

**A G E N D A**  
**JAMES CITY COUNTY ECONOMIC DEVELOPMENT AUTHORITY**  
**REGULAR MEETING**  
**101 D Mounts Bay Road, Williamsburg, VA 23187**  
**September 17, 2019**  
**4:00 PM**

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**A. CALL TO ORDER**

**B. ROLL CALL**

**C. APPROVAL OF MINUTES**

1. Minutes - August 20, 2019

**D. FINANCIAL REPORTS**

1. Financial Reports - August 2019

**E. CLOSED SESSION**

**F. NEW BUSINESS**

1. Joint Work Session Discussion

**G. OLD BUSINESS**

**H. LIAISON REPORTS**

1. BOS Liaison
2. Business Liaison
3. Eastern Virginia Regional Industrial Facility Authority
4. Finance
5. Go Virginia
6. Greater Williamsburg Chamber & Tourism Alliance Sports Marketing Committee
7. Greater Williamsburg Partnership
8. JRCC Architectural Review Board
9. Real Estate Holdings
10. Strategic Investment Area
11. Workforce Development

**I. DIRECTOR'S REPORT**

1. Director's Report - September

**J. UPCOMING DATES OF INTEREST**

1. October 3 - Manufacturing Day
2. October 15 - Regular EDA Meeting
3. October 22 - Joint Work Session with Board of Supervisors

**K. ADJOURNMENT**

**ITEM SUMMARY**

DATE: 9/17/2019

TO: The Economic Development Authority

FROM: Christopher Johnson- EDA Secretary

SUBJECT: Minutes - August 20, 2019

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**ATTACHMENTS:**

	Description	Type
	Minutes for Adoption	Minutes

**REVIEWERS:**

Department	Reviewer	Action	Date
Economic Development Authority	Sipes, Kate	Approved	9/13/2019 - 11:06 AM

**MINUTES**  
**JAMES CITY COUNTY ECONOMIC DEVELOPMENT AUTHORITY**  
**REGULAR MEETING**  
**101 D Mounts Bay Road, Williamsburg, VA 23185**  
**August 20, 2019**  
**4:00 PM**

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**A. CALL TO ORDER**

Ms. Bledsoe called the meeting to order at 4:01 p.m.

**B. ROLL CALL**

Robin Bledsoe, Chair  
Vince Campana  
Thomas Tingle  
William Turner  
Sue Sadler, Board of Supervisor liaison

Also Attending:

Christopher Johnson, Economic Development Authority (EDA) Secretary  
Jeff Wiggins (standing in for Cheryl Cochet), EDA Fiscal Agent  
Maxwell Hlavin, EDA Counsel  
Kate Sipes, Assistant Director, Economic Development  
Laura Messer, Marketing & Tourism Coordinator, Economic Development  
John Carnifax, Parks & Recreation Director  
Dave Baum, Billsburg Brewery Founder  
Sarah Fearing, *Williamsburg-Yorktown Daily*  
Jack Jacobs, *The Virginia Gazette*  
Chas Rinne, Student  
Lois Kim, Student  
Saniya Han, Student  
Elizabeth Mealiea, Student  
Erin McCluskey, Student  
Bianca Cabral, Student  
Kathryn Webb, Student  
Conor McCambridge, Student  
John Riegner, Student  
Torie Dunlap, Student  
Caitlyn Whitesell, Student

Ms. Bledsoe welcomed guests to the meeting, noting several students from the College of William & Mary were in attendance.

Ms. Torie Dunlap introduced the students as participants of the Seven Generations Program, designed by the Office of Community Engagement to introduce freshmen to the community. Ms. Dunlap explained the students were exploring the topic of Economic Sustainability.

Ms. Bledsoe welcomed the students to our area and thanked them for attending.

## **C. APPROVAL OF MINUTES**

### **1. Minutes Adoption - July 16, 2019**

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

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

Ayes: Bledsoe, Campana, Tingle, Turner

Absent: Scott, Stockton

## **D. FINANCIAL REPORTS**

### **1. July 2019 Financial Reports**

A motion to Approve was made by Thomas Tingle; motion Passed.

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

Ayes: Bledsoe, Campana, Tingle, Turner

Absent: Scott, Stockton

Mr. Wiggins presented the revenue and expense reports.

