



BOOK 37
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AMHERST COUNTY
BOARD OF SUPERVISORS

Board of Supervisors

Jennifer R. Moore, Chair
District 5
David W. Pugh, Jr., Vice-Chair
District 4
Tom Martin, Supervisor
District 1
L. J. Ayers III, Supervisor
District 3
Claudia D. Tucker, Supervisor
District 2

MINUTES

August 3, 2021
Administration Building - 153 Washington Street -
Public Meeting Room
Amherst, Virginia 24521
Meeting Convened - 3:00 PM

County Administrator
Dean C. Rodgers

County Attorney
Mark Popovich

I. Call to Order

At a regular meeting of the Amherst County Board of Supervisors held on August 3, 2021 at 3:00 p.m., the following members were present:

BOARD OF SUPERVISORS:

Jennifer R. Moore, Chair
David W. Pugh, Jr., Vice-Chair - Absent
Tom Martin, Supervisor
L. J. Ayers III, Supervisor
Claudia D. Tucker, Supervisor - Absent

ABSENT: None

STAFF:

Dean C. Rodgers, County Administrator
David R. Proffitt, Deputy County Administrator
Michael Lockaby, County Attorney
Regina M. Rice, Clerk

Chair Moore called the meeting to order at 3:03 p.m. and stated that for the record that Vice- Chair Pugh and Supervisor Tucker were absent today.

Note: All Board of Supervisors' meetings are now being streamed live on Facebook and YouTube.

II. Approval of Agenda

By motion of Chair Moore and with the following vote, the Board amended the agenda for August 3, 2021 and removed Item XIII. Closed Session.

AYE: Ms. Moore, Mr. Martin and Mr. Ayers

NAY: None

ABSENT: Mr. Pugh and Mrs. Tucker

III. Invocation and Pledge of Allegiance

Supervisor Ayers led the Invocation and Pledge of Allegiance.

IV. Citizen Comment

There was no public comment.

V. Consent Agenda

By motion of Supervisor Ayers and with the following vote, the Board approved the Consent Agenda.

AYE: Ms. Moore, Mr. Martin and Mr. Ayers

NAY: None

ABSENT: Mr. Pugh and Mrs. Tucker

A. Appropriation of Revenue - Public Safety

It was moved that the Board appropriate \$15,000 of revenue from the sale of an ambulance to the Public Safety operating budget.

B. Appropriation of Revenue - Treasurer

It was moved that the Board appropriate \$33,550 of additional personal property tax revenue to the Treasurer's FY 2021 operating budget.

C. Carryforward - Social Services

It was moved that the Board appropriate carryforward funding for Social Services in the amount of \$10,500.

D. 2021 Personal Property Tax Relief Act

It was moved that the Board of Supervisors adopt Resolution 2021-0019-R implementing the Personal Property Tax Relief Rate of 30.13% for the tax year 2021.

VI. Special Presentation

A. Economic Development Strategic Plan 2022 Update

Ms. Crystal Morphis of Creative Economic Development Consulting addressed the Board and presented the EDA's Strategic Plan Update 2022.

Ms. Morphis presented a slide presentation that revisited the 2016 Strategic Plan Accomplishments. She then provided an updated SWOT Analysis of the County's strengths, weakness, opportunities and threats along with an updated Economic Profile. Ms. Morphis concluded with the 2022 Initiatives, Goals and Strategies and Implementation Guide. (see Attachment 1)

By motion of Supervisor Martin and with the following vote, the Board accepted the 2022 Economic Development Strategic Plan as updated by the EDA Board.

AYE: Ms. Moore, Mr. Martin and Mr. Ayers

NAY: None

ABSENT: Mr. Pugh and Mrs. Tucker.

B. Forestry Management Plan

Purchasing Agent David Proffitt advised the Board that the Forestry Management Plan was presented several months ago on behalf of Public Works and their efforts to maintain all county property. He said Public Works engaged the services of the VA Department of Forestry to create a forestry stewardship management plan on all county wooded properties.

