

**MINUTES**  
**JAMES CITY COUNTY ECONOMIC DEVELOPMENT AUTHORITY**  
**REGULAR MEETING**  
**101 D Mounts Bay Road, Williamsburg, VA 23185**  
**January 21, 2020**  
**4:00 PM**

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**A. CALL TO ORDER**

Mr. Campana called the meeting to order at 4:02 p.m.

**B. ROLL CALL**

Vince Campana, Chair  
Lynn Meredith  
Joe Stanko  
Carlton Stockton  
Tom Tingle  
William Turner

Also Attending:

Sue Sadler, Board of Supervisors (BOS) Liaison  
Christopher Johnson, Economic Development Authority (EDA) Secretary  
Jeff Wiggins, EDA Fiscal Agent  
Maxwell Hlavin, EDA Counsel  
Kate Sipes, Assistant Director, Economic Development  
Laura Messer, Tourism and Marketing Coordinator, Economic Development  
Thomas Wysong, Planning Division  
Tammy Rosario, Planning Division

**C. APPROVAL OF MINUTES**

Minutes Adoption - December 17, 2019

A motion to Approve was made by Carlton Stockton; motion Passed.  
AYES: 5 NAYS: 0 ABSTAIN: 0 ABSENT: 1  
Ayes: Campana, Meredith, Stanko, Stockton, Tingle  
Absent: Turner

**D. FINANCIAL REPORTS**

December 2019 Financial Reports

A motion to Approve was made by Carlton Stockton; motion Passed.  
AYES: 5 NAYS: 0 ABSTAIN: 0 ABSENT: 1  
Ayes: Campana, Meredith, Stanko, Stockton, Tingle  
Absent: Turner

Mr. Wiggins presented the revenue and expense reports.

**ADOPTED**  
**APR 21 2020**

**E. CLOSED SESSION**

There was no Closed Session.

**F. NEW BUSINESS**

Mr. Turner arrived.

1. Engage 2045: Comprehensive Plan Update

Mr. Thomas Wysong from the Planning Division presented an overview of the Comprehensive Plan Update, noting the Comprehensive Plan was a guiding document, meant to be broad and aspirational in nature. Mr. Wysong continued by saying James City County reviews its Comprehensive Plan every five years to comply with state law and to review the document against any changes that have occurred since the previous plan review.

Mr. Turner asked about the success of the public input efforts.

Mr. Wysong replied that turnout was good, but online participation was stronger than live attendance at presentations.

Mr. Tingle asked what opportunity there was for EDA involvement, especially with respect to reviewing the economic development section of the document.

Mr. Wysong advised the EDA to work with economic development staff to provide input on the Goals, Strategies, and Actions for the economic development section.

Mr. Stanko and Mr. Stockton asked questions about the Primary Service Area boundary.

Ms. Rosario responded and thanked the EDA for the opportunity to present the update.

2. Start Peninsula Update

Ms. Laura Messer referenced the Activity Report for the 2019 pitch event. Ms. Messer summarized the weekend event as it was run 2012-2019, explaining approximately 30 business pitch ideas on Friday night, with 10 of those selected to work over the weekend to further develop those ideas and re-present on Sunday night, where the top three were selected for prize packages.

Ms. Messer continued that the core team organizing the event is proposing changes to the 2020 event format. Based on business pitches being much farther evolved than when the event started, the proposal is to host multiple one night pitch events with a final pitch event serving as the annual culmination where prize packages are awarded. Ms. Messer explained events are proposed for May, July, and September, with the final event in November, which is when the weekend-long event has been held. Ms. Messer also noted the event rotates between the supporting localities, and James City County was slated to host in 2020.

Ms. Messer noted the Memorandum of Understanding between the supporting localities expires in 2021.

Mr. Turner asked about the Return on Investment (ROI) over the 5-7 years the event has taken place.

Ms. Messer responded that annual reports are generated, but a cumulative report has not been compiled. Ms. Messer noted that these are early stage businesses and often the business idea evolves significantly, sometimes they locate outside Hampton Roads, and sometimes multiple people team up and generate a new business altogether.

Mr. Tingle noted the original intent was to support entrepreneurship and the emerging business sector, so ROI can be difficult to calculate. Mr. Tingle then asked if the incubators were still involved and if time in an incubator was still part of the prize package.