## **E. NEW BUSINESS**

### **1. Shaping Our Shores Update**

Mr. Carnifax presented the draft revised master plan for the James City County Marina property, summarizing Phase I and Phase II improvements. Mr. Carnifax noted the construction for Phase I was planned for December 2019 through May 2020, which is off-season for the boaters. Improvements include the replacement of the existing bulkhead with a living shoreline, replacement of the uncovered slips, relocating the fuel tank, the addition of a pedestrian walkway, and installing the utilities underground. Mr. Carnifax described Phase II as the replacement of the two covered boat sheds and a third area for additional boat slips, relocation of the boat ramp and parking lot improvements/expansion, with dry boat storage still being considered but not finalized. Mr. Carnifax indicated the construction for Phase II was estimated for FY 23.

Following Mr. Carnifax' presentation, Mr. Dave Baum, founder of Billsburg Brewery which leases space at the James City County Marina, offered his appreciation for being included in the development of the revised master plan. Mr. Baum noted Billsburg Brewery has seen annual growth of 33% year over year and now has 16 employees, four of which are full-time. Mr. Baum indicated the brewery is planning to add tanks for production and is considering a canning or bottling line in the near future.

### **2. Election of Vice Chair**

A motion to Elect Mr. Tingle as Vice Chair of the EDA was made by Robin Bledsoe; motion Passed.

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

Ayes: Bledsoe, Campana, Tingle, Turner

Absent: Scott, Stockton

Ms. Bledsoe noted that Mr. Odle had served as Vice Chair of the EDA and with his term ending in August, the EDA must elect a new Vice Chair. Ms. Bledsoe nominated Mr. Tingle to serve as Vice Chair.

3. EDA Calendar Amendment

A motion to Amend the EDA Meeting Calendar was made by Thomas Tingle; motion Passed.

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

Ayes: Bledsoe, Campana, Tingle, Turner

Absent: Scott, Stockton

Mr. Johnson informed the EDA the official meeting calendar must be updated to include the upcoming Joint Work Session with the Board of Supervisors, scheduled for October 22, 2019 at 4:00 p.m.

4. James River Commerce Center (JRCC) Mowing Maintenance

A motion to Renew a Contract with J.S.G. Corporation (JSG) for mowing services at 8925 Columbia Drive was made by Vince Campana; motion Passed.

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

Ayes: Bledsoe, Campana, Tingle, Turner

Absent: Scott, Stockton

Ms. Sipes presented the EDA with the recommendation to renew a contract with JSG to mow the southern portion of the EDA-owned property at 8925 Columbia Drive. Ms. Sipes reminded the EDA that JSG had mowed the property two times in FY 19 at a cost of \$2,843 per mow, or a total of \$5,686 for the fiscal year. Ms. Sipes informed the EDA the Purchasing Division had confirmed the ability to renew the contract under the same terms. Ms. Sipes noted the cost would be charged against the JRCC line item in the EDA budget.

5. JRCC Drainage Improvements

A motion to Contract with Vanasse Hangen Brustlin, Inc. (VHB) for additional services to satisfy County review comments on the drainage improvement plans for JRCC was made by William Turner; motion Passed.

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

Ayes: Bledsoe, Campana, Tingle, Turner

Absent: Scott, Stockton

Ms. Sipes presented a proposal from VHB to complete additional work requested as part of the site plan for drainage improvements, specifically a review and assessment of the existing regional stormwater facility. Ms. Sipes noted the additional work was priced at \$3,600 and would take approximately eight weeks to complete.

Mr. Johnson informed the EDA the updated spreadsheet identifying land development costs in JRCC was included in the meeting packet. At the suggestion of Mr. Turner, the spreadsheet was titled "Site Readiness Reimbursement Fund" for future reference.

## **F. OLD BUSINESS**

### **1. Business Assistance Funds**

Ms. Sipes referenced a memorandum in the meeting packet summarizing business assistance programs offered by the EDA between 2009 and 2017, noting that each program had a specific goal or target, application, and approval process. Ms. Sipes stated there was no program currently offered by the EDA.

## **G. LIAISON REPORTS**

### **1. BOS Liaison**

Ms. Sadler informed the EDA that she had requested a survey for the Board of Supervisors and EDA members that had been distributed recently, with the hope that the results could be discussed at the Joint Work Session scheduled for October.

Ms. Bledsoe requested the results be shared prior to the meeting.

### **2. Business Liaison**

Ms. Bledsoe informed the EDA that Mr. Campana had agreed to fill this role, and his appointment was effective immediately.

### **3. Eastern Virginia Regional Industrial Facility Authority (EVRIFA)**

Ms. Bledsoe reported the group had selected a logo, and Isle of Wight was now part of the EVRIFA. Ms. Bledsoe also noted a budget and contract for legal services had been approved at the last meeting and the solar farm and unmanned systems projects were still in progress.

