

MEETING MINUTES

**ECONOMIC DEVELOPMENT AUTHORITY (EDA)
OF JAMES CITY COUNTY (JCC)
5308 DISCOVERY PARK BLVD., SUITE 203
WILLIAMSBURG, VA 23188
8:00 AM, THURSDAY, JUNE 21, 2012**

1. CALL TO ORDER

The meeting was called to order by Chairman Gerhardt at 8:03 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:

Ms. Cheryl Cochet, EDA Fiscal Agent
Mr. Adam Kinsman, EDA Counsel
Ms. Laura Messer, Recording Secretary, JCC
Mr. Ron Monark, College of William & Mary
Mr. Russell Seymour, EDA Secretary
Ms. Kathryn Sipes, Business Development and Retention Coordinator, JCC
Mr. Telly Tucker, EDA Assistant Secretary
Ms. Tara Woodruff, JCC Accounting

Absent:

Mr. Tim Harris, Director

3. MINUTES

a. May 17, 2012

Mr. Gerhardt asked if there were any changes to the May 21 meeting. There being none, 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 STATEMENTS

a. May Financial Statements

Ms. Cochet discussed the expenditures in Period 11 (May) stating that these expenses were related to legal fees and the James City County Business and Technology Incubator.

Ms. Cochet said that both interest revenue and incubator fees had been collected.

Ms. Cochet stated that the bank fees were related to fraud protection.

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

5. PRESENTATION/DISCUSSION ITEM

a. Economic Accelerator Program

Mr. Monark reviewed a proposal he had submitted to Mr. Seymour regarding a joint partnership between JCC and the Alan B. Miller Entrepreneurship Center, which is part of the Mason School of Business at the College of William & Mary. The proposal reviewed a potential new program that would assist businesses in assessments of problems and issues at hand.

Mr. Monark stated that the program would allow Mason School of Business students to assist the participating businesses with guidance from professors providing benefits to both the businesses and students.

Mr. Tingle asked about the length of time for the program and Mr. Monark explained it would be short, but intense with maximum in-person communication. He stated the program was not over the telephone, but hands-on.

Mr. Montgomery questioned whether the Economic Accelerator Program would be in lieu of the Business Assistance Program to which the EDA agreed that, if passed, it would be among other business assistance initiatives.

Ms. Sipes inquired about how businesses would be found to participate in the program and Mr. Monark explained a lot was simply networking and providing exposure to the program.

The EDA had a discussion about the program and decided that the Grants Committee would review the program and make a decision.

Mr. Montgomery noted that the College of William & Mary is a unique resource and the proposal for the program seemed worthwhile.

Ms. Carson suggested that it may be important to survey the needs of smaller businesses, to which Mr. Seymour stated a cross-section of small businesses could be gathered for a roundtable discussion to help facilitate discussion.

Ms. DuBois agreed that a roundtable may be useful.

Mr. Tingle noted the importance of continuing to build a positive relationship with the College of William & Mary due to proximity.

6. OED STAFF REPORT

Mr. Gerhardt stated that due to time constraints at prior meetings, the OED Staff Report was being moved up on the agenda to allow staff to adequately inform the EDA of activities.

Mr. Tucker stated that at the Board of Supervisors on June 12, the Enterprise Zone amendment was unanimously approved by the Board. Mr. Tucker stated that the application would go to Virginia Department of Housing and Community Development for official approval. He stated JCC had already received preliminary approval.

Mr. Tucker noted a change to the incentives had also been passed. The threshold for Enterprise Zone incentives would be a \$500,000 capital investment down from the current one million dollar investment needed to qualify for incentives.

Mr. Tingle asked if businesses would be informed of the change and Mr. Tucker stated that all property owners had been notified about the potential change and that they would be notified again once it was approved.

Ms. Sipes noted she was having a seminar featuring the Port of Virginia and the Virginia Economic Development Partnership for businesses in JCC that import and export goods. She stated the seminar would help the businesses create relationships with the Port.

She stated she was also coordinating two small business workshops in August and September.

Mr. Gerhardt and Mr. Tingle both requested notification of such seminars stating they would like to attend when possible to help show support of JCC businesses. Ms. Sipes stated moving forward she would complete such notices.

Mr. Tucker stated that OED staff had met with Steve Harrison from the Hampton Roads Economic Development Alliance and discussed a variety of research and analysis that could be prepared for JCC. Mr. Tucker stated that the value of these services are beneficial to JCC.

Mr. Tingle asked if business sector information could be obtained, to which Mr. Tucker responded that yes, business sector information could be obtained and even broken down into different geographical areas such as JCC, Historic Triangle, and Hampton Roads.

Mr. Seymour told the EDA he had held a hotel, motel, and timeshare roundtable to discuss

what challenges each was facing. Mr. Seymour stated that Ms. Carson had participated in her role as Kingsmill Resort & Spa's General Manager.

