

**AG E N D A**  
**JAMES CITY COUNTY BOARD OF SUPERVISORS**  
**WORK SESSION**  
**County Government Center Board Room**  
**101 Mounts Bay Road, Williamsburg, VA 23185**  
**November 24, 2015**  
**4:00 PM**

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**A. CALL TO ORDER**

**B. ROLL CALL**

**C. BOARD DISCUSSIONS**

1. Tourism Update with Greater Williamsburg Chamber and Tourism Alliance
2. 2016 Legislative Program

**D. CLOSED SESSION**

1. Discussion or consideration of the acquisition of real property for a public purpose, where discussion in an open meeting would adversely affect the bargaining position of the public body pursuant to Section 2.2-3711 (A)(3) of the Code of Virginia
2. Certification of Closed Session

**E. ADJOURNMENT**

1. Adjourn until Regular Meeting



**ITEM SUMMARY**

DATE: 11/24/2015  
TO: The Board of Supervisors  
FROM: Bryan J. Hill, County Administrator  
SUBJECT: Tourism Update with Greater Williamsburg Chamber and Tourism Alliance

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Ms. Karen Riordan, President & CEO, Greater Williamsburg Chamber & Tourism Alliance, will provide a Tourism Update.

**ATTACHMENTS:**

	Description	Type
▣	Presentation	Presentation

**REVIEWERS:**

Department	Reviewer	Action	Date
Board Secretary	Fellows, Teresa	Approved	11/17/2015 - 12:25 PM





**James City County**  
**Board of Supervisors Update**  
November 24, 2015

# Tourism Update



- We are making steady progress to improve visitation to our destination
- There are several reasons the destination showed improved performance through the summer season:
  - New brand image marketing campaign ran consistently – showing iconic attractions, fun and relaxing things to do for the family
  - Layered a call to action to visit the website and learn more, plus added promotions for summer to create sense of urgency
  - Steady positive national press coverage for the destination
  - Consumer confidence index remains up in the low 90's
  - Gas prices remain low and projected to remain so throughout the year
  - Favorable weather for most of June, July, August

# Travel & Leisure National Press



Colonial Williamsburg Foundation

## No. 13 Williamsburg, VA

13 of 26

History-rich Williamsburg, where tricornered hats count as timeless fashion, scored highly for colorful people-watching. This time of year also offers plenty of events that let you experience a holiday season like the colonists

[View all photos](#)

[Read More](#)

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# Tourism Recap







# James City County – Calendar Year thru August 2015 Report

<u>Business Metric</u>	<u>Results</u>	<u>Change YOY</u>	<u>Source</u>
2014 Total Tourism expenditures	\$397,547,460	2.9%	Virginia Tourism Corp.
# of Hotel rooms	2,234	0	Destination Research
# of timeshare rooms	3,532	117	Destination Research
# of B&Bs	7	0	Destination Research
Total Lodging Rooms	5,773	117	Destination Research
# of occupied hotels/B&Bs	246,792	11.7%	Municipal Tax Data thru August 2015
# of occupied timeshare rentals	76,732	0.0%	Municipal Tax Data thru August 2015
Room night demand growth	25,919	8.7%	Municipal Tax Data thru August 2015
Rooms Sales	\$37,556,331	8.0%	Municipal Tax Data thru August 2015
Room Sales Tax	\$1,877,817	8.0%	Municipal Tax Data thru August 2015
Average Daily Rate	\$116.09	-0.6%	Municipal Tax Data thru August 2015
Meals Tax	\$4,570,154	4.8%	Municipal Tax Data thru August 2015
Retail Sales Tax (thru <u>July 2015</u> )	\$5,996,726	9.5%	Municipal Tax Data thru <u>July 2015</u>





