

MEETING MINUTES

**ECONOMIC DEVELOPMENT AUTHORITY (EDA)
OF JAMES CITY COUNTY (JCC)
101-D MOUNTS BAY ROAD
WILLIAMSBURG, VA 23185
8:00 AM, THURSDAY, OCTOBER 9, 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. Leanne DuBois
Mr. Paul Gerhardt
Mr. Stephen Montgomery
Mr. Thomas Tingle
Mr. Marshall Warner, Chair

Also Present:

Mr. Michael Hipple, Board of Supervisors, EDA Liaison
Mr. Max Hlavin, 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. Sanford Wanner, Chair, Historic Triangle Collaborative

Absent:

Ms. Robin Carson, Vice Chair
Mr. Tim Harris, Director

3. ACTION ITEMS

a. Williamsburg Pottery Land Study

Mr. Seymour reviewed information about a study being initiated by the Williamsburg Pottery. He stated that there is a large area of land that is owned by the Williamsburg Pottery that is located in both York County and James City County. He stated that roughly 20% of the land was located in James City County, with the remaining 80% being located in York. Mr. Seymour said that the York County EDA had already approved their portion of the study totaling \$16,000. Mr. Seymour said that JCC EDA was being asked to contribute \$4,000 to the study.

Mr. Wanner stated that he was present in his role as Chair of the Historic Triangle Collaborative. He said that the current issue at hand was related to the 2010 Historic Triangle Economic Diversification Task Force Report. He said that the studies conducted in 2009 for that report found that tourism should be diversified in the region. He stated that tourism diversification later became a goal of the report.

Mr. Wanner also noted that revenue sharing among the three localities was discussed as a part of that report. He continued and said that it was vital to review what would be possible for the available acreage whether it be a business park, redevelopment or a third attraction. He stated that creating a master plan for that area would be best.

Mr. Wanner continued and said that with the updating of the Mooretown Road Study that looking at the land in the Lightfoot and Richmond Road corridor was important.

Mr. Montgomery questioned why the EDA would help finance work done on property owned by a private entity. He said that it would not be a best practice for the EDA to fund such initiatives.

Mr. Tingle asked if the land study was only a portion of the work being done and Mr. Wanner responded that the Williamsburg Pottery was paying for a wetlands study that was estimated to cost \$30,000.

Mr. Gerhardt stated he understood Mr. Montgomery's concerns, but that he also felt that the land at hand was important to JCC's future economic vitality.

Mr. Seymour stated that valuable information would come from the land study including what was developable and what was not. Mr. Tingle said that it was important to look at this initiative as a public-private partnership and that the land was designated Economic Opportunity Zone.

Mr. Montgomery again questioned the expectation that such a commitment raises because the Williamsburg Pottery is a private entity.

Ms. DuBois questioned how much acreage it was that was being studied and Mr. Seymour replied that it was approximately 720 acres with 20% in JCC.

Mr. Seymour highlighted the fact that it was important for Economic Development to have a role working with owners on prospective developments.

Mr. Montgomery stated that with the understanding that this kind of action is handled on a case-by-case basis and also that there is no precedent for this type of action moving forward; and also with the understanding that the EDA have access to all information that comes as a result of the studies, that he would make a motion to approve the proposed contribution to the land study not to exceed \$4,000, as long as the entire project remained a joint venture with both York County and the Williamsburg Pottery. Mr. Tingle seconded the motion noting that it was a strategically placed piece of property. The motion was

approved unanimously by voice vote.

Mr. Wanner thanked the EDA for their time and left because he was going to the opening ceremony for the Vietnam Traveling Memorial Wall.

4. MISCELLANEOUS ITEM

Mr. Rogers first stated he had another commitment to attend, but he wanted to let the EDA know that this would be his last meeting as EDA Counsel. Mr. Rogers stated he was thankful for the honor and privilege of working with the EDA for the last 25 years. He said that it was a pleasure working with the EDA.

Mr. Rogers introduced Mr. Max Hlavin, who would be working with the EDA for the time being. Mr. Rogers stated that Mr. Hlavin had started with JCC two months ago, but was a former intern in the County Attorney's Office.

The EDA thanked Mr. Rogers for his work and wished him well on the next step of his career in Loudoun County. Mr. Rogers said that he hoped the EDA would feel free to contact him if they needed anything moving forward.

5. ACTION ITEMS CONTINUED

Mr. Seymour noted that Ms. Cochet was unable to attend the meeting because her mother had passed away suddenly. The EDA noted their condolences for her and her family during this time.

