

MEETING MINUTES

**ECONOMIC DEVELOPMENT AUTHORITY (EDA)
OF JAMES CITY COUNTY (JCC)
101-D MOUNTS BAY ROAD
WILLIAMSBURG, VA 23185
8:00 AM, THURSDAY, OCTOBER 10, 2013**

1. CALL TO ORDER

The meeting was called to order by Chairman Gerhardt at 8:06 AM.

2. ROLL CALL

A roll call identified the following members present:

Ms. Leanne DuBois
Mr. Paul Gerhardt, Chairman
Mr. Thomas Tingle
Mr. Marshall Warner, Vice Chair

Also Present:

Mr. M. Anderson Bradshaw, Board of Supervisors
Ms. Elizabeth Cavallari, Young Emerging Professionals of Williamsburg
Ms. Cheryl Cochet, EDA Fiscal Agent
Mr. Tom Cosgrove, Young Emerging Professionals of Williamsburg
Mr. Kevin Deaver, Williamsburg Jaycees
Mr. Adam Kinsman, EDA Counsel
Ms. Laura Messer, EDA Recording Secretary
Ms. Tiffany Reaves, Young Emerging Professionals of Williamsburg
Mr. Russell Seymour, EDA Secretary
Ms. Kathryn Sipes, Business Development and Retention Coordinator, JCC
Mr. Telly Tucker, EDA Assistant Secretary

Absent:

Ms. Robin Carson, Director
Mr. Tim Harris, Director
Mr. Stephen Montgomery, Director

3. MINUTES

a. September 12, 2013 Meeting Minutes

Mr. Gerhardt asked if there were any changes to the September 12 regular meeting minutes. Mr. Seymour noted that Mr. Kinsman had requested that a change be made from

Economic Development Director to Secretary of the EDA, a minor change since it is the same individual. There being no other changes, he asked for a motion to approve the minutes. Mr. Warner made a motion to approve the minutes, which was seconded by Ms. DuBois. The minutes were approved unanimously by voice vote.

4. **FINANCIAL STATEMENTS**

a. September Financial Statements

Mr. Gerhardt asked Ms. Cochet for a financial update. She discussed the revenue from both interest and the incubator being received.

She discussed the expenditures in Period 3 (September 2013). She stated that the first quarterly payment to the Hampton Roads Economic Development Alliance had been made. She said that both bank fees and legal fees had been paid.

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

5. **PRESENTATION AND DISCUSSION**

a. Williamsburg Jaycees and Young Emerging Professionals (YEP) of Williamsburg

Ms. Sipes introduced both the Williamsburg Jaycees and Young Emerging Professionals of Williamsburg. Mr. Deaver of the Williamsburg Jaycees discussed how the group is a service-based group of 18-40 year olds. The Jaycees often volunteer within the community including sponsoring the annual cardboard boat regatta. Mr. Cosgrove of the Young Emerging Professionals of Williamsburg noted that the organization was founded in 2007. In addition to their volunteer work, YEP also has networking and social opportunities.

The EDA asked the two groups about young emerging professionals. Each member discussed how they ended up in the Greater Williamsburg area and all agreed that there are some issues within the area. It was noted that there was some modernization in the area that was attractive to younger professionals (New Town). They discussed the issue of job availability and that there is a lack of affordability and many younger professionals are not able to live on their own and must find fellow renters. Ms. Reaves noted that a large part of YEP is helping connect similar individuals.

The issue with a lack of a night life has changed over the past several years and is now less of an issue. The social life is out there, the issue now seems to be how to best access it. Many young professionals like to be close to a city (Norfolk, Richmond) so they can access the benefits, but prefer to live here.

The EDA inquired as to what, if anything was missing in the job market and there seemed to be no conclusions that could be formed. Regarding the local business mix and its attractiveness to young professionals, the feeling among the group was that there are a

number of desirable employment options locally, however, a lot of young professionals just are not aware of all of the types of businesses that are here. The group shared some concern regarding less opportunity for upward mobility does remain an issue.

There was a discussion of brand issue and potential residents not being able to identify the activities available in the area.

The EDA inquired about students staying in the area after graduating from the College of William & Mary and discussed the retention rate of graduate and law school students. The group noted that critical mass is missing.

Ms. Reaves noted that she felt it was important to emphasize the fun activities that occur in the area. She specifically cited the recent 5K runs that occurred including the REV3 Glow Run in June and the Color the Town 5K in September. She said those activities bring together similarly minded people and provide a fun, active activity. Mr. Cosgrove noted publicizing the events more to increase attendance.

Ms. Reaves noted that food trucks were also wildly popular and that having a food truck festival may be a good opportunity.

The EDA asked the two groups where they went on weekend getaways. The groups stated that Richmond, Blacksburg, and Charlottesville were all popular locations.

The group discussed encouraging an internship program that would allow students to experience the area in a more realistic way. Mr. Cosgrove noted that Richmond had a similar program. He said that he thought it was through the Greater Richmond Partnership.

The group discussed diversity in the events sponsored by the Greater Williamsburg Chamber and Tourism Alliance.

Lastly, the group discussed online connectivity and the need for online presence. Mr. Cosgrove noted the Williamsburg Works website (www.williamsburgworks.com) and encouraged networking opportunities.

The EDA thanked both the Jaycees and YEP for coming to their meeting.

6. **ACTION ITEM**

a. College of William & Mary Homecoming

Mr. Seymour noted that the City of Williamsburg, York County, and James City County economic development organizations were once gain discussing participation in the College of William & Mary's Homecoming Weekend. Similar to last year, the event would focus on alumni returning for the weekend and it is scheduled for Saturday, October 26 in the same location as last year. Mr. Seymour stated that there was a list of 4,000 potential invitees that were all decision makers at their places of employment.

