

MEETING MINUTES

**ECONOMIC DEVELOPMENT AUTHORITY (EDA)
OF JAMES CITY COUNTY (JCC)
101-D MOUNTS BAY ROAD
WILLIAMSBURG, VA 23185
8:00 AM, THURSDAY, JANUARY 9, 2014**

1. CALL TO ORDER

The meeting was called to order by Vice-Chair Carson at 8:05 AM.

2. ROLL CALL

A roll call identified the following members present:

Ms. Robin Carson, Vice Chair
Ms. Leanne DuBois
Mr. Paul Gerhardt
Mr. Tim Harris
Mr. Thomas Tingle

Also Present:

Ms. Cheryl Cochet, EDA Fiscal Agent
Mr. Mark Duncan, Director of Community and Government Relations, Colonial
Williamsburg Foundation
Ms. Victoria Gussman, Director of Property Planning and Management, Colonial
Williamsburg Foundation/Williamsburg Development Inc.
Mr. Adam Kinsman, EDA Counsel
Ms. Laura Messer, EDA Recording Secretary
Mr. Leo Rogers, EDA Counsel
Mr. Russell Seymour, EDA Secretary
Ms. Kathryn Sipes, Business Development and Retention Coordinator, JCC
Mr. Telly Tucker, EDA Assistant Secretary

Absent

Mr. Stephen Montgomery, Director
Mr. Marshall Warner, Chair

3. MINUTES

a. December 13, 2013 Meeting Minutes

Ms. Carson asked if there were any changes to the December 13 regular meeting minutes. There being no other changes, she asked for a motion to approve the minutes. Mr. Gerhardt

made a motion to approve the minutes, which was seconded by Ms. DuBois. The minutes were approved unanimously by voice vote.

4. ACTION ITEM

a. Amended Resolution Authorizing the Transfer of Certain Right of Way to Dominion Virginia Power

Mr. Rogers provided the EDA with a brief update about the proceedings of the Dominion Virginia Power Transmission Line case and the State Corporate Commission. He explained that the EDA was modifying the previously approved resolution to indicate only chairmanship of the EDA instead of a specific individual. He explained it is a re-ratification of the previously approved resolution for clarity and continuity.

Mr. Tingle made a motion to approve the amended resolution for the reasons stated by Mr. Rogers, which was seconded by Ms. DuBois.

Mr. Gerhardt noted he has represented Williamsburg Developments Inc. and Colonial Williamsburg Foundation and for that reason determined he would be abstaining from vote on the matter.

Mr. Seymour took a roll call vote:

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

Mr. Rogers thanked the EDA for their time. Mr. Duncan and Ms. Gussman left.

5. FINANCIAL STATEMENTS

a. December Financial Statements

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

She discussed the expenditures in Period 6 (December 2013). She noted that the Build America Bond revenue had been received by the EDA, but that the EDA was a pass-through. The money would be transferred to the County. Mr. Tingle asked what bonds that was from. Ms. Messer stated it was for the fire and police stations from 2009.

Ms. Cochet stated that Williamsburg Landing had submitted their bond fees as part of the

Mathews County bond agreement. This was revenue for the EDA.

Ms. Cochet discussed expenses of the EDA including bank fees and a \$12,000 Arts Month payment. She stated that \$2,000 had been issued to William & Mary as a part of the regional homecoming event. Legal fees had been paid as well as the second quarterly payment to the Hampton Roads Economic Development Alliance.

Ms. Cochet discussed Triangle Business & Innovation Center spending including payments for the creation of a logo, payment for a domain name and also website content management fees. Sponsorship of START! Peninsula was also paid in the amount of \$5,000. She noted that TBIC had also paid \$184 to Dominion in utilities as well as the management fee to William & Mary's Mason School of Business.

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

6. ACTION ITEMS CONTINUED

b. Enterprise Zone Incentives

Mr. Tucker briefly reviewed the Enterprise Zone. He stated that funds for the proposed grants were appropriated in the County budget.

Mr. Tucker reviewed a memo that had been distributed depicting the companies, who were eligible for grants. He stated there was one new recipient, Leebcor Properties, who as the EDA may remember were also the recipient of the 2013 Captain John Smith Award. He stated all other companies had already received Enterprise Zone grants and that most were well into the cycle of their five-year grants.

DCB Group / Climatrol – Year 5

- Real Estate \$ 2,238.84
- M&T/BTPP \$ 7.58

H.R. Development, LLC / Ritchie Curbow – Year 5

- Real Estate \$ 2,817.54

WND Holdings LLC / Volvo Rents - Year 5

- Real Estate \$ 905.52
- M&T/BTPP \$3.10

Mid-Eastern Company LLC / Carter Cat Facility –Year 3

- Real Estate \$ 13,005.90

Haynes Distribution Center – Year 5

- Real Estate \$ 11,005.52
- M&T/ BTPP \$ 13,346.80

Leebcor Properties at McLaws, LLC – Year 1

- Real Estate \$ 7,661.25

Mr. Gerhardt inquired about funds being available from the Board of Supervisors. Mr. Tucker stated that funding was already appropriated in the budget for the total amount of the incentives (\$50,992.05). Ms. Cochet stated that as soon as the checks were processed, a transfer of funds would be initiated to the EDA.

