

**MINUTES**  
**JAMES CITY COUNTY ECONOMIC DEVELOPMENT AUTHORITY**  
**REGULAR MEETING**

**February 15, 2022**  
**4:00 PM**

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**A. CALL TO ORDER**

Ms. Meredith called the meeting to order at 4:04 p.m.

**B. ROLL CALL**

Lynn Meredith, Vice Chair  
Ellen Gajda  
Brandon Nice  
Carlton Stockton  
William Turner, arrived at 4:09 p.m.

**ADOPTED**  
**MAR 15 2022**

Absent:

Vince Campana  
Joe Stanko

Also Attending:

Christopher Johnson, Economic Development Authority (EDA) Secretary  
Kate Sipes, Assistant Director, Economic Development  
Jeff Wiggins, EDA Fiscal Agent  
Sue Sadler, Board of Supervisors' Liaison to the EDA, via phone  
Stephanie Heinatz, Consociate Media  
Michael Kimball, Consociate Media  
Beth Hertzler, Shoo-Fly Dairy Barn  
Jared Chubb, Parkway Printers  
Robb Willey, Virginia Beer Company, City of Williamsburg EDA

**C. APPROVAL OF MINUTES**

1. Minutes Adoption - January 18, 2022

A motion to Approve was made by Ellen Gajda; motion Passed.

AYES: 4 NAYS: 0 ABSTAIN: 0 ABSENT: 3

Ayes: Gajda, Meredith, Nice, Stockton,

Absent: Campana, Stanko, Turner

**D. FINANCIAL REPORTS**

1. January Financial Reports

A motion to Approve was made by Brandon Nice; motion Passed.

AYES: 4 NAYS: 0 ABSTAIN: 0 ABSENT: 3

Ayes: Gajda, Meredith, Nice, Stockton  
Absent: Campana, Stanko, Turner

Mr. Wiggins referred to the revenue and expense reports for January 2022, noting the annual contribution to Virginians for High Speed Rail cleared for payment. Mr. Wiggins also noted the cash balance was approximately \$689,000.

**E. CLOSED SESSION**

There was no Closed Session.

**F. NEW BUSINESS**

1. The Edge District Update and Request for Additional Funding

A motion to conditionally Approve the request for additional funding was made by Brandon Nice; motion Passed.

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

Ayes: Gajda, Meredith, Nice, Stockton, Turner

Absent: Campana, Stanko

Mr. Johnson introduced Mr. Jared Chubb and Mr. Rob Willey, who presented recent and ongoing efforts to promote the Edge District.

Ms. Stephanie Heinatz explained the effort had benefitted from receiving two grants from Virginia Tourism Corporation and funds from a regional Brownfields Remediation grant, in addition to \$6,000 from the EDAs of James City County, York County, and the City of Williamsburg, collectively. Those funds supported the creation of a logo and branding for the district, which is defined by Merrimac Trail, Page Street, and Second Street.

Mr. Willey explained the businesses in the Edge District are collaborating to cross-promote each other and incorporating the district branding in social media posts. He also explained the creation of the Edge Insiders on social media channels, which communicated in real time openings, closings, and other information during the peak of the pandemic, snow events, and power outages.

Ms. Meredith asked what value the group had seen because of the efforts.

Mr. Willey responded that he has seen increased collaboration and social media engagement.

Ms. Beth Hertzler praised the increased marketing power from the collaborative effort, noting the quality photography that has been made available through the grants.

Mr. Turner asked what metrics will be used to measure ongoing efforts.

Ms. Heinatz responded that sales tax data would be one metric used.

Mr. Willey noted the negative impact of the pandemic and the difficulty of isolating the benefits of the collaborative efforts but noted he would like to see physical improvements and shared events happen over time, which would also lead to additional metrics that would help measure success.

Mr. Nice noted that he could attest to the fact that the area defined now as the Edge District was often overlooked and a bit forgotten when he was growing up.

Mr. Chubb added the group's long-term goals included attracting businesses to vacant spaces and encouraging investment in the district, similar to the investment made in the new Parkway Printshop building.

Mr. Nice praised the efforts of small businesses working together and noted the benefits to all three localities in Greater Williamsburg if this corridor saw investment, noting Anheuser-Busch and Busch Gardens were just a bit farther in the same corridor. He made a motion to support the effort and grant the request for funding in the amount of \$10,000 on the condition the requests to York County and the City of Williamsburg EDAs were also approved.

## 2. Marina Update

Mr. John Carnifax, Director of Parks and Recreation, provided an update on projects at the James City County Marina, noting Phase I construction is nearly complete and will be open for summer activities. He noted Phase II is included in the Capital Improvements Plan (CIP) and is estimated to cost \$6.2 million. Mr. Carnifax informed the EDA that he received an unsolicited proposal to build a restaurant at the Marina as an added amenity. He explained the proposal included a request for the County to pay for the infrastructure in support of the restaurant, including stormwater and parking improvements, and funds for the infrastructure have been included in the CIP request.

Mr. Carnifax also noted the County's interest in a new entrance to the Marina, aligned with the entrance to the parking lot for the Jamestown Settlement and noted there may be interest in vertical indoor dry storage for boats, which would likely be managed by a third-party.

## **G. OLD BUSINESS**

There was no Old Business.

## **H. LIAISON REPORTS**

Ms. Sadler noted the Board of Supervisors had approved the rezoning request for the Hazelwood property.

## **I. DIRECTOR'S REPORT**

Mr. Johnson referred to the report in the packet and asked if there were any questions.

## **J. UPCOMING DATES OF INTEREST**

There were no upcoming dates noted.

**K. ADJOURNMENT**

A motion to Adjourn was made by Ellen Gajda; motion Passed.

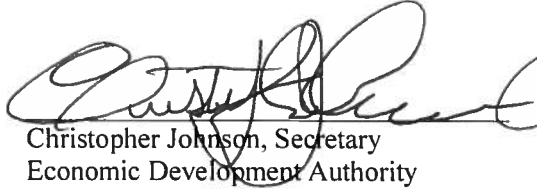
AYES: 5 NAYS: 0 ABSTAIN: 0 ABSENT: 2

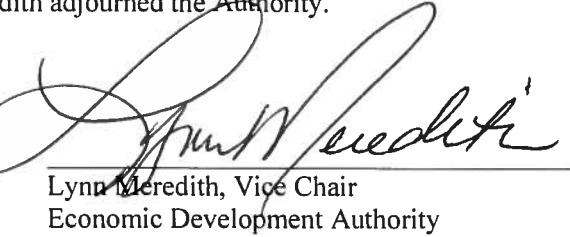
Ayes: Gajda, Meredith, Nice, Stockton, Turner

Absent: Campana, Stanko

1. Adjourn until March 15, 2022

At approximately 5:15 p.m., Ms. Meredith adjourned the Authority.

  
Christopher Johnson, Secretary  
Economic Development Authority

  
Lynn Meredith, Vice Chair  
Economic Development Authority