

## 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, FEBRUARY 16, 2012

### 1. CALL TO ORDER

The meeting was called to order by Chairman Gerhardt at 8:02 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:

Ms. Laura Messer, Recording Secretary, James City County  
Mr. Russell Seymour, EDA Secretary  
Ms. Kathryn Sipes, Business Development and Retention Coordinator  
Mr. Telly Tucker, EDA Assistant Secretary

### 3. APPROVAL OF MINUTES

#### a. January 19, 2012

Mr. Gerhardt asked if there were any changes to the January 19 minutes. Mr. Tingle noted under the roll call he was still listed as chairman. Ms. Messer stated that she would make the change.

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

### 4. FINANCIAL REPORTS

#### a. January Financial Reports

Mr. Warner discussed the expenditures in Period 7 (January) because Ms. Jenni Tomes, EDA Fiscal Agent, was at a training seminar. He stated that the EDA had received all account fees from SunTrust Bank back after EDA Treasurer, Ms. Ann Davis had discussed the matter with bank officials and they had reversed the charges. Mr. Warner stated from his understanding the EDA would not longer face annual fees. The EDA expressed that they were pleased with this.

Mr. Warner reviewed the expenditures for the period. He stated the annual dues for James River Commerce Center, legal fees, and e-commerce grant incentives had been disbursed. He also said that the Enterprise Zone incentives voted on at the January meeting had been paid out. Lastly, he stated that Renwood Farms, who leases Mainland Farms, had made their annual payment and had also been paid their annual fee, which results in a net of approximately \$12,000 to the EDA.

Mr. Warner stated that both interest revenue and incubator fees had been collected.

He noted that Court Record Solutions still had rent due from December due to insufficient funds when the check was deposited. Ms. Messer stated this would be resolved.

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

## **5. PERSONNEL MATTERS**

Chairman Gerhardt reminded the members of the EDA of the importance of open meeting Policies of public bodies such as the EDA and the relationship of those policies to communications among EDA members. He stated that Mr. Adam Kinsman, EDA Counsel would hopefully be able to communications policies and the Freedom of Information Act at the next EDA meeting.

## **6. DISCUSSION ITEMS**

### **a. Hampton Roads Economic Development Alliance (HREDA)**

Mr. Seymour notified the EDA about the HREDA request for funding for FY 2013. Mr. Seymour stated that HREDA was issuing a voluntary reduction in fees from \$1/per capita to \$0.95/per capita.

The EDA had a discussion about accountability and the value of HREDA to the region and JCC. Some other factors of importance that they discussed included quantifying the value of HREDA, the accountability of HREDA, and receiving information of the markets explored, visits to the area, and what type of businesses are contacted.

The EDA asked Mr. Seymour to gather information from HREDA.

b. EDA Retreat

Mr. Gerhardt told the EDA that it may be in the EDA's best interest to have a retreat to analyze their goals and strategies. Mr. Montgomery asked about the objective of such a meeting, to which Mr. Seymour responded that there were several changes ongoing with JCC and the EDA. Ms. Carson noted that there were new EDA directors and also new staff with the Office of Economic Development.

After their discussion, Mr. Gerhardt asked that each director e-mail him two or three ideas of items for discussion, to which Ms. Messer added that each director should send a few dates that would be ideal.

The EDA decided an afternoon would be the best time frame for a few hours.

Ms. Carson offered to host the retreat.

c. Ladies Pro Golf Association (LPGA) Event at Kingsmill

Mr. Seymour provided an update to the EDA on the County's involvement with the LPGA Event. This includes some marketing and tourism funding.

Ms. Carson discussed the skyboxes and the EDA had a discussion about the goal of a skybox. They reviewed the value of the event and how it is an ideal opportunity to showcase JCC to prospects. The EDA discussed a preliminary plan of action for the skybox.

d. Regional Business Event

Mr. Seymour noted the possibility of doing a joint event with Williamsburg and York County to celebrate Business Appreciation Week in June. He asked the EDA if this seemed like a good opportunity, to which the EDA agreed.

They briefly discussed events from the past including last year's Business Retention & Expansion International conference event. The EDA noted it was important to engage guests rather than just hosting another networking event.

Ms. Sipes stated that she would take the ideas the EDA discussed to the next meeting of the event planning committee.

e. Economic Development Website Update

Mr. Seymour updated the EDA on the progress of the revision of the Economic Development website. He reminded the EDA that he had sent an e-mail regarding success stories and testimonials on behalf of JCC. The EDA responded that the e-mail had been unclear, but the EDA now understood Mr. Seymour's request and would send their responses.

Mr. Seymour stated that the process of updating was going along well otherwise.

f. Green Building Incentives

Mr. Seymour updated the EDA on the green building incentives.

7. **REPORTS**

a. Planning Commission

Mr. Harris stated there was no update from the Planning Commission.

b. Grants Committee

Mr. Montgomery stated that the Grants Committee had met and was discussing a revision to the program due to funding.

Ms. Sipes suggested this as a retreat topic to which the EDA agreed.

c. James City County Business and Technology Incubator

Mr. Seymour briefly updated the EDA on the regional incubator process stating that everyone was in agreement and a formal process was being formed.

d. Rural Economic Development Committee

Ms. DuBois updated the EDA and said that Mainland Farms contract had been renewed for another year. She stated that a local food hub was emerging through the Trellis Restaurant.

She noted continued interest in fresh fruits and vegetables in the community and has a meeting scheduled with the Williamsburg Community Health Foundation to discuss local schools and local produce. She also noted that the number of farmers' markets licensed to accept Supplemental Nutrition Assistance Program and Electronic Benefits Transfer is increasing nationwide.

e. Sports Grant Committee

Mr. Montgomery updated the EDA on the grants distributed stating 10 grants had been rewarded funding including three major sporting events.

f. Real Estate Committee

Mr. Tingle stated that the Real Estate Committee was working to review the Shell Building to make sure all site work was up to date. He asked that the Real Estate Committee be permanently added to the agenda.

8. **MISCELLANEOUS ITEMS**

Mr. Montgomery noted the importance of including sports marketing on the website in addition to tourism components.

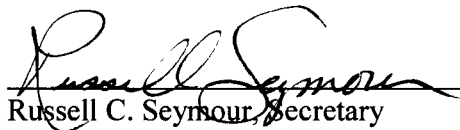
A brief discussion about hoteliers was conducted noting the financial reports from the Greater Williamsburg Chamber and Tourism Alliance. Ms. Carson told Mr. Seymour she would forward it to him.

9. **ADJOURNMENT**

There being no more time for any further business, Mr. Montgomery made a motion to adjourn. The meeting was adjourned at 10:03 AM.



Paul W. Gerhardt, Chairman



Russell C. Seymour, Secretary