

**City of Charleston**  
**American Rescue Plan Act**  
**Proposal from Charleston Area Alliance**  
**December 15, 2021**

**Name of Project/Program:** Charleston Economic Development Initiatives

**Organization Name:** Charleston Area Alliance

**Address:** 1116 Smith Street, Charleston, WV 25301

**Primary Contact:** Nicole Christian

**Title:** President/CEO

**Phone:** 304-340-4253    **Email:** [nchristian@charlestonareaalliance.org](mailto:nchristian@charlestonareaalliance.org)

**FEIN #:** 55-6024192

**DUNS/SAMS:** 604187588 / 47QP5

**Key Staff:**

Nicole Christian, President/CEO

Debbie James, CFO

Susie Salisbury, VP Community Development

Jeri Adkins, VP Administration

Victoria Russo, New Markets

Director of Economic Development will be filled in January 2022

Johanna Miesner, Communications & Events Coordinator

**Board of Directors:**

Jack Rossi, Summit/MVB Bank, Chairman

Adam Krason, ZMM, Vice-Chair and Economic Development Committee Chair

Matt Bond, United Bank, Treasurer and Community Development Committee Chair

Christy Elliott, Truist, Secretary

Kenneth Boggs, N3

Nancy Bruns, J.Q. Dickinson Salt Works

Robert Burton, WV American Water

Ellen Cappellanti, Jackson Kelly PLLC

Byard Matt Coleman, Pinnacle Supply LLC

Fonda Elliot, AMFM, Inc.

David Ferretti, Spilman Thomas & Battle, PLLC

Dickinson Gould III, Buzz Food Service

Allan Hathaway, The Purple Onion/WV Marketplace

Shannon Huber, Dow Inc.

Daniel Lauffer, Thomas Health System

Chris Morris, CityNet

Marcus Phillips, Kureha PGA LLC

Kathi Richards, Epiphany Consulting, LLC  
Steven Roby, BakerTilly  
Martin Roth, Ph.D., University of Charleston  
Jeff Sandene, Charleston Area Medical Center  
John Scalzo, Appalachian Power Company  
George Smith, O.V. Smith & Sons  
Lyle Smith, Merrill Lynch  
Deno Stanley, Adelpia Sports Bar  
Diane Strong-Treister, Manpower  
Ben Thomas, Bowles Rice, LLP  
William E. Turner, Jr., Pison Development  
Bob Welch, Toyota Motor Manufacturing, WV, Inc.  
Tessa M. White, Tessa M. White, PLLC

**Ex-Officio Members**

Mayor Amy Goodwin, City of Charleston  
Andrew Jordan, Charleston Urban Renewal Authority  
Mayor Frank Mullens, Jr., City of South Charleston  
Jack Nuckols, Kanawha County Commission Designee  
Commissioner Lance Wheeler, Kanawha County Commission

**Describe any partner organizations, their roles, and your relationship with them:**

With respect to the ARPA proposal, our partners include:

Women and Minority Small Business Grant Program - City of Charleston, Kanawha County Commission, AEP Foundation, Verizon Economic Development Fund, Small Business Development Center, Truist Bank and a volunteer advisory team consisting of Becky Ceperley, Jennifer Pharr, Kitty Dooley, Christy Elliott, Trina Arnold, Kameron Miller and Melvin Jones. These partners contribute their financial support and guide the decisions of the grant guidelines and grantee selections.

Talent Attraction/Charleston Roots - City of Charleston, Kanawha County Commission, Charleston Convention and Visitor's Bureau, Advantage Valley, area businesses, real estate community and Generation Charleston. Attracting and retaining talent is a team effort and we plan to continue not only the Charleston Roots initiative but to implement several additional talent attraction initiatives used in other communities across the country.

Every program or project we undertake is done through different collaborations of individuals, organizations, government entities and businesses. Economic and community development is only successful when there are true partnerships formed and everyone contributes with their expertise, financial support and trust.

