

MINUTES
JAMES CITY COUNTY ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING

August 19, 2025
4:00 PM

A. CALL TO ORDER

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

B. ROLL CALL

Lynn Meredith, Vice Chair
Vince Campana
Rebecca Mulvain

ADOPTED
OCT 21 2025

Absent:

Ellen Smith Gajda, Chair
Brandon Nice
Joe Stanko
William Turner

Also Attending:

Christopher Johnson, Economic Development Authority (EDA) Secretary
Beth Cook, Assistant Director, Economic Development
Jeff Wiggins, EDA Fiscal Agent
Barbara Null, Board of Supervisors' Liaison to the EDA
Brandon Hennessey, Director, Entrepreneurship Hub, William & Mary

C. APPROVAL OF MINUTES

1. Minutes Adoption - July 15, 2025

Mr. Johnson stated that the absence of a quorum would prevent the ability to consider a motion to approve the July meeting minutes. He noted that the July meeting minutes should be voted on at the September 16, 2025, EDA meeting. He stated that the EDA would review the July meeting minutes to include them in the minutes for this month.

Ms. Meredith asked if everyone received a copy of the July meeting minutes and if there were any questions.

D. FINANCIAL REPORTS

1. July 2025 Financial Reports

Mr. Johnson stated that the absence of a quorum would prevent the ability to consider a motion to approve the July Financial Reports. He noted that the July Financial Reports

would be voted on at the September 16, 2025, EDA meeting. He stated that the EDA would review the July Financial Reports to include them in the meeting minutes for this month.

Mr. Wiggins presented the revenue and expense reports for July and informed the EDA the cash balance was \$2,567,363.06. Total revenues for the month of July were \$5,833.33 and included Billsburg Brewery rent. There was no Local Government Investment Pool (LGIP) interest for the month of July because the interest was recorded in the previous fiscal year. Total expenses for July were \$35,500 and included a \$1,000 deposit to The Maine of Williamsburg to reserve the venue for the 2025 Celebration of Business (COB) event, and the annual contribution to the William & Mary Entrepreneurship Hub, also known as the William & Mary Launchpad. Mr. Wiggins stated that when the EDA could take a vote he would recommend transferring \$75,000 from the EDA's operating account to the LGIP account.

E. CLOSED SESSION

There was no Closed Session.

F. NEW BUSINESS

1. Launchpad Update

Mr. Johnson introduced Mr. Brandon Hennessey, Director, Entrepreneurship Hub, William & Mary.

Mr. Johnson stated that James City County is one of three funding sponsors of the William & Mary Launchpad. The City of Williamsburg and York County are the other two sponsors.

Mr. Johnson asked Mr. Hennessey to join the EDA meeting and give an update on the William & Mary Launchpad.

Mr. Hennessey thanked the EDA for their recent annual contribution to the William & Mary Launchpad. He stated that the William & Mary Launchpad serves William & Mary students, faculty, and staff as well as community members. Mr. Hennessey stated that the William & Mary Launchpad's mission is to educate, inspire, and support people in developing and applying entrepreneurial skills and mindsets. He stated the William & Mary Launchpad supports entrepreneurial ventures at every stage by providing mentorship, venture support, student talent pipeline, co-working, and regional programming. Mr. Hennessey stated that the William & Mary Launchpad aims to raise awareness about entrepreneurial thinking and what it is. He stated that the William & Mary Launchpad Member Snapshot by locality is 50 % City of Williamsburg, 20% James City County, 7% York County, and 24% other neighboring localities such as Richmond, Norfolk, VA Beach, Portsmouth, and Washington, DC.

Mr. Johnson asked Mr. Hennessey if the percentage of membership was so much higher in the City of Williamsburg because the students at William & Mary were considered residents of the City of Williamsburg.

Mr. Hennessey stated that the membership percentage in the City of Williamsburg was not higher because the students at William & Mary were considered residents. Mr.

