

MEETING MINUTES

**ECONOMIC DEVELOPMENT AUTHORITY (EDA)
OF JAMES CITY COUNTY (JCC)
101-D MOUNTS BAY ROAD
WILLIAMSBURG, VA 23185
8:00 AM, THURSDAY, MARCH 12, 2015**

1. CALL TO ORDER

The meeting was called to order by Chair Warner at 8:03 AM.

2. ROLL CALL

A roll call identified the following members present:

Ms. Robin Carson, Vice Chair
Mr. Paul Gerhardt
Mr. Thomas Tingle
Mr. Marshall Warner, Chair

Also Present:

Ms. Cheryl Cochet, EDA Fiscal Agent
Mr. Bryan Hill, County Administrator, JCC
Mr. Max Hlavin, EDA Counsel
Dr. John McGlennon, Board of Supervisors, EDA Liaison
Ms. Laura Messer, EDA Recording Secretary
Mr. Howard Price, Office Manager/Principal, AES Consulting Engineers
Mr. Russell Seymour, EDA Secretary
Ms. Kathryn Sipes, Business Development and Retention Coordinator, JCC
Mr. Paul Tschiderer, Jr., Project Manager, AES Consulting Engineers

Absent

Ms. Leanne DuBois, Director
Mr. Tim Harris, Director
Mr. Stephen Montgomery, Director

3. MINUTES**a. February 12, 2015 Meeting Minutes**

Mr. Warner asked if there were any changes to the February 12 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 Mr. Tingle. The minutes were approved unanimously by voice vote.

4. FINANCIAL STATEMENTS

a. February Financial Statements

Mr. Warner asked Ms. Cochet for an update of financials. She discussed the revenues in Period 8 (February 2015). She said that interest was collected on the Certificates of Deposit as well as Triangle Business & Innovation Center client revenue. There were also bond revenue.

She noted there were minimal expenditures in the month of February including bank fees in the amount of \$31.99 and legal services fees in the amount of \$500. She discussed that TBIC costs occurred including utilities.

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

5. PRESENTATION

a. Pottery Land Study

Mr. Seymour introduced Mr. Tschiderer and Mr. Price from AES Consulting Engineers, the JCC firm that had been contracted to complete a review of land available at the Williamsburg Pottery. Mr. Tschiderer began to discuss the available property located off of Mooretown Road along the CSX rail line and Skimino Creek.

Mr. Tingle asked Mr. Tschiderer to orient the EDA with the map he was using for his presentation.

Mr. Tschiderer said that the study divided the property into 9 land bays, based on natural features and topography. The two land bays located in James City County were determined to be best suited for commercial uses. He explained that the land in JCC is zoned A-1 with one portion zoned M-1. Mr. Tschiderer said that the York County portion of the land is all zoned EO, or Economic Opportunity.

It was noted that the topography of the land affects what can be constructed at different portions of the property. He noted that there would need to be significant removal of dirt to level portions of the York County area to accommodate larger commercial or industrial uses. AES suggested that this area was likely best suited for residential development.

Mr. Tschiderer next discussed the sewer and the need for new pump stations to accommodate the development of the property. He said the current capacity was 40 gallons per minute and that it would need to be 600 gallons per minute if the land was completely developed.

Mr. Tschiderer noted a 12" JCSA waterline along Richmond Road that would

accommodate the JCC portion of the property and it should not be necessary to construct another water line under the existing railroad tracks.

There was a brief discussion about water needs and where both JCC and York County get water from for their respective properties. It was noted that Newport News Water Works supports the York portion and that they also receive some water from the City of Williamsburg's Waller Mill Reservoir.

There was a brief discussion about stormwater facilities and treatment trains for water including a pond upstream. Mr. Tschiderer explained the assumptions of 60% impervious cover for the JCC portion of the site. Mr. Gerhardt asked about the regulations on the York County portion of the site. Mr. Price responded that the assumption used for the York portion was 80%, based on the experience of working previous projects in York County.

Dr. McGlennon questioned the development of an area into residential and Mr. Price noted that it was likely that York's land was too far back from the main access road and had too steep of a terrain for commercial development.

Mr. Tingle asked what the total build out available was. Mr. Tschiderer said that there were 557 total acres and that 164 of those acres were in JCC. There was discussion about the yield in total potential square feet; Mr. Hill noted that it was roughly one million square feet. There was discussion on the existing buildings and whether or not they would need to be redeveloped.

