

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

A. CALL TO ORDER

B. ROLL CALL

Paul W. Gerhardt
Tim G. Harris – Absent
Rick Shippey
Christopher J. Odle
Marshall N. Warner
Robin D. Carson, Vice Chairman
Thomas G. Tingle, Chairman

Also Present:

Amy Jordan, EDA Secretary
Teresa Fellows, EDA Recording Secretary
Stephanie Lahr, EDA Fiscal Agent
Maxwell Hlavin, EDA Legal Counsel
Jason Purse, Assistant County Administrator
Kate Sipes, Assistant Director, Office of Economic Development

C. APPROVAL OF MINUTES

1. Minutes Adoption – May 11, 2017, Regular Meeting

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

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

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

Absent: Harris

D. FINANCIAL REPORTS

1. May Financial Report

A motion to Approve was made by Marshall Warner, the motion result was Passed.

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

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

Absent: Harris

E. CLOSED SESSION

Not necessary at this time.

F. NEW BUSINESS

1. James River Commerce Center Shell Building Discussion

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

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

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

Absent: Harris

Ms. Jordan addressed the Authority, giving an overview of the information included in the Agenda Packet. She stated that site plans have been extended by the General Assembly, which presents an opportunity for the Shell Building.

Ms. Sipes stated that with the extension, she believes the Authority should take the opportunity to re-evaluate the plan and make sure that is still the building the Authority would want to build. She stated that the wetlands delineation expires in November and an Army Corps of Engineers Permit is necessary to proceed, so a decision needs to be made about what to do with the property and the site plan.

Ms. Carson asked what the cost is to proceed with the permit.

Ms. Sipes stated that a loose estimate is \$10,000.

Mr. Odle agreed that the wetlands delineation should be redone and the permit applied for. That way, the site would be shovel ready for any future prospect.

Ms. Carson made a motion to authorize staff to proceed with receiving a proposal for wetlands delineation on the EDA-owned property.

Mr. Tingle asked about the status of Columbia Drive being accepted into the state system.

Ms. Sipes stated that the project is in the hands of the General Services Department, but she is not sure how far along it is.

Mr. Tingle asked for an update at the July meeting. He noted that the EDA-owned parcel is land-locked and unable to be subdivided until there is public right-of-way and access.

2. Joint Work Session Discussion

Ms. Jordan recommended that the Authority pick four or five items to discuss at the work session. The EDA-owned parcel could be one of them and then the brewery at the Marina could be another.

Mr. Tingle stated that many messages were received at last year's work session, especially regarding results. He asked if the Authority wanted to change the format of the presentation.

Mr. Purse stated that he believes the Authority should begin with the Strategic Initiatives that were adopted a few months ago, use those as the start of what the EDA wants to work towards and accomplish, and from there, begin the discussion about future funding.

Mr. Gerhardt voiced his concern over the confusion between the actions and accomplishments of the Office of Economic Development and the Economic Development Authority.

Ms. Jordan stated that she thought she would start the work session discussion by making that distinction clear. She noted that she has experienced similar confusion recently when talking to members of the public. From there, she believes the discussion should move on to the Strategic Initiatives and then to some hard targets and goals.

General discussion ensued about the lines between the staff and the Authority and the role of the Authority.

Ms. Jordan stated that defined goals should facilitate a more beneficial discussion about what the Board is expecting of the Authority.

Mr. Tingle stated that the Strategic Initiatives were developed with a mind to the County's Strategic Plan and to somewhat align with what the Authority thinks the Board wants them to do.

Mr. Tingle asked the members of the Real Estate Committee if there was anything that came out of their meeting the previous day which should be included in this discussion.

Mr. Odle stated that the Committee discussed the two real estate holdings of the Authority. Each property was discussed, including what the status of each property is in the development process and what the potential direction is for each property.

For the Shell Building, if ever there was a time to go to a Request for Proposals (RFP) for a developer to come in and build a spec warehouse, now is probably the time. E-commerce and industrial activity is very active right now, and as distributors grow in the e-commerce sector, warehousing and distribution centers nearer to the end-user are getting harder to find. If the RFP is unsuccessful, then the Authority can continue to proceed with it being a shovel-ready site for a potential prospect.

For the Marina, the thought was to look at similar-sized cities that have created a waterfront destination and a sense of place. This would help determine usage and density, and the Committee would then be able to take a concept to the Administration for feedback. It was also discussed that when the County begins rehabilitation of the Marina, someone from the Committee should be involved. That way, both sides are working together instead of each being developed in a vacuum.

Ms. Jordan noted that there are so many assets in that area, so the Marina property needs to be thought of as a part of that whole area, not just a standalone marina.

General discussion ensued regarding different communities that have developed waterfront destinations.

