

SPECIAL MEETING MINUTES

**ECONOMIC DEVELOPMENT AUTHORITY (EDA)
OF JAMES CITY COUNTY (JCC)
101-D MOUNTS BAY ROAD
WILLIAMSBURG, VA 23185
8:00 AM, WEDNESDAY, APRIL 24, 2013**

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 Carson
Ms. Leanne DuBois
Mr. Paul W. Gerhardt, Chairman
Mr. Tim Harris
Mr. Stephen Montgomery
Mr. Thomas Tingle
Mr. Marshall Warner, Vice Chair

Also Present:

Mr. M. Anderson Bradshaw, Powhatan District Supervisor, Board of Supervisors
Ms. Cheryl Cochet, EDA Fiscal Agent
Ms. Laura Messer, EDA Recording Secretary
Mr. Ron Monark, Meeting Facilitator
Ms. Kathryn Sipes, Business Development and Retention Coordinator, JCC
Mr. Russell Seymour, EDA Secretary
Mr. Telly Tucker, EDA Assistant Secretary

3. STRATEGY AND INITIATIVES DISCUSSION

Mr. Monark began the retreat with discussion on how the task list made at the last retreat needed to be broken down into a timeline for 12 months. The task list is as follows:

- Joint meeting between the regional EDAs and Greater Williamsburg Chamber and Tourism Alliance to discuss attracting a younger population
- A regional information technology task force to review data infrastructure and fiber
- Regional discussion about healthcare
- Sector and product analysis
- Lead generation
- Tell the JCC story
- Regional incubator and continued regional cooperation.

The group began with discussing a joint meeting between the regional EDAs and the Greater Williamsburg Chamber and Tourism Alliance. The EDA discussed what would need to be prepared. Mr. Montgomery asked if we knew if the entities were interested in such a meeting. Mr. Monark agreed that this would need to be addressed and it may be best to put a panel together for a roundtable.

Mr. Tingle began a discussion retaining a younger population including highlighting what would a younger demographic provides. He stated that young people have an entrepreneurial spirit that encourages start-ups. He also stated it expanded the pool of employees for businesses. Lastly, he stated that younger demographics are a creative class, which promotes the region.

Mr. Montgomery suggested that someone from the Young Emerging Professionals (YEP) of Williamsburg come speak to the EDA. The group did not have any contacts with YEP, but Ms. Messer stated Mr. Matt Ridjaneck was the current president of YEP with Ms. Tiffany Francis Reaves being the immediate past president.

The group had a discussion about why young professionals leave the Historic Triangle using Richmond as an example of where individuals go to further their careers.

Ms. DuBois noted the importance of branding such as Roanoke's recent efforts to brand itself as an area for outdoor adventure.

The EDA agreed to take ownership of the joint meeting after Mr. Gerhardt posed the question of whether or not they were interested in being the leader. Mr. Tingle suggested the EDA take the lead, but give the concept room to grow after some time.

Mr. Warner offered to use his contacts with the GWCTA to move the task forward. Mr. Seymour stated that he would assist.

Mr. Montgomery suggested that a forum may be beneficial in terms of young emerging professionals.

The group next broached the subject of a regional information technology task force to review data infrastructure and fiber. The group agreed that they were not interested in a sales pitch and preferred having a middleman discuss the infrastructure. It was suggested that Mr. Monark may have a good contact at the College of William & Mary.

Ms. Carson suggested a roundtable of different groups would be beneficial to highlight everyone's needs as a group stating that banks, healthcare, and William & Mary may all have some common ground.

Mr. Harris noted that needs were just as important as the current footprint of technology infrastructure.

Ms. Caron said that now was the time to look at what the region will need for the future. Mr. Gerhardt asked if there were examples of heavily wired communities. Mr. Seymour

responded that he could have a discussion with the Virginia Economic Development Partnership.

Mr. Tingle asked if there was a business example of what a company would need.

Ms. Carson reiterated it was important to look at the future instead of just catching up to the infrastructure of other companies.

Mr. Seymour noted both Blacksburg and Culpepper as examples in the state of forward thinking localities in terms of technology.

The group discussed regional healthcare and Mr. Montgomery stated that the discussion must be broad-based and include home healthcare, which is surging as a form of continuing care. He stated that it is no longer just hospitals that are healthcare, but includes a much bigger picture.

The group decided they needed to assemble an inventory of what exists to figure out what opportunities there are. They noted the importance of nontraditional healthcare.

Next, the group discussed sector and product analysis. It was noted that client prospects do not always fit the available property in JCC. The group discussed available space within this topic. The group asked what business opportunities there were in terms of targeting companies related to existing businesses.

Mr. Tingle noted that the 2010 Comprehensive Plan highlighted some of the sectors in JCC.

The group discussed infrastructure in JCC.

Mr. Seymour began a discussion on lead generation stating that the Enterprise Zone was very effective in producing leads.

Mr. Montgomery asked what need was there for businesses. Mr. Warner and Ms. Carson both noted the importance to identify the core of business in JCC.

The group discussed the JCC story and how it needed to be refined to be more attractive in marketing. They discussed the return on investment of refining the story. Mr. Harris noted it was important to establish the story outside of the box.

4. CLOSED SESSION

Mr. Seymour stated it was recommended that the EDA go into Closed Session pursuant to Section 2.2-3711 (A) (3) of the Code of Virginia to consider acquisition/disposition of a parcel/parcels of property for public use.

Ms. Brittany Voll (*WY Daily*) and Mr. Monark were asked to leave the room as the only non-JCC affiliated attendees.

The closed session of the EDA began at 9:52 am. The closed session of the EDA ended at 10:06 am.

Mr. Gerhardt made a motion that the EDA only spoke of the acquisition/disposition of parcel/parcels of property for public use and asked Mr. Seymour to take a roll call vote:

Ms. Carson	AYE
Ms. DuBois	AYE
Mr. Gerhardt	AYE
Mr. Harris	AYE
Mr. Montgomery	AYE
Mr. Tingle	AYE
Mr. Warner	AYE

5. OTHER BUSINESS

Mr. Seymour handed out the projections that Ms. Cochet had done following the last retreat. The EDA thanked Ms. Cochet for her work. Mr. Seymour stated that the group could further discuss the projections at the next EDA meeting.


Mr. Bradshaw noted that he had proposed that the Board of Supervisor provide an offset of \$15,000 for the EDA's budget to highlight the work of the Economic Development Authority. He stated this had been approved with the BOS FY2014 budget.

Mr. Tingle thanked Mr. Bradshaw for his leadership.


Mr. Seymour recognized Ms. Messer in honor of Administrative Professional's Day. He thanked her for work with both OED and the EDA. The EDA gave Ms. Messer a round of applause.

6. ADJOURNMENT

There being no more further business, Mr. Montgomery made a motion to adjourn. The meeting was adjourned at 10:17 AM.



 Paul W. Gerhardt, Chairman



 Russell C. Seymour, Secretary