

MEETING MINUTES

**ECONOMIC DEVELOPMENT AUTHORITY (EDA)
OF JAMES CITY COUNTY (JCC)
5308 DISCOVERY PARK BLVD., SUITE 203
WILLIAMSBURG, VA 23188
8:00 AM, THURSDAY, APRIL 19, 2012**

1. CALL TO ORDER

The meeting was called to order by Chairman Gerhardt at 8:04 AM.

2. ROLL CALL

A roll call identified the following members present:

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

Also Present:

Mr. Jim Kennedy, Board of Supervisors (BOS) Liaison
Ms. Laura Messer, Recording Secretary, JCC
Ms. Whitney Pendleton, Smithfield Foods, Human Resources Representative
Mr. Russell Seymour, EDA Secretary
Ms. Kathryn Sipes, Business Development and Retention Coordinator, JCC
Mr. Telly Tucker, EDA Assistant Secretary

Absent:

Mr. Tim Harris, Director

3. MINUTES

a. March 15, 2012

Mr. Gerhardt asked if there were any changes to the March 15 minutes. There being none, Mr. Gerhardt asked for a motion to approve the minutes, which was stated by Ms. Carson and seconded by Mr. Tingle and passed unanimously by voice vote.

4. FINANCIAL STATEMENTS

a. March Financial Statements

Ms. Messer stated Ms. Jenni Tomes, EDA Fiscal Agent, had a family emergency and was unable to attend the meeting. Mr. Warner stated he would provide an update in Ms. Tomes' absence.

Mr. Warner discussed the expenditures in Period 9 (March) and said it was just typical expenses related to legal fees and the James City County Business and Technology Incubator.

Mr. Warner said that both interest revenue and incubator fees had been collected. He noted that of the EDA funds invested, approximately \$20,000 a year was being collected in interest.

Mr. Gerhardt asked if the EDA seemed to be in line with its expenditures, to which Mr. Warner said that everything appeared to be on track.

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

5. **PRESENTATION**

a. Smithfield Foods

Mr. Gerhardt introduced Ms. Whitney Pendleton, Human Resources Representative with Smithfield Foods.

Ms. Pendleton briefed the EDA on Smithfield Foods and stated that there were 10 manufacturing facilities on the East Coast including the Smithfield Specialty Foods Group in Toano, VA and that the company had 12,000 employees in the United States. The facilities in Toano include a Sales & Manufacturing Office and a Fulfillment & Distribution Center. The Fulfillment & Distribution Center supports all orders from the Smithfield Specialty Foods catalog.

Ms. Pendleton noted that the Toano facility processes peanuts including shelling and boiling.

Ms. Pendleton discussed the sustainability efforts of Smithfield and noted that environment, animal care, food safety/quality, and helping communities were all part of these efforts. She noted that helping communities included food bank donations and stated there were 1.3 million servings of protein donated last year.

Ms. Pendleton reviewed the marketing and vertical integration of Smithfield and how it supports their sustainability initiatives. She discussed the recycling efforts in terms of product production and the environmentally conscious mindset.

Ms. Carson inquired about water usage and the water needs for production. Ms. Pendleton explained that they use recycled water when possible, but food safety requires fresh water.

Mr. Warner explaining his ties to the United Way of Greater Williamsburg, inquired about the charitable donations and Ms. Pendleton replied that it was a worldwide program.

Mr. Tucker noted the expansion occurring at the Toano facility, and Ms. Pendleton said it was an exciting time for Smithfield.

The EDA thanked Ms. Pendleton for her presentation and expressed their appreciation for the employment Smithfield provides in JCC.

6. **DISCUSSION AND ACTION ITEM**

a. James River Commerce Center (JRCC) EDA Property

Mr. Tingle stated that the 70-acre EDA property in JRCC needed to be surveyed in terms of wetlands and needed some site plan work. He stated that the property was divided in several areas based on different easements including the Colonial Pipeline.