Mr. Proffitt said the Forestry Department has recommended management of two county properties: Windy Ridge and the Kentmoor Landfill. He advised compensation for the Forestry Consultant would be a percentage of the revenue from harvesting the timber.

Forestry Consultant Bob Warring addressed the Board and advised that he and Bill Perry of the VA Department of Forestry have reviewed the plans and agreed with the recommendations. Mr. Warring then outlined the management plan to harvest the timber.

Supervisor Martin questioned about moving forward on the timber cutting and if the Board had voted on this. He said was unaware that the county was "cash strapped" and wanting to cut our timber. Supervisor Martin said he believed this topic should warrant another discussion on whether the county would need or want to do this.

County Administrator Rodgers said this information was presented in an effort to manage the county's forests and sought the advice of the Forestry Service to hire a consultant.

Supervisor Martin asked if the commercial value was more important than the environmental value, especially at the Kentmoor landfill site with the high truck traffic. He then requested further discussion on this matter at a later meeting.

Mr. Rodgers suggested scheduling another discussion at a future Board meeting and inviting Mr. Warring and Mr. Perry to address the commercial and environmental esthetics.

It was the consensus of the Board to revisit this topic at a future Board meeting and to invite Mr. Bob Warring and Mr. Bill Perry to address questions of stewardship and environmental impacts.

C. Commemorative Resolution 2021-0004-CR- Steve Preston

County Administrator Dean Rodgers presented a commemorative resolution honoring the service of Library Director Steve Preston who retired June 30, 2021.

Mr. Rodgers stated the commemorative resolution and a Hermle clock would be presented to Steve at a later time.

By motion of Supervisor Martin and with the following vote, the Board adopted Commemorative Resolution 2021-0004-CR as presented.

AYE: Ms. Moore, Mr. Martin and Mr. Ayers

NAY: None

ABSENT: Mr. Pugh and Mrs. Tucker

VII. New Business

A. Request for New Tax Installment Date

Amherst County Treasurer Joanne Carden addressed the Board with a request to change the first installment date of the real property tax from June 5 to July 1.

Mrs. Carden explained that often the county budget is not approved before April 30, and that by moving the first installment date to July 1 would give her office more time to have tax tickets printed and mailed out to the taxpayers.

She advised there would be no change to the second installment date and that would remain as December 5.

By motion of Supervisor Ayers and with the following vote, the Board directed the County Attorney to prepare a change in the Amherst County Code of Ordinances, Chapter 14-Taxation/Article II-Real Property Tax/Division 1, Sec.14-26 changing the first installment real property tax date from June 5 to July 1 of each year.

AYE: Ms. Moore, Mr. Martin and Mr. Ayers

NAY: None

ABSENT: Mr. Pugh and Mrs. Tucker

B. Discontinuance for Maintenance- Daffodil Ln

Community Development Director Jeremy Bryant addressed the Board and advised that at the July 20 Board of Supervisors' meeting, VDOT submitted a request to discontinue the maintenance of a segment (0.30-mile) of Daffodil Lane. VDOT advised that the Board of Supervisors could hold a public hearing on this matter; however, the Board did not take action on this request. Mr. Bryant said that Jeff Kessler of VDOT advised he did not receive any objections or requests from notified property owners to hold a public hearing.

Supervisor Martin said his concern was the right-of-way and requested additional language be added to the resolution to clarify the Board's support for "discontinuance of maintenance" but not "abandonment" of the right-of-way.

County Attorney Mike Lockaby advised that language could be added to the resolution to reflect the Board's request.

By motion of Supervisor Martin and with the following vote, the Board adopted Resolution 2021-0017-R with added language to support for VDOT's discontinuance of maintenance, but not abandonment of the right-of-way on Daffodil Lane.

AYE: Ms. Moore, Mr. Martin and Mr. Ayers

NAY: None

ABSENT: Mr. Pugh and Mrs. Tucker

C. Appropriation for Football Referees

Recreation & Parks Director Patrick Nalley addressed the Board to request funding for the Monelison Bruins Football Association and the Amherst Athletic Association. Mr. Nalley explained that due to COVID last year, the program did not collect any fees. Those fees would be used to pay for replacement equipment and reconditioning football helmets. He said the County does not contribute any money to the youth football program, and asked the Board for a "one-time" funding to help provide neighborhood recreation and activities for County youths.

