



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

**A G E N D A**

**Monday, January 28, 2019  
6:30 PM**

**CALL TO ORDER AND QUORUM ESTABLISHED:**

1. Welcome Town Council Member, Jean Davis

**NEW BUSINESS:**

- [2.](#) Approval of October 16, 2018 Minutes
- [3.](#) Approval of December 18, 2018 Minutes
- [4.](#) Conference Call - Cardinal Group
5. Future Initiatives
  1. Adoption of bylaws
  2. Comprehensive Plan
  3. Future Use Map

**CLOSED SESSION:**

In accordance with Section 2.2-3711(A)(3) of the Code of Virginia, for discussion or consideration of the acquisition of real property for a public purpose, or of the disposition of publicly held real property, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body.

**RETURN TO OPEN SESSION/CLOSED SESSION CERTIFICATION:**

Certification as required by Section 2.2-3712 (D): to the best of each member's knowledge (i) only public business matters lawfully exempted from open meeting requirements under this chapter and (ii) only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed or considered in the meeting by the public body.

**INFORMATIONAL ITEMS**

6. Opportunity Zone - Webinar
- [7.](#) GO Virginia - Town staff to explore funding opportunities for marketing the Opportunity Zone on U.S. Route 301 Commercial Corridor through grant programs offered through GO Virginia.

**UNFINISHED BUSINESS:**

8. Meeting Schedule - Recommendation from the Bowling Green Town Council to adopt the meeting schedule for 2019, to include regular EDA meetings to occur every fourth Monday of each month.

- [9.](#) Legal Services Invoice

**ADJOURNMENT**

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

**MINUTES**

**Tuesday, October 16, 2018  
6:30 PM**

**CALL TO ORDER AND QUORUM ESTABLISHED:**

PRESENT

- Chairman John Sieg
- Board Member T. Hardy Dunnington
- Board Member Glenn McDearmon (via conference call)
- Board Member John Lane
- Board Member David Storke

ABSENT

- Board Member Tyler Gibson

**NEW BUSINESS:**

1. Approval of Minutes

Motion made by Board Member Storke, Seconded by Board Member Lane.  
 Voting Yea: Chairman Sieg, Board Member Dunnington, Board Member McDearmon, Board Member Lane, Board Member Storke

2. Legal Services Invoice

Approval of invoice for legal services provided by Williams Mullen.  
 Motion made by Board Member Dunnington, Seconded by Board Member Lane.  
 Voting Yea: Chairman Sieg, Board Member Dunnington, Board Member McDearmon, Board Member Lane, Board Member Storke

**UNFINISHED BUSINESS:**

3. Hotel RFP

Vote required to authorize Williams Mullen to produce a Development Agreement for the hotel property located on the Rt. 301 corridor within 45 days.  
 Motion made by Board Member Dunnington, Seconded by Board Member Lane.  
 Voting Yea: Chairman Sieg, Board Member Dunnington, Board Member Lane, Board Member Storke  
 Voting Abstaining: Board Member McDearmon - Member no longer present via conference call.

**ADJOURNMENT - 7:00 p.m.**

Motion made by Board Member Lane, Seconded by Board Member Dunnington.  
 Voting Yea: Chairman Sieg, Board Member Dunnington, Board Member Lane, Board Member Storke  
 Voting Abstaining: Board Member McDearmon - Member no longer present via conference call.

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

December 18, 2018

**CALL TO ORDER AND QUORUM ESTABLISHED:** Chairman, John Sieg called the meeting to order at 6:37 PM and noted that a quorum of the EDA Board was present.

MEMBERS PRESENT: Chairman John Sieg, Vice Chairman John Lane, David Storke and Hardy Dunnington.

MEMBERS ABSENT: Tyler Gibson and Glenn McDearmon.

OTHERS PRESENT: Town Manager, A. Reese Peck and Events Coordinator, Jo-Elsa Jordan.

**UNFINISHED BUSINESS:**

1. Approval of November 5, 2018 Minutes  
A motion was made by John Lane with a second by Hardy Dunnington to approve the November 5, 2018 minutes. The meeting minutes were approved by a unanimous vote by the board.
2. New meeting schedule in 2019  
Members agreed unanimously to change regularly scheduled EDA monthly meetings from the third Tuesday of each month to be held on a Monday, with the specific week to be determined based on the Town Manager’s recommendation to Town Council for approval.

