

MINUTES
JAMES CITY COUNTY BOARD OF SUPERVISORS
WORK SESSION
County Government Center Board Room
101 Mounts Bay Road, Williamsburg, VA 23185
April 26, 2016
4:00 PM

A. CALL TO ORDER

B. ROLL CALL

John J. McGlennon, Vice Chairman, Roberts District
Ruth M. Larson, Berkeley District
Kevin D. Onizuk, Jamestown District
P. Sue Sadler, Stonehouse District
Michael J. Hipple, Chairman, Powhatan District

Bryan J. Hill, County Administrator
Adam R. Kinsman, County Attorney

C. BOARD DISCUSSIONS

1. Greater Williamsburg Chamber and Tourism Alliance

Ms. Karen Riordan, President and Chief Executive Officer (CEO) of the Greater Williamsburg Chamber and Tourism Alliance, introduced the organization Board of Directors members in attendance; Ms. Jeanne Zeidler and Ms. Robin Carson. Ms. Riordan stated that the mission for the Greater Williamsburg Chamber and Tourism Alliance was to advocate, collaborate and create networking opportunities so that new businesses could emerge and existing businesses could grow and prosper, while promoting the region as a premier year-round travel destination. Ms. Riordan gave an overview of the PowerPoint presentation included in the Agenda Packet and reviewed the following topics during the slideshow:

- Fiscal Year 2015-16 Funding Results
- James City County - November 2015 Business Metric/Results/Change Year-to-Date
- Regional Score Card - November 2015
- Williamsburg Fall Arts
- Christmas in Williamsburg
- 2016-17 Strategies
- Tourism Event Schedule 2016
- Funding Request Details
- Commonwealth Cycling Classic
- The Opportunity of Promoting the Virginia Capital Trail/Williamsburg Region
- 2017 Commonwealth Classic

Mr. Onizuk noted that when he compared the 2014 and 2015 figure results, 2015 showed a significant improvement.

ADOPTED

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Board of Supervisors
James City County, VA

Ms. Riordan stated that most of the changes were inspired in 2015 and noted that the region was doing well.

Mr. Onizuk inquired if there was data available on other destinations from 2015 versus regional numbers.

Ms. Riordan replied no. She explained that many localities did not create a Regional Score Card like James City County, which made that type of information very hard to obtain. Moving along in her presentation, she stated that the group tour market was extremely important. She referenced the Group Tour Committee and handed out motor coach tour itineraries for the Board members to review. She commented that this past year over 195,000 people on motor coach tours visited Jamestown Settlement. She noted that her team reached out with itineraries and enticed tour operators to bring their groups to James City County, which was extremely important for local businesses and hotels. She further stated that in 2014, the American Bus Association estimated each motor coach carried approximately 44 tourists, which resulted in roughly \$7,000 of tourism expenditures. Moving further along into her presentation, Ms. Riordan referenced the 2017 Commonwealth Classic. She explained that this event would be a two-day cycling professional race and noted the Virginia Capital Trail promotional opportunity. She remarked that this was in the preliminary stage, but could be a wonderful event and commented that perhaps the Commonwealth would be the platinum sponsor. She stressed that this would be a great advertising opportunity for the County highlighting the connection between Richmond and the Greater Williamsburg area with scenic focal points at Chickahominy Park and Route 5 and finishing in Richmond. She stated that a Letter of Intent had been entered into and discussed the financial specifics of this commitment. She stated that if the Letter of Intent went forward, the Alliance would come before the Board for a formal presentation with Mr. Tim Miller, CEO of Commonwealth Classic.

Mr. Hipple inquired if the contribution of \$150,000 was a one-time supplement or needed to be made every three years.

Ms. Riordan replied that it would be every year for three years and explained that the City of Williamsburg, York County and James City County would each contribute \$50,000 for each of the three years. She stated that in-kind police patrol would also need to be reviewed and an amount determined. She further stated another commitment that the Alliance made to UCI Road World Championships was to work with its head of fundraising and locate interested corporate sponsors within the County.

