

AT A SPECIAL MEETING OF THE INDUSTRIAL DEVELOPMENT AUTHORITY OF THE COUNTY OF JAMES CITY, VIRGINIA, HELD ON JUNE 5, 2002 AT 12:00 P.M. AT THE CONFERENCE ROOM OF THE WILLIAMSBURG SOAP AND CANDLE COMPANY, 7521 RICHMOND ROAD, JAMES CITY COUNTY, VIRGINIA.

1. CALL TO ORDER

The meeting was called to order by Chairman Nichols at 12:30 p.m.

2. ROLL CALL

A roll call identified the following members present:

Mr. Gilbert Bartlett
Mr. John Berkenkamp
Mr. Vincent Campana, Jr.
Ms. Virginia Hartmann
Mr. Sterling Nichols
Mr. Mark Rinaldi

ALSO PRESENT

Keith A. Taylor, Secretary, IDA
Bruce Goodson, Board of Supervisors IDA Liaison
Kelly See, Recording Secretary, IDA
Sandra Barner, OED Project Coordinator

ABSENT

Mr. Jon Nystrom

3. WORK SESSION

a. IDA Mission

Mr. Berkenkamp led a discussion on the IDA's mission. The Directors discussed if the IDA's mission should be the same as the Office of Economic Development's mission. Mr. Berkenkamp asked if the IDA Directors should be more involved with prospects. Mr. Rinaldi stated that the Directors can provide good information on the area to prospects, but this can be difficult due to the limited time each Director has to get involved. Mr. Berkenkamp asked if the IDA's mission should be changed. Mr. Rinaldi stated that the mission could be expanded since the Virginia Code allows IDAs to be involved in more areas than the IDA is currently. The Directors discussed whether the IDA should expand its scope of activities to include housing, golf courses, tourism, entrance corridors, and acquisition of the BASF property.

All the Directors present voted and all agreed to propose to the Board of Supervisors changing the IDA's mission to reflect a broadened role for the IDA and to communicate to the Board that among the IDA's goals is to establish a project liaison to examine the possibilities discussed for expanding the IDA's scope of activities. The proposed new mission is: "To foster the development and expansion of a diversified and healthy base of business and industry that will

better balance the tax base, increase job opportunities, and enhance both the quality and standard of living in James City County.”

b. Metrics

Mr. Berkenkamp asked the other IDA Directors if the IDA wanted metrics. The Directors then discussed the kinds of metrics the IDA should have in its Strategic Plan. Ideas discussed for metrics included measuring the County’s pro-business image through a survey; focusing only on industrial and business metrics; and measuring the IDA’s success stories, or the ways the IDA has helped prospective and existing businesses. After the discussion, the Directors voted, with all in agreement, not to adopt any metrics now, and that over the next 12 months they would work to develop measurements.

c. Revised Focus

Mr. Berkenkamp led a discussion on revising the focus of the IDA’s business development strategies. The Directors discussed the relationship between the Office of Economic Development and the IDA. Mr. Bartlett stated that it is the Office of Economic Development’s task to identify what kinds of businesses the County wants, what the County has to offer, and what the County does not have to offer. He asked if the kinds of businesses the County wants to attract has been defined. Mr. Taylor stated that the Office of Economic Development gives the Peninsula Alliance for Economic Development a list of target industries, and there has been some degree of success with that approach. Mr. Campana stated there needs to be a balance between the IDA and the Office of Economic Development, with the IDA role being that of an advisory group. Mr. Bartlett stated that the IDA needs to do things that the Office of Economic Development cannot do, such as appear before the Board of Supervisors to advocate for a particular business. Mr. Berkenkamp asked if the IDA needs a Strategic Plan. Mr. Campana replied that the IDA does need a Strategic Plan, but it needs to be refined.

d. Specific Issues

Mr. Berkenkamp led a discussion on some specific issues that had not been previously addressed. He asked how the Directors felt about landbanking as a vehicle to stimulate business development. All the Directors agreed to recommend to the Board of Supervisors that the IDA investigate landbanking as a possible vehicle for the IDA.

Mr. Berkenkamp then asked if the IDA should look into “big box” retail as potential economic development target. A discussion followed of the pros and cons to the community of big box retail. Mr. Bartlett suggested they investigate the issue by reviewing existing studies and case histories and make a written report for the Board of Supervisors.

The Directors discussed the perception of the IDA in the community and ways to increase community awareness of the IDA’s role and activities. Mr. Berkenkamp suggested the Directors present to local service clubs. Mr. Nichols suggested the IDA sponsor Business Leaders’ Breakfasts.

e. Revised Incentives

Mr. Berkenkamp led a discussion on whether the IDA should recommend a revised incentive program. He asked if the IDA should do more than it has been doing to serve existing industry. Mr. Berkenkamp stated that the Directors do participate in yearly industry visits, but do not articulate very well what things the IDA might be able to do. Mr. Campana commented that the IDA needs people to know that it is a resource. The Directors agreed to make a list of what

possible incentives the IDA can offer, including financial incentives.

Mr. Rinaldi presented a list of issues that he hoped to discuss as the IDA prepares to provide input into the update to the Comprehensive Plan. Mr. Nichols stated he would like to discuss some of these issues at the next IDA meeting.

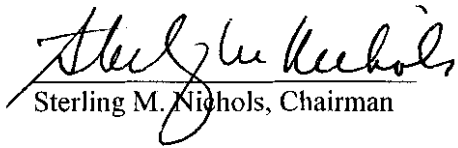
Mr. Taylor recommended presenting the issues discussed at the worksession today to the Board of Supervisors at a worksession, as it is time to have another worksession with the Board.

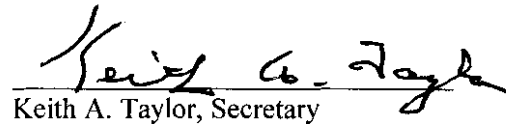
4. OTHER BUSINESS

Mr. Nichols reported that he had received a letter from Joe Phillips, counsel for the Williamsburg IDA, about a challenge grant for \$20,000 for the Technology and Business Center (TAB) at The College of William and Mary, and requesting the James City County IDA's and the York County IDA's participation. Mr. Nichols recommended deferring any action on the request until the IDA could hear more specifics about TAB from Mr. Lee Scruggs.

5. ADJOURNMENT

There being no further business Chairman Nichols entertained a motion from Mr. Rinaldi to adjourn. The motion was seconded by Mr. Berkenkamp and approved by unanimous voice vote. The meeting was adjourned at 3:10 p.m.


Sterling M. Nichols, Chairman


Keith A. Taylor, Secretary

June 5th IDA Worksession Notes

#1

- Housing
- Golf course?
- Tourism?
- Entrance corridors?
- BASF?
- Name change?

Change/broaden IDA mission statement

#2 Metrics

1. Measure JCC's pro-business image?
2. Focus only on industrial/business metrics?
3. Success stories?

-
- No metrics now
 - Develop measurements during next 12 months

#3 Revised Focus

1. Who leads – OED or IDA?
2. Do things OED can't do?
3. Reactive approach?
4. Advisory/implementing group?

Expand on the kinds of things we now do and strive to do them better.

#4 Specific Issues

1. Landbanking? – yes
2. "Big box" retail?
Investigate by reviewing existing studies/case histories. Report (written) to BOS.
3. More public speaking? – yes

#5 Revised Incentives

- For existing industry?
Make a list of what is possible. (Include financial incentives)
- For new industry?
Flexible status quo?