**Budget: Over 5 years**

**Funds requested: \$ 616,518**

**Total Project cost: \$ 2,187,018**

**Org Budget: \$1,800,000**

**Request Summary:**

Charleston Area Alliance serves as the region's community and economic development organization. It focuses on jobs, people and community. The Alliance has a solid track record of researching, piloting and launching many initiatives to support and enhance community and economic development in the region with a special focus on the City of Charleston. This request has many parts to it including two major initiatives that were piloted in 2020-21 and we plan to expand the next five years. 1. Recover losses due to pandemic including canceled events, and reduction in sponsorships & memberships; 2. Expand the Women and Minority Small Business Grant Program; 3. Expand Talent Attraction and Retention initiatives including Charleston Roots, boomerang marketing strategies, Generation Charleston and Leadership Kanawha Valley; 4. Invest in entrepreneurial and economic development software and; 5. Enhanced website to provide retention and expansion tools.

We must stay focused on growing our small businesses, attracting new talent to the region, and providing technical support to provide data and communicate it effectively. It's no secret our entire region has suffered greatly from the pandemic through loss of businesses, jobs, employees and community networking opportunities. West Virginia has the second lowest labor force participation rate in the country and the lowest by women.

The piloting phases of two of our initiatives the past year within the City of Charleston, have taught us the value of supporting women and minority businesses and the great need for attracting talent to our region to grow and diversify our population. We learned through the pilot phase of Charleston Roots that people do in fact want to move to the area and fill much needed employment opportunities. In addition, studies have shown women and minorities were disproportionately affected by the pandemic and continue to have less access to capital. This led City Council President, Becky Ceperley, to lead an effort establishing the Women and Minority Small Business Grant Program.

Having access to data is more valuable now than ever due to the changes in data caused by the pandemic. Part of this proposal includes tapping into new software tools which are now available providing local demographic, industry, occupation, and employment data needed to make better decisions on retention and expansion strategies and to share with our regional businesses. An additional service we plan to subscribe to, SizeUp, provides an online strategy, process and technology to aid small businesses make smarter decisions based on data. It combines big data, algorithms, cloud computing, internet and

GIS technology to provide market research and business intelligence any business can easily understand and visualize.

**Outcomes for this proposal include:**

-Recover lost revenues from the impacts of the pandemic the past two years.

-Enhanced access to capital to grow at least 45 of our regional women and minority owned small businesses. We will target at least 30 of these grants for businesses located within the City of Charleston. Timeline: 2022-2024 providing annual grant cycles.

-Replace labor force lost during the pandemic by creating and improving at least four outreach strategies to recruit and retain talent to the region. Strategies include annual recruitment of at least 15 remote workers to the region (total of 75 new residents with at least 34% of them targeted for residency in the City of Charleston) through Charleston Roots, creation of a boomerang marketing initiative to target folks that have lived here previously to return, and enhanced Generation Charleston and Leadership Kanawha Valley programming to engage talent in our community. Timeline: 2022-2026 with annual review of each strategy.

-Provide market research and data tools to the region's businesses and government entities to assist with the understanding and heightened awareness of business opportunities. Timeline: Acquisition of tools in 2022, subscription service 2022-2026 and communication strategies through 2026.

Combating these challenges with a multi-strategy approach is the intent of grouping these initiatives together to leverage greater impact. We have developed a holistic approach to overcoming the negative impacts of the pandemic which exacerbated the economic decline of the last twenty years.

**Program/Project Details**

**\* 1. The funding will be used to:**

- Start a new program/project
- Maintain an existing program/project
- Expand an existing program/project

**\* 2. If funded, will the program/project be completed within FY 2022?**

- Yes
- No

If no, when is expected completion year?

**3. Which eligible ARPA Expenditure Category does this program/project represent (See <https://home.treasury.gov/system/files/136/SLFRF-Compliance-and-Reporting-Guidance.pdf> for further details)? Please check all that apply:**

\*

- Public Health
- Negative Economic Impacts
- Services to Disproportionately Impacted Communities
- Premium Pay
- Infrastructure
- Other

You must choose at least one option

**4. Briefly describe the program/project funds are being requested for:**

The Charleston Area Alliance proposal has the following parts all weaving together to battle the negative economic impacts from the COVID pandemic for the next five years:

