#### **MINUTES**

#### INDUSTRIAL DEVELOPMENT AUTHORITY OF JAMES CITY COUNTY BUILDING C CONFERENCE ROOM, 101 MOUNTS BAY ROAD 3:00 PM, THURSDAY, MAY 20, 2004

#### 1. CALL TO ORDER

The meeting was called to order by Chairman Campana at 3:04 PM

#### 2. ROLL CALL

A roll call identified the following members present:

Mr. Gilbert Bartlett Mr. John Berkenkamp Mr. Alvin Bush Mr. Vincent Campana, Jr. Ms. Virginia Hartmann Mr. Mark Rinaldi

Mr. Bernard Ngo arrived at 3:10 PM

Also Present:

Suzanne Mellen, County Director of Budget and Accounting William C. Porter, Jr., Assistant County Administrator Michael J. Brown, Board of Supervisors IDA Liaison Keith A. Taylor, IDA Secretary Sandra Barner, County Economic Development Project Coordinator Marcè Musser, IDA Recording Secretary Dara Glass, Marketing Manager, Peninsula Alliance for Economic Development

#### 3. <u>PERSONNEL MATTERS</u>

Mr. Taylor read the Certificate of Appreciation for Mr. Gil Bartlett on the occasion of Mr. Bartlett's announced retirement from the IDA. On a motion by Mr. Berkenkamp, and a second by Ms. Hartmann, the Certificate of Appreciation Resolution was approved by unanimous voice vote.

Mr. Campana then presented Mr. Bartlett with a gift.

Mr. Bartlett thanked the IDA for the gift and their kind words.

#### 4. APPROVAL OF MINUTES

a. On a motion by Mr. Berkenkamp, and a second by Mr. Rinaldi, the minutes from the March 11, 2004, Regular Meeting, were approved by unanimous voice vote.

b. On a motion by Ms. Hartmann and a second by Mr. Rinaldi, the minutes from the April 20, 2004, Work Session, were approved by unanimous voice vote.

#### 5. FINANCIAL REPORTS

Ms. Mellen presented the Treasurer's and Financial Reports. There were no questions.

On a motion by Mr. Berkenkamp, and a second by Mr. Rinaldi, the Reports were approved by unanimous voice vote.

#### 6. <u>REPORT</u>

Ms. Glass reported the last month's activity of the PAED on behalf of Mr. David Piggott, who was on a joint marketing mission with the Virginia Economic Development in the United Kingdom.

During the first week in May PAED participated in the Michelob Ultra Open LPGA Tournament, including playing in the two Pro-Am events with business contacts. PAED also distributed event tournament passes to each jurisdiction, except James City County, whose IDA participated independently, for their use with current prospects.

PAED sponsored a dual prospect/marketing mission to Denver, Colorado. This week PAED is traveling in Toronto on a marketing mission.

Last week Ms. Glass attended the *Black Enterprise* Conference in Dallas in partnership with the Cities of Norfolk and Portsmouth. Ms. Glass furthered the PAED's Racial Integration Marketing Campaign. *Black Enterprise* is considering doing a regional article on Hampton Roads in the fall.

PAED coordinated a May site visit in Hampton Roads for a chemical company. James City County was one of the four jurisdictions the company asked to visit.

Mr. Campana asked Ms. Glass how overall activity this year compared to the same time period last year. Ms. Glass replied that there was more activity this year. The state is seeing more activity, as well as the region. Site consultants with whom PAED has met in the past are beginning to make more contacts with the PAED.

PAED did a marketing mission to Chicago last month, which resulted in two possible distribution projects. Mr. Taylor added that as a result of the Chicago marketing mission, CB Richard Ellis, Inc. has requested PAED give a presentation on the Hampton Roads area to their entire mid-west regional staff.

Mr. Campana asked if the other IDA's in the area have been pleased with the regional activity. Ms. Glass replied that she believed overall they are.

#### 7. ACTION ITEMS

Mr. Ngo introduced a proposed budget drafted by Mr. Taylor, Ms. Musser and him at a meeting earlier in the week. He explained the proposed operating budget line by line, stating that the IDA received periodic and unpredictable cash flow dependent on the issue of bonds and other proceeds, which makes it very difficult to predict revenues from fiscal year to fiscal year.

