

MINUTES
ECONOMIC DEVELOPMENT AUTHORITY (EDA)
OF JAMES CITY COUNTY
101-D Mounts Bay Road, Williamsburg, VA 23185
February 11, 2016
8:00 AM

A. CALL TO ORDER

B. ROLL CALL

Robin B. Carson, Vice Chairman
Paul W. Gerhardt
Timothy G. Harris
Stephen H. Montgomery - **Absent**
Christopher Odle
Marshall N. Warner
Thomas G. Tingle, Chairman

Russell C. Seymour, Director, Office of Economic Development; EDA Secretary
Teresa J. Fellows, Recording Secretary
Kate J. M. Sipes, Assistant Director, Office of Economic Development
Stephanie Lahr, Senior Budget and Accounting Analyst; EDA Fiscal Agent
Maxwell Hlavin, EDA Legal Counsel

A motion to allow Ms. Carson to participate in the meeting by remote participation was made by Mr. Warner.

AYES: 5 NAYS: 0 ABSTAIN: 1 ABSENT: 1
Ayes: Gerhardt, Harris, Odle, Warner, Tingle
Abstain: Carson
Absent: Montgomery

A motion to amend the agenda to add a Resolution of Appreciation for Marshall Warner was made by Mr. Gerhardt.

AYES: 6 NAYS: 0 ABSTAIN: 0 ABSENT: 1
Ayes: Carson, Gerhardt, Harris, Odle, Warner, Tingle
Absent: Montgomery

C. APPROVAL OF MINUTES

1. Minutes - January 14, 2016, Regular Meeting

A motion to Approve was made by Ms. Carson, the motion result was Passed.

AYES: 6 NAYS: 0 ABSTAIN: 0 ABSENT: 1
Ayes: Carson, Gerhardt, Harris, Odle, Warner, Tingle
Absent: Montgomery

D. FINANCIAL REPORTS

1. January 2016 Financial Reports

A motion to Approve was made by Mr. Gerhardt, the motion result was Passed.

AYES: 6 NAYS: 0 ABSTAIN: 0 ABSENT: 1
Ayes: Carson, Gerhardt, Harris, Odle, Warner, Tingle

Absent: Montgomery

E. CLOSED SESSION

F. NEW BUSINESS

1. Resolution of Appreciation - Marshall N. Warner

A motion to Approve was made by Mr. Gerhardt, the motion result was Passed.

AYES: 6 NAYS: 0 ABSTAIN: 0 ABSENT: 1

Ayes: Carson, Gerhardt, Harris, Odle, Warner, Tingle

Absent: Montgomery

2. Arts Month Update

Mr. Bob Harris, Senior Vice President for Tourism, Greater Williamsburg Chamber and Tourism Alliance, gave an overview of the 2015 Williamsburg Fall Arts (WFA) Marketing Campaign. After reviewing some of the digital ads, he stated that the digital ads directly drove more than 33,000 visitors to WFA content. More than 80% of the web traffic came from Washington, Philadelphia and Raleigh. He stated that James City County has benefited from the campaign efforts. Lodging, meal, room and sales revenues are now 26% higher during WFA than they were in 2009, and 2015 was the highest year from lodging revenues to date.

Ms. Terry Buntrock, Arts Coordinator, briefly highlighted the upcoming Williamsburg Spring Arts, which will take place between St. Patrick's Day weekend and Memorial Day weekend. She then began an overview of the new arts non-profit organization which is designed to be a partner with the localities and whose mission is to create, promote and develop public art and to capture funding that the localities could not capture on their own. The Triangle Arts and Culture League (TACL) has applied to the IRS to become a 501(c) 3 that can capture grant funding; has already raised \$110,000 in private donations; and has been given support for a grant writer and event start-up assistance by the City of Williamsburg. She asked that the EDA support the Arts Coordinator position for two more years until TACL is up and running and can stand on its own with its own funding streams.

Mr. Warner asked if there was any action that needed to be taken today.

Mr. Tingle stated technically no, the funding is in the budget already and next year's funding would be voted on as part of the budget process. He stated that the members can give a clear indication of their intention to fund the position in the next budget and it would be included in the minutes.

The EDA voiced their consent to fund the Arts Coordinator position in their FY 17 budget.

3. Columbia Pipeline Group Use of EDA-Owned Parcel

A motion to Authorize was made by Mr. Harris, the motion result was Passed.

AYES: 6 NAYS: 0 ABSTAIN: 0 ABSENT: 1

Ayes: Carson, Gerhardt, Harris, Odle, Warner, Tingle

Absent: Montgomery

Mr. Seymour addressed the EDA giving an overview of the memorandum included in the Agenda Packet. He requested that the EDA authorize the Chairman to finish the negotiations with Columbia Pipeline Group and then sign the "License and Use Agreement" on behalf of the EDA.

General discussion ensued regarding the time frame for their use and the improvement of the road.

4. Business Assistance Grant Program Update

A motion to Confirm was made by Mr. Tingle, the motion result was Passed.