1. Recover losses due to pandemic including canceled events, and reduction in sponsorships & memberships - \$166,518
2. Expand the Women and Minority Small Business Grant Program for three years - \$150,000 ARPA plus at least an additional \$75,000 from other sources for direct grants (max of \$5,000 each). Internally, we will provide an additional \$226,000 over five years to provide professional management, marketing, accounting services and technical assistance.
3. Expand Talent Attraction and Retention initiatives including Charleston Roots, boomerang marketing strategies, Generation Charleston and Leadership Kanawha Valley - \$1,000,000. Funds will be used for relocation incentives (\$5,000 each) to fill jobs left vacant from the pandemic, unique marketing campaign, retention networking, training and staffing support. Additionally, we will match these funds with other private contributions, professional management, marketing, registration fees, accounting services and technical assistance totaling \$376,000.
4. Invest in entrepreneurial and economic development software including SizeUp and JOBSEQ For Economic Development - \$70,500 for five years of subscriptions. Internally we will spend an additional \$96,750 to assign professional management, communications and marketing, and software management through 2026.
5. Enhanced website to provide retention and expansion tools - \$10,000. We anticipate spending these additional funds to upgrade our website so the regional businesses, government organizations and the public can access the business retention and expansion

tools. The Alliance has committed another \$96,750 in staffing of the website, marketing materials and professional management.

As noted, the large majority of the ARPA funds will be used to invest in women and minority owned businesses grants and to provide the incentives for the talent recruitment initiative.

**5. Describe the Need:**

Economic and community development is ever changing based on economic conditions. Not only are we battling negative economic impacts from the pandemic, we have also suffered from a major loss of extractive industry jobs resulting in a continuous loss of population. The Alliance is a collaborative organization pulling together many partners to address these negative impacts. Through the American Rescue Plan Act funds from both the City of Charleston and Kanawha County Commission as well as resources from other businesses and organizations, we have an opportunity to focus directly on access to capital, aggressive recruitment of talent, retention programs and well researched communication and marketing strategies.

**6. List other Charleston organizations in Charleston that address this need:**

None that we are aware of in the Charleston or Kanawha County region.

**7. Collaboration:**

The Alliance was formed as a collaborative organization to address community and economic development needs in the greater Charleston region. It is only natural that we partner with others such as City of Charleston staff and city council members, Kanawha County Commission staff and commissioners, organizations such as the Charleston Convention and Visitor's Bureau, area foundations, the business community and more. While we are continuing to keep a major focus on enhancing the initiatives in the City of Charleston, we are also requesting additional funding from the Kanawha County Commission to expand into the county. Both of our long running and successful retention programs, Leadership Kanawha Valley and Generation Charleston, operate on a very high level of collaboration. Each reaches deep into the community to connect folks with a desire to be involved in the community and blossom into leaders. We operate in a region where talent, businesses and customers are unaffected by municipal boundaries but invest in an entire region.

**8. How will duplication of services be prevented:**

We are not aware of any other organization providing these services.

## Program Requirements and Objectives

### 1. Targeted recipients of proposed services:

It is difficult to specifically pinpoint the number of impacted residents. We do know that with every job created and individual recruited to live in the region, there is a positive economic impact in housing, car sales, purchasing of retail and services, grocery stores, restaurants, and sales and property taxes. There will be at least 75 new people recruited to the area through the Talent Attraction Initiatives and at least 45 Women and Minority Owned Businesses supported through the small business grant program.

### 2. Eligibility requirements:

Each part of this proposal has different eligibility requirements summarized below:

Women and Minority Owned Small Business Access to Capital

- At least 51% of the for profit business owned by a woman or person of color: and
- Small business with annual gross revenues under \$500,000; and
- Small business is located within city limits of Charleston, WV (or Kanawha County with expansion); and
- Small business operates out of commercial space located in the City of Charleston (or Kanawha County with expansion); and
- Been in existence for a minimum of one year.

Talent Attraction:

- Charleston Roots - Applicants must be 18 years of age or older and should presently reside outside of a 50-mile radius of Charleston, West Virginia. They should be seeking to fill a high demand job within Charleston's key industries or positions available due to COVID, including but not limited to: manufacturing, nursing/medical, public sector, technology/programming. It will promote notice of employment opportunities and quality of life experiences to those applicants not selected.
- Boomerang – Targets individuals that either grew up or lived in the area previously to move back and replant themselves in our community and those that have ties to the area.

