

**MEETING MINUTES****ECONOMIC DEVELOPMENT AUTHORITY (EDA)  
OF JAMES CITY COUNTY (JCC)  
101-D MOUNTS BAY ROAD  
WILLIAMSBURG, VA 23185  
8:00 AM, THURSDAY, JUNE 13, 2013****1. CALL TO ORDER**

The meeting was called to order by Chairman Gerhardt at 8:08 AM.

**2. ROLL CALL**

A roll call identified the following members present:

Ms. Robin Carson  
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  
Mr. Adam Kinsman, EDA Legal Counsel  
Ms. Laura Messer, EDA Recording Secretary  
Mr. Richard Schreiber, President, Greater Williamsburg Chamber and Tourism Alliance  
Mr. Russell Seymour, EDA Secretary  
Ms. Kathryn Sipes, Business Development and Retention Coordinator, JCC  
Mr. Telly Tucker, EDA Assistant Secretary

Absent:

Ms. Leanne DuBois, Director

**3. MINUTES****a. May 9, 2013 Meeting Minutes**

Mr. Gerhardt asked if there were any changes to the May 9 regular meeting minutes. There being no changes, he asked for a motion to approve both sets of minutes. Mr. Tingle made a motion to approve the minutes, which was seconded by Mr. Montgomery. The minutes were approved unanimously by voice vote.

#### 4. **PRESENTATION**

Mr. Gerhardt welcomed Mr. Schreiber to the EDA meeting. Mr. Schreiber began a presentation of the tourism program by the Greater Williamsburg Chamber and Tourism Alliance (GWCTA).

Mr. Schreiber said the key component of the program was something to bring visitors to the area in the shoulder seasons. He stated that Arts Month was the fall initiative of the GWCTA. He stated that Arts Month Coordinator, Terry Buntrock, helped coordinate and market over 100 arts events in the region during September and October.

Mr. Schreiber continued and noted the work of Sports Williamsburg, which is also a GWCTA initiative that began in 2010. He said the niche events help drive visitors to the area.

Mr. Schreiber noted the issue of reporting tourism successes from rooms, restaurants, and retail revenues.

Mr. Schreiber briefed the EDA on the marketing campaign including both digital and media initiatives. He said the primary marketing demographic was visitors aged 34 to 65.

Mr. Schreiber said that the outside markets of Washington DC and Baltimore were key targets.

Mr. Schreiber stated that a live performance event for 2014 was key to continue to grow the number of visitors to the area during Arts Month. He said that live performances are a driver to market the area to visitors.

Mr. Schreiber described the marketing initiatives including having a dimensional campaign with minimal redundancy and measurable tactics. He stated this was the right combination of marketing for the area and said that both Busch Gardens and Colonial Williamsburg are the “rocks” of the destination and have a large scope of marketing that GWCTA utilizes to assist in marketing.

Mr. Tingle asked about timeshare rentals and a discussion of the rates for different accommodations in the area took place. Ms. Carson noted that timeshares are able to drop rates far lower than hotels and that it is an issue for revenue reporting.

The group continued the discussion of revenue reporting in terms of sales tax and meals tax versus accommodations or “heads in beds.” All three sources of revenue are important to the region because each locality is strong in different categories.

Mr. Gerhardt asked what the EDA could do to assist GWCTA in their efforts. Mr. Schreiber noted that a facility such as a field house or aquatic center would be beneficial to the area to help support larger events.

The group discussed the unified message of the region and noted the taxation of timeshares as an issue to keep in mind moving forward.

The EDA thanked Mr. Schreiber for the update.

## 5. **FINANCIAL STATEMENTS**

### a. May Financial Statements

Mr. Gerhardt asked Ms. Cochet for a financial update. She discussed the expenditures in Period 11 (May 2013) stating that bank fees had been received as well as incubator client revenue and interest revenue. She stated annual bond fees had been collected for the Association of Preservation Virginia bond. She stated that Virginia United Methodist Homes had paid their administrative and closing fees as well. Lastly, she stated that both the City of Williamsburg EDA and the York County EDA had both paid their portions of the regional incubator agreement. She explained that each made annual payments, which would be split across FY2013 and FY2014.