Mr. Purse stated that the framework for all of this discussion is outlined in the Authority's Strategic Initiatives. It clearly states the Authority, along with County Administration and Parks & Recreation, is to develop a long-range vision and plan for the Jamestown Marina and Jamestown Beach sites. He stated that he needs to know who from the EDA would like to work on a joint group to develop the plan for the Marina.

Mr. Odle stated that he would like to be part of that joint group.

Mr. Tingle circled back to the Shell Building. He stated that there are two ways to look at going out for an RFP. We can solicit a request for development for someone to come in and build the building and the Authority subordinates the land, or we can solicit an RFP for someone to partner with the Authority to build the building, similar to a public/private partnership.

Mr. Odle stated that the Committee was really looking more toward the request for development that Mr. Tingle described.

Mr. Tingle asked if this idea was ready to be discussed with the Board at the work session.

Mr. Odle stated that in general, yes.

Mr. Tingle asked Ms. Jordan to consider prefacing that discussion with some background information on the current market for sites and buildings.

Mr. Tingle recommended that an outline for the work session discussion be sent out in the next two weeks.

Mr. Tingle took a moment to recognize the newest member of the Authority, Mr. Rich Shippey.

The Authority members introduced themselves and briefly described their backgrounds.

G. OLD BUSINESS

1. Google 360 Grant Update

Ms. Sipes addressed the Authority, giving an overview of the summary update included in the Agenda Packet. She reminded the Authority that the budget was adopted with the caveat that a Finance Committee would be formed to look at items in the budget going forward. There have been inquiries if this program will continue, so it is up to the Authority if it wants to continue it.

Ms. Jordan stated that staff is currently working on developing new incentives, so perhaps this discussion should be saved for a later date.

Mr. Tingle asked if the consensus was to table this program for the time being and let the Finance Committee look at it when they begin looking into the budget going forward.

The Authority voiced its agreement.

2. LPGA Event Wrap-Up

Ms. Jordan gave an overview of the report included in the Agenda Packet. She stated that there are some things that staff would like to do differently going forward. She and Ms. Sipes attended the Pairings Party on Tuesday and she believes that this should be utilized more. She noted that the Skybox is very popular, but the grounds tickets are not used as much. Staff will be revising the guest list and re-evaluating the number of grounds tickets.

General discussion ensued about how many people can be accommodated, food options and reducing the number of days that we sponsor the Skybox.

H. LIAISON REPORTS

1. Board of Supervisors Liaison

No discussion at this time.

2. Greater Williamsburg Chamber and Tourism Alliance

Mr. Tingle noted that a replacement for Mr. Montgomery needs to be made to this Committee.

3. Planning Commission

No discussion necessary.

4. Launchpad

Launchpad will continue to have monthly meetings for the next several months while policies and procedures are put into place. Eventually, they will move to quarterly meetings. Most of the financial concerns have been resolved, although there will be fundraising that needs to be done by the Launchpad to maintain its budget for the year.

5. Greater Williamsburg Partnership (GWP)

GWP is going through the budgetary process now. Ms. Jordan is working with Mr. Noel, Ms. DeWitt and Mr. Denny to develop a marketing plan for next year, including regional events. Mr. Denny has been working hard with each prospective lead that comes down from the state.

Ms. Jordan noted that the GWP Partnership Reception will be held on June 29 at Kingsmill.

6. RAISE Advisory Committee

No discussion necessary.

7. JRCC Architectural Review Board

No discussion necessary.

8. Real Estate Holdings

No other discussion necessary.

9. Finance

Mr. Tingle asked Mr. Warner to follow up with staff to begin looking at some of the smaller payments that are included in the Authority's budget.

I. DIRECTOR'S REPORT

1. June Director's Report

Ms. Jordan gave an overview of the report included in the Agenda Packet. She briefly discussed the possibility of doing a tour of industrial sites around the County for those members that have not previously done one.

Ms. Sipes gave an overview of the project at the Marina that was included in the Agenda Packet.

Discussion ensued about the potential tour of industrial sites. It was recommended that a full tour be done and possibly include some of the Board members.

Ms. Jordan reviewed the Upcoming Dates of Interest that were included in the Agenda Packet.

J. ADJOURNMENT

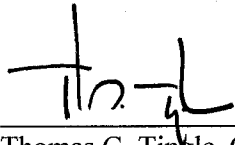
1. Adjourn until 8 a.m. on July 13, 2017 for the Regular Meeting

A motion to Adjourn was made by Marshall Warner, the motion result was Passed.
AYES: 6 NAYS: 0 ABSTAIN: 0 ABSENT: 1

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

Absent: Harris

At 9:50 a.m., Mr. Tingle adjourned the Authority.



Thomas G. Tingle, Chairman



Amy B. Jordan, Secretary