

MEETING MINUTES

**ECONOMIC DEVELOPMENT AUTHORITY (EDA)
OF JAMES CITY COUNTY (JCC)
101-D MOUNTS BAY ROAD
WILLIAMSBURG, VA 23185
8:00 AM, THURSDAY, DECEMBER 11, 2014**

1. CALL TO ORDER

The meeting was called to order by Chair Warner at 8:08 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. Stephen Montgomery
Mr. Thomas Tingle
Mr. Marshall Warner, Chair

Also Present:

Ms. Cheryl Cochet, EDA Fiscal Agent
Ms. M. Ann Davis, EDA Treasurer
Mr. Michael Hipple, Board of Supervisors, EDA Liaison
Mr. Max Hlavin, EDA Counsel
Ms. Laura Messer, EDA Recording Secretary
Mr. Russell Seymour, EDA Secretary
Ms. Kathryn Sipes, Business Development and Retention Coordinator, JCC

3. MINUTES

a. November 13, 2014 Meeting Minutes

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

4. FINANCIAL STATEMENTS

a. Remarks from EDA Treasurer

Ms. Ann Davis, EDA Treasurer, who is retiring as of December 31, 2014, thanked the EDA for their support throughout the years. She noted that JCC was a great place to work and that she was confident that the incoming EDA Interim Treasurer, Ms. Jenni Tomes, was particularly prepared to serve in her new role since she was once the EDA Fiscal Agent. The EDA thanked Ms. Davis for her service to the EDA and wished her well.

b. November Financial Statements

Mr. Warner asked Ms. Cochet for an update of financials. She discussed the expenditures in Period 5 (November 2014). Ms. Cochet continued and said that a payment had been received from Beanbank Coffee from their business assistance grant. She noted bank fees and legal fees had been paid. No other payments were made during this period. She discussed that TBIC costs occurred including utilities and internet.

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

Mr. Tingle wanted the minutes to reflect additional acknowledgment to Ms. Davis for her work on the EDA's investments particularly the Certificates of Deposits, which has helped grow the interest revenue during difficult economic times. The EDA agreed that Ms. Davis was helpful in the EDA's investments.

5. **ACTION ITEMS**

a. Election of Officers

Mr. Warner stated that the Nominating Committee had selected to continue with Mr. Warner as Chair for 2015 and Ms. Carson as Vice Chair. The OED Director would once again be Secretary to the EDA and the JCC Treasurer would remain the EDA Treasurer.

Mr. Montgomery made a motion to accept the slate of officers, which was seconded by Ms. DuBois and passed unanimously by voice vote.

b. EDA Committees, Boards, and Liaisons

Mr. Warner stated that the proposed slate of committees, boards, and liaisons would remain mostly the same for 2015. He noted that Mr. Tucker had been removed as a liaison to the Hampton Roads Economic Development Alliance since he is no longer with JCC.

Mr. Tingle made a motion to accept the proposed slate of committees, boards, and liaisons, which was seconded by Mr. Gerhardt and passed unanimously by voice vote.

c. EDA Calendar

Mr. Warner reviewed the proposed 2015 EDA meeting calendar. He noted the EDA would

attempt to not have July and August meetings, but noted that the EDA can always schedule a special meeting if a need arises. The meetings would continue to be the second Thursday of each month.

Mr. Montgomery made a motion to accept the amended calendar, which was seconded by Mr. Gerhardt and approved unanimously by voice vote.

d. Enterprise Zone Incentives

Ms. Sipes, who is currently the Local Enterprise Zone Administrator, reviewed a memo that had been distributed depicting the companies, who were eligible for grants. She stated there was one new recipient, Leebeor Properties. She stated that many of the prior incentive recipients had been completed and that there may be an additional memorandum to add some additional incentives.