### **4. Finance**

No update at this time.

### **5. GO Virginia**

Mr. Tingle reported the GO Virginia Region 5 Board met earlier in August and approved two grants; one for 757 Angel Investors and one for a co working space on the Eastern Shore, as well as revised the growth and diversification plan.

Mr. Tingle noted a presentation by the 757 Angel Investors might be appropriate for a future EDA meeting.

### **6. Greater Williamsburg Chamber & Tourism Alliance Sports Marketing Committee**

No update at this time.

### **7. Greater Williamsburg Partnership (GWP)**

Ms. Bledsoe reported the hiring process for a new Executive Director was underway.

### **8. JRCC Architectural Review Board**

No update at this time.

9. Real Estate Holdings

No update at this time.

10. Strategic Investment Areas

Mr. Turner reported the Committee was focusing on Grove, primarily the eastern half, and mentioned future strategies would focus on the more residential western half.

11. Workforce Development

Ms. Sipes reported on the recent graduation ceremony for Chefs GO. Ms. Sipes noted this was the third year for the program, with nine graduates in the Class of 2019.

Mr. Turner reported that the One Stop Program and Thomas Nelson Community College are applying for grant funds.

**I. DIRECTOR'S REPORT**

Mr. Johnson referred to the written report included in the packet and highlighted the upcoming meeting regarding The Edge District.

**J. ADJOURNMENT**

1. Adjourn until September 17, 2019

A motion to Adjourn was made by Thomas Tingle; motion Passed.

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

Ayes: Bledsoe, Campana, Tingle, Turner

Absent: Scott, Stockton

At approximately 5:20 p.m., Ms. Bledsoe adjourned the Authority on a motion by Thomas Tingle and a unanimous voice vote.

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Christopher Johnson, Secretary  
Economic Development Authority

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Robin Bledsoe, Chair  
Economic Development Authority

**ITEM SUMMARY**

DATE: 9/17/2019

TO: The Economic Development Authority

FROM: Jeffrey Wiggins - EDA Fiscal Agent

SUBJECT: Financial Reports for Approval - August 2019

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**ATTACHMENTS:**

	Description	Type
☐	Expenditure Report	Exhibit
☐	Revenue Report	Exhibit

**REVIEWERS:**

Department	Reviewer	Action	Date
Economic Development Authority	Sipes, Kate	Approved	9/13/2019 - 11:07 AM



**JAMES CITY COUNTY**  
**EXPENDITURES- ALL FUNDS**

**James City County**

12-Sep-19

jccExp: Year ( 2020 ) Period ( 2 )

Ledger ID	Ledger Description	TOTAL BUDGET	MTD EXPENSES	ENCUMBRANCES	YTD EXPENSES	BALANCE	ACTUAL %
<b>(021) EDA</b>							
<b>(259) EDA Operating</b>							
021-259-0200	ADVERTISING	\$500.00	\$0.00	\$0.00	\$0.00	\$500.00	0.00%
021-259-0205	PROMOTION	\$45,701.00	\$0.00	\$0.00	\$6,700.90	\$39,000.10	14.66%
021-259-0220	TRAVEL AND TRAINING	\$1,000.00	\$0.00	\$0.00	\$0.00	\$1,000.00	0.00%
021-259-0222	LOCAL TRAVEL	\$500.00	\$0.00	\$0.00	\$0.00	\$500.00	0.00%
021-259-0235	ANNUAL AUDIT	\$10,414.00	\$2,000.00	\$8,414.00	\$2,000.00	\$0.00	100.00%
021-259-0319	OFFICE SUPPLIES	\$400.00	\$0.00	\$0.00	\$0.00	\$400.00	0.00%
021-259-0710	LEGAL SERVICES	\$6,000.00	\$500.00	\$0.00	\$1,000.00	\$5,000.00	16.67%
021-259-5900	REGIONAL ECON DEVEL SUPPORT	\$34,500.00	\$0.00	\$0.00	\$34,500.00	\$0.00	100.00%
021-259-5902	VA HIGH SPEED RAIL	\$1,000.00	\$0.00	\$0.00	\$0.00	\$1,000.00	0.00%
021-259-5903	JAMES RIVER COMMERCE CTR-OPS	\$25,000.00	\$0.00	\$0.00	\$0.00	\$25,000.00	0.00%
021-259-5904	MAINLAND FARM OPER EXPENSES	\$100.00	\$0.00	\$0.00	\$0.00	\$100.00	0.00%
021-259-5913	SMALL BUSINESS ASSISTANCE	\$5,000.00	\$0.00	\$0.00	\$0.00	\$5,000.00	0.00%
021-259-5915	MARINA PROPERTY	\$101.00	\$0.00	\$0.00	\$0.00	\$101.00	0.00%
021-259-5918	CONTINGENCY	\$209,854.00	\$0.00	\$0.00	\$0.00	\$209,854.00	0.00%
<b>Subtotal (259) EDA Operating:</b>		<b>\$340,070.00</b>	<b>\$2,500.00</b>	<b>\$8,414.00</b>	<b>\$44,200.90</b>	<b>\$287,455.10</b>	<b>15.47%</b>

