

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, THURSDAY, DECEMBER 17, 2009**

1. CALL TO ORDER

The work session was called to order by Chairman Tingle 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. Lawrence B. Pulley
Mr. Thomas G. Tingle
Mr. Marshall Warner

Also Present:

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

3. REPORTS

a. Nominating Committee

Mr. Gerhardt stated that the Nominating Committee had selected Mr. Tingle to continue as Chairman, Mr. Gebhardt as Vice-Chairman of the EDA, the OED Director to serve as Secretary, the OED Assistant Director to serve as Assistant Secretary, and the County Treasurer to serve as EDA Treasurer.

Mr. Gerhardt stated that Mr. Tingle had proposed several changes to the EDA Liaisons list including that Rural Lands be changed to the Rural Economic Development Committee (REDC) and that both an E-Commerce Grant Liaison and Business Assistance Program Liaisons be added. Mr. Tingle stated that Ms. DuBois would continue to serve as the Chair

of REDC, Mr. Gerhardt will continue to serve as the E-Commerce Grant Liaison and that Mr. Pulley would assist Mr. Gebhardt with the Business Assistance Program.

Mr. Tingle asked for a motion to accept the Nominating Committee's report as presented. Mr. Gebhardt made a motion, which was seconded by Mr. Craft and approved by a unanimous voice vote.

4. ACTION ITEMS

a. Continued Alternative Investment of EDA Funds

Mr. Tingle proposed that the EDA move this item to later on the agenda to accommodate Ms. Davis, the EDA Treasurer's participation.

b. Proposed 2010 Meeting Calendar

Mr. Tingle asked the EDA if they had any problems with the proposed 2010 meeting calendar. Mr. Taylor stated that the EDA would continue to meet on the third Thursday of every month.

Mr. Warner made a motion to adopt the 2010 meeting calendar as proposed, which was seconded by Ms. DuBois and approved by a unanimous voice vote.

5. DISCUSSION ITEM

a. James City County Technology Incubator (JCCTI)

Mr. Tingle presented a brief summary and timeline regarding the changing of a management contract. He stated that he and Mr. Craft have met with County officials discussing the different scenarios and also reviewed a proposal.

Mr. Craft noted that two areas of concern in the current proposal are marketing and also operating costs which include utilities.

A brief discussion took place about the logistics of when the incubator would be open and what would occur when JCCTI was unstaffed. Mr. Craft stated the phone lines could be transferred to the new managing staff, and Mr. Taylor stated that two County staff on the first floor of the building could assist visitors, answer several core questions, and also provide a handout. These two individuals from County Staff would be Ms. Carla Brittle and Ms. Joan Etchberger who are both with JCC's Parks and Recreation Department.

Mr. Craft supported the necessity to have both long-term and short-term goals for the incubator. He stated that there is a timeline of roughly 14 months for the original incubator support plan of five years.

Mr. Rogers made several points the first of which was that no bids or proposals needed to be made because the EDA will potentially be working with another government organization. Mr. Rogers highlighted several changes that need to be made to the document because the original management agreement was used as a base.

Mr. Craft reminded everyone that although a marketing plan may not be written into the proposed management agreement that the task of “writing business and marketing plans” would appear in the new agreement.

Mr. Pulley added that nearby students may be able to add a positive contribution to a restructured incubator.

Mr. Taylor reminded everyone that three of the incubator graduates continue to hold current business licenses in the County.

Mr. Kennedy stated that the EDA needed to be forewarned of the scrutiny that any investment would receive at the end of this new agreement. He stated that a return on investment needed to be visible and that a progression of success was important.

He continued and cited that it was important to work with the local university to foster entrepreneurs.

Ms. DuBois asked about how loyalty of incubator clients can be established, so that following their incubation that the businesses remain in JCC. Mr. Rogers stated that a clawback provision can be used to establish loyalty and that this had been in the original management agreement.