Mr. Tingle asked Mr. Tschiderer and Mr. Price if they had any new conclusions during the land study and Mr. Tschiderer said that they had conceived the concept of land bays during the study and also had not reviewed the existing sewer capacity before this study.

There was a brief discussion about what was included in the report that AES compiled and it was noted that the directors of economic development had requested that the report not be too technical.

The EDA thanked Mr. Price and Mr. Tschiderer for their presentation.

Mr. Seymour noted that transportation was the key issue with the Mooretown Road extension being critical to any development of the site. He noted that York County had some water issues, but those were being resolved.

Mr. Tingle noted that he liked that JCC and York County were both working together. Mr. Gerhardt asked if there were any expectations for the property and Mr. Seymour stated that the Office of Economic Development would continue to work with the Williamsburg Pottery regardless of what happened with the land.

The EDA asked what their role was in the project and Mr. Seymour stated, at present, it was best to continue to support the economic development efforts.

Mr. Gerhardt asked if there were any updates regarding the retail development of the Williamsburg Pottery. Mr. Seymour indicated there were currently no updates. Ms. Carson asked if there was a sense of urgency and Mr. Seymour stated that there was.

6. ACTION ITEMS

a. Triangle Business & Innovation Center Funds

Mr. Seymour stated that there had been excess funds from the Triangle Business & Innovation Center's FY 2014 budget. He said that it was staff's recommendation to reinvest the funds into TBIC. He said that with a new permanent location looming in the future that funding would be needed.

Mr. Seymour stated that the amount in question was \$16,900.96. He said that the City of Williamsburg had approved reinvesting the funds in February and that York County EDA would vote on the same issue during their March meeting.

Mr. Gerhardt asked whether any information could be provided about the new location of TBIC. Mr. Seymour responded and said that it was likely that JCC would remain the fiscal agent.

Ms. Carson made a motion to approve the reinvestment of the funds as presented by Mr. Seymour and in the provided resolution, which was seconded by Mr. Gerhardt.

Mr. Seymour took a roll call vote:

Ms. Carson	AYE
Ms. DuBois	Absent
Mr. Gerhardt	AYE
Mr. Harris	Absent
Mr. Montgomery	Absent
Mr. Tingle	AYE
Mr. Warner	AYE

Mr. Seymour thanked the EDA.

b. Authorize Chair to Sign Consultant Agreement for Website Development

Mr. Seymour informed the EDA that the Economic Diversification Task Force had been in discussions regarding a regional website. He said that the Offices of Economic Development were not equipped to complete such a task. He noted that the EDTF had put out requests for proposal and had interviewed companies. He said that the contract had been reviewed by EDA Counsel, Mr. Hlavin and that there had been one necessary change with regards to the ten percent overage fees. Mr. Hlavin said that it would define the overages into customer and company categories and that from there each would be identified.

Ms. Carson asked about how that would be defined and Mr. Hlavin said that a customer request or a customer-issued deadline not being met would constitute customer-related overage.

Mr. Gerhardt questioned who would supervise the process and Mr. Seymour responded that TBIC management would supervise.

There was discussion about the site being non-transferable and other legal aspects of the contract.

Mr. Gerhardt made a motion to approve the chair to sign the contract on behalf of the EDA, which was seconded by Ms. Carson.

Mr. Seymour took a roll call vote:

Ms. Carson	AYE
Ms. DuBois	Absent
Mr. Gerhardt	AYE
Mr. Harris	Absent
Mr. Montgomery	AYE
Mr. Tingle	AYE
Mr. Warner	AYE

Mr. Seymour thanked the EDA.

Mr. Seymour noted that to manage the contracted company there was a need for a temporary contracted manager. He said that this was in alignment with many other similar temporary positions.

Mr. Seymour said that each EDA would contribute \$5,000 for a total not to exceed \$15,000 to the management. Mr. Tingle made a motion to approve an expenditure of \$5,000 for the regional website management. Mr. Gerhardt seconded the motion, which approved unanimously by voice vote. Ms. Carson questioned whether or not she could vote since she had been a part of the decision-making on the contract and Mr. Hlavin said there was no conflict of interest.

Mr. Seymour took a roll call vote:

Ms. Carson	AYE
Ms. DuBois	Absent
Mr. Gerhardt	AYE
Mr. Harris	Absent
Mr. Montgomery	AYE
Mr. Tingle	AYE
Mr. Warner	AYE

Mr. Seymour thanked the EDA.

c. Website Development Management

Mr. Seymour briefly discussed the regional website development process with the EDA stating that he was excited because this was the first venture into regional economic development digital marketing. He said that it would promote the Historic Triangle as a business destination.

