

## 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, JULY 15, 2010**

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

The work session was called to order by Chairman Tingle at 8:08 AM.

### **2. ROLL CALL**

A roll call identified the following members present:

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

Also Present:

Ms. Mary Jones, Board of Supervisors Liaison  
Ms. Laura A. Messer, EDA Recording Secretary  
Mr. Leo Rogers, EDA Counsel  
Mr. Steven T. Yavorsky, Assistant EDA Secretary

Absent:

Mr. Lawrence B. Pulley, EDA Director

### **3. FINANCIAL REPORTS**

#### **a. May – June Financial Reports**

Mr. Warner reviewed the reports including the James City County Business and Technology Incubator (JCCTBI) fees as well as expenditures on supplies and rental fees, which includes those from the Spring Business Event. He stated that another expenditure was the Virginia Industrial Development Association conference that Mr. Gerhardt attended in May.

Mr. Warner discussed the income for the EDA, specifically, the interest from the Certificates of Deposit.

There was a brief discussion about the column on the report in between the MTD and YTD columns on the expenditure report and Ms. Messer stated that it was a purchase order that needed to be released because it was not used.

Mr. Tingle asked a few questions about year-end balances for Capital Expenses and Renwood Farms. Ms. Messer explained that the County uses the EDA as a paying agent for certain County-related items, such as Enterprise Zone grants. Mr. Warner added that some EDA accounts reflect the EDA as a funnel for some County-related items. Ms. Messer also clarified stated that she and Mr. Jeremy Keeler, EDA Fiscal Agent, had put together the yearend report with FY 2010 actual numbers, which was a comment from the Financial Report from a previous meeting and that she would send it to the EDA.

A brief discussion about JCCTBI expenses took place. Mr. Tingle noticed the surplus in the JCCTBI account. Ms. Messer explained the surplus was created by a brief lapse in incubator management. Ms. Messer stated that this also occurred due to the payment amount decreasing with the new contract.

Mr. Warner stated that the EDA has a positive cash flow and was maintaining good financial standing especially with the estimated \$20,000 interest collected on their investments.

Ms. DuBois made a motion to accept the financial reports. Mr. Gerhardt seconded the motion, which passed unanimously by voice vote.

#### **4. APPROVAL OF MINUTES**

##### **a. May 20, 2010**

Mr. Tingle asked if there were any changes to the May 20 meeting minutes. He stated he wanted to strike a misleading sentence in the timbering section, as it stated that only part of the site was being timbered. Ms. Messer acknowledged the correction. Mr. Tingle asked if there were any other changes. There being none, Mr. Warner made a motion to accept the minutes as amended, which was seconded by Mr. Gerhardt.

##### **b. June 17, 2010**

Mr. Tingle asked if there were any changes to the June 17 work session minutes. He noted a change to a sentence by Ms. Carla Brittle, Business Facilitator, but there were no other changes noted. Mr. Warner made a motion to accept the minutes as presented, which was seconded by Mr. Gerhardt.

#### **5. DISCUSSION ITEMS**

##### **a. EDA Visioning/Planning Strategy**

Mr. Tingle distributed copies of the e-mail that Mr. Gebhardt had sent regarding an outline

of the strategy for the future of the EDA. Mr. Gebhardt had put together the outline based on the discussion at the April work session. Mr. Tingle then distributed an edited version of the document that had been reviewed by Mr. Keith Taylor, Economic Development Director, to indicate the roles between the Office of Economic Development (OED) and the EDA.

A discussion on the protocol for progress of the strategies was discussed. Ms. DuBois stated that it would not be difficult to make a matrix to track progress as tasks were completed. Everyone agreed, but questioned whether or not the list should be prioritized.

A discussion about marketing took place including a movement throughout the business community towards online advertisement and marketing as a key tool in promotion. Mr. Yavorsky stated that OED has been working on reformatting its website in order to stay current and fresh with both content and format. Mr. Tingle suggested the OED site expand beyond providing just data and information to optimizing the County's message and brand.

The discussion continued and questioned the optimization of links on the primary County website. Both Ms. Jones and Mr. Gebhardt noted the difficulty in navigating to the OED page from the County's home page. When the OED website update is complete, Mr. Yavorsky will discuss the link to OED from the County's main website more prominent with the County's webmaster.

Both Mr. Tingle and Ms. DuBois noted the opportunities available for the EDA via the internet. Ms. DuBois stated that the Rural Economic Development Committee would benefit from having a web page.

Discussion continued and noted the importance of business being market driven and that most businesses and consultants first use the internet as their primary means of research.

A discussion about branding for JCC began and how it was important to emphasize the ideal location and amenities of the area through both the internet and print media. Mr. Tingle noted that the Greater Williamsburg Chamber and Tourism Alliance as well as the Historic Triangle Collaborative were both working on regional branding.

Mr. Yavorsky stated that OED was developing the concept of an electronic newsletter as a marketing piece. A brief discussion about the audience and distribution of a newsletter took place.

Mr. Tingle noted that the EDA would be willing to use funding from their promotions account to assist OED wherever necessary.

Everyone agreed that marketing initiatives were vital to the EDA's strategy and that it was also important to leverage the proximity of JCCBTI and the College of William & Mary.

Mr. Tingle briefly discussed the EDA's September work session with the Board of Supervisors Work Session in September that it would be a joint effort of presentation and

that all EDA directors would participate.

