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**BRIGHTER
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**MINUTES
BOARD OF DIRECTORS JOINT MEETING
INDUSTRIAL DEVELOPMENT AUTHORITY OF HALIFAX COUNTY, VIRGINIA
APRIL 20, 2022**

RE: MEETING: The Board of Directors of the Industrial Development Authority of Halifax County, Virginia (IDA) held a joint IDA Board meeting with the Board of Supervisors on Wednesday, April 20, 2022, at 4:00 P.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, Mr. Jeremy Catron, and Mr. Robert Bates.

RE: MEMBERS ABSENT: None

RE: OTHERS PRESENT: Mrs. Kristy Johnson – IDA Executive Director, Ms. Blair Jeffress – IDA Operations Manager, Mrs. Beth Doughty, Mrs. Liz Povar, Mr. Neal Barber – Strategic Planning Team, Chairman Calvin ‘Ricky’ Short, Vice Chairman Garland Ricketts, Supervisor Larry D. Roller, Supervisor Hubert Pannell, Supervisor Ronnie Duffey, Supervisor Dean Throckmorton, Supervisor Stanley Brandon, Supervisor W. Bryant Claiborne, Tie Breaker Wayne Smith, Ms. Olivia Epps – Halifax County, Mrs. Charlene Hendricks – Halifax County, and Mr. Scott Simpson – County Administrator.

RE: MEETING CALLED TO ORDER: Mr. Rick Harrell called the meeting to order at 4:00 p.m. for the IDA Board and Chairman Calvin ‘Ricky’ Short called the meeting to order for the Board of Supervisors at 4:00 p.m. It was determined that a quorum was present for both Boards.

RE: APPROVAL OF AGENDA: Mrs. Nancy Pool made a motion to approve the agenda, seconded by Mr. Ryland Clark, and duly carried by the IDA Board. Vice Chairman Garland Ricketts made a motion to approve the agenda, seconded by Supervisor Ronnie Duffey and duly carried by the Board of Supervisors.

RE: REQUEST TO ENTER INTO CLOSED SESSION: Motion was made by Mrs. Nancy Pool seconded by Dr. Nettie Simon-Owens, and duly carried by the IDA Board. Motion was also made by Supervisor Dean Throckmorton, seconded by Supervisor Ronnie Duffey, and duly carried by the Board of Supervisors that both bodies 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.

*Mr. Ryland Clark left the closed meeting at 4:20 p.m. and returned at 4:55 p.m.





REQUEST TO RETURN TO REGULAR SESSION

Motion was made by Mr. Jeremy Satterfield, second by Mrs. Nancy Pool, then duly carried by the IDA Board to return to regular session. Motion was also made by Supervisor Stanley Brandon seconded by Vice Chairman Garland Ricketts, then duly carried by the Board of Supervisors to return to regular session.

CERTIFICATION

Upon motion by Dr. Nettie Simon-Owens 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
Mr. Robert Bates, Yes
Dr. Simon-Owens, Yes
Mrs. Pool, Yes
Mr. Catron, Yes
Mr. Clark, Yes

Upon motion by Supervisor Stanley Brandon and seconded by Vice Chairman Ricketts 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.

Chairman Short, Yes
Vice Chairman Ricketts, Yes
Supervisor Roller, Yes
Supervisor Pannell, Yes
Supervisor Duffey, Yes
Supervisor Throckmorton, Yes
Supervisor Brandon, Yes
Supervisor Claiborne, Yes

RE: FACILITATED DISCUSSION WITH STRATEGIC PLANNING TEAM

Mrs. Beth Doughty started by stating that she is excited about this strategic plan, and she is here to listen to input from the IDA and the Board of Supervisors. Mrs. Doughty and the strategic planning team proceeded with introductions and shared information about their background. They all thanked Kristy and the IDA Board for granting them the opportunity to provide service in creating a strategic plan.

Mrs. Doughty stated that the important part of this meeting will be the open discussion amongst both Boards. She stated that she will ask a series of questions that will help stimulate the conversation which will be used to develop the strategic plan moving forward.

Mrs. Liz Povar stated that her team would like to set the tone for what economic development entails so when her team asks questions this tone will be the focal point of the responses. She explained that economic development was mainly about partnership and no one person makes economic development in a community successful. Mrs. Povar highlighted that we have two of the most important organizations, the IDA Board and the Board of Supervisors, that will contribute to the community's success in the future.

Mrs. Povar stated that understanding the business needs will help drive the policies and programs the organization implements. She explained that this process must be smooth in order to keep the attention of businesses here in the community. Mrs. Povar listed items a business needs to be successful which includes a good location, great workers, a reasonable cost of doing business and knowledge and skills. She mentioned that most economic development organizations play a role in these business needs.