Chair Moore asked why that expense did not come out of the Recreation & Parks budget. Mr. Nalley responded there was no money in the budget to include this expense.

Supervisor Ayers said this program has existed for a long time and it has mentored many children in the community. He inquired if there was any funding available similar to that used for non-profits.

County Administrator Dean Rodgers replied the money used for non-profits was in last year's budget and any leftover funds were automatically rolled into the new fiscal year budget.

Supervisor Martin said there is a need to support the two youth football teams and this expense could come out of the unobligated general fund. He also proposed to include in next year's budget all the athletic program expenses that should come out of the Recreation & Parks budget.

By motion of Supervisor Martin and with the following vote, the Board appropriated \$4,500 from the unobligated general fund balance for these programs on a one-time basis.

AYE: Ms. Moore, Mr. Martin and Mr. Ayers

NAY: None

ABSENT: Mr. Pugh and Mrs. Tucker

VIII. County Administrator's Report

A. Boards/Commissions/Committees - Planning Commission vacancies, At-large and District 2

County Administrator Rodgers addressed the Board regarding two vacancies on the Planning Commission. He advised the term of Michael Martineau, At-large member on the Planning Commission, will expire on August 31, 2021. Mr. Martineau has requested reappointment to serve another four-year term on the Planning Commission.

Mr. Rodgers said the term of Catherine Gamble, District 2 member on the Planning Commission expires on August 31, 2021. Mrs. Gamble has requested reappointment to serve another four-year term on the Planning Commission.

Both vacancies were advertised in the News & Advance on July 11, 2021 and in the New Era Progress on July 15, 2021, however, no additional letters of interest received.

By motion of Supervisor Ayers and with the following vote, the Board reappointed Mr. Michael Martineau as the At-large representative and Mrs. Katherine Gamble as the District 2 representative to the Planning Commission.

AYE: Ms. Moore, Mr. Martin and Mr. Ayers

NAY: None

ABSENT: Mr. Pugh and Mrs. Tucker

IX. County Attorney's Report

A. Resolution 2021-0018-R to Authorize Approval of the Virginia Abatement Fund and Settlement Allocation Memorandum of Understanding

County Attorney Michael Lockaby updated the Board on the Purdue Pharma bankruptcy and opioid settlement. He said that when the settlement money comes in, the Memorandum of Understanding will set forth how that money will be used; 15% to the Commonwealth unrestricted; 15% to localities unrestricted; and 70% into a trust fund to be used for opioid addiction, which would be similar to the way the Tobacco Commission settlement was administered.

Mr. Lockaby advised the MOU addresses the allocation and use of recovery funds and said that outside counsel along with the County Attorney recommend that the Board approve the resolution.

By motion of Supervisor Ayers and with the following vote, the Board approved the resolution to authorize the approval of the Virginia Abatement Fund and Settlement Allocation Memorandum of Understanding as presented.

AYE: Ms. Moore, Mr. Martin and Mr. Ayers

NAY: None

ABSENT: Mr. Pugh and Mrs. Tucker

B. Appointment of Substitute Trustee

County Attorney Michael Lockaby advised that the Community Development Block Grant Program uses funds to rehabilitate a person's home that is in disrepair. In return, that person gives the property to a third party who will serve as a trustee. The person then makes a small payment each month for ten years. After that time, the remainder of the loan is forgiven.

He advised that former County Attorney Ellen Bowyer was named on this Deed of Trust. In order for the Deed of Trust be released it would be necessary to designate a substitute trustee, who would be Mark Popovich, the current County Attorney.

Mr. Lockaby asked the Board to authorize the County Administrator to execute the Deed of a Substitute Trustee.

By motion of Chair Moore and with the following vote, the Board authorized the County Administrator to execute the Deed of Substitute Trustee as presented.