Hennessey stated that monthly memberships were most active during the months of March, April, and May because those months aligned with William & Mary's Spring semester. During that time, the William & Mary Launchpad had a lot of events that were attended by William & Mary students. He stated that James City County has entrepreneurial ventures at the William & Mary Launchpad. The services provided for the entrepreneurial ventures are put into three categories: Learn, Engage, and Build. Sixty-seven percent of the 11 James City County entrepreneurial ventures are in the Build category, meaning most of the entrepreneurial ventures in that category are focused on hands-on work, pitching, and scheduling mentor sessions. Thirty-three percent are in the Engage category, meaning most of the entrepreneurial ventures in this category are focused on attending events and networking. Mr. Hennessey stated that James City County has an average of 2.4 employees in an entrepreneurial venture, a median of one because there are many solo entrepreneurs, and a maximum of nine. Running Lights is an example of a James City County entrepreneurial venture at the William & Mary Launchpad that is connected with The Raymond A. Mason School of Business at William & Mary and their MBA talent to build their venture. Mr. Hennessey stated that this past spring, Mary Griffith, owner and founder of Virginia's Finest Chocolates by Mary, was awarded \$1,250 from the Venture Acceleration Program (VAP). VAP is an intensive, high-impact six-week cohort experience offered by the William & Mary Launchpad. It is designed exclusively for regional entrepreneurs and William & Mary alumni who have early customer traction. VAP equips founders to sharpen strategy, accelerate market growth, and build a strong foundation for long-term success. Mr. Hennessey stated that William & Mary's Launchpad Fall initiatives are informational sessions in each locality, quarterly EDA Impact Reports, localized success story web pages, VAP cohort number three, and the enterprise tier of William & Mary's Launchpad.

Ms. Mulvain asked what the William & Mary Launchpad goals are to boost membership during the slow months.

Mr. Hennessey stated programming. He stated that this past summer, the William & Mary Launchpad offered four summer networking events for entrepreneurs to take part in.

Ms. Mulvain asked what military programs are offered through the William & Mary Launchpad.

Mr. Hennessey stated that William & Mary has the office of military transition that William & Mary Launchpad collaborates and works closely with. He stated that just recently they hosted a cohort of military soldiers who were transitioning into the workforce on entrepreneurial thinking.

Mr. Campana asked about the storefront Mr. Hennessey mentioned.

Mr. Hennessey stated that the storefront is a digital storefront for William & Mary Launchpad membership tiers. He stated William & Mary Launchpad uses Shopify to sell its membership tiers.

Ms. Meredith asked how James City County entrepreneurs are finding out about the William & Mary Launchpad.

Mr. Hennessey stated that James City County entrepreneurs are finding out about the William & Mary Launchpad through word of mouth and the William & Mary Launchpad website.

G. OLD BUSINESS

1. Airshow Sponsorship Update

Mr. Johnson stated that a motion to approve a \$5,000 “Beechcraft” sponsorship for the 55th Anniversary Airshow at Waltrip Williamsburg Executive Airport (KJGG) was approved at the July EDA meeting. Mr. Johnson stated that the sponsorship includes a table at the airshow.

Mr. Johnson asked the EDA if it would like to have a table at the airshow. He stated that the table would have to be staffed before 8 a.m. until the end of the airshow on Saturday, September 20th and Sunday, September 21.

Mr. Campana stated that he had been to many events like the airshow and unless you have swag on your table you would not get much foot traffic at your table.

Ms. Meredith stated that the airshow itself is the entertainment at the event and maybe a sign would be a better advertisement for James City County Economic Development than a table.

Mr. Johnson stated that an ad was created for James City County Economic Development and sent over to the airshow sponsorship team to be included in the airshow program. He stated that if EDA Directors and James City County Office of Economic Development staff attend the airshow on either day that should be a good representation. Mr. Johnson stated tickets would be made available to EDA Directors and the James City County Office of Economic Development staff through the airshow sponsorship package.

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

EDA Regular Meeting at 4 p.m. on Tuesday, September 16, 2025.

2025 Workforce Innovation Awards, Hampton Roads Workforce Council, at Rivers Casino, Portsmouth from 5:30-7:30 p.m. on Thursday, October 9, 2025.

Hampton Roads Regional Playbook Launch, Hampton Roads Alliance, at the Sandler Center for the Performing Arts, Virginia Beach from 3-6 p.m. on Wednesday, October 29, 2025.

Celebration of Business (COB) at The Maine of Williamsburg from 4-6 p.m. on Thursday, November 13, 2025.

K. ADJOURNMENT

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



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

Ayes: Meredith, Campana, Mulvain

Absent: Gajda, Nice, Stanko, Turner

1. Adjourn until September 16, 2025

At approximately 5:10 p.m., Ms. Meredith adjourned the Authority.

	
Christopher Johnson, Secretary Economic Development Authority	Lynn Meredith, Vice Chair Economic Development Authority