**NEW BUSINESS:**

1. VEDA Cardinal Program  
Town staff was directed by the board to contact the Director of Economic Development for Caroline County, Gary Wilson, to determine a timeline for the Cardinal study.
2. Approval of Legal Services Invoice(s)  
With a motion by David Storke and a second by John Lane, the board approved payment to Williams Mullen for invoice #106025 totaling \$5,232.50 and invoice #1063040 totaling \$5,232.50.
3. Façade Improvement Grant Request  
A motion was made by David Storke with a second by Hardy Dunnington to approve the Façade Improvement Grant for 115 N. Main Street subject to the revision of the application to reflect the applicant as the property owner, Virginia Limbrick. The Façade Improvement Grant was approved by a unanimous vote by the board.
4. Opportunity Zones  
Town staff was directed by the board to research the program structure for Opportunity Zones and to explore opportunities for an educational workshop through the state department.
5. Hotel Update

There being no further business to come before the board, John Sieg adjourned the meeting at 7:53 p.m.

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Respectfully submitted:  
Jo-Elsa Jordan, Events Coordinator

\_\_\_\_\_  
Approved:  
John Sieg, Chairman

## Virginia Economic Developers Association Cardinal Community Assistance Program

### **Background**

Generally communities understand the concept of economic development and have a realistic view of their fiscal health. In most cases this leads to the realization that development and growth are critical to their long-term survival. There are times, however, when communities can be overwhelmed by their circumstances and for economic development lack the expertise to fully assess their situation and opportunities. "Getting started" and "knowing where to go" is often the most difficult part of any task and it is particularly so for communities having many mandated responsibilities, but limited resources to accomplish them. Therefore, the Virginia Economic Developers Association (VEDA) is offering the Community Assistance Program to assist communities facing extraordinary economic needs or a disaster-related crisis, review their options and initiate a development strategy.

To implement this program VEDA is turning to a special group of its members, the Cardinals. Since 1988, VEDA has recognized members' leadership in the economic development field, outstanding professional accomplishments, and service to the organization through the Cardinal Award. There are now 31 Cardinals; award winners serve on the Cardinal Council, established by the VEDA Board in 2005. The Council is a deliberative resource for the Board on an as-needed basis. The Cardinal Council enthusiastically supports the Community Assistance Program and welcomes the opportunity to further serve the economic development interest of the Commonwealth and her localities.

### **Program Description**

The Community Assistance Program will provide a **community group with a recognized role in economic development** an unbiased review of its current economic development situation through the eyes of development practitioners with decades of state, regional and local experience. It is envisioned the vehicle for this assistance will be dialogue between local business, economic and political leadership and the Cardinal Team (CT). The CT would review data/profiles/information provided by the community prior to in-community tours and meetings. Material prepared by the community would include:

1. economic base situation
2. description of existing economic development effort
3. self analysis of product/readiness for development/deficiencies
4. identified potential opportunities
5. community's desires/priorities/commitment

It is envisioned the CT would spend approximately one day in the community in meetings with the community's leadership and touring/observing the area. The following half-day the CT would share their thoughts, analysis and recommendations. The community would be expected to provide a scribe to summarize the findings and to produce a public report. Should specific issues and/or questions arise during the dialogue for which additional research and reflection is warranted the Cardinal Team will prepare an additional document addressing these items.

### **Eligible Communities**

All community groups with a recognized role in economic development would be eligible for this program. It will be the community group's responsibility to demonstrate their need for access to this program. There is a clear belief that all communities impacted by disaster situations (natural or man-made) should receive priority and would qualify. For other communities going through fundamental economic change, experiencing unprecedented unemployment, facing major employer closings or changing their economic development leadership or structure, the burden will be placed on them to build the case as to why they should receive assistance.

### **Community/Group Responsibilities**

There will be no charge for the program although the community group will be expected to cover travel expenses of the Cardinal Team (normally two or three). In addition to the requirements listed in the Program Description and Eligible Communities sections, communities in the application process must assure the locality is committed to development and their elected and appointed leadership will participate in the process. Communities are encouraged to dovetail their request for this assistance with other available resources such as the CDBG planning grants for community needs or economic assessments.

### **Selection/Application Process**

Applications will be made to the Executive Director of VEDA and received on a rolling basis. A community's application should be in the form of a letter from the chief administrative officer or the community group's designated leader and include the following:

- The community's statement of their economic health (not necessarily a complete economic base analysis, but sufficient information to demonstrate status of the drivers of the local economy).
- Must convey any specific local concerns they want the Cardinal Team to address.
- Must make an expression of elected and appointed leadership commitment for local efforts toward economic development.
- Must agree to reimburse Cardinal Team for travel expenses.
- Must establish a local point of contact in order to make arrangements.

A Selection Review Committee consisting of three VEDA members (one of whom to be the Chair) and two Cardinals will be appointed by the VEDA President to review and approve applications. The President will name the Chair. Once established the Review Committee may establish cut-off dates for applications and amend the application process as conditions warrant. Applications involving emergency situations would be considered immediately by the committee chair who in consultation with committee members would decide on approval or denial.

