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**BRIGHTER
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BUSINESS**

**MINUTES
BOARD OF DIRECTORS MEETING
INDUSTRIAL DEVELOPMENT AUTHORITY OF HALIFAX COUNTY, VIRGINIA
MARCH 18, 2022**

RE: MEETING: The Board of Directors of the Industrial Development Authority of Halifax County, Virginia (IDA) held a regular IDA Board meeting on Friday, March 18, 2022, at 8:30 A.M. in the IDA Conference Room.

RE: MEMBERS PRESENT: Those in attendance at the time the meeting was called to order include Mr. Rick Harrell, Dr. Nettie Simon-Owens, Mrs. Nancy Pool, Mr. Jeremy Satterfield, Mr. Ryland Clark, and Mr. Jeremy Catron

RE: MEMBERS ABSENT: Mr. Robert Bates

RE: OTHERS PRESENT: Mrs. Kristy Johnson – IDA Executive Director, Ms. Blair Jeffress – IDA Operations Manager, Mrs. Beth Doughty*, Mrs. Liz Povar*, Mr. Neal Barber*, and Ms. Miranda Baines – Gazette Virginian.

*denotes virtual participation

RE: MEETING CALLED TO ORDER: Mr. Jeremy Satterfield called the meeting to order at 8:33 a.m. It was determined that a quorum was present with six members in attendance.

RE: APPROVAL OF AGENDA: Mr. Jeremy Catron made a motion to approve the agenda, seconded by Mrs. Rick Harrell, and duly carried by the Board.

RE: ELECTION OF OFFICERS:

Mrs. Kristy Johnson stated that Mr. Bates asked her to inform the Board that he was no longer able to continue as Chair of the IDA. Mrs. Johnson then opened the floor for nominations for Chair. Mr. Jeremy Satterfield nominated Mr. Rick Harrell, seconded by Mrs. Nancy Pool. Dr. Nettie Simon-Owens nominated Mr. Jeremy Catron, seconded by Mr. Ryland Clark. Mr. Jeremy Catron kindly turned down the nomination and stated that he feels he will not be able to commit to the position of Chair due to his work schedule. Mrs. Johnson hearing no other nominations closed the floor for nominations. Mrs. Johnson then noted that the motion had been made and properly seconded. All members then voted in favor of the nomination of Mr. Rick Harrell as Chair.

Mr. Rick Harrell opened the floor for nominations for Vice Chair.

Dr. Nettie Simon-Owens nominated Mr. Jeremy Satterfield, seconded by Mrs. Nancy Pool. Hearing no other nominations Mr. Harrell closed the floor for nominations. Mr. Harrell then noted that the motion had been made and properly seconded. All members then voted in favor of the nomination of Mr. Jeremy Satterfield as Vice Chair.

Mr. Bates opened the floor for nominations for Secretary Treasurer.

Mr. Jeremy Satterfield nominated Mrs. Nancy Pool for Secretary Treasurer, seconded by Dr. Nettie Simon-Owens. Hearing no other nominations Mr. Harrell closed the floor for nominations.



Mr. Harrell then noted that the motion had been made and properly seconded. All members then voted in favor of the nomination of Mrs. Nancy Pool as Secretary Treasurer.

RE: READING AND APPROVAL OF MINUTES: Ms. Blair Jeffress presented to the Board that she made a few changes due to grammatical errors. Mr. Ryland Clark made a motion to approve the February 18, 2022 meeting minutes, seconded by Mr. Jeremy Satterfield and duly carried by the Board.

RE: ZOOM INTRODUCTION WITH BETH DOUGHTY AND STRATEGIC PLANNING CONSULTING TEAM:

Mrs. Beth Doughty began by introducing the plan for the meeting and stated that she hoped that the meeting would create dialogue and she would receive feedback from the IDA Board. Mr. Rick Harrell introduced the IDA Board and staff to Mrs. Beth Doughty and her team. Mrs. Doughty and team introduced themselves and shared their experience with economic development and strategic planning. Mrs. Doughty concluded the introduction by stating that she looked forward to assisting the IDA in reaching their goals.

