

# Shenandoah County Administrator's Weekly Memorandum



**Weekly Message to the Members of the Board of Supervisors for October 14, 2016**

**Special Work Session Reminder:** A reminder a special called work session will be held next Thursday, October 20th at 1:00 p.m. to continue discussion and consideration of design(s) associated with the future Shenandoah County Sheriff's Office complex. The meeting will be held in the board conference room.

**County Tourism:** Shenandoah County Tourism has hosted 5 travel writers in the past three weeks, many with an interest in the newly launched Shenandoah Spirits Trail. In fact, The Richmond Times Dispatch included a great article this past Wednesday on craft breweries in the mountains for fall leaf peepers. The first brewery mentioned in the article is the Woodstock Brewhouse which is describes as the "most surprising". The full article can be found at [http://www.richmond.com/food-drink/article\\_6143d2c3-a4d6-5261-bdc4-0d4cfe499ce4.html](http://www.richmond.com/food-drink/article_6143d2c3-a4d6-5261-bdc4-0d4cfe499ce4.html)

In addition to The Spirits Trail, this week's writers also write extensively about outdoor recreation and have featured multiple stories on top hikes including Big Schloss. One example can be found here: <http://www.funinfairfaxva.com/short-hikes-virginia-views/> Being based out of Fairfax, the writers have already expressed an interest in working with us more to be a voice for Shenandoah County's extensive outdoor recreation scene and additional attractions.

**Shenandoah Valley Partnership (SVP):** SVP was recently awarded a Gold Excellence in Economic Development Award from the International Economic Development Council. The award was for a creative save the date effort for the recently completed familiarization tours that SVP coordinated for site selectors. The "fam tour" as they were commonly referred to, introduced private site selectors who act as intermediaries in siting large new industries. The purpose of the farm tour was to expose those key players to the Shenandoah Valley. The announcement concerning the award is attached.

**2016 Extension Showcase Dinner**—A reminder that the Shenandoah County Extension office will host the 2016 Extension Showcase Dinner being held on November 3, 2016 from 5-7 p.m. at the Woodstock Presbyterian Church. Please RSVP to Carol Nansel by **Monday, October 24th**. You may reach Carol at (540) 459-6140 or [cnansel@vt.edu](mailto:cnansel@vt.edu).

**Solid Waste**—Attached is the presentation from Solid Waste that Pat presented at Tuesday's Board meeting.

## **Shenandoah Valley Partnership (SVP) Receives Excellence in Economic Development Award from the International Economic Development Council (IEDC)**

The Shenandoah Valley Partnership (SVP) received a Gold Excellence in Economic Development Award for its Harvest Box Save the Date project in the category of General Purpose Print Promotion from the International Economic Development Council (IEDC) in the 200,000 - 500,000 population classification.

The honor was presented at an awards ceremony on Tuesday, Sept. 27, during the IEDC Annual Conference, which was held Sept. 25-28, in Cleveland, OH.

"On behalf of the IEDC board of directors and Excellence in Economic Development Awards Advisory Committee, congratulations to the Shenandoah Valley Partnership. Not only did they work to provide a necessary service to their community; but also, their participation in the awards program sheds light on their stellar projects which other communities can now use as a benchmark." - Barry Matherly, CEcD, FM, IEDC 2016 Board Chair, President & CEO of the Greater Richmond Partnership.

SVP created a unique Save-the-Date marketing promotion to entice a select group of site location consultants to attend a September 2016 familiarization (FAM) tour, an event created to educate corporate decision-makers and consultants on economic development opportunities in the region. Focusing on the Shenandoah Valley's rich agricultural heritage and abundance of locally produced foods, a special "harvest season" gift box of local products was developed.



Branded marketing materials were designed to tie each product to a regional economic development asset and identify the strategic geographic location of the region. The Harvest Box was mailed in November, 2015 to align with the Valley's harvest season and tied into a larger tour theme of a "nostalgic road trip to remember." A second, complementary invitation box was mailed in July of 2016 with



the road trip theme, complete with a Valley trip itinerary, local snacks, games, and a music playlist. The graphics designed for this project are now leveraged throughout all of SVP's standard marketing material, contributing to a cohesive, recognizable brand.

As a result, seven site location consultants from

around the country attended SVP's FAM tour and spent three days in the Valley. Site consultants visited 11 local businesses in six different localities to better understand the agriculture, transportation, manufacturing, logistics, and workforce advantages of the region.

