

MINUTES
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

A. CALL TO ORDER

B. ROLL CALL

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

Bryan J. Hill, County Administrator
Michelle M. Gowdy, County Attorney

C. BOARD DISCUSSIONS

1. Tourism Update with Greater Williamsburg Chamber and Tourism Alliance

Ms. Karen Riordan, President and Chief Executive Officer of the Greater Williamsburg Chamber and Tourism Alliance, addressed the Board giving a presentation on tourism throughout the region. A copy of the PowerPoint presentation was included in the Agenda Packet. She highlighted that the number of occupied hotels and bed and breakfasts in the County is up by 11.7%, room night demand growth is up by 8.7% and retail sales tax is up by 9.5%. She stated that the entire region is seeing healthy growth.

Mr. Onizuk asked Ms. Riordan to give an update on the changes to the destination website, visitwilliamsburg.com.

Ms. Riordan stated that the website has undergone a complete overhaul to be more mobile-friendly, and lots of content and itineraries have been added.

General discussion ensued regarding the various tourism partners and their involvement in the new Harvest Celebration and the investment of advertising dollars being made by our tourism competitors on the East Coast.

Discussion ensued regarding the tourism scorecard and the Alliance's impressions on the numbers and projections for next year. Discussion then flowed into how much of the increases are due to the overall increase in the economy or due to specific efforts of the Alliance.

Mr. Hipple asked what Ms. Riordan's focus would be for the upcoming year.

Ms. Riordan stated that one of her main focuses will be on the booking engine part of the destination website. She stated that while the family fun will still be the focus, there will be more of a shift toward the culinary and beverage. She stated that if you do an event and there is beer involved, not only do you get the family's attending the event, but you will also get the college students (of legal drinking age) and the young professionals.

ADOPTED

MAY 10 2016

Board of Supervisors
James City County, VA

Mr. Onizuk commented that when surveying the sports groups that have come to the area for sporting events and sports tourism, one of the most received comments is that people feel like this is a safe area to bring their families versus a large urban area.

2. 2016 Legislative Program

Ms. Gowdy thanked Senator Tommy Norment, Delegate Brenda Pogge and Delegate Monty Mason for joining the Board to discuss the County's Legislative Program. She highlighted the legislative program, specifically addressing the recordation tax exemption, ability to tax cigarettes, the AME Center on the Thomas Nelson Historic Triangle Campus and no more unfunded mandates on stormwater.

Delegate Pogge stated that she would be happy to carry the recordation tax exemption.

Senator Norment noted that the Governor has come out recently in support of increased funding for public education. He stated it appears that the Governor and the General Assembly are on the same page.

Delegate Pogge stated that there will probably be an increase in mental health funding.

Mr. McGlennon and Mr. Hill stated that would be beneficial, as our regional jail is seeing incarceration rates down, yet the amount of mental health pharmaceuticals has gone up 40%. The regional jail is spending almost as much on those pharmaceuticals as they are on food.

Mr. Onizuk stated again that the County supports no more unfunded mandates. He stated that the County has had to make some not very popular funding decisions because of the unfunded mandates that are being passed down from the State.

Mr. Hipple stated that Hampton Roads Transportation Planning Organization and the Hampton Roads Planning District Commission are supporting the expansion of Interstate 64 all the way to Interstate 295. As of right now, Phases 1 and 2 will just move the bottleneck to James City County. We need to work together to get the expansion all the way to Richmond, otherwise our Fire and EMS are going to be stretched thin by responding to more accidents if the bottleneck stops here in our backyard.

Ms. Gowdy asked if she should amend the legislative program to show the legislative priorities discussed here and then the rest be left as items that the County is supportive of.

The delegation stated that it would be helpful.

Ms. Gowdy stated that those changes would be made and ready for adoption at the December 8 meeting. It will then be sent over to the delegation.

At 5:08 p.m., Mr. Kennedy joined the meeting.

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

A motion to Enter a Closed Session was made by Mr. McGlennon and the motion result was Passed.

AYES: 5 NAYS: 0 ABSTAIN: 0 ABSENT: 0
Ayes: Jones, McGlennon, Onizuk, Kennedy, Hipple

At 5:10 p.m., the Board entered Closed Session.

At 5:44 p.m., the Board re-entered Open Session.

2. Certification of Closed Session

A motion to Certify the Closed Session was made by Mr. McGlennon and the motion result was Passed.

AYES: 5 NAYS: 0 ABSTAIN: 0 ABSENT: 0
Ayes: Jones, McGlennon, Onizuk, Kennedy, Hipple

A motion to Approve the Purchase of Development Rights (PDR) Resolutions, Acceptance of Offer to Sell a Conservation Easement under the PDR Program - \$570,000 and Acceptance of Offer to Sell a Conservation Easement under the PDR Program - \$175,000, was made by Mr. McGlennon and the motion result was Passed.

AYES: 4 NAYS: 1 ABSTAIN: 0 ABSENT: 0
Ayes: McGlennon, Onizuk, Kennedy, Hipple
Nays: Jones

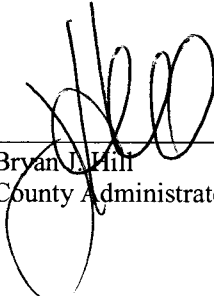
E. ADJOURNMENT

1. Adjourn until Regular Meeting

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

AYES: 5 NAYS: 0 ABSTAIN: 0 ABSENT: 0
Ayes: Jones, McGlennon, Onizuk, Kennedy, Hipple

At 5:46 p.m., Mr. Hipple adjourned the Board.



Bryan J. Hill
County Administrator