



**TOWN OF BOWLING GREEN
ECONOMIC DEVELOPMENT AUTHORITY MEETING**

A G E N D A

**Monday, March 25, 2019
6:30 PM**

CALL TO ORDER AND QUORUM ESTABLISHED:

UNFINISHED BUSINESS:

- [1.](#) Approval of February 25, 2019 Meeting Minutes
2. Opportunity Zones - DHCD Informational Meeting

NEW BUSINESS:

- [3.](#) Cardinal Assistance Program
- [4.](#) Economic Development Coordinator - Job Description
- [5.](#) Board Member Resignation

CLOSED SESSION:

RECONVENE:

OPEN SESSION

ADJOURNMENT

**TOWN OF BOWLING GREEN
ECONOMIC DEVELOPMENT AUTHORITY
MINUTES**

February 25, 2019

CALL TO ORDER AND QUORUM ESTABLISHED: Chairman, John Sieg called the meeting to order at 6:32 PM and noted that a quorum of the EDA board was present.

Chairman John Sieg welcomed Town Council member, Jean Davis, as a newly appointed member of the EDA board.

MEMBERS PRESENT: Chairman John Sieg, John Lane, David Storke, Glenn McDearmon and Jean Davis.

MEMBERS ABSENT: Hardy Dunnington and Tyler Gibson.

OTHERS PRESENT: A. Reese Peck (Town Manager), Jo-Elsa Jordan (Events Coordinator), Kristen Dahlman (Sr. Policy Analyst, DHCD).

UNFINISHED BUSINESS:

1. Approval of January 28, 2019 Minutes

A motion was made by David Storke with a second by Jean Davis to approve the January 28, 2019 minutes. The meeting minutes were approved by a unanimous vote by the board.

NEW BUSINESS:

2. Opportunity Zones – Informational seminar by Kristen Dahlman, Senior Policy Analyst at the Department of Housing & Community Development.

INFORMATIONAL ITEMS:

3. Cardinal Assistance Program – Tuesday, April 2, 2019
4. Cobblestone Hotels – Review of media kit
5. Façade Improvement Program Grant Request

A motion was made by David Storke and seconded by Glenn McDearmon to approve the Façade Improvement Grant for Glory Outreach or the property located at 144 E. Broadus Avenue. During discussion, David Storke requested an update from staff on the application process. The motion was passed with a unanimous vote by the board.

There being no further business to come before the board, John Sieg adjourned the meeting.

Respectfully submitted:
Jo-Elsa Jordan, Events Coordinator

Approved:
John Sieg, Chairman



Cardinal Assistance Program

Tuesday, April 2, 2019

AGENDA

9:00 a.m. – 9:45 a.m. Introductions / Objectives

Mayor Satterwhite, Reese Peck (Town Manager), Jo-Elsa Jordan (Economic Development & Events Coordinator), John Sieg (E.D.A. Chairman), Gary Wilson (Caroline Co. Economic Development), Cardinal Team

9:45 a.m. – 11:00 a.m. Tour Historic Bowling Green (Opportunity Zone, U.S. Route 301 Commercial Corridor, Downtown Main Street, Other commercial areas)

Mayor Satterwhite, Reese Peck, Jo-Elsa Jordan, John Sieg, Gary Wilson, Cardinal Team

11:00 a.m. – 12:30 p.m. Bowling Green E.D.A.

Reese Peck, Jo-Elsa Jordan, John Sieg, John Lane (Vice Chairman), Glenn McDearmon (Town Council), Jean Davis (Town Council), David Storke (EDA Member/Business Owner), Tyler Gibson (EDA Member/Business Owner).

12:30 p.m. – 1:30 p.m. Lunch

1:30 p.m. – 3:00 p.m. Main Street Business Group

Mark Gaines (Town Council), Mike Manns (Business Owner), Jason Manns (Business Owner), Bill Webb (Business Owner), Jessica Beale (Business Owner), Mark Bissoon (Business Owner)

3:00 p.m. – 4:00 p.m. Bowling Green Business Owners

4:00 p.m. – 5:00 p.m. Bowling Green Town Council, Caroline County Board of Supervisors Representative for Bowling Green, Jeff Sili and Caroline County Economic Development

The Cardinal Team needs to understand what Bowling Green's current situation is compared to the past.

