

**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, AUGUST 18, 2011**

**1. CALL TO ORDER**

The meeting was called to order by Director Gerhardt at 8:03 AM.

**2. ROLL CALL**

A roll call identified the following members present:

Mr. Paul W. Gerhardt  
Mr. Stephen Montgomery  
Mr. Marshall Warner

Also Present:

Ms. Terry Buntrock, Arts Month Coordinator  
Ms. Laura A. Messer, Recording Secretary, James City County  
Mr. Russell Seymour, EDA Secretary  
Ms. Kathryn Sipes, Business Development and Retention Coordinator  
Ms. Jenni Tomes, EDA Fiscal Agent  
Mr. Telly Tucker, EDA Assistant Secretary

Absent:

Ms. Leanne DuBois, Director  
Mr. Tim Harris, Director  
Mr. James Kennedy, Board of Supervisors Liaison  
Mr. Thomas G. Tingle, Chairman

**3. PERSONNEL MATTERS**

Mr. Seymour introduced Mr. Telly Tucker, the new Economic Development Assistant Director. Mr. Seymour stated that Mr. Tucker replaced Mr. Steven Yavorsky, who moved to Texas.

Mr. Seymour thanked the EDA for their participation in the interview process.

Mr. Tucker stated that he was a Virginia native, having grown up in Lynchburg. Mr. Tucker attended James Madison University and worked as an Economic Development Specialist for the City of Lynchburg for three years prior to his most recent employment at the Virginia Department of Housing and Community Development. He stated he was the

Program Administrator for the State's Enterprise Zone Program.

Mr. Tucker said that he was excited to be involved in economic development again at the local level and that he was looking forward to working with both OED and the EDA.

4. **APPROVAL OF MINUTES**

a. July 21, 2011

Mr. Gerhardt asked if there were any changes to the June 21 meeting minutes. Ms. Messer noted some minor changes submitted by Mr. Gerhardt and stated that she would amend the minutes as discussed by the EDA. Due to no quorum, Mr. Gerhardt stated the minutes would be submitted for approval at the September 15 meeting.

5. **FINANCIAL REPORT**

a. July Financial Report

Ms. Jenni Tomes, EDA Fiscal Agent, reported that the typical expenditures had occurred including incubator revenue. She stated that the sound masking system invoice for the incubator and the support of Virginians for High Speed Rail had been paid.

Due to no quorum, Mr. Gerhardt stated the financial report would be submitted for approval at the September 15 meeting.

6. **PRESENTATION**

Mr. Seymour introduced Ms. Terry Buntrock, Arts Month Coordinator.

Ms. Buntrock gave a brief overview of her history working as a contractor for the Greater Williamsburg Chamber and Tourism Alliance and her role on the Williamsburg Art Commission.

She presented the EDA with a map reviewing art-related attractions in the local area and discussed the creation of an arts calendar online.

She discussed the media buyout, which included the Washington DC, Richmond and Norfolk media markets. The total for media buy was \$140,000 and encompassed over 800 television spots. She discussed the use of social media as well to help market the series of events.

Ms. Buntrock continued and discussed a variety of events that were occurring throughout JCC for Arts Month including a list of businesses that had been contacted.

Lastly, Ms. Buntrock discussed another potential sponsorship opportunity for the EDA. She stated that it looked as if New Town would be hosting a chalk art festival and would need potential sponsors.

The EDA thanked Ms. Buntrock for her report and work on Arts Month.

## 7. DISCUSSION ITEMS

### a. Business Retention and Expansion Industry (BREI) Conference

Mr. Seymour reviewed information that was sent from Ms. Melissa Dickens of York County's Office of Economic Development and discussed the successes of the BREI Conference that was held in May. He stated that there was a net profit from the conference of approximately \$8,000, which will be used to create a pool of regional funding for future joint events and efforts.

### b. Regional Incubator

Mr. Seymour reviewed the ongoing discussion about the potential creation of a regional incubator. He stated he recently had a discussion with Williamsburg and York County's Economic Development Directors, Ms. Michele DeWitt and Mr. Jim Noel respectively.

He stated that Mr. Noel was unsure if the York County Economic Development Authority was interested in participating in a regional incubator and would inquire with his EDA and let Mr. Seymour know.

Mr. Seymour stated that Ms. DeWitt had stated regardless of York County's decision that Williamsburg was interested in participating in an effort for a regional incubator.

He also stated that it was plausible the incubator could expand at its current location on Palmer Lane due to relocating of some County staff that currently resides on the first floor.

Mr. Gerhardt stated that JCCBTI had made a little over \$10,000 in return on their investment from the duration of the first management contract with the College of William & Mary.

## 8. REPORTS

### a. Sports Committee

Mr. Montgomery told the EDA that the Sports Committee had approved two more grants.

## 9. OED STAFF REPORT

Mr. Seymour updated the EDA on Project A, stating that there had been a site visit for the EDA property in James River Commerce Center. He said that there were some potential issues with the Project's plan for the building due to the RPA and the gasoline easement that runs through the middle of the property. Mr. Seymour stated he would continue to update the EDA on the progress.

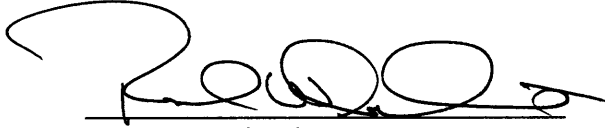
Mr. Seymour stated that OED was in the process of looking at revamping their website and was looking at the difference in using in-house services and a local business to complete the project.

Lastly, he briefly updated that EDA on the progress of the tourism zone and technology


zone.

**10. ADJOURNMENT**

There being no further business, Mr. Montgomery made a motion to adjourn. The work session was adjourned at 9:20 AM.



Paul W. Gerhardt



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Russell C. Seymour, Secretary