"This marketing effort was indicative of a new, unique and innovative approach for the Partnership welcoming site selectors that we regularly visit in their corporate office locations here to the Valley to experience it for themselves. We are honored that SVP's public-private Marketing Committee is being recognized for their hard work in highlighting the Valley's distinctive products, resources and culture with the Valley's personalized approach."

IEDC's Excellence in Economic Development Awards recognizes the world's best economic development programs and partnerships, marketing materials, and the year's most influential leaders. These awards honor organizations and individuals for their efforts in creating positive change in urban, suburban, and rural communities.

In addition, the City of Waynesboro received 2 Silver Excellence in Economic Development Awards in the less than 25,000 population category from IEDC. The two award-winning projects were the Grow Waynesboro Website and An Entrepreneur's Guide to Starting a Business in Waynesboro, VA, both of which focused on developing and growing small businesses in the Valley.



"The awards process is a thorough, non-biased and multi-layered process. These are extraordinary accomplishments for all winners, and an overall great effort by all participants. We look forward to next year's awards competition," Matherly said.

### **About the International Economic Development Council**

The International Economic Development Council (IEDC) is a non-profit membership organization serving economic developers. With more than 4,700 members, IEDC is the largest organization of its kind. Economic developers promote economic well-being and quality of life for their communities, by creating, retaining and expanding jobs that facilitate growth, enhance wealth and provide a stable tax base. From public to private, rural to urban, and local to international, IEDC's members are engaged in the full range of economic development experience. Given the breadth of economic development work, our members are employed in a wide variety of settings including local, state, provincial and federal governments, public-private partnerships, chambers of commerce, universities and a variety of other institutions. IEDC's members create high-quality jobs, develop vibrant communities and improve the quality of life in their regions. [www.iedcONLINE.org](http://www.iedcONLINE.org)

### **About the Shenandoah Valley Partnership**

The Shenandoah Valley Partnership (SVP) is the regional economic development and marketing organization for the Shenandoah Valley of Virginia representing twelve localities and over 180 private sector members. Through regional cooperation the

SVP brings together business, government and education leaders to attract new business to the area, help existing businesses expand, and guide strategic workforce development to grow and sustain a healthy economic future for the region. Communities represented in the SVP region include the counties of Augusta, Bath, Highland, Page, Rockbridge, Rockingham, and Shenandoah, and the cities of Buena Vista, Harrisonburg, Lexington, Staunton and Waynesboro. Learn more about why this is such an exciting time in the Valley for your business, our workforce, and this experience: <http://www.shenandoah-valley.biz/>.



[JOIN SVP](#)

[FORWARD EMAIL](#)

Physical Address: Ice House, 127 W. Bruce Street, Harrisonburg, Virginia 22801

Mailing Address: P.O. Box 2241, Harrisonburg, Virginia 22801

540.568.3100 | [www.shenandoah-valley.biz](http://www.shenandoah-valley.biz)

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SVP, P.O. Box 2241, Harrisonburg, VA 22801

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Virginia Cooperative Extension  
Shenandoah County Office  
600 North Main Street, Suite 100  
Woodstock, Virginia 22664-1855  
540-459-6140 Fax: 540-459-6147  
[cnansel@vt.edu](mailto:cnansel@vt.edu)  
<http://offices.ext.vt.edu/shenandoah>

October 5, 2016

Dear Members of the Shenandoah County Board of Supervisors,

On behalf of the Shenandoah County Extension Leadership Council, I am pleased to invite you to the 2016 Extension Showcase Dinner. This event is to be held on November 3, from 5-7 p.m. at the Woodstock Presbyterian Church, located at 142 East Court Street. The Showcase will be a smaller gathering than in some years past, in hopes of creating a conversational atmosphere to discuss the ways in which Extension has impacted county residents over the course of the past year.

The dinner will feature locally sourced foods, catered by FCCLA students from Stonewall Jackson High School under the direction of Mrs. Karen Fansler-Ryan. During dinner you will hear from past participants in Extension programs from each of the three program areas: 4-H, Agriculture, and Family and Consumer Sciences. Following these speakers, Extension staff members from each area will discuss what they envision as the future of Extension, including upcoming programs and general trends. This part of the Showcase is especially intended to create a dialogue between Extension staff and Board members about how to best serve the community, and we will welcome questions and suggestions during this time.