Ms. Messer responded that several incubators which existed in 2012 were no longer in existence and our own Launchpad had recently merged with the College of William & Mary, so this is the first year an incubator was not part of the prize package. Ms. Messer continued that with the new Launchpad location opening in December, staff could partner more closely with the incubator for the 2020 event.

Mr. Tingle noted it might be a good idea to invite 757 Angels, venture capital investors, and Rachel Frazier, Executive Director of Launchpad, to future EDA meetings to make presentations.

## **G. OLD BUSINESS**

There was no Old Business.

## **H. LIAISON REPORTS**

### 1. Board of Supervisors Liaison

Ms. Sadler wished the EDA a Happy New Year and requested staff send EDA minutes to the BOS.

### 2. Business Liaison

No update at this time.

### 3. Eastern Virginia Regional Industrial Facility Authority

Mr. Johnson reported the next meeting was scheduled for February 4.

### 4. Finance

Mr. Stockton reported the Committee would soon be convening to prepare the EDA budget for Fiscal Year 2021.

### 5. GO Virginia

Mr. Tingle reported the next meeting is scheduled for February 6 at 10 a.m. at Legacy Hall.

6. Greater Williamsburg Chamber & Tourism Alliance Sports Marketing Committee

No update at this time.

7. Greater Williamsburg Partnership

Mr. Johnson reported several upcoming meetings were scheduled and the new Director for Greater Williamsburg Partnership (GWP) has been on the job for approximately 90 days.

8. JRCC Architectural Review Board

No update at this time.

9. Real Estate Holdings

Mr. Tingle reported a meeting was scheduled for February 6.

10. Strategic Investment Areas

No report at this time.

11. Workforce Development

No report at this time.

**I. DIRECTOR'S REPORT**

1. EDA Vacancy

A motion to authorize the Chair to draft a letter to the BOS regarding the EDA vacancy was made by Carlton Stockton; motion Passed.

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

Ayes: Campana, Meredith, Stanko, Stockton, Tingle, Turner

Mr. Campana noted a vacancy on the EDA and his conversations with several EDA members about applicants to fill the vacancy.

Mr. Stockton supported the EDA sending recommendations to the BOS to fill the vacancy.

2. General Items

Mr. Johnson referenced the Director's Report in the Agenda Packet, noting specifically that Go Karts Plus was planning to add a new attraction for the 2021 season. Mr. Johnson also noted the GWP's work with Pegasus Partners was advancing, with a marketing trip to Germany being planned for the end of February.

Mr. Tingle asked if any James City County companies were joining the delegation.

Mr. Johnson replied that staff reached out to four companies and all indicated an interest and willingness to participate. At this point it looks like two companies will be represented, largely due to final scheduling.

Ms. Meredith shared her enthusiasm for this effort and expressed appreciation for the efforts involved in planning and coordinating such a trip.

Mr. Tingle suggested the EDA recognize the businesses who join the trip, in order to thank them for their time and support to partner with the County.

By general consensus the EDA agreed the companies should be recognized upon the completion of the trip.

**J. UPCOMING DATES OF INTEREST**

Mr. Johnson noted the dates of the Ladies Professional Golf Association Skybox are May 21-24, 2020.

**K. ADJOURNMENT**


Adjourn until February 18, 2020

A motion to Adjourn was made by Carlton Stockton; motion Passed.

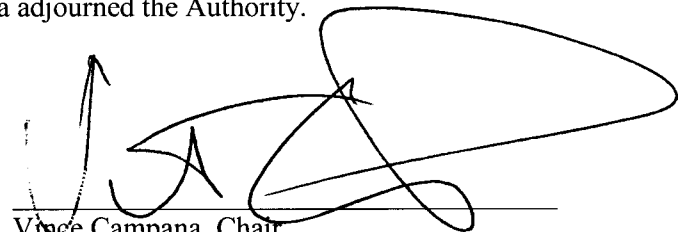
AYES: 6 NAYS: 0 ABSTAIN: 0 ABSENT: 0

Ayes: Campana, Meredith, Stanko, Stockton, Tingle, Turner

At approximately 5:10 p.m., Mr. Campana adjourned the Authority.



Christopher Johnson, Secretary  
Economic Development Authority



Vince Campana, Chair  
Economic Development Authority