

**MEETING MINUTES**

**ECONOMIC DEVELOPMENT AUTHORITY (EDA)  
OF JAMES CITY COUNTY (JCC)  
101-D MOUNTS BAY ROAD  
WILLIAMSBURG, VA 23185  
8:00 AM, THURSDAY, NOVEMBER 13, 2014**

**1. CALL TO ORDER**

The meeting was called to order by Chair Warner at 8:02 AM.

**2. ROLL CALL**

A roll call identified the following members present:

- Ms. Robin Carson, Vice Chair
- Mr. Paul Gerhardt
- Mr. Tim Harris
- 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
- Ms. Leslie Roberts, Dixon Hughes Goodman
- Mr. Russell Seymour, EDA Secretary
- Ms. Kathryn Sipes, Business Development and Retention Coordinator, JCC

Absent:

- Ms. Leanne DuBois, Director
- Mr. Stephen Montgomery, Director

**3. MINUTES**

**a. October 9, 2014 Meeting Minutes**

Mr. Warner asked if there were any changes to the October 9 meeting minutes. Mr. Tingle stated at the top of page three that the minutes stated Mr. Warner left the meeting. Ms. Messer noted the minutes reflect Mr. Wanner not Mr. Warner. 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. Harris. The minutes were approved unanimously by voice vote.

#### **4. FINANCIAL STATEMENTS**

##### **a. October Financial Statements**

Mr. Warner asked Ms. Cochet for an update of financials. She discussed the expenditures in Period 4 (October 2014). She noted bank fees and legal fees had been paid. She stated that one of the Certificates of Deposit had been opened for the EDA's checking account. Ms. Cochet continued and said that a payment had been made for the College of William & Mary (W&M) Homecoming reception. She discussed that TBIC costs occurred including the last management payment to W&M.

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

#### **5. PRESENTATION AND ACTION ITEM**

Mr. Warner introduced Ms. Leslie Roberts from Dixon Hughes Goodman, who was in attendance to present the EDA audit. Ms. Roberts stated that she would review items of interest and provide a summary. She said that there were no issues or problems on the audit.

Ms. Roberts continued and said that it was a full disclosure audit.

Ms. Roberts stated that the EDA continued to have a strong net asset position of \$1.3 million. She said that the value of the EDA owned property was approximately \$233,000.

A brief discussion about the virtual building in James River Commerce Center occurred because of the inflation of assets that the building causes. The EDA discussed the cost per acre of the property.

Ms. Roberts discussed the Certificates of Deposits on page 10 of the audit and said that it was a conservative holding of assets. Ms. Roberts noted that on page 17 there was a complete listing of active commitments of the EDA.

There was a brief discussion about the regional incubator and the memorandum of understanding related to the incubator. Ms. Roberts noted she thought it was good that the fiscal agency would transfer to the municipality where the incubator was located.

Ms. Roberts noted that there were no deficiencies of the audit as indicated on page 20. She continued and said that it was a clean audit.

Ms. Roberts noted that page 22 has a schedule of incubator payments.

Ms. Roberts said that contact information for Dixon Hughes Goodman was located on page 1 should the EDA have any questions. She said that there were no difficulties and that JCC

provided all the information needed to complete the audit and that there was a cooperative relationship between the County and the auditor.

Mr. Tingle inquired about why the cost of the audit increased. Ms. Roberts stated that the prior cost was low considering the agreements, commitments and disclosures of the EDA. Ms. Roberts said that the new audit cost was on-par with the cost of audits for similar EDAs. Ms. Roberts said that Dixon Hughes Goodman was awarded the June 2014 bid on all of the aspects of auditing for JCC.

The EDA thanked Ms. Roberts for her presentation of the audit.

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

## 6. ACTION ITEM

### a. TBIC MOU and Operations Management Agreement

Mr. Seymour noted that the Triangle Business & Innovation Center (TBIC) that was voted on in September needed to be changed due to the previous location no longer being a viable option. Mr. Seymour stated that TBIC would stay in its current location until further notice.

Mr. Seymour said that the new TBIC manager would work to identify a new location for TBIC. Mr. Seymour stated that for now, JCC would remain the fiscal agent of TBIC because TBIC is located in JCC.

Mr. Seymour stated that Mr. Leo Rogers, former EDA Legal Counsel, had reviewed the memorandum of understanding and agreement.

Mr. Gerhardt stated he had participated in the discussions and that the space in the building had interest from other businesses.

Mr. Tingle inquired about the fiscal agency. Mr. Seymour stated that the locality that hosted the incubator would also be the fiscal agent.