# Greater Williamsburg – Calendar Year thru August 2015 Report

Business Metric	City of Wmbg thru 8/15	James Cty Cnty thru 8/15	York County thru 8/15	Wmbg Region thru 8/15	% Change
2014 Total Tourism expenditures	\$542,268,510	\$397,547,460	\$211,147,782	\$1,150,963,752	3.00%
# of Hotel rooms	3,549	2,234	3,075	8,858	
# of timeshare rooms	213	3532	2,724	6,469	
# of B&Bs	84	7	11	102	
Total Lodging Rooms	3,846	5,773	5,810	15,429	
# of occupied hotels/B&Bs/TS	389,357	246,792	356,858	993,007	5.50%
# of occupied timeshare rentals	N/A	76,732	35,998	112,730	-5.76%
Room night demand growth	12,272	25,919	6,404	44,595	4.2%
Rooms Sales	\$44,832,000	\$37,556,331	\$53,544,913	\$135,933,245	7.1%
Room sales tax	\$2,241,600	\$1,877,817	\$2,677,246	\$6,796,662	7.1%
Average Daily Rate	\$115.14	\$116.09	\$136.30	\$122.93	2.8%
Meals tax	\$4,532,377	\$4,570,154	\$4,103,373	\$13,205,904	4.7%
Retail sales tax thru <u>June</u> 2015	\$2,429,545	\$5,996,726	\$5,508,882	\$13,935,154	6.7%



# What's Ahead for Tourism



# Christmas Campaign



Copy fades in as snow falls in the background (throughout the animation).



New copy fades in as skaters slide in from left to right, moving off the screen.



New copy fades in as drummer slides in from left to right, moving off the screen.



New copy fades in as present slides in from left to right, moving off the screen.



Logo fades in as "Freedom to be Festive" copy slides in from left. Button enlarges from the distance.



\*Alternate version. Frame replaces drummer above. Ornaments fall/hang from beneath the headline.





Thank You



**ITEM SUMMARY**

DATE: 11/24/2015  
TO: The Board of Supervisors  
FROM: Michelle M. Gowdy, County Attorney  
SUBJECT: 2016 Legislative Program

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**ATTACHMENTS:**

	Description	Type
▣	Memorandum	Cover Memo
▣	Draft Legislative Program	Exhibit

**REVIEWERS:**

Department	Reviewer	Action	Date
Board Secretary	Gowdy, Michelle	Approved	11/17/2015 - 10:29 AM
Board Secretary	Kinsman, Adam	Approved	11/17/2015 - 2:33 PM
Board Secretary	Fellows, Teresa	Approved	11/17/2015 - 2:33 PM
Publication Management	Burcham, Nan	Approved	11/17/2015 - 2:47 PM
Legal Review	Gowdy, Michelle	Approved	11/17/2015 - 2:53 PM
Board Secretary	Fellows, Teresa	Approved	11/17/2015 - 2:56 PM
Board Secretary	Kinsman, Adam	Approved	11/17/2015 - 2:57 PM
Board Secretary	Fellows, Teresa	Approved	11/17/2015 - 2:57 PM

**MEMORANDUM**

DATE: November 24, 2015  
TO: The Board of Supervisors  
FROM: Michelle M. Gowdy, County Attorney  
SUBJECT: 2016 Legislative Program

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Attached for your consideration is a draft of James City County's 2016 Legislative Program. The 2016 Legislative Program is scheduled to be adopted at the December 8, 2015 Regular Meeting.

Senators Norment and Miller and Delegates Pogge and Mason have been invited to attend the Work Session.

MMG/nb  
16LegProg-mem

Attachments





## **JAMES CITY COUNTY 2016 LEGISLATIVE PROGRAM**

### **Part I. Legislation to be Introduced on Behalf of the County**

#### **1-1. DELETE REQUIREMENT THAT THE GREATER WILLIAMSBURG CHAMBER AND TOURISM ALLIANCE SERVE AS THE FISCAL AGENT FOR THE WILLIAMSBURG AREA DESTINATION MARKETING COMMITTEE**

James City County requests an amendment to Virginia Code § 58.1-3823 C.3 to delete the statutory requirement that The Greater Williamsburg Chamber and Tourism Alliance serve as the fiscal agent for the Williamsburg Area Destination Marketing Committee.

