

**MEETING MINUTES**

**ECONOMIC DEVELOPMENT AUTHORITY (EDA)  
OF JAMES CITY COUNTY (JCC)  
101-D MOUNTS BAY ROAD  
WILLIAMSBURG, VA 23185  
8:00 AM, THURSDAY, OCTOBER 11, 2012**

**1. CALL TO ORDER**

The meeting was called to order by Chairman Gerhardt at 8:01 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

Also Present:

Mr. Tom Flake, START! Peninsula 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. Tim Harris, Director  
Mr. Marshall Warner, Vice Chairman

**3. MINUTES**

a. September 13, 2012 Minutes

Mr. Gerhardt asked if there were any changes to the September 13 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. DuBois. It was approved unanimously by voice vote.

#### 4. FINANCIAL STATEMENTS

##### a. September Financial Statements

Ms. Cochet discussed the expenditures in Period 3 (September 2013) stating that these expenses were related to legal fees and the James City County Business and Technology Incubator. She stated that Williamsburg Environmental Group had been paid for part of their work on the JRCC site and also polo shirts had been purchased for the Economic Development Authority for the LPGA.

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

There being no more questions, Mr. Montgomery made a motion to approve the September financial report, which was seconded by Ms. DuBois and passed unanimously by voice vote.

#### 5. PRESENTATION

##### a. Arts Month

Mr. Harris, who is with the Greater Williamsburg Chamber and Tourism Alliance, presented initial information on the success of Arts Month. He stated that official hotel and sales tax information would not be available until the end of November. He said that Arts Month had just finished on Sunday, October 7, 2012.

Mr. Harris noted that there had been additional advertising in part due to a grant received from the Virginia Tourism Cooperation in the amount of \$25,000. He stated that television spots ran outside of Washington DC and the Baltimore area in addition to the presence in the local market.

Mr. Harris said there was a 20% increase in traffic to the Arts Month website, which was a 10% increase over the goal of 10% growth. The site received 12,000 total visitors specifically in the northern Virginia area. Mr. Harris said that length of visit time on the website also had increased with most visits being around six minutes.

Arts Month included 14 new JCC events including the Chalk Art Festival in New Town, which ended up being a very successful family event. There was also an Art Appraisal event at the Williamsburg Landing, which will likely need a bigger venue in the future.

Mr. Harris stated that many JCC events have growth potential for 2013 including the existing events at the Williamsburg Winery and Premium Outlets. He stated that the Virginia Symphony was very interested in having an event at the Kingsmill Resort.

Mr. Tingle noted the need to improve the Arts Month website stating that it was not very user-friendly. Mr. Harris explained that the amount of growth of the number of events was part of the problem, but that a calendar feature would be utilized in 2013.

Mr. Gerhardt asked about the continued strategy for Arts Month and Mr. Tingle noted the need for specific goals and metrics.

The EDA thanked Mr. Harris for coming to the meeting and asked that once September's tourism numbers were ready that he would return to discuss them.

## 6. ACTION ITEMS

### a. START Peninsula

Mr. Seymour introduced Mr. Tom Flake, who is coordinating START Peninsula, an event that will be held on November 30-December 2 at Christopher Newport University. Mr. Flake thanked the EDA for allowing him to come talk about START Peninsula. He stated that the only two Peninsula localities not participating in START Peninsula were JCC and Gloucester. He said that Hampton, Newport News, Williamsburg and York County were all sponsoring the event.

The event aims to engage entrepreneurs and allow collaboration of entrepreneurial ideas. He noted the importance of a central location of the event for the largest potential participation.

Mr. Flake provided background on the success of similar events. He stated that the budget for START Peninsula was \$109,000 and that funding was at about half, which he anticipated was on track to meet the goal.

Mr. Tingle inquired about the target audience for START Peninsula. Mr. Flake said that it was a community-sourced cluster and that the event hoped to pull in faculty and students from local universities.

The EDA briefly discussed sponsorships with Mr. Flake and the goals of START Peninsula.

The EDA thanked Mr. Flake for coming to the meeting.

After a brief discussion, Ms. Carson made a motion to approve support of START Peninsula in the amount of \$1,500 as presented, which was seconded by Mr. Tingle and approved unanimously by voice vote. Mr. Gerhardt stated he deferred to OED staff to pick, which sponsorship category was best.

### b. Business Assistance Program Applicants

Ms. Sipes briefly updated the EDA on the Business Accelerator Program at the request of Mr. Gerhardt and then updated the EDA on two Business Assistance Program applicants. She stated she had met with the Grants Committee, and their recommendation was to not approve the applicants.

She stated that one applicant had previously been awarded a grant, but had never completed the process to receive funds and that another applicant was an incubator client. She stated that the EDA would need to make a final decision on both applicants.