Regarding liability insurance, Mr. Ngo informed the IDA that Directors are covered under the county's VML (Virginia Municipal League) insurance while performing duties on behalf of the IDA. Copies of the declaration sheet and the endorsement are available for Directors.

On a motion by Mr. Berkenkamp, and a second by Ms. Hartmann, the operating budget was approved by unanimous voice vote.

Mr. Campana acknowledged Mr. Ngo's work on the operating budget, thanked him and Ms. Musser for the readable, easy to understand format, and encouraged the IDA to use this format in the future.

Ms. Mellen suggested a miscellaneous line item be added to balance the revenues and expenditures to document the money being added to the IDA's account when received.

Mr. Berkencamp modified his motion to include the miscellaneous line item, to which Ms. Hartmann seconded. The IDA unanimously approved by voice vote.

#### 8. DISCUSSION ITEMS

Mr. Taylor informed the IDA that the joint IDA/Board of Supervisors work session is scheduled July 27, at 4:00 PM. He encouraged all IDA members to attend. Mr. Campana and Mr. Berkenkamp informed the IDA they could not attend due to conflicts.

Mr. Taylor reiterated Mr. Brown's suggestion at the last IDA meeting to review the IDA's recommendations associated with the comprehensive plan. Mr. Brown stated that, even recently, there had been a revisiting of some of the land use items talked about with the BOS last year. Several other possible discussion topics from previous IDA meetings were also brought forward.

Mr. Campana asked Mr. Brown if topics could come from the BOS which could be specifically addressed at the joint work session. Mr. Brown will meet with Mr. Taylor to discuss communication possibilities with BOS members to ascertain particular concerns they may have which can be addressed at the work session to facilitate a better exchange. These topics will be discussed at the IDA Work Session June 15, 2004.

Mr. Rinaldi reminded the Directors of topics posed to the Comprehensive Plan Steering Committee, many of which were not embodied in the Comprehensive Plan. Mr. Rinaldi asked Mr. Brown to ascertain from the BOS which of these issues might merit discussion. Mr. Campana stated that these issues will be discussed also at the June IDA Work Session.

Mr. Rinaldi suggested that Mr. Berkenkamp share with the BOS the outcome of the metrics study done by Williams and Mary. Mr. Ngo commented that with its investment the IDA needs to continue to think about potential updates to keep the software variables current.

Mr. Rinaldi also suggested discussion on the implications the name change from Industrial Development Authority to Economic Development Authority might have on the scope of work done by the IDA.

#### 9. <u>REPORTS</u>

a. BOS Liaison to IDA

Mr. Brown stated that the County passed a budget. Because the County's budget was passed before the State's budget was approved, additional State funds have since become available to the County that were not anticipated. The BOS will consider at its Work Session how to use the additional less- than one million dollars, which will be followed by public hearings and formal BOS actions to make this determination.

The BOS stayed committed to a reduction in the real estate tax rate. As the land books will be closed soon for the fiscal year, by the middle of August the BOS should have an idea of what the impacts of the annual real estate re-assessments are going to be, and whether the differences will lead to budget modifications.

b. Planning Commission Liaison

Ms. Hartmann stated she and Mr. Rinaldi were still on hold as to IDA comments on the proposed Stonehouse Master Plan revisions due to negotiations between the developer and the County. When the case is ready to go to the Planning Commission, the IDA will express an opinion.

c. Crossroads Project Liaison

Mr. Taylor stated that Mr. Wanner had nothing new to report.

d. Technology Policy Action Strategy

Mr. Taylor stated that two recommendations are being looked at as the result of Mr. John Rhodes' work: County's support of New Town in trying to develop the seventy-six acre Discovery Center in the New Town/Crossroads area; and setting up a services-type incubator. The County is in the process of investigating an opportunity which could make this incubator a near-term reality in a relatively inexpensive space.

#### 10. <u>REPORTS OF THE ECONOMIC DEVELOPMENT STAFF</u>

#### a. 2004 Michelob Ultra Open LPGA Tournament

Mr. Taylor shared attendance facts from the Michelob Ultra Open LPGA Tournament Skybox sponsored by the IDA. Those few who accepted, but did not attend responded to a post-event survey in which most reasons given were of a reasonable/understandable nature. A portion of the prospects attending were existing industries, of which one was a new prospect with whom a meeting was then scheduled the week after the tournament.

