

**MINUTES**  
**JAMES CITY COUNTY ECONOMIC DEVELOPMENT AUTHORITY**  
**ORGANIZATIONAL MEETING**  
**5537 Centerville Road, Williamsburg, VA 23188**  
**December 13, 2018**  
**3:00 P.M.**

---

**A. CALL TO ORDER**

Chairperson Bledsoe called the meeting to order at 3:08 p.m.

**ADOPTED**  
**JAN 15 2019**

**B. ROLL CALL**

Robin Bledsoe  
Robin Carson  
Michael Maddocks  
Christopher Odle –Absent  
Carlton Stockton -- Absent  
Thomas Tingle  
William Turner

Also present:

Amy Jordan, Economic Development Authority (EDA) Secretary  
Kate Sipes, Assistant Director, Office of Economic Development  
Laura Messer, Tourism Coordinator  
Max Hlavin, EDA Legal Counsel  
Stephanie Lahr, EDA Fiscal Agent  
Sue Sadler, Supervisor  
Scott Stevens, County Administrator

**C. APPROVAL OF MINUTES**

1. Minutes Adoption – October 11, 2018

A motion to approve was made by Thomas Tingle; motion passed.  
AYES: 5, NAYS: 0, ABSTAIN: 0, ABSENT: 2  
Ayes: Bledsoe, Carson, Maddocks, Tingle, Turner

**D. FINANCIAL REPORTS**

Financial Reports - October 2018  
Financial Reports - November 2018

A motion to approve both October and November Financial Reports was made by William Turner; motion passed.  
AYES: 5, NAYS: 0, ABSTAIN: 0, ABSENT: 2  
Ayes: Bledsoe, Carson, Maddocks, Tingle, Turner

Ms. Stephanie Lahr presented the Expenditures and Revenue Reports for October and November.

## **E. ORGANIZATIONAL MEETING**

### **1. Election of Officers**

A motion to nominate Robin Bledsoe as Chairperson was made by Robin Carson; motion passed.

AYES: 5, NAYS: 0, ABSTAIN: 0, ABSENT: 2

Ayes: Bledsoe, Carson, Maddocks, Tingle, Turner

A motion to nominate Michael Maddocks as Vice Chairperson was made by Robin Bledsoe; motion passed.

AYES: 5, NAYS: 0, ABSTAIN: 0, ABSENT: 2

Ayes: Bledsoe, Carson, Maddocks, Tingle, Turner

### **2. 2019 Meeting Calendar**

A motion to approve the draft calendar as corrected was made by Thomas Tingle; motion passed.

AYES: 5, NAYS: 0, ABSTAIN: 0, ABSENT: 2

Ayes: Bledsoe, Carson, Maddocks, Tingle, Turner

Per discussion at the October EDA meeting, Amy Jordan presented a draft calendar showing regular EDA meetings on the third Tuesday of each month at 4:00 p.m. for 2019. Ms. Jordan noted this was a change from the second Thursday of each month. Mr. Tingle requested clarification on the proposed date for the August meeting, which was corrected from August 13 to August 20.

Ms. Jordan presented proposed meeting dates for the Real Estate Committee as the third Thursday of each month. Ms. Carson noted these meetings would immediately follow the regular EDA meetings, which may not be ideal. Mr. Maddocks noted a conflict in his schedule on the third Thursdays. Mr. Hlavin reminded the EDA the calendar for committees need not be approved by the entire body. The EDA agreed by consensus the committee members should agree on a suitable meeting calendar at a later time.

## **F. NEW BUSINESS**

### **Sponsorship Package, Pure Silk Championship**

A motion to approve was made by Robin Carson, with catering costs not to exceed \$10,000; motion passed.

AYES: 5; NAYS: 0; ABSTAIN: 0; ABSENT: 2

Ayes: Bledsoe, Carson, Maddocks, Tingle, Turner

Ms. Amy Jordan presented the draft sponsorship package for the LPGA tournament at the Kingsmill Resort for 2019. With a new sponsor, it's now branded as the Pure Silk Championship. Ms. Jordan explained it is the same as last year's sponsorship package,

and the price is the same at \$26,000. Ms. Jordan confirmed the current EDA budget includes the expense of the sponsorship, as well as catering costs.

Ms. Robin Bledsoe asked how much the catering costs have been.

Ms. Jordan responded the catering has cost approximately \$10,000.

Ms. Robin Carson made the motion to accept the proposal with catering costs not to exceed \$10,000. Ms. Carson indicated Office of Economic Development (OED) staff could work with the staff at Kingsmill Resort to select an appropriate food and beverage menu for that price.

Ms. Jordan explained that staff had made several changes to the menu last year, including purchasing beverages by the case versus per drink, which resulted in cost savings. Ms. Jordan also reminded the EDA that last year we offered one of our four days, the Thursday of the tournament play, to the Greater Williamsburg Partnership (GWP) as a regional day. She continued that was quite popular and resulted in the GWP sharing some of the total cost, as they paid part of the \$26,000 in addition to the catering costs for their day. Ms. Jordan indicated they may not be interested this year, but the EDA could approach them or the Greater Williamsburg Chamber & Tourism Alliance with a similar arrangement this year.

Ms. Bledsoe suggested promoting County businesses in the Skybox, perhaps our Celebration of Business Captain John Smith Award winners, and possibly pursuing a sponsor to cover related costs.

Mr. William Turner indicated he would like to see printed material in the box or something to promote James City County (JCC).

Ms. Bledsoe agreed we should maximize our marketing opportunities.

M. Carson suggested a banner along the back wall of the Skybox with business logos, reminding the group that wind and rain make printed material in the box difficult to manage and the space is limited with food and pairings guides and laptops set up for the tournament.

## **G. LIAISON REPORTS**

Ms. Bledsoe asked Mr. Maddocks to report on his recent meeting with H & H Medical, this year's winner of the Captain John Smith Award.

Mr. Maddocks reported the company moved to JCC from Gloucester and are very happy in JCC and with JCC. The company specifically mentioned positive experiences with workforce hiring and Williamsburg Area Transit Authority.

## **H. ADJOURNMENT**

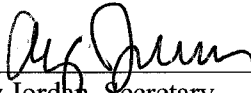
Adjourn until 3:30 p.m. on Thursday, December 13, 2018 for the Retreat.

A motion to adjourn to 3:30 p.m. was made by Robin Carson; motion passed.

AYES: 5; NAYS: 0; ABSTAIN: 0; ABSENT: 2

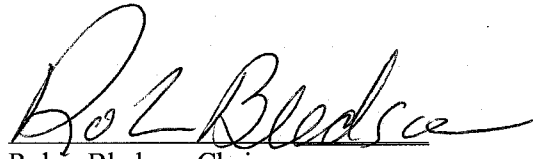
Ayes: Bledsoe, Carson, Maddocks, Tingle, Turner

At 3:28 p.m. Ms. Bledsoe adjourned the Authority.



---

Amy Jordan, Secretary  
Economic Development Authority



---

Robin Bledsoe, Chair  
Economic Development Authority