

## **Crozet Community Advisory Committee Meeting Minutes from December 8, 2021**

**\*Note: This meeting was held pursuant to and in compliance with Ordinance No. 20-A (16); An Ordinance to Ensure the Continuity of Government During the Covid-19 Disaster.**

### Members Present

Allie Pesch – Chair  
Joe Fore – Vice Chair  
Valerie Long – Secretary  
Shawn Bird  
Mark McKenney  
Kostas Alibertis  
Brian Day  
Sandy Hausman  
Ann Mallek – Board of Supervisors

### County Staff

Rachal Falkenstein – CAC and Master Plan Liaison  
Carolyn Shaffer - Clerk  
Roger Johnson – Director of Economic Development  
J.T. Newberry – Economic Development Coordinator

Guest: Rebecca Haydock – Central Virginia Small Business Development Center

Chair Allie Pesch called the meeting to order at 7:01

The members of the Committee introduced themselves.

A quorum was not initially present, so there was no action on the minutes from the November meeting at that time.

### **Economic Development Presentation and Discussion:**

Roger Johnson, the Director of Economic Development for the County introduced himself and J.T. Newberry, the Economic Development Coordinator

Roger also introduced Rebecca Haydock from the Central Virginia Small Business Development Center (CVSBDC)

- Rebecca provided a short presentation about the CVSBDC, and the services that it can provide to existing and planned businesses, most of which are free of charge.
- The CVSBDC is supported by the U.S. Small Business Administration and the Virginia Small Business Development Center

There was a brief discussion about how the CVSBDC can assist local businesses, such as the following:

- Free, confidential guidance from numerous subject matter experts on staff (marketing, website design, business plan development, access to capital, e-commerce, and strategic plans, among many others)
- See their website calendar for a list of events and resources, or to schedule a meeting about a business need: <https://cvsbdc.org/>
- Industry circles to support members in certain industries and provide opportunities for collaboration
- Innovation commercialization program -- helps those with new business ideas refine their plan

Roger then provided a presentation on the County's Economic Development Strategy:

- It started with a video "The Flow of Money" describing the difference between consumptive businesses and primary businesses and how primary businesses can help provide more revenue for our local economy
- Discussion of the Economic Development Department's macro-level approach to economic development

Additional Presentation Topics:

- How the EDD assisted local businesses during the pandemic (microloans and grants)
- Buy Local campaign
- Project ENABLE (Enabling a Better Life Economically) – the County's Economic Development Strategic Plan
- Discussion of how the Crozet Community can enhance the local economy, and the challenges and opportunities for economic development in Crozet

Additional Discussion Topics:

- The experience of other Crozet businesses with the Economic Development Department
- The role of the Arts in economic development

### **Committee Business:**

Once a quorum was achieved, the minutes from the November meeting were approved by unanimous vote following a motion to approve by Brian Day and a second by Sandra Hausman.

There was a discussion about potential openings on the Committee following several recent resignations, and timing for new appointments. Anyone who is interested in serving on the Committee is encouraged to apply, using the on-line application process here:

<https://albemarle.granicus.com/boards/w/74d9847a67cfd67/boards/29558>

(click the "Apply" button at the top right corner).

There was a discussion about various local construction projects

- Timing of future sidewalks near Crozet Park
- Timing of the advertising for the contract for the construction of the roundabout at the Route 240/250 split (late summer 2022)
- Congestion resulting from the bridge repair work on Route 240

There was a discussion of the recent Board of Supervisors' decision to use County surplus funds to provide raises for County employees to support employee retention.

### **Closing Statements:**

Next meeting: tentatively scheduled for January 12, 2022 at 7:00 pm.

A tentative agenda item is a community meeting on a land use application known as Montclair.

A future tentative agenda item would be a presentation by a representative of the County's Climate Action Team.

The meeting will be held virtually, and details will be posted on the County calendar on the website. <https://www.albemarle.org/community/county-calendar>

Allie read the closing statement, reminding all that the meeting was held pursuant to and in compliance with Ordinance No. 20-A (16); An Ordinance to Ensure the Continuity of Government During the Covid-19 Disaster

Allie adjourned the meeting at 8:34 pm

A recording of this meeting will be posted on the County Calendar webpage.