

## MEETING MINUTES

**ECONOMIC DEVELOPMENT AUTHORITY (EDA)  
OF JAMES CITY COUNTY (JCC)  
5308 DISCOVERY PARK BLVD. SUITE 203 CONFERENCE ROOM  
WILLIAMSBURG, VA 23188  
8:00 AM, THURSDAY, SEPTEMBER 24, 2009**

### **1. CALL TO ORDER**

The meeting was called to order by Chairman Tingle at 8:03 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. Thomas Tingle  
Mr. Marshall Warner

Also Present:

Ms. Kyra Cook, Historic Triangle Collaborative  
Mr. Jarrett Early, Hampton Roads Technology Council  
Mr. Tim Early, Hampton Roads Technology Council  
Ms. Renee Fain, McGuire Woods Counsel  
Mr. Chris Henderson, Virginia United Methodist of Williamsburg, Inc.  
Mr. Stephen Johnson, EDA Bond Counsel  
Ms. Laura A. Messer, EDA Recording Secretary  
Mr. Leo Rogers, EDA Counsel  
Mr. Steven T. Yavorsky, Assistant EDA Secretary

Not Present:

Mr. Larry Pulley, EDA Director  
Mr. James G. Kennedy, Board of Supervisors (BOS) Liaison to EDA  
Mr. Keith A. Taylor, EDA Secretary

### **3. MINUTES**

a. July 16, 2009 Meeting Minutes

Mr. Tingle asked if there were any questions or comments on the July 16 meeting

minutes. There being none, Mr. Tingle requested a motion to accept the minutes. Mr. Craft made a motion, which was seconded by Mr. Warner, and the motion was unanimously approved by voice vote.

b. August 18, 2009 Special Meeting Minutes

Mr. Tingle asked if there were any changes for the August 18 special meeting minutes. There being none, Mr. Tingle asked if there was a motion to accept the minutes. Mr. Warner made a motion to accept the minutes, which was seconded by Mr. Gebhardt, and the motion was unanimously approved by voice vote.

4. **FINANCIAL REPORTS**

Mr. Warner presented the July and August financial reports in the absence of Mr. Jeremy Keeler, EDA Fiscal Agent. Mr. Warner first discussed the disbursements of the EDA including the regular charges: Mainland Farms and the James City County Technology Incubator (JCCTI.) Mr. Warner reported that the July reception for the service of Ms. Virginia Hartmann and Mr. Mark Rinaldi had been paid for by the EDA.

Mr. Warner continued, stating that the typical JCCTI expenditures had occurred. He noted that the Treasurer's Report showed the interest from the CD investments and also the Mainland Farm debit. Also, the Enterprise Zone funding had transferred from the County to the EDA account.

A brief discussion of the future of Mainland Farms occurred. Mr. Rogers stated that the current management agreement expired in February of 2010 and that a taskforce had been put together to examine the different possibilities including leasing, easements, and long-term leasing.

Mr. Warner discussed the bridge between expenditures and the Treasurer's Report.

Mr. Warner recommended that the EDA invest another \$500,000 in CDs since such investments were penalty free and also seemed to be accruing a substantial amount of interest. Mr. Tingle noted that accrued interest would assist in defraying the additional expenses the EDA acquired for the FY 2010 budget.

A brief discussion took place regarding the bidding of bonds and the potential of another investment. The investment would be put out to local banks by Ms. Ann Davis, EDA Treasurer and would not include Chesapeake Bank as a contender for the bids due to Mr. Warner's conflict of interest.

Mr. Warner made a motion to accept the financial reports and to also invest another \$500,000 of cash balance into penalty free CD investments in local James City County banks. Mr. Gebhardt seconded the motion, which passed unanimously by voice vote.

5. **ACTION ITEM**

Mr. Tingle introduced Ms. Renee Fain from McGuire Woods and Mr. Chris Henderson from Virginia United Methodist of Williamsburg, Inc.

Ms. Fain briefed the EDA on the Windsor Meade facility and then let Mr. Henderson provide further explanation. Windsor Meade is a continuing care community that is currently slightly over half of its capacity. In its original projection in 2007, Windsor Meade anticipated that it would be much closer to capacity at this point in time, but due to the economy and the downturn of the housing market, it has been harder for potential residents to move to facilities such as Windsor Meade as they cannot sell their biggest asset, their home.

Due to this unanticipated slow growth in the continuing care facility, Windsor Meade requests a one year extension on their industrial revenue bonds bringing the payment of bonds to 2011. The original documents would be amended to reflect this. Ms. Fain stated that the documents should be closed within the following two weeks when everything was in order.

Ms. Fain asked if there were any questions regarding this matter. Mr. Craft asked if there was anything that could be done to assist Windsor Meade and Mr. Gerhardt responded that this was an industry wide issue for continuing care communities due to the economy.

Mr. Tingle asked Mr. Stephen Johnson, EDA bond counsel, for his advisement on the matter and Mr. Johnson said that everything was fine and this would not affect the EDA.

Mr. Gebhardt made a motion to accept the amendments, which was seconded by Mr. Warner and approved by unanimous voice vote.

Ms. Fain and Mr. Henderson thanked the EDA for their time.

