

MEETING MINUTES

**ECONOMIC DEVELOPMENT AUTHORITY (EDA)
OF JAMES CITY COUNTY (JCC)
101-D MOUNTS BAY ROAD
WILLIAMSBURG, VA 23185
8:00 AM, THURSDAY, SEPTEMBER 25, 2014**

1. CALL TO ORDER

The meeting was called to order by Chair Warner at 8:06 AM.

2. ROLL CALL

A roll call identified the following members present:

Ms. Robin Carson, Vice Chair
Mr. Paul Gerhardt
Mr. Tim Harris
Mr. Stephen Montgomery
Mr. Thomas Tingle
Mr. Marshall Warner, Chair

Also Present:

Ms. Cheryl Cochet, EDA Fiscal Agent
Mr. Michael Hipple, Board of Supervisors, EDA Liaison
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

Absent:

Ms. Leanne DuBois, Director

3. MINUTES

a. June 12, 2014 Meeting Minutes

Mr. Warner asked if there were any changes to the June 12 regular meeting minutes. Ms. Messer noted that Mr. Gerhardt had let her know about a typographical error, which had been corrected. There being no other changes, Mr. Warner asked for a motion to approve the minutes as amended. Mr. Gerhardt made a motion to approve the minutes, which was seconded by Mr. Montgomery. The minutes were approved unanimously by voice vote.

b. July 10, 2014 Special Meeting Minutes

Mr. Warner asked if there were any changes to the July 10 special meeting minutes. There being no changes, he asked for a motion to approve the minutes. Mr. Gerhardt made a motion to approve the minutes, which was seconded by Mr. Montgomery. The minutes were approved unanimously by voice vote.

4. ACTION ITEMS

a. Triangle Business & Innovation Center Agreements

Mr. Seymour stated that after several months of work, a new management contract had been prepared and a new location had been found for the Triangle Business & Innovation Center (TBIC). Mr. Seymour thanked Mr. Gerhardt and Mr. Harris for their assistance during the process which involved staff and EDA directors from JCC, the City of Williamsburg, and York County. He stated that the documents before the EDA included a contract with the Small Business Development Center (SBDC), a Memorandum of Understanding between the 3 EDAs and a lease agreement.

After reviewing the documents, Mr. Harris said it seemed that SBDC and SDBC were used interchangeably and that it would need to be corrected before the final document was signed.

Mr. Rogers noted that changes from the City of Williamsburg had been incorporated into the document.

Mr. Seymour stated the proposed new location of TBIC would be 332 N. Henry Street in the City of Williamsburg behind the Greater Williamsburg Chamber & Tourism Alliance. Mr. Montgomery asked if it was the old Health Evaluation Center, and Mr. Seymour stated that it was. Mr. Montgomery noted that it was a nice space. Mr. Harris expanded upon that and said that there was good proximity to amenities for clients as well as other small businesses leasing within the building.

The EDA asked if there were renovations needed and Mr. Seymour stated that there was no need and that the lease included utilities and was fully furnished except for a printer. Mr. Tingle asked about the set-up of the new TBIC location and it was explained that the former exam rooms would be utilized as workspace. Mr. Harris said it was a good location.

Mr. Seymour stated a \$2,000 deposit must be paid and that if approved, the lease agreement would start October 1 for one year with the option to renew for up to five years. Mr. Seymour stated that both the furniture and sound machine would remain at the former Ironbound Road location of TBIC because one client was remaining in the space.

Mr. Seymour stated that the College of William & Mary was still going to be involved in TBIC, but not the manager of TBIC. He said that there would be an on-site manager as well as a receptionist that is provided by the landlord, who leases the entire building. The EDA will be a subtenant of the master lease.

Mr. Tingle asked how much square footage the space was and Mr. Seymour stated he would be able to tell the EDA following the meeting. Mr. Tingle said he was more curious as to the rate per square foot, which Mr. Seymour said was \$14 per square foot.