Mr. Tingle made a motion to approve the incentives, which was seconded by Mr. Gerhardt and approved unanimously by voice vote.

Mr. Tingle asked if the Walmart Import Distribution Center had received all of its Enterprise Zone incentives and Mr. Tucker stated that yes, all grants had been received for each of Walmart's three buildings. Mr. Tingle stated that Mr. Dale Stone of Walmart had been very complimentary of Mr. Tucker when they spoke recently. Mr. Tingle said that Mr. Stone said Walmart had added 100 employees. The EDA briefly discussed the Enterprise Zone.

c. TBIC Operational Costs

Mr. Seymour stated that in late December he had received a request from Mr. John McDonald, Director of Financial and Management Services, JCC, about the EDA paying for custodial services for TBIC. Mr. Seymour stated the cost would be \$140 per month from February through June. He stated that at that point the cost would be worked in a part of the operational budget.

Mr. Harris asked what services were included and Mr. Seymour stated it included trash removal and all cleaning services once a week for the second floor of the Palmer Lane building. Mr. Harris asked if the incorporation of the first floor of the building to TBIC would increase the cost, and Mr. Seymour said that he anticipated custodial services would be bid out to an outside contractor at that point because JCC employees would no longer be in the building.

The EDA had a discussion about the first floor and the progress of adding it to TBIC's leasable space.

Ms. Carson questioned why the EDA would not only pay a third of the custodial services. Mr. Tingle continued and asked why Mr. McDonald was going to make this request midway through the fiscal year instead of asking to have it included in the FY 2015 EDA budgets.

Mr. Seymour stated he would inform Mr. McDonald of the EDA's concerns stating that the EDA would prefer to include it in their FY 2015 budget, but noted the operational costs included the larger question of Information Technology services. He explained that currently the burden of IT issues fall to JCC staff, but it is not easy for staff to dispatch to TBIC's location to troubleshoot issues. He noted the security issues that accompanied IT issues. Mr. Seymour also explained the sliding scope of work that would be necessary for IT issues due to the number of clients being an unknown.

Mr. Gerhardt noted that an outside firm would be needed. Ms. Carson and Ms. DuBois

echoed this statement and noted it was important to have an increased level of service available for incubator clients.

Mr. Gerhardt noted the issue of lack of outside signage at TBIC.

Ms. Carson questioned why these issues were not being handled by the TBIC Management Committee. Mr. Harris said that he too felt it would be best for the two members and directors of the Offices of Economic Development to handle these issues.

Mr. Tingle said it was important to use the TBIC Management Committee for policy issues of TBIC and have the EDAs review the policies.

Mr. Seymour said that the Economic Development Directors were planning to meet with Mr. Bean, Manager of TBIC, to discuss marketing and operational items later that afternoon.

7. DISCUSSION ITEMS

a. 2014 Ladies Pro Golf Association (LPGA) Event at Kingsmill

Mr. Seymour said that the LPGA would return for a third consecutive event at Kingsmill Resort from May 12-18, 2014. He stated the County would again participate with a sponsorship to include caddy bibs. The EDA would need to decide if it would like to once again sponsor a skybox. Mr. Seymour stated he had met with Kingsmill Championship staff and discussed what would be included for 2014. He said that for \$25,000 the EDA would receive 192 "any day" tickets along with 6 weekly VIP passes and 120 grounds tickets. The addition for 2014 would be three media credentials.

The EDA discussed the previous event held in May 2013 at Kingsmill. They noted that it was a great event and that hospitality services seemed to work well when the EDA worked together with Kingsmill's Skybox.

Mr. Tingle noted that it may be best to vote on the sponsorship of a skybox for Kingsmill's budget purposes rather than delaying to the February EDA meeting. The EDA had a brief discussion about hospitality costs and whether or not to have an additional event. The EDA agreed to not have an additional event this year and instead focus on the skybox. Mr. Tingle asked Ms. Messer about catering and hospitality costs and Ms. Messer stated that a budget of approximately \$10,000 for the four days would match what was spent at the last event.

Mr. Tingle made a motion to approve a \$25,000 sponsorship of a skybox at the 2014 Kingsmill Championship as presented by Mr. Seymour with an additional \$10,000 budgeted for catering and hospitality costs with the understanding that was not a concrete number, but a goal budget. Mr. Gerhardt seconded Mr. Tingle's motion.

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. Seymour took a roll call vote:

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

b. Comprehensive Plan Update

Mr. Seymour reviewed the plan for the streamlined 2015 Comprehensive Plan Update which included Transportation, Land Use, and Economic Development. He said there was a 17 month timeline and that Mr. Jason Purse, Zoning Administrator, was the contact for Economic Development. Mr. Seymour asked the EDA what they would like their involvement to be for this.

