

MINUTES
JAMES CITY COUNTY BOARD OF SUPERVISORS
REGULAR MEETING
County Government Center Board Room
101 Mounts Bay Road, Williamsburg, VA 23185
February 11, 2020
5:00 PM

A. CALL TO ORDER

B. ROLL CALL

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

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

ADOPTED

MAR 10 2020

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

C. MOMENT OF SILENCE

D. PLEDGE OF ALLEGIANCE

Mr. McGlennon noted the intended Pledge Leader was not present so he further noted he had asked Ms. Peg Boarman for her assistance.

1. Pledge Leader - Peg Boarman, Clean County Commission Co-Chairman, led the Board and citizens in the Pledge of Allegiance

Mr. McGlennon noted he had a County pin for Ms. Boarman, but the certificate would be forthcoming.

The Board thanked Ms. Boarman for a great job.

E. PRESENTATIONS

1. Economic Impact of the Federal Sector on James City County

Mr. Icenhour welcomed Retired United States Navy Rear Admiral Craig Quigley, Executive Director of the Hampton Roads Military and Federal Facilities Alliance (HRMFFA).

Mr. Quigley noted he was providing the economic impact update at the request of Supervisor Hipple. He further noted the color coded chart in his presentation was helpful in displaying the federal infrastructure that existed in Hampton Roads. Mr. Quigley stated the color codes represented various federal departments respectively. He continued his presentation with highlights of the history of HRMFFA and noted the representation of the 13 localities. Mr. Quigley noted the significance of the federal budget and its impact on Hampton Roads. He further noted the Peninsula installations - Yorktown Naval Weapon Station, Camp Peary, Special Operations, Coast Guard Training Center, huge National Park Service presence, NASA Langley, Joint Base Langley-Eustis, VA Medical Center, and Jefferson Lab were significant facilities in the area. Mr. Quigley continued the presentation with the federal impact

on the County with a financial breakdown of military and federal civilians in the area. Mr. Quigley noted when HRMFFA was established in 2006, the participating municipalities agreed to fund at \$.50 per capita to ensure proportional fairness for both the larger and smaller localities. He continued with the financial breakdown that showed James City County was funding at \$.31 per capita and had been for several years. Mr. Quigley noted the County was the only municipality of the 13 participants not meeting the 2006 threshold. He further noted HRMFFA was requesting increased support to \$37,918.50 for Fiscal Year 2021 and to tie future support to the population as it fluctuates up or down, which would equate to approximately \$15,000 additionally. Mr. Quigley noted the numbers of the localities was presented in the final slide with the County's information highlighted. He further noted the population figures were derived from the University of Virginia Weldon Cooper Center.

The Board thanked Mr. Quigley and noted it had no questions at this time.

2. Williamsburg Tourism Council Update

Mr. Icenhour welcomed Ms. Victoria Cimino, Executive Director and CEO, Williamsburg Tourism Council.

Ms. Cimino addressed the Board with an update on the Council. Her presentation highlighted some of its background information including Virginia Senate Bill 942 and the distribution of funds from the 1% sales tax increase to the City of Williamsburg, James City County, and York County for promotion of the Historic Triangle. She further noted the Business Council and the Tourism Council as distinct entities within the Greater Williamsburg Chamber and Tourism Alliance, each with specific goals and objectives. Ms. Cimino continued her presentation noting strategic goals and unifying the region under one destination brand with cooperative marketing programs. She noted analytics, collaboration with regional entry points such as airports, and other factors. She further noted the Honorable Virginia Senator Thomas Norment had requested an official advisory opinion related to the Williamsburg Tourism Council as a public body under various state programs such as the Virginia Freedom of Information Act and others. Ms. Cimino added Virginia Attorney General Mark Herring had concluded the Council was a public body and subject to those various acts. She noted the members of the Williamsburg Tourism Council in her presentation and indicated the Honorable Ruth Larson served as Treasurer on the Council. Ms. Cimino's presentation covered the structural creation and timeline of the organization with a flowchart for the three departments: Sales, Marketing, and Finance. She noted the next phases of advertising with the spring campaign and other issues such as an audit to ensure the Council was operating properly. Ms. Cimino noted the FunExpected Campaign, which had been put in place prior to her arrival, was a marketing plan that noted the demographics of visitors in a color coded format to cover proven, planned, and new geographic areas for tourism. She noted the late summer and fall augmented campaigns to address lower hotel bookings and further noted the impact of digital advertising. Ms. Cimino emphasized future marketing campaigns and asset captures which utilized video and photography. She highlighted several videos to promote various seasonal "sizzle reels." She encouraged everyone to attend the next Council Board meeting on March 17, 2020, at 1 p.m. She noted the results from the Smith Travel Research Report showed that 2019 posted the highest occupancy rates in the Williamsburg area in the past 12 years.

