

**MINUTES**  
**JAMES CITY COUNTY BOARD OF SUPERVISORS**  
**BUDGET WORK SESSION**  
County Government Center Board Room  
101 Mounts Bay Road, Williamsburg, VA 23185  
April 22, 2015  
4:00 PM

**ADOPTED**

**MAY 12 2015**

**A. CALL TO ORDER**

**B. ROLL CALL**

**Board of Supervisors  
James City County, VA**

Mary K. Jones, Berkeley District  
John J. McGlennon, Roberts District  
Kevin D. Onizuk, Vice-Chairman, Jamestown District  
James G. Kennedy, Stonehouse District  
Michael J. Hipple, Chairman, Powhatan District

Bryan J. Hill, County Administrator  
Adam R. Kinsman, Interim County Attorney  
Suzanne R. Mellen, Director, Financial and Management Services

**C. BOARD DISCUSSIONS**

1. Greater Williamsburg Chamber and Tourism Alliance

Mr. Hill introduced Ms. Karen Riordan, Director of the Chamber and Tourism Alliance, and Mr. Carl Lum, Chairman of the Chamber. Mr. Hill noted that the proposed events coordinator in the budget will work hand in hand with the Chamber to help bring events to James City County. He believes that this position will help bring people to the County with sports-related events and events held on property located in the County.

Mr. Riordan presented the Board with a PowerPoint presentation that outlined the Chamber's missions and goals and strategies for the next several years. She also detailed that Chambers efforts to promote sports marketing. Ms. Riordan also explained many of the Chamber's special projects planned for the upcoming year, including the Williamsburg Fall Arts festival and the Holiday Marketing. She also offered the Chamber's proposed 2015 events schedule. She indicated her desire to continue to work with the County in developing County-specific events.

Mr. McGlennon asked about the First Night program and whether they had any difficulty in finances. She stated that the Chamber continues to work with them to make that event a success. Mr. Onizuk asked what her challenges were in the past year and what changes had been implemented. She stated that she is looking at things with fresh eyes and trying to implement best practices from other areas. These changes have been successful, but often having people adjust to that change has been difficult.

Having the three localities to begin to work together as a region has been a great success and her hope is that collaboration will continue into other areas.

Mr. Hipple asked if the Christmas parade could be moved or if the County could hold a parade in New Town for the 4th of July. Ms. Riordan stated that a parade on the 4th of July would be an excellent hometown and tourism event. Mr. Onizuk asked what she thought could be added to the area to make a difference in tourism to the destination. She said that a performing arts venue that would hold 10,000 is something that is necessary and that the lack of one is a major weakness for the area.

Mr. Hipple thanked Ms. Riordan for her presentation and asked for any Board discussion. Mr. McGlennon asked for detail of the Tourism Investment Fund. Mr. Hill stated that tourism is a major factor in the area and introduced Ms. Sue Mellen to give details of the proposed revenues and allocations. Ms. Mellen summarized the projected revenues for the room tax and those taxes that are required to be transferred to the tourism funds. She noted that we will not likely hit the FY15 target so the FY16 target has been adjusted downward. She explained the various changes contained in the tourism budget items. Mr. Kennedy expressed his concern that the HTC was not generally willing to share its detailed financial information and did not believe that the amount should come from the County's tourism fund.

## 2. Board Discussion and Guidance

Mr. McGlennon asked for detail on the tourism corridor enhancements. Ms. Mellen stated that this was a set aside from last year for necessary improvements, but that it was not planned for this year. Mr. McGlennon also asked about the tourism discretionary fund and asked what was spent from that this year. Ms. Mellen stated that she would have to research the information and provide it to the Board at a later time. Mr. McGlennon asked whether the County should ask the General Assembly for permission to use the \$2 room tax for capital projects like the proposed field house. He agreed that the area lacks an events venue and that one was needed. Mr. Hill stated that the proposed budget was a starting point for construction in future years. The turf replacement will cost \$3.1 million and amounts are in the budget are being saved so that we do not have to borrow for it in the future. He is in discussion with a private individual who proposed to build a facility that will house 5,000 people; while this is not the 10,000 suggested by Ms. Riordan, it is a start.

Mr. Kennedy asked about events that the County sponsors and expressed his thought that any event that we sponsor should be able to stand on its own after three years. This will allow the County to spread the money around to grow more events. Mr. Hill stated that he agrees in part; however, many of the events like Christmas Town and the LPGA event provide large bumps in tourism and bring many people to the area. He stated that there are not many venues to hold events in James City County and that the Jamestown Beach area is one of very few. Mr. Hipple would

like to see increased use of the County's waterways, such as the bass tournament held at Chickahominy Riverfront Park. Mr. Kennedy asked that we be certain that there is no redundancy in the agencies that the County funds.

