

MINUTES
JAMES CITY COUNTY ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING

March 15, 2022
4:00 PM

A. CALL TO ORDER

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

B. ROLL CALL

Vince Campana, Chair
Lynn Meredith, Vice Chair
Ellen Gajda
Brandon Nice – via phone
Joe Stanko
Carlton Stockton
William Turner, arrived at 4:05 p.m.

ADOPTED
APR 19 2022

Also Attending:

Christopher Johnson, Economic Development Authority (EDA) Secretary
Kate Sipes, Assistant Director, Economic Development
Terry Banez, CEO, Greater Williamsburg Chamber of Commerce
Steve Harrison, Vice President of Business Intelligence and Communications, Hampton Roads Alliance

Mr. Campana noted that Mr. Nice requested to participate in the meeting via phone due to a personal business commitment. Mr. Campana reminded the EDA that per the EDA By-laws this request required approval by the full EDA.

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

AYES: 6 NAYS: 0 ABSTAIN: 0 ABSENT: 1

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

C. APPROVAL OF MINUTES

1. Minutes Adoption – February 15, 2022

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

AYES: 6 NAYS: 0 ABSTAIN: 0 ABSENT: 1

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

D. FINANCIAL REPORTS

1. February Financial Reports

A motion to Approve was made by Lynn Meredith; motion Passed.

AYES: 6 NAYS: 0 ABSTAIN: 0 ABSENT: 1

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

Mr. Campana noted Mr. Wiggins was not in attendance to present the financial reports.

Ms. Meredith noted the reports identified the usual and expected activities and she felt comfortable making a motion to approve the reports as presented in the packet.

E. CLOSED SESSION

There was no Closed Session.

F. NEW BUSINESS

1. Shop Local Boost Update

Mr. Johnson introduced Ms. Terry Banez and asked her to provide an update on the Shop Local Boost program rolled out in November 2021.

Ms. Banez reminded the EDA that \$25 VISA gift cards and gift cards for the Williamsburg Area Restaurant Association (WARA) participating restaurants were sold over five weeks at five locations in November and December 2021 to promote holiday shopping at local establishments. She informed the EDA that the WARA gift cards sold out first at all four locations.

Ms. Banez also shared that 61% of the VISA gift cards were redeemed as of March 1, 2022 and of those redeemed 92% were spent at a local physical location. She also shared that a small percentage of cards, about 8%, were redeemed online. She noted the positive feedback from businesses and plans to expand the program next year, adding a request to the EDA to increase the contribution from \$5,000 to \$10,000.

Several EDA members highlighted the 8% online redemption, noting it was a small portion of the total dollars. It was generally agreed that the program performed well.

Mr. Johnson noted the EDA had not yet drafted the budget for FY23 and the request for \$10,000 would be considered as part of the budget preparation process.

2. Hampton Roads Alliance Overview

Mr. Steve Harrison introduced the EDA to the work of the Hampton Roads Alliance (the Alliance). He noted that he was lead point of contact to the Alliance for James City County, along with York County and the City of Williamsburg, and would be making every effort to be in our communities on a regular basis.

There was general discussion.

3. James River Commerce Center-Columbia Drive Status

A motion to Approve the request for authorization to spend up to \$7,500 for final repairs to Columbia Drive was made by William Turner; motion Passed.

AYES: 7 NAYS: 0 ABSTAIN: 0 ABSENT: 0

Ayes: Campana, Gajda, Meredith, Nice, Stanko, Stockton, Turner
Absent: None

AYES: 7 NAYS: 0 ABSTAIN: 0 ABSENT: 0

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

Absent: None

Mr. Johnson reminded the EDA that Columbia Drive in the James River Commerce Center has remained a private street since the industrial park was developed and staff has been working diligently to have the street accepted into the Virginia Department of Transportation (VDOT) maintenance schedule.

Mr. Johnson informed the EDA the process was nearly complete, but VDOT identified some minor repairs that would be required before the transfer to VDOT maintenance could be completed. The County's General Services staff estimates the cost of repairs to be approximately \$5,000. Mr. Johnson requested authorization to act on the EDA's behalf to commit no more than \$7,500 toward the necessary repairs.

G. OLD BUSINESS

There was no Old Business.

H. LIAISON REPORTS

Mr. Johnson noted Ms. Sadler was not feeling well; she sends her regrets about being unable to join the meeting.

I. DIRECTOR'S REPORT

Mr. Johnson referred to the report in the Agenda Packet.

J. UPCOMING DATES OF INTEREST

There were no upcoming dates noted.

K. ADJOURNMENT

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

AYES: 7 NAYS: 0 ABSTAIN: 0 ABSENT: 0

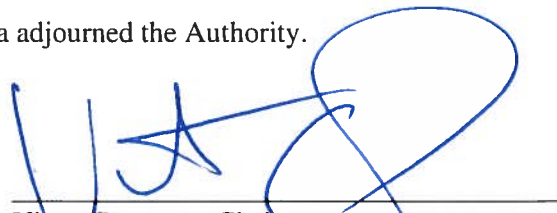
Ayes: Campana, Gajda, Meredith, Nice, Stanko, Stockton, Turner

Absent: None

1. Adjourn until April 19, 2022

At approximately 5:05 p.m., Mr. Campana adjourned the Authority.


Christopher Johnson, Secretary
Economic Development Authority


Vince Campana, Chair
Economic Development Authority