

MINUTES
JAMES CITY COUNTY ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING

October 19, 2021
4:00 PM

A. CALL TO ORDER

Mr. Campana called the meeting to order at 4:00 p.m.

ADOPTED
DEC 14 2021

B. ROLL CALL

Vince Campana, Chair
Brandon Nice - arrived 4:05 p.m.
Joe Stanko
Carlton Stockton
William Turner

Absent:

Ellen Gajda
Lynn Meredith

Also Attending:

Christopher Johnson, Economic Development Authority (EDA) Secretary
Adam Kinsman, EDA Counsel
Kate Sipes, Assistant Director, Economic Development
Sue Sadler, Board of Supervisors' Liaison to the EDA, via phone
Terry Banez, via phone, CEO, Greater Williamsburg Chamber of Commerce (Chamber)

C. APPROVAL OF MINUTES

1. Minutes Adoption - September 21, 2021

A motion to Approve was made by William Turner; motion Passed.
AYES: 4 NAYS: 0 ABSTAIN: 0 ABSENT: 3
Ayes: Campana, Stanko, Stockton, Turner
Absent: Gajda, Meredith, Nice

D. FINANCIAL REPORTS

1. September 2021 Financial Reports

A motion to Approve was made by Carlton Stockton; motion Passed.
AYES: 4 NAYS: 0 ABSTAIN: 0 ABSENT: 3
Ayes: Campana, Stanko, Stockton, Turner
Absent: Gajda, Meredith, Nice

Ms. Sipes referred to the revenue and expense reports for September 2021, noting revenue for the marina property was not received in September due to postal service delays. Ms.

Sipes also noted double payments were received in October, representing the September and October rent payments. Ms. Sipes also informed the EDA the tenant had completed the repayment on all amounts deferred due to the pandemic.

E. CLOSED SESSION

There was no Closed Session.

F. NEW BUSINESS

Mr. Nice arrived.

1. Proposed Amendment to Sales Agreement

A motion to Approve the Proposed Amendment to the Sales Agreement for Project Viking was made by Carlton Stockton; motion Passed.

AYES: 4 NAYS: 0 ABSTAIN: 1 ABSENT: 2

Ayes: Nice, Stanko, Stockton, Turner

Absent: Gajda, Meredith

Abstain: Campana

Mr. Campana recused himself and left the room.

Mr. Johnson presented a proposed sales agreement amendment regarding Project Viking, noting the change was at the request of the proposed buyer.

Mr. Kinsman noted the only change was extending the 180-day deadline for due diligence to 270 days with no penalty.

Mr. Campana returned to the meeting.

2. Proposed Shop Local Program

A motion to Approve the funding to participate in the Boost Shop Local Program was made by Carlton Stockton; motion Passed.

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

Ayes: Campana, Nice, Stanko, Stockton, Turner

Absent: Gajda, Meredith

Mr. Johnson introduced Ms. Banez, CEO, Greater Williamsburg Chamber of Commerce (Chamber), participating via telephone.

Ms. Banez presented a new Shop Local program, in partnership with Chesapeake Bank, the Chamber, and EDAs of Greater Williamsburg Partnership. Ms. Banez explained the program was envisioned to be a five-week long campaign to sell a total of 1,000 VISA gift cards. The value of each card would be \$50 with a cost of only \$25 to the consumer. The difference would be paid by the participating partners. Ms. Banez requested participation from the EDA, joining York County and the City of Williamsburg EDAs, along with Chesapeake Bank and the Chamber, at \$5,000 each.

Mr. Stanko asked if the purchased cards were gift cards or VISA cards.

Ms. Banez responded they were VISA cards that could be used at any business. Ms. Banez noted the consumer could choose to buy a gift card that was redeemable at any of the 133 members of the Williamsburg Area Restaurant Association instead of purchasing a VISA card.

Mr. Campana asked about the success of similar programs in other communities.

Ms. Banez responded those communities sold out of available gift cards within two hours of launching the program. Ms. Banez explained other communities had offered the cards for sale online and advised against doing that due to the high level of interest causing websites to crash.

Mr. Turner asked how the Chamber was planning to quantify the success of the program.

Ms. Banez responded that the Chamber would report back to the EDAs the sales data and the cards are able to be tracked as to where they are redeemed, making it possible to determine how many are redeemed locally (in-market versus out-of-market).

Mr. Campana asked what would happen to the \$5,000 from the EDA if the cards were not sold.

Ms. Banez responded the cards would be sold online if they do not sell out at the five in-person events planned over the five weeks of the program.

Ms. Sadler asked for clarification that the cards can actually be used out-of-market.

Ms. Banez responded they could be used anywhere, including out-of-market, but that the program was being marketed as a Shop Local campaign.

Ms. Sadler noted her concern that local dollars would go outside the local market and hoped the marketing kept the buying power local.

Ms. Banez added that the marketing was targeted locally, with WYDaily as a partner.

There was general discussion about the use of QR codes to sell and track the cards.

G. OLD BUSINESS

There was no Old Business.

H. LIAISON REPORTS

Ms. Sadler thanked the EDA for its ongoing efforts.

I. DIRECTOR'S REPORT

Mr. Johnson referred to the Director's Report in the packet, noting the Grand Opening of a new event venue, The Maine of Williamsburg.

Mr. Johnson also wished Mr. Stockton a very happy birthday and invited the EDA to enjoy the treats provided to celebrate the occasion.

J. UPCOMING DATES OF INTEREST

There were no upcoming dates noted.

K. ADJOURNMENT

A motion to Adjourn was made by William Turner; motion Passed.

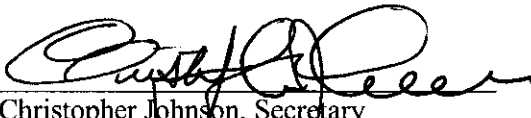
AYES: 5 NAYS: 0 ABSTAIN: 0 ABSENT: 2

Ayes: Campana, Nice, Stanko, Stockton, Turner

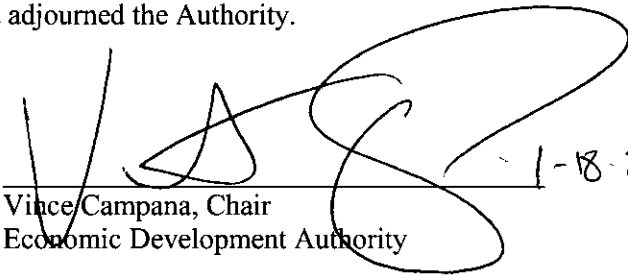
Absent: Gajda, Meredith

2. Adjourn until November 16, 2021

At approximately 4:30 p.m., Mr. Campana adjourned the Authority.



Christopher Johnson, Secretary
Economic Development Authority



Vince Campana, Chair
Economic Development Authority

1-18-2022