#### **1-2. OBJECTIVE DEFINITION OF HYBRID CANINE**

James City County requests an amendment of Virginia Code § 3.2-6581 to provide an objective method for determining what constitutes a hybrid canine.

#### **1-3. REPORTING REQUIREMENT FOR VETERINARIANS TREATING HYBRID CANINES**

James City County requests an amendment of Virginia Code to require that veterinarians report the initial visit of a hybrid canine to the local animal control office.

#### **1-4. EXEMPTIONS FROM RECORDATION TAX**

James City County requests an amendment of the Virginia Code 58.1-811(14) to include localities offering low-cost home loans to be exempt from recordation tax.

#### **1-5. ALLOW JAMES CITY COUNTY THE ABILITY TO TAX CIGARETTES**

James City County requests an amendment of the Virginia Code 58.1-3831 to include James City County in the list of Counties that can tax cigarettes.

**JAMES CITY COUNTY  
2014 LEGISLATIVE PROGRAM**



**Part II. Position/Legislation Supported by the County**

2-1. STATE FUNDING FOR TOURISM

The County urges the General Assembly to increase funding for the Virginia Tourism Corporation (“VTC”) to promote tourism in Virginia generally, and the Historic Triangle in particular.

2-2. SUPPORT WIDENING OF I-64 TO 295

James City County supports the immediate widening of I-64 to 295 given the volumes of traffic and the burden on the County’s Emergency Responders.

2-3. MAINTENANCE OF NEW AND EXISTING SECONDARY ROADS

James City County opposes any legislation that would transfer to counties the responsibilities to construct, maintain or operate new or existing roads. Should such transfer of responsibilities occur, the state must provide continuing funding for the costs incurred by the localities.

2-4. APPLICATION OF TRANSIENT OCCUPANCY TAX TO TRAVEL COMPANIES AND INTERNET SALES

James City County supports a clarification of Virginia Code § 58.1-3819 et seq., to make sure that the transient occupancy tax applies to the entire amount charged for rooms by travel companies and on Internet sales regardless of any discounted rates paid by such companies for such rooms. This would provide equal taxing of room sales by Virginia businesses and Internet sales companies.

2-5. ENHANCE RAIL SERVICE ON THE PENINSULA AND TO RICHMOND

The County supports improving commuter rail system from Richmond through the Peninsula to connect urban centers for commuters and provide transportation alternatives for tourism.

2-6. SUPPORT THOMAS NELSON COMMUNITY COLLEGE IN ITS EFFORTS TO BUILD THE ADVANCED INTEGRATED MANUFACTURING (AIM) CENTER IN JAMES CITY COUNTY.

James City County was provided the Thomas Nelson Community College capital project requests to the state and supports the AIM Center being built on the James City County campus.

2-7. BEHAVIORAL HEALTH AND COMPREHENSIVE SERVICES ACT (“CSA”) FUNDING

James City County urges the General Assembly to: 1) adequately fund the Medicaid waiver program to reduce the waiting list of individuals and families now eligible for services; 2) provide services to children with serious emotional disorders; and 3) to cover reasonable administrative costs for CSA programs. Adequate funding and services will help prevent the mentally ill from being released early

from treatment, living on the streets, going to jail, or being inappropriately placed in residential facilities or other government programs.

2-8. SUBSTANCE ABUSE AND MENTAL HEALTH TREATMENT

James City County supports maintaining State funding for mental health and substance abuse treatment in jails and juvenile detention facilities given the overwhelming percentage of adults and juveniles in the system diagnosed with mental health and/or substance abuse conditions.

2-9. TAX EQUITY BETWEEN CITIES AND COUNTIES

James City County supports equal taxing authority for cities and counties.

2-10. ALLOW ADVERTISEMENT OF REQUIRED PUBLIC NOTICES ON A LOCALITY'S WEBSITE AND THROUGH OTHER MEANS INSTEAD OF PUBLICATION IN A NEWSPAPER HAVING GENERAL CIRCULATION

James City County requests an amendment of Virginia Code § 15.2-107.1 to provide that wherever newspaper advertisement is required for public notices, a locality may instead publish such notice on its website and shall also provide, at the request of any citizen of the Commonwealth, notice by electronic or telephonic means or through the U.S. postal mail.

