

A G E N D A
JAMES CITY COUNTY ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING
101 Mounts Bay Road, Building D
March 15, 2022
4:00 PM

A. CALL TO ORDER

B. ROLL CALL

C. APPROVAL OF MINUTES

1. Minutes for Approval - February 15, 2022

D. FINANCIAL REPORTS

1. Financial Reports for Approval - February 2022

E. CLOSED SESSION

F. NEW BUSINESS

1. Shop Local Boost Update - Terry Banez
2. Hampton Roads Alliance Overview
3. James River Commerce Center - Columbia Drive status

G. OLD BUSINESS

H. LIAISON REPORTS

I. DIRECTOR'S REPORT

1. Director's Report

J. UPCOMING DATES OF INTEREST

K. ADJOURNMENT

ITEM SUMMARY

DATE: 3/15/2022

TO: The Economic Development Authority

FROM: Christopher Johnson- EDA Secretary

SUBJECT: Minutes for Approval - February 15, 2022

ATTACHMENTS:

	Description	Type
	Minutes for Adoption	Minutes

REVIEWERS:

Department	Reviewer	Action	Date
Economic Development Authority Clerk	Sipes, Kate	Approved	3/11/2022 - 4:17 PM

MINUTES
JAMES CITY COUNTY ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING

February 15, 2022
4:00 PM

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.

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

ITEM SUMMARY

DATE: 3/15/2022

TO: The Economic Development Authority

FROM: Jeffrey Wiggins - EDA Fiscal Agent

SUBJECT: Financial Reports for Approval - February 2022

ATTACHMENTS:

	Description	Type
☐	Revenue Report	Exhibit
☐	Expenditure Report	Exhibit
☐	Balance Sheet	Exhibit

REVIEWERS:

Department	Reviewer	Action	Date
Economic Development Authority Clerk	Sipes, Kate	Approved	3/11/2022 - 4:18 PM

YEAR-TO-DATE BUDGET REPORT

FOR 2022 08

ACCOUNTS FOR: 300 EDA							
ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL		
305 Use Of Money & Property							
300-305-3511-		Interest Revenue					
-3,500.00	-3,500.00	0.00	0.00	-3,500.00	.0%		
TOTAL Use Of Money & Property							
-3,500.00	-3,500.00	0.00	0.00	-3,500.00	.0%		
308 Charges For Services							
300-308-3400-		Lease Income					
-14,725.00	-14,725.00	-14,725.00	0.00	0.00	100.0%		
TOTAL Charges For Services							
-14,725.00	-14,725.00	-14,725.00	0.00	0.00	100.0%		
309 Miscellaneous							
300-309-3699-		Miscellaneous Revenue					
0.00	0.00	-800.00	0.00	800.00	100.0%		
300-309-3970-		Marina Property					
-75,239.00	-75,239.00	-52,729.14	-5,627.54	-22,509.86	70.1%		
300-309-3972-		Bond Fee Revenue					
-15,000.00	-15,000.00	-94,212.65	0.00	79,212.65	628.1%		
TOTAL Miscellaneous							
-90,239.00	-90,239.00	-147,741.79	-5,627.54	57,502.79	163.7%		
398 Carryforwards							
300-398-3705-		Carryforward Encumbrances					
0.00	-9,775.00	0.00	0.00	-9,775.00	.0%		
TOTAL Carryforwards							
0.00	-9,775.00	0.00	0.00	-9,775.00	.0%		
399 Fund Balance							
300-399-3100-		Fund Balance					

YEAR-TO-DATE BUDGET REPORT

FOR 2022 08

ACCOUNTS FOR: 300 EDA						REMAINING REVENUE	% COLL
ORIGINAL	ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE			
	-7,537.00	-7,537.00	0.00	0.00		-7,537.00	.0%
TOTAL Fund Balance	-7,537.00	-7,537.00	0.00	0.00		-7,537.00	.0%
TOTAL EDA	-116,001.00	-125,776.00	-162,466.79	-5,627.54		36,690.79	129.2%
TOTAL REVENUES	-116,001.00	-125,776.00	-162,466.79	-5,627.54		36,690.79	

