

MEETING MINUTES

**ECONOMIC DEVELOPMENT AUTHORITY (EDA)
OF JAMES CITY COUNTY (JCC)
101-D MOUNTS BAY ROAD
WILLIAMSBURG, VA 23185
8:00 AM, THURSDAY, SEPTEMBER 13, 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
Ms. Leanne DuBois (arrived later)
Mr. Tim Harris (arrived later)
Mr. Paul W. Gerhardt, Chairman
Mr. Thomas G. Tingle
Mr. Marshall Warner, Vice Chairman

Also Present:

Ms. Terry Buntrock, Arts Month Coordinator
Ms. Cheryl Cochet, EDA Fiscal Agent
Mr. Adam Kinsman, EDA Counsel
Ms. Laura Messer, Recording Secretary, JCC
Mr. Russell Seymour, EDA Secretary
Ms. Kathryn Sipes, Business Development and Retention Coordinator, JCC
Mr. Telly Tucker, EDA Assistant Secretary

Absent:

Mr. Stephen Montgomery, Director

3. MINUTES

a. August 9, 2012 Minutes

Mr. Gerhardt asked if there were any changes to the August 9 EDA meeting minutes. There being none, he asked for a motion to approve the minutes. Mr. Tingle made a motion to approve the minutes, which was seconded by Ms. Carson. It was approved unanimously by voice vote.

4. FINANCIAL STATEMENTS

a. August Financial Statements

Ms. Cochet discussed the expenditures in Period 2 (August 2013) 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 James City County Business and Technology Incubator operating expenses were paid twice due to the late invoicing from July as noted in last month's financial report.

Mr. Tingle inquired about the Build America Bond from last month and Ms. Cochet stated it had already passed through.

There being no more questions, Mr. Tingle made a motion to approve the August financial report, which was seconded by Mr. Warner and passed unanimously by voice vote.

5. ACTION ITEMS

a. Arts Month Contract

Mr. Gerhardt introduced Ms. Terry Buntrock, Arts Month Coordinator. Ms. Buntrock presented information about Arts Month including event information. She stated that there were 127 events total across all three jurisdictions. Of those 127 events, 29 are in JCC including events at the Williamsburg Winery, Williamsburg Landing, and Jamestown-Yorktown Settlement. Ms. Buntrock stated that the Williamsburg Pottery wanted to have a larger role in Arts Month moving forward.

Ms. Buntrock presented some information about advertising and funding. She reviewed articles from various publications including *Next Door Neighbors*.

The EDA asked Ms. Buntrock questions including if Arts Month was strong enough for a media campaign statewide and in other regions such as Washington DC. Ms. Buntrock stated she felt it was plausible.

Ms. Carson asked about volunteer structure for Arts Month and whether or not volunteers were utilized. Ms. Buntrock said there was not a structure in place, but she felt it would be helpful.

Mr. Gerhardt asked about what support structure was in place for coordinated efforts in the area of arts initiatives. The EDA talked about the organizations involved in Arts Month and wanting a specific appointee from JCC to be involved.

Mr. Tingle noted that the Arts Month website was hard to navigate. Ms. Carson said that part of this was because of the different organizations in charge of websites for the Greater Williamsburg Chamber and Tourism Alliance. Ms. Buntrock noted that Greensboro, NC has an effective website for their version of Arts Month called 17 Days.

Lastly, Ms. Buntrock asked the EDA to approve their portion of her contract renewal to help remove any gap in Arts Month Planning. She stated that forward motion was halted when her contract ended. The current contract ends on October 15, 2012.

The EDA thanked Ms. Buntrock for her time and she left.

The EDA asked Mr. Seymour about the amount and he stated it was \$12,000 for the year. He stated that Williamsburg's EDA had already approved funding for Ms. Buntrock.

The EDA discussed approving the contract with condition of extending three years based on the addition of performance measures. Ms. Carson noted needing a benchmark moving forward with Arts Month. Mr. Gerhardt expressed that there was a need for some coordinated strategic planning for arts efforts.

The EDA noted that a website upgrade as well as a strategic plan for Arts Month should be priorities. Mr. Seymour noted the importance of reporting as efforts moved forward.

Mr. Tingle made a motion to approve funding in the amount of \$12,000 per year from JCC's EDA with website upgrades and a strategic plan being priorities. The motion was seconded by Mr. Warner and approved unanimously.

b. Regional Incubator Memorandum of Understanding

Mr. Seymour briefed the EDA on the Regional Incubator Memorandum of Understanding (MOU). He stated that the City of Williamsburg had already approved the MOU. He noted the revenue sharing part of the MOU and the creation of a governing board for the regional incubator. Mr. Gerhardt informed the EDA that, as they requested be done at the last meeting, he and Mr. Seymour had met with the James City County Administrator to discuss the MOU.