Mr. Seymour stated that the EDA had a balance of approximately \$34,000 in their checking account and would consequently need to cash in a Certificate of Deposit. Ms. Cochet had suggested cashing a \$271,000 Certificate of Deposit, which would cover all of FY 2015 expenses.

Mr. Seymour deferred to Ms. Messer who stated that the EDA had \$1.3 million in Certificates of Deposit. She continued and said that the last time the EDA cashed in a Certificate of Deposit was in October 2012.

Mr. Warner noted that the Certificates of Deposit were no penalty.

Mr. Montgomery questioned if this was a part of the spend down that the EDA had examined and Mr. Warner confirmed that it was a part of the assumptions the EDA had made based on cash flow.

Mr. Gerhardt noted that the EDA was still covering several large expenses from JCC based on an initiative that occurred during the economic downturn several years ago. He questioned if this would change citing expenses of the Hampton Roads Economic Development Alliance and also the Regional Air Service Enhancement (RAISE) Fund. Mr. Tingle noted that some directors of the EDA would recall that RAISE was originally a

50/50 split with JCC, but the BOS had voted to pull their portion of RAISE funding, which resulted in the EDA picking up the additional costs.

Mr. Seymour stated these matters would be discussed with County Administration in the near future.

Mr. Montgomery made a motion to cash in a Certificate of Deposit as discussed, which was seconded by Ms. DuBois.

Mr. Seymour thanked the EDA.

6. MINUTES

a. September 25, 2014 Meeting Minutes

Mr. Warner asked if there were any changes to the September 25 rescheduled meeting minutes. There being no changes, Mr. Warner asked for a motion to approve the minutes. Mr. Tingle made a motion to approve the minutes, which was seconded by Mr. Montgomery. The minutes were approved unanimously by voice vote.

7. FINANCIAL STATEMENTS

a. September Financial Statements

Mr. Seymour stated that in Ms. Cochet's absence, Ms. Messer would provide the financial update. Ms. Messer stated the EDA had received interest revenue and incubator client revenue.

She discussed the expenditures in Period 3 (September 2014). She noted bank fees and legal fees had been paid as well as the first quarterly payment to HREDA and the annual payment to the Small Business Development Center. She also stated that the final audit payment was paid and that the audit was now paid in full. Ms. Messer noted Triangle Business & Innovation Center (TBIC) expenses for September.

Ms. Messer asked if the EDA had any questions. There being no questions on September financials, Mr. Tingle made a motion to approve the September financial report, which was seconded by Mr. Montgomery and passed unanimously by voice vote.

8. DISCUSSION ITEMS

a. VDOT Ramp Expansion

Mr. Seymour briefed the EDA on a notice received from VDOT on the expansion of the Richmond Road ramp from Route 199. He said that the notice was for a scheduled public meeting.

The EDA had a brief discussion about where the work was being done and Mr. Hipple noted that it was near the Williamsburg Premium Outlets and that motorists currently acted as if the area was two lanes already because of the wide width.

The EDA thanked Mr. Seymour and Mr. Hipple for the information.

b. Agriculture and Forestry Industries Development Fund (AFID) Grant Update

Ms. DuBois began an update on the AFID grant that JCC had received along with the Rural Economic Development Committee (REDC), the Office of Economic Development and the Planning Division. Ms. DuBois gave a brief review of how the grant was received and explained that as a part of the grant a study had been conducted reviewing the viable assets of the agricultural industry in JCC.

She stated that an economic analysis had been completed and that of all the recipients of the AFID grant that JCC was the furthest along. Ms. DuBois stated that a speaker had come in May as a part of the grant work and that Mr. Seymour had attended.

Ms. DuBois stated that the results of the study had been categorized into three areas: marketing and public relations, business development, and facility-related. She said that identifying opportunities was valuable to learn what ideas were most feasible in JCC.

She said that the engagement from participants was excellent and all volunteers were very involved in the process. She stated that Ms. Sipes had put in a tremendous effort in coordinating the work along with Ms. Leanne Pollock from the Planning Division.

Ms. DuBois stated that she and Ms. Pollock had been invited to speak at a conference in November about the work that was completed.

Ms. DuBois stated that as the study was finalized a copy could be distributed to the EDA.

Mr. Warner thanked Ms. DuBois and Ms. Sipes for the update and their work.

9. OED STAFF REPORT

Mr. Seymour first thanked Messrs. Gerhardt and Tingle for their work on the 2035 Comprehensive Plan Update. He stated that he appreciated their involvement and support particularly with attending the Planning Commission Working Group (PCWG) meeting. He said he felt that all questions by the PCWG had been answered, but recognized that the process is not complete. Mr. Tingle stated he felt there was more work to do including reviewing regulatory barriers and increasing predictability through tweaking currently drafted language.

