

MINUTES
JAMES CITY COUNTY ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING
101 D Mounts Bay Road, Williamsburg, VA 23185
February 9, 2017
8:00 AM

A. CALL TO ORDER

At 8:02 a.m., a quorum was established and the meeting called to order.

B. ROLL CALL

Paul W. Gerhardt
Tim G. Harris – **Absent**
Stephen H. Montgomery – **Absent**
Christopher J. Odle
Marshall N. Warner
Robin D. Carson, Vice Chairman
Thomas G. Tingle, Chairman

Also Present:

Jason Purse, EDA Secretary
Maxwell Hlavin, EDA Legal Counsel
Stephanie Lahr, EDA Fiscal Agent
Teresa Fellows, EDA Recording Secretary
Kate Sipes, Assistant Director, Office of Economic Development
Ruth M. Larson, BOS Liaison

C. APPROVAL OF MINUTES

1. Minutes Adoption - January 12, 2017 Regular Meeting

A motion to Approve was made by Robin Carson, the motion result was passed.
AYES: 5 NAYS: 0 ABSTAIN: 0 ABSENT: 2

Ayes: Carson, Gerhardt, Odle, Warner, Tingle

Absent: Harris, Montgomery

D. FINANCIAL REPORTS

1. January Financial Reports

A motion to Approve was made by Marshall Warner, the motion result was passed.
AYES: 5 NAYS: 0 ABSTAIN: 0 ABSENT: 2

Ayes: Carson, Gerhardt, Odle, Warner, Tingle

Absent: Harris, Montgomery

E. CLOSED SESSION

NEW BUSINESS

1. Arts Month Report and Presentation

Ms. Terry Buntrock, Arts Month Coordinator, addressed the EDA giving an overview of the Power Point Presentation included in the Agenda Packet. She highlighted the 35 nonprofit arts organizations that are supported by the Arts Commission and the area EDAs. She continued by discussing the upcoming Spring and Fall Arts events.

Mr. Bob Harris, Vice President of Tourism, Greater Williamsburg Chamber and Tourism Alliance, addressed the EDA giving a presentation on the marketing side of the Williamsburg Spring and Fall Arts campaigns and the results. He highlighted the drive to digital marketing in five regional markets including Washington D.C., Philadelphia, and Raleigh. He specifically noted the increase in room nights, meal sales, sales taxes, and revenues as a result of Williamsburg Spring and Fall Arts.

General discussion ensued regarding all of the various assets that the region has to support Spring and Fall Arts.

The EDA thanked Ms. Buntrock and Mr. Harris for their efforts in making the Spring and Fall Arts events so successful.

F. OLD BUSINESS

1. LPGA Sponsorship Package Authorization

A motion to Approve was made by Marshall Warner, the motion result was passed.
AYES: 5 NAYS: 0 ABSTAIN: 0 ABSENT: 2

Ayes: Carson, Gerhardt, Odle, Warner, Tingle

Absent: Harris, Montgomery

Staff briefly reviewed the Sponsorship Package included in the Agenda Packet and asked for authorization to sign the agreement on behalf of the EDA.

General discussion ensued regarding the benefit of continuing to sponsor this event.

2. Economic Development Initiatives Discussion

Mr. Tingle began by giving a summary of the discussion held at the previous meeting. He provided the Directors with a revised and consolidated list of initiatives based off of the previous discussion.

Ms. Carson questioned the role of the EDA in some of these initiatives that are more staff related. She understands that the Chairman has more interaction with the staff and meets with prospects with staff, but some of these other items involve staff and not so much the EDA.

Mr. Tingle stated that if the EDA believes that business retention is a top priority, then the EDA needs to lobby on behalf of staff to make sure that they have the resources to accomplish those goals. Some of these items may be more of a leadership initiative more than actionable.

Mr. Purse stated that this is not a work plan. The point of this discussion is to develop and pinpoint initiatives that the EDA wants to focus on over the short term and long term. So, something like business retention, which is part of the work plan for the Office of Economic Development, does not need to be included on this list of initiatives.

Mr. Odle stated that he believes that the more generic and lengthy this list is, the more difficult it will be to prove actionable strides or results when the EDA goes back before the Board. He thinks the list is too long to have any meaningful impact.

General discussion ensued regarding which initiatives to single out and focus on. When discussing the Business Climate Task Force Report and looking at the development review process, it was decided to focus on continuing to work with planning staff, economic development staff and administration to streamline and simplify the development review process. The EDA needs to act as the advisory group in that process.

Mr. Purse, in effort to simplify the initiative list, stated that the major themes of the EDA seem to always circle back to developing shovel ready sites, launching the Greater Williamsburg Partnership (GWP), and the Business Climate Taskforce Report. He would recommend focusing on those three items.

Mr. Gerhardt stated that Administration asked for a tangible project during the Joint Work Session. So where does that fit in?

Mr. Purse stated that the Marina Project was a good first project, and the EDA and the County are working together to make that project a reality. So, with some of the returns from that project, once completed, then the EDA should be looking to identify another project that can be brought to the County.

