

WORK SESSION MINUTES

ECONOMIC DEVELOPMENT AUTHORITY (EDA) OF JAMES CITY COUNTY (JCC) BUILDING C CONFERENCE ROOM, 101 MOUNTS BAY ROAD 3:00 PM, TUESDAY, OCTOBER 16, 2007

1. CALL TO ORDER

The meeting was called to order by Chairman Rinaldi at 3:06 PM.

2. ROLL CALL

A roll call identified the following members present:

Ms. Leanne DuBois
Mr. Douglas M. Gebhardt
Mr. Mark G. Rinaldi
Mr. Thomas G. Tingle
Mr. Marshall Warner

Also Present:

Mr. M. Anderson Bradshaw, Board of Supervisors (BOS) Liaison to the EDA
Mr. Sanford B. Wanner, County Administrator
Mr. William C. Porter, Jr., Assistant County Administrator
Mr. George Consolvo, Williamsburg Landing Bond Counsel, Kaufman and Canoles
Ms. Ellen Cook, Senior Planner
Mr. Vernon G. Getty, III, Williams, Geddy, Harris, Franck, & Hicken
Mr. John Horne, Development Management Manager
Mr. Stephen L. Johnson, EDA Bond Counsel, Troutman Saunders
Mr. Steve Montgomery, Williamsburg Landing
Ms. Marcè Hunt Musser, Economic Development Assistant, EDA Recording Secretary
Mr. Leo P. Rogers, EDA General Counsel
Mr. Jose Ribeiro, Planner, James City County
Ms. Tammy Rosario, Senior Planner II
Mr. Marvin Sowers, Director of Planning
Mr. Keith A. Taylor, EDA Secretary
Mr. Steven T. Yavorsky, JCC Assistant EDA Secretary

Absent:

Mr. Brien R. Craft
Ms. Virginia B. Hartmann

3. PRESENTATION

a. Industrial Revenue Bond (IRB) Endorsement Requests for the City of Williamsburg Economic Development Authority and the Industrial Development Authority of Matthews County from Williamsburg Landing

Mr. Rinaldi stated that Mr. Warner has requested to be excused from discussion and voting as he is a Board member of Williamsburg Landing and Chair of its Financial Committee.

Mr. Taylor introduced Mr. Montgomery, who gave an overview of the project, stated that they are finishing the Edgewood project, and that both the Williamsburg City Council and Mathews County Board of Supervisors have given approval for the endorsement. Mr. Montgomery requested the EDA hold the public hearing and vote to support the endorsement and make a recommendation of approval to the James City County Board of Supervisors.

A brief discussion was held on the proposal and Mr. Consolvo suggested that two public hearings be held on the proposal – one for each jurisdiction.

4. PUBLIC HEARINGS

a. Resolution of Endorsement for IRB for Williamsburg Landing by the City of Williamsburg Economic Development Authority and the Industrial Development Authority of the County of Mathews

Mr. Rinaldi opened the Public Hearing on the endorsement for IRB for Williamsburg Landing by the City of Williamsburg Economic Development Authority.

As no one wished to speak to this matter, Mr. Rinaldi closed the Public Hearing.

Mr. Rinaldi opened the Public Hearing on the endorsement for the IRB for the Williamsburg Landing by the Industrial Development Authority of the County of Mathews.

As no one wished to speak to this matter, Mr. Rinaldi closed the Public Hearing.

5. ACTION ITEM

a. Resolution of Endorsement for IRB for Williamsburg Landing by the City of Williamsburg Economic Development Authority and the Industrial Development Authority of the County of Mathews

On a motion by Mr. Gebhardt and a second by Mr. Tingle the Resolution of Endorsment for the City of Williamsburg Economic Development Authority to issue Industrial Revenue Bond for Williamsburg Landing was approved by roll call vote:

| | |
|--------------|----------|
| Ms. DuBois | Aye |
| Mr. Gebhardt | Aye |
| Mr. Rinaldi | Aye |
| Mr. Tingle | Aye |
| Mr. Warner | Abstain. |

On a motion by Mr. Tingle and a second by Mr. Gebhardt, the Resolution of Endorsement for the Industrial Development Authority of Matthews County to issue Industrial Revenue Bond for Williamsburg Landing was approve by roll call vote:

| | |
|--------------|----------|
| Ms. DuBois | Aye |
| Mr. Gebhardt | Aye |
| Mr. Rinaldi | Aye |
| Mr. Tingle | Aye |
| Mr. Warner | Abstain. |

Mr. Rinaldi thanked Messrs. Montgomery, Consolvo and Johnson.