Mr. Tingle thanked Mr. Gebhardt for his initiative on forming an outline of the strategies, which became the working document for the EDA.

b. August Work Session

Mr. Tingle stated that if a quorum could be reached, he would like to have an August work session to accommodate a presentation from Reese Peck of the Virginia Department of Housing and Community Development regarding the Virginia Enterprise Zone Program. Ms. DuBois let Mr. Tingle know that she had a prior commitment and would be unable to attend a meeting on August 26.

Mr. Tingle stated that as long as everyone else could attend that this date would remain the date for the August work session.

**5. REPORTS**

a. Board of Supervisors (BOS) Liaison

Ms. Jones stated that the BOS had appointed a new County Administrator, Bob Middaugh at the end of June. She stated that he would begin at the end of July and officially take his new role on August 2, 2010.

She continued and stated that Mr. Middaugh had a variety of experience in local government and also had experience in tourism, emergency preparedness, and utilities.

She stated that the BOS was excited and that it appeared that it would be a seamless transition.

Ms. Jones stated that there would be a Planning Commission work session with the Board of Supervisors on August 10 specifically discussing the ordinance update.

Mr. Tingle thanked her for the update.

b. Planning Commission Liaison

Mr. Gebhardt stated that a special use permit had passed last week for La Tienda by the Planning Commission. In his absence, Mr. Tingle had presented support for the item.

Mr. Gebhardt stated that zoning ordinance update process would begin in the coming weeks.

Mr. Rogers stated that there would be a transferred consultant from the Planning Department for the County Attorney's Office during this time due to the work and time that

must go into the zoning ordinance update. Mr. Rogers stated that he was involved in the last zoning ordinance update in 1997.

c. James City County Business and Technology Incubator (JCCBTI)

Mr. Gerhardt, who is the new JCCBTI liaison, stated that he had met separately with Incubator Management, OED, and incubator client, Breathe Healthy.

He also stated that another client had joined the incubator, American Eagle Flag and Flagpole. *Virginia Gazette* published an announcement in their Wednesday, July 14 edition.

Mr. Gerhardt reported the JCCBTI open house on July 28 for stakeholders with another promotional open house to follow in late September.

Lastly, he stated that while JCCBTI had some minor contractual budget issues in the beginning, a resolution was in place and contracts for both phone services and high speed internet were in place.

Mr. Yavorsky noted that the optimism and success for JCCBTI was positive, but Hampton Roads Technology Center had similar initial success at the incubator. He encouraged continued promotion and support for the Incubator project to better ensure lasting success.

d. Rural Economic Development Committee (REDC)

Ms. DuBois briefly mentioned the continued work on the Right-to-Farm ordinance that Mr. Mark Rinaldi presented at the EDA's June work session and that it was currently being worked on by Ms. Angela King, Assistant County Attorney. She stated that Leanne Reidenbach, JCC planner, would be attending fall REDC meetings to discuss the zoning ordinance progress.

e. Business Assistance Program (BAP)

Mr. Gebhardt noted that another application had been received for the BAP. He stated that the application was being thoroughly reviewed, but a decision would not be made until Mr. Pulley returned from California. Upon Mr. Pulley's return, a final recommendation regarding the application would be made.

Mr. Gebhardt said a discussion with Greystone had occurred due to their leasing of new equipment to facilitate nearly \$250,000 dollars in expansion. Mr. Gebhardt asked if the EDA thought a retroactive grant should be a possibility for situations such as this.

Mr. Rogers noted that it may set an unfair precedence in the business community. He continued and said that a retroactive grant may be controversial and that perhaps a performance-based agreement would be a better solution when Greystone purchases the equipment at the end of their lease or that future grants could be issued for continued expansion since BAP is firmly in place at this point in time.

Mr. Gerhardt stated that this type of smaller expansion from existing business is what the BAP had been envisioned to assist originally.

6. **OED STAFF REPORT**

Mr. Yavorsky stated that Mr. Keith Taylor was currently on a marketing mission in the New England area. He had 11 appointments with two dinner meetings across a span of six states during his time. Mr. Tingle stated he was looking forward to hearing about the trip.

Mr. Yavorsky gave a brief report on the EDA's project to timber the EDA property in James River Commerce Center: the sealed bid notice will close on July 28; the timbering consultant recommended not using BASF Drive to access the property, as the condition of BASF Drive may discourage timbering companies from participating in the bid; instead a road could be graded on the existing land to connect BASF and Columbia Endeavor Drives.

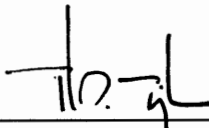
Mr. Yavorsky noted that progress was being made with the Business Retention and Expansion International (BREI) Conference that would be held in the Historic Triangle in May 2011. He stated that the Executive Director had narrowed the conference location to one of the hotels in each of the three jurisdictions. He continued and said that \$21,500 had already been obtained in sponsorships and that more would be obtained. Mr. Yavorsky stated that the Steering Committee for the BREI Conference included representatives from both Williamsburg and York County.

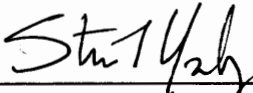
Mr. Rogers stated that the BREI Conference was a business venture. He referred to the experience he had with conferences and asked several questions about logistics and the potential for profit.

Mr. Yavorsky stated that he would provide the EDA regular updates on the BREI Conference.

7. **ADJOURNMENT**

There being no further business, Mr. Gebhardt made a motion to adjourn. The work session was adjourned at 10:08 AM.

  
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Thomas G. Tingle, Chairman

  
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Steven T. Yavorsky, Asst. Secretary