Mr. Tingle questioned the baseline that would be used to show success since it was a new venture. There was a brief discussion including existing websites that could serve as the baseline.

Mr. Gerhardt asked about the branding of the Historic Triangle and how that would change. Mr. Seymour said that the contracted company developing the website was also tasked with developing the brand. He stated that the company's specialty was economic development.

Mr. Tingle asked if any examples of their work could be sent and Mr. Seymour said he would do so.

Ms. Carson complimented the economic development directors for their thoughtfulness during the process of creating a regional economic development website.

7. **DISCUSSION ITEM**

a. EDA Meeting Dates

Mr. Seymour noted the conflict of the May EDA meeting with the Ladies Pro Golf Association (LPGA) event at Kingsmill. He stated that he had spoken to Mr. Montgomery and that transportation courtesy of Williamsburg Landing had open availability in May. Mr. Seymour proposed Thursday, May 21 from 8 a.m. to 11:45 a.m. as a potential date for the sites and buildings tour. The EDA briefly discussed details of the tour including that the tour would function as a regular meeting.

Mr. Seymour thanked the EDA.

8. **OED STAFF REPORT**

Mr. Seymour stated that LPGA invitee lists would be forthcoming. He stated that the annual regional business appreciation event would take place again with the City of Williamsburg as host. He said that the event would occur sometime between the end of May and the beginning of June.

Mr. Seymour said that OED intended to review the Business Climate Task Force with a focus on the recommendations that were tied to OED and the EDA. He said that with the

pending strategic plan for JCC from the BOS that it seemed best to not work against any strategic plan. Mr. Seymour stated that staff was currently working on a similar plan of action for OED.

Mr. Tingle questioned this approach and said that it seemed different than the initial discussions that had taken place.

The EDA had a brief discussion and Mr. Tingle said that he understands all sides at the table and that a different approach may be needed.

Mr. Tingle asked Dr. McGlennon where JCC was in its strategic process and he responded that it was still very early in the process and that bids were currently being reviewed. Ms. Carson emphasized that it was important to continue progression and try to capture any low-hanging fruit.

Mr. Seymour thanked the EDA for their feedback.

Mr. Seymour asked the EDA what items were of interest for their monthly activity report. Mr. Seymour said he wanted to understand what the EDA felt was helpful information.

The EDA had a brief discussion including that it was not necessary to detail every appointment, but likely best to summarize. Mr. Gerhardt noted the importance of reporting regional economic development activities because as things move forward it is necessary for accountability.

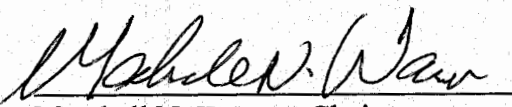
Mr. Seymour asked that the EDA think about what they would like to see and respond to him via e-mail.

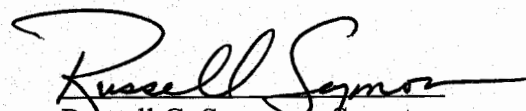
Mr. Seymour noted that the 3 OED directors would be taking a trip to Philadelphia at the end of May to attend a conference.

Mr. Tingle noted that he would like to recognize Ms. Sipes for her work on the February Third Wednesday Webinar sponsored by the Virginia Economic Development Partnership. He stated that he had seen an employee from VEDP and that they had commented on the webinar. Mr. Tingle said it was great work from Ms. Sipes. The EDA thanked Ms. Sipes for her work.

9. 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 Mr. Tingle. The meeting was adjourned at 9:47 a.m.