### 3. Previous outcomes:

This proposal is a comprehensive approach to expanding two pilot programs, enhancing two long running initiatives and introducing new technology for business recruitment and expansion.

**Women and Minority Small Business Grant Program** – introduced in 2021 under the leadership of City Council President Becky Ceperley, we were able to create a pool of funds from several city council members, mayor's office, Truist Bank, and the Verizon Economic Development Fund. We issued a call for grant applications and are in the process of awarding seven, \$5,000 grants to women and minority owned businesses located in the City of Charleston. We have applied for additional funding to expand the program another three years from the AEP Foundation and will be requesting funding from the Kanawha County Commission ARPA funds to add a county wide piece to the program.

**Talent Attraction** – Charleston Roots was also piloted in 2021 as a way for Charleston Area Alliance and City of Charleston to recruit people to live, work and play in Charleston, West Virginia. The program is designed to attract talent to fill career opportunities within Charleston's key industries. The Charleston Roots Initiative provides a monetary incentive of up to \$5,000 to assist with moving or other initial expenses for a person to relocate to the greater Charleston Area. In addition to the monetary contribution, the Charleston Area Alliance and the Charleston Convention and Visitor's Bureau have worked out memberships and incentives to local arts, athletic organizations and recreational opportunities. - tailored to the hobbies, interests and lifestyle of the selected recruited individual. It is designed to work in tandem with the West Virginia Ascend program and we are requesting additional funds to expand it to Kanawha County. In 2021, we witnessed over 150 applications and were able to select 14 to participate in the initiative.

#### **4. Two measurable outcomes for new projects:**

-Enhanced access to capital to grow at least 45 of our regional women and minority owned small businesses. We will target at least 30 of these grants for businesses located within the City of Charleston. Timeline: 2022-2024 providing annual grant cycles.

-Expand and diversify our population by creating and improving at least four outreach strategies to recruit and retain talent to the region. Strategies include recruitment of at least 75 new workers to the region (with at least 34% of them targeted for the City of Charleston) through Charleston Roots, creation of boomerang marketing initiative to target folks that have lived here previously to return, and enhance Generation Charleston and Leadership Kanawha Valley programming. Timeline: 2022-2026 with annual review of each strategy.

-Provide market research and data tools to the region's businesses and government to assist in the understanding of and heightened awareness of business opportunities. Timeline: Acquisition of tools in 2022 and communication strategies through 2026.

## **BUDGET**

- 1. Has the organization received funding from the City of Charleston in the past for a similar program/project?**

YES

- 2. Has the organization requested funding from other Federal, State or Local government entities for any program/project support related to COVID-19?**

YES

- 3. If yes, explain from which entities and the amounts requested for each program/project.**

We will be requesting funds from Kanawha County to include: \$75,000 for Women and Minority Small Business Grants, \$500,000 for Talent Attraction and \$26,500 for



Economic Development Software. We will also be requesting funding for the Upper Kanawha Valley Trail Towns Initiative.

**4. List Federal, state, Local or private funding or grant awards received the last three years and amounts and status:**

-Greater Kanawha Valley Foundation – Downtown Initiative (closing 12/31/21) \$25,000 and Advancing Entrepreneurial Development (closing August 2022) \$22,000

-Kanawha Garden Club, Jacobson Foundation and CRA Foundation – Charleston In Bloom (closing fall of 2022) \$11,500

-Truist CRA and Charleston Community Participation Grants – Women and Minority Small Business Pilot Grant Program (closing spring of 2022) \$30,000

-West Virginia Development Office LED – economic development initiatives (annual) \$22,727 in 2021

-BB&T West Virginia Foundation – general support (annual) \$23,900 in 2021

-Sub-recipient of US EDA grant – business retention and new markets (3 years) Sub award is \$144,000 over a three year period beginning mid-August 2021. CAA is required to match \$54,000 over the same period for a total project budget of \$198,000.