**JAMES CITY COUNTY**  
**EXPENDITURES- ALL FUNDS**

**James City County**

12-Sep-19

jccExp: Year ( 2020 ) Period ( 2 )

Ledger ID	Ledger Description	TOTAL BUDGET	MTD EXPENSES	ENCUMBRANCES	YTD EXPENSES	BALANCE	ACTUAL %
	Subtotal (021) EDA:	\$340,070.00	\$2,500.00	\$8,414.00	\$44,200.90	\$287,455.10	15.47%

**JAMES CITY COUNTY  
REVENUE- ALL FUNDS**

12-Sep-19

**James City County**

jccRev: Year ( 2020 ) Period ( 2 )

Ledger ID	Ledger Description	Revised Budget	MTD Realized	YTD Realized	Unrealized	Actual %
<b><u>(021) EDA</u></b>						
<b><u>(305) Use of Money &amp; Prop</u></b>						
021-305-3511	INTEREST REVENUE	\$2,000.00	\$355.17	\$698.40	\$1,301.60	34.92%
021-305-3598	GAIN/LOSS ON SALE/DISPOSAL	\$0.00	\$214,006.80	\$214,006.80	(\$214,006.80)	0.00%
	<b>Subtotal (305) Use of Money &amp; Prop:</b>	\$2,000.00	\$214,361.97	\$214,705.20	(\$212,705.20)	10735.26%
<b><u>(308) Charges for Services</u></b>						
021-308-3400	LEASE INCOME	\$14,725.00	\$0.00	\$0.00	\$14,725.00	0.00%
	<b>Subtotal (308) Charges for Services:</b>	\$14,725.00	\$0.00	\$0.00	\$14,725.00	0.00%
<b><u>(309) Miscellaneous</u></b>						
021-309-3972	BOND FEE REVENUE	\$15,000.00	\$125.00	\$3,202.65	\$11,797.35	21.35%
021-309-5915	MARINA PROPERTY	\$63,345.00	\$5,150.00	\$10,300.00	\$53,045.00	16.26%
	<b>Subtotal (309) Miscellaneous:</b>	\$78,345.00	\$5,275.00	\$13,502.65	\$64,842.35	17.23%
<b><u>(399) Fund Balance</u></b>						
021-399-3100	FUND BALANCE	\$245,000.00	\$0.00	\$0.00	\$245,000.00	0.00%
	<b>Subtotal (399) Fund Balance:</b>	\$245,000.00	\$0.00	\$0.00	\$245,000.00	0.00%
	<b>Subtotal (021) EDA:</b>	\$340,070.00	\$219,636.97	\$228,207.85	\$111,862.15	67.11%

**ITEM SUMMARY**

DATE: 9/17/2019

TO: The Economic Development Authority

FROM: Christopher Johnson- EDA Secretary

SUBJECT: Joint Work Session Discussion

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The Joint Work Session with the Board of Directors is scheduled for October 22, 2019 at 4:00 p.m. Staff will provide general guidance and expectations.

**REVIEWERS:**

Department	Reviewer	Action	Date
Economic Development Authority	Sipes, Kate	Approved	9/13/2019 - 11:07 AM

**ITEM SUMMARY**

DATE: 9/17/2019

TO: The Economic Development Authority

FROM: Christopher Johnson- EDA Secretary

SUBJECT: Director's Report - September

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**ATTACHMENTS:**

	Description	Type
	Director's Report - September	Staff Report

**REVIEWERS:**

Department	Reviewer	Action	Date
Economic Development Authority	Sipes, Kate	Approved	9/13/2019 - 11:09 AM

## MEMORANDUM

DATE: September 17, 2019

TO: The Economic Development Authority

FROM: Christopher Johnson, Interim Director of Economic Development

SUBJECT: Director's Report, August-September 2019

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**Diverging Approach**, an existing County business located in the Poplar Creek Business Center, is under contract to purchase 6623 Richmond Road to expand its business operations. Diverging Approach is a railway system contractor focused on improving the signal and crossing segments of the railroad industry. The company will continue to lease the front portion of the building to existing tenants and will occupy 20,000 square feet of the rear portion. A Special Use Permit application is scheduled for review by the Planning Commission on Oct. 2 and Board of Supervisors approval on Oct. 8.