The possibility of increasing IDA sponsorship in the tournament, per comments made after last year's event were discussed. Mr. Ngo shared that the guest villa which his company, SunTrust, sponsors is labor-intensive (using at least eight volunteers per day) and costs twice as much as the skybox which the IDA sponsors. Mr. Ngo felt that what the IDA was trying to accomplish was most economically accomplished by its current level of participation.

Mr. Rinaldi asked what other similar targeted events were being planned by OED or PAED. Mr. Taylor noted that one alternative being considered right now is the PAED sponsoring a high-end weekend Williamsburg event with a very selective invite list.

b. Mainland Farms Clean-Up

Mr. Taylor shared that, as the IDA's representative empowered to act on its behalf regarding their Mainland Farms holdings, he had to authorize \$4,150 of IDA funds to remove debris from a dilapidated pole barn which was blown down during Hurricane Isabel. This had to be done in a timely manner to be completed before the State Farmland Preservation Recognition Event.

c. Board of Directors' Consent on Budget Increase for Columbia Drive Project

Mr. Taylor informed the IDA that the low bid on the Columbia Drive Project came in \$17,685 over the budgeted amount approved by the BOS. At its most recent meeting, the BOS approved additional funds being transferred from a capital account. The contract has been awarded and work will begin immediately.

d. Possible IRB Application coming in June (Association for the Preservation of Virginia Antiquities)

Mr. Taylor recommended the IDA waive its thirty-day guideline for receiving an Industrial Revenue Bond Application. The IDA has been approached by the APVA on its Archaearium and Dale House renovation in relation to their work on Jamestown Island in preparation for the Jamestown 2007 celebration. It would be approximately a six million dollar transaction, and the APVA is under a tight deadline due to the construction schedule and fulfilling an end-of-the-month requirement for a grant for this project.

Mr. Berkencamp so moved, Mr. Rinaldi seconded the motion, and it was approved by unanimous vote. Mr. Taylor will inform Mr. Steve Johnson, counsel for APVA, that if the completed application is submitted in suitable form, the thirty-day time period will be waived and Mr. Johnson can proceed with the requisite advertising of a June 15, 2004 public hearing

#### 11. CLOSED SESSION TO DISCUSS PROPERTY ACQUISITION

Mr. Taylor recommended that the IDA go into Closed Session pursuant to Section 2.2-3711 (A) (5) of the Code of Virginia to discuss a prospective business or industry/or expansion of an existing business or industry where no previous announcement has been made.

Mr. Berkenkamp made the motion, seconded by Mr. Rinaldi, to convene into Closed Session. The motion was approved by the following roll call vote:

Aye
Aye

At 4:15 PM the IDA convened into Closed Session.

Mr. Campana reconvened the Authority into open session at 4:42 PM.

Mr. Campana considered a motion from Mr. Bartlett, seconded by Mr. Rinaldi, to approve the Resolution Certification of Closed Meeting. The motion was approved by the following roll call vote:

Mr. Bartlett	Aye
Mr. Berkenkamp	Aye
Mr. Bush	Aye
Mr. Campana	Aye
Ms. Hartmann	Aye
Mr. Ngo	Aye
Mr. Rinaldi	Aye

#### 12. OTHER BUSINESS

Mr. Campana made a motion the IDA extend to the William and Mary Technology and Business Center a vote of confidence and support for some level of County funding. Mr. Ngo seconded the motion. After discussion, Mr. Ngo withdrew his second and Mr. Campana withdrew his motion.

#### 13. ADJOURNMENT

There being no further business, Mr. Campana entertained a motion from Mr. Rinaldi to adjourn. The motion was seconded by Ms. Hartmann and approved by unanimous voice vote. The meeting was adjourned at 5:00 PM

Campana, Chairman Ince

Keith A. Taylor, Secretary  $\sim$ 

### RESOLUTION

#### MEETING DATE: May 20, 2004

#### CERTIFICATION OF CLOSED MEETING

- WHEREAS, the Industrial Development Authority of the County of James City, Virginia (IDA) 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 Industrial Development Authority of the County of James City, Virginia, hereby certifies that, to the best of each members' 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 IDA as were identified in the motion, Section 2.2-3711 (A) (5) of the Code of Virginia to discuss a prospective business where no previous announcement has been made.