Ms. Carson questioned whether the current TBIC clients were aware of the situation and Mr. Seymour stated that he had communicated with all of the clients. Mr. Seymour stated that he hoped the available space on Palmer Lane would quickly be filled with a new manager in place.

Mr. Seymour stated that the City of Williamsburg EDA had already taken action and that York County EDA would take action on November 25.

Ms. Carson asked about the interruption of management with TBIC and Mr. Gerhardt noted that Mr. Seymour had been temporarily filling in as manager. Mr. Gerhardt noted that it

was critical for W&M to still have a role in TBIC moving forward. Mr. Seymour noted that the presence of an onsite manager would be beneficial for TBIC.

Mr. Tingle made a motion to approve the operations agreement and memorandum of understanding, which was seconded by Ms. Carson and approved unanimously by voice vote.

Ms. Carson inquired who would interview and pick the new manager. Mr. Seymour said that the new manager would be a contractor for the Small Business Development Center and that they would hire the manager. He said that the Office of Economic Development directors would participate in the process.

Mr. Tingle asked if the TBIC advisory committee was still the same and Mr. Gerhardt confirmed that he and Mr. Harris were still both participating in that capacity.

## 7. DISCUSSION ITEM

### a. Strategic Initiatives for 2015

Mr. Warner stated that the EDA needed to plan their strategic initiatives for the upcoming year. He reminded the EDA of the work session with the Board of Supervisors and stated the EDA could select what it was interested in to move forward on.

Mr. Tingle said that he would like to move forward with reviewing the Business Climate Task Force (BCTF). He said that the 2008 report was completed prior to the recession and that the current economy was very different from the economy of when the report was conducted. He said that it could make a good baseline for a variety of strategies, but that it was also a lofty goal to complete a review of the report.

Mr. Tingle noted that Mr. Montgomery would typically comment that while healthcare was important to the community that he felt that since there was not a research hospital in the vicinity of the region that it did not seem feasible as a strategy.

Mr. Seymour questioned whether or not the EDA saw a consultant being important to moving forward with the BCTF strategy. Mr. Tingle indicated that he did not think that it was necessary.

Mr. Seymour stated that staff had reviewed the BCTF as part of their own strategy and noted the environmental changes.

Mr. Harris questioned the deliverables of any strategies. He said that specific goals such as selling the EDA parcel would provide the largest gain. Mr. Harris said he felt that some of the potential goals were too broad.

Ms. Carson questioned the business development approval process and noted that it was a new era for JCC and that new ideas may be received positively. Mr. Warner questioned the

influence of the EDA and whether or not there could be an impact in terms of Development Management.

The EDA had a brief discussion about permits and the permitting process.

Mr. Gerhardt noted he felt smaller, more attainable goals may be best.

Mr. Seymour noted that OED had also received a request from County Administration to focus on priorities. The EDA questioned how OED and EDA goals would fit together and noted that it did not make sense for the goals to be separate.

The EDA had a brief discussion about properties and addressed the issue of M-1 and M-2 zoned land. Mr. Harris stated he felt it may be important to look at the different committees of the EDA to help guide the process. The property at Eastern State Hospital was mentioned in this discussion because of its central location in JCC.

Mr. Hipple noted that planning was very important to the process of developing goals and strategies. He referenced a recent application for a special-use permit to remodel the McDonald's on Richmond Road by the former Williamsburg Outlet Mall. He said that the new design was appropriate for the area and that it bettered the community and questioned why an SUP was needed.

Mr. Hipple continued and said that commercial not residential areas should be the focus of the EDA. He referenced tourism's importance and the field house discussion. He said that he as a Supervisor felt that it was important to stimulate growth where there was population in JCC.

Mr. Seymour said he felt that the members of the EDA were excellent and that they each had unique business experiences in JCC and that to best serve on the EDA it was important to share those experiences. Mr. Hipple agreed that the EDA is on the front line and members see things through the eyes of business owners.

Mr. Warner echoed the potential for subsets of goals being useful for the EDA.

The EDA questioned the timeframe for preparing strategies and goals. Mr. Hipple said that he felt January would be best.

Ms. Carson noted that the EDA seemed to be taking many cues from different people and questioned how the Comprehensive Plan fits into the goals and strategies of the EDA. Mr. Hipple responded that forward motion was vital and that a central direction would assist in keeping all the different parties in synchronization.

Mr. Harris said that he did not feel that JCC was being run as a business and Mr. Hipple responded that with a new County Administrator in place he felt things would begin to move forward.