Mr. Icenhour asked the Board for questions.

Mr. Hipple asked Ms. Cimino how far someone would travel to visit the area.

Ms. Cimino responded that research was evaluating domestic long haul markets. She noted analyzing the demographics and markets.

Mr. Hipple noted visitors locally versus cross-country visitors.

Ms. Cimino noted domestic long haul travelers stayed longer and spent more money. She further noted that the local area was as close to Europe as one could get without 'crossing the pond' as the area was rich with history. She emphasized maximizing on those points.

Mr. Hipple noted hearing that history was dying and he hoped that was not the case. He further noted the history and its importance to this area.

Ms. Cimino noted history was in the area's DNA and the authenticity of embracing it. She further noted combining the ingredients with the right target groups to ensure tourism.

Mr. Hipple noted the analogy of County residents who liked to vacation in Nags Head. He asked how the Council encouraged people who routinely traveled to particular destinations in a similar pattern to then travel over several states to visit this area and to break that mold.

Ms. Cimino noted that was a good question. She further noted marketing and specific targets. She added that the use of digital marketing allowed the campaigns to be changed quickly in response to what people wanted.

Mr. Hipple noted the 10% staffing rate and maintaining a lower percentage without overstaffing.

Ms. Cimino addressed specific staff goals and attaining them within a 6-month timeframe. She stressed executing business goals.

Mr. Hipple noted the importance of seeing the metrics and showing citizens the return on investments.

Ms. Cimino stated the Council was an economic tool and noted if the Council was doing its job then it would drive tax revenue into the three localities.

Mr. McGlennon thanked Ms. Cimino for her responsiveness, organization, and positive energy. He inquired if the presentation was available.

Ms. Cimino noted it was available on the County's hard drive.

Mr. McGlennon questioned the growth in the past year compared to the state and the nation.

Ms. Cimino noted the growth was lower than the state average and on par with the United States as a whole. She further noted this was a difficult comparison.

Mr. McGlennon asked about the consideration of value added as metrics are reviewed.

Ms. Cimino noted she sat on the Board of Directors for the U.S. Travel Association, which allowed her to monitor national statistics and international travel.

Ms. Larson thanked Ms. Cimino for all her work and the positive direction of the Council. Ms. Larson noted the ruling on the Council's operation as an open government body had been the case prior to Ms. Cimino's appointment. She further noted due to the number of elected officials on the Council, that was necessary for Freedom of Information Act (FOIA) requests. Ms. Larson urged the public to attend the Council's open meetings.

Mr. Icenhour thanked Ms. Cimino for her hard work. He noted the importance of the metrics

so people could see where the money went.

Ms. Larson noted there was still some criticism over one locality receiving more revenue than the others. She further noted, in viewing the reels the emphasis was on the promotion of a destination - the Greater Williamsburg area.

Ms. Cimino thanked the Board.

F. PUBLIC COMMENT

1. Mr. Jay Everson, 103 Branscome Boulevard, addressed the Board regarding the Capital Improvements Program for the schools. He noted flat enrollment for middle and high schools and the 10-year projection. Mr. Everson further noted the Bright Beginnings Program and the Norge Elementary School situation. He highlighted capacity and redistricting issues and urged the Board to address them. Mr. Everson encouraged the Board to build a separate Bright Beginnings facility or facilities on existing elementary school sites to address the issue and curtail spending tens of millions of dollars.