<u>VOTE:</u>

AYE: 7

NAY: 0

(For each nay vote, the substance of the departure from the requirements of the Act should be described.)

ATTEST:

Keith A. Taylor, Secretary

Industrial Development Authority

#### RESOLUTION

#### CERTIFICATE OF APPRECIATION

- WHEREAS, Gilbert A. Bartlett served as a member of the Industrial Development Authority of James City County since June 1992, and has chosen to retire from same effective July 2004; and
- WHEREAS, Gilbert A. Bartlett served as Chairman of the Industrial Development Authority of James City County from January 1999 to December 2001; and
- WHEREAS, throughout this period of service, Gilbert A. Bartlett gave freely of his time, his energy, and his knowledge for the betterment of his County as an active member; and
- WHEREAS, Gilbert A. Bartlett consistently demonstrated those essential qualities of leadership, diplomacy, perseverance, and dedication while providing exceptional service to the citizens of James City County.
- NOW, THEREFORE BE IT RESOLVED, that the Industrial Development Authority of James City County, Virginia, hereby extends its sincere appreciation to Gilbert A. Bartlett and recognizes his distinguished service and dedication to the County and its citizenry.

Vincent A. Campana, F., Chairman Industrial Development Authority

ATTEST:

The I ayle

Keith A. Taylor, Secretary  $\mathcal{O}$ Industrial Development Authority

Adopted by the Industrial Development Authority of the County of James City Virginia, this 20th day of May, 2004.

certapida.res

## Treasurer's Report-FY 04 Industrial Development Authority March - April 04

Rev Code	Revenue Source	Prior Collections	Collected this period	Collected to Date
021-325-0100	Lease Income	\$79,475.17		\$79,475.17
021-325-0200	Interest on Available Cash	\$15,043.56	\$3,775.94	\$18,819.50
021-325-0250	Misc Revenue	\$0.00		\$0.00
021-325-0400	Bond Fee Revenue	\$71,000.00		\$71,000.00
021-325-0500	Land Contract Payment Revenue	\$0.00		\$0.00
021-325-0600	General Fund Contribution	<b>\$</b> 123,778. <b>4</b> 4	\$5,286.53	\$129,064.97
021-325-1000	Gain/Loss on Sale	\$182,068.00		\$182,068.00
	Total receipts this period		\$9,062.47	\$480,427.64
	Fiscal Year Receipts Bank balance June 30, 2003			\$2,968,342.74
	Total Receipts			\$3,448,770.38
	Disbursements this Period Previous disbursements	\$5,681.87		
	Total disbursements to Date	\$363,556.80		\$369,238.67
	Bank balance April 30, 2003			<u>\$3,079,531,71</u>

# INDUSTRIAL DEVELOPMENT AUTHORITY EXPENDITURES

13-May-04

# **James City County**

IDA: Year (2004) Period (10)

I₋edger ID	Ledger Description	Beg Budget	March	April	Total YTD Exp	Balance
	OPERATING EXPENSES					
021-010-0203	PROFESSIONAL SERVICES	\$16,500.00	\$0,00	\$0.00	\$15,000.00	\$1,500.00
021-010-0205	PROMOTION	\$24,000.00	\$0.00	\$0.00	\$19,953.68	\$4,046.32
021-010-0210	INSURANCE	\$650.00	\$0.00	\$0.00	\$0.00	\$650.00
021-010-0220	TRAVEL & TRAINING	\$4,200.00	\$271.08	\$90.57	\$2,338.37	<b>\$</b> 1,861.63
021-010-0222	LOCAL TRAVEL	\$400.00	\$11.18	\$11.51	\$337.56	\$62.44
021-010-0232	JAMES RIVER COMMERCE CTR - OPS	\$4,000.00	\$0.00	\$0.00	\$3,877.89	\$122.11
021-010-0234	STONEHOUSE COMMERCE PARK OE	\$1,000.00	\$0.00	\$0.00	\$185.98	\$814.02
021-010-0235	ANNUAL AUDIT	\$5,000.00	\$0.00	\$0.00	\$4,600.00	\$400.00
021-010-0245	MAINLAND FARM - OPER EXPENSES	\$100.00	\$5,50	\$5.50	\$44.00	\$56.00
021-010-0300	ADVERTISING	\$1,000.00	\$0.00	\$0.00	\$0.00	\$1,000.00
021-010-0319	OFFICE SUPPLIES & EQUIPMENT	\$400.00	\$0.00	\$0.00	\$0.00	\$400.00
021-010-0398	OED DISCRETIONARY EXPENDITURE	\$1,500.00	\$0.00	\$0.00	\$0.00	\$1,500.00
021-010-0600	SMALL BUSINESS ASSISTANCE	\$1,000.00	\$0.00	\$0.00	\$955.07	<b>\$4</b> 4.93
	Total Operating Expenses	\$59,750.00	\$287.76	\$107.58	\$47,292.55	\$12,457.45