Mrs. Doughty stated that the process of the strategic plan is just as important as the contents. She conveyed that this will only be a successful plan if the organization will consider the stakeholders in the community. Mrs. Doughty stated that this meeting is the start of the discovery phase in the process. She mentioned that her team is in the process of conducting 40 interviews with community leaders to include their input in the strategic plan. She stated that her team will be doing an assessment of the sites and buildings inventory, deal flow, and economic trends.

Mrs. Doughty continued to discuss the phases in the process to include the SWOT analysis, implementation of strategies and tactics, identification of partnerships, roles and responsibilities, and implementation. She discussed the final phase of the process which is communication. Mrs. Doughty stated that there will be tools provided to help the IDA communicate the details of the plan to other community stakeholders. Mrs. Doughty reiterated that the two key parties were in the room and requested that both organizations share their thoughts and input during the meeting. She stated that this meeting was important and that the goal is to lay the foundation for the strategic plan.

Mrs. Doughty asked the Boards to describe the overall economic health of Halifax County. She also asked about the business base in the community.

Mr. Rick Harrell stated that agriculture is one of the top industries in the County.

Supervisor Dean Throckmorton mentioned that forestry was another industry prevalent in Halifax County.

Dr. Nettie Simon-Owens stated health care and education are two important industries.

Mrs. Doughty asked to the Boards to describe Halifax County.

Supervisor Throckmorton stated that there are a lot of recreational activities in the County.

Mr. Satterfield stated that we are heavy on the quality of life.

Another member of the Board of Supervisor stated that there is a lot of poverty in the community.



Mr. Satterfield explained his thoughts on the quality of life and stated that citizens have the opportunity to earn a good living, access to amenities without paying out of pocket for a higher cost of living in larger communities, and there is a slower pace of life.

Dr. Nettie Simon-Owens mentioned that there is a good sense of community.

Mrs. Doughty questioned what the strongest asset is in Halifax County.

Someone mentioned that people are one of the County's strongest assets.

Mr. Rick Harrell stated that geographical location is a strong asset.

Mrs. Doughty asked what is the easiest to monetize.

Supervisor Dean Throckmorton mentioned that recreational activities are easy to monetize in the County.

Supervisor Ricketts stated that he would refer to our community socially and economically stratified.

Mrs. Doughty questioned what the greatest challenge is in Halifax County.

Supervisor Claiborne stated that attracting businesses was one of the greatest challenges.

Supervisor Brandon mentioned that another challenge is growth and providing a future for our youth.

Supervisor Throckmorton stated that workforce availability is also a big challenge in the community. He mentioned that we have available jobs in Halifax County but due to government dependency we will not be able to fulfill these vacancies.

Mrs. Doughty questioned what citizens want from economic development in the Halifax County.

Chairman Short stated that about 33% of the County is retired and this has created a void in the workforce.

Supervisor Roller expressed that some of the best and brightest young adults are leaving for other job opportunities and not returning.

Mrs. Doughty questioned whether this is because there are no job opportunities here or do they not appreciate this community.

Supervisor Claiborne stated that there is a lack of quality of life in Halifax County. He conveyed that the reason we were losing our youth is because they do not have anything attracting their attention. Supervisor Claiborne stated that we need solutions to change where we've been to make the County more appealing to our youth. He stated that there are certain things that the younger generation is looking for and they are not present. He mentioned that in order to attract more youth we are going to have to be willing to make some changes.

Supervisor Brandon expressed that as older adults, we must be willing to interject change to be more productive. He stated that it is hard for the older generation and the younger generation to



play on the same field, which pushes the younger generation to move to places where they have this opportunity. He stated it takes all of us as a community to make this change.

Supervisor Claiborne mentioned that we have one of the lowest tax rates in the state. He mentioned that if we don't raise the taxes then we will not have the revenue to improve the community.

Mrs. Doughty asked the Board to list the leaders in the community.

Supervisor Brandon stated that the Board of Supervisors are the elected officials. He stated that the citizens look to them for leadership.

Mrs. Doughty asked the Boards to list the lead voices in the business community.

Supervisor Short stated that the Chamber of Commerce does a good job representing a lot of the businesses in the Town area. He mentioned that Mrs. Mitzi McCormick and her team does a great job at getting the businesses involved in the Community.

Mr. Satterfield mentioned that Dr. Adams at the SVHEC is leader in the community and has been pivotal to a lot of the things that has been introduced to the community.

Supervisor Ronnie Duffey stated that he has researched and realized there were several engineering jobs here in Halifax County. He stated that it is the job of the leaders in the community to make the younger generation aware of the opportunities in the County.

Mr. Ryland Clark stated that it is important to create an environment where we have disposable income to support the businesses. He mentioned disposable income will help create a more attractive environment for the younger generation to start businesses and increase the success of the County. Mr. Clark commended the work that has already been done such as the Broadband initiative.