The EDA reviewed the strategies that Mr. Tingle and Mr. Gerhardt had formed for the

2035 Comprehensive Plan. Mr. Tingle said that he felt goals involving the Economic Opportunity District were most important including redevelopment of both retail and industrial areas.

Mr. Seymour stated that OED intended to review property and identify existing product in the market.

The EDA inquired about new initiatives and Mr. Seymour noted the focus on regional initiatives within the Triangle.

Mr. Harris noted the importance of ecotourism and issues surrounding that currently. He stated that he felt young emerging professionals were interested in ecotourism and that the EDA should be more concerned about the impact of issues.

Mr. Tingle noted that ecotourism was a public issue and it was the EDA's goal to help and not hurt any situation.

Mr. Hipple echoed Mr. Tingle's statement and Mr. Harris asked what the EDA's role is. Mr. Hipple said that the EDA is expected to be forward thinking and review business as a whole. He continued and said that it is important to look in broad terms and not at specifics. Ms. Carson asked when the EDA's opinion becomes a part of the solution.

Mr. Gerhardt noted that both the Board of Supervisors and the Planning Commission have authority that the EDA does not have because they are elected. He continued and said that this prohibits some opinions from the EDA and that it was broader concepts that are permissible from the EDA.

Mr. Tingle noted that he remained confident that the BCTF review was the most important strategy and that he would be willing to review the 2008 document and look at where JCC stands on many of the recommendations.

Mr. Warner thanked Mr. Tingle for volunteering and asked that he work with both OED and the EDA as needed.

Mr. Seymour told the EDA that he values their opinions and that their input is critical and asked that they continue to share their thoughts and experiences.

Mr. Warner thanked the EDA for the valuable discussion and reminded the EDA that nothing is one size fits all.

## **8. OED STAFF REPORT**

Mr. Seymour noted that the quarterly meeting of Directors of the Offices of Economic Development and EDA Chairs had taken place. He said that as usual it was a positive forum for vetting ideas.

He noted that he was working on updating product inventory for County Administration. Mr. Harris noted that he had two more businesses locating into the LaGrange Holdings LLC building at 3601 LaGrange Parkway, which is also where LaTienda and ESG are located.

Mr. Seymour stated that he had participated in the S.L. Nusbaum Tour of Hampton Roads and that it was a well-attended event.

Mr. Seymour reminded everyone that the Celebration of Business was on November 20. He thanked the EDA for turning in their RSVPs. He stated that all RSVPs were due November 14. Mr. Tingle asked if a list of RSVPs could be sent to the EDA. Ms. Messer stated she would send it out early the following week.

Mr. Seymour said that START! Peninsula 3.0 was being held November 14 through 16 at the Mason School of Business at W&M. He said that he had attended an event where participants worked on their pitches and that it was very interesting.

Lastly, Mr. Seymour noted the forthcoming Virginia Economic Summit that would be held on December 5. He also said that he would be attending a James River Commerce Center (JRCC) meeting in the coming weeks. He also reminded the EDA that he had been meeting with directors one on one and would continue to do so in the coming weeks.

The EDA thanked Mr. Seymour for the update.

## 9. REPORTS

### a. Board of Supervisors Liaison

Mr. Hipple thanked the EDA for their efforts and wanted to let them know he appreciated their work and participation on the EDA.

### b. Real Estate Holdings

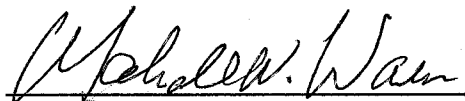
Mr. Tingle noted that he and Ms. Sipes had been working on some stormwater issues in James River Commerce Center involving the EDA parcel. He said that there was also work being done to have Columbia Drive entered into the Virginia Department of Transportation (VDOT) road system by bringing the road up to VDOT standards.

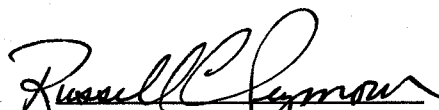
Mr. Tingle said that Ms. Sipes would have a punch list and the costs associated with it in the near future.

He noted that he had agreed to continue to participate in the JRCC Architectural Design Review Board. Mr. Seymour said this would be addressed at the December EDA meeting during the appointment of EDA members to Boards, Commissions and Liaisons.

**10. ADJOURNMENT**

There being no other reports or business, Mr. Seymour thanked everyone for their time. Mr. Gerhardt made a motion to adjourn, which was seconded by Ms. Carson. The meeting was adjourned at 9:58 a.m.

  
Marshall N. Warner, Chairman

  
Russell C. Seymour, Secretary