

IDA Meeting Minutes  
October 18, 2023  
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The Town of Orange Industrial Development Authority (IDA) held a meeting at 5:15 p.m., in the Town of Orange Community Meeting Room. Members present were, Vice-Chairman Harry C. Mason, Jr., Mrs. Dana Amos, Dr. Dena Jennings, Mr. Sam Kessler, and Mr. Steve Sylvia (arrived at 5:24 p.m.). Staff members present were: Director of Finance/Treasurer Dianna Gomez, Deputy Town Clerk/Secretary Kimberly Strawser, CZA/CMC, Town Manager Greg Woods, Director of Community Development John G. Cooley, CZA/AICP and Town Attorney Catherine Lea. Chairman Robert Higginbotham and Mr. Kevin Reynolds, Sr., were absent.

#### CALL TO ORDER

The Vice-Chairman called the meeting to order. The Deputy Town Clerk/Secretary called roll and noted that there was a quorum present.

#### ADOPTION OF AGENDA

A motion was made by Dr. Jennings, seconded by Vice-Chairman Mason, to adopt the agenda, as presented. On vote, Chairman Higginbotham – absent, Vice-Chairman Mason – aye, Mrs. Amos – aye, Dr. Jennings – aye, Mr. Kessler – aye, Mr. Reynolds – absent, and Mr. Sylvia – absent. The motion carried.

#### CONSIDERATION OF IDA MEETING MINUTES OF SEPTEMBER 20, 2023

A motion was made by Mr. Kessler, seconded by Dr. Jennings, to adopt the meeting minutes of September 20, 2023, as presented. On vote, Chairman Higginbotham – absent, Vice-Chairman Mason – aye, Mrs. Amos – abstained, Dr. Jennings – aye, Mr. Kessler – aye, Mr. Reynolds – absent, and Mr. Sylvia – absent. The motion carried.

#### TREASURER'S REPORT

The Treasurer reported that there were funding opportunities through USDA Rural Development Business & Industry loan guarantees in Virginia. The Treasurer reported further that Rural Business Development Grant was available, however the deadline had already passed. The Treasurer stated that she would follow back up in the Spring.

A discussion was held on the USDA loan options as well as VSBA loan options.

#### APPEARANCE BY JOHN COOLEY, DIRECTOR OF COMMUNITY DEVELOPMENT TO DISCUSS THE TOWN'S FAÇADE GRANT

The Director of Community Development reported that the Town offers a Façade Grant program and would reimburse applicants up to \$1,000. The Director of Community

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Development reported further that the grant was for one building once a year for work already done. The Director of Community Development stated that the work must have been done in the past to qualify for reimbursement. The Director of Community Development stated that reimbursable work qualified as follows, brick work, rotting wood, painting of buildings and awnings. The Director of Community Development stated further that grants had been provided in the downtown area but are not limited to just that area however they must be within town limits. The Director of Community Development reported that an application was received for lights, however the town decided that didn't qualify under the façade grant.

After discussion a motion was made by Mr. Kessler, seconded by Dr. Jennings that the Façade PLUS grant applicant receive one grant each calendar year and first-time applicants would take precedence. On vote, Chairman Higginbotham – absent, Vice-Chairman Mason – aye, Mrs. Amos – aye, Dr. Jennings – aye, Mr. Kessler – aye, Mr. Reynolds – absent, and Mr. Sylvia – aye. The motion carried.

Mr. Kessler suggested putting an application for the Town's incentive and guidelines on the Town's website and a link to the IDA page. Mr. Kessler also suggested adding a map showing the areas the Façade grants are available.

### DISCUSSION OF USE OF IDA FUNDS/BUDGET

Mr. Kessler asked to see the IDA's budget. Dr. Jennings stated that the Chairman Higginbotham was still looking for suggestions from the IDA on how to spend the money and develop their own budget.

### CONTINUED DISCUSSION OF IDA BROCHURE

After discussion Mrs. Amos stated she would reach out to Rose Deal with Orange County Economic Development regarding their brochure and would bring back ideas for a proposed brochure at the next meeting. Mrs. Amos asked that any suggestions for the brochure be forwarded to her. Dr. Jennings suggested the following be included in the brochure – history of who the IDA is, list of resources and QR code for businesses in the area.

### CONTINUED DISCUSSION OF IDA LOAN GUIDELINES

After discussion it was consensus of the IDA that Vice-Chairman Mason and Mr. Kessler meet to discuss loan guidelines and bring back to the next meeting.

### CONSIDERATION OF CANCELLING WEDNESDAY, DECEMBER 20, 2023, MEETING

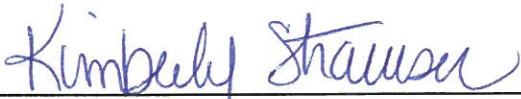
It was the consensus of the IDA to cancel the December 20<sup>th</sup> meeting.

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NEXT MEETING

The next IDA meeting will be held on Wednesday, November 15, 2023, at 5:15 p.m.

With no further business, the meeting was adjourned at 6:25p.m.



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Kimberly Strawser, CZA/CMC  
Deputy Town Clerk/IDA Secretary