The EDA discussed the strategy of the regional incubator and Mr. Tingle asked Mr. Seymour to briefly discuss the MOU page by page. Mr. Seymour provided an overview and Mr. Gerhardt provided a summary of key provisions of the MOU.

Mr. Harris noted the core of the agreement should include information about client management. Mr. Seymour explained that in addition to the MOU that there was also a management contract and agreements between each client and the incubator similar to the current system in place.

Mr. Seymour stated that after approval with each jurisdiction's EDA the MOU would need to be passed by the respective Boards of Supervisors and City Council. Mr. Kinsman noted

that the earliest it could be taken to the BOS would be the December meeting. Mr. Tingle noted that it should be taken to each of the Boards and Council in the same month to try to simplify the timeline. Mr. Seymour agreed and stated that each Economic Development Director and EDA Chair would be present at all meetings.

Mr. Warner made a motion to approve the MOU as presented, which was seconded by Ms. DuBois and approved unanimously by voice vote.

6. OED STAFF REPORT

Mr. Seymour briefly summarized ongoing OED activities including an upcoming out-of-town business visit with the County Administrator. He stated the Ladies Professional Golf Association (LPGA) event at Kingsmill Resort & Spa was well-attended last week, but noted a further discussion would occur later on the agenda.

Mr. Seymour noted the new website and stated that Mr. Harris' father had received an award from the King of Spain and that it had been added to the OED's website. Mr. Harris briefly noted the award and said the Harris family would be going to Washington DC next month for a ceremony.

Ms. Sipes noted two seminars hosted at Legacy Hall on procurement and entrepreneurship within the last month. She stated each had roughly 25 attendees at each and that OED would continue to host these types of seminars utilizing state resources. She asked the EDA to continue to supply topic ideas.

6. DISCUSSION ITEMS

a. Business Accelerator Program

Ms. Sipes provided an update on the business accelerator program in conjunction with the College of William and Mary's Mason School of Business. She stated that it would be a two-part pilot with one business participating this fall and then hopefully two more during the spring semester. She continued and said that the program would officially launch next fall.

Mr. Tingle asked if the business participating was FabSuite and Ms. Sipes said that yes, Fab Suite was the participating business.

The EDA thanked Ms. Sipes for the update.

b. LPGA Skybox

Mr. Seymour thanked the EDA and Ms. Carson for their efforts and hosting the Skybox throughout the course of the Kingsmill Championship.

Mr. Seymour said it was a successful event overall particularly the Saturday reception after

tournament play. Ms. Carson noted having the Secretary of Commerce and Trade, Jim Cheng, participate in the event as well as five LPGA players seemed to work out well.

Mr. Seymour stated that 141 business representatives and their guests had participated in the EDA Skybox and event. He said that some positive relationships between existing businesses were forged.

Ms. Carson briefly summarized attendance and the event from her perspective as the General Manager of Kingsmill Resort & Spa. She stated once all information was compiled she would present a summary. She reviewed media coverage on the Golf Channel and said that both Busch Gardens Williamsburg and Jamestown-Yorktown Foundation received prominent coverage. She lastly stated that even on Monday when the sudden death rounds continued 1,000 people showed up to watch the final round.

Mr. Tingle asked that he and Mr. Warner, in the roles as the Skybox Committee, have a debriefing with OED staff in the next few weeks. Ms. Messer stated she would schedule the meeting.

The EDA thanked Mr. Seymour and Ms. Carson for the update and the successful Skybox and inaugural Kingsmill Championship.

7. **REPORTS**

a. Planning Commission Liaison

Mr. Harris noted that the Planning Commission voted to expand the primary service area to include Green Springs Mobile Home Park, but that the issue still had to go to the BOS.

b. Grants Committee

Mr. Warner noted the Grants Committee will be meeting on September 17 at 3:00 PM.

c. Rural Economic Development Committee

Ms. DuBois noted the article in the *Virginia Gazette* about a local food directory that the J4C's were putting together. She stated that she and Mr. Harris had met with Mr. Wayne Moyer and his two interns.

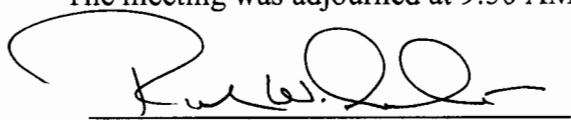
8. **MISCELLANEOUS BUSINESS**

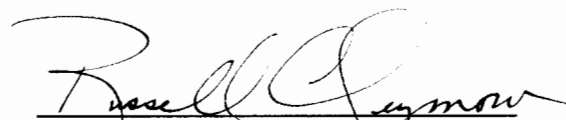
Mr. Seymour noted that Green Building Incentives had been passed, unrevised, by the Board of Supervisors.

9. **ADJOURNMENT**

There being no more time for any further business, Ms. Carson made a motion to adjourn.

The meeting was adjourned at 9:50 AM.


Paul W. Gerhardt, Chairman


Russell C. Seymour, Secretary