

MINUTES
JAMES CITY COUNTY ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING
101 D Mounts Bay Road, Williamsburg, VA 23185
March 8, 2018
8 00 AM

A CALL TO ORDER

B ROLL CALL

ADOPTED
APR 12 2018

Paul W Gerhardt
Robin D Carson
Rick Shippey Absent
Christopher J Odle
Thomas G Tingle
Robin Bledsoe Vice Chair
Marshall N Warner Chairman

Amy B Jordan EDA Secretary
Teresa J Fellows EDA Recording Secretary
Maxwell Hlavin EDA Legal Counsel
Stephanie Lahr EDA Fiscal Agent
Kate Sipes Assistant Director Economic Development
Suzanne R Mellen Director Financial and Management Services
Sharon Day Assistant Director Financial and Management Services
P Sue Sadler BOS Liaison to the Economic Development Authority

Mr Warner introduced Mr Bill Porter Interim County Administrator

Mr Porter stated that he was pleased to meet everyone and he gave the Authority an update on the search for the next County Administrator

C APPROVAL OF MINUTES

- 1 Minutes Adoption January 11, 2018 Regular Meeting, February 8, 2018 Regular Meeting and February 22, 2018 Special Meeting

A motion to Approve was made by Paul Gerhardt the motion result was Passed
AYES 6 NAYS 0 ABSTAIN 0 ABSENT 1
Ayes Carson Gerhardt Odle Tingle Bledsoe Warner
Absent Shippey

- 2 Minutes Adoption – February 8, 2018 Regular Meeting

A motion to Approve was made by Thomas Tingle the motion result was Passed
AYES 6 NAYS 0 ABSTAIN 0 ABSENT 1
Ayes Carson Gerhardt Odle Tingle Bledsoe Warner
Absent Shippey

- 3 Minutes Adoption – February 22, 2018 Special Meeting

A motion to Approve was made by Robin Bledsoe the motion result was Passed
AYES 6 NAYS 0 ABSTAIN 0 ABSENT 1
Ayes Carson Gerhardt Odle Tingle Bledsoe Warner
Absent Shippey

D FINANCIAL REPORTS

1 January Financial Reports

A motion to Approve was made by Thomas Tingle the motion result was Passed
AYES 6 NAYS 0 ABSTAIN 0 ABSENT 1
Ayes Carson Gerhardt Odle Tingle Bledsoe Warner
Absent Shippey

Ms Lahr addressed the Authority with an overview of the January Financial Reports included in the Agenda Packet

2 February Financial Reports

A motion to Approve was made by Robin Bledsoe the motion result was Passed
AYES 6 NAYS 0 ABSTAIN 0 ABSENT 1
Ayes Carson Gerhardt Odle Tingle Bledsoe Warner
Absent Shippey

Ms Lahr addressed the Authority with an overview of the February Financial Reports included in the Agenda Packet

3 Preliminary Budget Discussion

Ms Jordan stated that staff included some documents in the Agenda Packet to help start the discussion of the development of the FY 2019 EDA Budget Staff hoped to bring a draft budget to the Authority at its meeting in April

Mr Warner clarified that the draft budget would be presented in April with a vote to approve expected at the May meeting He also mentioned a copy of the letter was sent to the Board of Supervisors on the Authority s behalf and to determine what the Board is willing to fund

E CLOSED SESSION None

F NEW BUSINESS

1 Greater Williamsburg Partnership

Mr David Denny Executive Director of the Greater Williamsburg Partnership (GWP) addressed the Authority giving a presentation on the activities and purpose of the GWP (*Presentation Attached*)

Mr Warner stated that he believes that the relationship between the GWP and the business community is the most important next step He noted having the buy in from the business community will help gain the continuous support of the local governing bodies

Mr Denny agreed

General discussion ensued about the conversion rate of bringing private sector businesses on board with GWP and pledging their financial support and involvement to the organization

The Authority thanked Mr Denny for his presentation

2 2018 Funding Request ChefsGo 1 0

A motion to Approve was made by Thomas Tingle the motion result was Passed
Ayes Gerhardt Odle Tingle Bledsoe Warner
Abstain Carson
Absent Shippey