Marshall N. Warner, Chairman



Russell C. Seymour, Secretary

RESOLUTION TO PROVIDE FUNDING FOR THE DEVELOPMENT OF A REGIONAL BRAND AND WEBSITE AND TO AUTHORIZE THE EDA CHAIRMAN TO EXECUTE THE NECESSARY CONTRACTS

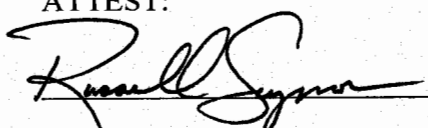
- WHEREAS, the Economic Development Authority of James City County, Virginia (JCC EDA) acknowledges the importance of the development of a regional business brand and digital marketing strategy; and
- WHEREAS, the JCC EDA joined the EDAs from the City of Williamsburg and York County as part of a committee of the Economic Diversification Taskforce (EDTF) in issuing a Request for Proposals (RFP) to identify a firm to develop a new regional website and digital marketing strategy for Greater Williamsburg; and
- WHEREAS, the Historic Triangle Coalition (HTC) and the Crossroads Group have agreed to jointly provide \$70,000 on behalf of the three EDAs for the development of the new regional website and digital marketing strategy (the "Project"); and
- WHEREAS, Atlas Advertising has been selected through the RFP process to complete the Project and has submitted a Consulting Services Agreement (Exhibit 1); and
- WHEREAS, it was estimated by the EDTF committee that an additional \$15,000 will be needed for the management of the Project; and
- WHEREAS, the three EDAs have been requested to provide the additional \$15,000 of funding to support the completion of the Project;

NOW, THEREFORE, BE IT RESOLVED that the Economic Development Authority of James City County, Virginia, hereby authorizes the execution of the Consulting Services Agreement and the spending of up to \$5,000 for the completion of the Project.

The undersigned hereby certifies that the above Resolution was duly adopted by the directors of the Economic Development Authority of James City County, Virginia at a meeting duly called and held on March 12, 2015 and that such resolution is in full force and effect on the date hereof.



 Chairman, Economic Development Authority
 James City County, Virginia

ATTEST:


 Russell C. Seymour
 Secretary to the EDA

	<u>AYE</u>	<u>NAY</u>	<u>ABSTAIN</u>
WARNER	X	—	—
CARSON	X	—	—
DUBOIS	absent	—	X
GERHARDT	X	—	—
HARRIS	absent	—	X
MONTGOMERY	absent	—	X
TINGLE	X	—	—

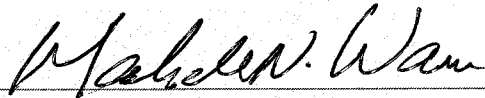
Adopted by the Economic Development Authority of James City County, Virginia, this 12th day of March, 2015.

RESOLUTION AUTHORIZING TRIANGLE BUSINESS & INNOVATION CENTER (TBIC)
REVENUE TO BE UTILIZED FOR TBIC EXPENSES

- WHEREAS, the Economic Development Authority (EDA) of James City County, Virginia acknowledges unspent funds in the Triangle Business & Innovation Center (TBIC) for Fiscal Year 2014 in the amount of \$50,702.90; and
- WHEREAS, the EDAs of the City of Williamsburg and County of York are financial and management partners of TBIC; and
- WHEREAS, a Memorandum of Understanding clarifies the unspent funds are to be divided equally between the financial and management partners; and
- WHEREAS, the three financial and management partners concur that the unspent funds should remain in the TBIC account; and
- WHEREAS, the EDAs of the City of Williamsburg and County of York are pursuing appropriate action to authorize their portion of the unspent funds remain in the TBIC account; and
- WHEREAS, the three financial and management partners agree the unspent funds will be utilized for operating and marketing expenses for TBIC; and
- WHEREAS, the EDA supports the efforts of TBIC to promote and assist start-up ventures and entrepreneurial activity in the Historic Triangle.

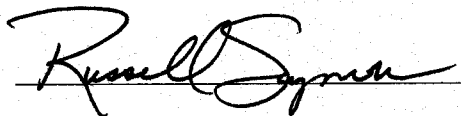
NOW, THEREFORE, BE IT RESOLVED that the Economic Development Authority of James City County, Virginia, hereby authorizes the unspent FY2014 TBIC funds to remain in the TBIC account.

The undersigned hereby certifies that the above Resolution was duly adopted by the directors of the Economic Development Authority of James City County, Virginia at a meeting duly called and held on March 12, 2015 and that such resolution is in full force and effect on the date hereof.



Chairman, Economic Development Authority
James City County, Virginia

ATTEST:



Russell C. Seymour
Secretary to the EDA

	<u>AYE</u>	<u>NAY</u>	<u>ABSTAIN</u>
WARNER	X	—	—
CARSON	X	—	—
DUBOIS	Absent	—	X
GERHARDT	X	—	—
HARRIS	Absent	—	X
MONTGOMERY	Absent	—	X
TINGLE	X	—	—

Adopted by the Economic Development Authority of James City County, Virginia, this 12th day of March, 2015.