

**AMHERST INDUSTRIAL DEVELOPMENT AUTHORITY**

Monday, February 4, 2019

**AGENDA**

5:15 PM

1. Call to Order & Determination of Quorum - Town Hall at 174 S. Main Street
2. Approval of Minutes, *September 4, 2018 Meeting*-----Chairman Addison
3. Update for IDA budget for FY 19-----Sara Carter
4. Sweet Briar Marketing Study-----Sara Carter
5. Update on Amherst Mountain Biking Club-----Sara Carter
6. Other Business
7. Adjournment

**Town of Amherst  
Industrial Development Authority  
September 4, 2018**

A regular meeting of the Town of Amherst Industrial Development Authority was called to order by Chairman Lewis Addison on September 4, 2018, at 5:15 PM in the Council Chambers of the Town Hall at 174 S. Main Street. It was noted that a quorum was present as follows:

P	Lewis Addison	P	Sharon W. Turner
A	Jacob Bailey	P	Kim Stein
A	Gary Jennings	P	Richard Wydner
P	C. Manly Rucker, III		

Town Manager Sara E. Carter, in her capacity as Secretary to the Authority, and Clerk of Council Vicki Hunt, were present.

On a motion by Mr. Rucker which was seconded by Mr. Stein and carried 5-0-2, the minutes of the August 6, 2018, meeting were approved. Mrs. Turner and Messrs. Addison, Rucker, Wydner and Stein voted "Aye". Messrs. Jennings and Bailey were absent.

Secretary Carter gave an oral report on discussions held with Amherst Mountain Biking Club for use of L. Barnes Brockman Sr. Business and Industrial Park and other areas for multi-use bike trails mapping out use of a certain parcel of land in Brockman Park leading toward connectivity of trails throughout the Town and how that might be achieved with much consideration toward public safety and future economic development.

After discussion, Mr. Stein made a motion that was seconded by Mrs. Turner to establish an exploratory committee to research and make recommendations on ways to help ensure the enhancement and sustainability of existing business in the Town. It was agreed that the Committee will be comprised of Kim Stein and Sharon Turner. Mrs. Turner and Messrs. Addison, Rucker, Wydner and Stein voted "Aye". Messrs. Jennings and Bailey were absent.

The motion carried 5-0-2 according to the following:

Lewis Addison	Aye	Sharon Turner	Aye
Manly Rucker	Aye	Kim Stein	Aye
Jacob Bailey	Absent	Richard Wydner	Aye
Gary Jennings	Absent		

At 6:07 PM Mr. Wydner made the following motion which was seconded by Mr. Stein and carried 5-0-2 with Mrs. Turner and Messrs. Addison, Rucker, Wydner and Stein voting in favor and Messrs. Jennings and Bailey absent: I move that the Industrial Development Authority convene in closed session pursuant to §2.2-3711A.5 of the Code of Virginia, relating to a

prospective business or industry where no previous announcement has been made of the business or industry's interest in locating or expanding its facilities in the community.

At 6:18 PM Mr. Wydner made a motion seconded by Mrs. Turner, that the Authority adjourn the closed session and enter open session, certifying to the best of each member's knowledge that (i) only public business matters lawfully exempted from open meeting requirements under Title 2.2, Chapter 37 and §15.2-2907 of the Code of Virginia and (ii) only such public business matters as were identified in the motion by which the closed session was convened were heard, discussed or considered in the session. The motion 5-0-2 via the roll call method with Mrs. Turner and Messrs. Addison, Rucker, Wydner and Stein voted "Aye". Messrs. Jennings and Bailey were absent.

There being no further business, the meeting adjourned at 6:18 PM.

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Lewis Addison, Chairman

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

Amherst – Town IDA

**Spring 2019** Marketing Research:

Final Group Project:

- Students will be split into groups of like interest according to the marketing research problem
- Groups will be assigned a research method (focus group, questionnaire, interviews)
- Groups will be required to create the questionnaire, interview questions, focus group questions and submit in a draft
- The group must identify the sample group, schedule (if necessary) and administer the questionnaire, focus group, or interviews
- The group must analyze the results
- 6-8-page paper – APA format summarizing the problem, methodology used, Buzzsumo.com supporting documentation, and results.
- 12-15-minute presentation

**Fall 2019** - Internship, Business Seminar, Honors

Based upon the results from the marketing research, individuals/groups will craft a marketing plan proposal for the IDA.