Mrs. Beth Doughty stated that the first phase of the strategic planning process will be the discovery phase. She mentioned that this phase would include engaging key stakeholders, assessing the existing IDA structure, assessment of sites and buildings, and reviewing economic trends. Mrs. Doughty stated that engaging the community stakeholders will play an important role in goal setting in the strategic planning process.

Mrs. Doughty stated the next phase in the process is the design phase. She mentioned that this phase will begin with the development of a SWOT analysis. Mrs. Doughty stated that the SWOT analysis will be composed of the information gathered during the facilitated discussions with the Board of Supervisors, IDA Board, and other leaders in the community. Mrs. Doughty stated that during the design phase the team would help the IDA develop an economic strategic plan that includes goals, objectives, and tactics.

Mrs. Doughty highlighted the importance of partnerships to help implement the aspects of the strategic plan. She mentioned that these partnerships include government entities, community-based organizations, and educational institutions. Mrs. Doughty stated that organizational recommendations will be discussed to ensure the IDA is structured properly to implement the strategic plan. Mrs. Doughty also mentioned the importance of clarifying the roles and responsibilities of the IDA and community stakeholders to help with implementation.

Mrs. Doughty stated that the next phase is the evaluation phase. She mentioned that this phase is designed to help monitor the implementation of the strategic plan. Mrs. Doughty stated that during this phase we will identify what goals are measurable to assist with evaluating the implementation process. Mrs. Doughty conveyed that she hoped this strategic plan would be a road map for the IDA to work towards future goals and not just the goals set out in the plan.

Mrs. Doughty stated that communication was the second part of the third phase. She expressed that she and her team would provide tools to keep the community informed and engaged during the implementation process.

Mrs. Doughty questioned the Board about concerns they had regarding the strategic planning process. She asked whether the Board thinks we would get a good response from community stakeholders and if they be willing to buy in.

Dr. Nettie Simon-Owens stated that she believes we would get a great response from community stakeholders because they are used to participating in this process.

Mr. Rick Harrell stated that he hopes community stakeholders would buy into the process. He mentioned that the most important connection during this process would be the Board of Supervisors and he stated was optimistic about their involvement.

Mr. Jeremy Satterfield stated that he felt the IDA would get the buy in from the stakeholders. He stated that they have always been a pivotal part of the IDA. Mr. Satterfield stated that the determining factor will be the communication piece of the process and getting the information out to the public.

Mrs. Nancy Pool stated that she agreed with what everyone has expressed. She stated that people need to understand that Economic Development is not solely the IDA. Mrs. Pool conveyed that Economic Development is a much broader concept and it is about the whole community. She mentioned that it is important for the partnerships and the community to realize their goals in this process.

Mrs. Liz Povar stated that she felt positive about this process and that it would building upon relationships with the Board of Supervisors. She agreed that the Board of Supervisors would play an important role in the process.

Mrs. Doughty thanked the IDA Board for sharing their thoughts about the strategic planning process and agreed with everything that was said. She then handed it over to Neal Barber to talk about the Halifax County Community Strategic Plan.

Mr. Neal Barber stated that he wanted to go over the strategic plan facilitated by the Chamber of Commerce and review some of the aspects of the plan. He highlighted that the plan had a strong interest in the economic well-being of the citizens. Mr. Barber stated that the overall goal of the plan was to improve the prosperity, economic divisions, and quality of life of the citizens in Halifax County.

Mr. Barber explained that the three focus areas of this plan were workforce development, economic improvement, and community assets. He reviewed the goals within each sector including attract outside jobs and investment to Halifax County, grow small businesses, and optimize the climate for investments in Downtowns. Mr. Barber questioned which of the goals are a high priority for the IDA Board.

Dr. Nettie Simon-Owens asked if anyone participated in the 2019 strategic planning conversations. She stated that she wasn't sure if anyone in the room was in a position to say what the priorities were considering we are seeing this plan for the first time.

Mr. Ryland Clark stated that he participated in the quality of life group for the County. He mentioned that Dr. Adams has reached out to see if individuals would still like to be involved in the process. Mr. Clark stated that he anticipates a kickoff event to get things started back up. He believes that a few of the groups are still meeting.

Mr. Clark stated that COVID played a huge role in delaying the strategic plan implementation process for Halifax County. He also stated that he doesn't believe the IDA played a big role in the 2019 strategic plan.

