

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, JUNE 17, 2010**

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:

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, JCC Business Facilitator
Mr. Shane Emmett, United States of Food
Mr. Ivan Fehrenbach, United States of Food
Ms. Angela King, EDA Counsel
Ms. Laura A. Messer, EDA Recording Secretary
Mr. Mark Rinaldi, Rural Economic Development Committee Member
Mr. Keith A Taylor, EDA Secretary
Mr. Steven T. Yavorsky, Assistant EDA Secretary

Absent:

Mr. Brien Craft, EDA Director

3. PERSONNEL MATTERS

Mr. Tingle stated that Mr. Taylor would read the Certificate of Appreciation that had been written in Mr. Craft's honor due to his promotion and subsequent relocation to Bentonville, Arkansas.

Mr. Taylor read the resolution.

RESOLUTION

CERTIFICATE OF APPRECIATION

- WHEREAS, Brien R. Craft served as a member of the Economic Development Authority of James City County from July 2006 to June 2010; and
- WHEREAS, Brien R. Craft was instrumental in advocating the Business and Technology Incubator and assisting in its successes throughout his term with the Economic Development Authority; and
- WHEREAS, Brien R. Craft served as Incubator Liaison for the Economic Development Authority of James City County from July 2006 to June 2010; and
- WHEREAS, Brien R. Craft served on the Nominating Committee for the Economic Development Authority of James City County during his term; and
- WHEREAS, Brien R. Craft was an invaluable leader and a proponent of economic development with the goal of achieving a better community in James City County; and
- WHEREAS, throughout his period of service Brien R. Craft gave freely of his time, energy, and knowledge for the betterment of his County, as an active and passionate member; and
- WHEREAS, Brien R. Craft consistently demonstrated those vital qualities of leadership, determination, and perseverance while providing exceptional service to the citizens of James City County.

NOW, THEREFORE BE IT RESOLVED, that the Economic Development Authority of James City County, Virginia, hereby extends its sincere appreciation to Brien R. Craft and recognizes his distinguished service and dedication to the County and its citizenry.

BE IT FURTHER RESOLVED that this Resolution be spread upon the minutes of the Economic Development Authority and that a copy be presented to Brien R. Craft.

A motion to approve the resolution as read was made by Mr. Gebhardt and seconded by Ms. DuBois and passed unanimously by voice vote.

Mr. Tingle asked how Mr. Craft would receive his copy and Ms. Messer stated she would make arrangements with Mr. Craft.

Mr. Tingle stated that Mr. Warner had notified the Board of Supervisors of his interest in serving a second term and that a search was being made for Mr. Craft's replacement.

4. REPORT

Ms. Carla Brittle, JCC Business Facilitator, reviewed the work she has done as Business Facilitator for the past quarter. Ms. Brittle stated that she continued to participate in Office of Economic Development coordinated Existing Industry Visits and weekly Development Management Team Meeting meetings. She also commented on the improved communication with the development staff.

Ms. Brittle listed a variety of businesses from existing small businesses and retail developments to expansion projects with whom she has worked and reviewed some of the problems that occurred.

She highlighted the current client she was assisting – a barbeque food location in lower Grove near the Ball Metal facility. She said that rezoning was needed for the potential location.

Responding to a question from Mr. Gebhardt, Ms. Brittle stated that the County's development related process seemed to continually improve. Mr. Gebhardt then asked about the progress with Circle M, a business locating in the James River Commerce Center (JRCC). Ms. Brittle stated that communication with them had been limited, but that the JRCC Design Review Board has not received the revised plans and will need to approve the plans prior to the beginning of construction.

Mr. Pulley asked about best practices with this type of position and stated it may be good to look at other similar programs elsewhere.

Everyone thanked Ms. Brittle for reporting on her activities in her role as business facilitator.

5. PRESENTATION

a. United States of Food

Ms. DuBois introduced Mr. Shane Emmett and Mr. Ivan Fehrenbach, owners of United States of Food (USoFF).

Mr. Emmett began a presentation about the company and its background: USoFF is a real food facilitation company and that they wanted to help people go back to the "roots" of growing and cooking their own food because of the "real food movement"

that is taking place.

USoFF provides a variety of raised bed gardens constructed out of quality wood and filled with soil and plants that have been germinated on site.

