

**MINUTES**  
**JAMES CITY COUNTY ECONOMIC DEVELOPMENT AUTHORITY**  
**REGULAR MEETING**  
**101 D Mounts Bay Road, Williamsburg, VA 23185**  
**January 12, 2017**  
**8:00 AM**

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**A. CALL TO ORDER**

**B. ROLL CALL**

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

Jason Purse, EDA Interim Secretary  
Teresa J. Fellows, EDA Recording Secretary  
Kate J. M. Sipes, Assistant Director, Office of Economic Development  
Stephanie Lahr, EDA Fiscal Agent  
Bryan J. Hill, County Administrator  
Adam R. Kinsman, County Attorney  
Ruth M. Larson, Board of Supervisors Liaison

**C. APPROVAL OF MINUTES**

1. Minutes Adoption - December 8, 2016 Meeting

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

AYES: 4 NAYS: 0 ABSTAIN: 0 ABSENT: 3

Ayes: Carson, Harris, Montgomery, Tingle

Absent: Gerhardt, Odle, Warner

**D. FINANCIAL REPORTS**

1. December 2016 Financial Reports

A motion to Approve was made by Stephen Montgomery, the motion result was Passed.

AYES: 4 NAYS: 0 ABSTAIN: 0 ABSENT: 3

Ayes: Carson, Harris, Montgomery, Tingle

Absent: Gerhardt, Odle, Warner

Ms. Lahr gave an overview of the December 2016 financial statements included in the Agenda Packet.

**E. CLOSED SESSION**

**F. NEW BUSINESS**

1. Appointment of Interim Secretary

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

AYES: 4 NAYS: 0 ABSTAIN: 0 ABSENT: 3

Ayes: Carson, Harris, Montgomery, Tingle

Absent: Gerhardt, Odle, Warner

Mr. Jason Purse, Interim Director of the Office of Economic Development, was appointed as the Interim Secretary for the Economic Development Authority.

2. Certificate of Deposit

A motion to Approve was made by Stephen Montgomery, the motion result was Passed.

AYES: 4 NAYS: 0 ABSTAIN: 0 ABSENT: 3

Ayes: Carson, Harris, Montgomery, Tingle

Absent: Gerhardt, Odle, Warner

3. ChefsGo1.0 Funding Request

A motion to Approve was made by Stephen Montgomery, the motion result was Passed.

AYES: 3 NAYS: 0 ABSTAIN: 1 ABSENT: 3

Ayes: Harris, Montgomery, Tingle

Abstain: Carson

Absent: Gerhardt, Odle, Warner

Ms. Carson, as Program Coordinator for ChefsGo1.0, addressed the EDA giving an overview of the memorandum included in the Agenda Packet. She stated that after the program has undergone one iteration, then the program is eligible for certification through the American Culinary Federation. With that certification as a workforce development program, the students would then be eligible to apply for the Workforce Credentials Grant through the state. That grant would cover two-thirds of the tuition. Therefore, there is no tuition assistance for this first iteration, hence the funding request today. Ms. Carson stated that she will be approaching the City of Williamsburg Economic Development Authority, the York County Economic Development Authority and the Greater Williamsburg Chamber and Tourism Alliance. The Williamsburg Area Restaurant Association has already pledged funding assistance for 2017 and 2018.

Ms. Carson stated that since she is the Program Coordinator, she will need to recuse herself from the vote on the funding request as it constitutes a conflict of interest.

4. Economic Development Initiatives Discussion

Mr. Tingle indicated that he had sent an email around to the Directors asking them to be thinking about some initiatives that the EDA should be focusing on over the next year and into the future. He believes that economic development plays an important role in advising the Board and senior administration. He distributed a list of the items that he received from the various Directors for the purpose of discussion. With a new Economic Development Director coming on board in the next few months, he thinks it is important to develop some areas of focus for the EDA.

Mr. Purse stated that the County has recently completed their Strategic Plan and is moving into the implementation phase in terms of budget. The plan is rather action focused, and it is important to for the EDA to pinpoint initiatives that it would like to see moved forward. He is hopeful that these initiatives can turn into action plans and projects on the books.

Ms. Carson asked about the current water situation that the County has been dealing with.

Mr. Hill stated that there will be three different water alternative options as part of the Joint Permit Application for the Board to make a decision on. However, those options address the water issue that will occur in 2027. He stated that a water permit will be forth coming in the next few months which will carry the County until 2030. He stated that when the EDA is looking at initiatives they would like to accomplish, do not worry about the issue of water.

Mr. Montgomery questioned whether or not the EDA should be securing the next large parcel of land for industrial development. The EDA currently owns a parcel in James River Commerce Center, but should they begin looking for the next potential site.

Mr. Hill stated that the one of the tasks of the new Economic Development Director will be to identify buildable land in the County. He stated that there are several parcels on the market, but the question is whether or not the County should own them or should the County incentive a company to entice them to purchase.

Mr. Tingle stated that he is not sure that the County or the EDA should be stepping into something that the market is capable of handling. The question becomes how much public dollars should be invested in bringing a company to the County. There are things that the County can do to help the marketability of industrial property, but he is not sure that the County should be in the business of ownership.

Ms. Carson mentioned the Marina and asked what the future plan for the property is. The Brewery project is moving forward, but what about the rest of that property. Should the EDA move on to something else, or should they continue to focus on the development of that area to make it into something great.

Mr. Tingle stated that the EDA has the ability to influence the Board regarding the Marina property. However, the EDA controls those 10 acres where the Brewery is going.