A combination of modern day consumer trends, the recession of 2008 and the construction of the Route 301 bypass has transformed what was once a small, bustling town with mom-and-pop shops lining Main Street, a movie theater and a locally printed newspaper publication, to fewer small businesses, several vacant commercial spaces and as of last year, no local newspaper at all.

A large percentage of residents in Bowling Green and surrounding areas are taking advantage of the low cost of living in Caroline County, while commuting to more populated jurisdictions like Richmond and Northern Virginia for employment that offers higher wages. When folks are not ordering products on Amazon to be delivered straight to their front door, residents of Bowling Green are doing their bargain shopping before and after work in places with populations to support big box retail. *Why get materials for my DIY home project this weekend at the local hardware store that doesn't have a large selection and whose prices are slightly inflated, when I can just swing by Home Depot in Fredericksburg after work?* With an already limited population to support small businesses, the challenges are even further exaggerated when that same population is working elsewhere during normal business hours. This "consumer-convenience" mindset has made it difficult for businesses in Bowling Green to maintain the working capital needed in order to sustain, which results in a high turnover in commercial tenant spaces. Additionally, without a steady rental income, property owners are unable to maintain the structural integrity and curb appeal of their buildings in order to market to prospect business owners and investors. Finally, the construction of U.S. Route 301 bypass made it possible for drivers to avoid Main Street and shopping districts in town altogether.

We need to understand what the marketing focus of the town is.

With its recent designation as an Opportunity Zone, the Town of Bowling Green Economic Development Authority is currently exploring grant funding to produce a marketing strategy and campaign targeting and attracting prospect businesses, investors and developers to the Commercial Corridor along Route 301. The OZ designation is intended to serve as a revitalization tool allowing investors to receive tax benefits on unrealized capital gains by investing those gains into commercial development.

(The Commercial Corridor is greenfield land along a four-lane highway adjacent to Fort A.P. Hill and feeding into Rt. 207 where travelers can gain access to I-95. As a formidable alternate route to I-95, Rt. 301 is only 20 minutes from the VRE train station and 28 minutes from the nearest Amtrak station, making the indications for natural growth optimal. VDOT also conducted a recent study as a result of plans to replace the Harry Nice Bridge, which connects Virginia to Maryland, and have projected large increases in traffic on Route 301. For this reason, the Town of Bowling Green recently annexed 3.1 million dollars extending water and sewer to the Commercial Corridor.)

In addition to its need for the production of marketing material, the Town of Bowling Green would like assistance developing prospects lists of developers and investors that are actively partnered in Opportunity Funds.

Are you trying to increase your retail sector, service sector or manufacturing sector?

The Town of Bowling Green would like for the Cardinal Team to help identify appropriate uses and businesses for the Rt. 301 Commercial Corridor and other commercial areas in town.

How has Bowling Green promoted itself over the past four to five years?

Realizing that Bowling Green was no longer seeing the traffic that it once had as a result of the Route 301 bypass and that folks were no longer just passing through town, in 2013 the Bowling Green Town Council set out to brand the Town as a historic destination through special events. A contract position for an Events Coordinator was created. The idea was to identify unique events in history that took place in Bowling Green, develop special events related to such, appeal to the regional population, capture outside tax dollars and ultimately draw interest to the small town charm of Bowling Green through tourism.

While some established community events such as the annual Harvest Festival and the Christmas Parade stayed on the calendar, several new events were added to include the Bowling on the Green Virginia Wine Festival and the Big Band Concert & USO Dance. The Town of Bowling Green also supported the Bowling Green Arts Commission on the John Cephas Piedmont Blues Festival in 2015 and 2016 which was believed to have large potential, but was discontinued as a result of poorly managed budgets. (Please reference the attached press releases for supporting documentation pertaining to these events.)

The redevelopment and revitalization of the Town of Bowling Green commercial areas is necessary in order for designated enterprise zones to produce economic growth and sustainability. In addition to the town annexing 3.1 million to extend water and sewer to the Commercial Corridor, revitalization efforts on behalf of the EDA include the development of enterprise zones and tourism zones along with dedicated funds for a façade improvement program in the downtown business district. The EDA has also worked with an architect to develop a theme for façade improvements to commercial buildings on Main Street.