-City of Charleston – Charleston Roots Initiative (phase 1 closing spring 2022) \$50,000

-Variety of private sponsorships for many of our other programs and events

**5. Budget summary:**

5 years Revenues:	\$2,187,018
City ARPA	\$ 616,518
County ARPA	\$ 780,500
Other	\$ 790,000
5 years Expenses:	\$2,187,018
Women and Minority Grants (3 years)	\$ 451,000
Talent Attraction/Retention	\$1,376,000
Pandemic Revenue Recovery	\$ 166,518
Economic Development Tools	\$ 193,500

**6. If not fully funded, how will we adjust?**

We will make our adjustments to the number of grants we can issue through the Women and Minority Small Business Grant Program and the number of incentives we can provide for selected individuals through the Charleston Roots Program.

**7. Plan for sustainability:**

After concluding a full evaluation of each project, Charleston area Alliance Board of Directors and partners will determine which programs they want to continue and will seek the necessary funding sources to support them.

**8. Fiscal oversight and internal controls to minimize opportunities for fraud, waste, and mismanagement:**

The Alliance has strict internal controls to provide financial oversight and prevent mismanagement of funds. Multiple individuals are assigned responsibilities of handling accounts receivables, deposits and payables including: VP of Administration, Executive Assistant, Administrative Assistant, CFO and President & CEO. The separation of duties, approval by designated staff and two signatures on checks adds to our strict controls. Every expense must be accompanied by a receipt or invoice. Every check or payable must have a corresponding invoice. The Finance Committee, with assistance from staff, recommend a fiscal year budget that is approved by the Executive Committee and Board of Directors. The Alliance's Finance Committee meets bi-monthly and the Executive Committee meets monthly to review financial statements. Additionally, the Board reviews the financial position of the organization on a bi-monthly basis. Alliance financials are audited annually by an independent accounting firm. According to the most recent audit conducted by Brown Edwards, the consolidated financial statements present fairly, in all material respects, the financial position of the Alliance and affiliates as of December 31, 2020, and the changes in its net assets and its cash flows for the year then ended in accordance with generally accepted accounting principles.

**9. How does agency plan to separate ARPA funds from other agency funds for purposes of identification, tracking, reporting and auditing:**

As we are requesting ARPA funds for multiple programs, the funds designated for each program will be specifically credited to those line items. Utilizing our accounting software, QuickBooks, the account receivable will be applied as a line item to that specific program. Expenditures for that program will be tracked against the receivable. We receive funding and grants from a variety of sources and are experts at utilizing funds for specified program/initiatives and tracking and reporting on those designated funds. As with all of the programs and initiatives managed by the Alliance, reports will be run for each individual program clearly showing the income of ARPA funds and the expenses associated with the program as outlined. The financial reports are reviewed monthly by staff and the Executive Committee (which includes the Mayor of Charleston) and bi-monthly by the Finance Committee and Board of Directors. An independent accounting firm annually audits the Alliance's financials.

<b>Budget Worksheet</b>	
City ARPA	\$616,518
Internal/self funding	\$565,000
Donations/other	\$225,000
Government Grants (Kan Co ARPA)	\$780,500
<b>Total Revenue</b>	<b>\$2,187,018</b>
Expenses	
Salary/Wages	
City ARPA request	
Other sources	\$338,000
<b>Total</b>	<b>\$338,000</b>
Benefits and Matching	
	0
Contrated Services	
	0
Program Materials	
	0
Marketing	
City ARPA request	\$125,000
Other	\$135,000
<b>Total</b>	<b>\$260,000</b>
Supplies	
	0
Other	
City ARPA request	\$491,518
Other	\$1,097,500
<b>Total</b>	<b>\$1,589,018</b>
Total Expenses	
City ARPA	\$616,518
Other	\$1,570,500
<b>Total</b>	<b>\$2,187,018</b>

### Organizational Details

### **1. Describe history of organization and current programs and activities:**

The Charleston Area Alliance is built on the legacy of three organizations that came together in 2004 to bolster economic opportunity and community enhancement. They include Business & Industrial Development Corporation (BIDCO), Kanawha County's economic development organization, Charleston Renaissance Corporation, the downtown and neighborhood development organization, and the Charleston Regional Chamber of Commerce, West Virginia's largest regional chamber of commerce. The Alliance's key focus areas include: economic and business development, community development, membership and communications, and real estate services. Within these areas are multiple programs that included Leadership Kanawha Valley, Elevations, Generation Charleston, entrepreneurial support and development, business retention and recruitment, and community revitalization.