Please RSVP to the Extension Office (459-6140 or [cnansel@vt.edu](mailto:cnansel@vt.edu)) by Monday, October 24. If you have any questions regarding the Showcase, please contact me at 740-8141, or the Extension Office at 459-6140. We look forward to seeing you on November 3rd.

Sincerely,



Wayne V. Kipps  
Chair, Shenandoah County Extension Leadership Council

*Invent the Future*

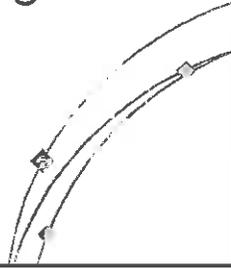
VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY

Extension is a joint program of Virginia Tech, Virginia State University, the U.S. Department of Agriculture, and state and local governments.

Virginia Cooperative Extension programs and employment are open to all, regardless of age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, genetic information, veteran status, or any other basis protected by law. An equal opportunity/affirmative action employer.

## Solid Waste Management Quarterly Update

October 2016

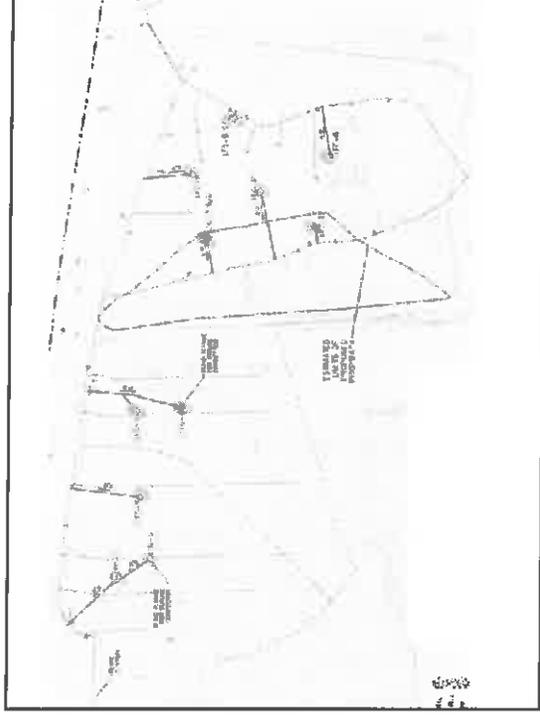


## Landfill Gas Update

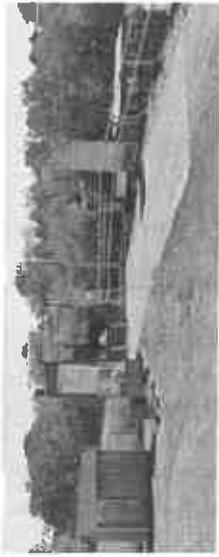
- Remediation actions have addressed high LFG levels near I-81
- DEQ has relaxed sampling requirements
- Both gas extraction and air injection were used to control gas flow
- Original horizontal extraction wells in Phases 1 & 2 declining
- New vertical wells installed in current and old cells

