

MINUTES
JAMES CITY COUNTY BOARD OF SUPERVISORS
RETREAT
County Government Center Board Room
101 Mounts Bay Road, Williamsburg, VA 23185
January 22, 2019
2:00 PM

A. CALL TO ORDER

B. ROLL CALL

Michael J. Hipple, Vice Chairman, Powhatan District
Ruth M. Larson, Berkeley District
P. Sue Sadler, Stonehouse District
John J. McGlennon, Roberts District
James O. Icenhour, Jr., Chairman, Jamestown District

Scott A. Stevens, County Administrator
Adam R. Kinsman, County Attorney

ADOPTED

FEB 12 2019

Board of Supervisors
James City County, VA

C. PRESENTATIONS

1. Economic Development

Ms. Amy Jordan, Director of Economic Development, addressed the Board with a reference to the December Economic Development Authority (EDA) Retreat. She noted each Board member had received an EDA Retreat notebook and welcomed any questions or concerns after Board members reviewed the material. Ms. Jordan highlighted the mission statement of the Office of Economic Development (OED) in her PowerPoint presentation. She noted the EDA did not have a mission statement and addressed this as a priority at its Retreat. She further noted its wording supported that of the OED's mission statement. Ms. Jordan highlighted EDA focal points in her presentation: Product, Entrepreneurship, Workforce Development, Strategic Investment and Economic Partnerships.

Mr. Hipple asked which prospective buildings in the \$100,000-\$300,000 range were a target area.

Ms. Jordan noted a breakdown for the respective \$100,000, \$200,000 and \$300,000 properties would be made available.

Mr. Hipple noted this information allowed prospective businesses and the County to focus on "the sweet spot."

Ms. Jordan highlighted ideal acreage, lot size and other factors.

Mr. Hipple commented on the commercial and industrial areas and the possible expansion of value in those sectors. He noted the rework of old buildings to fit potential businesses as another area for economic development. He further noted the Taylor property as a viable site.

Ms. Jordan referenced the Virginia Economic Development Partnership (VEDP) slide in the

PowerPoint presentation that highlighted the mid-size sites. She highlighted the VEDP tier system and noted some of the County's properties have used the tiering system.

Discussion ensued.

Ms. Jordan noted reaching out to local businesses like Owens-Illinois for specific resources and assisting with glass recycling.

Mr. McGlennon inquired about tracking changes in wage rates and ways employers are developing employees. He noted how wage rates and skill level impact affordable housing.

Mr. Stevens asked the Board if it had specific areas for economic development concentration and programs.

Ms. Larson referenced ChefsGo, a valid program for the hospitality industry, and questioned other areas for the best wage opportunity in a variety of programs.

Mr. McGlennon noted energy retro fit programs and training as well as cost savings for citizens.

Ms. Larson noted the times empty shopping centers sat on the market. She further noted the change in retail. Ms. Larson applauded the Manufacturing Day program and asked about tracking the students who participated in the program and the number who had pursued manufacturing jobs after graduation.

Ms. Jordan said she and Ms. Kate Sipes, Assistant Director of Economic Development, would check the data and get back to Ms. Larson.

Ms. Sadler asked for a detailed follow-up on the Owens-Illinois situation. She also asked about the Hankins property.

Ms. Jordan provided an update on the tiering and the Virginia Department of Transportation's involvement.

Mr. Icenhour asked about workforce training, specifically manufacturing, in the the Williamsburg-James City County school system and Thomas Nelson Community College areas by contacting the Workforce Development Board. He wanted to focus efforts on manufacturing and tap into that resource more. He addressed Mr. Stevens about measuring efforts and success.

Mr. Stevens noted staff could work on that request. He also noted that James City County was currently not a member of the Hampton Roads Economic Development Authority (HREDA) and reinvigoration of that group was pending. Mr. Stevens did not feel membership at this time was needed there, but wanted to let the Board know of the status of the HREDA.