### **2. Mission statement:**

Build a more vibrant community and prosperous economy.

### **3. Third party references:**

City of Charleston, Mayor Goodwin  
Dr. Michelle Foster, Greater Kanawha Valley Foundation  
Jack Rossi, Summit/MVB Bank

## **Covid impacts**

### **1. Explain covid impact and how it relates to our request:**

Economic and community development is ever changing based on economic conditions. Governments mandated businesses close their doors during certain stages of the pandemic forcing those businesses to furlough or layoff their employees. It also caused schools and daycares to close. When businesses were allowed to reopen, many of those furloughed employees did not return. Additionally, schools and daycares remained closed resulting in mothers not being able to return to work. Businesses have had to adjust their business models to meet new consumer buying trends as well as deal with supply chain shortages. Businesses and their employees are forever changed due to COVID-19. Here in the Charleston area, not only are we battling negative economic impacts from the pandemic, we have also suffered from a major loss of extractive industry jobs resulting in a continuous loss of population. The Alliance is a collaborative organization pulling together many partners to address these negative impacts. Through the American Rescue Plan Act funds from both the City of Charleston and Kanawha County Commission as well as resources from other businesses and organizations, we have an opportunity to focus directly on access to capital, aggressive recruitment of talent, retention programs and well researched communication and marketing strategies.

**2. If funds are being requested to replace revenue lost due to COVID-19, provide details:**

**3.**

<b>Charleston Area Alliance</b>	
<b>Financial Impact of COVID19 on Revenues</b>	
Cancellation of community, networking and member events: <i>(lost revenues from sponsorships and registration fees, net of event costs)</i>	
Downtown Open - 2020	\$ (3,900)
Downtown Streetfest - 2020	\$ (7,000)
Business After Hours - April through December 2020	\$ (15,125)
Member cultural tour commission - 2020	\$ (9,000)
Elevations Professional Networking - 2020	\$ (4,000)
Elevations Professional Networking - 2021	\$ (12,500)
Member Market eblast services - 2020	\$ (4,758)
Member Market eblast services - 2021	\$ (5,975)
Membership cancellations - 2020	\$ (22,995)
Membership cancellations - 2021	\$ (29,484)
Lease Revenues:	
Motion industries rent abatement for May through July 2020 <i>(includes legal fees for lease amendment)</i>	\$ (51,781)
<b>Total COVID impact on revenues 2020-2021</b>	<b>\$ (166,518)</b>

**4. If funded how with ARPA funding aid in recovery?**

Working through our board of directors and partners, we have identified the programs and initiatives outlined in this proposal as strategies that will positively impact strengthening our most vulnerable businesses, grow the pool of talent, and provide long lasting access to quality data for years to come. It will also provide the organization with stability by providing our nonprofit revenue recovery.

**THE APPLICANT UNDERSTANDS:**

\*

1. This application and other materials submitted to the City may constitute public records which may be subject to disclosure under the West Virginia Freedom of Information Act. Documents containing sensitive information may be marked as “confidential.”

*Yes*

\*

2. Submitting false or misleading information in connection with an application may result in the applicant being found ineligible for financial assistance under the funding program, and the applicant or its representative may be subject to civil and/or criminal prosecution.

*Yes*

**THE APPLICANT CERTIFIES THAT:**

\*

1. I have reviewed the US Treasury guidelines regarding the eligible uses of American Rescue Plan State and Local recovery funds. <https://home.treasury.gov/policy-issues/coronavirus/assistance-for-state-local-and-tribal-governments/state-and-local-fiscal-recovery-fund/request-funding>

*Yes*

\*

2. By submitting this request, I represent that I am an authorized officer, or member of the organization for which I am submitting, and the information contained in my submittal is true and correct to the best of my knowledge and belief.

*Yes*

\*

3. The information submitted to the City of Charleston (“City”) in this application, and substantially in connection with this application, is true and correct.

*Yes*

\*

4. The applicant is in compliance with applicable laws, regulations, ordinances and orders applicable to it that could have an adverse material impact on the project. Adverse material impact includes lawsuits, criminal or civil actions, bankruptcy proceedings, regulatory action by a governmental entity or inadequate capital to complete the project.