Mrs. Kristy Johnson stated that she and IDA Board members participate in the strategic planning process, in addition to Mr. Scott Simpson. She stated that during the implementation piece of the plan, each item had its own committee. Mrs. Johnson stated that Mr. Brian Brown participated on the implementation steering committee. She mentioned that due to the change in leadership and COVID she had participating in any of the groups as of yet. Mrs. Johnson explained that after the planning process is relaunched, she anticipated she would be involved in the steering committee and participate in some of the implementation groups. She also explained that each committee would likely need to be revamped due to individuals changing their roles and responsibilities.

Mr. Scott Simpson stated that this process began in late 2019 and not much has been formally done by the implementation groups due to the ongoing COVID concerns. Mr. Simpson stated that he anticipates a kick-off to unveil the strategic plan in the coming months.

Mrs. Doughty asked the Board to identify which strategies would be considered the IDA's business. She stated that she doesn't believe all of items are in the IDA's wheelhouse.

Mr. Rick Harrell shared that anything dealing with the high school could be checked off the list because \$110 million has been allocated to build a new high school.

Dr. Nettie Simon-Owens questioned why the approach should be identifying which goals the IDA can lead. She explained that she felt that the IDA is bigger than that and should be open to exploring more approaches.

Mrs. Doughty stated that this was valid questioned and rephrased the approach to where does the IDA fit in.

Mr. Clark stated that he felt the goal to retain and support existing business should be one of the main focuses. He stated that due to the lack of workforce it is essential to develop a solid workforce before attracting outside jobs to Halifax County.

Dr. Nettie Simon-Owens stated that it would be beneficial to hear from the Chamber to see what their thoughts were and where they stand as it relates to the community wide strategic plan.

Mr. Satterfield stated that IDA is involved in each category represented. He explained that even though it may not be a priority for the IDA, the IDA over the years has participated in each of the initiatives. Mr. Satterfield stated that he felts we should work together to achieve all the goals rather than the IDA, which has a staff of two, tackle the tasks itself. He expressed that it would be beneficial to have a conversation with the Chamber to see where the IDA can aid in implementing different areas of the community wide strategic plan.

Mrs. Doughty echoed the IDA Board members and stated that the IDA Board has an influential voice in each strategy listed but not necessary a direct relation to the implementation process.

Mr. Rick Harrell stated that the IDA has been a lead on some of the initiatives along with the Board of Supervisors.

Mr. Satterfield agreed with Mr. Harrell and stated that the IDA is continuing to work towards some of the goals listed. He stated that there had been a pause in the community strategic planning process due to COVID.



Mrs. Doughty stated that this strategic plan was presented to get an idea of where we are currently. She mentioned that all the goals listed in the community strategic will not appear in the IDA's planning process. Mrs. Doughty asked the Board how they felt about attracting outside jobs, retaining and supporting existing businesses, and growing small businesses.

Mr. Harrell stated that he feels those are some of the areas the IDA is focused on and should continue to focus on.

Mr. Satterfield stated that retention has been the number one priority of the IDA.

Mrs. Nancy Pool stated that supporting existing businesses is a very critical priority. She conveyed that she doesn't feel we are doing anything to prepare are community for growth down the road. Mrs. Pool stated that it is important to make sites and programs a priority to prepare for the future.

Dr. Nettie Simon-Owens stated that there are areas in Halifax County that are working towards achieving the goals set out in the community strategic plan. She stated that we need to identify the areas that directly relate to what is being done at the IDA.

Mr. Clark stated that considering we have a staff of two people we need to focus on the industrial side of things and maybe one day work towards implementing other areas such as retail.

Mr. Simpson stated that he feels the IDA's strategic plan and the community strategic should not blend together even though the IDA will help contribute to some of the goals listed in the community wide strategic plan.

Mrs. Johnson stated that the goal of presenting the community strategic plan was to jumpstart the conversation for developing the IDA's strategic plan. She stated that this will help us to work collectively and not solely as an individual organization. Mrs. Johnson mentioned that even though the IDA has participated in helping small businesses and startups, she feels that there are other organizations in Halifax County that are better equipped to accomplish this goal.

Mrs. Doughty questioned if there was anything else the IDA Board needed to add that had not been discussed that needed to be a part of the strategic plan.

