



**ECONOMIC DEVELOPMENT AUTHORITY  
COUNTY OF POWHATAN**

**MONDAY JULY 9, 2018 at 6:00 P.M.**

**Village Building Fire and Rescue Conference Room  
3910 Old Buckingham Road  
Powhatan, Virginia 23139**

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**MEETING AGENDA**

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**A. Call to Order**

**B. Minutes**

- a. May 14<sup>th</sup>, 2018 Pages 2-4

**C. Treasurer's Report**

- a. Monthly Report – (handout)
- b. Approval of HD Web Studios invoice Pages 5-6

**D. Old Business**

- a. Website review
- b. Comp plan update
- c. Broadband update

**E. New Business**

- a. Headshots
- b. Business cards
- c. Business Ambassador program
- d. Economic Development monthly report Pages 7-10
- e. Richmond Regional Tourism
- f. Marketing plan

**F. Adjournment**

May 14, 2018

**MEETING OF THE POWHATAN COUNTY ECONOMIC DEVELOPMENT AUTHORITY  
HELD IN THE POWHATAN VILLAGE BUILDING FIRE AND RESCUE CONFERENCE  
ROOM, 3910 OLD BUCKINGHAM ROAD IN POWHATAN COUNTY, VIRGINIA, MAY 14,  
2018 AT 6:00 PM**

**EDA Members Present:** Sen. John Watkins, Chairman  
Tim Benusa, Treasurer  
Bob Gibson  
Russ Holland, Jr  
Matt Schiefer

**Staff Members Present:** Bret Schardein, Director of Community Development  
Roxanne Salerno, Economic Development Program  
Manager

**Absent:** Dan Jones, Vice-Chairman  
Andrea Weber

**A. Call to Order**

Sen. Watkins called the meeting to order at 6:01 p.m. and noted that all members were present, with the exception of Mrs. Weber and Mr. Jones. Quorum was established.

**B. Meeting Minutes – April 17, 2018**

Mr. Schiefer motioned to approve the meeting minutes as presented. Mr. Gibson seconded the motion. Mr. Gibson, Mr. Holland, Mr. Benusa, Mr. Schiefer and Chairman Watkins voted AYE. **MOTION passed (5/0).**

**C. Treasurer’s Report**

- a. Mr. Benusa gave the treasurer’s report in which he updated the board on the account balances. There was discussion over the Urbine Road property to determine the price for the balance sheet and whether the assessed value was the appropriate value to be used. The board would like to defer until staff finds out if the property is listed on the county’s books.
- b. The board discussed the difference discovered in the original contract price for the Riverlink Group versus the spreadsheet of invoices billed for. The board determined they would allow Ms. Povar to analyze the records to determine the outcome. Mr. Benusa motioned to approve the final invoice for Riverlink Group as presented. Mr.

May 14, 2018

Gibson seconded the motion. Mr. Gibson, Mr. Holland, Mr. Benusa, Mr. Schiefer and Chairman Watkins voted AYE. **MOTION passed (5/0).**

**D. Old Business**

- a. Website – Mr. Schardein gave an update on the progress of the new website and informed the board that multiple staff has been trained on the website. There was content still to be added and then the website would be complete. Board asked for link to website as well as link to new Comprehensive Plan. Mr. Gibson suggested that we have someone with VEDP to view the website for any suggestions and changes.
- b. Comprehensive Plan update status – Mr. Schardein informed the board of the Economic Development side of the Comprehensive Plan. There was discussion of target industries to be included in the Comp Plan. The board discussed the growth area of Route 711 and where the future of that area stands.
- c. FBUC update - Mr. Schardein updated the board on the Founders Bridge Utility Connection status which has not made any further progress with Chesterfield.

**E. New Business**

- a. June Meeting – The board determined that the June meeting would need to be cancelled and instead would attend the regular Board of Supervisors meeting to contribute to the Comprehensive Plan as EDA members. Mr. Schiefer mentioned that he would contact the representative from VMME to present at the July meeting.
- b. Business Cards – Mr. Schardein presented the new business cards to the board and asked for their input and to let staff know how they would like their cards to read. There was also other discussion of items such as label pins and name tags.
- c. Community Development Monthly report for April 2018- Mr. Schardein presented the April monthly report which covered staff actions throughout April. The report covered the areas of Business Retention & Expansion, Tourism, Business Attraction, News and upcoming local events in the County.

**F. Closed Meeting**

- a. Pursuant to §§2.2-3711 (A)(29) of the Code of Virginia, the EDA entered into Closed Session to discuss one (1) matter concerning the discussion of a business prospect where no previous business was before.