YEAR-TO-DATE BUDGET REPORT

FOR 2022 08

ORIGINAL	ESTIM REV	REVISED	ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL
GRAND TOTAL							
-116,001.00		-125,776.00		-162,466.79	-5,627.54	36,690.79	129.2%
** END OF REPORT - Generated by Jeffrey Wiggins **							

YEAR-TO-DATE BUDGET REPORT

FOR 2022 08

ACCOUNTS FOR: 300	EDA							
ORIGINAL	APPROP	REVISED	BUDGET	YTD EXPENDED	MTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	% USED
259 EDA Operating								
300-259-0200-				Advertising				
	550.00	550.00		0.00	0.00	0.00	550.00	.0%
300-259-0205-				Promotion				
	46,500.00	46,500.00		7,652.30	0.00	0.00	38,847.70	16.5%
300-259-0220-				Travel And Training				
	1,000.00	1,000.00		0.00	0.00	0.00	1,000.00	.0%
300-259-0222-				Local Travel				
	500.00	500.00		0.00	0.00	0.00	500.00	.0%
300-259-0235-				Annual Audit				
	10,750.00	10,750.00		10,676.00	0.00	0.00	74.00	99.3%
300-259-0319-				Office Supplies				
	200.00	200.00		0.00	0.00	0.00	200.00	.0%
300-259-0710-				Legal Services				
	6,000.00	6,000.00		4,000.00	500.00	0.00	2,000.00	66.7%
300-259-5900-				Regional Econ Devel Support				
	34,500.00	34,500.00		34,500.00	0.00	0.00	0.00	100.0%
300-259-5902-				VA High Speed Rail				
	1,000.00	1,000.00		1,000.00	0.00	0.00	0.00	100.0%
300-259-5903-				James River Commerce Ctr-Ops				
	14,800.00	24,575.00		4,887.50	0.00	4,887.50	14,800.00	39.8%
300-259-5904-				Mainland Farm Oper Expenses				
	100.00	100.00		0.00	0.00	0.00	100.00	.0%
300-259-5915-				Marina Property				
	101.00	101.00		0.00	0.00	0.00	101.00	.0%
TOTAL EDA Operating	116,001.00	125,776.00		62,715.80	500.00	4,887.50	58,172.70	53.7%
TOTAL EDA	116,001.00	125,776.00		62,715.80	500.00	4,887.50	58,172.70	53.7%
TOTAL EXPENSES	116,001.00	125,776.00		62,715.80	500.00	4,887.50	58,172.70	

YEAR-TO-DATE BUDGET REPORT

FOR 2022 08

ORIGINAL APPROP	REVISED BUDGET	YTD EXPENDED	MTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	% USED
GRAND TOTAL 116,001.00	125,776.00	62,715.80	500.00	4,887.50	58,172.70	53.7%
** END OF REPORT - Generated by Jeffrey Wiggins **						

BALANCE SHEET FOR 2022 8

FUND: 300 EDA			NET CHANGE FOR PERIOD	ACCOUNT BALANCE
ASSETS				
300401	0000	General Cash	5,127.54	694,924.63
300413	5921	Marina Property Rent Receivabl	.00	40,396.18
300413	8250	Misc Receivables	.00	2,882.65
300413	8253	Loan Receivables	.00	20,711.42
300417	0916	Allowance-Doubtful Accts	.00	-73.42
300455	0814	Land Improvements	.00	237,988.25
300455	0815	Land	.00	710,794.67
300455	0819	Buildings	.00	290,094.53
300455	0820	Accum Deprec-Buildings	.00	-26,608.22
300455	0831	Infrastructure	.00	182,379.34
300455	0832	Accum Deprec-Infrastructure	.00	-22,872.31
300455	0837	Accum Deprec-Land Improvements	.00	-43,688.66
300455	0840	Land Improvements (ND)	.00	34,200.00
TOTAL ASSETS			5,127.54	2,121,129.06
FUND BALANCE				
300601	6140	Net Pos - Net Invmnt Cap Assets	.00	-1,362,287.60
300601	6142	Net Pos - Unrestricted	.00	-659,090.47
300601	6150	Revenue-Year To Date	-5,627.54	-162,466.79
300601	6151	Expenditures-Year To Date	500.00	62,715.80
300601	6152	Encumbrances-Year To Date	.00	4,887.50
300601	6906	Estimated Revenues	.00	125,776.00
300601	6907	Appropriations	.00	-125,776.00
300601	6909	Bugetary FB Res for Encumbranc	.00	-4,887.50
TOTAL FUND BALANCE			-5,127.54	-2,121,129.06
TOTAL LIABILITIES + FUND BALANCE			-5,127.54	-2,121,129.06