Mr. Tingle inquired as to the marketing of TBIC in Exhibit A and how clients would be sought. Mr. Seymour discussed a TBIC focused website as well as SBDC being very involved as the TBIC person will be their representative for the region. Mr. Harris questioned whether the manager would have too many people to report to, but Mr. Seymour stated that the process would be as streamlined as possible.

Mr. Tingle asked about the fiscal agent of TBIC and Mr. Seymour stated a meeting had been scheduled for the forthcoming Monday between JCC and the City of Williamsburg to discuss transfer of the fiscal agent.

A brief discussion about meetings and what constitutes a public meeting occurred.

Mr. Tingle emphasized the importance of acting quickly for businesses. Mr. Seymour stated that he understood and felt that SBDC would uphold the manager to specific guidelines of work.

Mr. Montgomery asked about SBDC being brought to an EDA meeting to discuss TBIC and everyone agreed this was a good idea.

Mr. Tingle asked about the budget and Mr. Seymour responded that \$45,000 had been allotted.

Mr. Montgomery made a motion to accept the three documents as presented for TBIC. Mr. Rogers asked that the EDA authorize the chair to execute the documents. Mr. Montgomery made a motion to accept the three documents as presented with the necessary corrections and that the EDA grant permission to the chair to execute the documents with the other two jurisdictions. This motion was seconded by Ms. Carson and passed unanimously by voice vote.

Mr. Rogers thanked the EDA for allowing him to leave due to other commitments.

b. START! Peninsula

Ms. Sipes stated that the 3rd Annual START! Peninsula had been scheduled to be held at the Mason School of Business at the College of William & Mary (W&M). She stated that previous START! events had been held at Christopher Newport University and the Peninsula Technology Incubator. She stated that last year, TBIC had a sponsorship for the event in the amount of \$2,500. She said that this year TBIC was providing a \$1,000 sponsorship.

Ms. Sipes continued and said that York County EDA was sponsoring this year's event in the amount of \$5,000 and that the City of Williamsburg was sponsoring in the amount of

\$2,500 because the event is in the region. Ms. Sipes asked the EDA if they would like to provide a sponsorship.

After a brief discussion, Ms. Carson made a motion to provide a \$2,500 sponsorship to START! Peninsula 3.0. Mr. Gerhardt seconded the motion, which passed unanimously by voice vote.

Mr. Seymour thanked Ms. Sipes for her hard work on START! Peninsula. Ms. Sipes stated that Ms. Melissa Davidson was spearheading the event, but that she thought it was instrumental to have a larger community involvement. She said this would be accomplished through a “spectator ticket” that allowed people to hear pitches from participants.

Mr. Gerhardt asked about the total cost of the event and Ms. Sipes stated that W&M had offered the venue at no cost and that sponsorships would contribute to a majority of the funding for the event. She stated that the largest expense was the start-up prize money.

Mr. Tingle emphasized the importance of celebrating entrepreneurship.

5. FINANCIAL STATEMENTS

a. June Financial Statements

Mr. Warner asked Ms. Cochet for a financial update. Ms. Cochet noted she would review three months of statements. She first discussed June 2014 including revenue received from both interest and from the incubator. She noted that payments for TBIC from both the City of Williamsburg and York County had been collected. She said that the Build America Bonds had also passed through the EDA in June.

She discussed the expenditures in Period 12 (June 2014). She noted bank fees and legal fees had been paid as well as catering for the Ladies Pro Golf Association event at Kingsmill back in May. She stated that the final quarterly Hampton Roads Economic Development Alliance payment had been paid using \$15,000 from the County as agreed upon with the Mainland Farms transaction. The EDA paid the remaining portion of that invoice. She also stated a payment had been made to WND Holdings in the amount of \$908. Ms. Messer noted that WND Holdings had been late paying their taxes and that everything must be current before Enterprise Zone incentives are awarded.

Mr. Tingle questioned why audit expenses rose so steeply, and Ms. Cochet responded that the EDA had entered into several agreements that increased the price of the audit.