Mr. Gerhardt asked if there was a motion to reapprove funding for the previously approved applicant. There being no response, Mr. Gerhardt stated that without a motion to approve the EDA could not approve the funding.

Mr. Gerhardt asked if there was a motion to approve funding for the new applicant. There being no response, Mr. Gerhardt stated that without a motion to approve the EDA could not approve the funding.

Ms. Sipes thanked the EDA.

Mr. Tingle left the EDA meeting because of another commitment.

c. 2013 LPGA Tournament Support

Mr. Seymour stated that the EDA should consider once again participating in the May 2013 Ladies' Professional Golf Association (LPGA) event at Kingsmill Resort as a sponsor. He stated the 2012 event was well attended and that the skybox and event both seemed to be effective.

Ms. Carson stated she would abstain from any involvement in discussions due to her affiliation with Kingsmill Resort & Spa, which hosts the Kingsmill Championship LPGA event.

Mr. Seymour said that the Visit Williamsburg website had seen a 58% increase in traffic during the month of September.

Mr. Gerhardt recognized the work that OED staff and the EDA Skybox committee put into the tournament.

The \$25,000 corporate skybox with an additional \$10,000 in catering was staff's suggestion. Ms. Messer stated that may need to increase based on hosting lunch for an additional two days.

The EDA decided to delay a vote until the end of the meeting.

d. JCCBTI Internet

Mr. Seymour stated that JCCBTI needed a higher speed internet connection to accommodate the clients. He said that a quote had been received for a 10:2 connection at \$113 for a two-year contract period.

Mr. Montgomery made a motion to approve this quote for JCCBTI, which was seconded by Mr. Gerhardt and passed unanimously by voice vote.

7. **OED STAFF REPORT**

Mr. Seymour stated that OED had participated in a Toano Existing Business Forum in partnership with Friends of Forge Road. There had been 22 guests and OED discussed the Enterprise Zone, Tourism Zone, and Existing Business programs.

Ms. Sipes stated she would be hosting another banker forum at the beginning of November.

Mr. Seymour stated that the regional incubator continues to move forward and will go to the JCC BOS on December 11, the Williamsburg City Council on December 13, and the York County BOS on December 18. He stated it would be best if EDA directors could show their support.

Mr. Seymour stated that William & Mary homecoming reception would take place on October 27 from 1-7pm. He stated that all directors were invited to participate.

8. **REPORTS**

a. Real Estate Holdings Committee

In Mr. Tingle's absence, Ms. Sipes stated that timbering on the EDA's parcel in JRCC was complete and that wetland delineation was in progress.

b. Rural Economic Development Committee

Ms. DuBois noted a farm-to-fork dinner held at William & Mary for students and a sell-out crowd. She noted the request for proposal for Mainland Farms. She is a part of the evaluation team with Ms. Sipes

c. Sports Grants Committee

Mr. Montgomery presented his annual report to the EDA. He said that the Alliance's Sports Williamsburg sales efforts generated 52 events leads with about 160,000 possible room nights and potential economic impact of almost \$42 million for the area.

He also said that in FY12, grants of \$52,000 were made to events coming to the destination. Projected FY13 grant requests exceed \$92,000, but because some grants will be paid in FY14 a budget of \$75,000 should suffice.

Mr. Montgomery emphasized the opportunity within the Sports Williamsburg program and said if any EDA director wanted more information that he would be able to provide it.

9. **MISCELLANEOUS BUSINESS**

a. Tourism

The EDA had a brief discussion about tourism including the LPGA event impact. Ms. Carson suggested that an evaluation of tourism in the area should be completed. Ms. Messer stated a study similar to the Business Climate Task Force could be conducted. Ms. Carson said a SWOT analysis of the strengths, weaknesses; opportunities and threats of tourism in the area would be effective.

10. **ACTION ITEMS CONTINUED**

a. LPGA Event

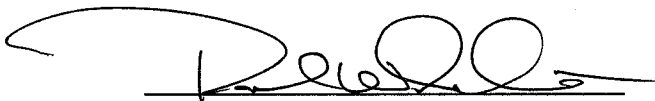
Mr. Gerhardt asked if there was a motion to approve the EDA's participation in the LPGA event as discussed earlier in the meeting.


Ms. Carson stated she would abstain from any involvement in discussions due to her affiliation with Kingsmill Resort, which hosts the Kingsmill Championship LPGA event.

Mr. Montgomery made a motion to approve the \$25,000 with up to \$12,000 in catering costs, which was seconded by Ms. DuBois and approved by voice vote with Ms. Carson abstaining.

11. **ADJOURNMENT**

There being no more further business, Ms. Carson made a motion to adjourn. The meeting was adjourned at 9:58 AM.

  
Paul W. Gerhardt, Chairman

  
Russell C. Seymour, Secretary