BALANCE SHEET FOR 2022 8

FUND: 300 EDA	NET CHANGE FOR PERIOD	ACCOUNT BALANCE
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FUND BALANCE

** END OF REPORT - Generated by Jeffrey Wiggins **

ITEM SUMMARY

DATE: 3/15/2022

TO: The Economic Development Authority

FROM: Christopher Johnson- EDA Secretary

SUBJECT: Shop Local Boost Update - Terry Banez

Ms. Terry Banez, CEO of the Greater Williamsburg Chamber of Commerce, will update the EDA on the Shop Local Boost program introduced during the 2021 holiday shopping season.

REVIEWERS:

Department	Reviewer	Action	Date
Economic Development Authority Clerk	Sipes, Kate	Approved	3/11/2022 - 4:18 PM

ITEM SUMMARY

DATE: 3/15/2022

TO: The Economic Development Authority

FROM: Christopher Johnson- EDA Secretary

SUBJECT: Hampton Roads Alliance Overview

Mr. Steve Harrison, Vice President of Business Intelligence and Communications with the Hampton Roads Alliance, will provide an overview of this regional economic development organization. James City County recently rejoined the Alliance.

REVIEWERS:

Department	Reviewer	Action	Date
Economic Development Authority Clerk	Sipes, Kate	Approved	3/11/2022 - 4:20 PM

ITEM SUMMARY

DATE: 3/15/2022

TO: The Economic Development Authority

FROM: Christopher Johnson- EDA Secretary

SUBJECT: James River Commerce Center - Columbia Drive status

Economic development staff has been working for some time to have Columbia Drive accepted by VDOT. As a reminder, the EDA has been responsible for Columbia Drive as a private street since the James River Commerce Park was developed. Several years ago staff initiated the process to have VDOT accept the road and responsibility for future maintenance of Columbia Drive. In addition to the maintenance responsibility, the EDA property at the end of Columbia Drive cannot be subdivided until Columbia Drive is considered a "public street."

The process has been fairly lengthy; a request had to be made by the Board of Supervisors to ask VDOT to accept the road, and VDOT had to inspect the road to determine if all specifications for public roads were met. At this point we are nearing the end of the one-year warranty period required by VDOT and the process is nearly complete. However, a few outstanding items have been identified by VDOT; these items need to be remedied in order for final acceptance by VDOT to occur.

The repairs consist of some minor patching and grading work to address some shoulder damage; General Services staff estimates the cost of the repairs to be approximately \$5,000

Staff is requesting the EDA to authorize the EDA Secretary to approve up to \$7,500 in repair costs in order to complete the process.

REVIEWERS:

Department	Reviewer	Action	Date
Economic Development Authority Clerk	Sipes, Kate	Approved	3/11/2022 - 4:21 PM

ITEM SUMMARY

DATE: 3/15/2022

TO: The Economic Development Authority

FROM: Christopher Johnson- EDA Secretary

SUBJECT: Director's Report

ATTACHMENTS:

	Description	Type
	Director's Report	Exhibit

REVIEWERS:

Department	Reviewer	Action	Date
Economic Development Authority Clerk	Sipes, Kate	Approved	3/11/2022 - 4:21 PM

MEMORANDUM

DATE: March 15, 2022

TO: The Economic Development Authority

FROM: Christopher M. Johnson, Director of Economic Development

SUBJECT: Director's Report, February-March 2022

Business Appreciation Event - The annual Business Appreciation Event will make its return after a two-year absence due to the pandemic and will be hosted by York County in late May. As a reminder, this event is sponsored by the three Economic Development Authorities (EDAs) in the Greater Williamsburg region, so your attendance would be appreciated.