**G. Closed Meeting Certification**

May 14, 2018

- a. Chairman Watkins reconvened the regular meeting of the Powhatan EDA in open meeting at 7:25 p.m. and roll call certification was taken to certify that:
  - 1. the only matter discussed in the closed meeting were public business matters lawfully exempted from open meeting requirements; and
  - 2. only such public business matters as were identified in the motion which closed meeting was convened were heard, discussed or considered in the closed meeting just conducted?

Chairman Watkins	<u>Aye</u>
Mr. Benusa	<u>Aye</u>
Mr. Gibson	<u>Aye</u>
Mr. Schiefer	<u>Aye</u>
Mr. Holland	<u>Aye</u>

#### H. Adjournment

There being no further business, Sen. Watkins moved to adjourn the meeting. Mr. Benusa seconded the motion. Mr. Gibson, Mr. Benusa, Mr. Schiefer, Mr. Holland and Chairman Watkins voted AYE. **MOTION Passed (5/0).**

The meeting was adjourned at 7:26 p.m.

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Sen. John Watkins, Chairman	Date
Economic Development Authority	

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Bret Schardein, Secretary	Date
Economic Development Authority	

HD Web Studio  
 1 W Church Street Ste A  
 PO Box 707  
 Martinsville VA 24114  
 United States



Powhatan County  
 Bret Schardein

Invoice # 8187  
 Invoice Date May 31, 2018  
**Balance Due (USD) \$11,439.90**

Item	Description	Unit Cost	Quantity	Line Total
WebDesign1	Website Design	2,000.00	1	2,000.00
AdvHTML	HTML Layout and cross-browser testing	1,000.00	1	1,000.00
Responsive	Responsive functionality (Estimated 20 hours)	80.00	31.5	2,520.00
Slideshow	Home Page Slideshow (3 - 5 images)	500.00	1	500.00
InterNav	Interactive Navigation	400.00	1	400.00
CMS	Content Management System	2,500.00	1	2,500.00
ContentPages	Content Submission (Estimated 30 hours)	70.00	38	2,660.00
NewsArchive	News Archive System	650.00	1	650.00
WebDev	Sites & Buildings Integration (Estimated 5 hours)	80.00	0.25	20.00
Dash	Dashboard Measuring Component	1,800.00	1	1,800.00
FAQ	Frequently Asked Questions Component	300.00	1	300.00
Highlights	Highlights Component	500.00	1	500.00
Portfolio	Portfolio Component	600.00	1	600.00
Search	Website Search Engine	250.00	1	250.00
Directory	Directory System	600.00	1	600.00
FormContact	Contact Form	200.00	1	200.00
GoogleTranslate	Google Translations	120.00	1	120.00
Project	Project Management	1,500.00	1	1,500.00
TestLaunch	Testing and Launching (Estimated 25 hours)	70.00	34.57	2,419.90
Hosting-Level5	Hosting Services (price per month - billed annually)	50.00	12	600.00
WebMaint	Website Maintenance (recommend 12 hours per year)	60.00	12	720.00
	Initial 50% of estimated costs paid at the beginning of the project.	-10,420.00	1	-10,420.00

**Total 11,439.90**  
 Amount Paid 0.00

**Balance Due (USD)**

**\$11,439.90**

**Terms**

Net 30

**Notes**

Thank you for choosing HD Web Studio as your web development company.

This invoice is for the remaining total costs for the new Powhatan County Economic Development website.

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**PAYMENT STUB**

HD Web Studio  
1 W Church Street Ste A  
PO Box 707  
Martinsville VA 24114  
United States

**To Pay Your Invoice Online**

Go to <https://hdwebstudio.freshbooks.com/code> and enter the code 3JieBhxUS7FRJkXD

<b>Client</b>	Powhatan County
<b>Client Phone</b>	804-598-5612
<b>Invoice #</b>	8187
<b>Invoice Date</b>	May 31, 2018

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<b>Balance Due (USD)</b>	\$11,439.90
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**Amount Enclosed**

**6**



## Economic Development Monthly Report – June 2018



### BUSINESS RETENTION & EXPANSION

Staff is developing the Business Ambassador program to help reach all businesses through local ambassadors who will visit businesses on behalf of the Economic Development Department and obtain answers to questions and have a general visit.

The Oakbridge Business Park has seen significant activity lately.

Shawn Stern Computer Services is moving from Richmond to Powhatan. Work is currently underway in a vacant suite in the Oakbridge Business Park, with an anticipated opening in late summer. Shawn Stern Computer Services employs 11 people.