Mrs. Doughty asked the Board of Supervisors to describe their goals for economic development.

Supervisor Brandon mentioned that the BOS engages in comprehensive planning. He explained the partnership between the IDA and the BOS and mentioned that the IDA makes sure the BOS is aware of the current business opportunities. Supervisor Brandon stated that this gives the BOS a chance to review and take advantage of the opportunities to grow the community. He stated that their goals align with the goals listed in the community's strategic plan.

Supervisor Throckmorton stated that he would like everyone to have a job and wants individuals to want to work. He explained that both of his children went off to college to work and came back to Halifax County to live and work.

Mr. Satterfield conveyed that there are several individuals in the County that go speak with Mrs. Melanie Saunders's leadership class. He mentioned that 75% of the class would like to come back to Halifax County. He explained that even though the salaries are higher in places like Richmond, VA, the cost of living and other expenses are higher as well.

Mr. Clark stated that the ability to make a change in the community has played a role in his decision to stay in Halifax County. He explained that it would be harder to join a Board of Directors or effect change in a larger community.



Supervisor Claiborne agreed with everything that was shared and stated that we also need to attract individuals who do not live in the County. He stated that in order to attract people of value we need to change our strategy on how we are going to develop. He expressed that our focus should not be on the retired community because they are not the future of the County. Supervisor Claiborne explained that our focus should be on the youth.

Mr. Clark stated that the community needs to work collaboratively to ensure everyone is represented at the table.

Supervisor Brandon stated that he believes the IDA Board's strategy has changed to focus more on small businesses. He stated that this strategy will help provide change for the youth. He stated that small businesses are the backbone of this nation.

Mrs. Doughty expressed that this conversation has been very helpful. She asked both Boards to list the tasks that should be led by the IDA.

Supervisor Throckmorton stated that once we attract new businesses, we also expand the workforce and supporting the growth of the economic sector. He stated that the main goal is getting the businesses to commit moving to the County and everything else will fall into place.

Mrs. Doughty stated that many things on the list require different skill sets, time, money, and human resources. She asked the Boards to state who is responsible for retaining existing businesses.

Supervisor Brandon stated that he feels all of the items listed are relevant. He stated that the BOS looks to the IDA to help expand and retain existing businesses.

Mr. Harrell stated that considering the IDA has two employees, we are not able to be the lead on all of the tasks. He stated that we can support small businesses that are in the area, but we do not have the bandwidth to be the primary source of assistance. He mentioned the community has established a small business development center to help small businesses.

Mrs. Johnson clarified the difference between a startup and a small business. She mentioned that startups have the ability to scale, and small businesses are going to, more than likely, continue to operate as a small business. She explained that assisting a startup today could turn into a larger company in the future.

Mr. Harrell reiterated the importance of having available sites and buildings. He stated that we cannot attract new businesses or help existing businesses expand if we do not have sites or buildings to advertise.

Mrs. Doughty stated that Mr. Neal Barber has created a presentation that shows a competitive analysis of real estate and deal flows of the IDA. She mentioned that this will be reviewed during the steering committee meeting.

Mrs. Doughty asked about improving the workforce.

Mr. Satterfield stated that we are a small part of this task. He stated that the IDA has developed relationships with individuals and organizations that we can count on to help with this endeavor.



Mr. Short stated that the local banks in the area assisting with the financing part of the task list. He stated that the bankers have the knowledge and resources available to assisting with business startups.

Mrs. Doughty asked the Boards to provide feedback on tourism and whether it is the responsibility of the IDA.

Chairman Short stated that he does not think tourism should be the responsibility of the IDA.

Mrs. Doughty asked does the IDA play a role in the quality of life.

Supervisor Brandon stated that he feels the IDA plays a role in improving the quality of life.

Mrs. Liz Povar asked does the Board of Supervisors provide the funds for some of the amenities mentioned to improve the quality of life.

Supervisor Brandon stated that it all goes back to community and needing to provide for the community.

Supervisor Claiborne stated we need to work on improving the communication between both Boards. He stated that we need to diversify and bring more people to the table who have different experiences. He explained that the younger professionals are our future, and we need to listen to what they have to say.

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.

The Board of Supervisors will hold the next meeting on May 2, 2022, at 6:30 P.M. at Mary Bethune.

RE: ADJOURNMENT:

Motion to adjourn was made by Supervisor Brandon seconded by Supervisor Duffey and then duly carried by the Board of Supervisors. Motion to adjourn was made by Mr. Satterfield seconded by Dr. Simon-Owens and then duly carried by the IDA Board.

Respectfully Submitted:

Mrs. Kristy Johnson, IDA Executive Director

Acknowledged:

Mr. Rick Harrell, Chair