Mr. Seymour noted that the Greater Williamsburg Chamber and Tourism Alliance was also becoming involved in economic development areas of interest.

Mr. Seymour handed out the drafted Goals, Strategies and Actions and the goals presented to the BOS during the June BOS/EDA Work Session noted that he would like to have a discussion about them at the November EDA meeting.

Mr. Seymour stated that the 2014 Manufacturing Day (MFG Day) had been successful with 85 students participating and approximately 30 adults also attending the tours. He stated that comparatively there were only 30 students who participated in the first year. There were six local JCC companies who participated this year. Comparatively, only three businesses participated in 2013.

Mr. Seymour said that following the tours, everyone who participated in MFG Day met at Legacy Hall where there was a focused discussion about what the students learned on their tours. Mr. Seymour stated that the students seemed very eager to learn about opportunities. He thanked Ms. Sipes for her work planning the event and he thanked Mr. Hipple for participating as a speaker.

Mr. Hipple stated that he felt like the event was successful and that everything ran very smoothly. He said he felt it was important that students are aware of different opportunities that are available in JCC.

Mr. Montgomery asked about how the success was tracked and whether or not it was known if any 2014 graduates had ended up employed at businesses that were toured following the 2013 tour.

Ms. Sipes said that she knew that Walmart Import Distribution Center tapped area high schools following the tour when they expanded their employment.

Mr. Tingle questioned if guidance counselors were invited to MFG Day to help spread the word and Ms. Sipes said that the adult guest list for the event was very deliberate and included guidance counselors and career center advisors as well as Williamsburg-JCC Public Schools Central Office staff.

Mr. Montgomery noted the importance of skill-based labor particularly citing the lack of Licensed Practical Nurse programs in the area.

Ms. Sipes said she was impressed with the high interest in the event as a whole.

Mr. Hipple said that he felt showing the importance of technical jobs was vital particularly because one of the parents on his tour at MFG Day was a head hunter and he had learned that areas such as Louisiana are struggling to find labor needed as manufacturing expands.

Mr. Hipple again thanked Ms. Sipes and also noted that Ms. Heather Cordasco of WJCC School Board was very involved in the event.

Mr. Seymour thanked the EDA for their feedback. He noted that the College of William & Mary's Homecoming Event at the Cohen Career Center was being held on October 18 and

he encouraged the EDA to attend. He said that Ms. Julie Summs had worked very hard on the event and that OED would receive a full list of attendees following the event. The EDA would not receive a list of invitees.

Mr. Seymour said that he had met with TBIC clients regarding the TBIC changes.

Lastly, Mr. Seymour said that tourism work continued and that Ms. Messer was currently tasked with tourism duties. He asked Ms. Messer if she would like to discuss the recent activities and Ms. Messer stated she would defer to Mr. Seymour. He said that REV3 was scheduled for 2015 and that there would also be a Glow Run in New Town, but it would follow the triathlon and paired with New Town's Craft Beer Festival.

Mr. Montgomery asked Mr. Seymour the status of the Assistant Director position and Mr. Seymour stated that he had discussed this with County Administration. Mr. Montgomery inquired about what that meant regarding the external candidate for the position and Mr. Seymour stated that the candidates remained interested in the position.

The EDA thanked Mr. Seymour for the update.

10. REPORT – BOARD OF SUPERVISOR LIAISON

Mr. Hipple stated that he was pleased with County Administrator Hill and that he was very bright and was helping JCC move in a positive direction. Mr. Hipple said that Mr. Hill was a "numbers guy" and that he was always prepared for meetings.

Mr. Hipple said that the BOS was moving in a positive direction and that there were lots of initiatives ongoing. He said that citizens often commented on BOS participation and he said that he was pleased with the BOS working together.

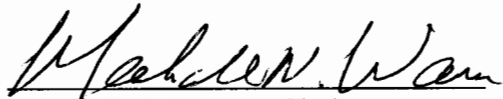
Mr. Hipple noted that Mr. Rogers did an outstanding job in JCC and that he wished him the best, but that JCC would work to fill his position as County Attorney.


Mr. Montgomery questioned what would happen with the litigation with Dominion Power and Mr. Hipple said that he understood Mr. Hill and Mr. Adam Kinsman would be taking the lead with their experience.

Mr. Montgomery asked about Mr. Hill's knowledge of the Business Climate Task Force (BCTF) and Mr. Seymour stated that Mr. Hill had been given a large briefing binder to help him understand economic development initiatives.

11. ADJOURNMENT

There being no other reports of business, 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 9:21 a.m.


Marshall N. Warner, Chairman


Russell C. Seymour, Secretary