*Yes*

\*

5. The applicant is not in default under the terms and conditions of any grant or loan agreements, leases or financing arrangements with its other creditors that could have an adverse material impact on the project.

*Yes*

\*

6. I understand and agree that I must disclose, and will continue to disclose, any occurrence or event that could have an adverse material impact on the project.

*Yes*

\*

7. I certify that the requested funding is needed to ensure this program/project will occur within the City limits of Charleston West Virginia.

*Yes*

\*

8. The Board of Directors or governing body of the organization has approved submission of this application. Please attach a copy of the authorizing resolution or meeting minutes using the file upload.

*Yes attached*

\* Signature



Authorized representative of Applicant/Organization

\* Date

12/14/2021

\* **PRINTED NAME:** Nicole Christian

\* **TITLE OF APPLICANT:** President/CEO

\* **ORGANIZATION NAME:** Charleston Area Alliance

**CAPITAL AREA DEVELOPMENT CORPORATION  
DBA CHARLESTON AREA ALLIANCE**

**EXECUTIVE COMMITTEE MEETING  
NOVEMBER 10, 2021**

**MINUTES**

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The Executive Committee met Wednesday, November 10, 2021 at 8:30 a.m. via video conference.

**MEMBERS PRESENT:** Vice Chair Adam Krason, Treasurer Matt Bond, Ellen Cappellanti, David Ferretti, Tessa White

**MEMBERS ABSENT:** Chair Jack Rossi, Secretary Christy Elliott, Mayor Amy Goodwin, Commissioner Lance Wheeler

**STAFF PRESENT:** Nicole Christian, Jeri Adkins, Debbie James, Victoria Russo, Susie Salisbury

**CALL TO ORDER**

Vice Chair Adam Krason established a quorum and convened the meeting. A motion to accept the minutes of the October 12, 2021 minutes was made & seconded. Motion carried.

**FINANCE**

CFO Debbie James reported the IRS Forms 990 were completed for the Capital Area Development Corporation, CADCO Foundation, Charleston Interregional Chamber of Commerce and Enterprise Properties, Inc. and approved by the Finance Committee for filing by the extended due date of November 15. A motion to ratify approval by the Finance Committee was made and seconded. Motion carried.

**CORRIDOR G PROPERTY**

Vice Chair Krason and President & CEO Nicole Christian presented an update on the pending Corridor G property sale.

**PRESIDENT'S REPORT**

*Staffing Update*

President Christian reported on the three open staff positions. An Administrative Assistant – Maria Terrell – has been hired and will begin work on November 22.

Second interviews are scheduled for the Communications & Events Coordinator and the Economic Development Director positions.



*Kanawha County Presentation*

As part of our annual resolution request for participation in the WV Certified Development Community (CDC) Program, President Christian gave a brief presentation about Alliance programs and initiatives to the Kanawha County Commissioners.

*County and City ARPA Fund Requests*

President Christian and Susie Salisbury, VP Community Development, presented a summary of planned requests to the City and County for American Rescue Plan Act (ARPA) funds. The funds will be spent over a 5-year period.

Funding requests include: the Women & Minority Owned Small Business Grant Program, Charleston Roots Relocation Program, boomerang marketing strategies, Trail Towns community mini-grants in the Upper Kanawha Valley, Size-Up entrepreneurial assistance online tools, Global Location Strategies data tool, website updates to include business attraction/retention tools and revenue recovery assistance.

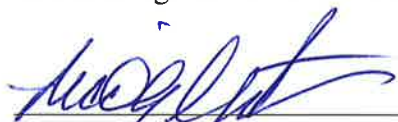
Staff is still tweaking the requested amounts. A motion to move forward with submission of the requests to the City and County was made and seconded. Motion carried.

**OTHER BUSINESS**

President Christian reported on a request from Generation West Virginia (GWV) for Generation Charleston to change its name and no longer use the word “Generation” in the name. The request is part of a broader restructuring by GWV. The request will be taken under advisement and no action was taken.

**ADJOURNMENT**

There being no further business, the meeting was adjourned.



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Nicole Christian, CCE, IOM  
President & CEO