Ms Carson addressed the Authority giving an overview of the information included in the Agenda Packet She highlighted the successes of the first year of the program She stated that five of the 16 students who had applied for the program needed financial support because they did not meet the state funding requirements but there were not enough resources to pay for the program With the balance of the funds received last year those five students were given financial help and admitted into the program Since the funding has been depleted she is seeking an additional \$5 000 in support of the program She stated that there are other state grants and programs that they are exploring to help cover the gap for future classes

Ms Carson clarified that she was hired as adjunct professor by Thomas Nelson Community College as the coordinator for this program therefore when the Authority votes on the request she will have to recuse herself from the vote She stated that the funds go to the Thomas Nelson Community College Foundation specifically noted for the benefit of the ChefsGo 1 0 program

Ms Bledsoe asked if there was a requirement for these students to stay in the Greater Williamsburg Area after graduation

Ms Carson stated that requirement was not a part of the program

Ms Jordan stated that the direct buy in from the restaurateurs has been a large part of the first graduates staying in the area The chefs who mentor these students develop relationships with those students become invested in their success and hire them upon graduation

Ms Carson excused herself as she had a meeting with the principal of Warhill High School where the program utilizes kitchen space She thanked the EDA for its continuous support of the program

Ms Carson left the meeting at 9 07 a m

Ms Jordan informed the Authority that it had \$5 000 in the Small Business Assistance account should it choose to authorize the funding request

Mr Tingle stated that he would move the authorization of the funding request subject to receiving the official letter of request

Mr Odle stated that he would be supportive of the program this year but he would not be supportive of continuing to support it He viewed this as an educational program and not necessarily the job of the EDA

Ms Bledsoe voiced similar concerns

Mr Warner stated that he heard the Authority was supportive of the request for the FY 2018 but had no desire to include it as a line item in the FY 2019 budget

G OLD BUSINESS

1 Budget Amendment Regional Economic Development Support

A motion to Approve was made by Marshall Warner the motion result was Passed
AYES 5 NAYS 0 ABSTAIN 0 ABSENT 2
Ayes Gerhardt Odle Tingle Bledsoe Warner
Absent Carson Shippey

Ms Jordan gave an overview of the resolution and draft agreement as included in the Agenda Packet She stated staff recommended utilizing the remaining funds in the RAISE Account line item in the EDA s budget and transferring it to the Regional Economic Development Support line item This allowed those funds to be utilized for the formation of a Regional Industrial Facilities Alliance (RIFA) in support of the GOVirginia Project previously discussed

General discussion ensued regarding the formation and structure of the RIFA

Mr Hlavin reiterated that there was a statutory structure for the formation of the RIFA under State Code

Mr Tingle stated RIFA would act as an umbrella agreement for different regional initiatives including the GOVirginia Unmanned Systems Project

H LIAISON REPORTS

At 9 32 a m Mr Odle left the meeting

1 BOS Liaison

Ms Sadler stated that she and the Board of Supervisors had received the funding request letter sent by Mr Warner and would be discussing it as part of the budget process

2 Ladies Professional Golf Association (LPGA)

Ms Jordan stated everyone had received a draft list of the invite list for the EDA s Skybox at the LPGA tournament She asked the Directors to review the list and supply missing information She requested responses be returned to staff by next Monday before the 'Save the Date' email was sent

3 Greater Williamsburg Chamber & Tourism Alliance

No update available

4 Planning Commission

No discussion necessary

5 Greater Williamsburg Partnership

No further update necessary

6 JRCC Architectural Review Board

No discussion necessary

7 Real Estate Holdings Committee

No discussion necessary

8 Finance

No further discussion necessary

I DIRECTOR'S REPORT

1 March Director's Report

Ms Jordan addressed the Authority with an overview of the Director's Report included in the Agenda Packet

At 9:42 a.m. Mr. Tingle left the meeting

General discussion ensued about Launchpad and the information included in the Agenda Packet. There was interest in having a presentation given by Launchpad at the April meeting.

