

TENTATIVE MEETING AGENDA

INDUSTRIAL DEVELOPMENT AUTHORITY  
OF JAMES CITY COUNTY

BOARD ROOM, BUILDING C, 101 MOUNTS BAY ROAD

4:00 PM, WEDNESDAY, SEPTEMBER 1, 1993

1. CALL TO ORDER
- 2 ROLL CALL
- 3 MINUTES - June 15, 1993
- 4 TREASURER'S REPORT
- 5 PERSONNEL MATTERS
  - a. Reappointments of Directors Cross and Hairfield
- 6 PRESENTATIONS
  - a. Henrico County's Ambassadors Program - J. Ferguson, Chairman, Henrico County IDA
  - b. Roads and Highways Projects - J. Horne
  - c. Farmers' Market Status Report - ?????, R. Whitehorne (?)
- 5 ACTION ITEMS
- 6 REPORTS
  - a. James River Commerce Center - J. Horne / K. Taylor
  - b. Industrial Shell Building Initiative - K. Taylor
  - c. Strategic Plan Implementation Committee - G. Hudgins
  - d. Ambassadors Project - G. Hudgins
  - e. Business Incubator Development Exploratory Committee (BIDEC) Appointments - G. Bartlett / S. Barner
  - f. Golf Development Feasibility Study - K. Taylor
  - g. Next Business Leaders' Breakfast Meeting - K. Taylor
- 7 OTHER BUSINESS
- 8 ADJOURNMENT

AT A MEETING OF THE INDUSTRIAL DEVELOPMENT AUTHORITY OF THE COUNTY OF JAMES CITY, VIRGINIA, HELD ON SEPTEMBER 1, 1993, AT 4:00 P.M. IN THE COUNTY GOVERNMENT CENTER BOARD ROOM, 101-C MOUNTS BAY ROAD, JAMES CITY COUNTY, VIRGINIA.

1. ROLL CALL

The meeting was called to order by Chairman Nystrom at 4:00 p.m. A roll call by Secretary Taylor identified the following members present:

Mr. Kenneth Axtell  
Mr. Gilbert Bartlett  
Mr. Joseph Cross  
Mr. Myrl Hairfield  
Mr. George Hudgins  
Mr. Robert Whitehorne  
Mr. Jon Nystrom

ALSO PRESENT

Keith A. Taylor, Secretary, IDA  
David Norman, County Administrator  
Jeane Trevino, IDA Recording Secretary  
Sandra Barner, Development Management Technician  
John Horne, Development Management  
Joseph Cottrell, Grower's Cooperative  
Andy Bradshaw, Grower's Cooperative  
Baxter Carr, Grower's Cooperative  
Ed Overton, County Extension Agent  
John Payne, Virginia Employment Commission  
Natalie Kostelni, Virginia Gazette

2. APPROVAL OF MINUTES

On motion of Mr. Bartlett, seconded by Mr. Hudgins, the minutes of June 10, 1993 and May 13, 1993 were unanimously approved, as presented, by voice vote.

3. TREASURER'S REPORT

The Treasurer's Report was read by Mr. Taylor along with an attached Capital Improvement report regarding the Authority's expenditures. On motion by Mr. Axtell, seconded by Mr. Whitehorne, the Treasurer's Report, as presented, was unanimously approved by voice vote. A copy of that report is attached.

4. PERSONNEL MATTERS

Mr. Nystrom congratulated Directors Cross and Hairfield on their reappointments to the Authority.

5. PRESENTATIONS

Henrico County's Ambassadors Program

Mr. Jack Ferguson, Chairman, Henrico County IDA, reported on the success of Henrico County's Ambassadors Program. Important items he concentrated on were having ambassadors greet people who come to the area and tour, being attentive to the needs of existing businesses, utilizing the Ambassadors and the IDA to troubleshoot any problems with existing industry to deter their leaving, to create jobs - primarily for people coming out of local schools, and to develop educational programs to create qualified applicants.

Roads and Highways Projects

John Horne reported on the status of all the highway and roadway projects to take place in James City County between now and the year 2000.

Farmer's Market Status Report

Mr. Bradshaw reported on the status of the Farmer's Market and expressed that sales are currently running nearly 50% above 1992 figures and the customer count and average sale are notably higher. He attributes this success to additional elements implemented from the VPI business and marketing plan. These additions include expansion and utilization of a mailing list; a revision of their advertising methods; development of a more appealing logo; and continued expansion of their product line. Mr. Bradshaw feels that the success and importance of the Market needs to be measured in more ways than just financially. Two other measurements consist of public support and economic development of the County along with promoting the industry of agriculture. Through all its promotions, newsletter and aggressive advertising Mr. Bradshaw feels that the Market is successful. He stated while it is too early to make commitments for next year, he wants to report a positive feeling about the continued success of the Farmers Market. That success is beginning to be measured by contributions to the community, the growing and loyal customer base and the promotion of the agricultural industry.

6. ACTION ITEMS

No items were presented to the Authority.

## 7. REPORTS

### James River Commerce Center

Mr. Horne reported that the contracts for the detailed design of the marketing infrastructure are in the hands of all parties for ratification. He hopes to have this design work completed by end of May, 1994.

Design work includes improvements on Route 60 and plans for the entrance to the Park to include landscaping, frontage, water/sewer, street lighting and the Park's signage.