**Virginia Economic Developers Partnership Enhanced Characterization Project** - Staff continues to provide support to the engineering firms performing site readiness evaluations of 13 commercial and industrial properties in James City County. Staff participated in an online webinar on Wednesday, Aug. 21 by KPMG, who will be analyzing the location competitiveness and industry suitability of the 466 sites in the project and how their work will connect with the work already performed by the partner engineering firms. Staff was advised that data for the 13 County properties included in the project should be released in the next 60 days.

**Amblers House** - The Amblers House exterior renovations continue to make progress. Staff continues to attend progress meetings. Storm doors and windows have been replaced on the house, the front door and window shutters millwork has been completed, with the finish coat of paint remaining. Copper gutters have been installed and inspection observations have been addressed. The contractor is focusing on completing the slate roof repairs and the deck reconstruction on the flat roof over the kitchen. Brick restoration is near completion with stenciling currently underway. Renovations are on schedule for an October completion.

**The Edge District** - Staff is working with York County and the City of Williamsburg on a new project, "The Edge District." This area encompasses parts of all three Greater Williamsburg municipalities and will highlight the food and beverage businesses in the Route 143 corridor. Staff attended a stakeholder meeting on Aug. 26 and also met with a marketing and public relations firm on Sept. 10 to discuss development costs for a website, social media, photography, and logo design.

**Jamestown Jams** was held on Friday, Aug. 30 with a crowd of 1,185 people. This completed the annual concert series for 2019. For the three events held for the 2019 season (a fourth event was canceled due to inclement weather), the average attendance at a concert was 1,300 people.

### **Regional Events/Initiatives:**

- Staff participated in the interview processes for a new Launchpad Assistant Director and Greater Williamsburg Partnership Executive Director.
- Staff continues to work as part of the regional initiatives for Start Peninsula.
- Staff is participating in the marketing committee of the Home-Based Business Conference. The event is scheduled for March 2020.

**News:**

- **Tourism revenue** for James City County reached \$442 million in 2018, a 2.3% increase over 2017. Local tourism-related taxes were \$19.1 million, a 7.1% increase over 2017. All data was received by the Virginia Tourism Corporation from U.S. Travel Association and is based on domestic visitor spending (travelers from within the United States) from trips taken 50 miles or more away from home. County tourism revenue has continued to grow since 2010 - the year the recession ended.
- **The Drying Co./ThermalTec** was listed in *Walls & Ceilings Magazine* as a top contractor.
- Staff coordinated an article for **Manufacturing Day** with Glenn Marshall. It is on the Economic Development [website](#). The article was picked up locally by the *WYDaily* in a [Sept. 9 story](#).
- **Billsburg Brewery** launched a new hard seltzer at the end of August. This is the brewery's first hard seltzer, a segment of the craft beverage industry which has grown exponentially in the last year. Billsburg has also scheduled an Oktoberfest event for Saturday, Oct. 5.
- Saturday, Sept. 28 is a **Fee Free Day** at [Historic Jamestowne](#).
- **Sweethaven Lavender Farm** was featured in a [BuzzFeed video](#) about Silverhand Meadery.
- The **Williamsburg Winery's Café Provencal** was one of the [top 10 of Best Winery Restaurants](#) in the Country in the USA TODAY 10Best Readers' Choice Awards 2019.

**Upcoming Dates:**

- **Manufacturing Day** will be Thursday, Oct. 3.
- **The College of William & Mary** Homecoming will be Saturday, Oct. 19.
- **The Joint BOS-EDA Work Session** is scheduled for Tuesday, Oct. 22 from 4-6 p.m.
- **Start Peninsula 2019** will be held Nov. 1-3 at Hampton University.
- The tentative dates for the 2019 **Celebration of Business** are Thursday, Nov. 7 or Thursday, Nov. 14. Please mark those dates on your calendars.

CJ/md

DirRptAug-Sept2019-mem