AYE: Ms. Moore, Mr. Martin and Mr. Ayers

NAY: None

ABSENT: Mr. Pugh and Mrs. Tucker

X. Departmental Reports

A. Treasurer's Quarterly Report For the Period Ending June 30, 2021
For information only.

XI. Citizen Comment

There was no public comment.

XII. Matters from Members of the Board of Supervisors

Supervisor Ayers had no matter to discuss.

Supervisor Martin had no matter to discuss.

Chair Moore had no matter to discuss.

XIII. Closed Session

- A. A closed session, pursuant to Section 2.2-3711(A)(1) of the Code of Virginia, 1950, as amended, to evaluate the performance of the County Administrator.

Closed Session was removed.

XIV. Certification of Closed Session

XV. Adjournment

By motion of Supervisor Ayers and with the following vote, the Board adjourned at 4:05 p.m.

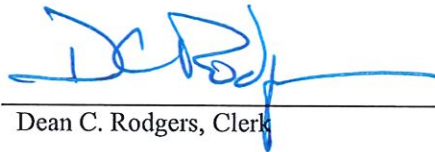
AYE: Ms. Moore, Mr. Martin and Mr. Ayers

NAY: None

ABSENT: Mr. Pugh and Mrs. Tucker



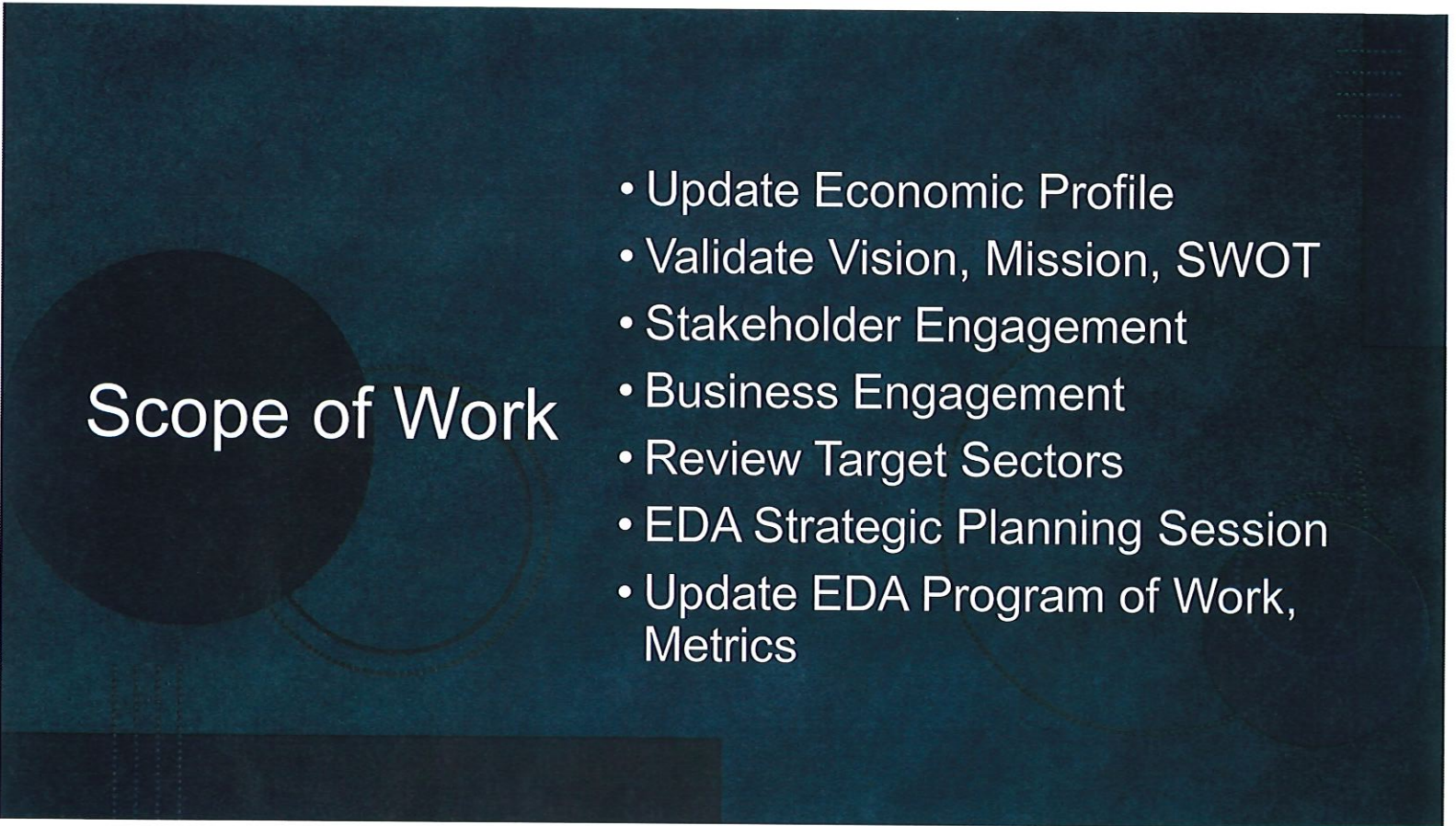
Jennifer R. Moore, Chair
Amherst County Board of Supervisors