J ADJOURNMENT

1 Adjourn until 8 a.m., on April 12, 2018 for the Regular Meeting

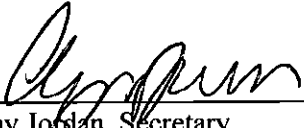
A motion to Adjourn was made by Marshall Warner. The motion result was Passed.

AYES 3 NAYS 0 ABSTAIN 0 ABSENT 4

Ayes: Gerhardt, Tingle, Bledsoe, Warner

Absent: Carson, Odle, Shippey, Tingle

At 9:50 a.m. Mr. Warner adjourned the Board.



Amy Jordan Secretary



Marshall Warner Chair

Update:
James City County EDA

David W. Denny, Greater Williamsburg Partnership

March 2018

About the Partnership

Focus

- Recruitment of new to region industries and HQ/Office operations
- Support development of existing industries
- How we do it?
 - FIND
 - FOLLOW-UP
 - **FACILITATE**

Key Target Sectors

	Diversification Opportunities			Legacy	
Target	Advanced Materials & Composites	Food & Beverage	Professional & Technical Services	Tourism	Defense
Near-Term	Metal & Mold Products	Beverages	Management & Operations Services	Hospitality	Defense Contractors
	Electrical and Non-metallic Components	Bottling and Food Packaging	Engineering & Technical Consulting	Troopier Engagement	Sustainable Energy
	Scientific Instruments & Technologies	Warehousing & Distribution	Creative Design	Arts & Culture	
Long-Term	Aerospace	Distilled Spirits	Data Science & Analytics	Sporting Events	Cybersecurity
		Specialty Food Products		Outdoor Recreation	

Determined by

- Labor force
- Skills match
- Demographics
- Existing company clusters
- Location Quotient
- Economic trends
- Other

How We Market

1. Marketing Calendar of Events
2. Website
3. Social Media
4. Sponsorships
 - HRACRE
 - IAMC
 - Virginia Chamber of Commerce Economic Summit
5. Relationship Building with Allies
6. Available Buildings

How We Market Marketing Calendar of Events

- **Internal and External Efforts**
- **3 VEDP Host Events**
 - 8 Project Managers Tour
 - 2 Executive VP's
 - CEO Stephen Moret FAM
- **Site Consultant Events**
 - SiteLink
 - IAMC
- **Sector Events**
 - **AFCEA Homeland Security Conference**
 - **Billington Cybersecurity Conference**
 - **NW Food and Beverage Conference and Exhibit**
 - **RES Cybersecurity Conference**

Our Messages: Building the Regional Case

1. **Availability of Skilled Labor in 50-mile radius labor catchment area**
2. **Competitive Labor Costs**
3. **Proximity to Major Markets**
 - Domestic and International (through Port of Virginia)
 - Located Between 2 Major Metropolitan Areas
4. **Highway Accessibility**
5. **World Class Quality of Life**
6. **Available Product**

The Benefits of Location Population and Labor

Region	Population	Labor Force	Cumulative Totals	
GWP	149,940	80,340		
Contiguous Counties	78,442	41,471	228,382	121,811
Adjacent Metros	991,740	524,481	1,220,122	646,292