6. PRESENTATIONS

a. Comprehensive Plan Update

Mr. Rinaldi introduced Mr. Horne, who in turn introduced Ms. Rosario.

Ms. Rosario provided an overview of the methodology and timeline of the 2008 Comprehensive Plan.

Discussion was held on the methodology and potential feedback in relation to the Business Climate Taskforce and Rural Lands Development efforts, the anticipated outcome of the first nine months of the timeline in relation to the following 12 months of policy development in this significantly different approach in the Comp Plan updated compared to previous updates.

Further discussion followed on the importance of citizen feedback as well as the weighing of issues; desire to have clarification (or definition) in the plan on what areas to focus Economic Development, and need to carefully take into consideration the significant mandates by the State and expectations of the citizens.

Mr. Rinaldi inquired how the EDA and the Planning staff can work together as the comprehensive plan update progresses in order to have an understanding on issues that

emerge, to have an understanding on where EDA stands and agrees and where Planning stands and agree. Discussion followed on possible avenues of cooperation.

Mr. Rinaldi thanked the Planning Staff.

b. Stonehouse Rezoning Plan

Mr. Rinaldi introduced Ms. Cook.

Ms. Cook made a brief presentation on the status of the Stonehouse Rezoning Plan including the proposed amendment, and Mr. Horne gave a brief explanation of the process.


After a short discussion of the proposed master plan amendment, Mr. Rinaldi recognized Mr. Geddy, counsel for the Stonehouse applicant.

Mr. Geddy further explained the Stonehouse Rezoning Plan, stating that the proffers have 125 units restricted to \$250,000 and the rest of the units will be offered from \$250,000 to multi-million dollar housing; stated that there is no gated community component to the plan and all streets are public.

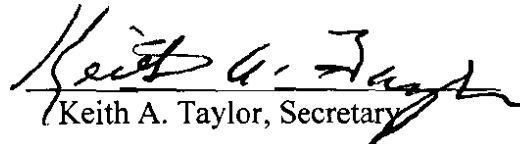
Discussion followed on the amendment and anticipated public hearing to be held at a later date.

8. ADJOURNMENT

There being no further business, Mr. Warner moved that the meeting be adjourned, which passed unanimously. The meeting was adjourned at 5:10 PM by Chairman Rinaldi.



Mark G. Rinaldi, Chairman



Keith A. Taylor, Secretary

ECONOMIC DEVELOPMENT AUTHORITY
BRIDGE BETWEEN TREASURER'S REPORT AND ACCOUNTING REPORTS
October 31, 2007

| | Period to Date | Year To Date |
|---|-----------------------|----------------------|
| Total to date disbursements per treasurer's report | \$ 25,658.63 | \$ 147,277.79 |
| Operating Expenses | | |
| Operating Expenses from Management's Report | \$ 18,238.63 | \$ 24,188.47 |
| Accounts Payable Dominion Power | | \$ (11.00) |
| Reimbursement due to County for travel and training | | \$ (6.12) |
| Incubator Operating Expense (Accrued) | | \$ 4,916.67 |
| Expense Reimbursement | | \$ 4,827.77 |
| Total Expenses | | |
| Total Operating Expenses | \$ 18,238.63 | \$ 33,915.79 |
| EDA Incentives | | |
| Renwood Farms | \$ - | \$ - |
| Debt Expenses Funded by JCC | | |
| Mainland Farm | | \$ 105,942.00 |
| Incentives Funded by JCC | | |
| Enterprise Zone Grant | \$ - | \$ - |
| Incentives to Companies | | |
| Projects Funded by JCC | | |
| James River Commerce Center | | |
| Industrial Prop./ Infrastructure | \$ 7,420.00 | \$ 7,420.00 |
| Total Expenses for EDA Incentives | \$ - | \$ - |
| Total Expenses Funded by JCC | \$ 7,420.00 | \$ 113,362.00 |
| Total Expenses | \$ 25,658.63 | \$ 147,277.79 |
| Net difference Treasurer's Report and EDA Expenses | \$ - | \$ - |

