

**MEETING MINUTES**

**ECONOMIC DEVELOPMENT AUTHORITY (EDA)  
OF JAMES CITY COUNTY (JCC)  
101-D MOUNTS BAY ROAD  
WILLIAMSBURG, VA 23185  
8:00 AM, THURSDAY, APRIL 10, 2014**

**1. CALL TO ORDER**

The meeting was called to order by Vice Chair Carson at 8:00 AM.

**2. ROLL CALL**

A roll call identified the following members present:

Ms. Robin Carson, Vice Chair  
Ms. Leanne DuBois  
Mr. Paul Gerhardt  
Mr. Stephen Montgomery

Also Present:

Ms. Cheryl Cochet, EDA Fiscal Agent  
Mr. Michael Hipple, Board of Supervisors (BOS) Liaison to EDA  
Ms. Laura Messer, EDA Recording Secretary  
Mr. Russell Seymour, EDA Secretary  
Ms. Kathryn Sipes, Business Development and Retention Coordinator, JCC  
Mr. Telly Tucker, EDA Assistant Secretary

**Absent**

Mr. Tim Harris, Director  
Mr. Thomas Tingle, Director  
Mr. Marshall Warner, Chair

**3. MINUTES**

a. March 13, 2014 Meeting Minutes

Ms. Carson asked if there were any changes to the March 13 regular meeting minutes. There being no changes, she asked for a motion to approve the minutes. Mr. Montgomery made a motion to approve the minutes, which was seconded by Mr. Gerhardt. The minutes were approved unanimously by voice vote.

b. March 19, 2014 Special Meeting Minutes

Ms. Carson asked if there were any changes to the March 19 special meeting minutes. There being no changes, she asked for a motion to approve the minutes. Mr. Montgomery made a motion to approve the minutes, which was seconded by Mr. Gerhardt. The special meeting minutes were approved unanimously by voice vote.

**4. FINANCIAL STATEMENTS**

a. March Financial Statements

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

She discussed the expenditures in Period 8 (March 2014). She noted bank fees and legal fees had been paid. She stated that there was a void being shown in the amount of \$5,683 from Enterprise Zone payments. She said it was an error and had been corrected.

Ms. Cochet discussed Triangle Business & Innovation Center spending including payments to Dominion Virginia Power for utilities as well as the management fee to William & Mary's Mason School of Business.

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

**5. OED STAFF REPORT**

Mr. Seymour told the EDA that staff had issued LPGA reservations for the Skybox. He said that in partnership with Ms. Carson, the EDA had issued some joint invitations to remove duplicates. Ms. Carson said this would maximize Skybox attendance.

There was a brief discussion about the tournament including an eagle nest issue that had since been resolved.

Mr. Seymour stated there was a joint BOS-EDA work session scheduled from 4:00-6:30 PM on Tuesday, June 24. He said he and Chair Warner would be meeting to discuss topics and strategize a plan. He said that he and Mr. Warner would also discuss the upcoming FY2015 EDA budget.

He noted that there had been several meetings with the three localities to discuss the Triangle Business & Innovation Center (TBIC) and a new management structure. He stated that would be a part of the EDA budget. He explained that a funding increase would be required to expand the regional incubator. It was likely that the location of TBIC would change in the future to bring more visibility and access.

Mr. Seymour noted that the quarterly EDA Chair and OED Director dinner was forthcoming and Mr. Gerhardt said he had been asked to attend. At the dinner, the group will discuss TBIC and the Hampton Roads Economic Development Alliance.

Mr. Seymour stated that Ms. Sipes had been working with Mr. Gerhardt and Mr. Tingle on the Comprehensive Plan update. Ms. Sipes stated there were public meetings scheduled for June 9, 10, and 11 at a to-be-determined location.

Mr. Seymour stated he had met with Ms. Julie Summs, the new Director of Economic Development for the College of William & Mary. He gave a brief description of Ms. Summs background and noted that she was very involved in continuing established initiatives including the W&M Homecoming Event and updating the Historic Triangle Collaborative Economic Diversification Report from 2010. Ms. Carson noted that the HTC initiative was interesting to review and see the progress that had been made. The EDA asked that the report be sent to them. Mr. Montgomery asked that Ms. Summs be invited to speak to the EDA at an upcoming meeting.

Mr. Seymour said that Petco had its grand opening in Settler's Market on March 29.

Mr. Montgomery asked for an update of the Facility Feasibility Study and it was stated that it had been presented to the BOS at the March 25 Work Session. A brief discussion about tourism occurred including discussing hotel rooms, the Sports Williamsburg grants, and tourism niches. Ms. Carson noted that groups want their event in JCC because there is so much to do and the group agreed that tourism is beneficial and sports events assist the local economy. A discussion about the types of events that could be held in a facility occurred including capabilities from antique shows to rodeos.

Mr. Seymour noted the REV3 event and the coordination that is occurring. He stated the majority of the triathlon route is in James City County with portions of the bicycle route in New Kent and Charles City.

## **6. REPORTS**

### **a. BOS Liaison**

Mr. Hipple provided an update that the BOS was working on the FY2015 and FY2016 budget process including review of a new position for tourism.

Mr. Hipple noted the BOS involvement in economic development moving forward and stated there was a focus on growth and what hinders the development process.

A discussion about tourism analytics and the return on investment occurred and Mr. Montgomery noted it was more than just hotel rooms that needed to be the focus of the BOS. Mr. Hipple agreed and said he has interest in what is best for JCC.

b. Rural Economic Development Committee

Ms. DuBois provided an update on the REDC and the work on the Agriculture and Forestry Industries Development (AFID) Planning Grant. She stated that stakeholder meetings had been held and a priority list had been developed. She discussed agritourism and ecotourism as well as food hubs.

Ms. DuBois stated that Ms. Sipes had been working with her and that they had a REDC meeting tomorrow. Ms. Sipes stated there was a public meeting forthcoming with a presentation by Edward T. McMahon: "Nature, Agriculture, Economy and Community Character" on Monday, May 12, 4:00-6:00 PM at the James City County Library.

They stated it was likely they would want to present some findings at the joint work session in June.

c. Sports Grant Committee


Mr. Montgomery stated that it may be appropriate to ask Ms. Lisa Pacheco and Mr. Bob Harris of the Greater Williamsburg Chamber and Tourism Alliance to come speak about the sports grant committee at an upcoming meeting.

7. **ADJOURNMENT**

There being no more business to discuss, Mr. Seymour thanked everyone for their time. Mr. Montgomery made a motion to adjourn, which was seconded by Mr. Gerhardt. The meeting was adjourned at 9:25 AM.



Robin Carson, Vice Chair



Russell C. Seymour, Secretary