Dean C. Rodgers, Clerk



Forward Amherst
Strategic Plan Update 2022



Scope of Work

- Update Economic Profile
- Validate Vision, Mission, SWOT
- Stakeholder Engagement
- Business Engagement
- Review Target Sectors
- EDA Strategic Planning Session
- Update EDA Program of Work, Metrics

2016 Strategic Plan Accomplishments

Initiative 1: Brand Amherst County

Goal: Create a brand that will connect people and companies to Amherst County.

✓*Strategy: Engage the community and stakeholders in a branding process that will result in a brand that can be used not only by the EDA but also by the county, town, and allies such as education and the arts*

Initiative 2: Create Space for Businesses to Grow

Goal: Create first-class business sites and buildings to attract new and retain existing businesses.

✓*Strategy 1: Complete due diligence in Amelon Commerce Center and the Hermle Site (Zane Snead Industrial Park)*

✓*Strategy 2: Invest in telecommunications*

X *Strategy 3: Create a unique business park development that leverages Sweet Briar College.*

- *Strategy 4: Invest in Highway 210*
- *Strategy 6: Redevelopment of CVTC*
- *Strategy 7: Identify Future Development Properties*



2016 Strategic Plan Accomplishments

Initiative 3: Education and Workforce Development

Goal: Create a pipeline of talent.

- *Strategy: Develop a state-of-the-art workforce training system*

Initiative 4: Small Businesses and Entrepreneur Development

Goal 1: Develop the talent and culture of entrepreneurship needed for sustained economic growth.

- *Strategy: Develop an Incubator Facility*

Goal 2: Make Amherst County More Business Friendly

- ✓ *Strategy 1: Recommend Policy Changes to the County*
- ✓ *Strategy 2: Support Small Business Through Incentives*

2016 Strategic Plan Accomplishments

Initiative 5: Leadership Development

Goal 1: Develop new leadership talent that will impact the public and private sectors of Amherst County.

✓Strategy: Launch Leadership Amherst - a leadership development program.

Goal 2: Structure for Success

X Strategy: Merge the economic development efforts of the town and county



Mission & Vision

- *Mission* - The mission of the Economic Development Authority (EDA) of Amherst County is to promote economic development policies and practices that help retain the county's existing businesses and employment base; facilitate the growth of existing commercial and industrial enterprises; and attract new businesses and employment opportunities.
- *Vision*: High-quality jobs and a stable and diverse tax base that increases the quality of life of Amherst County residents.

Updated SWOT Analysis

Strengths

- Quality of Life
- Natural Resources
- Business - land, industry base, low cost
- New development projects
- Location
- Workforce

Weaknesses

- Business - well-paying jobs, cost of water and sewer utilities
- Educational attainment
- Quality of Life - amenities, appearance
- Access to broadband
- Workforce - availability, skills, youth retention

Opportunities

- Business - multi-tenant building, recruitment, corridor development
- Tourism - lodging establishments
- Education - workforce/CTE training
- Central Virginia Training Center redevelopment
- Broadband expansion

Threats

- Lack of financial resources
- Business stagnation
- Continued low educational attainment
- Flat population growth
- Government - service authority
- Workforce - lack of skilled labor

Updated Economic Profile

- Wages increasing
- Manufacturing wage
- Educational attainment increasing
- Education spending
- Overall cost of housing

Positives



- Population flat
- Aging population
- Educational attainment lower than region
- Income levels
- Declining labor force

Negatives



2022 Initiatives, Goals, and Strategies



Initiative 1: Space for Businesses to Grow

Goal: Create first-class business sites and buildings to attract new and retain existing businesses.