Mr. Purse stated that perhaps that is the way to look at things. Items that the EDA can influence the Board on and things that the EDA has control over.

The question then was raised as to who is the lead on developing a plan for the rest of the Marina property.

Mr. Hill stated that the EDA has begun the process by developing the Brewery. The EDA does not want to see that business fail, so what does the EDA think the next step is. From there, the County can begin to make plans in conjunction with the EDA.

Mr. Tingle stated that while he agrees the success of the Brewery project is important, and he wants to see that parcel developed in the best way possible, it is not what is going to support our economy. To that end, you need to bring in jobs, which means developing our industrial sites. Those industrial companies will bring jobs, property taxes, and machinery and tools taxes, all of which will support our local economy.

Mr. Harris stated that he believes the EDA owned parcel should be sold and those dollars invested in property up in the northern part of the County, like Stonehouse. If the shell building is not going to get built, then it should be sold off. He asked if it is actively marketed.

Ms. Sipes stated that the property is on CoStar and is submitted for project leads that come down from the state.

Mr. Tingle stated that one option is to submit a Request for Proposals to developers to see what interest there is in building the shell building. That would show how much of their own money that developers are willing to put into the project and how much it could potentially cost the EDA.

The discussion moved to the undeveloped land in the Stonehouse Commerce Park. Mr. Harris stated that here is a whole section that needs water.

Mr. Purse stated that could be a long-term project for the EDA.

General discussion ensued about the Eastern State Hospital surplus land.

Mr. Purse recommended that a revised list be developed based on this discussion. Perhaps these items should be grouped together as ones that are short-term versus long-term and grouped together based on EDA influence versus EDA control.

Mr. Harris briefly discussed some of the current issues with the Launchpad. He voiced his concerns over the relationship between the director and the Board of Directors. He stated that he is worried that the current director is going to leave because of a lack of funding.

Mr. Tingle stated that the director needs to run the Launchpad and the Board of Directors needs to provide oversight and guidance.

Mr. Harris agreed but stated that is not how things are going right now.

As a wrap up to the discussion, Mr. Harris stated that the EDA's fundamental role is to support the Office of Economic Development staff. He stated the office is, and has been, underfunded and understaffed. That is something that needs to be addressed sooner rather than later.

It was decided that this discussion would be summarized, redistributed and reviewed next month.

5. LPGA Sponsorship Discussion

Ms. Sipes reviewed the LPGA sponsorship for 2017 that was included in the Agenda Packet. It is the same amount of dollar commitment as in previous year. This item has been previously budgeted, but in light of commitments and projects that the EDA has taken on recently, staff wanted to provide this information for review. She stated that this is the last year of the current contract.

There was general consensus that this opportunity has been very beneficial for attraction and business retention.

6. Year End Arts Report

Information was included in the Agenda Packet for the EDA's review.

**G. OLD BUSINESS**

1. Billsburg Brewery Status Update

Ms. Sipes gave an overview of the status update included in the Agenda Packet.

**H. LIAISON REPORTS**

1. Board of Supervisors Liaison

Ms. Larson asked Mr. Kinsman to give a brief overview of the recent Sign Ordinance Update.

Mr. Kinsman stated that there was a U.S. Supreme Court case that stated that localities could not regulate signs on the basis of content. Staff has gone through and revised and updated the County's Sign Ordinance to comply with the law. The Board of Supervisors approved the update at its January 10 meeting.

Ms. Larson gave a brief overview of the changes to the Board meeting format that was decided on at the Organizational Meeting.

2. Greater Williamsburg Chamber & Tourism Alliance

Mr. Montgomery stated that there has not been a recent meeting of the Sports Tourism Committee. He stated that there were a few initiatives listed that related to sports tourism and if the EDA is interested in hearing more about that, he is sure that Bob Harris would be willing to come in and discuss it.

3. Planning Commission

Mr. Harris stated that there was an announcement that Handel's Ice Cream is closing and that an AutoZone will be going in on that site. They have submitted a proposal to raise the height of the building.

4. Launchpad – None

5. Greater Williamsburg Partnership (GWP)

Mr. Tingle stated that the next meeting will be the last Wednesday in January. The GWP has hired an administrative assistant for GWP and Launchpad.

6. RAISE Advisory Committee

Mr. Tingle stated that he sent out an email regarding Elite Airways that the RAISE committee agreed to incentivize.

7. JRCC Architectural Review Board - None

8. Real Estate Holdings - None

9. Finance - None

#### **I. DIRECTOR'S REPORT**

1. Staff Update

Mr. Purse gave a brief update on the hiring process for the new Economic Development Director.

Ms. Sipes gave a brief overview of the items included in the Agenda Packet.

#### **J. ADJOURNMENT**

1. Adjourn until 8 a.m. on February 9, 2017, for the Regular Meeting

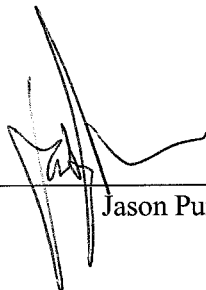
A motion to Adjourn was made by Robin Carson, the motion result was Passed.

AYES: 4 NAYS: 0 ABSTAIN: 0 ABSENT: 3

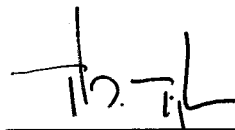
Ayes: Carson, Harris, Montgomery, Tingle

Absent: Gerhardt, Odle, Warner

At 10:15 a.m., Mr. Tingle adjourned the EDA.



Jason Purse, Interim Secretary



Thomas Tingle, Chair