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## INDUSTRIAL DEVELOPMENT AUTHORITY EXPENDITURES

## **James City County**

13-May-04

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IDACIP: Year (2004) Period (10)

Ledger ID	Ledger Description	Begin Budget	March	April	Project to Date	Encumbrances	Ending Balance
	CAPITAL EXPENSES						
021-010-0405	CAPITAL EXPENDITURES	\$0.00	\$0.00	\$0.00	\$120,078.00	\$0.00	(\$120,078.00)
021-010-0450	RENWOOD FARMS	\$0.00	\$0.00	\$0.00	\$67,855.65	\$0.00	<b>(\$</b> 67,855.65)
	Total Capital Expenses	\$0.00	\$0.00	\$0.00	<b>\$187</b> ,933.65	\$0.00	(\$187,933.65)
	CAPITAL PROJECTS FUND						
	(PROJECT TO DATE)						
021-011-0200	JRCC	\$168,626.00	\$0.00	\$0.00	\$9,713.12	\$0.00	\$158,912.88
021-011-0300	ECONOMIC DEVELOPMENT	\$3,589,000.00	\$0.00	\$0.00	\$2,135,635.71	\$0.00	\$1,453,364.29
021-011-0350	INDUSTRIAL PROP/INFRASTRUCTUR	\$2,452,033.31	\$0.00	\$5,286.53	\$8,986.97	\$0.00	\$2,443,046.34
	Total Capital Projects Fund	\$6,209,659.31	\$0.00	\$5,286.53	\$2,154,335.80	\$0.00	\$4,055,323.51

#### INDUSTRIAL DEVELOPMENT AUTHORITY BRIDGE BETWEEN TREASURER'S REPORT AND ACCOUNTING REPORTS April 30, 2004

Total disbursements per treasurer's report\$369,238.67Total operating expenses\$47,292.55Total capital expenses\$187,933.65Total capital projects expenses\$8,986.97Accounts Payable\$20.00Registration Fee Ad\$20.00Dominion Virginia Power - Mainland Farm operating expense\$5.50John Deere - reimbursement of escrow balance\$125,000.00