Mr. Hipple remarked that with the event beginning in James City County and ending in Richmond, he could foresee Richmond reaping the larger benefit and inquired if the first night stay could be within the County.

Ms. Riordan replied that the plan is not yet at a stage for negotiations. She reiterated that this was still based on the bid moving forward and noted that UCI wanted to put this on the world tour. She commented that in an effort to be totally fair, this might not happen at all.

Mr. Hipple inquired if the Governor was going to contribute \$1 million.

Ms. Riordan replied yes, that was what she had been told.

Mr. Onizuk inquired if Ms. Riordan could explain the difference between

Williamsburg Area Destination Marketing Committee (WADMC) and the Tourism Alliance.

Ms. Riordan replied that WADMC was created through legislative actions and was also referred to as the \$2 Tax Law. She explained that in James City County, the City of Williamsburg and York County, budgets had a line item that was a projection for how much \$2 tax would be collected from hoteliers. She further explained that the hoteliers did not provide that money to the County, but instead the guest of the hotel did; therefore, every time a guest came into a hotel or timeshare being rented, on top of their sales tax there was a \$2 flat tax. She explained that money went into a separate account which was the WADMC Production and Media Fund account run by the Alliance Director of Marketing. She further explained that the Alliance was set up to be the fiscal agent for WADMC and commented the two programs complemented each other. She further commented that WADMC provided a summer program and the Tourism Alliance was responsible for the fall, winter and spring season program efforts and each had its own budget and discussed the various committees that made up WADMC.

Mr. McGlennon inquired about funding request details and how they related to spending. He specifically referenced the sports marketing side and \$95,000 being sought from the County and asked how that compared to the \$90,000 given the previous year by the County and amounts from other jurisdictions.

Ms. Riordan replied they asked for increases from the other two jurisdictions as well and had asked for a total of \$800,000 from the City of Williamsburg so they would be commensurate with what the County funded last year. She stated that the Alliance had requested an increase from York County as well. She explained that those funds covered staff, trade shows, brochures, digital, other marketing and hoped for a \$100,000 sports grant fund next year.

Mr. McGlennon clarified that the grant fund would increase by \$10,000.

Ms. Riordan replied correct. She explained that the increased funds would allow for more promotion and marketing as well as an increase in the fund.

Mr. McGlennon inquired about the total line item figure in the budget.

Ms. Riordan replied that in sports marketing the total would be \$250,000. The breakdown would be \$95,000 from both the City of Williamsburg and James City County and \$60,000 from York County.

Mr. Hipple inquired about funding from York County.

Ms. Riordan replied that during the current fiscal year York County provided \$392,000 of funding and this year \$430,000 in funding had been requested.

Mr. Hipple inquired why York County was getting a better deal than James City County and the City of Williamsburg.

Ms. Riordan replied traditionally the thinking had been that only the Bruton District of York County was heavily involved in the Greater Williamsburg Tourism effort; and therefore, over the years had funded significantly less than James City County or the City of Williamsburg.

Discussion ensued regarding the funding levels of each jurisdiction.

The Board members agreed that a meeting needed to take place that would include the City of Williamsburg, York County and James City County; whereas, the benefits and contributions regarding the funding of the Greater Williamsburg Chamber and Tourism Alliance would be the subject for discussion.

Mr. Hipple inquired about the locations of the 44 spring and 100 fall art events that were actually held within the County.

Ms. Riordan replied that the spring events were scattered throughout the region and the fall events tended to be more evenly distributed, due to more signature events and had been going on for six years. She briefly discussed the creation of events within the jurisdictions and encouraged businesses and companies that wanted to partner and generate these types of events for promotion.

Mr. Hipple encouraged having more James City County restaurants and businesses involved.

Ms. Riordan briefly discussed past involvements with businesses the Tourism Alliance felt would be receptive of the program based on past experiences in James City County, York County and the City of Williamsburg. She commented on the present strategies that were used to improve communication with area businesses regarding event participation.

