

# NORTHUMBERLAND COUNTY ECONOMIC DEVELOPMENT COMMISSION

Meeting: January 16, 2024

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## Minutes

- The meeting convened at PM and was called to order at 6:00 PM
- Roll Call - In attendance were Commissioners: Karen Pica, Melissa Carter, Dan Corder, Maurice Johnson, and Lynn Stuart; and Staff: Robert Bullard, Drew Basye. Mr. William Washington was present to talk with EDC about franchising. John Kost, Planning District Commission
- Franchise Discovery Session – Mr. Washington provided insight on franchising.
  - Corporations who franchise will ask for information such as ingress and egress and you need to have a packet ready for them.
  - Any demographic information may be needed ahead of time – density is useful information to have.
  - McDonalds does not like to lease. They prefer to acquire their own property.
  - Chik-Fil-A has a different approach and other franchises do too, compared to McDonalds.
  - Infrastructure investments by the County as an incentive would have to be discussed with the business.
  - Environmental aspects were significant, beautification can be a significant requirement.
  - VDOT Traffic information can be a reliable source when estimating population density.
  - Produce a plan for pavement, curb, gutter, environmental, infrastructure budget.
  - Between 8 – 18% of total sales is used for purchasing franchise items.
  - Margins are not particularly good – volume of sales is important.
  - Expense for putting in these sites has increased significantly.
- Agenda Review
  - The agenda was reviewed and there were no changes. Agenda approved.

### Review of Meeting Notes:

- a. November regular meeting minutes reviewed, and no changes were made.
  - b. December special meeting minutes reviewed, and no changes were made.
  - c. Ms. Carter motioned to approve the minutes. Mr. Corder second the motion and the commission approved the meeting minutes for November and December.
- Strategic Plan Status Report
    - a. Ms. Pica is drafting the strategic plan. Part of her research includes reviewing Census Bureau statistics.

- b. Mr. Kost from the planning commission is working on the process mapping for businesses in the County that he will share with the commission.
  - c. Invited the Chamber of Commerce to participate in development of Economic Plan. They declined participation but will be interested to review the plan when it is completed
- 2025 Budget Request
  - a. Dr. Pica presented a budget request update for EDC to support:
    - Help maintain county map (stay, do, eat)
    - Requesting money from Chamber of Commerce budget.
    - Money from Chamber of Commerce used for ‘visitors’ centers. This included potentially relocating one visitor center to either a location in Heathsville or Reedville. The visitor center in Callao will remain.
  - b. Mr. Corder motioned for approval to continue with the budget proposal and submission to the County Administrator. Ms. Stuart seconded the motion, and the commission approved the submission of the proposed budget to the County Administrator.
- Commissioner Updates
  - a. Dr. Pica, District 4 – Reviewing loan information and investigation status of outstanding debts.
  - b. Mr. Johnson, District 5 – Provided brief introduction and eager to work with the commission. Interest in employee pool in the county and the impact on businesses. Important to bring in business but need to have the employee base to have them work at the business.
  - c. Ms. Stuart, District 2 – Provided brief introduction, happy to be here and move things forward.
  - d. Mr. Corder, District 1 – Happy for new commissioners on board. Approval obtained for 138 site campgrounds at the Rivah Event Center. Anticipate approx. years’ worth of engineering work to get the campsites established.
  - e. Ms. Carter, District 3 – Still pursuing the need for senior living and work force housing. These are important needs and her main priority.
- Executive Director Updates
  - Glenn Lester is closing - finding out when they close their doors.
  - Looking at digital impressions for kayak brochures
  - Provided Articles of Organization for GoVirginia
  - Provided Market Analysis Report on Billboards to Board of Supervisors
  - Finalizing Billboard Invoice
- County Administrator Updates

APB still moving on VATI project. They submitted applications to challenge BEAD areas in the county.

- New Business
  - a. Look at dollar general franchise to speak at an EDC Meeting
  - b. Mr. Basye, recommended continuing discovery sessions as part of the agenda.
- Adjournment. Upon completed discussion of items addressed on the Agenda, Mr. Corder motioned to adjourn the meeting. Ms., Carter second the motion with the commission approving to adjourn the meeting at 7:43 PM