Mid-Eastern Company LLC / Carter Cat Facility –Year 4	
• Real Estate	\$ 8,670.60
Leebeor Properties at McLaws, LLC – Year 2	
• Real Estate	\$ 6,129.00
Leebeor Properties at McLaws, LLC (Suite 102) – Year 1	
• Real Estate	\$2,742.30

Mr. Tingle inquired about funds being allotted from James City County. Ms. Sipes stated that funding was already appropriated in the budget for the total amount of the incentives.

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

e. Breathe Healthy License Agreement and Resolution

Mr. Seymour briefed the EDA that Breathe Healthy desired to continue leasing space in the Triangle Business & Innovation Center (TBIC), but as a separate entity not associated with TBIC. The license agreement would allow continued operation until the company identifies another location.

Ms. Carson questioned how that would affect TBIC staying at its current location and Mr. Seymour stated that all parties were aware of the situation.

There being no other questions, Mr. Montgomery made a motion to approve the license as presented, which was seconded by Mr. Harris and approved unanimously by voice vote.

Mr. Hlavin asked the EDA to make a motion approving the resolution as presented. Mr. Montgomery made a motion to also prove the resolution as presented, which was seconded by Mr. Gerhardt and approved unanimously by voice vote.

Mr. Seymour thanked the EDA.

6. DISCUSSION ITEMS

a. Celebration of Business Review

Mr. Seymour briefed the EDA on the successful 21st Annual Celebration of Business. He stated there had been 95 attendees and that the location once again, worked well for the event. Staff was pleased with the event and asked if the EDA had any suggestions or comments.

Mr. Montgomery, on behalf of Williamsburg Landing, stated that it was an honor to be a recipient of the Captain John Smith Award and to be recognized for the investment and outstanding volunteer work that Williamsburg Landing has completed.

Mr. Tingle stated it was helpful for the guest list to be sent ahead of time and asked about the invitee list in comparison to the attendance. A brief discussion about the list occurred including that Ms. Messer noted more than 200 people are invited. The EDA briefly discussed how important it was to highlight past winners of the Captain John Smith Award because it notes businesses continued success in JCC.

Mr. Warner noted that the historical location was important since business enterprise began in JCC in 1607.

Mr. Gerhardt noted that it may be appropriate to only have standing pub tables in the rotunda with all seats being down the Great Hall.

Mr. Seymour thanked the EDA for their comments.

b. Strategic Initiatives Continued

The EDA continued their strategic initiatives discussion from November. Mr. Tingle noted that it was important for BOS support of initiatives and referenced that the 2008 Business Climate Task Force (BCTF) had begun with an EDA resolution in 2005 and was then followed with BOS action.

Mr. Tingle said that he intended to meet with County Administrator Bryan Hill in moving forward.

Mr. Tingle noted that reviewing business attributes was important particularly at a lower than 30K foot level.

Mr. Seymour referenced the Economic Diversification Task Force and the work that has been done most recently through the Historic Triangle Collaboration. The EDA discussed how it would be important to see if they agreed with the findings of all the reports and studies.

Mr. Tingle summarized that there were two sides to the strategic initiatives: an update of the 2008 BCTF report and also strategy for the future.

The EDA briefly discussed the importance of existing industry visits and their involvement with OED initiatives.

7. OED STAFF REPORT

Mr. Seymour stated that he had met with Fort Magruder Hotel & Conference Center and that they were undergoing a major renovation and that the initial phase would be completed in 2015. He noted that the two hotels in Busch Corporate Center had undergone renovations in 2014 and that Diamond Resorts was also completing renovations.

Mr. Seymour announced that TBIC had a new manager, Mr. Tim Ryan, who owns Arephor Strategies. Mr. Ryan will work for the Small Business Development Center. Mr. Seymour noted that Mr. Ryan had been heavily involved in the most recent START! Peninsula event.

The EDA questioned the next steps for TBIC. Mr. Seymour stated that there had been a phone meeting and that there was another meeting scheduled for the following week to discuss the transition. Mr. Montgomery asked about professional help for TBIC in their initiative to find new space. Mr. Seymour said that Mr. Ryan had already been the recipient of broker packets. Mr. Seymour continued and said that a request for proposal would likely be issued to increase transparency. The EDA emphasized that it was important to properly execute the steps.

