

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, APRIL 21, 2011**

1. CALL TO ORDER

The work session was called to order by Chairman Tingle at 8:03 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:

Mr. James Kennedy, Board of Supervisors Liaison
Mr. Russell Seymour, EDA Secretary
Ms. Kathryn Sipes, Business Development & Retention Coordinator
Ms. Jenni Tomes, EDA Fiscal Agent
Ms. Tara Woodruff, James City County Accounting Director
Mr. Steven Yavorsky, Assistant EDA Secretary

3. PERSONNEL MATTERS

Mr. Seymour introduced Ms. Sipes, Business Development & Retention Coordinator to the EDA. Ms. Sipes will head the Existing Industry Program. Ms. Sipes has been with James City County's Planning Division for five and a half years, most recently as a Senior Planner. Mr. Seymour said that Ms. Sipes has had a smooth transition to economic development and has met with several businesses.

Mr. Tingle recognized Mr. Yavorsky's resignation announcement issued earlier in the week. Mr. Yavorsky will serve the Greater San Marcos Partnership, a regional economic development organization in Central Texas.

The EDA wished Mr. Yavorsky the best of luck on the next part of his career.

4. APPROVAL OF MINUTES

a. March 17, 2011

Mr. Tingle asked if there were any changes to the March 17 meeting minutes. There being none, Mr. Montgomery made a motion to accept the minutes as amended, which was seconded by Mr. Gebhardt and approved unanimously by voice vote.

5. FINANCIAL REPORTS

a. March Financial Report

Ms. Jenni Tomes, EDA Fiscal Agent, reviewed the financial reports for period 9, March. Ms. Tomes explained that \$5,000 was dispersed to Beanbank Coffee Company as part of the Business Assistant Program.

Mr. Tingle inquired about the bank fees from SunTrust and Ms. Tomes referenced an e-mail from Ms. Ann Davis, Treasurer, which explained the fees as service charges. A brief discussion about the fees occurred and Mr. Warner noted that most community banks would not charge fees. Mr. Tingle said it was fair to have Mr. Warner discuss with Ms. Davis moving EDA funds to a bank with no fees. Everyone agreed that was a good idea.

There being no other discussion or questions, Mr. Gebhardt made a motion to accept the financial reports. Mr. Montgomery seconded the motion, which passed unanimously by voice vote.

The EDA thanked Ms. Tomes for her report.

Mr. Warner noted that he, Mr. Tingle, Mr. Seymour and Mr. Middaugh had met about the FY 2012 budget specifically regarding the budget items that the EDA had paid for during the County's time of distress. He noted that it was a good meeting overall.

Mr. Warner noted a draft budget would be placed in front of the EDA for FY 2012 during the next meeting and that it was due by June.

6. DISCUSSION ITEMS

a. Business Appreciation Event

Mr. Seymour reminded everyone that a joint business appreciation event among James City County, Williamsburg and York County was scheduled for Tuesday, May 9, as a part of the Business Retention and Expansion Industry conference.

Mr. Seymour stated that roughly 200 James City County businesses had been invited with reservations being limited to 100 guests. Williamsburg took a similar approach, whereas York County invited more than 1,000 businesses. Mr. Seymour reminded the EDA to RSVP stating that it was a first-come, first-served basis and that only two EDA members

had currently reserved their place.

Mr. Yavorsky stated that reservations for BREI were trickling in; the slow response is partly due to the most recent conference, in August of 2010, held in the same fiscal year.

Mr. Tingle noted that some work had been put into the invitee list to include a wider variety of businesses. He noted that the list of businesses had been somewhat exclusive in the past and he hoped it would grow to be more inclusive over the years.

b. Preview of new JCC Economic Development Video

Mr. Yavorsky introduced the new JCC Economic Development Video and gave a brief history of the background to the video.

The EDA viewed the video.

Mr. Yavorsky discussed the use of the video for economic development as an engaging tool for presentations. He discussed distributing the video through social media and to prospects and allies on thumb drives. He stated that there would be edited clips placed on the economic development site that highlighted specific assets of JCC.

The EDA was impressed with the video and the ideas. There was a brief discussion about sharing the video on business internet sites and other local organizations such as the College of William & Mary.

Mr. Kennedy noted the use of 'Williamsburg' in place of 'James City County' and noted his belief that the JCC brand could get confused. Mr. Seymour noted Mr. Kennedy's concern, but stated that Williamsburg is a strongly recognizable and global brand.

Mr. Tingle discussed the investment of the video citing that both OED and the EDA partnered on the cost of production.

A brief discussion about how the video is a timeless representation of JCC occurred.