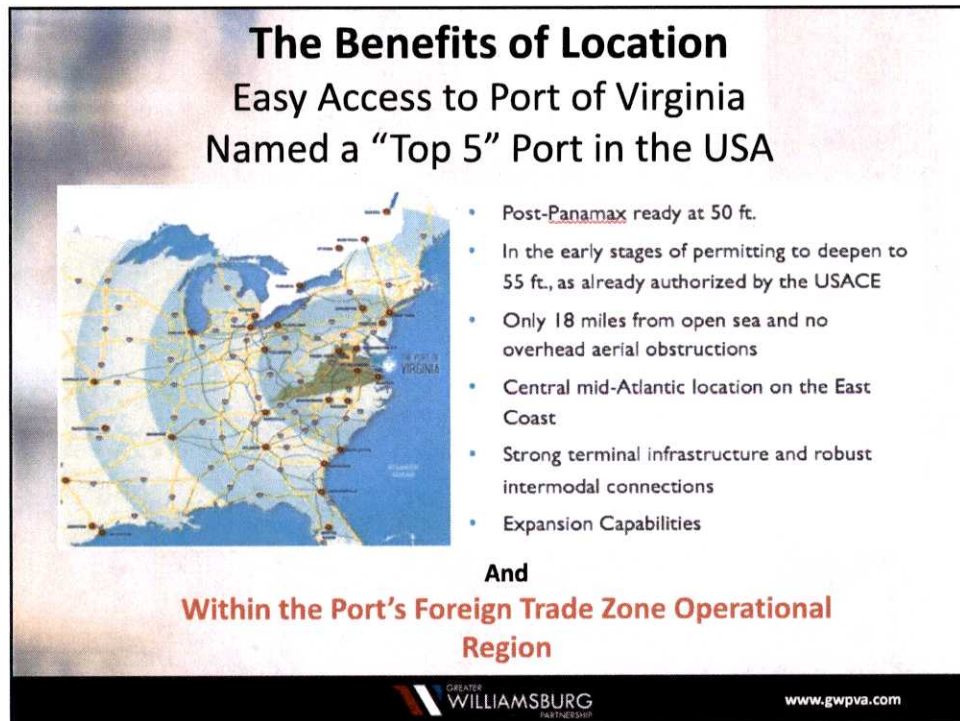
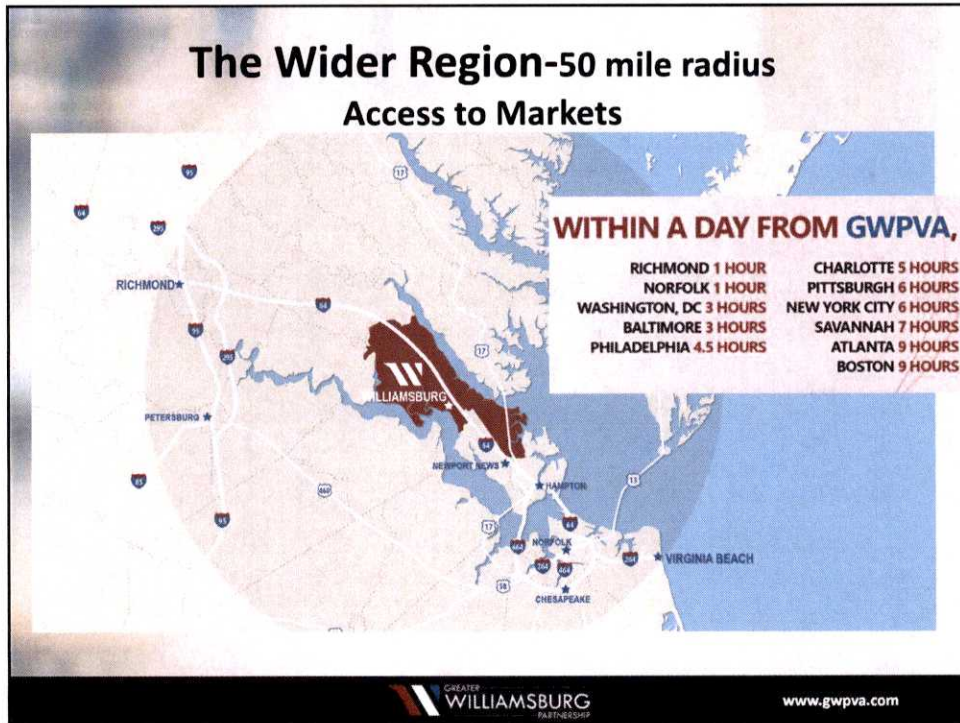
www.gwpva.com