2. Mr. Chris Henderson, 101 Keystone, addressed the Board regarding the time constraints of its meetings and availability of public officials. He noted the Public Comment section was the most important part of the meeting as it allowed citizens to present concerns and issues to the Board. Mr. Henderson requested the Board review its schedule for a better time for meetings to include citizens. He noted the lack of attendees at the Board meeting. Mr. Henderson added the Comprehensive Plan meetings were held at 7 p.m., which allowed more participants to attend, particularly those who worked until 5 p.m. or later. He requested the Board consider that time for its meetings as well. He noted his congratulations to the County for its landscaping work along Route 199 near the Route 60 intersection. He noted it was a good start but should be done along the whole highway. Mr. Henderson stated the need for beautification throughout the County's major corridors. He addressed the Purchase of Development Rights and Greenspace Programs during the Comprehensive Plan planning process and questions. Mr. Henderson noted the previous expenses in these programs. He addressed the James City County Marina and expenses. Mr. Henderson encouraged private sector investors for the Marina. He noted focus on Bright Beginnings and not capacity. He further noted the Eastern State Hospital property as a potential County purchase and Monticello Avenue traffic.

3. Mr. Rohan Williams, 744 Chatsworth Drive, Executive Director of Peninsula Alcohol Safety Action Program (ASAP), introduced himself to the Board. He noted details of the program and the localities it represented. Mr. Williams further noted the County was represented on the ASAP Policy Board by Lieutenant Greg LaRose of the James City County Police Department. He thanked the Board for providing County representation on the ASAP Policy Board. He noted the importance of the Policy Board and provided statistics on program support for County citizens. Mr. Williams noted ASAP received no state or federal funding and was supported by a fee-based program and grants. He further noted ASAP's annual report was available to the Board.

Mr. Hipple thanked Mr. Williams.

Ms. Larson expressed interest in obtaining the annual report.

Mr. Williams noted he would send the annual report to the Board.

4. Ms. Peg Boarman, 17 Settlers Lane, addressed the Board with a request for help to the Clean County Commission. She requested additional members for the Commission. Ms.

Boarman noted all County citizens and workers needed to be responsible for trash cleanup and reminded everyone to be responsible for their trash, trash haulers to secure their loads, and for everyone to set a responsible example for others. Ms. Boarman reminded people to call and report incidents of unsecured trash and noted the company name, phone number, and truck number are on the haulers. She further noted calling the non-emergency police number at 757-253-1800 to report someone tossing out trash. She noted the importance of cleaning up the litter in the County and contacting the Virginia Department of Transportation (VDOT) at 877-623-7433 to report a lot of litter along the highways. Ms. Boarman noted she could be reached at 757-565-0032 to make a litter report as well as call Ms. Dawn Olesky, Environmental Sustainability Coordinator for the Clean County Commission at 757-259-5375 to report illegal dumpings or if citizens have questions. Ms. Boarman stressed the importance of securing trash or yard debris when hauling to the County's convenience centers. She referenced the recent litter survey and noted upcoming clean-ups on March 27, 12-4 p.m. and March 28, 7 a.m.-4 p.m. She encouraged everyone to get involved and support the Clean County Commission.

Ms. Larson noted a recent complaint regarding the amount of trash on Jolly Pond Road. She thanked Ms. Grace Boone, Director of General Services, for her help with that issue. Ms. Larson also noted receiving an email prior to the meeting regarding the volume of trash on Fenton Mill Road. Ms. Larson stated her appreciation to Ms. Boarman for the heightened awareness of the volume of trash around the County and the environmental impacts, particularly with the volume of water in the area.