### Shell Building Initiative

Mr Taylor remarked that the present available industrial space inventory in James City County is extremely low and we are loosing prospects because we have almost nothing to show them or offer, either long term or temporary. He has asked for suggestions in moving this project along.

Mr. Hairfield strongly agreed that the project should be moved forward. It is to our disadvantage the longer it is delayed.

Mr. Whitehorne commented on the Newport News' shell building successes.

Mr. Cross suggested the Authority may want to assist with funding the hiring of a consultant, who will define project parameters for presentation to the Board in order to facilitate the project.

The IDA Directors agreed to extend Mr. Taylor between \$5,000 and \$10,000 of IDA money to hire a consultant for this purpose.

### Strategic Plan Implementation Committee/Economic Development

Mr. Hudgins mentioned that his committee presently continues to focus exclusively on the establishment of an Ambassadors program.

Mr. Taylor stated that the County's Strategic Plan still has several other items needing to be addressed by the IDA and Mr. Hudgins' committee.

### Ambassadors Project

Mr. Hudgins reported that the Ambassadors' Focus Group will convene again soon. He hopes to have a commitment to the project from the Ambassadors and will try to have them resolve topics brought up at the previous Focus Group.

### Business Incubator Project

Mr. Bartlett commented that the Business Incubator Development Exploratory Committee (BIDEC) was progressing with meetings to be held on September 14th and October 12th. BIDEC should have an interim report to present to the Authority for their next meeting. Mr. Bartlett stated that between these meetings he and some committee members will have traveled to Lynchburg to view their Business Incubator and its operation. Mr. Bartlett made a motion to join the National Business Incubator Association (NBIA) in Ohio. Mr. Taylor recommended Sandra Barner for membership since she works directly with BIDEC. Mr. Hairfield motioned that a \$2,500 BIDEC budget from the Authority be approved for the purpose of joining NBIA, travel, and other committee expenses, and that Mr. Taylor be appointed to approve such expenditures. Mr. Cross seconded. Motion unanimously approved by voice vote.

### Golf Development Feasibility Study

Mr. Taylor informed the Authority that the Golf Development Feasibility Study, should be available for review next week. There will be a scheduled work session between James City County, York County and Williamsburg. After completion, the study's findings will be shared with the Authority.

### Business Leaders' Breakfast Meeting

Business Leaders' Breakfast Meeting will be held October 13, 1993 at the Williamsburg Hilton. Mr. Hugh Keogh, President of the Virginia Chamber of Commerce, will be speaking on the Chamber's evolving role in economic development.

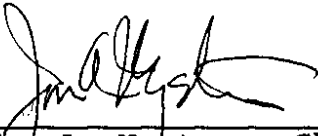
## 8. OTHER BUSINESS

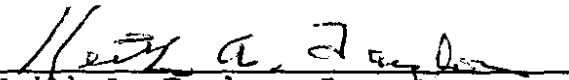
Mr. Taylor reported that the promotional video for James City County is being revised.

Mr. Taylor, also reported, the Business/Industrial Directory survey should be completed soon and the responses will hopefully offer suggestions as to how the County can be of more assistance.

## 9. ADJOURNMENT

There being no further business, Mr. Nystrom entertained a motion by Mr. Hairfield to adjourn. The motion was seconded by Mr. Axtell and passed unanimously by voice vote. The meeting was adjourned at 6:00 p.m.

  
\_\_\_\_\_  
Jon A. Nystrom, Chairman

  
\_\_\_\_\_  
Keith A. Taylor, Secretary

TREASURER REPORT  
INDUSTRIAL DEVELOPMENT AUTHORITY

FY 94

<u>REVENUE SOURCE</u>	<u>COLLECTED THIS PERIOD</u>	<u>COLLECTED TO DATE</u>
Farmers Market Lease	\$ 1,350.00	\$ 1,350.00
Interest on Available Cash	50.18	50.18
Expense Reimbursement		
	-----	-----
Receipts	1,400.18	
Fiscal Year Receipts		1,400.18
BANK BALANCE JUNE 30, 1993		<u>35,958.64</u>
Total Receipts		37,358.82
Disbursements This Period	.00	
Previous Disbursements	.00	
Total Disbursements To Date		----- .00
Bank Balance August 31, 1993		\$37,358.82

  
Betty B. Pettengill, Treasurer

**JAMES CITY COUNTY**  
**CAPITAL IMPROVEMENT PROJECT FUNDS**  
**INVOLVING INDUSTRIAL DEVELOPMENT AUTHORITY OF JAMES CITY COUNTY**  
**THRU 7/31/93**

<u>ACCOUNT</u>	<u>TOTAL BUDGET</u>	<u>FY TO-DATE</u>	<u>TO-DATE</u>	<u>BALANCE</u>
013-071-0100 Strawberry Plains Road Property Reserve	\$ 34,948	-0-	-0-	\$ 34,948
013-071-0200 James River Commerce Ctr	\$506,052	-0-	\$65,052	\$441,000
013-071-0400 Shell Industrial Building	\$450,000	-0-	-0-	\$450,000
<b>Totals</b>	<u>\$991,000</u>	<u>-0-</u>	<u>\$65,052</u>	<u>\$925,948</u>

Extrapolated by James City County Office of Economic Development from County Accounting Office Monthly Computer Printouts.