

County of Rockbridge

County Administrator

150 South Main Street

Lexington, Virginia 24450

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County Administrator
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AGENDA
ROCKBRIDGE COUNTY ECONOMIC DEVELOPMENT AUTHORITY
BOARD MEETING ROOM
May 16, 2022
8:30 am.

PLEASE TAKE NOTICE that the May 16, 2022, Economic Development Authority (EDA) meeting will be held by electronic means pursuant to the Continuity of Government Ordinance effective on April 06, 2022, due to the threats posed by the COVID-19 pandemic to the health, safety, and welfare of the public.

While some EDA members may participate remotely, staff will present as usual in the Board of Supervisors meeting room at 150 S. Main Street, Lexington 24450.

Citizens who cannot attend the meeting in person may view or participate in the Zoom Meeting Webinar as described below:

Join the Rockbridge County Economic Development Authority Zoom webinar

When: Monday May 16, 2022, at 8:30 am

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/82670653387?pwd=WWZKYm5QaTJKdVNEMHJiZWxBUW9SQTO9>

or [Click Here to Join](#)

Password: 935638

(1) Or Telephone:

Dial into one of the following numbers:

US: +1 929 205 6099 or +1 301 715 8592 or +1 312 626 6799 or +1 669 900 6833
or +1 253 215 8782 or +1 346 248 7799

Webinar ID: 826 7065 3387

Password: 935638

If you have never joined a zoom webinar, you can find instructions to join at the following link:
<https://support.zoom.us/hc/en-us/articles/115004954946-Joining-and-participating-in-a-webinar-attendee->

1. Call to Order
2. Citizen Comments

Citizens Comments can be made by:

- a. Email eda-citizencomment@rockbridgecountyva.gov
 - b. Comments sent by U.S. Mail must be received by the day of the said meeting to be read aloud during that meeting.
 - c. Submit a comment in writing and place it in the dropbox located at the front entrance of the County Administration Building at 150 S. Main Street Lexington, VA 24450. Include your name and Magisterial District.
 - d. Join the Zoom webinar by phone or computer using the instructions at the top of page one (1) of this document, then using the information below:
 - i. you can click on the Q & A box and submit your question there, and it will be read during public comment (option for computer with no microphone)
 - ii. if you have a microphone, you can click on the "Raise Hand" button. The mediator will unmute you and announce that you can address your comment.
 - iii. If you call in, the mediator will announce the phone number as it is unmuted, and the caller can then state if they wish to comment.
3. Changes to the Agenda
 4. Minutes (April 18, 2022)
 5. Financial Report (April)
 6. Activities Report (April)
 7. Update on Strategic Economic Development Plan
 8. Resolution for Business Appreciation Month
 9. Proclamation in Honor of Robert "Bobby" J. Berkstresser
 10. Board Comments
 11. Adjourn

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AT A REGULAR MEETING OF THE ROCKBRIDGE COUNTY ECONOMIC
DEVELOPMENT AUTHORITY HELD AT THE ROCKBRIDGE COUNTY
ADMINISTRATIVE OFFICES ON MONDAY, MAY 16, 2022

AGENDA ITEM: Approval of the Minutes

SUBMITTED BY: Brandy Flint, Secretary

DATE: May 9, 2022

SUMMARY OF INFORMATION:

The minutes from your April 18, 2022 meeting are attached.

Recommendations:

Review minutes and adopt as presented or with modifications.

**AT A REGULARLY SCHEDULED MEETING OF THE ROCKBRIDGE COUNTY
ECONOMIC DEVELOPMENT AUTHORITY (EDA) HELD ELECTRONICALLY AND
IN PERSON AT THE ROCKBRIDGE COUNTY ADMINISTRATIVE OFFICES
LOCATED AT 150 SOUTH MAIN STREET, LEXINGTON, VA 24450, ON APRIL 18,
2022, AT 8:30 AM.**

**PRESENT IN PERSON: J. LINGON JONES, JR., ROY POWELL, DAVID
HAWKINS, W. FRANK PATTERSON, JR.,
BOYD BROWN, ANNE HERRING, AND JANIE
HARRIS**

ABSENT:
SECRETARY: BRANDY FLINT
BOARD OF SUPERVISORS: DAVID MCDANIEL (ABSENT)
MEDIA: NONE
STAFF:
OTHER:

Mr. Jones called the meeting to order at 8:31 am.