Mr. Emmett briefly mentioned the variety of other services the company can offer such as servicing of gardens each season and also custom projects to suit a customer's needs. He also stated that he would like to open a restaurant that grows its own foods for use and is a place for customers to also place their own orders for garden vegetables.

Mr. Emmett shared a variety of food-related facts such as a "32 square foot raised-bed garden can yield nearly \$3,000 of real food in just two years when compared to grocery store prices – and this food did not travel hundreds or thousands of miles or sit in a grocer's stock room, it traveled mere feet."

He continued by reviewing the successes since the inception of USoFF as well as showing the variety of opportunities for growth. The USoFF has assisted several local restaurants in rooftop and raised bed gardens to assist in the supply of food. He highlighted that both universities and schools could benefit from the product that the company offers.

Lastly, Mr. Emmett shared USoFF's plans to issue a quarterly journal including recipes and articles about the real food movement.

Mr. Warner asked Mr. Emmett to expand on the vision of the business and Mr. Emmett stated he hopes to grow the business into a retail location locally and engage in the regional and national markets following growth in JCC.

Mr. Warner asked if the United States of Food had presented their company to the Greater Williamsburg Chamber and Tourism Alliance. Mr. Emmett stated that they had not, but would look forward to such a meeting. It was stated that the USoFF would also meet with OED to discuss building and/or site selection options for their company. Mr. Yavorsky stated that he had sent Mr. Emmet a copy of the EDA's Business Assistance Program materials.

There being no more questions, Mr. Emmett thanked the EDA for their time.

6. DISCUSSION ITEMS

a. Right to Farm Policy

Mr. Tingle introduced Mr. Mark Rinaldi, a former EDA director and member of the Rural Economic Development Committee (REDC).

Mr. Rinaldi stated that this policy draft had been two years in process and it was

finally ready to move forward.

Mr. Rinaldi cited the agrarian past of JCC and stated that there are few traditional farmers remaining in the County.

Mr. Rinaldi stated that to encourage rural economic development, it was vital to minimize issues for those wishing to develop rural initiatives such as aquaculture and distilleries.

Mr. Rinaldi recognized the collaborative effort from all the REDC members to develop a right to farm policy. He stated that the document he presented the EDA was merely a draft.

Mr. Gerhardt asked for the timeline to complete the policy. Mr. Rinaldi response was that it was likely to be on track with the joint Board of Supervisors work session in September.

Mr. Gebhardt voiced his support of the policy and that he thought the timing was perfect.

Mr. Rinaldi asked the EDA if they supported the continuation of the document, and the Directors in attendance concurred.

b. Joint BOS Work Session

A brief discussion about the forthcoming joint Board of Supervisors/EDA work session took place. The work session will occur on September 28, 2010. Mr. Tingle asked EDA directors to place this date on their calendars.

Mr. Taylor stated that the Historic Triangle Collaborative will have reviewed the Economic Diversification Task Force draft report by that point in time and stated the EDA could align meeting topics to this report.

A discussion about noting the progress and future of the incubator at the joint work session to form awareness that it may be best for the incubator to become a regional initiative took place.

Mr. Tingle stated he would be in touch with the EDA directors to further work on the topics for this meeting.

c. 2011 Business Retention & Expansion International Conference Hosting Opportunity

Mr. Taylor briefed the EDA on an opportunity to host the 2011 Business Retention & Expansion International (BREI) Conference which is for those involved in economic development. He stated that businesses do not attend the conference, so it was

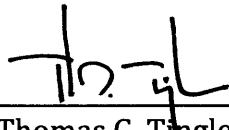
unlikely prospects would be a byproduct of the conference, but stated that it would generate conference tourism revenue.

Mr. Taylor continued and stated the opportunity came from the City of Williamsburg and York County, both of whom have members in BREI. The two jurisdictions had approached JCC to share hosting responsibilities with them as the Historic Triangle.

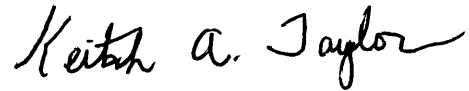
After a brief discussion, it was decided to assist in the hosting opportunity with a motion by Mr. Gebhardt to provide \$3,000 as a hosting locality, which was seconded by Mr. Warner.

7. **ADJOURNMENT**

There being no further business, Mr. Gebhardt made a motion to adjourn. The work session was adjourned at 10:20 AM.



Thomas G. Tingle, Chairman



Keith A. Taylor, Secretary