2. Land Preservation

Mr. Jason Purse, Assistant County Administrator, addressed the Board regarding land preservation with an update on two particular land parcels in addition to re-engaging the Purchase of Development Rights (PDR) Committee. He highlighted an all-inclusive approach and timeline as well as funding. Mr. Purse noted the three funding areas included PDR, Agricultural and Forestal District (AFD) and Greenspace. He further noted the AFD program could result in reduced property taxes.

Mr. Hipple asked about the length of time for a PDR.

Mr. Purse noted a swap regarding a buy back on property.

Mr. Hipple noted the opportunity for private partnership for funding.

Mr. Purse noted the local land conservancy's relationship with the County was good and opportunities could be discussed.

Mr. Hipple asked about a combination of the PDR and Greenspace land preservation program.

Mr. Purse noted "it's like a tool box" and that certain guidelines were in place, as for the PDR. He further noted the Greenspace program had a more flexible approach. Mr. Purse noted supplying information that highlight options to the landowners and their properties.

Mr. Hipple asked about the size specifics for the Agricultural and Forestal District (AFD) designation.

Mr. Purse noted the AFD acreage specifics included 200 acres or more for a district, 20 acres timber or five acres agricultural farmed land for an add-on to that district and be within a mile of that core district.

Mr. Hipple noted the PDR program had been put on hold while the County finances were addressed. He asked Mr. Kinsman about funding from the Senate Bill from tourism for corridors.

Mr. Kinsman noted he would research it.

Discussion ensued about money set aside from the Senate Bill funding.

Mr. Icenhour noted this funding was accounted for in the two-year plan, but could be addressed after the next budget year.

Mr. McGlennon noted urgency regarding the pressure for development and preservation of critical land. He requested information about the annual financial implications to make these land preservation programs viable.

Mr. Purse noted the PDR Committee should establish prioritization in ranking of what types of properties are available and then address what funding was needed.

Ms. Sadler mentioned the Community Character Corridor and the upkeep of medians and funding for preservation and clean-up in areas throughout the County.

Mr. Icenhour noted the effectiveness of preserving the County should be proactive rather than waiting for people to come to the Board. He suggested compiling a list of County property to preserve, but emphasized funding had to be available for staffing.

Discussion ensued on establishing a timeline for the program as well as properties for consideration.

Mr. Stevens asked the Board for a specific list of areas of interest and priorities. He noted he would work with staff and give the Board an update on the programs and those priorities.

Mr. Purse noted the name of the Purchase of Development Rights program also encompassed

more purchase. He further noted the program could accomplish more things like preserving farmland.

At approximately 3:11 p.m., the Board took a short recess.

At approximately 3:18 p.m., the Board reconvened the Retreat.

3. Communications

Mr. Stevens addressed the Board regarding personnel changes to the Communications Department and its staff dispersal since September 2017. He highlighted the number of positions in communication, the distribution of information and noted social media outlets. He noted the County had maintained a "fairly hard rein" on the Facebook accounts of departments. Mr. Stevens noted that may change moving forward and he emphasized maintaining Public Information messaging and staff capacity. He asked the Board for input.

Ms. Larson thanked him for the update.

Discussion ensued.

4. Update on Greater Williamsburg Chamber and Tourism Alliance

Ms. Larson noted there were both a Tourism Council and a Business Council and that the bylaws for the Alliance had been revised. She mentioned the creation of a nine-member Board. She further noted that each Council were working on its respective bylaws. Ms. Larson highlighted additional changes, marketing plans, financial updates, Council representation and personnel notes regarding the hire of a Chief Financial Officer (CFO). She said the CFO position search would be on hold pending the search for an Executive Director for the Tourism Council. Ms. Larson discussed the New York marketing group that targeted data and demographics of tourism in the area for the marketing plan. She noted a smaller group had been organized that would review the marketing plan. Ms. Larson further noted the maintenance of effort money from the three localities would be put it into a development fund and not into marketing.