The second agenda item was citizen comments.
There were no comments via any platform.

The third agenda item was any changes to the agenda.
There were none.

The fourth agenda item was the approval of the April 18, 2022 meeting minutes.
Upon a motion by Mr. Hawkins, seconded by Mr. Powell, the minutes were approved
unanimously.

The fifth agenda item was the financial report.

Balance as of January 31, 2022		\$	82,673.66
Credit Transactions:			
Interest Earned	02/28/2022		9.50
	03/31/2022		10.50
Debt Transactions:	02/18/2022		< 252.00 >
Balance as of March 31, 2022		\$	82,441.66

Certificate of Deposit – Cornerstone Bank as of October 8, 2021 \$ 52,047.44
Restricted Escrow Account \$123,920.35

Upon a motion by Mr. Brown, seconded by Mr. Patterson, the financial report was approved unanimously.

The sixth agenda item was the activities report.

There was a brief discussion on the strategic economic development plan, business retention and expansion, Covid money usage, and the Micron visit before a more extended discussion regarding electric vehicle charging stations.

The seventh agenda item was an update on the strategic economic development plan.

Ms. Flint advised that the steering committee met, subcommittees were formed and meetings were being set with them.

The eighth agenda item was Board comments.

Mr. Hawkins asked about the \$3,000 support for the Business Resiliency Grant. Ms. Flint advised that the grant was approved by GoVA last week, and we will see the funding request soon.

Mr. Brown noted that available sites are an opportunity for growth. He suggested discussing with the antique mall owners about selling to the county or a long-term lease with the county that could be used as a multipurpose building. There was a brief discussion on options for the building.

Ms. Herring expressed concerns that BARC broadband is moving into Botetourt and Augusta, but we are still lacking coverage in Rockbridge.

Mr. Powell asked about the former boy's camp in Natural Bridge. Ms. Flint advised it was purchased by a local family and will be turned into a multiuse facility starting with artisan studios.

Ms. Harris mentioned the old-growth forest dedication and suggested that Ms. Flint connects with tourism to attend that.

With no further business to discuss, the EDA adjourned upon a unanimous vote after a motion by Mr. Powell, second by Mr. Brown.

Respectfully Submitted,

Brandy Flint,
Secretary

AT A REGULAR MEETING OF THE ROCKBRIDGE COUNTY ECONOMIC
DEVELOPMENT AUTHORITY HELD AT THE ROCKBRIDGE COUNTY
ADMINISTRATIVE OFFICES ON MONDAY, MAY 16, 2022

AGENDA ITEM: Approval of the Financial Report

SUBMITTED BY: Brandy Flint, Secretary

DATE: May 9, 2022

SUMMARY OF INFORMATION:

1.	Balance as of March 31, 2022	\$	82,441.66
	Credit Transactions:		
	Interest Earned	04/30/2022	10.16
	Balance as of March 31, 2022	\$	82451.82
2.	Certificate of Deposit – Cornerstone Bank as of April 5, 2022	\$	52,150.78
3.	Restricted Escrow Account		\$123,920.35

Recommendations:

Motion to adopt financial report as presented.

AT A REGULAR MEETING OF THE ROCKBRIDGE COUNTY ECONOMIC
DEVELOPMENT AUTHORITY HELD AT THE ROCKBRIDGE COUNTY
ADMINISTRATIVE OFFICES ON MONDAY, MAY 16, 2022

AGENDA ITEM: Activities Report

SUBMITTED BY: Brandy Flint, Secretary

DATE: May 9, 2022

SUMMARY OF INFORMATION:

See attached Report

Recommendations:

Motion to approve the report as presented.

