

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 16, 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. Steven H. Montgomery
Mr. Lawrence B. Pulley
Mr. Thomas G. Tingle
Mr. Marshall Warner

Also Present:

Ms. Mary Jones, Board of Supervisors Liaison
Ms. Laura A. Messer, EDA Recording Secretary
Mr. Richard Schreiber, President & Chief Executive Officer, Greater Williamsburg
Chamber and Tourism Alliance
Mr. Russell C. Seymour, EDA Secretary
Mr. Steven T. Yavorsky, Assistant EDA Secretary

3. PERSONNEL MATTERS

a. Resignation of Mr. Lawrence B. Pulley

Mr. Tingle announced that Mr. Pulley felt he needed to resign from his position as EDA Director after his 18 month tenure. With his role as Dean at the College of William & Mary, Mr. Pulley said that he did not have the available time needed to fill his duties with the EDA. Mr. Pulley stated that he had learned a lot while on the EDA and that he had hoped after the opening of the new business school building at William & Mary that his schedule would slow down, but that it instead continued to be very busy.

The EDA thanked Mr. Pulley for his service and Mr. Tingle said the EDA appreciated his involvement with the Business Assistance Program and the transition of management with

the James City County Business and Technology Incubator.

4. ACTION ITEM

a. Election of 2011 EDA Officers

Mr. Tingle stated that because Mr. Gerhardt had to leave at 9:00am the election of 2011 officers would be moved forward on the agenda.

Mr. Gerhardt presented the nominating committee's proposed officers: Mr. Tingle as EDA Chairman for another year, with Mr. Gebhardt as Vice Chairman; Office of Economic Development (OED) Director would be Secretary, with the OED Assistant Director as Assistant Secretary. The County Treasurer would continue as the EDA Treasurer.

Mr. Gerhardt made a motion to accept the slate of officers as proposed, which was seconded by Mr. Montgomery and approved unanimously by voice vote.

Mr. Tingle thanked the EDA.

5. PRESENTATION

a. "Historic Triangle Tourism: Lodging"

Mr. Tingle introduced Mr. Richard Schreiber, President & Chief Executive Officer of Greater Williamsburg Chamber and Tourism Alliance (GWCTA), who had been asked to present a Lodging report for the Historic Triangle put together by the GWCTA.

Mr. Schreiber began with a discussion on tourism destination and attractions in the Historic Triangle, so named as it is configured like a triangle with Colonial Williamsburg and Busch Gardens at the base, and the "tier two" attractions of Historic Jamestown and the Yorktown Battlefields following. Mr. Schreiber explained the amount of advertising done for tourism in the area and compared it to other destinations (Orlando, Myrtle Beach, etc.)

Mr. Schreiber explained the tourism cycles of the Historic Triangle: peaking in the summer, but with three periods of lower attendance throughout the year. He presented several graphs charting average attendance and peak attendance.

He highlighted three periods that the GWCTA anticipated additional promotion to entice visitors to the Historic Triangle. All three periods had emphasis on events paired with lower attendance in the months of May, September, and December. He presented the advertising strategies for each period and noted GWCTA website for the Christmas season, www.ChristmasinWilliamsburg.com, which highlights events and attractions in Williamsburg. To support the *Arts* period, which will occur in the early fall, GWCTA is considering contracting with a consultant who specializes in hosting such events to help coordinate planning.

Mr. Schreiber noted that the GWCTA had also initiated a Sports Williamsburg program to drive sporting camps and events in the Historic Triangle. Pairing the region's premier and numerous sports facilities with the lodging in the Historic Triangle was a logical step in encouraging visitors. A 25 person committee was in place with Mr. Montgomery from the EDA representing JCC. Mr. Schreiber stated that sporting events such as the past summer's university football camp paired JCC facilities with lodging in York County. He stated that a Sports Williamsburg website was in the process of being launched.

Mr. Schreiber reviewed hotel occupancy rates from 1987 to 2010 showing the data using graphs and discussing the amount of rooms available in the Historic Triangle. A discussion occurred about transient tax and real estate taxes and the benefits for the Historic Triangle area.

A discussion about the resort-like qualities of timeshares occurred. It was noted that many of the timeshares in the area are emphasizing their recreation amenities such as pools and tennis courts.

