

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, MARCH 15, 2012

1. CALL TO ORDER

The meeting was called to order by Chairman Gerhardt at 8:06 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

Also Present:

Ms. Regina Ridgway Bundy, Owner, Regina Enterprises
Mr. Richard Bundy, Owner, Regina Enterprises
Ms. Laura Messer, Recording Secretary, James City County
Mr. Russell Seymour, EDA Secretary
Ms. Kathryn Sipes, Business Development and Retention Coordinator
Ms. Jenni Tomes, James City County, EDA Fiscal Agent
Mr. Telly Tucker, EDA Assistant Secretary

Absent:

Mr. Marshall Warner, Vice Chairman

3. APPROVAL OF MINUTES

a. February 16, 2012

Mr. Gerhardt asked if there were any changes to the February 17 minutes. There being no more changes, Mr. Gerhardt asked for a motion to approve the minutes, which was stated by Mr. Tingle and seconded by Ms. Carson and passed unanimously by voice vote.

4. FINANCIAL REPORTS

a. February Financial Reports

Ms. Tomes stated she would like to thank Mr. Warner for reviewing the January reports at the last EDA meeting in her absence.

Ms. Tomes discussed the expenditures in Period 8 (February). She stated the EDA's portion of the field consultancy study through the College of William & Mary had been paid as well as the Hampton Roads Economic Development Alliance's quarterly payment. The Enterprise Zone grant to Climatrol had been paid as well. She noted that regular expenses had occurred including the incubator management fee and the legal counsel payment.

Lastly, Ms. Tomes stated she had corrected the transposition from the February report.

Mr. Tingle asked about Enterprise Zone reimbursement and Ms. Tomes responded it would be reimbursed.

Mr. Gerhardt noted tracking EDA-related items through the budget process.

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

5. **PRESENTATION**

Chairman Gerhardt asked Mr. Seymour to introduce Ms. Regina Ridgway Bundy and he passed the introduction to Ms. Sipes who explained Ms. Bundy is the owner of Regina Enterprises, which produces the Worm Watcher and has received both business assistance and e-commerce grants from the EDA. Ms. Bundy reviewed her background and the Worm Watcher product to the EDA. She stated that most recently the product was placed in the National Science Teacher Online Catalog. She stated that sales have doubled and there are now two sales representatives for Worm Watcher.

Ms. Bundy explained that Worm Watcher is using a new Virginia-based manufacturer to create therma-fold molds for the product. She also explained that the product has diversified into a do-it-yourself version for home gardeners. She stated that the do-it-yourself version was very popular and was a benefit because for each product sold there was sales tax.

Ms. Bundy stated Worm Watcher was working with six local businesses including Edible Arrangements and Starbucks to procure food waste for the worms.

Ms. Bundy noted the popularity of worm tea, which is organic fertilizer for plants, and sells for between \$6 and \$9 per gallon.

Ms. Bundy introduced her husband, Mr. Rich Bundy, who updated the EDA on a new product under Regina Enterprises. He discussed the sustainability of the new product and reviewed the practicality of the product.

Lastly, Ms. Bundy noted that Worm Watcher was currently raising capital through KickStarter.com. She reviewed the process of Kick Starter and encouraged the EDA to share the information with others.

The EDA thanked the Bundys for coming to the meeting and reviewing their continued entrepreneurial endeavors.

6. REPORTS

a. Planning Commission

Mr. Harris stated there was no update from the Planning Commission, but noted that there had been the appointment of Mr. George Drummond for the Roberts District by the Board of Supervisors (BOS).

b. Grants Committee

Mr. Montgomery stated that the Grants Committee had no update, but would be discussing the future of the program.

c. James City County Business and Technology Incubator

Mr. Gerhardt noted the newest client, Ethos Info, and that there were currently 6 residents but soon two would graduate.

d. Real Estate Committee

Mr. Tingle stated that the Real Estate Committee was working to review the virtual Shell Building to make sure all site work was up to date and that Mainland Farms would be discussed in the next few months.

e. Rural Economic Development Committee

Ms. DuBois updated the EDA and said that she had met with the Williamsburg Community Health Foundation to discuss preventative care in terms of nutrition for students of Williamsburg-James City County Public Schools. Ms. DuBois noted that community preventive measures were in the forefront including microfarming and farmers market programs.

She also noted that Virginia Tech has begun a beginner rancher program for those interested in farming. She stated the Request for Proposal for the program introduced some interesting agricultural research.

f. Sports Grant Committee

Mr. Montgomery stated there was no update for the Sports Committee.

7. **REPORTS**

a. Hampton Roads Economic Development Alliance (HREDA)

Mr. Seymour noted he was completing the research requested about HREDA and stated that the lack of an existing building factor played a large role in the absence of success stories from the research already complete.

Mr. Tingle asked Mr. Seymour to provide the number of jobs in James City County from both HREDA and the Virginia Economic Development Partnership (VEDP) for the last 10 years.

Mr. Harris noted that the HREDA model seemed to be an old one for business procurement and suggested the return on investment may not prove to be worthy.

Mr. Seymour stated that HREDA did facilitate a relationship with the state in terms of VEDP.

The EDA continued discussion and Mr. Seymour stated he would provide the information requested.

b. Joint BOS-EDA Work Session

Mr. Gerhardt reminded the EDA about the joint BOS-EDA Work Session on Tuesday, March 27, 2012. He stated the last joint work session had been in 2010. He reviewed the PowerPoint presentation for the meeting and discussed having a collaborative discussion with the BOS. Ms. DuBois stated she would not be present due to a prior commitment.

The EDA reviewed what they would each discuss.


c. EDA Retreat

Mr. Gerhardt reminded the EDA to send agenda topics for the retreat on Monday, April 16, 2012 to him.


The EDA noted the need for a discussion of financial sustainability and also a discussion about benchmarking and best practices of other municipalities' EDAs.

8. **ADJOURNMENT**

There being no more time for any further business, Mr. Montgomery made a motion to adjourn. The meeting was adjourned at 9:40 AM.



Paul W. Gerhardt, Chairman



Russell C. Seymour, Secretary