The EDA briefly discussed the methodology and opportunity for involvement. Mr. Kinsman, who attended the Planning Commission meeting held the night before, explained that the limited scope for the 2015 update included a community participation team and that it seemed this may be the best place for the EDA to have involvement.

The EDA asked that Mr. Seymour send out the 2009 sections that would be reviewed and also that Ms. Tammy Rosario, Comprehensive Planner for JCC, attend their next meeting in February. Ms. Rosario will be taking the timeline for the 2015 Comprehensive Plan to the Board of Supervisors (BOS) in February.

The EDA noted they would also communicate their interests to Mr. Michael Hipple, who was appointed the BOS Liaison to the EDA at their organizational meeting.

8. **OED STAFF REPORT**

Mr. Seymour began an update of recent OED activities. He stated that a resolution regarding submitting an exception for admitting Columbia Drive into the Virginia Department of Transportation was being taken to the January 28, 2014 Board of Supervisors meeting. He said it would be an item on the consent calendar.

Mr. Seymour stated that a drafted facility feasibility study would be ready in February and said that the EDA would receive a copy.

Mr. Seymour updated the EDA on Pritchard and Volk Consulting's progress to date on the County's new marketing efforts.

Mr. Tingle asked about a progress report being made to the EDA at its February meeting.

Mr. Seymour stated he would arrange for that to be scheduled.

Mr. Seymour said OED was finalizing a year-end summation of activities including Virginia Employment Commission information. He said it appeared to reflect very positively upon the County.

Mr. Seymour noted that the February agenda was very full stating that Mr. Darryl Gosnell, Hampton Roads Economic Development Alliance (HREDA), would be in attendance. He said with both planning staff in attendance and Pritchard Volk Consulting it may be best to move HREDA forward to March. He asked the EDA if it would be okay if Ms. Amy Parkhurst attended in Mr. Gosnell's absence. The EDA stated this was fine.

Ms. Caron asked if the EDA could have information to help create a valuable discussion prior to HREDA attending the meeting. Mr. Harris noted this information would help contribute to a useful discussion. He noted HREDA's emphasis in manufacturing and said that it may be what other localities are seeking, but that it is not what JCC is looking for.

Mr. Tingle noted he remained interested in the number of jobs and businesses that HREDA had brought to the County, in addition to the jobs brought to York County, the City of Williamsburg, and Gloucester.

Ms. Carson reiterated the importance of the right types of businesses being brought in as prospects.

Mr. Gerhardt noted the importance of a sub-regional discussion.

Mr. Seymour stated he would ask HREDA for a summary of their activity. Ms. Carson asked if there could be a discussion of leads as well.

Mr. Seymour stated he would get the information to the EDA. The EDA thanked Mr. Seymour for the report.

9. REPORTS

a. Board of Supervisors Liaison

Mr. Seymour stated that Mr. Michael Hipple was the new Board of Supervisors Liaison to the EDA. Mr. Tingle stated that he knew EDA Chair, Mr. Warner was intending to have a meeting with Mr. Hipple in the coming weeks.

b. Planning Commission

Mr. Harris noted the Williamsburg Indoor Outlet Mall had officially closed on December 31, 2014.

c. Real Estate Holdings Committee

Mr. Tingle said he has been working with Ms. Sipes on landscaping work at the EDA's parcel in James River Commerce Center including bush hogging. Ms. Sipes said a meeting was planned with staff from the Soil and Conservation District to discuss recommended height and wildlife management seeding.

d. Rural Economic Development Committee (REDC)

Ms. DuBois stated that REDC had conducted its stakeholder interviews which included both marketers and producers. She stated that many localities have a growing interest in food tourism and discussed the potential for attractions.

She noted the consultants should have a report prepared in the next few months.

Lastly, Ms. DuBois noted that Mr. David Hula, who farms at Mainland Farms, had received recognition as the World Champion for his record-breaking corn haul at 454 bushels an acre. The EDA asked about where this record was achieved and Ms. DuBois responded it was at Mr. Hula's Charles City property. Ms. DuBois stated that a Mainland Farm video was in progress to help promote the property and its history.

e. Miscellaneous Business

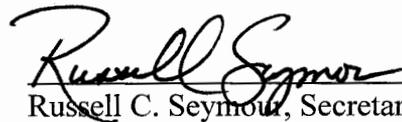
Mr. Gerhardt noted that Restaurant Week in the Historic Triangle was forthcoming and suggested that the EDA perhaps support the restaurants participating with an ad. The EDA briefly discussed this and decided that it was a good idea and proposed a budget of \$1,500 for such an endeavor.

10. **ADJOURNMENT**

Ms. Carson noted the time and that there was no further business. Mr. Seymour thanked everyone for their time. Mr. Harris made a motion to adjourn. The meeting was adjourned at 10:00 AM.



Robin D. Carson, Vice Chair



Russell C. Seymour, Secretary