Mr. Icenhour asked about the number of members for the Council. He asked about the bylaws.

Ms. Larson said the Alliance bylaws had to be done first before the Councils adopted their bylaws.

Mr. Icenhour noted the three localities had put a lot of effort into the Alliance and its bylaws. He further noted the adopted bylaws should be close to what had already been presented and expressed displeasure if that was not the case. He also noted the taxpayer money involvement and oversight from the community.

Mr. Stevens noted the Alliance was the oversight piece and had no staffing. He further noted it had a nine-member Board and its bylaws were complete. Mr. Stevens stated the Tourism Board was also a nine-member Board with one representative from each local government. He noted the bylaws for the Tourism and Business Councils were "in development." He further noted he felt those Councils were in alignment with accountability.

Mr. Icenhour asked about shared staffing.

Ms. Larson explained there was some shared staffing, but no additional Tourism staff positions. She further noted existing Tourism staff from the Chamber had moved to the Tourism side as had existing Business staff moved to the Business Council.

Mr. Stevens clarified that staff expenses would be paid from either the Business or Tourism Councils, but not from the Alliance.

Mr. Icenhour requested a copy of the adopted bylaws from the overarching Alliance group.

Mr. Stevens noted he would provide those to him.

Ms. Larson noted the difficulties the Alliance had faced. She highlighted that other states had more funding, but stressed the necessity of the development fund.

Mr. Icenhour noted state money and the emphasis on tourism and the importance of careful use of local taxpayer money. He asked about how the money, to be set aside, would be distributed.

Ms. Larson noted discussion would be forthcoming from the three localities and their County Administrators.

Mr. McGlennon asked about the marketing funds for the region in terms of an increase regarding the new tax revenue.

Ms. Larson noted \$8 million for next year's budget, but further noted that was a low number as more data was needed and she would provide that.

Mr. McGlennon asked about maintenance of advertising from other involved parties.

Ms. Larson said she did not know as that information had not been shared. She noted Busch Gardens had not shared. She further noted she would ask if other groups were maintaining, or even diminishing/increasing, their efforts without asking the monetary amount.

Mr. Icenhour asked Ms. Larson about her representation on the Tourism Council and the Chamber. He asked if there would be changes with the Alliance bylaws.

Ms. Larson noted she had expressed to Ms. Jean Zeidler, Chair, that the localities had representation and maintained their seats on the Tourism and Business side based on the level of financial support.

Mr. Icenhour echoed that sentiment. He asked about the overall Board.

Ms. Larson noted some elected positions with three members from the Tourism Council.

Mr. Icenhour noted the overarching Chamber had three representatives from the Tourism Council, three from the Business Council and three at large.

Mr. Hipple noted no James City County representative could be on the Chamber for a year, but yet funding would come from that locality. He indicated no seats on the three Boards greatly impacted taxpayer money and asked if the money was being used for projects the County and the Board of Supervisors endorsed.

Ms. Larson noted that the language from Senate Bill 942 dictated how this Council was structured.

Mr. McGlennon noted this was a collection from the state in the County's jurisdiction.

Mr. Icenhour noted financial dispersement from the local level.

Mr. Stevens noted Ms. Larson's polite expression of identifying representation on the three Councils. He further noted possible changes regarding a possible separation of LaunchPad and Greater Williamsburg Partnership (GWP). Mr. Stevens noted talks with other County Administrators and branding criteria through GWP. He also noted any further updates on this change would be communicated with the Board.

D. BOARD DISCUSSIONS / GUIDANCE

General discussion ensued regarding the four items mentioned above.

E. ADJOURNMENT


1. Adjourn until 4 p.m. on January 22, 2019, for the Work Session

A motion to Adjourn was made by Michael Hipple, the motion result was Passed.

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

Ayes: Hipple, Icenhour Jr, Larson, McGlennon, Sadler

At approximately 3:53 p.m., Mr. Icenhour adjourned the Board of Supervisors Retreat.


Deputy Clerk