Strategy 1: Identify, research, and create development plans for a new business park development.

Strategy 2: Identify and inventory smaller, stand-alone sites and buildings with redevelopment potential.

Strategy 3: Support infrastructure investments aligned with product development goals.

Strategy 4: Invest in Highway 210.





Cost

Site identification study = \$20,000
- \$40,000

Option = unknown

Due diligence = \$35,000 for a 100
acre site



Benefit

Sites and buildings to attract
more businesses to Amherst
County and retain existing
businesses

Expanded infrastructure to
encourage more development in
areas designated by the county



Measurement

RFIs, Prospect Visits, Projects
Business locations, expansions
Increased access to utilities and
usage

Initiative 2: Business Startup, Retention, and Expansion

Goal 1: Retain and expand existing businesses.

Strategy: Continue a proactive business retention and expansion program.

Goal 1: Grow small businesses and encourage entrepreneur development.

Strategy 1: Launch the Amelon Commerce Center Multi-Tenant Building.

Strategy 2: Expand services and support to small businesses and entrepreneurs.

Example:





Cost

Marketing multi-tenant building =
\$2,500

Sponsor small business training
events = \$100/event

Existing business roundtables =
\$1,000



Benefit

New business start-ups, growing
small businesses

Retention of growing small
businesses

Increased awareness of Amherst
County as an entrepreneurial
community



Measurement

New business starts

Small business growth

Training program participation

Initiative 3: Education and Workforce Development

Goal 1: Support the development of a pipeline of talent.

Strategy 1: Support the development of a state-of-the-art workforce training system.

Strategy 2: Integrate talent attraction and development opportunities in the marketing strategy.

Goal 2: Develop leaders for the future.

Strategy: Continue leadership development support.





Cost

Summer work experience program = Example: fund up to \$1,000 of student wages for 25 students = \$25,000

Co-sponsored careers marketing = \$2,500+

Additional videos for website = \$2,500

Leadership Amherst = \$11,000



Benefit

Increased awareness of local careers to encourage more people to work local

Awareness of training opportunities leading to career pathways

Former Amherst County residents returning to the county



Measurement

Student participation
Views, likes, shares of videos

Initiative 4: Marketing and Communications

Goal: Develop and implement internal and external marketing strategies.

Strategy 1: *Enhanced external business recruitment marketing strategy.*

Strategy 2: *Internal marketing and communications strategy targeted to existing businesses and stakeholders.*





