

**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, JANUARY 19, 2012**

**1. CALL TO ORDER**

The meeting was called to order by Chairman Gerhardt at 8:01 AM.

**2. ROLL CALL**

A roll call identified the following members present:

Ms. Robin D. Carson  
Mr. Tim Harris  
Ms. Leanne DuBois  
Mr. Paul W. Gerhardt, Chairman  
Mr. Stephen Montgomery  
Mr. Thomas G. Tingle  
Mr. Marshall Warner, Vice Chairman

Also Present:

Mr. Bill Bean, Director, Technology and Business Center, College of William & Mary  
Ms. Ellen Cook, Planning Department, James City County  
Mr. Adam Kinsman, EDA Counsel  
Ms. Laura 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

**3. APPROVAL OF MINUTES**

a. December 17, 2011

Mr. Gerhardt asked if there were any changes to the December 17 minutes. Mr. Gerhardt noted a grammatical error and Mr. Tingle noted two changes. Ms. Messer stated that she would make the changes.

There being no more changes, Mr. Gerhardt asked for a motion to approve the minutes, which was stated by Mr. Montgomery and seconded by Mr. Warner and passed unanimously by voice vote.

#### 4. **FINANCIAL REPORTS**

##### a. December Financial Reports

Ms. Tomes discussed the expenditures in Period 6 (December) and stated that the EDA had received bond fee revenue from the College of William & Mary refinancing. She also stated that the Build America Bond for the County had been transferred. She said that interest and incubator monthly revenue had both been collected.

Ms. Tomes noted that the Owens-Illinois payments were made as well. She also stated that the payment for the annual Small Business Development Center was made.

Mr. Warner asked why there appeared to be an issue with a returned check from December. Ms. Messer stated that Court Record Solutions (CRS) had some issues with the balance in their bank account following a trade show that they had attended. She said she would work to resolve the payment once CRS returned from their trip to Australia.

There being no other questions, Mr. Warner made a motion to approve the October financial report as presented, which was seconded by Mr. Montgomery and passed unanimously.

#### 5. **PRESENTATION**

Mr. Gerhardt introduced Mr. Bill Bean who manages the James City County Business and Technology Incubator. Mr. Bill Bean reviewed the success of JCCBTI thus far and noted that JCCBTI was currently restructuring the client selection process. He said that there were three paths for the selection process: no, not yet, and yes. He stated that some entrepreneurs who are interested in JCCBTI have great ideas, but need to refine them more prior to beginning incubation.

Mr. Bean reviewed the client selection committee and stated that it primarily included stakeholders for JCCBTI. He also reviewed the different types of clients and discussed the advisory board.

Mr. Bean stated there had been several promising applicants in the last several weeks.

Mr. Bean reviewed the 2012 goals for JCCBTI and discussed expanding business school participation to strengthen the incubator program. He stated that he anticipated a client graduation in the next few months.

Mr. Tingle asked about the progress regarding a regional incubator and Mr. Seymour and Mr. Bean stated a tour had taken place and that financial information had been provided to both Ms. Michele Dewitt of Williamsburg and Mr. Jim Noel of York County. Mr. Seymour stated there would be a better idea of the next steps in February.

There being no further questions, the EDA thanked Mr. Bean for the update.

## 6. **DISCUSSION AND ACTION ITEMS**

### a. Enterprise Zone Grants

Mr. Tucker presented information on the 2011 enterprise zone grants. He reviewed a memo stating that seven companies had qualified for grants and said that two applications had been pending, but were received at an enterprise zone workshop that JCC hosted the day prior to the EDA meeting.

