Viers went over the Financial Reports for years ending 2020 and 2021. Member Tara Holley asked about the management letters that were mentioned and the EDA account that was not in Munis. Assistant Town Manager Mark Moore stated that they would forward the management letters mentioned by Ms. Viers to the members for their

review and clarified that the account mentioned was the EDA account that is reported to the members but it was just not programmed into the Munis software. Members agreed that they would like to review all the material and would call or email any questions. Member Mark Redden asked about the number of LLC's that were opened for the Harvester. Chair Adam Lynch stated that Gentury Locke recommended opening them all with a purpose for tax credits and that the members will begin to see them dissolve. Mark Moore added that some are still open due to the grants/funding that are associated with them.

Quarterly Payments

An open discussion ensued in regards to the flow of funds between Harvester, Town and EDA accounts.

Daniel requested approval for the quarterly accounting check to be written in the amount of \$117,477.79 to the Harvester Performance Center LLC from The EDA and for the EDA to accept the check written from the Town in the amount of \$48,432.79.

Motion: To approve check for \$117,477.79 to Harvester Performance Center LLC from the EDA and to accept the check for \$48,432.79 from the Town to the EDA.

Motion By: Member Tara Holley

Second: Member Chas Mitchell

Action: Approved by a unanimous vote of members present

Daniel requested approval for the EDA to accept the check from the Harvester Performance Center LLC to the EDA in the amount of \$21,300.00 and the rent check to be written in the amount of \$21,300.00 to the Town from the EDA

Motion: To approve accept the check from the Harvester Performance Center LLC to the EDA in the amount of \$21,300.00 and the rent check to be written in the amount of \$21,300.00 to the Town from the EDA

Motion By: Member Tara Holley

Second: Member Mark Redden

Action: Approved by a unanimous vote of members present

Community Development Block Grant

Daniel stated that he is working on Community Development Block Grant (CDBG) and he asked that the members be thinking of a Management Team Representative they agreed to think on it and appoint the representative at the next meeting.

Grow with Us

Chair Adam Lynch went over the Grow with us campaign he stated he would like to see them reach out to the local businesses and show that they care, such as the event calendars that have been published on social media, and reaching out to local businesses and let them know things that are going on that they could apply for or participate in. An open discussion ensued.

AUTHORITY BOARD COMMENTS

Member Amy Worley asked about the Harvester being a sponsor of the Cruise In. Mark Moore stated that the Harvester is a separate LLC and has separate marketing funds from the Town.

UPCOMING NETWORKING EVENTS & EDA MEETINGS

SML Chamber of Commerce Franklin County Connects- Wednesday, June 8, 2022

Community Partnership for Revitalization- Monday, June 13, 2022

Court Days- Saturday, June 11, 2022

EDA- Tuesday, July 26, 2022

CLOSED MEETING AND ACTIONS

Enter Closed Meeting

Motion: To go into closed session under the Virginia Code Section cited below.

Time: 6:44 p.m.

Virginia Code Section:

Section 2.2-3711(A).3 Discussions or consideration of the acquisition of real property for a public purpose, or of the disposition of publicly held real property, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body.

Motion By: Member Mark Redden

Second: Member Amy Worley

Action: To go into a closed meeting

Certificate of Closed Meeting Discussion:

The Board certified unanimously that nothing was discussed in the closed meeting other than what was stated in the motion to enter the closed meeting. No action was taken during the closed meeting.

Whereas, the Economic Development Authority has convened a closed meeting on Tuesday, May 24, 2022, pursuant to an affirmative recorded vote and in accordance with the provisions of the Virginia Freedom of Information Act; and

Whereas, Section 2.2-3712 of the Code of Virginia (1950), as amended, requires certification by this Board that such closed meeting was conducted in conformity with Virginia law.

Now, therefore, Be It Resolved that the Economic Development Authority hereby certifies that, to the best of each members' knowledge: (1) only public business matters lawfully exempted from open meeting requirements under this chapter; and (2) only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed, or considered in the meeting by the public body.

Adam Lynch, Chair

ADJOURNMENT

Motion to Adjourn By: Member Mark Redden

Second: Member Tara Holley

Action: Adjourned by a unanimous vote of members present

Time of Adjournment: 6:52 p.m.

Adam Lynch, Chairman

ATTEST:

Cherie Compton, Clerk