January 17, 2019

Caroline County Board of Supervisors  
Attn: Jeff Sili, Bowling Green District Supervisor  
P.O. Box 447  
Bowling Green, VA 22427

Dear Mr. Sili,

The Town of Bowling Green was presented an opportunity to partner with Caroline County, King George County and the Town of Port Royal in the pursuance of applying for grant funds offered through GO Virginia to produce a “Business Economic Study and Strategy” for the U.S. Route 301 Corridor Project.

The census tract along the U.S. Route 301 Commercial Corridor recently qualified as an Opportunity Zone with the U.S. Department of Treasury through a nomination by Governor Northam. This revitalization tool allows investors to receive tax benefits on unrealized capital gains by investing those gains into commercial development and thereby, improving economic conditions. As you know, the Rt. 301 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. The Town of Bowling Green is especially interested in seeing GO Virginia as a resource for helping to market this Opportunity Zone, to strategically target and attract prospect businesses, investors and developers.

Understanding that it is common practice to require matching funds for awarded allocations, the Town of Bowling Green is not committing to any monetary remittance of payment to GO Virginia at this time, however as we all work with GO Virginia and Mary Ball Washington Regional Council to better understand the grant opportunities that are available and how these programs are structured, the Town of Bowling Green respectfully asks for the support of Caroline County moving forward.

Respectfully,

Jo-Elsa Jordan  
Events and Economic Development Coordinator  
Town of Bowling Green

CC: Jason Satterwhite, Mayor  
Town of Bowling Green

John Sieg, Chairman  
Town of Bowling Green Economic Development Authority

Reese Peck, Town Manager  
Town of Bowling Green

Nancy Long, Port Royal District Supervisor  
Caroline County

Charles Culley, County Administrator  
Caroline County

Gary Wilson, Director of Economic Development & Tourism  
Caroline County

Kate Gibson, Senior Planner, Region 6  
GO Virginia



Direct Dial: 804.420.6458  
sgraham@williamsmullen.com

January 8, 2019

John Sieg  
Economic Development Authority  
Town of Bowling Green, VA  
P.O. Box 468  
Bowling Green, VA 22427

**Re: Williams Mullen Invoice**

Dear John,

Enclosed is our invoice for the remaining time logged in November on the hotel development project. I had held the time, as we had discussed before, to level out the amount of each monthly invoice to roughly \$5,000.

We do not have any time recorded in December or January, to date.

I hope the development team is making some progress obtaining the data they need.

Sincerely,



Alexander C. Graham, Jr.

37961162\_1

**WILLIAMS MULLEN**NORTH CAROLINA • SOUTH CAROLINA • VIRGINIA • WASHINGTON, D.C.

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Town of Bowling Green Economic Development Authority  
Attn: John Sieg  
Chairman  
P. O. Box 468  
Bowling Green, VA 22427

Client Number: 071063

**Notice**

Our contact information has changed. Please make sure you are using the Toll Free Contact number listed on our Remittance Page 844-848-6535 or 804-420-6305.

# WILLIAMS MULLEN

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Town of Bowling Green Economic Development Authority  
 Attn: John Sieg  
 Chairman  
 P. O. Box 468  
 Bowling Green, VA 22427

JANUARY 8, 2019  
 071063.0002  
 A. C. GRAHAM JR.  
 INVOICE NO. 1067645

Regarding: HOTEL DEVELOPMENT ISSUES

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### BILLING SUMMARY THROUGH December 31, 2018

Fees For Professional Services	\$2,400.50
Expenses and Advances	\$0.00
CURRENT BILLING	\$2,400.50
 Previous Balance Due	 \$0.00
 <b>TOTAL BALANCE DUE</b>	 <b><u>\$2,400.50</u></b>

Vend# \_\_\_\_\_  
 GL# 320-32100-0100 Date: \_\_\_\_\_  
 Auth. By: \_\_\_\_\_  
 Appr. By: \_\_\_\_\_

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To ensure proper credit, please return remittance page or refer to invoice number when payment is made.  
**Invoices are payable upon receipt.** Please make checks payable to: **Williams Mullen.**

*If you have questions regarding payments or need copies of invoices, please contact Client Account Services at 844.848.6535.*

**PLEASE REMIT TO OUR DEPOSIT ACCOUNT OR PAYMENT MAY BE MADE BY WIRE**

WILLIAMS MULLEN  
 P. O. BOX 800  
 RICHMOND, VA 23218-0800

SUNTRUST BANK  
 ABA #: 061000104 / SWIFT: SNTRUS3A  
 ACCOUNT #: 201145499

*Williams Mullen Clark & Dobbins, P.C. TIN 54-1246519*