Mr. Seymour said that the event would cost each EDA \$2,000.

The EDA discussed the return on investment. Mr. Tingle asked if the EDA could see the list of individuals invited and Mr. Seymour said that it was unlikely that the group would be able to receive that information. The EDA discussed how to best retain contact information from guests and noted that it would be possible to do a raffle using dropped business cards for the drawing.

The EDA discussed sending a follow-up letter after the event.

Mr. Tingle made a motion to approve EDA participation in the event, which was seconded by Mr. Warner and approved unanimously.

b. Start! Peninsula

Mr. Seymour reviewed the EDA's participation in Start! Peninsula saying the event was at Christopher Newport University in Newport News last year. He said that this year's event would be held in Hampton at the Peninsula Technology Incubator and that next year's event was being considered for the Williamsburg area. This year's Start! Peninsula would be November 22-24 and would again include pitches and workshops.

Mr. Seymour reminded the EDA that last year, each EDA participated individually and that last year the EDA had a \$1,500 sponsorship. However, now that the EDA's have the regional incubator, the group decided that it was best to jointly sponsor the event. Each EDA would put in \$2,500 and then as a group would sponsor \$5,000. The remaining \$2,500 would be put towards marketing materials and giveaways.

Mr. Seymour stated that York would probably have an additional investment, but that it would be a great opportunity to funnel clients to the Incubator again. He reminded the EDA that there was a current client from last year's Start! Peninsula.

Mr. Tingle made a motion to approve the expenditure, which was seconded by Ms. DuBois and approved unanimously by voice vote.

7. **DISCUSSION ITEM**

a. Strategic Outline

Mr. Seymour discussed the strategic outline that the EDA had discussed. He said that there had been a variety of research done to review target sectors and tourism as a strength for the County. There was also discussion about available space.

Mr. Tingle stated that it was important to have a strategic plan with goals and strategies as a document to review and reference. He stated that it would be best to have before the November meeting. Mr. Gerhardt suggested that future meeting agendas be linked to the goals and strategies. Mr. Seymour said the EDA would have such a document next week.

8. STAFF REPORT

Mr. Seymour began an update to the EDA. He discussed tourism and the goals of tourism. He said that there was no clear cut approach to calculating the return on investment for tourism. He did state that there seems to be significant impact on retail such as gas, food, and shopping. Tourism does have a positive impact on the County. He noted how tourism was continuing to change and that it was becoming a more vital piece of economic development.

Mr. Seymour stated that a proposal for the Feasibility Study had been selected and that the group was out of Minnesota. He said their materials produced the most measurable tactics.

Mr. Seymour stated that the marketing materials request for proposal was also near completion and a few minor questions were still being answered before a company was selected.

Mr. Seymour reminded the EDA that next Friday, October 18, there was a maiden voyage of Jamestown Discovery, which is a new business operating out of Eco Discovery Park on Jamestown Road and to provide their responses to Ms. Messer.

Mr. Seymour noted the annual support payment to Virginians for High Speed Rail had been paid.

He said that Arts Month activities had occurred in New Town and that Ms. Buntrock and Mr. Harris would come report on the activities in November. Mr. Seymour reminded the EDA that they had committed to two more years of Arts Month.

Mr. Seymour told the group that the 2014 REV3 Triathlon would be solely in JCC. He said that everything would be in JCC and that the route was already being worked on. He said that there would be another Glow Run 5K in New Town.

Mr. Seymour mentioned that OED was working on internal marketing communication including an e-mail sign-up for updates on events and activities.

The EDA thanked Mr. Seymour for the updates.

7. REPORTS

a. Rural Economic Development Committee

Ms. DuBois said that progress was being made with the AFID grant and that there had been more recent farm-to-table events with much success.

b. Triangle Business Incubator Liaison

Mr. Gerhardt said that the next incubator quarterly meeting was being scheduled.

c. Board of Supervisors Liaison

Mr. Bradshaw thanked the EDA for allowing him to participate in their meetings the last several months and reminded them that it would be his last meeting as interim Supervisor of the Powhatan District. He stated that he appreciated everyone who serves on the EDA and that they are a very talented group of people. He also thanked them for the work they did most recently in placing an easement on Mainland Farms.

d. Grants Committee

Mr. Warner stated that the new Community Banker plan was on hold currently as some details were being sorted out.

8. **MISCELLANEOUS BUSINESS**

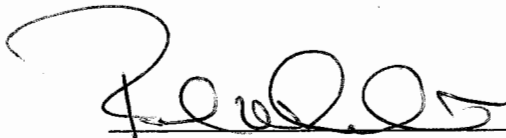
a. Celebration of Business

Mr. Seymour said that the guest list for Celebration of Business was being prepared and Mr. Tingle asked that it be sent out. The EDA would once again target different guests to talk too to encourage mingling around the room. Ms. Messer stated the list could be sent out by Friday afternoon and that invitations would be sent out promptly.

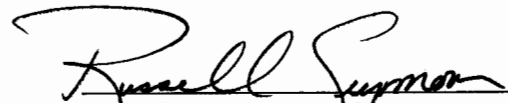
Mr. Gerhardt suggested using locally sourced food and highlighting products from JCC at the event this year. A discussion followed regarding the challenges and opportunities of sourcing local food products, with Ms. DuBois providing information on the continuing work of the REDC and local agribusiness. Ms. Messer stated she would work with the Celebration of Business caterer to pursue accomplishing the local produce request.

9. **ADJOURNMENT**

There being no more time for further business, Mr. Seymour thanked everyone for their time. Mr. Warner made a motion to adjourn. The meeting was adjourned at 10:00 AM.



 Paul W. Gerhardt, Chairman



 Russell C. Seymour, Secretary