The grant amounts were as follows:

Coresix Precision Glass – Year 5	
• Real Estate	\$ 2,790.54
• Machinery & Tools	\$ 1,241.80
DCB Group / Climatrol – Year 3	
• Real Estate	\$ 6,716.52
H.R. Development, LLC / Ritchie Curbow – Year 3	
• Real Estate	\$ 8,452.62
WND Holdings LLC / Volvo Rents – Year 3	
• Real Estate	\$ 2,716.57
Mid-Eastern Company LLC / Carter Cat Facility –Year 1	
• Real Estate	\$ 21,676.50
Haynes Distribution Center – Year 3 (Pending receipt of application)	
• Real Estate	\$ 33,017.76
• Business Personal Property	\$ 53,387.28 (\$13,346.88 is balance due from year 2)
Walmart Distribution Center – Year 5 (Pending receipt of application)	
• Real Estate	\$ 31,343.94
• Business Personal Property	\$ 8,464.08.

Mr. Gerhardt asked if there was funding for the grants. Mr. Kinsman stated there was due to the enterprise zone section in the JCC ordinance.

There being no further questions, Mr. Gerhardt asked for a motion to approve the enterprise zone grants, which was made by Mr. Montgomery and seconded by Ms. Carson.

Mr. Gerhardt asked Mr. Seymour to take a roll call vote:

Ms. Carson	AYE
Ms. DuBois	AYE
Mr. Gerhardt	AYE
Mr. Harris	AYE
Mr. Montgomery	AYE

Mr. Tingle	AYE
Mr. Warner	AYE

Mr. Tucker thanked the EDA.

b. Regional Air Service Enhancement (RAISE) Fund

Mr. Seymour stated that the RAISE contract was up for renewal. He reviewed information about the RAISE program including history. He discussed the positive news that would be released in the next few months. Mr. Seymour stated that the EDA would need to decide if they wished to continue with the contract agreement which charged a 40 cents per capita fee annually.

The EDA had a brief discussion about RAISE and the positive attributes that it has brought to the region. Ms. Carson made a motion to approve renewal of the RAISE contract, which was seconded by Mr. Warner and approved unanimously.

Mr. Gerhardt asked Mr. Seymour to take a roll call vote:

Ms. Carson	AYE
Ms. DuBois	AYE
Mr. Gerhardt	AYE
Mr. Harris	AYE
Mr. Montgomery	AYE
Mr. Tingle	AYE
Mr. Warner	AYE

Mr. Tingle noted that as the EDA's liaison for RAISE at the last meeting that he and Mr. Tucker had attended that a marketing campaign was discussed in coordination with new flights and schedules. He stated it would be a one-time fee of \$6,500. He asked the EDA if they would be interested in supporting such action.

The EDA had a brief discussion about the positives of the activity at the airport.

Ms. Carson made a motion to first ask JCC for funding of \$6,500 from the tourism fund and then if they denied the request that the EDA would support the initiative. Ms. Carson's motion was seconded by Mr. Warner and approved unanimously by voice vote.

Mr. Tingle thanked the EDA for their quick response.

c. VDOT Interpretive Sign for Governor's Land

Mr. Seymour provided information for the EDA about VDOT's interest in placing an interpretive sign on property by Governor's Land off Route 5. He briefly reviewed the picture and map of the proposed sign.

The EDA had a brief discussion and Mr. Montgomery made a motion to approve the placement of a VDOT sign on the property, which was seconded by Mr. Warner and approved unanimously by voice vote.

d. Mainland Farms

Ms. Sipes stated that the Mainland Farms lease was expiring and a decision needed to be made regarding what the EDA wished to do with the property. Ms. Sipes stated that a lease could be renewed for three to five years with Mr. Hula. She stated that any interested members of the EDA could be as involved as they wanted to be in the process. Ms. DuBois expressed interest in involvement.

Mr. Gerhardt stated that the real estate committee from the EDA would need to have a discussion about the long term goals for the property.

Mr. Kinsman stated a request for proposal (RFP) could be completed if the EDA desired to try to get a higher price.

Ms. Sipes reminded the EDA that the issue needed to be resolved as soon as possible.

The EDA had a brief discussion about the property and its historical values. Mr. Montgomery made a motion to proceed with the RFP process, which was seconded by Mr. Harris and approved unanimously by voice vote.

e. September Arts Month

Mr. Seymour presented the EDA with a letter from Mr. Bob Harris from the Greater Williamsburg Chamber and Tourism Alliance. The letter requested funding in the amount of \$10,000 for September Arts Month specifically the coordinator position.