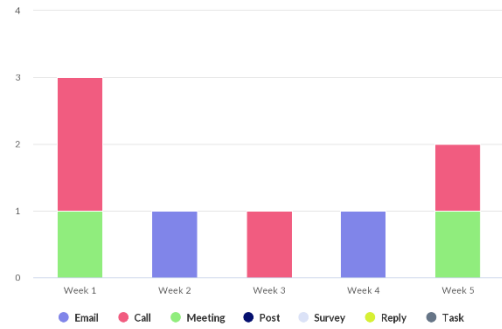
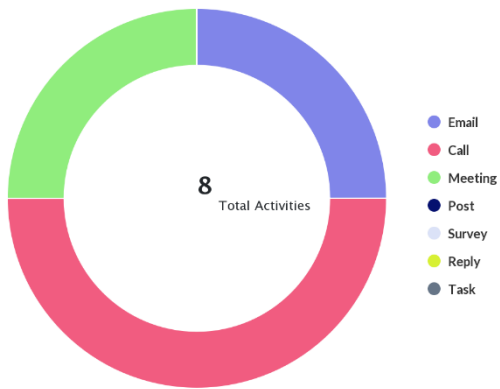
Office of Economic Development
Monthly Activities Report
 May 5, 2022
 (April Activities)

Economic Development Authority

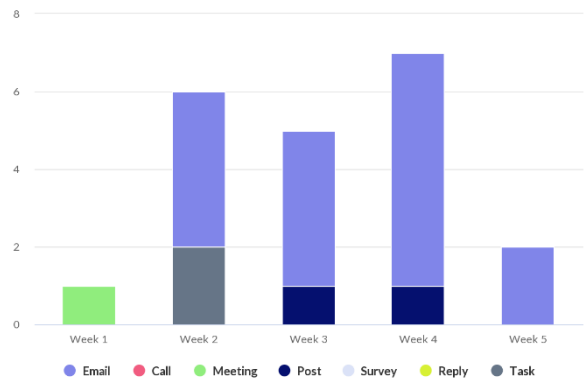
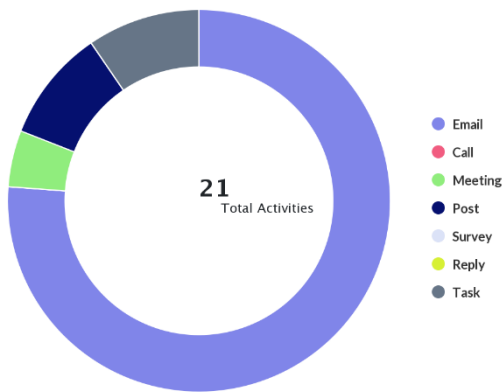
The EDA met on April 18. They approved their minutes and financial report and received an update on the strategic economic development plan.

Business Retention, Expansion & Recruitment (BRE&R) Activities
 (April 1 to April 30)

Prospect



Existing Business



Monthly Activities, Meetings, and Webinars
(April 1 to April 30)

1. Attended the following webinars:
 - a. Retailer Spotlight
2. Attended the monthly department head meeting
3. ED Committee meeting
4. CSVRC Monthly meeting
5. Attended the Freedom Food Fest Planning Committee meeting
6. Listened in on Board meetings and budget meetings via YouTube
7. Attended VEDA webinar and events
 - a. ImpactED
8. Live Healthy Rockbridge Meeting
9. Attend the Business Solution Teams meeting
10. Attended SVP Lead Gen Meeting
11. Attended Chamber Workforce and Education committee meeting
12. Attended the Chamber Economic Development committee meeting

Other Meetings and Activities
(April 1 to April 30)

1. Volunteered for Kids Fishing Day at the Natural Bridge State Park
2. Volunteered for the Bull and Oyster Festival
3. Judged the business plans for the Gauntlet
4. Met with Jen Handy regarding United Way
5. Drive 2.0 Meeting at the VHC to discuss tourism
6. Bluedot training
7. Attended the Shenandoah Valley Workforce Development Board meeting
8. Held a strategic economic development plan steering committee meeting
9. Met with Anika with SCCF
10. Attended the SVP Board of Directors meeting
11. Attended Virginia Ag Developers conference in Richmond
12. Attended cadet presentations on hypothetical projects in the region related to their engineering courses