Ms. DuBois noted the possibility of coordinating the EDA's Rural Economic Development Committee initiative to the *Arts* period by adding culinary arts and ecotourism to the special emphasis programs in September. She stated that arts were more than art festivals and the performing arts stating that it would be excellent to pair performing arts with restaurants and local products.

Mr. Tingle thanked Mr. Schreiber for his time. The EDA all agreed that it was important to focus on months of low attendance to maximize tourism in the area.

6. ACTION ITEMS CONTINUED

b. Proposal of 2011 Liaisons and Committees

The EDA reviewed the proposed 2011 list of EDA liaisons and committees. With no changes to make, Mr. Gebhardt made a motion to accept the liaisons and committees as proposed, which was seconded by Mr. Warner, and unanimously passed by voice vote.

c. Proposed 2011 EDA Meeting Calendar

Mr. Tingle stated that if the EDA had no objections, they would continue to meet the third Thursday of every month at 8am with alternating work sessions and regular meetings. Mr. Montgomery made a motion to accept the meeting calendar as proposed, which was seconded by Ms. DuBois and passed unanimously by voice vote.

7. DISCUSSION ITEMS

a. E-Commerce Grant Funding

Mr. Seymour stated that all the designated funding for e-commerce grants had been depleted. There was an explanation on the Office of Economic Development's web-site relating to this

fact. MODU System, Breathe Healthy, and American Eagle Flag & Flagpole had all been beneficiaries of the program.

Mr. Yavorsky explained that since the launch of the Vectec program, that there had been several changes including the end of Vectec's affiliation with Christopher Newport University, though Vectec continued to operate as a non-profit organization. Mr. Yavorsky emphasized his opinion that it was important to provide businesses with unbiased e-commerce strategies, which Vectec offers.

Mr. Pulley asked about the future of the e-commerce program if no funds were available. Mr. Yavorsky stated without additional funding, the several JCC businesses still interested in the program would not receive grant funds.

Mr. Seymour stated that there was no additional funding set aside for the e-commerce program in the current OED budget.

The EDA had a brief discussion about ear-marking a portion of Business Assistance Program funds for e-commerce. Mr. Tingle and Mr. Gebhardt noted the variety of variables including the difficulty in measuring return on investment. It was decided to ask the e-commerce grant selection committee present a recommendation at the January meeting.

a. James City County Business and Technology Incubator

Mr. Seymour provided an update on two new businesses joining the JCCBTI. Both Campus Back Massages and Bean Bank Coffee would be joining in January.

Mr. Seymour reviewed the foundation and mission of each business. Campus Back Massages was founded by two William & Mary graduate students and utilized a vending component to massage chairs. Bean Bank Coffee utilized personalized coffee as a fundraising tool. Bean Bank Coffee aims to target alumni associations for universities.

Mr. Warner stated that he participated on the JCCBTI Client Review Committee and that he had heard both presentations and had seen their business plans.

b. Enterprise Zone

Mr. Seymour stated that OED staff was preparing to finalize an amendment for the Enterprise Zone in the first quarter of 2011. Mr. Seymour emphasized the importance of the amendment as each locality is restricted to a single amendment in a year.

Mr. Seymour continued and said that he hoped to develop an amendment plan for the next five years to create the most positive impacts. He stated that a priority plan had been created and reviewed by County staff including Local Enterprise Zone Administrator (Ms. Barbara Watson) and Development Management staff.

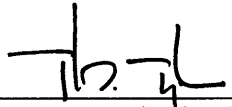
Mr. Warner stated he was participating in Enterprise Zone meetings as his schedule allowed.

c. Other

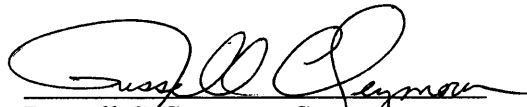
Mr. Seymour thanked the EDA for their time and asked if they had any questions for him. There being no questions, Mr. Seymour stated that he would like to meet individually with each EDA Director to hear first-hand their thoughts and ideas. The EDA agreed and all stated they would be pleased to meet with Mr. Seymour.

8. ADJOURNMENT

There being no further business, Mr. Warner made a motion to adjourn. The work session was adjourned at 10:01 AM.



Thomas G. Tingle, Chairman



Russell C. Seymour, Secretary