Total expenses

Net difference

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\$369,238.67

\$0.00

### Industrial Development Authority of the County of James City Virginia FY 05 Proposed Operating Budget

Account#	Account Name		Ű,		Actual FY 04 s of 5/10/2004	Explanation Budget FY 04		Proposed FY 05	
REVENUES				规语			64		
021-325-0400	Bond Fee Revenue	\$	33,000.00	\$	71,000.00	Anticipated Bond Fee Revenues from bonds with annual billing requirements (expect additional \$16,538.44 to come in before FY04 year end - FY04 higher than a typical year for income)	69	69,614.00	
021-325-0200	Interest Revenue	\$	21,750.00	\$	18,819.50	Based on Cash balances and anticipated earnings rates	\$	10,469.00	P
	Total FY 04 Revenues	\$	54,750.00	\$	89,819.50	Total FY 05 Revenues	\$	80,083.00	1
EXPENSES		2 105						1	
021-010-0203	Professional Services	\$	16,500.00	\$	15,000.00	For Contemplated College of William & Mary Business School Field Studies project on Metrics (\$10,000 for project), plus \$1,500 for incidental expenses, plus \$5000 Moran, Stahl & Boyer SWOT analysis for sensors (ADDED Jan. 2004)	\$	-	Nop
021-010-0205	Promotion	\$	24,000.00	\$	19,953.68	\$18,000 estimated for Michelob Light Open Skybox Sponsorship (Apr/May 2004); \$6,000 for routine expenditures for sponsorships and events (including \$2,000 for IDA portion of Celebration of Industry, Sept 2003)	\$	25,000.00	for ID
021-010-0210	Insurance	\$	650.00	\$	-	Officer and Director's Liability insurance	\$	-	The and c \$1,00 polic
021-010-0220	Travel & Training	\$	4,200.00	\$	2,337.37	\$2,000 to cover expenditures in excess of County per diem (as per IDA travel policy adopted 5/17/01); \$1,000 to cover incidental costs incurred by IDA Directors for travel and training; \$1,200 to cover travel costs for two Directors going on two regional marketing missions	\$	4,000.00	\$2,50
021-010-0222	Local Travel	\$	400.00	\$	337.56	To cover expenses related to meal meetings and beverages for IDA meetings.	\$	500.00	To co beve
021-010-0232	James River Commerce Center OE.	\$	4,000.00	\$	3,877.89	To cover estimated JRCC Association Maintenance fees (\$3,362.73 in FY03). Funding of this expense from the County general fund was withdrawn for FY04.	\$	5,000.00	To co and e the C
021-010-0234	Stonehouse Commerce Park OE	\$	1,000.00	\$	185.98	Estimated cost for Stonehouse Commerce Park Association Maintenance fees on remaining parcel of land owned by the IDA.	\$	-	No IE
021-010-0235	Annual Audit	\$	5,000.00	\$	4,600.00	Estimated cost of IDA's annua' audit (\$4,400 in FY03).	\$	5,000.00	Estirr
021 <b>-</b> 010-0245	Mainland Farm - Operating Exp.	\$	100.00	\$	44.00	To cover costs related to power at Mainland Farm.	\$	100.00	Тосо
021-010-0300	Advertising	\$	1,000.00	\$	-	To cover unforseen expenses (ex in FY00: flooding from the hurricane, IDA advertised that businesses were open)	\$	1,000.00	To co the hi
021-010-0319	Office Supplies & Equipment	\$	400.00	\$	-	To cover cost of IDA letterhead, envelopes, business cards and other office supplies as needed.	\$	500.00	Letter as res
021-010-0398	OED Discretionary Expenses	\$	1,500.00	\$	-	To cover special expenses for Economic Development promotion for OED staff.	\$	1,500.00	To co prom
021-010-0600	Small Business Assistance	\$	1,000.00	\$	955.07	To cover expenses related to Small Business events and Minority and Woman-Owned Business promotion efforts.	\$	1,000.00	To co Minor
	Total FY 04 Expenses	\$	59,750.00	\$	47,291.55	Total FY 05 Expenses	\$	43,600.00	]

Explanation Budget FY 05

(a more realisit figure for Bond Fee Revenue = \$50,000)

Annualized verage of revenues over past five years

professional services needs anticipated

9,000 estimated for Michelob Light Open Skybox onsorship (Apr/May 2004); \$6,000 for routine enditures for sponsorships and events (including \$2,000 IDA portion of Celebration of Industry)

DA is covered under the VML, including the officers directors through endorsement. The County has a 000,000 policy and an attitional \$5,000,000 excess cy.

500 to cover expenditures in excess of County per diem per IDA travel policy adopted 5/17/01); \$1,500 to cover dental costs incurred by IDA Directors for travel, ning, and marketing events

cover expenses related to meal meetings and rerages for IDA meetings.

cover estimated JRCC Association Maintenance Fees expenses (signs, etc.) Funding of this expense from County general fund was withdrawn for FY04.

IDA property owned in Stonehouse Commerce Park

mated cost of IDA's annual audit

cover costs related to power at Mainland Farm.

cover unforseen expenses (ex in FY00: flooding from hurricane, IDA advertised that businesses were open)

erhead/envelopes/business cards, etc. to be reprinted esult of name change

cover special expenses for Economic Development notion for OED staff.

cover expenses related to Small Business events and ority and Woman-Owned Business promotion efforts.