

**WORK SESSION MINUTES**

**ECONOMIC DEVELOPMENT AUTHORITY (EDA)  
OF JAMES CITY COUNTY (JCC)  
5308 DISCOVERY PARK PARK BLVD. SUITE 203 CONFERENCE ROOM  
WILLIAMSBURG, VA 23188  
8:00 AM, TUESDAY, OCTOBER 21, 2008**

**1. CALL TO ORDER**

The work session was called to order by Chairman Rinaldi at 7:59 AM.

**2. ROLL CALL**

A roll call identified the following members present:

Mr. Brien Craft  
Ms. Leanne DuBois  
Mr. Douglas M. Gebhardt  
Mr. Paul W. Gerhardt  
Mr. Mark G. Rinaldi  
Mr. Thomas Tingle  
Mr. Marshall Warner

Also Present:

Mr. Tim Early, Executive Director, HRTC  
Mr. Jarrett Early, Executive Director, JCCTI  
Mr. José Ribeiro, Senior Planner, JCC  
Ms. Carla Brittle, Business Facilitator, JCC  
Mr. Leo Rogers, EDA General Counsel  
Mr. Keith A. Taylor, EDA Secretary  
Mr. Steven T. Yavorsky, Assistant EDA Secretary  
Ms. Laura A. Messer, EDA Recording Secretary  
Ms. Brittany Kidd, OED Intern

Absent:

Mr. James G. Kennedy, Board of Supervisors (BOS) Liaison to EDA

**3. PERSONNEL MATTERS**

Mr. Yavorsky introduced Ms. Kidd to the EDA. Ms. Kidd is the Office of Economic Development's volunteer intern through The College of William & Mary's Local

Internship Program. Ms. Kidd stated that she was a sophomore, business major and that it was nice to meet everyone. Mr. Yavorsky highlighted that the Local Internship Program is available to any business in the area.

#### **4. PRESENTATION**

Mr. Jarrett Early provided information on the Hampton Roads Technology Incubator System (HRTIS) and the James City County Technology Incubator (JCCTI) as a part of the regular report to the EDA.

He discussed current client news including Abeo's August 2008 graduation and also that My Decision Helper, a virtual client, has refocused their efforts to refine its target market and is now active again.

Mr. Early also stated that HRTIS announced the winner of its 2008 business plan competition that provided space in JCCTI as a prize. The winner was Titan Athletic Group (TAG). TAG is a company established in 2008 that has a product for athletic strength training. TAG is presenting to Hampton Roads Angel Network in mid-November.

Additionally, PRO-TECH will be joining the JCCTI as a company specializing in customer communication and health insurance software creation. PRO-TECH is a concept designed by John A. Lanzalotti, MD.

Mr. Early also provided an update on potential clients and the Procurement Technical Assistance Center (PTAC) which has been seeing 6 to 8 clients each week. In January, PTAC hopes to start a series of training sessions for the local business community.

The marketing efforts of HRTIS were also discussed including Cox Cable ads, banner ads on [www.cox.net](http://www.cox.net), and [www.pilotonline.com](http://www.pilotonline.com). HRTC sponsored several events, where JCCTI was represented.

Mr. Early also recommended the possibility of opening JCCTI open to non-technology businesses. If JCCTI were to be a mix of technology, nontechnology, and resource companies, the result may be more effective synergies.

Mr. Rinaldi began a discussion about opening JCCTI to other companies. Mr. Taylor hoped that it would be quality non-technology companies would be residing in the incubator. Mr. Tingle stated that he is a proponent of having other business in the incubator, but agreed that there must be credibility. Mr. Tingle continued to state that leases for non-technology companies could range from month-to-month leases to even 6 month leases.

Mr. Taylor asked about services offered to JCCTI clients and Mr. Tim Early responded that accountants, advertising professionals, bookkeepers, and legal staff mentoring is available to JCCTI clients through HRTC.

Mr. Tim Early then briefly added to Mr. Jarrett Early's discussion on JCCTI through discussing the general costs of the business plan competition and also citing the success of the competition stating that it could be an annual competition. HRTIS received twenty business plans.

Mr. Tingle asked if Abeo was still residing at JCCTI and Mssrs. Early responded that Abeo had left the incubator, but they believe has not left the County.

## **5. DISCUSSION ITEMS**

### **a. Business Facilitator Introduction**

Mr. Taylor introduced Ms. Carla Brittle, the County's Business Facilitator as of July 1, 2008. Since her appointment, Ms. Brittle has been acclimating herself with the different County processes. Ms. Brittle discussed her employment history with James City County including her position in Parks and Recreation and also within the succession management program.

Ms. Brittle also reviewed some of the clients she had assisted in the past few months. Ms. Brittle stated that there were two completed issues (one with business license fees and one with different business plans) and that she was also still working with two clients regarding rezoning, special use permits, expansions and zoning violations.

Mr. Rinaldi complimented Ms. Brittle on her efforts.

Mr. Tingle noted that from a Business Climate Task Force standpoint the position was evolving and that he expected Ms. Brittle to advance her knowledge and help rectify problems within the local business processes.

### **b. Comprehensive Plan Update**

Mr. Rinaldi thanked Mr. Riberio for attending the EDA meeting and discussion began about the Steering Committee as well as the 2008 Comprehensive Plan Update including the Economic Climate.

Mr. Riberio reviewed the dates of discussions on Economic Climate as November 17, 2008 from 3 pm-6pm and also for one hour on November 24 from 3 pm-4pm.

Discussion included talking about land use designations as well as population demographics in this area that are going to effect the future including hospitality and retail. These job classes were cited as not having a strong demographic to draw from within the County.

Also, during this discussion the emphasis on retail and what kind of future that it entails for the County and its workforce were mentioned. Mr. Tingle noted that there are different

types of retail with different opportunities. As an example, he cited the Prime Outlets and New Town.

Mr. Rinaldi then mentioned the EDA was out of time and said that the continued Business Climate Task Force responsibility discussion would have to be continued at the next meeting.

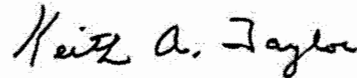
6. **ADJOURNMENT**

There being no further business, Mr. Gebhardt made a motion to adjourn. The work session was adjourned at 10:13 AM.



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Mark G. Rinaldi, Chairman



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Keith A. Taylor, Secretary