Mr. Tingle stated that he felt Mr. Scott Johnston of Legacy Productions did a good job incorporating the quality of life into the video. He continued and said it blended all the attributes of JCC into a well-versed piece.

A discussion of what footage was not in the video – specifically local businesses - occurred and Mr. Yavorsky stated that some companies prohibited videography and photography of their properties and operations.

Mr. Seymour thanked Mr. Yavorsky for his hard work on the video since the process began before he arrived at James City County.

A brief discussion about distribution occurred including website placement and a press

release.

7. REPORTS

a. Board of Supervisors (BOS) Liaison

Mr. Kennedy began a summary of the most recent BOS meeting including BPOL tax decline and enterprise zone discussion specifically a machine and tool tax reduction.

Mr. Kennedy noted that the Economic Opportunity zone was being processed by the Planning Commission and that it would reach the BOS on schedule. He discussed the potential issues in the Economic Opportunity zone. He discussed the issues of growth and green space. Mr. Tingle noted work on visioning for the economic opportunity zone.

Mr. Kennedy said that a joint meeting between the three jurisdictions (JCC, York County, and Williamsburg) would hopefully be taking place in the near future.

He discussed promoting tourism through highlighting events that feature Jamestown and New Town. He noted discussions with the Historic Triangle Collaborative regarding tourism.

Mr. Tingle thanked Mr. Kennedy for the update.

b. Planning Commission Liaison

Mr. Gebhardt thanked Mr. Tingle for assisting in the hearing at the Planning Commission for the car wash at Williamsburg Crossing. Mr. Gebhardt stated it was a long meeting and that Mr. Tingle, Ms. Sipes, and Mr. Seymour being in attendance further supported the case.

Mr. Tingle noted that this case was a key example of why the County needs to redraft the special use permit process.

Mr. Gebhardt also noted Economic Opportunity zone discussions which included draft ordinances that were discussed at a policy meeting. Mr. Gebhardt stated that density discussions also took place including prohibiting single-family homes and height limits for buildings.

Mr. Gebhardt said that it would be discussed at a BOS work session, back to the policy committee, and then back to the Planning Commission. He hoped it would be done by early autumn.

Mr. Tingle asked that staff provide the EDA the link to the website that contains Planning Commission updates.

Mr. Montgomery asked about specific number of stories for the height of buildings. Mr. Tingle said that it would be limited to five story buildings.

c. Business Assistance Program

Mr. Gebhardt noted that Beanbank Coffee had been awarded their business assistance award and noted that the company had been delayed because the company had not been registered with the state.

Mr. Montgomery noted that incubator clients should be required to be registered with the state before admittance into JCCBTI. Everyone agreed and Mr. Gebhardt said that he would e-mail Mr. Bill Bean, incubator manager, regarding state registration to preemptively correct this ongoing issue.

Mr. Gebhardt said another applicant had sought business assistance, but that after review he and Mr. Warner declined the applicant. The decision was made due to no tax revenue projections and no employment growth at this time.

d. James City County Business and Technology Incubator

Mr. Gerhardt stated that as previously noted being authorized to do business in the Commonwealth of Virginia was a new issue that would need to be resolved.

Mr. Seymour stated that Ms. Messer had delivered the management agreement to William & Mary on Friday, April 15 and e-mailed them a reminder.

Mr. Gerhardt stated he had met with Court Record Solutions, a JCCBTI client, and discussed their business plans. He stated that it was a sister company of an established business in Australia. Mr. Gerhardt stated he had put them into contact with the Virginia Bar Association and also a senior litigator with Kaufman & Canoles. He said that the company was familiarizing themselves with the U.S. Court system, including the concept that the United States Court system is so much larger than Australia's courts.

Mr. Tingle asked if there was available space at JCCBTI and Mr. Gerhardt stated that there is space capacity, but that even if the Incubator has additional space capacity, it may have limited capacity to provide additional services.

e. Rural Economic Development Committee (REDC)

Ms. DuBois stated that a *farm stand frequently asked questions* sheet had been put together with Development Management staff. Ms. DuBois stated that a variety of farm stands had emerged throughout the County and to assist in answering questions about what can be sold and regulations, the FAQ sheet had been put together.

Ms. DuBois briefly discussed emerging issues with agri-tourism across the state specifically noise ordinances tied to events at farm and orchard locations.

Ms. DuBois discussed the Right to Farm Policy and how it continues to move forward and will be the first in the state.

Mr. Tingle noted a discussion he had with County Administrator, Robert Middaugh, and Mr. Seymour regarding Mainland Farms. Mr. Tingle stated that research would need to be conducted including making it more economically sustainable.

