

PLANNING COMMISSION
Comprehensive Plan Committee
MINUTES
Berryville-Clarke County Government Center – AB Meeting Room
January 4, 2016

A meeting of the Berryville Planning Commission Comprehensive Plan Committee was held on Monday, January 4, 2016 at 10:30 a.m. in the Berryville – Clarke County Government Center located at 101 Chalmers Court in Berryville, Virginia.

ATTENDANCE: Members of the Committee present: William Steinmetz, Chair, Gwen Malone, Debbie Zimmerman, Michelle Marino, Russ Heikes

Staff present: Christy Dunkle, Assistant Town Manager/Planner

Press present: None

Mr. Steinmetz called the meeting to order at 10:32a.m.

DISCUSSION – CHAPTER 5 ECONOMY

Chair Steinmetz asked staff to describe the modifications to Chapter 5. Ms. Dunkle said most of the changes were updates to the existing statistical information. She read through changes that she felt were significant including the regional and labor force data as well as the increase in median income for Berryville. She added that sales taxes went down in the City of Winchester while they rose significantly in Frederick County, reflecting added commercial development in Frederick County. There was a general discussion about clarification of several items in the draft. It was agreed that the plan would reflect the top 10 employers in Clarke County rather than all 50 due to frequent changes to that number.

Ms. Dunkle said she felt that the tourism component to the economy chapter should be increased. There was a discussion about agritourism. Ms. Marino felt that Great County Farms is a model for this type of tourism development. Ms. Dunkle added that the development of a hotel in the community is a critical component to future endeavors. There was a discussion about festivals and events and the coordination of activities with the Clarke County Farmer's Market.

Ms. Dunkle suggested asking Mr. Capelli to come to the February committee meeting to discuss economic development activities. She also suggested working closer with the County's Economic Development Advisory Committee and the Industrial Development Authority.

Mr. Heikes said that business expansion is critical to long range planning. Ms. Dunkle discussed the Tourism Zone opportunity. There was a discussion about the business park and traffic on East Main Street. Chair Steinmetz discussed the concern he had about the intersection of Jack Enders Boulevard and East Main Street and increased tractor trailer traffic in that portion of Town.

Other

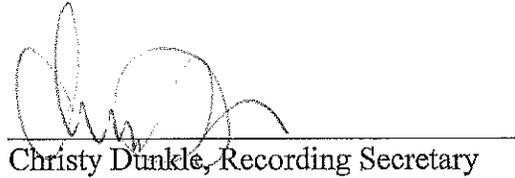
Ms. Dunkle said she would email committee members the hotel feasibility study and get each copies of the County's Economic Development Strategic Plan.

Adjourn

There being no further business, Chairman Steinmetz asked for a motion to adjourn the meeting. Ms. Zimmerman made the motion, seconded by Ms. Marino, the motion passed unanimously by voice vote at 11:57a.m.



William Steinmetz, Chair



Christy Dunkle, Recording Secretary