In response to Mr. McGlennon's earlier question, Ms. Mellen stated that \$20,000 has been spent from the tourism discretionary fund. Mr. Hill informed the Board that he has received several questions about the stormwater issues and noted that there are more than 60 proposed projects. He noted that even if fully funded, there will be projects remaining after eight years. In FY16, there are 15 projects proposed that are spread out among each district. He clarified that there are 12 additional trash pickups and six additional mowings included in the budget. He said that economic development is a key to the County's future-- the County has much to offer but we need funding to help spark that growth. He summarized the school's proposal and is working to reduce the amount requested in the school's budget. He stated that the most important part of the budget is the County's fiscal health and that it was absolutely necessary to begin to refill the County's fund balance. He asked the Board to identify specific things in the budget that they do not like and that he will eliminate them immediately.

Ms. Jones asked Mr. Hill to clarify who Preservation Virginia was and what did they do. Ms. Mellen explained that this is the group that maintains the Jamestown Island and the related museums. Mr. Kennedy asked if there was anything that any of the members wished to cut from the budget to help reach the desired numbers. The Board generally discussed the history of tax rates and bond referendum in the County. Ms. Jones asked about the membership and dues list, which totaled a little more than \$97,000. She asked whether they were all absolutely necessary. Mr. Hill said that he will go through the list and will determine if there are any that are superfluous. Mr. Onizuk recalled last year's Board meeting and reminded the Board that this was done in detail last year. Mr. Kennedy asked whether the County needed to be a member of VML and VaCo. Ms. Mellen said that the year-to-year increase is less than \$2,000 which was due to cost adjustments, not the addition of memberships. The only addition was a movie license that allows Parks and Rec to play movies at special events.

Mr. Kennedy noted that it was astounding what the County had done with a budget that grew very little over the past several years. Mr. Hill noted that the Board's list of memberships and dues included any changes in highlights and detailed each of those changes. Ms. Jones also asked for clarification of the increased funding to TNCC. Mr. Hill explained that this was less than that for which they requested and that it will assist TNCC to grow the James City County campus. He feels that this is a good investment. He visited the campus and felt that the increased collaboration between the County and TNCC will allow for additional opportunities for County citizens.

Mr. Hill stated that the budget is built in such a manner that it is looking forward to growth in the next five to ten years rather than focusing on only handling matters immediately before us. Mr. Hipple stated that the Board

members came together to hire Mr. Hill and asked him to look at ways to improve the County. This budget is the first step in that plan to move the County forward for the next 20 years.

Mr. Kennedy asked about the outstanding \$14 million bond for PDR. Mr. Hill stated that there is approximately \$744,000 in the account for green space and PDR. He clarified that the only way that the Board could spend the money was to have a public hearing and a meeting to approve the borrowing. The funds would be restricted to the limited uses stated in the bond. This would have to be done before November or the right to borrow would be lost. Mr. Kennedy stated that he has no intention to request that Mr. Hill borrow that money. Ms. Jones thanked the Chair and the Board for going through the process. She appreciates Mr. Hill's work, which is excellent and that the five initiatives are good, but does not support an increase in the tax rate to pay for them. She believes that the County should hunker down for an additional year to see what happens with the reassessments, the renegotiated school contract, and the economy. She recommended that instead they look for opportunities to reduce tax rates to encourage business growth, among other things. She also asked that the Board consider reducing County picking up the funding where the Commonwealth has been cutting, such as the Constitutional officers and the school budget.

Mr. Hipple noted that he did not want to linger upon past actions and preferred to focus upon the future of the County. He agreed that the County needs to push on VDOT more and to try to use funds for matching grants. Mr. Hipple noted that Mr. Lum did not think that another large attraction like Busch Gardens would locate in James City County. He feels that if we do not move forward he will be doing his constituents a disservice. Mr. Kennedy stated that the local office of VDOT has done everything that they can, despite cuts from the state. He believes that we should pressure our legislators in the General Assembly to return funds to this area. The additional programs and amenities in the area have helped keep the area's housing values up as compared to others.

Mr. McGlennon noted that all of the new retail in the area has not made the necessary difference to offset the revenue. He did not believe that waiting for business growth will be likely to make up the difference. He noted that we have reduced staff and expenses over the past several years and that the Board members have done the hard work to reduce the budget. The taxes have never been raised during his time on the Board; however, now is the time that the revenue is needed.

**D. CLOSED SESSION**

**E. ADJOURNMENT**

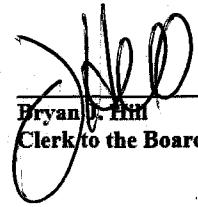
1. Adjourn until 6:30 p.m. on April 28, 2015 for the Regular Meeting

A motion to Adjourn was made by Kevin Onizuk and the motion result was Passed.

AYES: 5 NAYS: 0 ABSTAIN: 0 ABSENT: 0

Ayes: Jones, Hipple, Kennedy, McGlennon, Onizuk.

At 5:55 p.m., Mr. Hipple adjourned the Board.



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Bryan D. Hill  
Clerk to the Board