He stated that Ms. Sipes had sent out a solicitation of request for proposals based on her research regarding work already completed for the site. Mr. Tingle stated that the proposals ranged between \$12,000 and \$36,000 for the requested scope of work.

Mr. Tingle noted that having the scope of work completed will allow the Office of Economic Development to better market the site to business inquiries and prospects. He also explained that the timbering contract would be executed by the end of the year. The new scope of work and timbering completion would allow a business to become operational much quicker.

Lastly, he stated that there were some issues regarding Columbia Drive not being included in the VDOT Public Roads inventory, but said Ms. Sipes was working to get that process complete.

Mr. Tingle asked for a motion to authorize the scope of work be completed for up to \$15,000 to which Mr. Montgomery made a motion that was seconded by Ms. Carson and approved unanimously by voice vote.

Mr. Tingle thanked the EDA.

7. **DISCUSSION ITEMS**

a. Hampton Roads Economic Development Alliance (HREDA) Update

Mr. Seymour provided the EDA with a summary of the HREDA inquiries, jobs, and prospect visits for Hampton Roads, including JCC for the past decade. He reviewed what prospects were seeking.

He stated that HREDA was seeking funding of 95 cents per capita for FY 2013.

Mr. Tingle inquired about the office space that prospects were seeking and asked Mr. Seymour to analyze the amount of office space that HREDA prospects were seeking.

The EDA had a discussion about the climate since the 2004 merger of the Peninsula Alliance for Economic Development with the South Side Alliance. Mr. Seymour stated he had tried to discuss the benefits of HREDA with the City of Williamsburg and York County with no response.

Ms. Carson inquired as to why Mr. Seymour felt no response was given, to which Mr. Seymour stated that it seemed that leaving HREDA was not worth the impact it would have due to receiving the fact that all project inquiries generated by the state come through HREDA.

Mr. Tingle suggested that JCC continue to support HREDA for another year, but apply pressure to HREDA in that they want to see the results from being part of the group.

The EDA had a brief discussion about similar economic development alliances and partnerships and noted the similarities JCC may have with the Greater Richmond Partnership due to the assets being more similar in terms of not including port activity and distribution.

Mr. Kennedy noted that the Historic Triangle Collaborative's efforts of regionalism may be appropriate to discuss with Mr. Colin Campbell, who was heading the efforts.

Ms. Carson noted the importance of marketing JCC as a package and suggested a discussion occur with HREDA about the assets of JCC.

Mr. Tingle made a motion to approve the FY 13 funding of HREDA, but noted it was vital to include specific marketing and return on investment. Ms. Carson seconded the motion, which was approved by a 4-2 vote with two directors disagreeing with the funding. The EDA asked that Mr. Seymour request information from HREDA on how they were marketing JCC in particular in addition to maintaining the number of visits and prospects in the upcoming year.

Ms. Messer stated she would place the funding in the FY 2013 EDA budget, which would be voted on at the next EDA meeting.

b. Kingsmill Championship (LPGA Event)

Ms. Carson updated the EDA on the progress of putting together the September 2012 Kingsmill Championship. She stated there was a large community involvement and that a t-shirt design contest with Williamsburg-James City County Public Schools was being initiated. She noted there would also be a junior golf clinic.

She asked the EDA if they were interested in participating in a Skybox, and the EDA had a

brief discussion about their goals for the event. The EDA decided that they were interested in participating and wanted staff to review the options.

Ms. Messer compared the 2009 Skybox to the options being offered and noted the additional grounds tickets being included as a benefit to JCC.

Mr. Gerhardt asked Ms. Messer to send the EDA a list of options. Mr. Tingle asked if the EDA could create a custom Skybox, to which Ms. Carson responded that a variety of options could be combined to best suit the EDA's needs.

Mr. Warner made a motion to approve support of the Kingsmill Championship and to utilize the event for business. Mr. Tingle seconded the motion, which was approved unanimously by voice vote with an abstention from Ms. Carson.

c. Enterprise Zone Amendment Update

Mr. Tucker updated the EDA on Phase II of amendments to the Enterprise Zone. He stated that it looked like approval would be taken to the June BOS meeting and would include removal of acreage that included publicly owned land and some undevelopable land with the Enterprise Zone being shifted to areas consistent with the Comprehensive Plan and also businesses that would be completing expansions.