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

b. July Financial Statements

Ms. Cochet discussed July 2014 including revenue received from both interest and from the

incubator. She noted that a payment for TBIC from York County had also been collected.

She discussed the expenditures in Period 1 (July 2014). She noted bank fees and legal fees had been paid as well as a small amount in supplies. There was no other activity in July.

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

c. August Financial Statements

Ms. Cochet discussed August 2014 including revenue received from both interest and from the incubator.

She discussed the expenditures in Period 2 (August 2014). She noted bank fees and legal fees had been paid as well as a payment to Virginians for High Speed Rail in the amount of \$2,500.

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

6. **DISCUSSION ITEMS**

a. Manufacturing Day

Ms. Sipes briefed the EDA on Manufacturing Day, which would be held on October 3. She stated it was the second annual Manufacturing Day and that the number of participants had tripled from 30 to 90 and instead of one bus, there would be three buses from Williamsburg-James City County Public Schools. She stated that six companies were participating this year and that all the participants would meet at Legacy Hall for lunch and a facilitated discussion.

Ms. Sipes stated that there was a lot of interest in this event this year and that the EDA was welcome to participate if they wanted to. She stated that the Board of Supervisors had also been invited. Mr. Hipple said that he was pleased with the opportunity and praised the importance of vocational-technical education for students who may not be interested in college. He noted his own two-year voc-tech education, which was followed by opening his own business.

Ms. Sipes noted that Thomas Nelson Community College was planning on attending the discussion at Legacy Hall and that they would bring a 3-D printer and a CNC (Computer Numerical Control) Machine for demonstrations.

She also noted that a career expo was being planned. Mr. Montgomery noted the mindset of college being the destination and thought it was important to acknowledge that not every

child goes to college and that it was important to provide information regarding other opportunities.

b. Celebration of Business

Mr. Seymour informed the EDA that the Celebration of Business was scheduled for Thursday, November 20 at the Jamestown Settlement. He stated this was Jamestown-Yorktown Foundation's preference for date.

Mr. Seymour asked the EDA if they would be interested in participating in the committee to select nominees for the annual Captain John Smith Award. He suggested utilizing the nominating committee – Mr. Warner and Mr. Tingle, but noted it would be important to meet within the next two weeks to have a discussion so that ballots could be sent out in a timely manner. He also noted discussion had occurred regarding the potential for a small business award during the spring Business Appreciation Event.

Mr. Montgomery said it was critical to have outside views on candidates for the award. The EDA had a brief discussion about this and it was decided that Mr. Warner and Mr. Tingle would participate on the nominating committee along with Mr. Adam Kinsman, Assistant County Administrator.

Ms. Carson asked that the winner of the Captain John Smith Award be made aware of their win prior to the event. Mr. Seymour stated that staff had already discussed the need to inform the winner.

Mr. Seymour thanked the EDA for their input.

c. Ladies Professional Golf Association (LPGA) Event at Kingsmill Resort

Mr. Seymour stated that partnership proposals had been sent to both the EDA and JCC. He stated that County Administration was reviewing the County proposal. He told the EDA that their Skybox proposal had raised \$1,000, and then reviewed the previous contracts and catering costs. He discussed several new components of the agreement including a link on the LPGA website and sponsor board recognition.

Mr. Seymour stated that the EDA would need to vote on the proposal by November at the latest.

Mr. Tingle stated that he felt the Skybox was well utilized last year and that it was a positive opportunity for the EDA. The EDA had a brief discussion about using the Skybox for potential clients and targeting large employers in JCC. The EDA surmised that the best way to do this was to start earlier with preparing lists.

Ms. Carson noted she thought the 2014 event was maximized because JCC and Kingsmill sent out joint invitations to a number of companies. She said she would be happy to help coordinate this with Mr. Wayne Nooe since she has retired.

The EDA questioned whether they could make a decision now regarding the proposal. Mr. Seymour stated that he did not see a reason why not.

Mr. Tingle made a motion to accept the proposal given to the EDA from tournament staff in the amount of \$26,000. Ms. Carson seconded the motion and it approved unanimously by voice vote.