AYES: 6 NAYS: 0 ABSTAIN: 0 ABSENT: 1

Ayes: Carson, Gerhardt, Harris, Odle, Warner, Tingle

Absent: Montgomery

Ms. Sipes addressed the EDA giving an overview of the memorandum included in the Agenda Packet.

Mr. Harris recommended that a soft letter be sent to each of the businesses acknowledging payment and stating willingness to work with the business.

General discussion ensued regarding the current status of each of the businesses that were given grants.

Ms. Sipes stated that the trigger for one of the businesses is March 31 and the other two are in August. She recommended moving the date back on the one to coincide with the other two in August.

Mr. Hlavin stated that the EDA has the authority to make that change and it makes sense from an administrative stance.

Mr. Tingle and the rest of the EDA voiced their consent to the trigger date change and agreed with the plan of sending notification letters out by March 31 to all three businesses.

G. OLD BUSINESS

1. Appointments and Liaisons

A motion to Approve was made by Mr. Tingle, the motion result was Passed.

AYES: 6 NAYS: 0 ABSTAIN: 0 ABSENT: 1

Ayes: Carson, Gerhardt, Harris, Odle, Warner, Tingle

Absent: Montgomery

The following list of appointments and liaisons were approved for calendar year 2016:

Greater Williamsburg Chamber and Tourism Alliance – Mr. Montgomery

Planning Commission – Mr. Harris

Board of Supervisors – Mr. Gerhardt

Launchpad (Greater Williamsburg Incubator) – Mr. Harris and Mr. Gerhardt

Greater Williamsburg Partnership – Mr. Tingle

Newport News/Williamsburg Airport Regional Air Service Enhancement Fund (RAISE) Advisory Committee – Mr. Tingle

James River Commerce Center Architectural Review Board – Mr. Tingle

Real Estate Holdings – Mr. Odle

Finance – Mr. Warner

James City County Strategic Planning Advisory Group – Mr. Warner and Ms. Carson

H. COMMITTEE REPORTS

1. Liaison Reports

Mr. Harris mentioned a recent discussion with Planning Commission Chairman Robin Bledsoe. He stated that York County has recently adopted a Food Truck Ordinance and he believes that the EDA should formally communicate to the Planning Commission and Policy Committee that they would like for them to look into a Food Truck Ordinance.

General discussion ensued about the process for initiating the discussion and getting movement on the issue. It was mentioned that a Board of Supervisors member requested that the issue be looked into during the February 9 Board meeting. Ms. Sipes stated that it would be helpful for Mr. Harris to attend the Policy Committee meetings when they take up the issue of a Food Truck Ordinance.

Mr. Tingle stated that he would reach out to Ms. Bledsoe and offer the EDA's assistance in any way that would be beneficial on this issue.

Mr. Harris gave a brief update on Launchpad. He stated that it is currently half-full and they are in the process of becoming a 501 (c) organization. He stated that he would have more of an update next month after their Board meeting.

At 9:30 a.m., Mr. Harris left the meeting due to a scheduling conflict.

Mr. Tingle gave a brief update on the Greater Williamsburg Partnership.

Mr. Odle gave a general update on the meeting with the preferred respondent of the Marina RFP. He stated that the biggest questions that came out of that meeting involved the cost of improving the building and the County's ability to support those costs. He stated that the respondent was agreeable to limiting his use to the building and the parking lot so that the rest of the parcel could be utilized as the EDA sees fit. He stated that it would probably be a year before the respondent could have the doors open for business once an agreement is reached.

Mr. Seymour stated that something the EDA needs to think about is whether or not to continue looking into the repair costs of fixing the floodplain issues in that building. He stated that it may come to a point where it would be less expensive to raze the current building and build a new shell building that is moved back out of the floodplain.

Mr. Warner stated that there is a schedule of meetings planned out through October for the Strategic Plan. He stated that he would like to share the minutes of those meetings with the EDA.

Mr. Tingle asked to be notified when the EDA, as a body, needs to get involved with the process.

I. DIRECTOR'S REPORT

1. February Report

Mr. Seymour addressed the EDA giving an overview of the report included in the Agenda Packet. He specifically highlighted the meeting with Mr. John Loftus from the State.

Ms. Sipes gave a brief update on the culinary program that she has been working on in conjunction with Thomas Nelson and local area chefs.

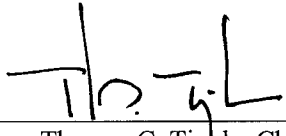
J. ADJOURNMENT

1. Adjourn until 8 a.m. on March 10, 2016 for the Regular Meeting

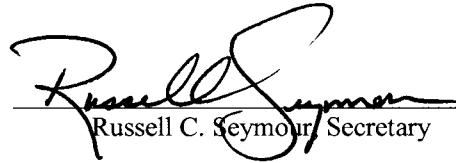
A motion to Adjourn was made by Mr. Warner, the motion result was Passed.

AYES: 5 NAYS: 0 ABSTAIN: 0 ABSENT: 2
Ayes: Carson, Gerhardt, Odle, Warner, Tingle
Absent: Harris, Montgomery

At 9:42 a.m., Mr. Tingle adjourned the EDA.



Thomas G. Tingle, Chair



Russell C. Seymour, Secretary