

**Town of Amherst  
Industrial Development Authority  
November 3, 2008**

A meeting of the Town of Amherst Industrial Development Authority was called to order by Chairman Jacob Bailey on November 3, 2008 at 5:15 PM in the Council Chambers of the Town Hall. It was noted that a quorum was present as follows:

P Jacob Bailey, Chairman	P Richard Wydner
P Gary Jennings, Vice Chairman	P Marshall Mays
P Vernon Wood	A Jim Meade
P C. Manly Rucker, III	

Town Manager Jack Hobbs, in his capacity as Secretary to the Authority, was also present.

On a motion by Mr. Jennings which was seconded by Mr. Wydner and carried 6-0, the minutes of the June 2, 2008 meeting were approved. Messrs. Bailey, Jennings, Mays, Rucker, Wood, and Wydner voted in favor of the motion. Mr. Meade was absent.

Brockman Park Marketing Initiative

Chairman Bailey outlined his work to develop a proposal whereby High Ground Partners, a new Lynchburg consulting firm established by Lee Cobb and Roger Beeker, would be employed to encourage tenants to locate at Brockman Park. On a motion by Mr. Rucker which was seconded by Mr. Wydner and carried 6-0, the Authority agreed to recommend that the Town Council approve the proposal. Messrs. Bailey, Jennings, Mays, Rucker, Wood, and Wydner voted in favor of the motion. Mr. Meade was absent. A copy of the proposal is attached and made a part of these minutes.

Election of Officers

Chairman Bailey opened the floor to nominations for Chairman. Mr. Jennings nominated Mr. Bailey, and Mr. Mays seconded the nomination. Mr. Wood made a motion to close the nominations and elect Mr. Bailey Chairman by acclamation. The motion was seconded by Mr. Mays and carried 6-0. Messrs. Bailey, Jennings, Mays, Rucker, Wood, and Wydner voted in favor of the motion. Mr. Meade was absent.

Chairman Bailey opened the floor to nominations for Vice Chairman. Mr. Wood nominated Mr. Jennings, and Mr. Rucker seconded the nomination. Mr. Mays made a motion to close the nominations and elect Mr. Jennings Vice Chairman by acclamation. The motion was seconded by Mr. Wood and carried 6-0. Messrs. Bailey, Jennings, Mays, Rucker, Wood, and Wydner voted in favor of the motion. Mr. Meade was absent.

Chairman Bailey opened the floor to nominations for Secretary-Treasurer. Mr. Mays nominated Mr. Hobbs, and Mr. Rucker seconded the nomination. Mr. Wydner made a motion to close the nominations and elect Mr. Hobbs Secretary-Treasurer by acclamation. The motion was seconded by Mr. Mays and carried 6-0. Messrs. Bailey, Jennings, Mays, Rucker, Wood, and Wydner voted in favor of the motion. Mr. Meade was absent.

Comprehensive Plan

The Authority members agreed to review the Planning Commission's work to update the economic development portion of the Town's comprehensive plan.

The Secretary reported that there has been no recent significant activity at Brockman Park.

Mr. Mays expressed concern about the county's water supply and the need for better planning and development of water system infrastructure.

There being no further business, the Authority adjourned its meeting at 6:15 PM.

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Jacob Bailey  
Chairman

ATTEST: \_\_\_\_\_  
Secretary

# L. BARNES BROCKMAN, SR. BUSINESS AND INDUSTRIAL PARK MARKETING PROPOSAL

## MARKETING

1. Review zoning, pricing, RE commission rates, etc. and make appropriate recommendations
2. Develop and place advertising for Region 2000 and Charlottesville
  - Newspaper
  - Mailers
  - Follow-up materials
3. Visit selected businesses and VEDP (builders, manufacturers, accountants, etc.)
4. Develop shell building concept
5. Secure builder and coordinate project
6. Market building to Region 2000 – Charlottesville MSA's and VEDP
7. Negotiate the "deal," conduct economic and workforce analysis, bring proposal to AIDA
8. Provide bi-monthly written reports and meet with AIDA as appropriate
9. Interface with economic development offices in Amherst County, Region 2000 and VEDP

SERVICES AGREEMENT

1. 25 month exclusive agreement for HGP to represent the park, beginning Dec.1, 2008
2. AIDA chairman and Town Manager to review all proposals prior to formal AIDA consideration
3. All sales agreements to be made by the full AIDA and Town Council
4. Compensation
  - \$500.00 monthly retainer and to cover daily operating expenses (office, regional travel, proposal development, meetings with clients, limited hosting, etc.)
  - \$ 10,000 to \$12,000 available first year for mailer, advertising, marketing materials, etc.
  - HGP to receive fee for services on value of real property once it is recorded by Amherst County Assessor. Payment due upon recordation of real property value, or paid over a period of 5 years beginning the first year in which taxes are collected on the recorded value.
  - Total fees to HGP to be reduced by 1/2 the amount of the retainer paid to the time of a project's completion, but not to exceed 1/2 the total retainers paid by AIDA in the event of multiple projects.
  - HGP to receive fee of 3% to the first \$2,000,000 of real property value, 2% for value of \$2,000,001 to \$4,000,000, 1% for value of \$4,000,001 to \$10,000,000, and 0% for real property value exceeding \$10,000,000