

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 16, 2010**

1. CALL TO ORDER

The work session was called to order by Chairman Tingle at 8:07 AM.

2. ROLL CALL

A roll call identified the following members present:

Ms. Leanne DuBois
Mr. Douglas M. Gebhardt
Mr. Paul W. Gerhardt
Mr. Stephen H. Montgomery
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. Keith A. Taylor, EDA Secretary
Mr. Steven T. Yavorsky, Assistant EDA Secretary

Absent:

Mr. Lawrence B. Pulley, EDA Director

3. PERSONNEL MATTER

a. Office of Economic Development (OED) Director Search

Mr. Taylor updated the EDA that the screening of candidates for the OED Director position had been completed. He asked Mr. Montgomery, who represented the EDA during the phone panel interview, to provide a more comprehensive update.

Mr. Montgomery stated that there had been 60 applicants for the position. The interview panel consisted of Mr. Doug Powell (Assistant County Administrator), Ms. Carol Luckam (Human Resources Manager), Mr. John McDonald (Financial Management Manager), and himself conducted 15 phone interviews. The candidates were given 20 minutes to answer three questions that were sent to the candidates prior to the interview. The panel forwarded

approximately seven (7) candidates to proceed to the next round of interviews, which will occur the first or second week of October. The next panel will include nine (9) interviewers.

Mr. Montgomery was very complimentary of Ms. Luckam, who is coordinating the interview process. Mr. Rogers stated he would pass that information along.

Mr. Tingle thanked Mr. Montgomery for the update.

4. FINANCIAL REPORTS

a. July – August Financial Reports

Mr. Warner reviewed the reports including the James City County Business and Technology Incubator (JCCTBI) fees as well as expenditures for the reception for the new County Administrator and sponsorship for Hampton Roads Commercial Real Estate Association 2010 Design Awards. He stated that annual payments had been dispersed to the Small Business Development Center and the Regional Air Service Enhancement Fund. Both of these items were budgeted in the FY 2011 budget.

There was a brief discussion about a \$146 charge that could not be identified. Mr. Warner stated that he would ask Mr. Jeremy Keeler, EDA Fiscal Agent for an explanation. An encumbered amount was also discussed and Ms. Messer stated that it was a purchase order that needed to be released because it had not used.

Mr. Warner confirmed that the EDA would no longer receive a piece of the financial reports called the bridge because it did not provide any relevant information for the EDA.

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

5. APPROVAL OF MINUTES

a. July 15, 2010

Mr. Tingle asked if there were any changes to the July 15 meeting minutes. There being none, Mr. Gebhardt made a motion to accept the minutes as amended, which was seconded by Mr. Warner.

b. August 26, 2010

Mr. Tingle asked if there were any changes to the August 26 work session minutes. There being none, Mr. Warner made a motion to accept the minutes as presented, which was seconded by Mr. Gerhardt.

6. DISCUSSION ITEMS

a. Joint EDA/BOS Work Session

Mr. Tingle reminded the Directors that the Board of Supervisors (BOS) and EDA joint work session would be held on September 28, 2010. Mr. Tingle credited Mr. Gebhardt with the draft outline for the strategic initiatives from which the PowerPoint presentation had been created. He said that the strategic initiatives document would become the road map for the EDA for the next two to three years.

Mr. Tingle stated the format for the joint work session would include a 25 minute presentation followed by approximately 30 minutes for questions and answers. The other topic for the September BOS work session will be Rural Lands issues in James City County; the EDA will present first. The EDA Directors would discuss the items related to their assigned tasks and positions on boards and committees.

The EDA held a discussion about the key items to discuss. The EDA decided that the Zoning Ordinance Update was critical, as well as the progress from the James City County Technology Incubator.

Ms. Jones asked about an update on Business Climate Task Force (BCTF) recommendations. The EDA said that many of the recommendations will be discussed as the EDA as adopted a variety of the materials from the BCTF.

Mr. Montgomery asked about the Enterprise Zone expansion. Mr. Taylor responded that the EDA was working with a task force comprised of County Staff and the EDA. The team of individuals covers GIS, Planning, Development Management, and Planning. Mr. Yavorsky stated that the time-sensitivity of the expansion related to the State's real estate improvement grant program, which awards grants to projects completed within a calendar year. Enterprise Zones function on a calendar year plan and business have one calendar year within their certificate of occupancy to apply for their benefits.

A brief discussion about the future of Mainland Farms was discussed. Mr. Rogers reminded the EDA that they have complete ownership of the property now.

Mr. Tingle asked the EDA about the changes to the strategic initiatives specifically the addition of "develop strategies for attracting healthcare industries and increasing healthcare employment in JCC." The EDA discussed the positive aspects of forming a targeted healthcare initiative to include attracting new healthcare companies.

Mr. Montgomery challenged the EDA to think outside of the box and to note that healthcare includes Continuing Care Retirement Communities (CCRC), mental health facilities, and organizations that support healthcare facilities. Mr. Tingle agreed with Mr. Montgomery referencing a project he is working on with his firm that has required use of a variety of design services specific to the healthcare industry. He stated that Mr. Gerhardt had sent an article about how Nashville, TN has a large critical mass of the healthcare industry because they created a task force to assist in expanding the job market and building the market for such activity. Mr. Gerhardt agreed to share the article with the entire EDA.

The EDA commented on the higher knowledge level and are better pay of healthcare jobs.

The EDA agreed that this was a viable initiative for JCC due to the already growing healthcare industry with companies such as Williamsburg Landing, a CCRC, and Williamsburg Place, a mental health facility.

Ms. Jones inquired about the EDA's thoughts on tourism, since she had noted that was not placed as a strategic initiative. Mr. Tingle stated that tourism was a regional focus and that the EDA did not desire to splinter efforts made by the Greater Williamsburg Chamber and Tourism Alliance (GWCTA).