General discussion ensued regarding area restaurant participation and price spectrum for meals.

Mr. Onizuk stated that as a region everyone rose together and commented that tourists generally were not aware of whether they were lodging in the County or the City of Williamsburg.

Ms. Riordan discussed the success of area attractions holding specific events and referenced Busch Gardens Howl-O-Scream as an example.

Mr. McGlennon referenced the Score Card and inquired if the numbers shown, in terms of increases, were the national trend, general economy or specifically tourism related.

Ms. Riordan replied it was very difficult to determine; however, so much data that other proprietaries had accumulated was unable to be seen and therefore was difficult to disclose. She stated this was the first time in this destination that real growth had been seen since the 2006-2007 time period. She stressed the importance of offering different attractions for area visitors, due to statistics determining that the typical tourist welcomed variety.

Ms. Sadler inquired about sports tourism.

Ms. Riordan replied that softball, swimming, cycling, field hockey, golf, basketball, soccer and lacrosse are just a few interest-growing sport activities. She briefly discussed the Sports Williamsburg Committee advisory group; research data acquired regarding sport activities in the Williamsburg area; and the hiring of an outside consultant to recommend a three-year sports plan in an effort to attract more profitable sports using the resources that were available.

General discussion ensued regarding sports facilities and venues the area offers to

tourists.

Mr. Onizuk stated that on the Visit Williamsburg website all of the local tourism partners were provided a free sub-site page to manage. He referenced area restaurants listed and noted that the website displayed blank boxes for restaurants that did not submit photos. He noted the disadvantage of unappealing blank boxes that could enhance a business by adding photos and briefly discussed this area of concern.

Mr. Hill clarified the topic of this work session was the Greater Williamsburg Chamber and Tourism Alliance.

Mr. Onizuk noted the role of the Economic Development Authority regarding this concern.

Ms. Riordan commented that five free training seminars had been provided at the Thomas Nelson Workforce Center.

General discussion ensued regarding this matter.

Mr. Hill expressed his gratitude to Ms. Riordan for her presentation and gave kudos to Ms. Laura Messer, Event Coordinator.

D. CLOSED SESSION

The Board agreed to revise the scheduled Closed Session to an Open Session.

1. Consideration of a personnel matter, the appointment of individuals to County Boards and/or Commissions, pursuant to Section 2.2-3711 (A)(1) of the Code of Virginia

A motion to Appoint and Reappoint members to the Historical Commission was made by John McGlennon, the motion result was Passed.

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

Ayes: Hipple, Larson, McGlennon, Onizuk, Sadler

- Ms. Mary Cimaglio - expires on June 30, 2019
- Mr. Stephan Phillips - expires on June 30, 2019
- Mr. John Labanish - expires on June 30, 2019
- Mr. Alain Outlaw - expires on June 30, 2019
- Ms. Adrienne Carter - expires on June 30, 2019

A motion to Reappoint the Honorable Judge Wade Bowie to the Colonial Community Criminal Justice Board for a new term that will expire on March 1, 2019 was made by John McGlennon, the motion result was Passed.

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

Ayes: Hipple, Larson, McGlennon, Onizuk, Sadler

A motion to Appoint Mr. Christopher McDonald to serve the remainder of a vacant term that expires on June 30, 2018 on the Colonial Group Home Commission was made by John McGlennon, the motion result was Passed.

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

Ayes: Hipple, Larson, McGlennon, Onizuk, Sadler

E. ADJOURNMENT

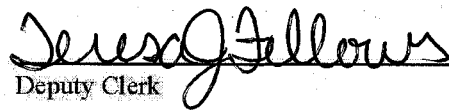
A motion to Adjourn was made by John McGlennon and the motion result was Passed.

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

Ayes: Hipple, Larson, McGlennon, Onizuk, Sadler

1. Adjourn until Regular Meeting at 6:30 p.m.

At approximately 5:24 p.m., Mr. Hipple adjourned the Board of Supervisors.


Deputy Clerk