The Benefits of Location Higher Education Assets

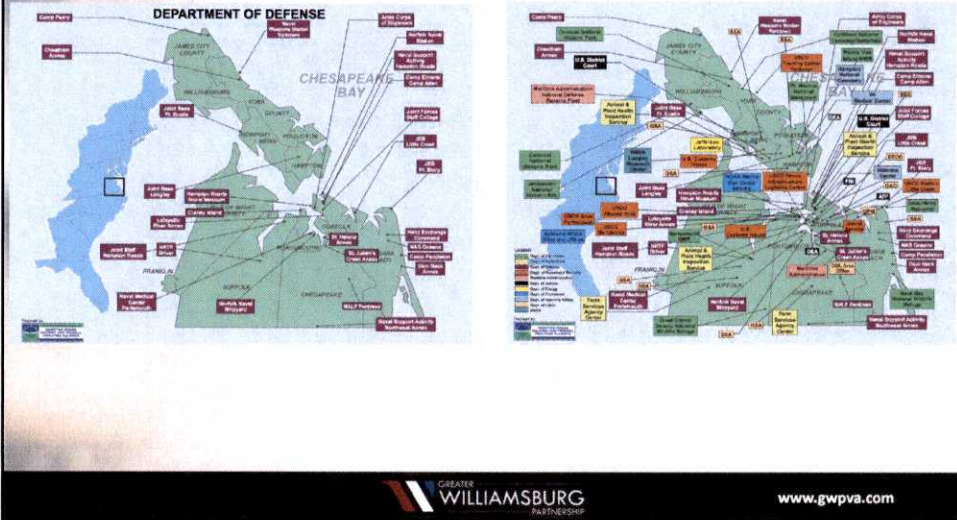
RVA
Reynolds COMMUNITY COLLEGE
WILLIAM & MARY CHARTERED 1693
GWP
VCU
VIMS VIRGINIA INSTITUTE OF MARINE SCIENCE
THOMAS NELSON
HAMPTON UNIVERSITY THE STANDARD OF EXCELLENCE
CHRISTOPHER NEWPORT UNIVERSITY
HR
OLD DOMINION UNIVERSITY
NSU NORFOLK STATE UNIVERSITY



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The Benefits of Location Easy Access to Sector Markets



Results??

- During last **10 years** of HREDA membership, our region was brought average of **11 opportunities per year**
- During first **16 months** of GWP, we've had **15 opportunities**
- **\$730M** of Capital Investment **1384 Jobs**
- **Sources for these opportunities:**
 - 2/3 came from VEPD
 - Others from GWP sources, site selectors, allies
- **9 of those opportunities are still active**

<u>THEN</u>	<u>NOW</u>
JCC – 7	JCC – 13
York – 4	York – 12
City – 1	City – 3

Going Forward

Virginia Business Ready Sites (VBRS) Program

- Funded for 2 Years for Total of \$2.0M
- Intent to add to product inventory (public and privately owned)
- Intent to provide a path to increasing readiness of sites
- Site characterization grants
 - Present “readiness” and what is needed to go to next level?
- Development grants
 - Fund projects that will get sites to next level

Going Forward

Federal & State Brownfield Program

- Working with consultant to apply for funding
- Regional group can qualify for up to \$600,000 – individual cities/counties can't access this level of funding.
- Assessment of potential brownfield buildings and sites
- Has potential to improve “product” to our regional inventory

Going Forward

Attract "Mittelstand"/European Manufacturers

- Working with VEDP's new European Investment Manager
- Our region recently assessed by German-American consulting firm and determined the GWP is positioned to implement a cluster approach to attracting German Mittelstand Companies
 - Family owned specialty manufacturers looking for better access to American customers (B2B)
- Our area could be very attractive to these types of companies.

Going Forward

Major Promotional Events


GWP Day at the LPGA Tournament

Mini-FAM Tour with VEDP

Food and Beverage Production and Supply Chain Manufacturing

Quarterly GWP Partner Event

End of Year Report and Celebration Event



**GREATER
WILLIAMSBURG**
PARTNERSHIP

Propelling Business Forward for Over 400 Years!

Thank You!

Please feel free to contact David Denny

844-GWP-2020
ddenny@gwpva.com
540-392-3321 (cell)