**Treasurer's Report-FY 08
Economic Development Authority
Sept - Oct 2007**

| Rev Code | Revenue Source | Prior Collections | Collected this period | Collected to Date |
|-----------------|-------------------------------|--------------------------|------------------------------|------------------------------|
| 021-325-0100 | Lease Income | | | \$0.00 |
| 021-325-0200 | Interest | \$32,298.25 | \$31,480.90 | \$63,779.15 |
| 021-325-0250 | Misc Revenue | | | \$0.00 |
| 021-325-0400 | Bond Fee Revenue | \$135,270.00 | | \$135,270.00 |
| 021-325-0500 | Land Contract Payment Revenue | | | \$0.00 |
| 021-325-0600 | General Fund Contribution | | | \$0.00 |
| 021-325-0650 | Transfer from Debt Service | | | \$0.00 |
| 021-325-1000 | Gain/Loss on Sale | | | \$0.00 |
| | Expense Reimbursement | \$67,226.65 | | \$67,226.65 |
| | Total receipts this period | | \$31,480.90 | \$266,275.80 |
| | Balance June 30, 2007 | | | \$2,816,118.54 |
| | Total Receipts | | | \$3,082,394.34 |
| | Disbursements this Period | | \$25,658.63 | |
| | Previous disbursements | | \$121,619.16 | |
| | Total disbursements to Date | | | \$147,277.79 |
| | Balance October 31, 2007 | | | <u>\$2,935,116.55</u> |

**ECONOMIC DEVELOPMENT AUTHORITY
EXPENDITURES**

09-Nov-07

James City County

IDA: Year (2008) Period (4)

| Ledger ID | Ledger Description | Beg Budget | Sept | Oct | Encumb | Total YTD Exp | Balance |
|---------------------------|--------------------------------|--------------|-------------|------------|------------|---------------|--------------|
| OPERATING EXPENSES | | | | | | | |
| 021-010-0205 | PROMOTION | \$30,000.00 | \$1,273.52 | \$1,283.40 | \$0.00 | (\$1,598.25) | \$31,598.25 |
| 021-010-0220 | TRAVEL & TRAINING | \$4,000.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$4,000.00 |
| 021-010-0222 | LOCAL TRAVEL | \$500.00 | \$29.22 | \$13.74 | \$0.00 | \$42.96 | \$457.04 |
| 021-010-0232 | JAMES RIVER COMMERCE CTR - OPS | \$4,200.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$4,200.00 |
| 021-010-0235 | ANNUAL AUDIT | \$8,500.00 | \$4,000.00 | \$0.00 | \$1,225.00 | \$4,000.00 | \$1,275.00 |
| 021-010-0245 | MAINLAND FARM - OPER EXPENSES | \$500.00 | \$5.50 | \$5.50 | \$0.00 | \$16.58 | \$483.42 |
| 021-010-0300 | ADVERTISING | \$1,000.00 | \$0.00 | \$140.00 | \$0.00 | \$140.00 | \$860.00 |
| 021-010-0319 | OFFICE SUPPLIES & EQUIPMENT | \$550.00 | \$70.00 | \$0.00 | \$0.00 | \$70.00 | \$480.00 |
| 021-010-0325 | MISCELLANEOUS EXPENSE | \$61,600.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$61,600.00 |
| 021-010-0375 | SPECIAL EVENTS | \$5,000.00 | \$1,264.80 | \$0.00 | \$0.00 | \$1,264.80 | \$3,735.20 |
| 021-010-0380 | BUSINESS CLIMATE TASK FORCE | \$4,650.00 | \$51.84 | \$27.77 | \$2,150.00 | \$162.92 | \$2,337.08 |
| 021-010-0390 | INCUBATOR OPERATING SUBSIDIES | \$59,250.00 | \$4,916.67 | \$4,916.67 | \$0.00 | \$19,666.68 | \$39,583.32 |
| 021-010-0395 | NNAWMSBG INTL AIRPORT FUNDING | \$13,000.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$13,000.00 |
| 021-010-0398 | OED DISCRETIONARY | \$1,500.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$1,500.00 |
| 021-010-0600 | SMALL BUSINESS ASSISTANCE | \$1,500.00 | \$240.00 | \$0.00 | \$0.00 | \$422.78 | \$1,077.22 |
| | Total Operating Expenses | \$193,750.00 | \$11,851.55 | \$6,387.08 | \$3,375.00 | \$24,188.47 | \$166,186.53 |