Mr. Seymour stated he would be scheduling a meeting with golf course owners in the upcoming weeks.

Mr. Seymour stated that OED had been working with HREDA on courting a prospect and that the client prospect had visited JCC and met with him and Mr. Gerhardt. He stated they had looked at the EDA's parcel in JRCC and that a fall decision was anticipated.

Mr. Seymour reviewed the prospect numbers for July – December of 2011 and for 2012 stating that in 2011 OED had 13 prospects with 5 of those being from HREDA and currently, 2012 had seen 20 prospects with 10 of those coming from HREDA.

Mr. Seymour reminded the EDA that the Harley Davidson Owner's Group would be in town over the weekend stating they had a variety of events planned including an opening ceremony, a poker run in New Town and a County Parade.

Mr. Seymour stated OED continued to work with retail, tourism, and sports marketing initiatives including a baseball tournament organization.

The EDA thanked staff for the comprehensive update on their activities and actions.

7. ACTION ITEMS

a. Amended Meeting Calendar

Mr. Gerhardt asked the EDA if anyone had any questions or comments about the amended FY 2012 EDA Meeting Calendar. He stated that the new schedule moved monthly EDA meetings to the second Thursday of each month at the same time. Ms. Sipes noted the new meeting location of Building D at the County Complex. Mr. Montgomery motioned to approve the amended meeting calendar, which was seconded by Ms. Carson and approved unanimously.

Mr. Tingle thanked the EDA for amending the calendar.

b. MODU Grant

Mr. Gerhardt stated he would like to discuss the MODU System Business Assistance Program Grant next on the agenda. He reminded the EDA that MODU had been awarded a grant pending the signing of a guaranty and promissory note. MODU had not yet signed either document, but recently expressed interest in concluding the grant process. The County Attorney's Office updated the documents as needed for signature.

Mr. Kinsman asked the EDA if they would like to put an expiration date on the offer of the grant. After a brief discussion, the EDA decided that 60 days was sufficient time.

Mr. Tingle made a motion to approve the updated grant, which was seconded by Mr. Montgomery and was approved unanimously by the EDA.

c. FY 2013 Budget

Mr. Seymour reviewed the FY 2013 budget and stated there were no real changes other than allotted payment for two sponsored events at the Kingsmill Championship. He noted that only one was approved at this time.

Mr. Warner noted that Certificates of Deposit would mature in FY 2013.

Mr. Warner noted the continued decline of cash. Mr. Tingle asked if there were any industrial revenue bonds in the near future. Mr. Kinsman stated that he would look into it to see if JCC would be requesting any bonds from the EDA.

Mr. Montgomery made a motion to approve the proposed FY 2013 budget, which was seconded by Ms. DuBois and passed unanimously by voice vote.

8. REPORTS

a. Planning Commission Liaison

In Mr. Harris' absence, Mr. Gerhardt presented some items of interest provided to him by Mr. Harris:

- Amendment to sign ordinance – A BOS vote is pending on an amendment to the sign ordinance which would allow businesses in certain areas more flexibility when it comes to their signage.
- The BOS has made it more difficult to remove property from the Agricultural and Forrestral Districts in JCC
- The BOS work session pertaining to the ordinance changes for rural lands is scheduled for June 26

b. Skybox Committee Update

The Skybox Committee provided an executive summary of the plan of use for the Kingsmill Championship Skybox.

The EDA discussed the invitee list and determined that Saturday would be the most suitable day for new business attraction.

The EDA discussed the coordination of tickets and parking passes.

The EDA decided they seemed to be headed in the right direction for planning of the event.

c. Real Estate Holdings Committee

Mr. Tingle said the Real Estate Holdings Committee continued to move forward on the JRCC parcel work and also noted the Dominion Power issues near the property. The EDA had a brief discussion about this matter.

d. Rural Economic Development Committee

Ms. DuBois stated she had coordinated a rural caucus to help promote farms and the local area. She said she was pleased with the turnout stating that there were a variety of subgroups present including from Williamsburg-James City County Public Schools as prevention is taking a forefront.


She stated another meeting would be held in the near future.

e. Sports Grant Committee

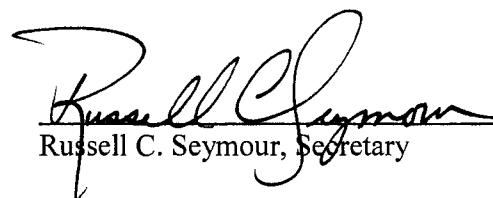
Mr. Montgomery stated there were no new grants, but stated it seemed important to look into the possibility of an aquatic center for swimming and diving events. The EDA had a brief discussion about aquatic centers such as the one near Virginia Tech.

9. **ADJOURNMENT**

There being no more time for any further business, Mr. Warner made a motion to adjourn. The meeting was adjourned at 10:19 AM.



Paul W. Gerhardt, Chairman



Russell C. Seymour, Secretary