



LEXINGTON INDUSTRIAL DEVELOPMENT AUTHORITY AGENDA

**Wednesday, October 16, 2024, 5:30 PM
City Hall Second Floor Meeting Room
300 East Washington Street, Lexington, Virginia**

Page

1. **Call to Order**
2. **Approval of the Agenda**
3. **Approval of Minutes**
3 - 7 3.1. IDA Meeting, Tuesday, September 18, 2024
[2024-09-18 IDA Minutes](#)
4. **Treasurer's Report - Finance Director Jennifer Bell**
 - 4.1. Current Balance
 - 4.2. Permitted Sources of Revenue
 - How do we capture this info for future members?
5. **City Manager's Report - City Manager Tom Carroll**
 - 5.1. Update on Funding from Council
 - 5.2. Update on Council Work Session on Items Related to IDA Matters
 - 5.3. Update on Downtown Fire Suppression Program
 - 5.4. Allowable Categories, Strategies, and Mechanisms Available for Incentives
 - How do we capture this info for future members?
6. **Chair's Report**
 - 6.1. Fire Suppression Program Coverage by Rockbridge Report
7. **Committee Report**
 - 7.1. Orientation Manual - Board Members Tom Contos, Jamie Goodin, and George Graves
8. **New Business**
 - 8.1. Changes to Bylaws
 - Ad Hoc Committee
 - 8.2. Training Session Requests:
 - Evaluating Bond Applications/Information
 - Allowable Strategies for Incentives
 - Other
 - 8.3. Suggestion Box

9. Old Business

- 9.1. Fire Suppression Program: Next Steps
 - Program Guidelines
 - Application for 0% Interest Loan
 - Application for City-Financed Utility Tap
 - Education Material
 - PR Notice for News Media
 - Loop Council in
- 9.2. Purpose Statement:
 - Affirm and publish purpose statement [from September 2024 minutes]
 - Disseminate through website, Bylaws, Council packet?
- 9.3. Evaluate Decision Making Criteria/Matrix/Selection Criteria:
 - Does this fill a City-identified need?
 - Does it meet requirements of Recruitment, Expansion, or Retention?
 - Does it fall within enabling legislation?
 - Aligned with City Council's Strategic Plan and the City's Comprehensive Plan?
 - To what extent will City staff be engaged?
 - Defining project "problem/solution statement": e.g., Increasing occupancy on 2nd floors by promoting business/commercial opportunities in upper stories (expansion) and protecting (retention) major economic driver (tourism), new businesses and apartments (expansion) while promoting life safety and historic assets (retention)
 - How will we fund the project?
- 8 9.4. How will success be measured? [See Potential Measurements Handouts, October 2024 IDA Packet] Over what period of time? Are these the correct measures? Additions? Deletions?
[Potential Measurements](#)
- 9.5. Potential Future Projects
- 9.6. Beta Test Criteria
- 9.7. Other
- 9.8. Parking Lot for Ideas
 - Survey
 - City-owned property inventory
- 9.9. Input from Realtor's Association
- 9.10. November and December Meetings

10. Adjournment

Minutes
Industrial Development Authority (IDA)
Of the City of Lexington, VA
Wednesday, September 18, 2024, 5:30 p.m.

IDA Present: Dennis Ayers, Felicia Bush, Tom Contos, Jamie Goodin, George Graves, and Camille Miller

IDA Absent: None

Staff Present: Jennifer Bell, Treasurer, and Tom Carroll, Secretary

The Industrial Development Authority (IDA) met on September 18, 2024, in the Second Floor Meeting Room of City Hall. Chair Camille Miller called the meeting to order at 5:33 p.m. and welcomed Katie Pogue and City Council Member David Sigler.

Annual Election of Officers

Election of Chair

Start Time: 5:37 p.m. (DropBox Audio: 4:16)

Felicia Bush nominated Camille Miller as Chair. Jamie Goodin seconded the nomination. The nomination carried unanimously (6/0).

Election of Vice Chair

Start Time: 5:38 p.m. (DropBox Audio: 5:03)

Dennis Ayers nominated Felicia Bush as Vice-Chair. George Graves seconded the nomination. The nomination carried unanimously (6/0).

Election/Appointment of IDA Secretary

Start Time: 5:38 p.m. (DropBox Audio: 5:23)

Dennis Ayers nominated Tom Carroll as Secretary. Felicia Bush seconded the nomination. The nomination carried unanimously (6/0).