What type of marketing budget do you have and what avenues of marketing do you use?

Currently, Bowling Green is marketing itself through social media and media buys that support special events. The Town has also recently developed a new website.

What is it that Bowling Green would like to see happen in the next five years?

In five years, the Town of Bowling Green would like to see development in the Opportunity Zone along the Route 301 Commercial Corridor and destination businesses on Main Street. Ideally, the Commercial Corridor development would produce a new revenue stream that would support the business district downtown. The Town of Bowling Green would also like to see growth in residential real estate and development.

What regional partners does Bowling Green work with in promoting itself such as Chambers of Commerce, regional economic development organizations, utility partners (electric, gas), schools/education, workforce partners, etc.?

Caroline County Economic Development & Tourism

Main Street Business Group

Caroline County Public Schools Education Foundation

Caroline County Chamber of Commerce

Caroline County Agricultural Fair

Meadow Events Park

Department of Historic Resources (DHR)

Department of Housing & Community Development (DHCD)

United States Department of Agriculture (USDA)

Dominion Power

Rappahannock Electric Cooperative

Waste Management

Sydnor Hydro

Matern Staffing

Atlantic Broadband

Mid-Atlantic Communications

Town of Bowling Green Job Description



POSITION: **Economic Development Coordinator**
DEPARTMENT: **Town Administration**
PAY RANGE: **\$47,979-\$ 62,372-\$ 76,766**
FLSA: **Exempt**

GENERAL STATEMENT OF JOB: Under general supervision Town Manager, performs advanced administrative support work for the Economic Development Authority (EDA). This position is also responsible for planning, developing, and coordinating special events and programs including marketing and soliciting sponsorships to promote Town business. Employee must exercise independent judgment, initiative, and attention to detail in completing job duties.

ESSENTIAL JOB FUNCTIONS:

- Prepares for and executes events and ensure quality and events.
- Partners with various local, regional, and state tourism entities to promote the Town as an event destination; serves on related committees as needed; coordinates Town marketing efforts with regional and state marketing strategies to maximize dollars and reach.
- Partners with businesses to encourage support and sponsorship for events and increase event traffic to businesses.
- Develops and distributes promotional materials to support tourism efforts, activities and works to attract new events and retain previous events using online social media.
- Assists in developing and implementing an ongoing public communications plan that reports tourism efforts, activities, and results based on predetermined measures.
- Designs and maintains website for Economic Development;
- Assists in the development and execution of the goals, strategies, and actions associated with the Town's Comprehensive Plan and the EDA's Strategic Vision Plan.
- Acts as liaison and point of contact between Town government and the local business community.
- Assists in the development and implementation of programs aimed at highlighting and supporting existing local businesses; works with multiple federal, state, and local agencies to facilitate the Town's efforts to assist retention and expansion of existing businesses; organizes and conducts ribbon-cutting ceremonies, as requested, by local businesses.
- Identifies various federal, state, and local government programs that offer opportunities for assistance; advises businesses regarding these programs.
- Provides information to and works closely with local educational institutions in the development of needed employment and workforce training initiatives as presented by the Town's existing business community.
- Serves as clerk to the Economic Development Authority (EDA); attends monthly and special called meetings; takes, transcribes and distributes meeting minutes; posts minutes to website; prepares agenda packets; arranges meeting room set-up and procures refreshments; processes EDA accounts payables; compiles and submits financial documents to accountant.
- Performs clerical and administrative duties in support of EDA.

EMPLOYEE UTILIZATION IN ADVERSE WEATHER AND EMERGENCY CONDITIONS

All Town employees are subject to being assigned to specific positions and tasks during a "Declared Emergency" as support personnel, by the Town Manager. Once assigned, this would be the same as a regular work assignment and all policies and procedures for duty assignments apply.