2-11. STATE FUNDING FOR PUBLIC EDUCATION, PRE-K, K-12 AND HIGHER EDUCATION

The County supports restoring the funding cuts made to pre-K and K-12 funding. In addition, the County supports restoring the funding cuts made to higher education which could cripple some of the most prestigious higher education institutions in the world, including the College of William & Mary.

2-12. ADEQUATE FUNDING FOR PUBLIC LIBRARIES

James City County supports the State maintaining funding to public libraries to make sure that the State and the localities maintain their proportionate share of funding.

2-13. NO NEW STATE MANDATES AND ELIMINATE OR ADEQUATELY FUND EXISTING STATE MANDATES

James City County calls upon the General Assembly to oppose unfunded mandates and to reduce existing State mandates commensurate with any reduction in State funding to localities.

2-14. PROVIDE STATE FUNDING TO MITIGATE ENCROACHMENT OF AIRFIELD SURROUNDING JOINT BASE LANGLEY-FORT EUSTIS

James City County supports the initiative to provide state funding for the land acquisition program supporting mitigation of encroachment around Langley Air Force Base (now Joint Base Langley-Fort Eustis).

2-15. LEGISLATIVE PROGRAMS OF THE VIRGINIA MUNICIPAL LEAGUE, THE VIRGINIA ASSOCIATION OF COUNTIES AND THE VIRGINIA COALITION OF HIGH GROWTH COMMUNITIES

James City County supports the legislative programs of the Virginia Municipal League, the Virginia Association of Counties and the Virginia Coalition of High Growth Communities.

DRAFT

**ITEM SUMMARY**

DATE: 11/24/2015  
TO: The Board of Supervisors  
FROM: Teresa J. Fellows, Administrative Coordinator  
SUBJECT: Certification of Closed Session

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**ATTACHMENTS:**

	Description	Type
□	Resolution	Resolution

**REVIEWERS:**

Department	Reviewer	Action	Date
Board Secretary	Fellows, Teresa	Approved	11/17/2015 - 3:57 PM

**RESOLUTION**

**CERTIFICATION OF CLOSED MEETING**

WHEREAS, the Board of Supervisors of James City County, Virginia, (Board) has convened a closed meeting on this date pursuant to an affirmative recorded vote and in accordance with the provisions of the Virginia Freedom of Information Act; and

WHEREAS, Section 2.2-3711 of the Code of Virginia requires a certification by the Board that such closed meeting was conducted in conformity with Virginia law.

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of James City County, Virginia, hereby certifies that, to the best of each member's knowledge: i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies; and ii) only such public business matters were heard, discussed, or considered by the Board as were identified in the motion, Section 2.2-3711(A)(3), discussion or consideration of the acquisition of real property for a public purpose, where discussion in an open meeting would adversely affect the bargaining position of the public body.

\_\_\_\_\_  
Michael J. Hipple  
Chairman, Board of Supervisors

ATTEST:

\_\_\_\_\_  
Bryan J. Hill  
Clerk to the Board

	VOTES		
	<u>AYE</u>	<u>NAY</u>	<u>ABSTAIN</u>
JONES	_____	_____	_____
MCGLENNON	_____	_____	_____
ONIZUK	_____	_____	_____
KENNEDY	_____	_____	_____
HIPPLE	_____	_____	_____

Adopted by the Board of Supervisors of James City County, Virginia, this 24th day of November, 2015.

112415bos-ex-res

**ITEM SUMMARY**

DATE: 11/24/2015  
TO: The Board of Supervisors  
FROM: Teresa J. Fellows, Administrative Coordinator  
SUBJECT: Adjourn until Regular Meeting

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**REVIEWERS:**

Department	Reviewer	Action	Date
Board Secretary	Fellows, Teresa	Approved	11/17/2015 - 12:27 PM