Strategic Economic Development Plan Progress Report
(April 1 to April 30)

1. Met with the executive committee to discuss the draft outline and subcommittees
2. Formulated draft vision with the executive committee and then reviewed it with the full committee. The full committee suggested changes, and the final version of the vision for the strategic economic development plan is: Rockbridge County is a beautiful, thriving, business-friendly Shenandoah Valley community in which to live, work, and play. It has successful businesses and farms, vibrant communities, public parks, and outdoor recreational assets that attract, cultivate, and retain a diverse economy.
3. Scheduled subcommittee meetings for the first week in May.

AT A REGULAR MEETING OF THE ROCKBRIDGE COUNTY ECONOMIC
DEVELOPMENT AUTHORITY HELD AT THE ROCKBRIDGE COUNTY
ADMINISTRATIVE OFFICES ON MONDAY, MAY 16, 2022

AGENDA ITEM: Strategic Economic Development Plan (SEDP) Steering Committee

SUBMITTED BY: Brandy Flint, Secretary

DATE: May 9, 2022

SUMMARY OF INFORMATION:

Since your last update, the executive committee for the SEDP steering committee met finalized the vision statement.

Vision

Rockbridge County is a beautiful, thriving, business-friendly Shenandoah Valley community in which to live, work, and play. It has successful businesses and farms, vibrant communities, public parks, and outdoor recreational assets that attract, cultivate and retain a diverse economy.

Mission

Rockbridge County's economic development mission is to guide economic growth and prosperity for the benefit of all county residents.

Objective

Create and Implement a Strategic Economic Development Plan based on the vision and mission.

The subcommittee meetings were scheduled and held the first and second week of the month. A more detailed report on discussions at the subcommittee meetings will be given next month.

Recommendations: No action needs to be taken at this time.

AT A REGULAR MEETING OF THE ROCKBRIDGE COUNTY ECONOMIC
DEVELOPMENT AUTHORITY HELD AT THE ROCKBRIDGE COUNTY
ADMINISTRATIVE OFFICES ON MONDAY, MAY 16, 2022

AGENDA ITEM: Business Appreciation Month

SUBMITTED BY: Brandy Flint, Secretary

DATE: May 9, 2022

SUMMARY OF INFORMATION:

May is business appreciation month in the Commonwealth of Virginia.

I have attached a resolution supporting business appreciation month. The Board adopted the same resolution.

Recommendations:

Approve the resolution as presented.



ROCKBRIDGE COUNTY ECONOMIC DEVELOPMENT AUTHORITY

**A RESOLUTION RECOGNIZING MAY AS BUSINESS APPRECIATION
MONTH IN ROCKBRIDGE COUNTY**

WHEREAS, on May 1, 2022, Governor Youngkin declared the month of May as Business Appreciation Month in the Commonwealth of Virginia; and,

WHEREAS, Rockbridge County businesses are vital to the County's economic prosperity and growth; and,

WHEREAS, Rockbridge County businesses provide jobs, products, and services to our residents, residents in our surrounding communities, and consumers far and wide; and,

WHEREAS, Rockbridge County businesses continuously adapt, survive and even thrive through tremulous economic times; and,

WHEREAS, Rockbridge County's top employment industries for 2022 include retail trade, manufacturing, accommodations, food service, and health care; and,

WHEREAS, Agriculture-related businesses, including production, transportation and distribution are critical to our local economy and provide products to sustain our local communities, and those far beyond our borders; and,

WHEREAS, Rockbridge County is currently home to 1,600 business license holders and 29 manufacturing operations; and,

WHEREAS, as many Rockbridge County's business license holders are small businesses operated by dedicated entrepreneurs; and,

WHEREAS, Rockbridge County extends its gratitude and appreciation for the dedication and perseverance of all of our local businesses.

