

MINUTES  
TOWN OF ST. PAUL INDUSTRIAL DEVELOPMENT AUTHORITY  
MONDAY, JANUARY 25, 2016  
TOWN HALL – 6:00 p.m.

IDA

Robert Harrison – Chairman  
Frank Molinary  
Harry Kelly  
Mike Jessee  
J. D. Cassell  
Jack Kiser  
Bill Wallace

Debora Baca - Secretary  
Linda Tiller - Attorney  
Kitty Barker – Heart of Appalachia  
Kyle Fletcher - Mayor  
  
Allen Gregory - CVTimes

Chairman Harrison called the meeting to order at 6:00 p.m.

A request was made by Chairman Harrison to add to the agenda under new business “Wise County Chamber Dues”. A motion was made by Mr. Kiser to approve the agenda with the addition. A second was offered by Mr. Cassell and the motion carried unanimously.

Mr. Cassell moved to approve the December 28, 2015 and January 11, 2016 minutes as presented. The motion was seconded by Mr. Molinary and passed unanimously.

Kitty Barker was introduced by Chairman Harrison as the new Executive Director of the Heart of Appalachia. Ms. Barker provided copies of the new Heart of Appalachia brochures, pointing out the coverage St. Paul has received. She discussed their improvements in social media including their blog and an increase in facebook friends by 500 people. Ms. Barker reviewed some of the things Heart of Appalachia will be doing to promote the region, noting that they have a strong relationship with Spearhead Trails in both Wise and Russell counties. Ms. Barker is a thirty year veteran in marketing and she plans to build marketing partnerships. Previously, the Heart of Appalachia would solicit donations or advertising each time they did a separate marketing strategy. Her plans are to request \$2500 from each town, city, or corporate sponsor and she identified many of the benefits that will be offered through their marketing efforts. The benefits include an interactive map, ¼ page ad in next year’s visitor’s guide, including St. Paul on their Facebook and Instagram, a banner ad on their website, an ad in an ATV magazine, and St. Paul will be featured as one of the four trail towns in all of their media. Fisher will be back to do a show about the trails. Ms. Barker will be attending trade shows for motorcycle and ATV riders in several different states. Heart of Appalachia now has a large collection of motorcycle and ATV clubs included in their database. They will be promoting ATV trails, motorcycle trails, water adventures, hiking, and birding trails. She also said they will be flexible on any marketing additions or substitutions. They plan on doing a video in our area for television promotion. If the IDA would like to donate \$5,000, there would be additional benefits such as rack cards, expanded website, etc. Mr. Kiser asked if the town has been approached. Mayor Fletcher suggested she attend a council meeting as well. Mr. Kiser asked for a copy of their operating budget. Ms. Barker said she will email a copy to Ms. Baca. Chairman Harrison asked if the town and IDA could split the \$2500. She said they could if that is what they wish to do. Chairman Harrison said the funding request will be placed on the February agenda.

Charlotte Mullins of Spearhead Trails was unable to attend. She hopes to attend the February meeting. They plan on moving their office to Norton.

**Old Business:**

Chairman Harrison reported that the VCC contract has been signed and the Committee will be working on the conditions for closing the loan. He also explained that the Tobacco Commission referred the Willis Building Project to the VRA and they are establishing the guidelines for the grants and/or loans. Ms. Baca said that administrative expenses being paid by the IDA will be reimbursed once DHCD and the Town closed on the IRF and ARC grants.

**New Business:**

Chairman Harrison reported that he, Mr. Kelly and Mr. Wallace traveled to Richmond with Councilman Salyer and Councilman Bailey for funding agency meetings and the legislative session. The group met with Todd Pillion, Israel O'Quinn and Will Morefield to discuss upcoming issues, the Tobacco Commission application, and other project funding. The next day the group met with VDOT and discussed the enhancement grant and the revenue sharing grant for downtown St. Paul. There was discussion about holding up the Broad Street paving until the Downtown Project is complete. There was continued discussion about the downtown area that will be covered by the revenue sharing money and the annual allocation of paving from VDOT. Ms. Baca noted that the Enhancement Grant applies only to the Fourth Avenue section from Russell Street to Market Square. the group also met with Bill Shelton at DHCD and Tim Phol at the Tobacco Commission. Bill Shelton advised that we are fine with the timing of the IRF and ARC grant closing. Mr. Kelly said the legislation on the state park sounded very promising.

Next, a motion was offered by Mr. Kiser, seconded by Mr. Wallace, to pay the annual dues in the amount of \$150.00 to the Wise County Chamber. The motion passed unanimously.

There being no other business to discuss, Mr. Kiser moved to adjourn. The motion was seconded by Mr. Jessee and carried unanimously. Chairman Harrison adjourned the meeting.

\_\_\_\_\_ Chairman

\_\_\_\_\_ Secretary