Mr. Tingle inquired if it would be easier if the contract for the regional incubator and the memorandum of understanding were on fiscal years instead of calendar years.

Ms. Cochet explained to help keep cleaner accounts for the regional incubator that it had been separated out into its own account. She stated these costs included utilities, internet connection, and the management fee.

Ms. Cochet discussed the expenditures and said that they included monthly expenses of the JCCBTI management contract and legal fees. There was a payment to Kingsmill Resort for catering at the Kingsmill Championship tournament. The final payment to the Hampton Roads Economic Development Alliance for FY2013 had been made.

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

## 6. **DISCUSSION ITEM**

### a. Joint Enterprise Zone Application

Mr. Tucker provided an update on the joint Enterprise Zone application. He stated that the application process was almost complete and that no timeline existed on notification of approval other than that it would be done before the end of 2013. He anticipates that it will be in November that approvals are announced.

Mr. Tucker said a strategic plan was a part of the application as well as proof of regional initiatives. He stated the Memorandum of Understanding for the regional incubator was being used as a part of that portion of the application.

The EDA thanked Mr. Tucker for the update.

## 7. **STAFF REPORT**

Mr. Seymour provided an update on the Planning Commission's Policy Committee stating that ordinances are being updated. He noted that industrial land zoned M-2 was part of this update. There was a brief discussion about the importance of industrial zoned land because of its limited remaining existence in the County.

Mr. Seymour provided an update on the regional incubator contract which was approved by the William & Mary Business School Foundation on May 23. He stated the contract had been drafted by the EDA's Legal Counsel and that it was going through some minor changes with Mr. Ron Monark.

Mr. Seymour reported that Ms. Sipes and Ms. DuBois were moving forward with the Agriculture and Forestry Industries Development grant.

Mr. Seymour reviewed information about the Revolution 3 (REV3) triathlon that would take place June 21 and 23. He stated that lots of coordination had gone into planning REV3 including the Virginia Department of Transportation, JCC Fire and Rescue, JCC Police Department, JCC Parks and Recreation, and the City of Williamsburg's Fire and Rescue, Police Department, and Parks and Recreation. He stated that in addition to the actual triathlon on June 23 that there would be a 5K Glow Run held on June 21 in New Town. He said that, to date, 400 runners had signed up to run in the 5K Glow Run. He stated that there would be a movie screening following the glow run that evening as well. Lastly, Mr. Seymour stated that REV3 had more than 1,400 runners competing in the event and that a hotel in the County had been selected as the host hotel.

Mr. Seymour stated that the request for proposal for the feasibility study had been returned and proposals were being reviewed. He stated that a request for proposal for marketing materials had also been released and that those proposals were due on June 25. He stated that several factors including dated information and the update of the logo for JCC contributed to the need for new materials in addition the new OED website being launched also created a need for uniform marketing materials. He stated that a tourism component would also exist with new marketing materials.

Mr. Gerhardt asked who the audiences were for marketing materials and Mr. Seymour stated he hoped that marketing materials could be tailored to different audiences.

Ms. Carson noted it was important for any potential facility to be capable of holding a variety of events and that technical specifications would be vital.

## 8. **REPORTS**

- a. Board of Supervisors Liaison

In the absence of the BOS Liaison, Mr. Bradshaw provided a brief update on M2.

It was asked if there was an update on the State Corporate Commission trial regarding the Dominion Power line and Mr. Kinsman stated it would be some time before a verdict was decided.

b. Grants Committee

Mr. Warner noted the upcoming meeting on June 24.

c. Sports Grants Committee

Mr. Montgomery noted some inconsistency in communication among the Sports Grants Committee, but stated that funding was going to increase some for FY 2014.

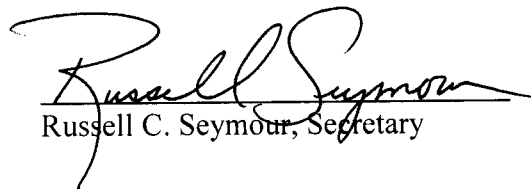
He stated tourism is aggressive and has a high return.

**9. ADJOURNMENT**

There being no more 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