NOW, THEREFORE, WE, The Economic Development Authority of Rockbridge County, will continue to hereby recognize May as Business Appreciation Month, and we call this observance to the attention of all our citizens and ask that you thank your local business owners and support their operations.

Adopted this 16th day of May, 2022.

ROCKBRIDGE COUNTY ECONOMIC DEVELOPMENT AUTHORITY:

By: _____
J. Lingon Jones, Jr., Chairman

Attest: _____
Brandy Flint, Secretary

AT A REGULAR MEETING OF THE ROCKBRIDGE COUNTY ECONOMIC
DEVELOPMENT AUTHORITY HELD AT THE ROCKBRIDGE COUNTY
ADMINISTRATIVE OFFICES ON MONDAY, MAY 16, 2022

AGENDA ITEM: Proclamation for Robert “Bobby” J. Berkstresser

SUBMITTED BY: Brandy Flint, Secretary

DATE: May 9, 2022

SUMMARY OF INFORMATION:

I have attached a proclamation in honor of Robert Berkstresser. The Board adopted a similar proclamation.

Recommendations:

Adopt the proclamation as presented.



ROCKBRIDGE COUNTY ECONOMIC DEVELOPMENT AUTHORITY

**PROCLAMATION IN HONOR AND MEMORY OF
ROBERT “BOBBY” J. BERKSTRESSER**

WHEREAS, the Economic Development Authority of Rockbridge County recognizes that a dedicated public servant, entrepreneur, and savvy businessman was lost with the passing of Robert J. Berkstresser on April 14, 2022; and

WHEREAS, Robert Berkstresser served the citizens of Rockbridge County on many boards, commissions, and committees including the Board of Supervisors from 1996 to 2004; and

WHEREAS, Robert Berkstresser served on the Bank of Botetourt Board from 2010 to 2022, Board of Directors for the Rockbridge Area Leadership Scholarship fund from 2002 to his passing, as a member of the Board for the National Association of Truck Stop Operators, and Chair from 2011 to 2012, a member of the Board of Directors for the Stonewall Jackson Hospital (now Carilion Rockbridge Memorial); and

WHEREAS, Robert Berkstresser was a selfless philanthropist who supported many causes within the County and the Cities of Lexington and Buena Vista, including sponsoring a house every four years for the Rockbridge Area Habitat for Humanity, as a primary sponsor for the Rockbridge Area Health Center Bull and Oyster Festival and a financial supporter of their capital campaigns, along with donations to the Rockbridge YMCA, local fire and rescue departments, and numerous other non-profit organizations, youth sports leagues and more; and

WHEREAS, Robert Berkstresser was the owner of Vesuvius, Inc (Lee Hi Travel Plaza) for 40 years, the owner of Whites Travel Center for 12 years, and the owner of several other businesses throughout his lifetime; and

WHEREAS, Robert Berkstresser, through his numerous enterprises in 2022, employed both directly and indirectly over 700 people; and

WHEREAS, Robert Berkstresser will be greatly missed by all those whose lives he has touched, especially current and former employees, former board members, and those that he mentored; and

WHEREAS, the citizens of Rockbridge County will reap the benefits of his capable, steady leadership, his dedication to his businesses and those in his employ, and selfless contributions to the County for many years to come;

NOW, THEREFORE, BE IT PROCLAIMED that the Rockbridge County Economic Development Authority respectfully honors the life and memory of our fellow citizen and expresses sincere sympathy and condolences to the entire Berkstresser family during this time of great personal loss.

BE IT FURTHER PROCLAIMED that we express on behalf of the citizens of Rockbridge County deep appreciation and gratitude for the gifts of time, ability, and commitment given by Robert “Bobby” J. Berkstresser to the County of Rockbridge and its citizens.

Adopted this 16th day of May, 2022.

ROCKBRIDGE COUNTY ECONOMIC DEVELOPMENT AUTHORITY:

By: _____
J. Lingon Jones, Jr., Chairman

Attest: _____
Brandy Flint, Secretary