Mr. Warner agreed with Mr. Tingle and stated that the GWCTA has forthcoming investments in tourism planned for their next year.

A brief discussion about the impact of sports marketing including the recent success of a youth elite football camp that took place in JCC.

Mr. Tingle reminded the EDA that the joint work session would be at 4pm on Tuesday, September 28.

7. REPORTS

a. Board of Supervisors (BOS) Liaison

Ms. Jones stated that at the most recent BOS meeting, Oinkers, a barbeque restaurant located in the Grove-area of the County had been approved after a brief delay due to potential issues with neighboring business, Ball Metal.

She noted that the storm water referendum would be on the ballot in November and that efforts to educate the public about the issue had been planned as a meeting for each district with County Administrator Robert Middaugh at each meeting allowing him to meet with citizens.

Mr. Tingle thanked her for the update.

b. Planning Commission Liaison

Mr. Gebhardt thanked Ms. DuBois and Mr. Tingle for their participation in public discussions about the Zoning Ordinance Update.

He stated that American Heritage, a recreational vehicle park has an expansion that is being planned and is going to the Board of Supervisors. There is some concern with the expansion occurring in the right-of-way of a potential future Mooretown Road Expansion; however, those plans are too conceptual at this time to place any land use restrictions on the expansion.

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

Mr. Gerhardt, stated that JCCBTI had recently had two open houses, one for stakeholders and one for the public and those interested in joining the JCCBTI.

Mr. Gerhardt reported that there are still three clients and one virtual client.

He has a lunch meeting with incubator manager, Bill Bean, in the upcoming weeks and recently met with Bill Muir of Vectec regarding continuing education for incubator clients.

Mr. Warner noted that Chesapeake Bank had recently met with Mike Vahey of Breathe Healthy to establish a line of credit that would be available if Breathe Healthy receives a large purchase order for their product.

d. Business Assistance Program (BAP)

Mr. Gebhardt stated that the BAP granted its first recipient of assistance. Breathe Healthy had been awarded and received \$4,000 in funding to assist in their electronic marketing program.

Mr. Gebhardt updated the Biome-in-a-Box assistance applications, which is still in discussion because of the company's concerns about the performance based agreement. Biome-in-a-Box is a product that is primarily marketed to educational organizations, some of which, Mr. Gebhardt speculated, could be non-profit and tax exempt. EDA Counsel is still working with Biome in a Box on the agreement.

e. Rural Economic Development Committee (REDC)

Ms. DuBois discussed the ongoing efforts of the REDC, which is going to resume its meeting schedule. She stated that there has continued to be a new agriculture developments and ecotourism.

She stated that there was plenty of continued opportunity due to the interest in sustainability and local produce. She continued and said that United States of Food had a large interest in their chicken coups due to the recent issues with eggs being recalled.

Ms. DuBois stated the one problem within REDC was that many individuals were too busy and that there was a missing conduit that brings all the sects of rural economic development together.

f. BREI Conference

Mr. Yavorsky updated the EDA on the progress of the BREI Conference. He stated that the conference was waiting for the Governor's Office to issue an official press release announcing the conference. The BREI Conference Committee sent the Governor's Office a draft release to use. The committee felt the conference would receive broader media coverage if the Governor's Office issued a release versus one of the localities offices.

Mr. Yavorsky stated that committee was currently identifying speakers and constructing the program and agenda. The committee was working on a Virginia Tourism Commission marketing grant.

Mr. Taylor stated that the conference was going to be held at the Williamsburg Lodge.

8. OED STAFF REPORT

Mr. Yavorsky updated the EDA on the timbering process in James River Commerce Center. He stated that there were some utility services currently going on at the site because of the pump station located in JRCC. The utility road could be used to drive the site, making a permanent timbering road unnecessary, which would affect the proposal. Additionally, the site plan for the EDA's Virtual Shell Building affected the silviculture permit for timbering, also affecting the agreed price of the timber.

Mr. Taylor stated that he had spoken with Mr. Stephen Johnson, EDA Bond Counsel this week because of industrial revenue bond issues. Virginia Small Business Finance currently has a competitive edge over economic development authorities because they can secure bonds for non-profits and it is an easier process with no public hearings. The Board of Supervisors is going to follow suit as other regional municipalities and ask that there be a cap on what the VSBF can fund. The EDA receives administrative fees for IRBs, which creates revenue.

Mr. Taylor noted that Mr. Johnson had advised that there may be some amendments coming forward for the Patriots Colony revenue bond in the future.

He also stated that the County may have another bond coming forward similar to what was completed for their Emergency Operations Center several years ago.

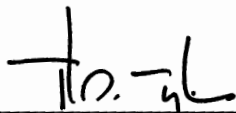
Mr. Taylor stated that MODU System had applied to the BAP and that he would forward the application to Mr. Gebhardt and Mr. Pulley.

Mr. Taylor asked if there were any questions from the August Activity Report. He noted that prospect activity was low, but said that is typical for August. He also noted that a prospect visit was scheduled for next week to look at the site for the virtual building in JRCC.

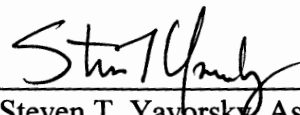
Ms. Messer briefly reviewed the upcoming Celebration of Business. The EDA asked if they could find out who won the Captain John Smith award, and Mr. Taylor declined to respond.

9. ADJOURNMENT

There being no further business, Mr. Warner made a motion to adjourn. The work session was adjourned at 9:52 AM.



Thomas G. Tingle, Chairman



Steven T. Yavorsky, Asst. Secretary