He stated that some incentives would be amended and that specifics would be provided at the next EDA meeting.

d. Signage at JRCC

Mr. Seymour provided a brief update on the signage at the entrance of JRCC on Route 60 and Ms. Messer showed the EDA a picture of the signage before and after its upgrade. The sign is now more visible and brighter in color.

The EDA remarked positively about the upgrade and stated that it was a better contrast.

e. Follow-up from EDA Retreat

Mr. Seymour stated that following Monday's EDA retreat, Ms. Messer had typed up the minutes and that he would review the minutes with Mr. Ron Monarck, who facilitated the meeting. He stated the EDA had a few options on how to complete the process with those options being having another half day retreat, having several shorter meetings, or discussing with EDA directors in smaller groups with Mr. Monarck.

Mr. Gerhardt stated having work sessions in place of EDA meetings may be best.

Mr. Seymour said he would confer with Mr. Monarck and let the EDA know what had been decided.

8. REPORTS

a. BOS Liaison

Mr. Kennedy briefed the EDA on the budget process and said the first deliberation would be on Tuesday, April 24, 2012.

He noted the discussion on the economic opportunity district and zoning specifically the 13 acres near the Williamsburg Pottery.

He stated that the school system budget still needed to be voted on and also noted the possibility of gas, business personal property, and machinery and tools taxes being changed in the General Assembly.

b. Grants Committee

Mr. Montgomery stated that the Grants Committee had a meeting scheduled for next week.

c. JCCBTI

Mr. Gerhardt stated there was no update regarding JCCBTI.

d. Real Estate Holdings Committee

Mr. Tingle said he had already addressed the activity of the Real Estate Holdings Committee in the discussion and action item earlier in the meeting.

e. Rural Economic Development Committee

Ms. DuBois stated she was continuing to work with the Williamsburg Community Health Foundation.

f. Sports Grant Committee

Mr. Montgomery stated that the Sports Grant Committee had a meeting scheduled for next week.

9. OED STAFF REPORT

Mr. Seymour briefly reviewed activity of OED and stated that the Regional Air Service Enhancement Fund contract had been signed and would be renewed. He stated that the Harley Davidson Owners Group was continuing forward with their event in JCC in June. He stated that they were going to do a poker run and include a variety of JCC businesses including New Town. He said they were staying in a JCC hotel.

Mr. Tingle inquired what hotel and Mr. Seymour stated that the Crowne Plaza at Fort Magruder was fully booked for the event.

Mr. Seymour stated that the OED website would be complete in May and that he would have an updated beta version of the site for the EDA to review. He stated he would send the link.

10. MISCELLANEOUS ITEMS

Mr. Tingle noted that The Pavilion at Williamsburg Place would be opening on Friday, April 20. He stated the expansion included acute care for substance abuse and geriatric patients suffering other health problems. He stated it was an addition of approximately 45 jobs.

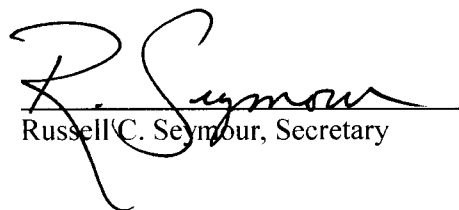
Mr. Montgomery inquired if it was possible to get data on business growth and business decline. He stated that a report may be interesting to the EDA to assist in initiatives. Mr. Seymour stated that he received that information from the Commissioner of the Revenue and he would work to provide the EDA a brief synopsis of the data.

11. ADJOURNMENT

There being no more time for any further business, Mr. Warner made a motion to adjourn. The meeting was adjourned at 9:51 AM.



Paul W. Gerhardt, Chairman



Russell C. Seymour, Secretary