Mr. Tingle stated that there are talented people in JCC, who are currently unemployed. The other marketing opportunities were discussed in using the Greater Williamsburg Chamber and Tourism Alliance as well as Hampton Roads Economic Development Alliance in combination with social media tools such as Facebook and Twitter to encourage entrepreneurs to occupy the incubator.

A brief discussion about goals and success milestones occurred including the possible creation of a timeline of benchmarks.

Ms. DuBois asked if there was a success model for incubators. Mr. Craft stated that most successful incubators are tied to universities in both Virginia and the nation.

The EDA discussed a potential change in the name of the incubator to include the words “business and” with “technology”. After a few comments, the EDA decided that at this point no motion was needed and that Mr. Craft, Mr. Tingle, Mr. Rogers, and the OED team would move forward in negotiating the new potential contract.

6. ACTION ITEMS CONTINUED

b. Election of 2010 EDA Officers

Following no objections to the slate of officers, Mr. Gebhardt made a motion to accept the 2010 EDA Officers as presented. Mr. Warner seconded the motion and it passed unanimously by voice vote.

c. Continued Alternative Investment of EDA Funds

Mr. Yavorsky stated that Ms. Ann Davis, EDA Treasurer, was at her desk and available to conference call with the EDA regarding the continued investment of funds.

Ms. Davis stated that the EDA's original investment of one million dollars was coming up to the end of its terms and that it would need to be reinvested. The EDA had a brief discussed the options and in order to avoid any conflict of interest issues with members of the banking community, it was decided that Ms. Davis would seek out the best rates possible and then work with Vice-Chairman Gebhardt to decide on the best investment of funds based on rates and terms.

Mr. Pulley made a motion that to accept the proposed reinvestment of funds, which was seconded by Mr. Craft and passed unanimously by voice vote.

7. DISCUSSION ITEMS CONTINUED

a. Business Assistance Program

Mr. Tingle stated that the EDA was going to release the Business Assistance Program following the holidays. Mr. Taylor stated it would be released on January 5, 2010.

Mr. Gebhardt asked Ms. Messer to also make sure that the guidelines and application were loaded onto the website to coincide with the press release.

8. MISCELLANEOUS

Ms. Brittle provided an update of OED's most recent existing industry visit with Greystone. She stated that Greystone may be seeking some assistance with an expansion of their JCC facility after the holidays. Greystone plans to upgrade some machinery, which will also add several jobs.

Mr. Kennedy asked for clarification on the discussions held between OED and SDV Solutions specifically whether SDV noted their intention to expand.

Mr. Taylor reported that OED met with SDV Solutions in September for an existing industry visit and followed up with real estate options after learning SDV Solutions' expansion needs. The lease deal SDV received on an existing vacant office building in York County was both very aggressive and uniquely responsive to SDV's present and potential future real estate and infrastructure needs.

Mr. Kennedy stated that the Comprehensive Plan had passed and that the next step was to amend the local ordinance . He also stated that a consultant had begun the search for a new County Administrator following Mr. Wanner's upcoming retirement in the summer of 2010.

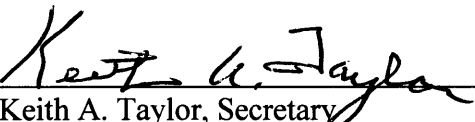
Lastly, Mr. Taylor noted that Williamsburg Developments, Inc. had sold a piece of property in James River Commerce Center and that the company was a specialty metals manufacturing company whose focus was on staircases and stair rails. Mr. Taylor noted a recent meeting with them and success in getting the County Administrator to approve them for expedited review. He said that the company is on a quick timeline and would like to have the building constructed and occupied by the spring of 2010.

9. **ADJOURNMENT**

There being no further business, Mr. Gebhardt made a motion to adjourn. The work session was adjourned at 9:27 AM.



Thomas G. Tingle, Chairman



Keith A. Taylor, Secretary