Mr. Gerhardt noted that a marketing plan is vital for success of TBIC.

Mr. Harris questioned the role of both Thomas Nelson Community College and the College of William & Mary (W&M) in TBIC. Mr. Seymour said that these details were in process and that he anticipated multiple departments of W&M would be involved.

The EDA asked if Mr. Bill Bean, the former TBIC manager, had retired and Mr. Seymour stated he was not certain, but that even when Mr. Bean did retire, it was likely that he would be doing some contract work with W&M.

Mr. Seymour stated that Ms. Terry Buntrock, Arts Month Coordinator, had another contract signed and that she would be in attendance at the EDA's February meeting to give a presentation.

Ms. Carson questioned if the arts promotion was extending into different seasons. Mr. Seymour stated that it seemed as if arts would be promoted in both the spring and the fall.

Mr. Seymour noted that he would be giving a presentation in January of flex, industrial and office properties based on projects received by OED.

Mr. Montgomery noted it was important to focus on trends and Ms. Carson echoed this and stated that graphs may assist in the presentation of this information.

Mr. Tingle questioned what could be done with this information and Mr. Seymour stated that it would be valuable to review what needs exist for project responses and to be proactive.

The EDA thanked Mr. Seymour for the update.

8. REPORTS

a. Board of Supervisors Liaison

Mr. Hipple said he felt that the BOS was beginning to move in a single direction and that the land use portion of the 2035 Comprehensive Plan was being completed. He noted that it was important to review the best potential uses for properties.

Mr. Hipple thanked everyone for their commitment to the County and reminded them that if he could assist in any way that he would be happy to do so.

b. Planning Commission Liaison

Mr. Harris noted that the residential project at the corner of Route 5 and Rout 199 had been approved and that this was encouraging for Williamsburg Crossing Shopping Center.

c. Miscellaneous

Mr. Gerhardt thanked Mr. Hipple for attending EDA meetings and being involved. He said it is helpful for the EDA to have an active BOS Liaison.

d. Sports Grants Committee

Mr. Montgomery noted that the interest in sports tourism was still relevant and that the Sports Grants Committee receives numerous applications for grants and approves them three times a year. He stated that the Historic Triangle is a desirable location for sports events because of the activities. He noted that a field house would be beneficial and Mr. Hipple echoed that sentiment saying the proper kind of multipurpose facility would give JCC a venue for events such as expos and even indoor activities such as rodeos.

e. Rural Economic Development Committee

Ms. DuBois said that REDC was at the end of its work with the Agriculture and Forestry Industries Development (AFID) grant and that there would be both short term and long term goals. She stated that REDC was focused on promotion of its activities.

She said that there was a lot of encouragement from other localities regarding the value of

land and noted that JCC had a new extension agent.

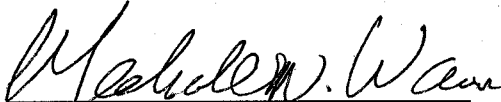
Ms. DuBois also noted that there was a representative from JCC Stormwater Management also engaged in REDC now and felt that was a good tie to rural economic development particularly aquaculture.


Ms. DuBois briefly discussed the incentives to use Supplemental Nutrition Assistance Program at the local farmers market.

Lastly, Ms. DuBois thanked Ms. Sipes for her continued engagement with REDC as a staff liaison. She and Ms. Leanne Pollack from JCC Planning had both been vital throughout the AFID grant process.

9. **ADJOURNMENT**

There being no other reports or business, Mr. Seymour thanked everyone for their time. Mr. Montgomery made a motion to adjourn, which was seconded by Ms. Carson. The meeting was adjourned at 9:40 a.m.


Marshall N. Warner, Chairman


Russell C. Seymour, Secretary