A site plan for the Crazy Rooster Brewing Company in Oakbridge is under review.



CC Landscaping's headquarters is now under construction in Oakbridge.

New Horizon Bank has opened their doors to the newly finished location. They plan to have a ribbon cutting on July 26th. They have also opened a new headquarters office on New Dorset Circle.

Powhatan Habitat for Humanity had a grand opening on June 16th of its new offices at the renovated old fire station leased from the EDA.

Building permits were issued for an autorepair business on Rocky Oak Road.

Colony Construction has submitted a site plan to add a maintenance shop building to their existing plant in South Creek.

McDonalds has submitted a site plan for a new building, across from the existing McDonalds.

A site plan for a Dunkin' Donuts in Flat Rock is under review.

A site plan for a new office for Barnes Insurance, adjacent to SET Cleaning, is under review.

A rezoning application for a commercial development across from South Creek to include a Hardee's and O'Reily Autoparts is under review.

A rezoning for the Stone Ridge commercial development has been submitted.

Building permits were issued to convert a barn at Fairview Farms into lodging units.

A certificate of occupancy has been issued for the restaurant El Jinette, which occupies the space formerly of PVA.

Construction continues on the Morris Industries/Steel office.

Building permits were issued to add an additional paint booth to DRP Collision.

A CUP is under review for a concrete septic tank forming operation, adjacent to Moslow Wood Products.

A CUP is under review for a country inn and event center on Huguenot Springs Road.

The CUP for the veterinary clinic off of Route 711 was renewed in June.

Hobby Hill Farm Fresh will add tables and seating this month, in response to customer requests.

Sweet Shop launched a newly designed lobby, with expanded quick service food options.

A rezoning application was received for Capital Granite & Marble (“CGM”) to move their location from Chesterfield to Powhatan, near County Line Road. CGM is a cutting edge retailer and finisher of stone products employing 70 people, projecting to grow that number to 110 with the move to Powhatan. The plan includes room for future expansion of light industrial uses as well as leasable space for office/retail.



Construction continues on the expansion of Blue & Gray Self-Storage.

Powhatan Family Vision is expanding, moving from its current 1,800sf space to the larger 5,770 sf building in front of its existing location.

Three Crosses Distilling will be opening its doors in early August.

The Mill at Fine Creek is expanding to add a bakery kitchen.



## TOURISM

Staff continues to promote local events happening in the Powhatan community through social media (Facebook and Twitter).

The Discover Powhatan Facebook page continues to increase its followers.

The Discover Powhatan website is being updated to be current with all other platforms.



Powhatan County officially joined Richmond Region Tourism. County staff visited the Richmond Region Tourism group on June 15<sup>th</sup> for the onboarding meeting where their staff introduced themselves and informed Powhatan of the areas of their specific roles. A Powhatan tour has been set up for August 24<sup>th</sup> for the Richmond Region group to better see Powhatan’s tourism assets and serve us. A separate visit has been planned to have our recreational facilities toured by the Richmond Region Tourism sports section, which already has interest in our fields for large tournaments.



## BUSINESS ATTRACTION

Staff has created a Guide to Business Licenses to attach to all business license applications to better guide the process of obtaining a business license for new businesses. This guide is also listed on the website.

Staff continues to update the VEDP VaScan website to include all newly available properties. Staff has reached out to realtors and is currently receiving information back from various companies with property information. The new VEDP website launched on June 18, 2018.

Staff has completed the Economic Development website which went privately live on May 31<sup>st</sup> and will be reviewed by the EDA at their July meeting prior to a public launch.

Staff is continuing to work with an industrial-scale agricultural prospect to establish key infrastructure needs as well as site placement.

Staff is reviewing possible marketing strategies for business attraction with various outlets.

Staff has made connections with various outdoor sports companies to promote new outdoor water sports adventures on the James River at the Powhatan State Park as well as Maidens Landing.



### NEWS

- Mabel's Café has made the NBC12 Richmond news for their crazy shakes in the *12 About Town* section.



### UPCOMING EVENTS

- **Rockin' At Independence- July 12<sup>th</sup>, 19<sup>th</sup> & 26<sup>th</sup>** Starting at 6-9:30 pm
  - July 12<sup>th</sup>- Triple Threat Band
  - July 19<sup>th</sup>- Main Street Station Band
  - July 26<sup>th</sup>- Fredd's Unplugged Band
- **New Horizon Bank Ribbon Cutting – July 26<sup>th</sup>**

## BRE Visits

Staff made BRE visits to ProForma, Essex Bank, C&F Bank, SanAir, Mattress Direct & Vintage Shack.

