

WORK SESSION MINUTES

**ECONOMIC DEVELOPMENT AUTHORITY (EDA)
OF JAMES CITY COUNTY (JCC)
5308 DISCOVERY PARK BLVD. SUITE 203 CONFERENCE ROOM
WILLIAMSBURG, VA 23188
8:00 AM, TUESDAY, FEBRUARY 17, 2009**

1. CALL TO ORDER

The work session was called to order by Vice-Chairman Gebhardt at 8:02 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. Marshall Warner

Also Present:

Ms. Carla Brittle, Business Facilitator, JCC
Mr. James G. Kennedy, Board of Supervisors (BOS) Liaison to EDA
Ms. Laura A. Messer, EDA Recording Secretary
Mr. Keith A. Taylor, EDA Secretary
Mr. Steven T. Yavorsky, Assistant EDA Secretary
Mr. Leo Rogers, EDA General Counsel

Absent:

Mr. Mark G. Rinaldi
Mr. Thomas Tingle

3. DISCUSSION ITEMS

a. Comprehensive Plan

Mr. Yavorsky began a discussion on the Comprehensive Plan Update (CP) stating that the Steering Committee reviewed the technical report and GSAs at its February 12, 2009 meeting. The Steering Committee was supportive of changes. Roughly 75% of the report was completed at this point in time. Mr. Yavorsky also stated that the Committee has requested changing the name of this section of the CP from "Economic Climate" to

“Economic Development.” The next meeting on February 23, 2009 should finalize this section of the CP.

Mr. Gebhardt asked about how the Business Climate Task Force (BCTF) recommendations were going to be incorporated into the technical report. Mr. Yavorsky responded that staff doesn't want to incorporate the recommendations because the original length of the text and he will look into reformatting the recommendations to alleviate the concern.

Ms. DuBois mentioned rural economic development as it related to the CP including the concern of Mr. Chris Henderson of the Steering Committee and cited that balance is a necessary element for the CP in regards to rural lands and rural economic development. The Steering Committee will incorporate EDA GSA on rural lands. Mr. Yavorsky stated that it was important to prioritize the overall GSA list.

Mr. Gebhardt stated that the land use cases have been discussed, specifically that Hill Pleasant Farm had been deferred and that County staff was reviewing the case. He continued and said that the Steering Committee was looking at the possibility of coining a new term, “economic opportunity overlay,” instead of continually deferring to mixed use, which may be too broad of a term.

Mr. Kennedy stated that the EDA be aware of a joint York County Board of Supervisors and JCC BOS meeting for May. The meeting will discuss the mutual interests and identify areas for future economic development including Hill Pleasant Farms.

Mr. Gebhardt asked if anyone else had news related to the CP, and Mr. Warner gave a brief update on the Housing Committee Task Force he is on and stated that they had presented their research last week. He stated that there was word-smithing going on at the moment to define the differences between workforce housing and affordable housing.

Mr. Taylor asked Mr. Warner if there was any projection of the demand for workforce housing in the next several years. Mr. Warner stated that was a good idea and he would look into what the task force could put together. Lastly, Mr. Warner mentioned that a demand for rental properties existed.

The next meeting of the CP is on Monday, February 23 from 3 p.m. to 5 p.m.

b. Business Climate Task Force (BCTF) Update

Mr. Yavorsky reviewed the most updated progress for the recommendations from the Business Climate Task Force report. Mr. Yavorsky stated progress had been made with the business facilitator position, as well as the Planning Commission and Board of Supervisors adopting certain process improvement recommendations with some amendments. He continued to discuss the work being done to improve the site plan process for Zoning and Development Management.

Mr. Gebhardt asked about process improvements and Mr. Yavorsky stated that

Development Management was currently working on the matter.

c. Rural Economic Development Progress Report

Ms. DuBois provided a brief update on the Rural Economic Development Committee (REDC), for which she is the chair. Ms. DuBois stated that the second meeting had less than perfect attendance, but that all previously listed members had been contacted and were interested in participating. Ms. DuBois stated that Mr. Tim Harris, LaTienda, is very involved in the process of REDC and that there was a core group of individuals very interested in the REDC.

Ms. DuBois stated that a William & Mary intern through the Local Internship Program was going to begin inventorying the farms in the County with the assistance of Kim Hazelwood in GIS/mapping.

Ms. DuBois mentioned that she was very interested in having Mr. Mike Lytle come to speak to REDC about his research on blueberry farms.

d. Incentives Policy

Mr. Gebhardt stated that Mr. Tingle had asked him to continue to work on incentives policy and that he felt it was necessary to have two different categories based on capital incentives.

Mr. Rogers commented that it was necessary for major non-codified incentives to be negotiated.

Mr. Gebhardt noted that it was important to establish an incentives policy for smaller businesses that wish to expand, relocate, and upgrade. Mr. Taylor agreed and stated that retaining existing industries was also an important part of economic development.

Mr. Craft stated that he felt it was important for a consistent approach in handling any inquiries.

Mr. Gebhardt noted that it could make sense to use the five qualities listed in the BCTF as a requirement for incentives. The qualities listed in the BCTF are quality jobs, community values, fiscal contribution, environmentally friendly, and stability.

A discussion continued about how the EDA can protect its investments as well as other potential items that could guide further EDA internal discussion on incentives.

e. CoStar System

Mr. Taylor and Mr. Yavorsky briefly discussed the Office of Economic Development's (OED) subscription to CoStar, an internet-based system that shows availability of commercial, retail, and office space as well as demographic data within a specific location.

CoStar is used by the Hampton Roads Economic Development Alliance and would allowed OED to better assist a fuller range of inquiries in-house. The contract for CoStar has been reviewed by legal and will be purchased on a trial period of a year.

OED will track and measure the progress of CoStar and its reports.

f. HRACRE Bus Tour

Mr. Yavorsky reviewed the Hampton Roads Association of Commercial Real Estate bus tour and reminded the EDA that it is a Peninsula year for the tour. Several JCC sites have been submitted as candidates for the tour including Green Mount, the Casey Building in New Town, and James River Commerce Center. The last time the tour went through or by New Town was in 2006.

Mr. Gerhardt mentioned that the HRACRE bus tour included architects, developers, designers, and realtors.


g. Other Business

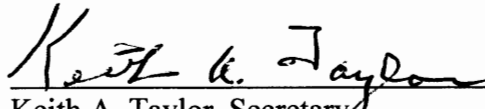
Mr. Taylor briefed the EDA on an industrial prospect.

Mr. Yavorsky noted that OED was going to have an undergraduate and a graduate intern this semester working on three different projects.

4. **ADJOURNMENT**

There being no further business, Mr. Craft made a motion to adjourn. The work session was adjourned at 9:20 AM.


Douglas Gebhardt, Vice Chairman


Keith A. Taylor, Secretary