Report to the James City County Economic Development Authority
November 2007

A. How have the Incubator Clients been doing since the last report

Since the last report to the JCC EDA, Perceiva has graduated from the Incubator (next graduate celebration will be in 2008); and WebWare Pros has left the Incubator as a client.

Perceiva has a steady flow of revenue coming in and continues to operate in the County of James City. As mentioned in the previous report, Perceiva has become a part-time endeavor for its owner.

WebWare Pros has left the Hampton Roads Incubator System and will continue to operate in James City County. WebWare Pros is joint venture between two Incubator Client owners: Tony Rennier of Blacksmith Technologies, Inc. and Dexter Klock of Dr2Rx.

B. What the Clients are doing

Decision Help continues to make strides in its development of the software and webtool. They will be going live with their product on as an ASP in the next few weeks. We anticipate a good response based on the beta tests.

Abeo Corporation has been making good business connections with Hampton Roads and continues to be pleased with the progress being made in this area.

C. What the Hampton Roads Technology Incubator System is doing to attract new clients to the James City County Technology Incubator

Fluctuation in client numbers is typical for an Incubator. The Hampton Roads Technology Incubator System (HRTIS) is doing well with an overall total of 10 clients; however, JCCTI is down to two clients. Hampton has a healthy pipeline of potential clients; whereas, JCCTI does not.

In an effort to boost JCCTI client numbers, HRTIS has undertaken a special advertising campaign focused on the James City County and Williamsburg geographical area.

The first advertising blitz involves *The Virginia Gazette's* Business Profiles and begins November 14 and will run for six weeks.

The second advertising blitz involves the magazine *Next Door Neighbors* and will have advertising insertions in the January 2008, March 2008, and May 2008 editions

The third advertising blitz involves *The Virginia Gazette's* Spotlight on Success and will begin in January 2008 and will run for six months.

In addition, the Mix-N-Mingle networking events continues to draw a steady and growing crowd of professionals who are becoming aware of and promoting via word-of-mouth the JCCTI.

D. What is being planned for 2008

The **Mix-N-Mingle** venue is being set up for the year. With the success of having co-sponsors for this event in 2007 and an increased awareness of this function; it is anticipated that we will be able to schedule these once every two months and perhaps even monthly.

This after-hours function is an opportunity for clients to meet with interested parties of the community and for area businesses to network with our clients. You are invited to attend.

The **Mini-Seminar Series** is offered to Clients to address needs or interests of their business development. They cover a range of topics selected primarily by the Clients. Following the presentation by the invited guest speaker, time is allotted for Q&A, peer-to-peer assistance, and networking. Tentative Mini-Seminar topics for 2008 are as follows:

Effective Websites for marketing: five powerful areas of success

Prospecting: activities you should be doing even when sales are up

Are you operating under the right Business Structure?

Making the Sale: Follow up and closing techniques

Marketing vs. Selling: Where you should focus

How to Write a Press Release: Get noticed!

Human Resources: the employee connection

Elevator presentation: 30-60 second sale pitch development

Process Improvement: Proactively and less crisis management

Financial Fitness: Is your business fit to succeed?

The **Lunch and Learn** series is a function that the clients gather quarterly for a brown-bag luncheon meeting where an invited guest comes in and makes a presentation to the clients on a topic that is of general interest to them all. Time is allotted for Q&A, peer-to-peer assistance, and networking. Lunch and Learns topics for 2008 are as follows:

Branding: Building a Corporate Image

Presentations: generate interest

Marketing Plan: More than just revenue

Capital: Where to look and what to ask

Something new for 2008: The *Mini-Seminar* and *Lunch and Learn* series will be opened up to local, small businesses. A nominal fee will be required for non-clients to attend the functions. The final two Mini-Seminar series in 2007 were opened to the public and attendees expressed interest in attending future seminars should they be made available to them.