Mr. Harrell mentioned the importance of having an inventory of highly developed sites.

Mrs. Doughty expressed that she felts that the conversation was helpful and that she felt that she had enough information for her and her team to get started on their process.

RE: REQUEST TO ENTER INTO CLOSED SESSION: Motion was made by Mr. Ryland Clark seconded by Mrs. Nancy Pool, and duly carried by the Board that the Board go into closed session pursuant to Virginia Code Section 2.2-3711. That the purposes which are to be the subject of said executive or closed meeting shall be as follows:

- To discuss a prospective business or industry, or the expansion of an existing business or industry where no previous announcement has been made of the businesses or industry's interest in locating or expanding facilities in the community, pursuant to Virginia Code Section 2.2-3711.A.5.



- To discuss real estate matters, Virginia Code Section 2.2-3711.A.3.
- To discuss personnel matters, pursuant to Virginia Code Section 2.2-3711.A.1.
- To discuss the award of a public contract involving the expenditure of public funds, including interviews of bidder or offerors, and discussion of the terms or scope of such contract, where discussion in open session would adversely affect the bargaining position or negotiating strategy of the Board pursuant to Section 2.2-3711 A. 29. of the Code of Virginia (1950), as amended.

*Mr. Ryland Clark left the closed meeting at 11:46 a.m. and returned at 12:28 p.m.

*Mr. Jeremy Satterfield left during closed session at 11:30 a.m., Mr. Satterfield certified prior to leaving.

REQUEST TO RETURN TO REGULAR SESSION

Upon motion by Mrs. Nancy Pool, seconded by Dr. Nettie Simon-Owens, then duly carried by the Board, that the body return to regular session.

CERTIFICATION

Upon motion by Mrs. Nancy Pool and seconded by Mr. Ryland Clark the Board voted to take a roll call certifying that to the best of the member's knowledge (i) only public business matters lawfully exempt from open meeting requirements under the Virginia Freedom of Information Act and (ii) 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.

Mr. Harrell, Yes

Mr. Satterfield, Yes

Dr. Simon-Owens, Yes

Mrs. Pool, Yes

Mr. Catron, Yes

Mr. Clark, Yes

RE: Action Taken on Items in Closed Meeting

Mrs. Nancy Pool made a motion to authorize the IDA staff to execute a lease amendment for ChemQuest for additional office space at 1100 Confroy Drive, this motion was seconded by Mr. Ryland Clark, and duly carried by the Board.

Mr. Jeremy Catron made a motion to authorize the IDA staff to execute a lease extension for Sunshine Mills for the property located at 1120 Greens Folly Road, this motion was seconded by Mrs. Nancy Pool, then duly carried by the Board.

RE: Reports of Standing Committees and Officers

A. Finance Committee

Current Financials

Mr. Harrell presented the February 2022 financial reports. Mr. Harrell noted the reduction in the encumbered amount due to the final payout of the VBAF grant. Mr. Harrell mentioned that overall, the financials were in good standing. He mentioned that the IDA staff were working towards finalizing the FY23 budget to present to the Finance Committee. Mr. Rick Harrell made a motion to approve the February 2022 financial reports. Mr. Ryland Clark seconded the motion, and the motion was then duly carried by the Board.



B. Prospects & Properties Committee

None

C. Executive Committee

None

D. Executive Director Report

None

RE: Old Business:

None

RE: New Business

A. Open Comment Period

- Mrs. Nancy Pool: None
- Mr. Ryland Clark: He thanked Kristy for assisting Hitachi Energy in their workforce recruitment efforts.
- Dr. Nettie Simon-Owens: None
- Mr. Rick Harrell: None
- Mr. Jeremy Catron: None

RE: PUBLIC COMMENT:

None

RE: NEXT MEETING DATE:

The IDA will hold the next scheduled meeting on April 15, 2022, at 8:30 A.M. in the Halifax IDA Conference Room.

RE: ADJOURNMENT:

Motion to adjourn was made by Mr. Rick Harrell seconded by Mr. Nancy Pool and then duly carried by the Board.

Respectfully Submitted:

Mrs. Kristy Johnson, IDA Executive Director

Acknowledged:

Rick Harrell, Chair