

AT A REGULAR MEETING OF THE INDUSTRIAL DEVELOPMENT AUTHORITY OF THE COUNTY OF JAMES CITY, VIRGINIA, IN THE COUNTY GOVERNMENT CENTER BOARDROOM AT 3:30 P. M. ON THE TENTH DAY OF DECEMBER, NINETEEN HUNDRED AND EIGHTY-SIX.

1. ROLL CALL

Mr. Kenneth H. Axtell, Chairman
Mr. C. Hammond Branch
Mr. Paul Dresser
Mr. Harold Poulsen
Mr. John Zimmerman

ALSO PRESENT

Mr. John C. Brown, Secretary
Ms. Darlene Burcham

2. MINUTES

Upon a motion by Mr. Branch, seconded by Mr. Dresser, the minutes of the October 29 and November 19, 1986 meetings were approved with the correction of the spelling of Mr. Jessee's name.

3. CONTINUATION OF ISSUE PAPERS FOR ECONOMIC DEVELOPMENT STRATEGY

ISSUE PAPER #4. Exposure of James City County economic development potential to existing businesses.

Issue: How can James City County encourage local existing businesses to sustain and increase their tax base contribution to the County?

Staff recommendation: Continue the quarterly business breakfasts, develop a corporate-business referral system, organize business seminars, and recognize outstanding economic development contributions by existing businesses.

Discussion: Enlist assistance of the Chamber of Commerce and The college of William and Mary for business seminars, as well as retirement groups; i.e., SCORE and RSVP.

Upon a motion by Mr. Zimmerman, seconded by Mr. Branch, the Authority voted unanimously to approve Issue Paper #4.

Also discussed was James City County's financial contribution to the Virginia Peninsula Economic Development Council. Ms. Burcham stated that the Board of Supervisors would expect the support of the Authority in an anticipated increase of County contribution to VPEDC. It was pointed out that VPEDC is in an excellent position to market James City County. A brochure, still in the preparation stage, will be presented to the Authority at the next meeting.

ISSUE PAPER #8. Relationship of Industrial Development Authority and development staff to the Virginia Peninsula Economic Development Council and the Williamsburg Chamber of Commerce.

Issue: The Virginia Peninsula Economic Development Council and the Williamsburg Chamber of Commerce receive contributions from the County to promote James City County's economic development potential. How can the County best use their promotion potential and how should the County's increased interest in economic development relate to these present external efforts?

Staff Recommendation: Sustain the present level of funding and request more from the external bodies. However, economic development and the attempts to attract future tax base contribution is a competitive area. Only through local efforts can local attraction of tax base be guaranteed.

Discussion: VPEDC needs direction from the County in order to implement its excellent position to market James City County.

Mr. Dresser: Put funds in hands of local individual and limit contribution to VPEDC.

Mr. Poulsen: Learned at State meeting that a project and commitment are required for State assistance.

Mr. Dresser: Businesses do not prefer to live in a tourist area. Future development will be in outlying areas around the interchange.

Ms. Burcham: The Authority should make a statement to encourage the Chamber of Commerce to diversify as to what it sees as its tax base.

The staff recommendation was changed to read:

Economic development and the attempts to attract future tax base contribution is a competitive arena. Only through local and regional efforts can local attraction of tax base be increased.

Upon a motion by Mr. Poulsen, seconded by Mr. Dresser, the Authority voted unanimously to approve Issue Paper #8 with the above stated changes and subject to the comments of the Board of Supervisors and the Acting County Administrator.

ISSUE PAPER #7: Economic development and County interchanges.

Issue: The Richmond Road corridor has the potential to attract tax base producing and employment producing businesses. How can the County capitalize on this potential?

Staff Recommendation: Development plans for Richmond Road land areas should be completed with a priority placed on those areas with the greatest development pressure. The first development plan should evaluate the two interstate interchanges (Exit 53-Barhamsville and Exit 54-Croaker). In addition, a short advisory paper on streamlining the County land use review process should be prepared. Each development plan area would be called a "business incentive zone" and streamlining proposals as outlined in the short advisory paper would be applied within these zones.

Discussion: How much land involved? Richmond Road Strategy Team also reviewed interchanges for business development. Interchange plan developed by outside consultant possibly paid equally by Board of Supervisors and Authority.

Upon a motion by Mr. Zimmerman, seconded by Mr. Poulson, the Authority voted unanimously to approve Issue Paper #7.

ISSUE PAPER #9: Targeting of future James City County industries.

Issue: Should the County target future commercial-industrial activities? If so, what industrial groups should be selected?

Staff Recommendation: None

Discussion:

Mr. Dresser: Not ready to discuss until staff makes recommendation.

Mr. Brown: Will present document at next meeting.

Mr. Axtell: Mr. Denton, VPEDC, offered to critique prior to presentation to the Board of Supervisors.

Motion: Direct staff to provide specific information to evaluate.

ISSUE PAPER #6: Alternative financing tools.

Issue: With the Tax Reform Act of 1986, industrial revenue bonds can only be applied to manufacturing projects. Other commercial, job generating and tax base contributing projects as of January 1, 1987 will be excluded. What alternative financing sources can or should fill the financial void left by the Tax Reform Act of 1986?

Staff Recommendation: The Industrial Development Authority in coordination with the economic development staff should carefully evaluate the package of available development tools. This evaluation should include taxable bonds, industrial access road funds, state small business authority monies, available long term bank rates and the new but restricted manufacturing definition for industrial revenue bonds.

Discussion: Strike taxable bonds; more specific financing techniques. Evaluate the funding mechanisms available for acquiring funding.

Upon a motion by Mr. Poulsen, seconded by Mr. Branch, the Authority agreed unanimously to eliminate "taxable bonds" as a form of loans and to add a paragraph regarding "other financing arrangements as appropriate."

ISSUE PAPER #10: The future role of the Industrial Development Authority.

Issue: The primary role of the industrial development Authority, issuing industrial revenue bonds, has declined due to the Tax Reform act of 1986. The Board of Supervisors has requested the Authority to prepare an economic development strategy. What if any new role should the Authority adopt an what role does the Authority plan in the recommended economic development strategy?

Staff Recommendation:

1. To operate and manage the revolving loan fund in coordination with County staff.
2. To prepare advertisements in coordination with County economic development staff.
3. To provide funds for referral materials, business seminars, recognition gifts and business breakfasts.
4. To evaluate and select a development path which fills the void left by the Tax Reform Act of 1986.
5. To provide funds for a County interchange plan.
6. To identify firms most desireable to the County's overall economic health.

Discussion: Recommend changes to staff recommendations #5 & #6. Need a firm commitment to bring industry into James City County. A commitment to development initiatives supportive of County efforts to increase commercial and industrial development. A more positive position of the Authority which should also be an advisory role to the Economic Development staff.

Mr. Axtell stated that the Board of Supervisors requested a strategy report by the first of January, 1987.

Mr. Poulsen suggested the strategy report be critiqued by VPEDC prior to presenting it to the County.

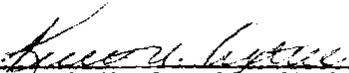
The strategy report will be presented to the Board of Supervisors at the February 2, 1987 worksession meeting at 5:30 p. m.

4. MATTERS OF SPECIAL PRIVILEGE

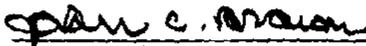
The next meeting will be held at 3:30 p.m. on January 14, 1987 in the Boardroom.

5. ADJOURNMENT

There being no further business the December 10, 1986 meeting of the Industrial Development Authority was adjourned at approximately 6 p. m.



Kenneth H. Axtell, Chairman



John C. Brown, Secretary