There was a brief discussion by the EDA including how successful the series of events was in its first year.

There being no more comments, Mr. Warner made a motion to approve funding for September Arts Month in the amount of \$10,000, which was seconded by Ms. Carson and approved unanimously by voice vote.

f. Ladies Professional Golf Association (LPGA) at Kingsmill Resort & Spa

Mr. Seymour congratulated Ms. Carson, who is the General Manager of Kingsmill Resort & Spa where the LPGA event had been held previously on once again being awarded a contract.

Ms. Carson stated it would be a very different event with more community involvement, but that it was the largest professional sporting event in Virginia with 1,500 volunteers assisting to staff the event. She stated that there would be sponsorship packages and that it

would probably involve a two-for-one pricing special.

Ms. Messer inquired if the EDA was still interested in hosting a sky box. Mr. Tingle stated it was a great event, but the guest list would need some editing.

Ms. Carson stated the event was important because it provides national exposure for the region.

The EDA congratulated Ms. Carson and thanked her for the update.

## 7. **REPORTS**

### a. Planning Commission

Mr. Harris briefly reviewed business closings and then stated that American Pride had recently announced their Toano location opening. He stated that Virginia Packaging had received their United States Department of Agriculture approvals and he was working with a prospect.

He noted issues in the Jamestown Road corridor where LaTienda's retail store was located and said that it is an area with a concentration of small locally owned businesses, but that it was not a walk-able area. He discussed potential corridor enhancements and even the potential of an Arts District in that area to assist with enhancements.

### b. Rural Economic Development Committee

Ms. DuBois updated the EDA and stated that REDC had met recently with Isle of Wight's Rural Economic Development Manager and discussed different strategies for rural economic growth. She stated that she intended to host another seminar in the future.

## 8. **OED STAFF REPORT**

Mr. Seymour discussed the different items that OED was working on currently including the approval of the tourism zone, potential athletic events (IronMan and REV3), OpSail 2012 and boat taxes.

He stated that Ms. Ellen Cook, Senior Planner from JCC's Development Management was here to answer any questions regarding the Green Building Policy that would be on the Board of Supervisor's work session on January 24. The EDA discussed the policy once again and Ms. Cook answered questions. The EDA expressed support for the policy if it were based on incentives and not mandates.

Mr. Gerhardt asked if OED staff could send the reports that were sent to the BOS via e-mail. Mr. Seymour responded that OED would do so.

Lastly, Mr. Seymour reviewed several upcoming events that members of the EDA may

want to attend. Those events were as follows: January 24 Board of Supervisors work session – Green Building Policy on agenda and January 24 Board of Supervisors meeting – Tourism Zone on agenda.


Ms. Sipes stated that OED was hosting Ms. Mary-Jo Sisson Vaughan from the Virginia Small Business Financing Authority for a seminar to commercial lenders. She stated the event would be on February 2 at Legacy Hall.

Mr. Tingle reminded the EDA of the Joint Planning Commission meetings that were forthcoming. He said that there would be one on February 2 and one on February 24. Ms. Cook stated that on February 2 they would discuss the Busch Gardens corridor and that February 24's meeting would include the Lightfoot and Economic Opportunity District. Ms. Cook provided details on these two meetings.

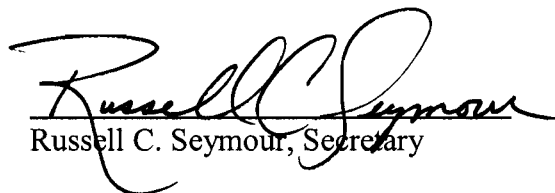
Mr. Gerhardt asked if Ms. Messer could e-mail all of the dates and meetings to the EDA following the adjournment and she said she would.

9. **ADJOURNMENT**

There being no more time for any further business, Mr. Warner made a motion to adjourn. The meeting was adjourned at 10:12 AM.



Paul W. Gerhardt, Chairman



Russell C. Seymour, Secretary