

WORK SESSION MINUTES

**ECONOMIC DEVELOPMENT AUTHORITY (EDA)
OF JAMES CITY COUNTY (JCC)
BUILDING C CONFERENCE ROOM, 101 MOUNTS BAY ROAD
8:00 AM, TUESDAY, APRIL 16, 2008**

1. CALL TO ORDER

The meeting was called to order by Chairman Rinaldi at 8:00 AM.

2. ROLL CALL

A roll call identified the following members present:

Ms. Leanne DuBois
Mr. Douglas M. Gebhardt
Mr. Mark G. Rinaldi
Mr. Thomas G. Tingle
Mr. Marshall Warner

Also Present:

Ms. Carla Brittle, Special Assistant to the County Administrator
Mr. Jack Fraley, Chair, Planning Commission
Mr. James G. Kennedy, Board of Supervisors (BOS) Liaison to EDA
Ms. Laura A. Messer, EDA Recording Secretary
Mr. William Porter, Manager, Development Management
Mr. Jose Ribeiro, Planner
Mr. Leo P. Rogers, County Attorney
Ms. Tammy Rosario, Senior Planner
Mr. Keith A. Taylor, EDA Secretary

Arrived Late:

Mr. Steven T. Yavorsky, Assistant EDA Secretary

Absent:

Mr. Brien R. Craft
Ms. Virginia B. Hartmann

3. DISCUSSION ITEMS

- a. Comprehensive Plan Update (CPU)

Mr. Rinaldi introduced Mr. Fraley, Chairman of the Planning Commission who began a report and discussion of the 2009 Comprehensive Plan Update.

Mr. Fraley discussed his goals for the 2009 Comprehensive Plan Update. He stated that all ideas for the CPU must receive approval from the Board of Supervisors before adoption. He encouraged the EDA to engage in the process through participation on action-oriented teams at Community Conversations.

He continued discussing ideas and locations for future economic development including the Croaker interchange and the possibility of light rail and hi-speed rail. Mr. Fraley stated that all of these developments would be good for both public and private entities concurrently and would also provide infrastructure improvements. Mr. Fraley emphasized having a vision for future economic development is important in order to create focused plans.

Mr. Fraley stated that his goals for the CPU include closely examining parcels for zoning and changing the process for build-out analysis. In the re-examination of parcels, he said the EDA must be active in the identification process and use build-out analysis techniques such as modeling and GIS. All groups involved should benefit by bringing these components together.

Following Mr. Fraley's report, a discussion occurred regarding the EDA's objectives of participating in the CPU. Mr. Tingle asked about the process for the EDA and Mr. Fraley responded that it was essential to follow through on actions.

Mr. Kennedy cited that this was a pivotal time for the EDA to help clarify the perception of economic development in the Community Conversations and Ms. Rosario agreed stating that more input from the business community would be welcomed.

As a whole, the EDA agreed to participate in upcoming Community Conversations to help relay their expertise in economic development.

Following discussion of the CPU, Mr. Rinaldi asked Mr. Fraley to mention his thoughts on the Business Climate Task Force. Mr. Fraley stated that he felt it was unnecessary for an additional County Staff member as a Business Plans Facilitator and that it would be better for current County Staff to assist business owners. Mr. Tingle stated that the position was necessary to help create a more positive business image for James City County and to help business outreach. Mr. Tingle also stated that the position may not exist forever, but that it would be beneficial for the next two to five years.

b. Briefing on "Your Role in Successful Economic Development"

Mr. Warner presented a PowerPoint presentation and a handout about a conference he attended in Birmingham, Alabama entitled "Your Role in Successful Economic Development." He overviewed the different topics from the conference including the following:

- What is Economic Development Really?
- The Tupelo Miracle

- The Incentives Factor
- Winning in the Global War for Talent and How It Affects Economic Development
- What Site Selectors Expect from a Community

c. Business Climate Task Force (BCTF)

Mr. Rinaldi stated that at the May 16 EDA meeting, progress reports would be presented on the work completed towards the BCTF. Mr. Yavorsky mentioned he had attended the Pre-Agenda meeting for the April 22 BOS Work Session that includes the BCTF as an agenda item. Mr. Taylor cited that Ms. Mary Jones, Supervisor from the Berkeley District, had sent a response about the BCTF Work Session agenda and that Mr. James Icenhour from the Powhatan District would also be sending a response.

4. **OTHER BUSINESS**

a. Michelob ULTRA Open 2008

Ms. Messer explained she had the items prepared for the Michelob ULTRA Open Sky Box hosts. She thanked everyone for volunteering to work in the upcoming event. Every EDA Director agreed to host at one point during the four-day event.

Mr. Taylor extended an invitation to the EDA to think of possible business prospects and contacts that may benefit from an invitation to the event stating there were still a few tickets available for Thursday and Saturday.

5. **ADJOURNMENT**

There being no further business, Chairman Rinaldi proposed a motion to adjourn, which was seconded by Mr. Warner and passed unanimously. The meeting was adjourned at 10:10 AM.



Mark G. Rinaldi, Chairman



Keith A. Taylor, Secretary