Cost

Website updates = \$5,000 initial updates and \$2,000 a year

Co-op advertising program = \$1,000 a year

VEDP Amherst County event = \$1,500

VEDP marketing events = \$5,000+ a year

Increased social media = \$5,000-\$10,000 if contracted

Annual report = \$4,000+



Benefit

More businesses locating to and expanding in Amherst County

Increased awareness of Amherst County as a choice business location



Measurement

RFIs, Prospect Visits, Projects

Web activity

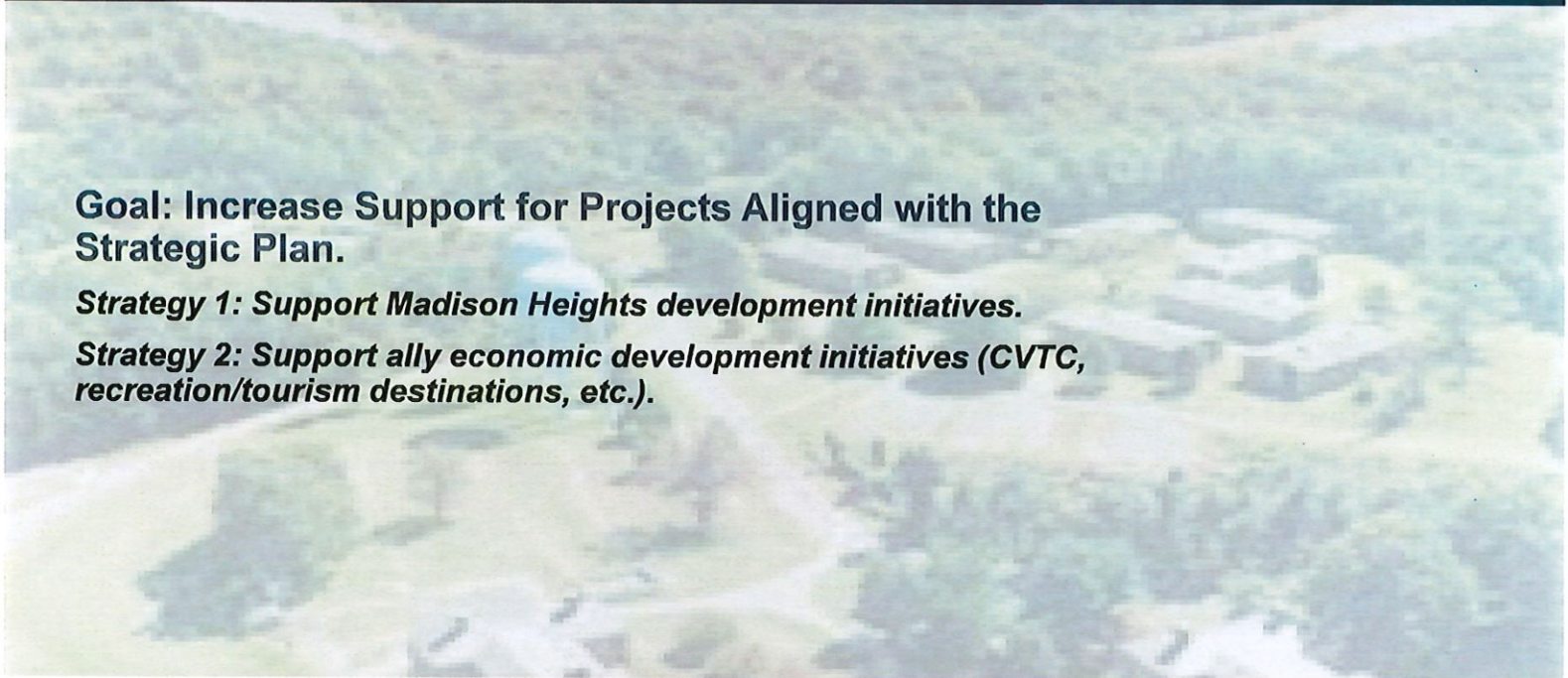
Social media likes/shares

Initiative 5: Allied Initiatives

Goal: Increase Support for Projects Aligned with the Strategic Plan.

Strategy 1: Support Madison Heights development initiatives.

Strategy 2: Support ally economic development initiatives (CVTC, recreation/tourism destinations, etc.).





Cost



Benefit

More public servant leaders
Increase in business
development in Madison Heights
Advances in CVTC
redevelopment
Increase in tourism economy



Measurement

Leadership Amherst participants
New development in Madison
Heights
Advancements in CVTC
redevelopment
Increase in tourism

Implementation Guide

FY22

- Website updates
- Increase social media
- Annual report (each year)
- Business park identification study
- IT internship program
- Pre-development of multi-tenant building, if funded
- Launch annual business survey

FY23

- Due diligence of new business park
- Video stories
- Market multi-tenant building (ongoing)
- Small site/building inventory
- Photo library
- Reactivate Leadership Amherst

FY24

- Co-op advertising program
- Begin developing new business park
- VEDP visit
- Summer work experience program

FY25+

- Come Home campaign
- Career marketing support
- Spec building (private)

Next Steps

- Share with partners
- Launch implementation

