

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

**September 17, 2024**  
**4:00 PM**

---

**A. CALL TO ORDER**

Ms. Gajda called the meeting to order at 4:05 p.m.

**B. ROLL CALL**

Ellen Smith Gajda, Chair  
Lynn Meredith, Vice Chair (arrived at 4:07 p.m.)  
Rebecca Mulvain  
Vince Campana  
William Turner (via phone)

**ADOPTED**  
**OCT 15 2024**

Absent:

Joe Stanko  
Brandon Nice

Also Attending:

Christopher Johnson, Economic Development Authority (EDA) Secretary  
Beth Cook, Assistant Director, Economic Development  
Jeff Wiggins, EDA Fiscal Agent

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

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

Ayes: Gajda, Mulvain, Campana, Turner

Absent: Stanko, Nice, Meredith

In accordance with the EDA Policy for Remote Participation, Ms. Gajda stated that Mr. Johnson notified her of Mr. Turner's request to participate in the meeting via phone from his vehicle as he was on his way to Dulles to catch a flight. The EDA Director's present must approve of Mr. Turner's participation via phone for a personal reason.

**C. APPROVAL OF MINUTES**

1. Minutes Adoption – August 20, 2024

A motion to Approve was made by Vince Campana; motion Passed.

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

Ayes: Gajda, Meredith, Mulvain, Campana, Turner

Absent: Stanko, Nice

Ms. Meredith arrived prior to consideration of the minutes.

## **D. FINANCIAL REPORTS**

### **1. August Financial Reports**

A motion to Approve was made by Vince Campana; motion Passed.

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

Ayes: Gajda, Meredith, Mulvain, Campana

Absent: Stanko, Nice

Mr. Wiggins presented the revenue and expense reports and informed the EDA the cash balance was \$2,379,047.95. Total revenues for the month of August were \$16,401.09 and included Local Government Investment Pool and Billsburg rent. The expenditure report included a progress billing for the audit and the annual contribution to Launchpad sponsorship.

## **E. CLOSED SESSION**

There was no closed session.

## **F. NEW BUSINESS**

### **1. Greater Williamsburg Chamber of Commerce Shop Local Boost Program Sponsorship Request**

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

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

Ayes: Gajda, Meredith, Mulvain, Campana

Nays: Turner

Absent: Stanko, Nice

Mr. Johnson stated that the EDA had sponsored the Shop Local Boost Program for the past two years at \$10,000. The request for the programs third year from the three local EDAs was still \$10,000. Previously, five distributions of Visa gift cards and Williamsburg Area Restaurant Association (WARA) gift certificates were held and sold out. This year, they are looking at three distributions with the James City County distribution at the same location by the theater in New Town as last year. Greater Williamsburg Chamber of Commerce (GWCC) is increasing the funds it contributes to the program, and WARA is increasing the number of gift certificates. The WARA gift certificates would be half the total program this year, guaranteeing the money would return to the community. *WYDaily/The Tide* is making a contribution and an in-kind marketing donation. Chesapeake Bank pays for the Visa gift cards. An individual purchases a gift card at one of the distribution locations at \$25 and gets a \$50 gift card in return. The *maximum* is two per person at each distribution location.

Mr. Johnson stated that Ms. Terry Banez apologizes for not being able to make the EDA meeting today due to a New Member Orientation. He also noted that the adopted EDA Fiscal Year 2025 budget included Business Assistance funds to allow continued sponsorship of the program at the requested level.

Ms. Meredith stated that the investment in this program has been good, putting the focus back on buying local and maximizing the efforts of what we do in our community.

Mr. Turner stated his opposition. He stated it was good from a feel-good perspective, but he was not sure if GWCC quantifies the impact as well as it could. He would like to see them improve year after year in quantifying the impact and determining if there were better ways to spend the money to help local businesses, not just during the holiday season.

Mr. Johnson stated staff would pass along Mr. Turner's comments and concerns regarding the program and request Ms. Banez be present at the end of the year for a wrap-up to provide an analysis of how the funds were utilized.