## LFG Collection System Expansion

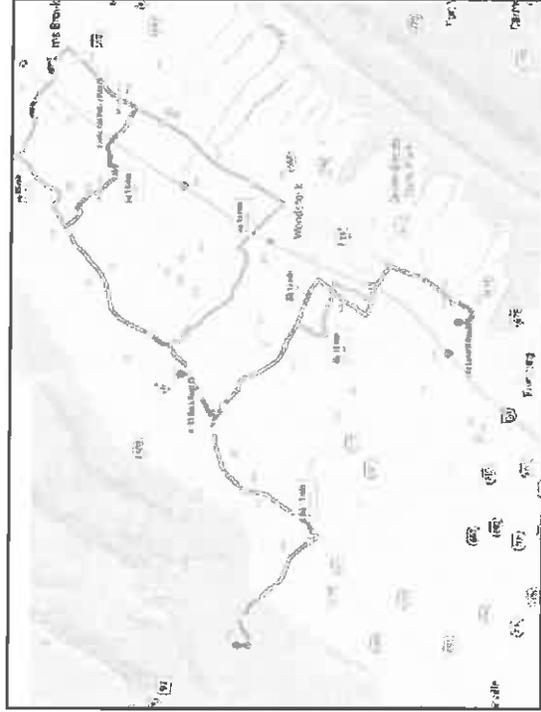
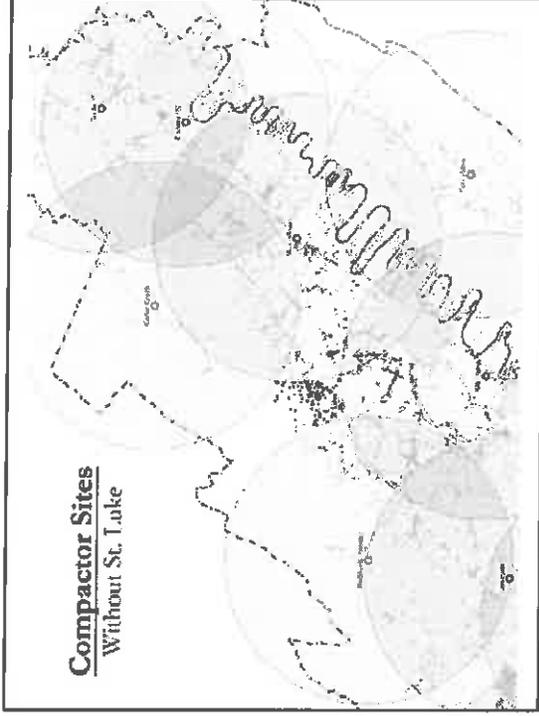
- Eleven new vertical wells drilled
  - Five extractions wells in Phases 1 & 2
  - Six extraction wells in Cells 8 & 9
- All wells but two stopped 20-40 ft short of bottom of cells
- Two wells in Cells 8 & 9 drilled to bottom of waste to check for leachate
- Cells 8 & 9 very dry



## Status of St. Luke Convenience Site



- Landowner not renewing contract as of December 31, 2016
- County must restore site to open land
- If no immediate solution found, nearby residents will need to use other sites for some period of time



## Alternatives to Leasing St. Luke Site

- A. Purchase St. Luke site
- B. Lease or purchase another site
- C. Expand another site nearby
- D. Watch for impacts of closure

### Option A. Purchase St. Luke Site

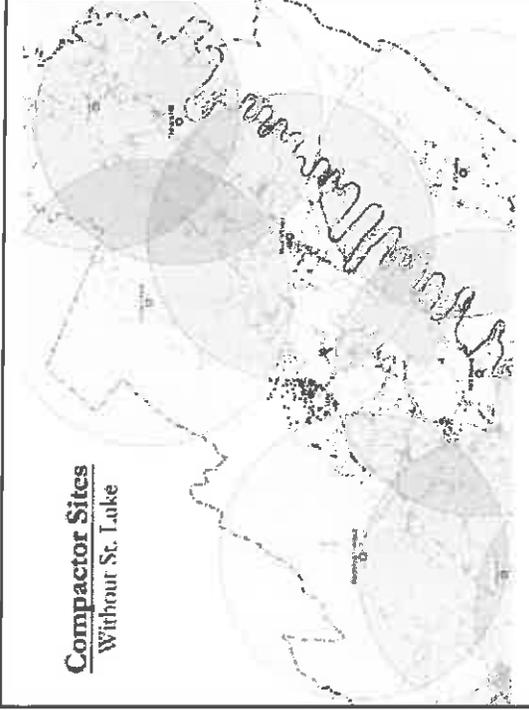
- Landowners indicate they are open to selling site
- Site is 18,000 sf, with approx. 120 ft of road frontage
- Lease amount was \$13,973 per year, including attending to compactor
- If County owns site, new compactor superintendent will be needed



### Option B. Open a New Site

- Locate potential site(s) to lease or purchase
- Would require construction of site
- Cost to build and equip site at least \$75,000 (not including purchase or lease price)
- Staffing costs approx. \$25,000 per year

### Compactor Sites Without St. Luke



### Option C. Expand Nearby Site

- Two sites have capacity for expansion – Maurertown and Route 55
- Assess which site picks up more volume after St. Luke closes
- Less expensive than building new site



### Option D. Watch for Impacts of Closure

- If St. Luke closes, impacts can be tracked for several months to help decide which option is best
- For example: if volume shifts to Mauretown, can expand with new compactor