Mr. Gerhardt asked about how so much media and public coverage is garnered by the Charlottesville and Piedmont areas for the wineries and agriculture. Ms. DuBois stated that there were some key supporters such as Dave Matthews and that there were seven local food hubs in that area.

Mr. Seymour noted the prevalence of New Kent County advertisements.

f. Sports Grant Committee Update

Mr. Montgomery updated the EDA on the Sports Grant Committee and the positive feedback they have received. He noted that the elite football camp was returning this season. Mr. Montgomery said one flaw was that it was hard to track where visitors were staying and what localities were receiving the benefits.

Mr. Kennedy noted the need for an aquatic/athletic facility in the Warhill area of the County and discussed incentivizing remodeling the two hotels in that area. He also noted that constructing such amenities would cause growth of hotels and restaurants in the surrounding area. He discussed costs of such facilities and the potential for regional support.

The EDA had a discussion about offsetting costs and corporate sponsorships.

9. OED STAFF REPORT

Mr. Seymour noted that the Hampton Roads Association of Commercial Real Estate (HRACRE) had sent their sponsorship opportunities for the Excellence of Design Awards for \$350 for the upcoming fall. He stated he understood that the EDA had sponsored the event in the past and asked if they would like to continue to do so. Mr. Gebhardt said that it was well worth the value. Mr. Tingle stated he had to abstain, due to his firm's participation in the event.

Mr. Seymour also noted that there would be the HRACRE Golf Tournament in Williamsburg in June and that if any EDA directors were interested in participating, they were more than welcome to do so.

Mr. Seymour said that he and Ms. Mary Jones, Chairman of the BOS, had met with the owner of New Town business, Ironbound Gym, Scott Grafton. The meeting was to initiate discussions of cooperative operations for New Town businesses. Ms. Sipes followed up

with Mr. Grafton and introduced him to representatives from the Small Town Area Merchant Program this past week.

Mr. Seymour gave a presentation to the Service Core of Retire Executives. He discussed workforce and volunteer opportunities with them. Mr. Seymour met a prospect following his presentation.

Mr. Seymour updated the EDA on the sound masking proposal and that a company had been selected. He stated it would be installed in the next few weeks.

Mr. Montgomery asked if it was a local company. Mr. Seymour stated it was the most local out of the three proposals received; but no James City County business responded to the RFP.

Mr. Seymour stated that the Enterprise Zone application had been sent off after receiving the approved minutes from the Board of Supervisors meeting. He stated that it was sent to the Department of Housing and Community Development and that the new areas would be advertised once approved.

Mr. Seymour stated that the overall view of doing business in JCC seemed to be less than positive. He hoped that Ms. Sipes would be able to help correct some of these issues as she moved forward in her role as Business Development and Retention Coordinator. Mr. Seymour stated that it was imperative to that OED and Development Management work together.

A brief discussion continued about the view of doing business and Mr. Montgomery noted that he had some very positive experiences working with the County. Mr. Seymour reiterated having OED work as a primary contact with businesses.

Ms. DuBois noted that the Business Climate Task Force originally helped change perceptions, but it was important to continue with positive outreach. A discussion about the overall perception portrayed regarding business views occurred.

Mr. Tingle thanked Mr. Seymour for his report.

10. OTHER BUSINESS

Mr. Tingle stated that Mr. Stephen Johnson, EDA Bond Counsel, had notified him that there may be a bond issue forthcoming.

Mr. Tingle noted that Regional Air Service Enhancement funding from the BOS may be cut from the budget. Mr. Tingle asked about a snapshot about any information from any airline mergers that may be occurring and Mr. Gebhardt stated that it was still a very favorable market and that Newport News Williamsburg International Airport (PHF) seemed very upbeat about any impact that may occur.

Mr. Yavorsky stated that it seemed Denver flights were leading to tourism in the Historic Triangle based on some subjective data shared with him.

Mr. Gebhardt noted that Frontier Airlines was bringing in larger planes to PHF to service the increased demand.

Mr. Yavorsky noted the importance of maintaining the RAISE fund.


Mr. Montgomery asked what the plan of action was for replacing Mr. Yavorsky's position. Mr. Seymour stated that the position would be reviewed and advertised. Mr. Tingle noted that he would be interested in having the EDA have a role in the interview process.

11. ADJOURNMENT

There being no further business, Mr. Montgomery made a motion to adjourn. The work session was adjourned at 10:16 AM.



Thomas G. Tingle, Chairman



Russell C. Seymour, Secretary