Mr. Turner stated that he thought it would be good to take a look at the impact data after this cycle is over.

Ms. Meredith stated she thought it would also be good to see how the Greater Williamsburg Chamber of Commerce (GWCC) can grow the program.

## 2. Colonial K9 Classic Recap/Sponsorship Request

A motion to Deny was made by Vince Campana; motion Passed.

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

Ayes: Gajda, Meredith, Campana, Turner

Abstain: Mulvain

Absent: Stanko, Nice

Mr. Johnson stated that Ms. Mulvain brought the Colonial K9 Classic event, which was held at the Jamestown Beach event Park this past weekend, September 13-15 to the EDA earlier this year. He also stated that Ms. Mulvain had a previously stated conflict of interest and would recuse herself from any discussion and abstain from any vote.

Ms. Mulvain stated that this time last year, Muddy Marley's started thinking about bringing Dock Dog Diving to Williamsburg. This event, being the first in the area and many people not knowing what Dock Dog Diving was, made it challenging to get sponsors. Ms. Mulvain stated that around 1,000 people attended the event, and Muddy Marley's was able to get four sponsors (Suttle Automotive (\$2,000), Ridgeside K9 (\$500), Freedom Boat Club (\$500) and Fine Signs (In-Kind Gift of Signage)). The focus of the event was the Chesapeake DockDogs Franchise. The draw for Williamsburg was that the members of the Chesapeake DockDogs Franchise come for the weekend and end up lodging in the Greater Williamsburg area hotels and eating in our restaurants. Ms. Mulvain's request from the EDA was a small grant in the amount of \$2,650, for the concession piece of the event venue, totaling \$5,000.

Ms. Mulvain answered questions and then left the room while the EDA discussed the request.

Ms. Gajda stated that this request was a conflict of interest and could result in questions being raised by the Board of Supervisors and the EDA audit.

Mr. Campana stated the request was reimbursement grant because the event had already taken place, and he could not support the request.

Ms. Meredith applauded Ms. Mulvain's efforts in bringing the event to the community, but it was a conflict of interest and a bad precedent for the EDA to fund one of its members at any level.

Mr. Wiggins stated that this request would be more appropriate for consideration by Parks & Recreation Department using tourism funding.

Mr. Johnson stated the mission of the EDA.

Ms. Mulvain returned to the room.

3. Manufacturing Days

Ms. Cook stated that this year is 10 years of in-person Manufacturing Days. Each year, James City County Economic Development and Williamsburg - James City County (WJCC) School Division coordinates field trips to local manufacturing businesses for three high schools (Lafayette, Warhill, and Jamestown). The dates for this year's Manufacturing Days were October 18, November 1, and November 8. At this time, staff was in the process of coordinating with local manufacturing businesses on the dates listed above.

4. Celebration of Business

Ms. Cook stated that the Celebration of Business would be held on Thursday, November 21 at The Maine of Williamsburg, using the same caterer as the 2023 event. Electronic invitations would be sent out via email the week of October 7. Mr. Johnson and Ms. Cook were still discussing what awards would be given out at the COB and would inform the EDA once staff has more information about this.

**G. OLD BUSINESS**

There was no old business.

**H. LIAISON REPORTS**

There were no liaison reports.

**I. DIRECTOR'S REPORT**

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

**J. UPCOMING DATES OF INTEREST**

Mr. Johnson stated that the Board of Supervisors, County Administration, and the EDA have requested a tour of the Port of Virginia. The date that had been selected was Friday, October 18. The group would leave the County complex by 12:15 p.m. and the presentation and tour would be from 1:30-3:30 p.m.

**K. ADJOURNMENT**

A motion to Adjourn was made by Vince Campana; motion Passed.

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

Ayes: Gajda, Meredith, Mulvain, Campana, Turner

Absent: Stanko, Nice

1. Adjourn until October 15, 2024

At approximately 5:14 p.m., Ms. Gajda adjourned the Authority.

  
Christopher Johnson, Secretary  
Economic Development Authority

  
Ellen Smith Gajda, Chair  
Economic Development Authority