

AT A WORKSESSION MEETING OF THE INDUSTRIAL DEVELOPMENT AUTHORITY OF THE COUNTY OF JAMES CITY, VIRGINIA, IN THE COUNTY GOVERNMENT CENTER BOARDROOM, AT 3:30 P. M. ON THE SIXTEENTH DAY OF OCTOBER, NINETEEN HUNDRED AND EIGHTY-SIX.

1. ROLL CALL

Mr. Kenneth H. Axtell, Chairman
Ms. Diane L. Abdelnour
Mr. C. Hammond Branch
Mr. Paul Dresser
Mr. Myrl L. Hairfield

ALSO PRESENT

Mr. John C. Brown, Secretary
Mr. William Brown
Mr. John McDonald
Ms. Sandra Stein
Mr. Donald Hunter, Zuchelli & Hunter Associates, Inc.

2. MINUTES

The minutes of the September 23, 1986 meeting were approved as presented.

3. PRESENTATION BY SANDRA STEIN

Ms. Stein, member of the Planning Commission and Chairman for the Richmond Road Corridor Strategy Team, reviewed the present status of the Richmond Road Corridor Strategy Team. Her comments were as follows:

-The Richmond Road Corridor Strategy Team, a 25 member citizen group, has met eight times since early summer to evaluate the future development of Richmond Road. Urban design, transportation, and economic development subcommittees have been formed to propose recommendations.

-Richmond Road is defined as that 14 mile corridor between the Williamsburg line and I-64 Interchange 53 (Barhamsville Road).

-The Team was formed under a charge from the James City County Planning Commission.

-The Team will provide final recommendations to the Planning Commission in late November.

-The Team has agreed to recommend (1) expansion of public utilities (water and sewer) to I-64 Interchange 53 (Barhamsville) and 54 (Croaker); (2) emphasis of local commercial businesses on Richmond Road; and (3) establish Interchange 53 as the entry point into James City County.

The Industrial Development Authority asked Ms. Stein several questions, which included:

-How will you protect industrial development from residential development? Ms. Stein: Appropriate buffering has been recommended.

-What financial incentives have you recommended to promote this corridor development? Ms. Stein: This was discussed very generally, but the Team felt a package of land use rezonings, faster site review, etc. would help.

4. ECONOMIC DEVELOPMENT STRATEGIES

Mr. Axtell introduced Mr. Donald E. Hunter, Executive Vice-President and Co-owner of Zuchelli, Hunter & Associates, Inc. Mr. Hunter completed numerous economic development strategies and recently completed project work for CEBAF, Richmond's Project 1, and the Oyster Point Applied Technology Center. Mr. Hunter was asked to attend this IDA worksession to provide insight into James City County's development potential and overview the preparation of economic development strategies. General discussion included:

Question: In preparation of the James City County economic development strategy, what pitfalls should the IDA avoid?

Mr. Hunter: Get beyond the "mom and apple pie generalities. My bookshelf is filled with strategies that are god given statements that lead a community nowhere. Example: Every strategy I've seen says "our community must diversify." Get beyond the generalities.

Implementation of a strategy is often forgotten. The strategy must be a responsible and useful document. You must provide the who, what, where and when answers. You must indicate how much time is going to cost.

Some recommendations may be politically sensitive and probably cannot be included in your document, but you need to find a communicative channel to express these recommendations. You need to consider what the IDA's future role will be as it relates to your strategy. Will you get involved in implementation?

Question: What implementation roles are available to the IDA as our strategy develops?

Mr. Hunter: The IDA has a gamut of possibilities. It can be passive and pass the strategy onto others. It can be aggressive and seek out new opportunities like the possibility of insurance sponsoring of IRB's, as noted previously.

You must look at the question of what you are economically blessed with. How aggressively do you have to push economic opportunities? Let me warn you that growth will occur in the County. As discussed previously, your A-1 zones will change to residential, commercial or industrial. You must wrestle with the questions of how much, where and what.

Question: What industries do you think we should attract?

Mr. Hunter: This is a tough one. Let me first state that I know after discussing this question with several of you that you would like capital intensive industries. You know, the ones that pay your personal property taxes. Ideally, you'd like high tech capital intensive firms. Unfortunately, capital intensive firms like future BASF's and Anheuser-Busch's are tough to land. Remember, economic development is a competitive area and the truly aggressive localities have a difficult time landing these firms.

My breakfast presentation this morning indicated you have three opportunities. Tourism, retirement communities, and commercial-industrial. Tourism's future is unknown. Theme parks may not be the future. Retirement communities and projects like Williamsburg Landing and Oxford provide a community with little local service demand (less school kids) and bring a lot of professional expertise to a community. Commercial-industrial potential needs some specific targeting. Let me say that white collar business-like headquarters bring good jobs and good people. Beyond tax base contribution, these people buy locally and provide a significant contribution to the demand for local commercial. They provide a positive ripple effect through the community

Actually, John McDonald is probably right about hotels-motels. With a 2% room tax and furnishings, which are part of the personal property tax, hotels-motels are good contributors to the tax base.

Question: What is economic development success?

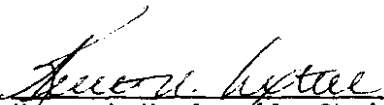
Mr. Hunter: Typically economic development success is measured by an increased tax base and increased employment. Of course these are not the same. You can get capital intensive firms that contribute to the tax base but bring little additional employment. You can increase your employment, but you may have a mixed review on tax base contribution. You better discuss this desired balance as you move toward a completed strategy.

5. MATTERS OF SPECIAL PRIVILEGE

After the question and answer session, the IDA reviewed logistical problems related to the IDA's schedule and how final strategies would be formulated. The IDA agreed to follow the existing schedule, but agreed to meet one half hour earlier - 3:00 rather than 3:30 on October 29th. The October 29th worksession will be a van tour of James City County's existing and potential development sites.

6. ADJOURNMENT

There being no further business, the October 16, 1986 meeting was adjourned at 5:40 P. M.


Kenneth H. Axtell, Chairman


John C. Brown, Secretary