Mr. Odle asked what the County's vision for the future is. Should the EDA continue to look for industrial users or should we be looking to develop new office use? Is that because as a County we do not want the additional burden of the higher density workforce that would be required by a high-end office user like Google, Microsoft, or some other big office user because of the demands that would place on infrastructure? Someone needs to make those determinations and then share those with the EDA.

Ms. Larson said that she does not have the answer to that question. That is a discussion that the Board needs to have and then to provide direction to the EDA.

Mr. Purse stated that there are several studies and tools available to inform these decisions. It does not all have to be decided today; however, the EDA needs to commit themselves to three of the items on this list. Then, take the information from the Timmons' Study and the Target Sector Analysis, and go to the joint meeting with the Board and lay out a plan.

After significant discussion, the EDA decided to condense the list of initiatives down to three topics: (1) Regulatory Framework, (2) Site and Building Development, and (3) Regional Initiatives.

At 9:30 a.m., Mr. Odle left the meeting due to a prior engagement.

Mr. Tingle asked staff to summarize the discussion, and finalize the list of initiatives and then send those out to all of the Directors.

G. LIAISON REPORTS

1. BOS Liaison

Ms. Larson gave a briefing of VACo Government Day at the Capitol.

She stated that she is always happy to go out and interact with the business community, so please let her know if there are any upcoming opportunities.

2. Greater Williamsburg Chamber & Tourism Alliance

No other discussion necessary.

3. Planning Commission

Mr. Tingle stated that Food Trucks are out at the Stonehouse Commerce Center, and the businesses and the employees are very happy.

4. Launchpad

Mr. Tingle stated that Tim Ryan's contract as Manager of Launchpad has been extended. A formal RFP to solicit a new management contract should be out by July 1, 2017.

Mr. Tingle stated that the Launchpad is full. Perhaps the EDA can invite Mr. Ryan to a meeting to give a brief presentation on how the program is progressing.

5. Greater Williamsburg Partnership (GWP)

GWP is continuing to move forward. An administrative assistant has been hired to work part-time for GWP and Launchpad. GWP is planning an event for the spring as a rollout of GWP to the business community as well as the results of the Target Sector Analysis Study.

6. RAISE Advisory Committee

Mr. Tingle gave a brief overview of recent events involving the Newport News/Williamsburg Regional Airport Commission and the RAISE Advisory Committee. The question now, is whether or not the EDA continues to fund the RAISE Advisory Committee. The current commitment is through the end of Fiscal Year 2017. He stated that one quarter of that commitment has already been paid.

Mr. Purse stated that from the County Administration's perspective, it is not recommended that the EDA continue to participate in this Committee.

Mr. Tingle stated that the City of Williamsburg and York County have decided to wait to make a final decision until closer to the new fiscal year. He also stated that if the RAISE Advisory Committee does not survive past July 1, he is of the opinion that

Newport News EDA will step up and begin offering incentives to keep the airport going.

Ms. Carson stated that the EDA really does not have the money to keep sending to this Committee. She would not be opposed to leaving it as a line item in the budget, but not pay it out unless there is an air carrier coming to incentivize.

Mr. Tingle stated that he is not sure that holding the money until it is needed will be practical. When a prospect comes, there is not time to go around to each of the member EDAs to get funding for the incentives.

Discussion ensued regarding whether or not to continue the current fiscal year payments. A new agreement would begin in fiscal year 2018, and as of yet, has not been submitted.

A motion to Suspend Remaining Payments to the RAISE Advisory Committee, till further review, was made by Marshall Warner, the motion result was passed.

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

Ayes: Carson, Gerhardt, Warner, Tingle

Absent: Harris, Montgomery, Odle

7. JRCC Architectural Review Board

No discussion necessary.

8. Real Estate Holdings

No discussion necessary.

9. Finance

Mr. Warner stated that he will be working with staff to draft the FY2018 Budget. A draft budget for discussion will be ready for the March meeting, with adoption scheduled for the April meeting.

I. DIRECTOR'S REPORT

1. Staff Report

Mr. Purse gave an update on the new OED Director search. Hopefully the interviews will begin the last week of February.

Ms. Sipes highlighted the information included in the Staff Report in the Agenda Packet.

A brief discussion ensued about the progress of the Marina project.

Staff mentioned the Upcoming Dates of Interest and asked the Directors to keep those dates open on their calendars.

J. ADJOURNMENT

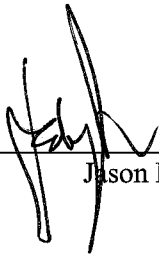
1. Adjourn until 8 am on March 9, 2017 for the Regular Meeting

A motion to Adjourn was made by Marshall Warner, the motion result was passed.
AYES: 4 NAYS: 0 ABSTAIN: 0 ABSENT: 3

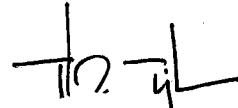
Ayes: Carson, Gerhardt, Warner, Tingle

Absent: Harris, Montgomery, Odle

At 10:19 a.m., Mr. Tingle adjourned the EDA.



Jason Purse, Interim Secretary



Thomas Tingle, Chair