7. OED STAFF REPORT

Mr. Seymour began a review of OED activity. He noted that EDA directors had participated in interviewing candidates for the Assistant Director position vacated by Mr. Telly Tucker. He said the interviews led to two final candidates, but noted that the position was still open and that a decision would be made in the near future.

Mr. Seymour stated that the EDA had received invitations to the W&M Homecoming Event in their packet and that it would be held on October 18. He said that the list was more targeted than in prior years.

Mr. Seymour said he had been on a marketing mission with HREDA in August. He said it focused on site consultants in both North and South Carolinas. He noted that a Port of Virginia tour was forthcoming and that he intended to invite the contacts he made.

Mr. Seymour noted that a new business had located to 1709 Endeavor Drive. He said that TQA, a company that works with Continental, had signed a 3-year contract. He also noted that another parcel in Hankins/Jacobs Industrial Parks had been purchased which meant the amount of available sites with infrastructure had lessened. Mr. Montgomery noted it was important to make more sites available through adding infrastructure.

The EDA had a brief discussion about the shell building and other sites including Stonehouse Commerce Park and the need for a bridge to gain access to the undeveloped side. The EDA noted pad ready sites and the fees associated with keeping site plans on file.

Lastly, Mr. Seymour reviewed the new marketing folder including inserts and an ad that had been published. He said changes were being made to the website so the two items would complement one another.

Mr. Warner thanked Mr. Seymour for the update and noted that the marketing folder looked great.

8. REPORTS

a. Board of Supervisor Liaison

Mr. Hipple stated that Mr. Bryan Hill had started and encouraged the EDA to meet with him. Mr. Gerhardt stated that Mr. Hill had greeted the EDA prior to the meeting starting.

Mr. Hipple said that he felt Mr. Hill had ability and energy to address problems while still looking ahead at the bigger picture. He noted Mr. Hill's positive attitude and strong work ethic as well as his experience with financial analysis.

Mr. Hipple stated he saw the Board evolving and looking at the bigger picture and not just focusing on one area or issue at a time.

Mr. Hipple briefly reviewed some ideas he had about the County including the possible relocation of the County offices.

Mr. Hipple said that he felt that both Mr. Hill and Mr. Kinsman were a good fit for the County. He said Mr. Kinsman had shown much skill over the last few months in his new role.

Mr. Hipple noted that redevelopment discussions involving the City of Williamsburg City Council had come up frequently and a brief discussion about the Primary Service Area occurred as well as notation of the current situation at White Hall.

Mr. Tingle noted the importance of the Comprehensive Plan and that the EDA should utilize that avenue for further discussion with the Board of Supervisors.

b. Planning Commission Liaison

Mr. Harris said that the ordinance on chicken keeping had passed the Board of Supervisors since the last EDA meeting. Ms. Sipes added that the first public Comprehensive Plan meeting to discuss the Economic Development section was scheduled for October 2.

c. Triangle Business & Innovation Center Liaison (TBIC)

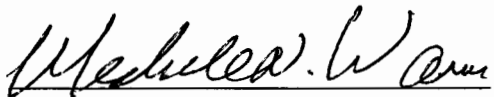
Mr. Gerhardt briefly noted that there was valuable entrepreneurial discussion with Secretary of Commerce Maurice Jones and that Secretary Jones was very approachable. Mr. Gerhardt suggested that TBIC is a great avenue to add diversity to the economy.

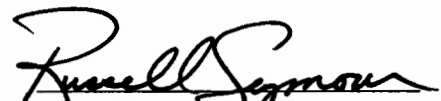
d. Sports Grants Committee

Mr. Montgomery noted the recent discussions of a new facility and its potential importance to the region.

9. ADJOURNMENT

There being no further discussion, Mr. Seymour thanked everyone for their time. Mr. Tingle made a motion to adjourn, which was seconded by Mr. Harris. The meeting was adjourned at 10:03 a.m.


Marshall N. Warner, Chairman


Russell C. Seymour, Secretary