Ms. Boarman noted the Commission was working with School Board members to provide education in the school system to inform everyone at an early age of the importance of litter clean-up and recycling. She further noted everyone's involvement with litter clean-up. Ms. Boarman noted trash haulers and properly secured tarps. She further noted the Board's involvement with a situation and asked for inclusion on that problem with the Clean County Commission. Ms. Boarman stated the County was too great of a jewel to be wasted.

G. CONSENT CALENDAR

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

AYES: 4 NAYS: 0 ABSTAIN: 0 ABSENT: 1

Ayes: Hipple, Icenhour Jr, Larson, McGlennon

Absent: Sadler

Mr. Icenhour requested pulling Item No. 2 for a separate action, but sought a motion on the remaining items.

A motion to Adopt the Consent Calendar for Item Nos. 1, 3-9 was made by Michael Hipple, the motion result was Passed.

AYES: 4 NAYS: 0 ABSTAIN: 0 ABSENT: 1

Ayes: Hipple, Icenhour Jr., Larson, McGlennon

Absent: Sadler

1. Minutes Adoption

The Minutes Approved for Adoption included the following meetings:

- May 14, 2019 Regular Meeting
- July 23, 2019 Regular Meeting
- January 6, 2020 Virginia Association of Counties (VACo) Finance Forum
- January 13, 2020 School Legislation Day

- January 14, 2020 Regular Meeting
- January 28, 2020 Work Session

2. Appointment of Local Fire Marshal

A motion to Approve was made by John McGlennon, the motion result was Passed.
AYES: 4 NAYS: 0 ABSTAIN: 0 ABSENT: 1
Ayes: Hipple, Icenhour Jr, Larson, McGlennon
Absent: Sadler

Fire Chief Ryan Ashe noted recognition of Kenny as staff knew him. Chief Ashe noted that with the retirement of Fire Marshal Kenny Driscoll at last month's Board meeting, the Fire Department was fortunate to have internal candidates of caliber and training to step in at such times. Chief Ashe noted the timeline of Mr. Lamm's service to the County since starting as an Auxiliary in 1995. He further noted Mr. Lamm's combination of law enforcement, code enforcement, and Fire and Emergency Medical Services experience.

The Board applauded Fire Marshal Lamm for his appointment.

Mr. Icenhour sought a motion for Approval of Item No. 2 after the appointment.

3. Authorization to Enter into a Memoranda of Understanding with Public Entities for the Provision of Services in Times of Emergency
4. Establishment of a Full-Time Groundskeeper I/II Position
5. Grant Award - Colonial Community Corrections - Department of Criminal Justice Services Byrne/JAG - \$2,785
6. Grant Award - Commonwealth Attorney - V-Stop Grant Program Fund - \$59,779
7. Initiation of Review of Zoning Ordinance to include Special Provisions for Certain Retaining Walls
8. Virginia Department of Housing and Community Development's Acquire, Renovate, Sell Program - Adoption of Required Fair Housing Certification
9. Virginia Department of Housing and Community Development's Acquire, Renovate, Sell Program - Adoption of Required Housing Rehabilitation Program Design and Residential Anti-Displacement and Relocation Assistance Plan

H. PUBLIC HEARING(S)

Mr. Icenhour noted there were none.

I. BOARD CONSIDERATION(S)

A motion to Approve was made by Michael Hipple, the motion result was Passed.
AYES: 4 NAYS: 0 ABSTAIN: 0 ABSENT: 1
Ayes: Hipple, Icenhour Jr, Larson, McGlennon

Absent: Sadler

1. Toano Main Street Application

Mr. Icenhour noted Mr. Jason Purse, Assistant County Administrator, would make the presentation.

Mr. Purse noted Supervisor Sadler had been participating with the Toano Historical Society in supporting its efforts to invigorate the community. He further noted the Society's contact with Supervisor Sadler about the Main Street Development Program and grants. He cited the specifics of the application and noted staff recommended adoption of the application.

Mr. Icenhour asked if there were any questions for Mr. Purse.

The Board indicated there were none.