## **6. PRESENTATIONS**

### **a. Young Professionals Global Impact Survey Results**

Mr. Tingle introduced Ms. Kyra Cook of the Historic Triangle Collaborative. He provided a brief biography citing Ms. Cook's involvement in the area since she moved here in 1987.

Ms. Cook reviewed the Young Professionals Global Impact Survey that was conducted in December 2008. Since the survey was conducted, a variety of analysis has been conducted by the survey company and also by faculty at the College of William & Mary.

Ms. Cook stated that there were 772 responses to the survey, which was higher than the anticipated 250 based on population distribution. The survey has seven indexes that allowed for the data to be broken down.

The results showed that the quality of life in the Williamsburg area was high especially for young families, but not necessarily young singles.

A discussion followed Ms. Cook's presentation about the next step in supporting the survey's results.

Mr. Yavorsky noted that if the area wanted to encourage young professionals it was vital to listen to their desires for quality of life such as outdoor entertainment, venues that cater to a younger demographic and restaurants with extended hours.

Mr. Tingle thanked Ms. Cook for her presentation.

b. James City County Technology Incubator (JCCTI) Report

Mr. Jarrett Early and Mr. Tim Early began an update of JCCTI.

Mr. Jarrett Early first discussed current incubator clients including Titan Athletic Group (TAG) and their prototype. Mr. J. Early continued and stated that TAG was having a difficult time continuing with their project due to a lack of funding.

He then discussed PRO-TECH and Dr. John Lanzalotti's progress. He has recently been "shopping" his book around to publishers. This will allow Dr. Lanzalotti to be recognized as an industry expert and further the extent of his reach.

Messrs Early presented a brief discussion about Sustainable Solutions and Mr. Sean Sheppard including his success in his backyard gardening work.

Mr. Jarrett Early briefly discussed My Decision Helper and how they have not returned any recent communication.

Mr. Tim Early then began a discussion about the success of JCCTI in the three years it had been up and running. He stated that Ms. Jennifer Barker had recently resigned from JCCTI and that her last day would be October 2. Mr. Early continued to state that this put JCCTI in a position of transition and that several things could be done.

The options that Mr. Early presented were as follows:

- Hire a replacement for Ms. Barker (Director of Operations for JCCTI)
- Use Ms. Barker's funding towards other efforts (marketing for example)
- Re-evaluate the incubator and perhaps turn it into a technology and business incubator

Mr. Craft stated that the EDA would discuss their options at a later time and thanked Messrs Early for their time.

7. **REPORTS**

a. Board of Supervisors Liaison

Mr. Tingle stated there would be no Board of Supervisors liaison report due to Mr. Kennedy's absence. He stated Mr. Kennedy was having refrigeration problems at his restaurant.

b. Rural Economic Development Committee (REDC)

Ms. DuBois reported on the activity of the REDC. She stated REDC had taken a brief break during the summer months had restarted in September.

She also stated that REDC was featuring monthly speakers from a variety of groups and that Mr. Leonard Sledge, Director of Economic Development for the College of William & Mary would be attending.

Ms. DuBois was currently interviewing applicants for the REDC internship through the Local Internship Program sponsored by the College of William & Mary.

She mentioned the possibility of having a forum in the coming months to reach out to those who had responded positively to the survey.

c. Planning Commission Liaison

Mr. Gebhardt reported that the Planning Commission did not have much plan review activity.

8. **DISCUSSION ITEM**

a. Business Assistance Application

Mr. Gebhardt presented the most recent draft of the business assistance application. A brief discussion of the documents resulted in several changes in wording.

Mr. Gebhardt would have Ms. Messer send out the revised documents.

Mr. Tingle asked that Ms. Messer also draft an initial press release.

9. **CHAIRMAN'S REPORT**

Mr. Tingle presented a brief report on the new initiative "Economic Diversity" committee from the Historic Triangle Collaborative. He reviewed the members including EDA directors from JCC, York County (YC), and Williamsburg, Leonard Sledge from the College of William & Mary, Jim Golden who is the new chair of the Greater Williamsburg Chamber and Tourism Alliance, and Bob Hershberger with one member from each of the EDAs for JCC, YC, and Williamsburg.

10. **OED STAFF REPORT**

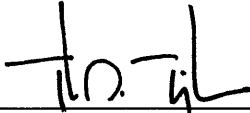
Mr. Yavorsky reported on the absences of Mr. Taylor, who was attending a Hampton Roads Economic Development Alliance meeting and Ms. Brittle was sick.

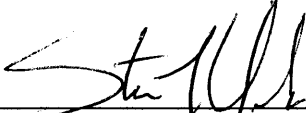
Mr. Yavorsky mentioned that OED had obtained an intern, Michael Coticchio, for their feasibility study internship through the Local Internship Program sponsored by the College of William and Mary.

He briefly discussed the continued progress of the e-commerce program and mentioned that it may be possible for businesses to retroactively receive grants as long as a JCC business had completed the website work.

11. **ADJOURNMENT**

There being no further business, Mr. Gebhardt made a motion to recess the meeting at 10:12 AM to be resumed at 7:30 AM on Monday, September 28, 2009 for the purpose of a visit to Charlottesville and Albemarle County to review their economic development. There was not a quorum at this continued meeting. The work session was resumed at 7:30 AM and adjourned at 6:30 PM.

  
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Thomas G. Tingle, Chairman

  
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Steven T. Yavorsky, Assistant Secretary