Election/Appointment of IDA Treasurer

Start Time: 5:38 p.m. (DropBox Audio: 5:54)

George Graves nominated Jennifer Bell as Treasurer. Dennis Ayers seconded the nomination. The nomination carried unanimously (6/0).

Approval of the Agenda

Start Time: 5:39 p.m. (DropBox Audio: 6:13)

The agenda was approved as presented (6/0).

Approval of Minutes

Start Time: 5:39 p.m. (DropBox Audio: 6:21)

IDA/EDA Retreat, Wednesday, May 29, 2024, and Thursday, May 30, 2024

Felicia Bush moved to approve the IDA/EDA Retreat Minutes from Wednesday, May 29, 2024, and Thursday, May 30, 2024. Dennis Ayers seconded. The motion carried unanimously (3/0/3):

AYES: Ayers, Bush, Miller

NAYS: None

ABSTAINED: Contos, Goodin, Graves

IDA Meeting, Tuesday, August 13, 2024

Dennis Ayers moved to approve the IDA Minutes from Tuesday, August 13, 2024. Felicia Bush seconded. The motion carried unanimously (6/0):

AYES: Ayers, Bush, Contos, Goodin, Graves, Miller

NAYS: None

ABSTAINED: None

Treasurer's Report

Discuss Request for October: Permitted Sources of Revenue for IDA and Other Financial Information

Start Time: 5:41 p.m. (DropBox Audio: 8:00)

Director Bell explained sources of revenue for the IDA and any limitations on those sources. She added that there has not been any big changes in the financial statements within the last month.

Discussion: The Industrial Development Authority discussed-

- reversing the order of the spreadsheet

Comments: F. Bush

City Manager's Report

City Manager's Meeting regarding Downtown Fire Suppression: Building Inspector, Fire Department, Fire Marshall, VA Fire Marshall, W&L, Historic Lexington Foundation, Main Street Lexington, IDA

Start Time: 5:42 p.m. (DropBox Audio: 10:00)

City Manager Carroll explained the need of fire suppression in downtown buildings and the genesis of the fire suppression incentive program. There will be a meeting on September 19, 2024, for stakeholders to discuss this program. Chair Miller further explained the need for fire suppression in the downtown area by giving examples of past fires and the impact from a fire in the downtown area. City Manager Carroll stated that City Council will be considering setting aside \$250,000 for this program at their September 19, 2024, meeting and will be holding a work session to discuss this program on October 8, 2024.

Discussion: The Industrial Development Authority discussed-

- any additional fire prevention costs aside from installing a sprinkler system
- how this program ties into the IDA
- the risk to the downtown area without buildings having a fire suppression system
- specific property owner's downtown that may be interested in this program
- the requirements to have a sprinkler system
- will this be limited to the downtown area
- getting input from the realtor's association

- what are the inspection standards
- anything in code that limits the number of flashpoints

Comments: J. Goodin, F. Bush, C. Miller, D. Ayers, T. Contos, K. Pogue

Chair's Report

Start Time: 6:07 p.m. (DropBox Audio: 34:50)

Chair Miller expressed her excitement to be the Chair of the IDA and asked IDA members to speak up if they would like to serve as Chair or Vice-Chair in the future.

New Business

Setting IDA 2024-2025 Agenda

Start Time: 6:08 p.m. (DropBox Audio: 35:56)

Chair Miller noted that this item will be deferred to the October IDA meeting. She also said that depending on City Council's meeting in October, there is a potential to suspend the November and/or December IDA meetings.

Discussion: The Industrial Development Authority discussed-

- if the sprinkler incentive program would count as an IDA project
- limitations for the IDA

Comments: J. Goodin, C. Miller

Creating IDA Decision Matrix: Criteria

Start Time: 6:12 p.m. (DropBox Audio: 39:08)

- Where can IDA fill a City-identified need?
 - Selection Criteria
- Constraints:
 - Limited involvement of City Staff
 - Minimal Budget/Financial Constraints
 - Must fall within Enabling Legislation
 - Aligned with City Council's Strategic Plan and City's Comprehensive Plan
- Opportunities

Discussion: The Industrial Development Authority discussed-

- adding measurability and a timeline
- defining the term "economic development"
 - must increase the tax base in some way
 - job creation
 - tourism
- diversification of asset ownership
- the IDAs mission statement should include preserving the tax base
- coming up with other ideas and finding some mechanism to solicit ideas from the public
- identify the key stakeholders, beneficiaries, and potential partners

- driving improvements that advance equity or sustainability

Comments: J. Goodin, C. Miller, T. Contos, D. Ayers, F. Bush, J. Bell, T. Carroll

Old Business

IDA Purpose: Affirm from Minutes

Start Time: 6:25 p.m. (DropBox Audio: 52:05)

Current statement: “The Industrial Development Authority (IDA) facilitates activities that create economic development resulting in an increased tax base, job creation, and measurable improvements to the economic well-being of the community. This includes issuing tax exempt industrial bonds on behalf of our qualifying non-profit business sector.”