Mr. Icenhour asked the Board for any discussion, or if none, a motion for Approval of the application.

Ms. Larson encouraged the public to visit the Toano area and all its activities. She noted she had seen a social media reference on HGTV for a hometown application.

Mr. Hipple noted there was a lot of activity in the area. He further noted future consideration of power lines being underground as VDOT planned work projects in that area. He asked the Board to keep these projects in mind for future planning.

J. BOARD REQUESTS AND DIRECTIVES

Mr. McGlennon noted attendance at the recent VACo/Virginia Municipal League Local Government Day 2020 with Supervisors Icenhour and Larson, as well as Mr. Stevens and Mr. Kinsman. He further noted Supervisor Larson served as a member on the VACo Board of Directors. He further noted meeting with local legislators: the Honorable Virginia Senators Tommy Norment and Monty Mason, as well as Virginia Delegates Amanda Batten and Mike Mullin. Mr. McGlennon added he had served as Chairman to a meeting for the Virginia Coalition of High Growth Communities and the plan for a spring workshop on affordable housing and best practices in Commonwealth communities. He noted his presentation at the Chairman's Institute on local government structure in Virginia. He further noted his attendance at the Pushing ceremony in Toano for Fire Station 1. Mr. McGlennon extended his condolences to the family of Mr. Dave Baum of Billsburg Brewery at his recent passing. Mr. McGlennon extended well wishes to Mr. Steve Rose, proprietor of Spoken Art, on his stroke recovery. He also thanked staff for responsiveness, courtesy, and professionalism and in particular noted Ms. Christy Parrish, Ms. Teresa Fellows, Ms. Grace Boone, Mr. Purse, Mr. Vaughan Poller, Ms. Marion Paine, Mr. Stevens, Mr. Kinsman, and Ms. Carol Schenk, who recently retired from the Human Resources Department and was a long-time employee of the County. He noted her work with the Employee Service Awards Ceremony over the years. Mr. McGlennon also thanked Mr. Danny Schmidt, the retiring Roberts District representative on the Planning Commission, for his service.

Ms. Larson echoed those thanks to staff. She noted her first VACo Board meeting and the volume of things taking place, particularly regarding General Assembly activity. She further noted there were areas of divisiveness and encouraged everyone to think about long-term impacts to Virginia. Ms. Larson asked everyone to be engaged and listen to everything. She thanked her fellow Board members for meeting with the legislators and presenting a strong

case for the County. Ms. Larson noted the audit Ms. Cimino referenced in her presentation and the time involved in that project. Ms. Larson addressed the Public Comment speaker who addressed the time of Board meetings. She encouraged citizens to continue to contact Board members by phone, email, or other ways as she understood the timing of meetings could be difficult around work schedules. Ms. Larson extended her sympathies to the Baum family. She noted the Billsburg Brewery was a jewel in the Berkeley District and she acknowledged Mr. Baum's dream for the Brewery. She added that Mr. Baum's father referenced Williamsburg as Billsburg as a note to the Brewery's name.

Mr. Hipple noted he had welcomed the Region Five GO Virginia team to the community while the Board had attended the VACo meeting. He noted his monthly attendance at the HRMFFA, Hampton Roads Transportation Planning Commission, Hampton Roads Transportation Accountability Commission, and the Hampton Roads Planning District Commission meetings. Mr. Hipple noted the impact of Dave and Kristen Baum's dreams for Billsburg Brewery and the County. He extended his sympathies to the Baum family and noted Mr. Baum's work and impact to the community would be remembered for a long time.