JOB LOCATION AND CONDITIONS:

Work is typically performed in an office setting. Some work can be done remotely with permission of Town Manager. This position requires attendance at occasional night meetings.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

- Broad knowledge of personal computers and commonly used Microsoft Office software products to include Outlook, Word, Excel, Access, Power Point and Publisher, and portable document file (PDF) software.
- General knowledge of office practices and procedures, organization and function of Economic Development, Town Administration, and the EDA.
- General knowledge of resources available to the business community (existing and prospective).
- Ability to schedule and coordinate a variety of diverse activities, to organize project assignments, to obtain and apply data, and to analyze and process such information.
- Ability to prepare correspondence, reports, budgets, letters, memos, reports, spread sheets, agendas, etc., with the proper format, punctuation, spelling and grammar, using all parts of speech.
- Ability to be conversant in the theory, principles and methods of effective and persuasive speaking, voice and diction, phonetics, and discussion and debate.

EDUCATION AND EXPERIENCE:

- Any combination of education and experience equivalent to a bachelor's degree in communications, marketing, tourism, business administration or a related field; some experience in public event planning and management; and, familiarity with the greater Bowling Green region.
- Knowledge of large scale event coordination; principles and processes for providing customer service including setting and meeting quality standards for services, and evaluation of customer satisfaction.
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NECESSARY SPECIAL QUALIFICATIONS:

Must possess a valid Virginia driver's license and have an acceptable driving record based on Town's criteria.

To perform this job successfully, an individual must be able to perform each essential job function satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty connected with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

PHYSICAL REQUIREMENTS:

C= Continuous – over 6 hours a day **O**= Occasional – less than 3 hours a day **P**= Periodic – several times a year
F= Frequent – between 3 and 6 hours a day **I**= Intermittent–several times a week/month **N/A**= Not applicable to position

LIFT/CARRY	C	F	O	I	P	N/A
1 to 10 lbs.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11 to 20 lbs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21 to 50 lbs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
51 to 75 lbs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
76 to 100 lbs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EQUIPMENT USAGE & OPERATION	C	F	O	I	P	N/A
Standard Office Equip.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Motor Vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vehicle requiring CDL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Other (explain)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

PUSH/PULL	C	F	O	I	P	N/A
1 to 10 lbs.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11 to 20 lbs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21 to 50 lbs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
51 to 75 lbs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
76 to 100 lbs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

WORK WITH/NEAR	C	F	O	I	P	N/A
Machinery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Electricity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Power Tools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Chemicals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Fumes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Heights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

MOVEMENT	C	F	O	I	P	N/A
Carrying	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bend/Stoop/Twist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kneel/Crawl	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Reach Above Shoulders	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reach Below Shoulders	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grasp/Squeeze	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Climb Stairs/Ladder	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Uneven Walking Surface	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Even Walking Surface	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ENVIRONMENT	C	F	O	I	P	N/A
Indoors	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Extreme Heat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Extreme Cold	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Dusty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Excessive Noise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Other (explain)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

ENDURANCE	C	F	O	I	P	N/A
Stationary Position (stand or sit)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Move, Traverse (walk)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Operate, Activate, Use, Prepare, Inspect, Place, Detect, Position (use of hands/fingers)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

VISION REQUIREMENTS (Check all that apply)	
Depth Perception	<input type="checkbox"/>
Color Vision	<input type="checkbox"/>
Peripheral Vision	<input type="checkbox"/>
Uncorrected/Corrected vision 20/40 or better in one or both eyes; 100 degrees, or better, horizontal vision in one or both eyes	<input type="checkbox"/>

Tyler L Gibson

329 N Main St, Bowling Green, VA 22427 · 540-270-5947

March 6, 2019

Mayor Satterwhite
Bowling Green Town Council

Dear Mayor,

It is with regret that I am writing to inform you of my decision to resign my position on the Economic Development Authority, effective immediately.

My other commitments have become too great for me to be able to fulfill the requirements of my position on the EDA, and I feel it is best for me to make room for someone with the time and energy to devote to the job.

It has been a pleasure being a part of the Economic Development Authority. I am very excited for all that is to come here in our little town, and I have no doubt the board will continue to serve the town so well.

If I can be of any assistance during the time it will take to fill the position, please don't hesitate to ask.

Best regards,

Tyler Gibson

Tyler Gibson