Updated statement: “The Industrial Development Authority (IDA) facilitates activities that create economic development that retain and increase the tax base, job creation, and measurable improvements to the economic well-being of the community. This includes issuing tax exempt industrial bonds on behalf of the qualifying non-profit business sector.”

Downtown Fire Suppression Systems Next Steps

Start Time: 6:26 p.m. (DropBox Audio: 53:59)

Chair Miller asked City Manager Carroll to update the IDA on the next steps after the City Council work session on October 8, 2024.

Orientation for New Members and Member Composition

Start Time: 6:27 p.m. (DropBox Audio: 54:07)

Chair Miller asked Board Members Goodin, Graves and Contos to look at the orientation manual and recommend any changes that may benefit new members.

Closed Session

Closed Session in accordance with Virginia Code § 2.2-3711(A)(3) for the purpose of discussing and considering the acquisition of real property within the South Main Opportunity Area where discussion in an open meeting would adversely affect the IDA’s bargaining position or negotiating strategy.

Start Time: 6:29 p.m. (DropBox Audio: 56:14)

D. Sigler and K. Pogue were excused from the meeting.

Moved by Board Member Felicia Bush, seconded by Board Member Dennis Ayers, that the Industrial Development Authority of the City of Lexington convene in closed meeting pursuant to Virginia Code § 2.2-3711(A)(3) for the purpose of discussing and considering the acquisition of real property within the South Main Opportunity Area where discussion in an open meeting would adversely affect the Industrial Development Authority’s bargaining position or negotiating strategy. Carried by the following votes:

Ayes: Board Member Dennis Ayers, Vice-Chair Felicia Bush, Board Member Tom Contos, Board Member Jamie Goodin, Board Member George Graves, Chair Camille Miller

The IDA went into Closed Session at 6:29 p.m.

Moved by Board Member Felicia Bush, seconded by Board Member Dennis Ayers, that Lexington Industrial Development Authority end its closed meeting and reconvene in open meeting. Carried by the following votes:

Ayes: Board Member Dennis Ayers, Vice-Chair Felicia Bush, Board Member Tom Contos, Board Member Jamie Goodin, Board Member George Graves, Chair Camille Miller

The IDA reconvened in open session at 7:00 p.m.

Moved by Board Member Felicia Bush, seconded by Board Member Dennis Ayers, that the members of the Industrial Development Authority of the City of Lexington, Virginia, certify that, to the best of each member's knowledge, (1) only public business matters lawfully exempted from open meeting requirements and (2) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed or considered in the closed meeting by the Lexington Industrial Development Authority.

Ayes: Board Member Dennis Ayers, Vice-Chair Felicia Bush, Board Member Tom Contos, Board Member Jamie Goodin, Board Member George Graves, Chair Camille Miller

No action was taken.

Adjournment

Chair Miller adjourned the meeting at 7:01 p.m.

Camille Miller, IDA Chair

Tom Carroll, Secretary

Addendum: October 16, 2024

Possible Measures

- How will success be measured? Over what period of time? Are these the correct measures?
- Who measures/counts/reports this information? Reported to who? To what end?
- Suggested measures: Must Be Specific, Measurable, Aligned, Realistic, Time bound
 - Employment: total employment, unemployment rate, employment by sector
 - Income: Average compensation, over-capita income, average wage
 - Investment: capital investment per job, commercial investment, private/public investment
 - Housing: residential vacancy rates, total residential square footage
 - Percentage of owner-occupied housing
 - Office space: office vacancy rate, total office square footage
 - Arts & Entertainment: Count of theaters, performing arts venues, annual attendance at events, annual visitors for key attractions
 - Number of new businesses opened
 - Number of full-time jobs created
 - Number of business closures
 - Number of building permits issued
 - Change in unemployment rate
 - Tax revenue
- Can any of this be measured by Financial Impact Statement worksheet?
- Do we have project participants turn in annual financial impact measurements abbreviated reports?