Mr. Icenhour noted his meeting with Mr. Gregory DeCinque, Interim President at Thomas Nelson Community College. He further noted the active role Mr. DeCinque was taking during his time and his involvement with the workforce development issues. Mr. Icenhour noted his attendance at the VACo meeting. He further noted meeting with the Historic Triangle Collaborative. Mr. Icenhour noted the house fire victim from Ford's Colony was one of his personal friends and fellow Vietnam War veteran. He further noted the loss of Mr. Doug Hansen, an active member in his district. Mr. Icenhour extended his condolences to the families of both men. Mr. Icenhour referenced an upcoming Community Conversations on February 18, but added he would have Mr. Stevens discuss that. Mr. Icenhour noted there were several upcoming meetings where Board members would meet with community groups. He further noted he would be meeting with WindsorMeade next month as well as both Ford's Colony Newcomers and Ford's Colony Town Hall meetings. Mr. Icenhour noted March 29 had been designated National Vietnam Veterans Day and the local Vietnam Veterans Chapter had preparations underway for the service at Veterans Park with more details closer to the date.

K. REPORTS OF THE COUNTY ADMINISTRATOR

1. County Administrator's Report

Mr. Stevens noted the Engage 2045 Community Participation Team (CPT) invited local community organizations for participation in listening forums on March 9 and 23, 4-6 p.m. in the Building F Board Room of the County's Government Center at 101 Mounts Bay Road. He further noted the forums allowed organizations to provide input for the County's Comprehensive Plan update. He noted for more information, call the Planning Division at 757-253-6685. Mr. Stevens noted the kick-off of Community Conversations which would take place at various government facilities in the County. He further noted the first event would take place on February 18 at 5:30 p.m. at Legacy Hall, 4301 New Town Avenue and would cover recycling, upcoming election changes, Census 2020, the 2035 Comprehensive Plan update process, and more. If any questions, call 757-253-6826.

L. CLOSED SESSION

Mr. McGlennon asked the Board for deferment of Item No. 3 as Ms. Sadler, the Economic Development Authority Board representative, was absent. He noted he was agreeable to discussion in Open Session.

The Board agreed to discuss the items in 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

2. Colonial Community Criminal Justice Board - Staff Appointment

A motion to Approve was made by John McGlennon, the motion result was Passed.

AYES: 4 NAYS: 0 ABSTAIN: 0 ABSENT: 1

Ayes: Hipple, Icenhour Jr, Larson, McGlennon

Absent: Sadler

A motion to Reappoint Chief Bradley Rinehimer was made by John McGlennon, the motion result was Passed.

AYES: 4 NAYS: 0 ABSTAIN: 0 ABSENT: 1

Ayes: Hipple, Icenhour Jr., Larson, McGlennon

Absent: Sadler

Mr. McGlennon noted Chief Rinehimer's term would expire March 31, 2023.

3. Economic Development Authority Appointment

4. Eastern Virginia Regional Industrial Facility Authority Appointments

A motion to Approve was made by John McGlennon, the motion result was Passed.

AYES: 4 NAYS: 0 ABSTAIN: 0 ABSENT: 1

Ayes: Hipple, Icenhour Jr, Larson, McGlennon

Absent: Sadler

A motion to Appoint Vince Campana as the primary representative and Christopher Johnson as the alternate was made by John McGlennon, the motion result was Passed.

AYES: 4 NAYS: 0 ABSTAIN: 0 ABSENT: 1

Ayes: Hipple, Icenhour Jr., Larson, McGlennon

Absent: Sadler

Mr. McGlennon noted Mr. Campana's term would expire on February 26, 2023 and Mr. Johnson's term would expire on July 9, 2023.

Mr. Icenhour noted Item No. 3 would be deferred until the February 25, 2020 Work Session.

M. ADJOURNMENT

1. Adjourn until 4 p.m., February 25, 2020, for the Work Session

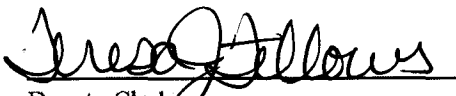
A motion to Adjourn was made by Ruth Larson, the motion result was Passed.

AYES: 4 NAYS: 0 ABSTAIN: 0 ABSENT: 1

Ayes: Hipple, Icenhour Jr, Larson, McGlennon

Absent: Sadler

At approximately 6:33 p.m., Mr. Icenhour adjourned the Board of Supervisors.


Deputy Clerk