

MEETING MINUTES

**ECONOMIC DEVELOPMENT AUTHORITY (EDA)
OF JAMES CITY COUNTY (JCC)
101-D MOUNTS BAY ROAD
WILLIAMSBURG, VA 23185
8:00 AM, THURSDAY, NOVEMBER 14, 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 Gerhardt, Chairman
Mr. Stephen Montgomery
Mr. Thomas Tingle
Mr. Marshall Warner, Vice Chair

Also Present:

Ms. Terry Buntrock, Arts Month Coordinator
Ms. Cheryl Cochet, EDA Fiscal Agent
Mr. Bob Harris, Greater Williamsburg Chamber and Tourism Alliance
Mr. Adam Kinsman, EDA Counsel
Ms. Laura Messer, EDA Recording Secretary
Ms. Louise Pritchard, Pritchard Volk Consulting
Ms. Leslie Roberts, Dixon Hughes Goodman
Mr. Russell Seymour, EDA Secretary
Ms. Kathryn Sipes, Business Development and Retention Coordinator, JCC
Mr. Telly Tucker, EDA Assistant Secretary
Ms. Sherry Volk, Pritchard Volk Consulting

Absent:

Ms. Leanne DuBois, Director
Mr. Tim Harris, Director

3. MINUTES

a. October 10, 2013 Meeting Minutes

Mr. Gerhardt asked if there were any changes to the October 10 regular meeting minutes. He noted he had a few typographical corrections that he would give to Ms. Messer

following the meeting. There being no other changes, he asked for a motion to approve the minutes. Mr. Montgomery made a motion to approve the minutes as amended, which was seconded by Mr. Warner. The minutes were approved unanimously by voice vote.

4. FINANCIAL STATEMENTS

a. October Financial Statements

Mr. Gerhardt asked Ms. Cochet for a financial update. She discussed revenue received from both interest and from the incubator. She stated that funding for START! Peninsula had been received from York County. She reminded the EDA that this year the regional incubator was doing a joint sponsorship.

She discussed the expenditures in Period 4 (October 2013). She stated that the audit had been paid in addition to the Management Agreement for the Incubator and also the funding for Virginians for High Speed Rail. She said that both bank fees and legal fees had been paid.

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

5. PRESENTATIONS

a. Annual EDA Financial Audit

Ms. Leslie Roberts, a partner with Dixon Hughes Goodman, discussed the annual EDA financial audit. She said that it was a full disclosure audit and noted several items of interest. She stated there were two major changes this year with both the transfer of Mainland Farms and also the creation of a regional incubator.

Ms. Roberts discussed the assets listed on page 7 of the audit report and stated that the EDA continued to have a strong net asset position.

Mr. Gerhardt stated he had a few questions including what the "construction in progress" item was and it was stated by Ms. Cochet that it was the shell building. The shell building site plan is valid, and therefore that, too, remains an asset until the plans expire in 2015. The EDA inquired about the website development as an asset. The County takes a stance that websites are tangible assets; therefore for continuity the EDA considers the Office of Economic Development website an asset. Another asset of the EDA was the sound machine at the Incubator on Palmer Lane.

The EDA questioned the value of Mainland Farms and Ms. Roberts stated it was approximately 2.5 million dollars. This amount would be transferred to JCC.

The EDA asked about Beanbank Coffee and Mr. Kinsman stated he was still pursuing a

claim through the bankruptcy court.

Ms. Roberts discussed that the audit was fully compliant and that there were not difficulties during the process and that County staff was all very helpful

There being no more questions, Mr. Gerhardt asked if there was a motion to approve the audit as presented. Mr. Montgomery made a motion to approve the presented audit, which was seconded by Ms. Carson and approved unanimously by voice vote.

The EDA thanked Ms. Roberts and she left.

b. Arts Month

Ms. Bunrock presented a summary of Arts Month activities including the different themed weeks such as Fashion Week and Storytelling. She highlighted the events in New Town specifically the Chalk Art Fest and Color Run 5K, which were part of a four day arts weekend in New Town this year.

The EDA asked several questions about events including the art appraisal event. Ms. Buntrock discussed the potential for stronger branding around Arts Month and that moving forward she would continue to work on this aspect. She noted that the Williamsburg Winery continues to discuss potential events at their location.

Ms. Buntrock reviewed a compiled list of County businesses that participated in Arts Month.

Mr. Bob Harris updated the EDA on the media buy for Arts Month, which totaled \$150,000. He said there was 113% increase to the Arts Month website and a market expansion that included western parts of Virginia and the Raleigh-Durham, NC market.

Mr. Harris stated that there were 8,000 room nights in September. The EDA had a discussion on the oversaturation of hotel rooms in the Historic Triangle. Ms. Carson stated that there are more room nights available in the Historic Triangle than Richmond or Virginia Beach. Mr. Seymour noted that while JCC does not comparatively have a large number of hotel rooms, the County does have a large number of timeshare units.

The EDA had a discussion about Arts Month including the next steps in growing the attraction of Arts Month. Ms. Buntrock noted that a large event such as a music festival would be ideal. She stated Arts Month would benefit from a main attraction and that the possibilities were endless.

The EDA thanked Ms. Buntrock and Mr. Harris for coming in to discuss Arts Month.

The EDA briefly discussed tourism and Mr. Seymour noted that a tourism plan was being worked on in conjunction with several departments.

6. DISCUSSION ITEM

a. Strategic Plan

Mr. Seymour briefly discussed the strategic plan that had been sent to the EDA. He noted that OED was currently undergoing a strategic planning process with Pritchard Volk Consulting for their marketing materials. The EDA noted it may be best to delay any continued work on the strategic plan until OED was complete with their strategic planning process.

Mr. Seymour introduced the EDA to Ms. Pritchard and Ms. Volk, who were both attending the EDA meeting as observers.

The EDA discussed the need of goals, strategies, and actions for the plan. Mr. Tingle said he felt it would be important to structure it in this manner. The EDA noted reviewing the Comprehensive Plan as a part of the process noting that it was beneficial to remember the Comprehensive Plan as a guiding document.

The EDA thanked Mr. Seymour for the update.

7. STAFF REPORT

Mr. Seymour updated the EDA on the process of the Feasibility Study. He stated that the City of Williamsburg had committed some funding to the study and that the consultant had conducted stakeholder interviews in the early part of November. Mr. Seymour stated that the study would focus on whether an aquatic center, field house, both facilities, or no facilities were feasible in the region.

Mr. Seymour provided an update on the Enterprise Zone application stating that Mr. Tucker, Mr. Jim Noel of York County, and Ms. Michele DeWitt of the City of Williamsburg had all met with state officials to discuss the process and why the regional application was not accepted. Mr. Tucker provided a brief summary for the EDA.

Mr. Seymour stated that OED staff had attended the Virginia Economic Development Partnership 65th Virginia Conference on World Trade. He stated that a stakeholder meeting would be held with Pritchard Volk Consulting on November 20. There was also an upcoming meeting scheduled for November 22 with local hoteliers and timeshares.

Mr. Seymour noted that at the December meeting the EDA officers and liaisons would need to be voted on as well as initial discussion of the 2014 Ladies Pro Golf Association event at Kingsmill Resort.

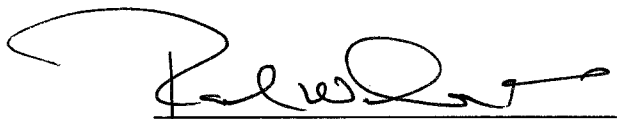
He said there was a regional incubator meeting scheduled for next Tuesday.

Lastly, Mr. Seymour stated that the National Softball Association would be back in July of 2014.

The EDA thanked Mr. Seymour for the updates.

8. ADJOURNMENT

There being no further business, Mr. Seymour thanked everyone for their time. Mr. Montgomery made a motion to adjourn. The meeting was adjourned at 9:52 AM.



Paul W. Gerhardt, Chairman



Russell C. Seymour, Secretary