Skiffes Creek Connector Project - Virginia Department of Transportation (VDOT) Residency Administrator Rossie Carroll provided an update at the Board of Supervisors (BOS) Feb. 22 meeting on the construction status of the roadway that will improve connectivity between U.S. Route 60 (Pocahontas Trail) and State Route 143 (Merrimac Trail). Construction is ahead of schedule and is expected to be completed by the end of this year.

Capital Improvements Program (CIP) - Staff presented a new Capital Project funding request to the Planning Commission Policy Committee on Feb. 24, for enhanced site readiness for four County industrial sites that were characterized during the Virginia Economic Development Partnership (VEDP) study of 466 sites across the Commonwealth in 2019. The Policy Committee recommendation ranked the project fourth out of the 31 projects that were reviewed for the Fiscal Year (FY) 2023-2027 CIP which will be considered by the BOS during the upcoming FY 2023-2024 Budget review process.

Community Development Block Grant (CDBG) Award - James City County has been awarded a grant for \$700,000 from the Virginia Department of Housing and Community Development (DHCD) pending acceptance and appropriation by the BOS on March 22. Funded with CDBG dollars, the grant is intended to meet the national objective of urgent need in communities affected by the COVID-19 pandemic. James City County applied for funding to offer small business relief in the form of rent or mortgage reimbursement for up to six consecutive months during the period between March 12, 2020, and June 30, 2022. The maximum grant award to a business is \$15,000.

James River Commerce Center - A subdivision application has been submitted for County review for the EDA-owned property at 8925 Columbia Drive. Once approved, the purchase agreement with the contract purchaser for approximately 58 acres of the property is expected to proceed to closing.

Regional Events/Initiatives:

- Staff attended the graduation ceremony for the Chef's GO on Feb. 22 at Williamsburg Community Chapel.
- Staff met with Ms. Kristen Greene, the Director of Membership Development from the Virginia Maritime Association, to discuss its efforts to promote, protect, and encourage international and domestic commerce through the Ports of Virginia on March 3.
- Staff met with Mr. Craig Cope, Executive Vice President with Harvey Lindsay Commercial Real Estate, to discuss ongoing projects and development opportunities on March 3.
- Staff hosted a tour of County industrial properties with Mr. John Loftus, Sites and Buildings Manager from VEDP, and Ms. Amy Parkhurst, Senior Vice President of Business Development for the Hampton Roads Alliance, on March 7.
- Staff attended the Hampton Roads Regional Business Retention & Expansion Roundtable on March 8.

- Staff attended the Annual Shareholders meeting of the Hampton Roads Alliance on March 10.
- Staff hosted a luncheon with the Hampton Roads Alliance Research and Business Development teams on March 11.

News:

- The Greater Williamsburg Chamber of Commerce co-hosted a Business Community Collaboration ribbon cutting celebration with the Greater Williamsburg Chapter of the NAACP on Friday, Feb. 18 at Loving Me Fashion and I-Shine For You Auto Detailing.
- The Williamsburg Winery received three gold medals at The Governor's Cup for its 2019 Petit Manseng, 2017 Virginia Trainon, and 2019 Wessex Hundred Petit Verdot. The Governor's Cup, in its 40th year, is among the most stringent wine competitions in the nation.

Upcoming Dates of Interest:

- **Williamsburg Area Restaurant Association (WARA):** Annual Meeting on Monday, March 21 at 7 p.m. at the Culture Café, 747 Scotland Street.
- **Start Peninsula 2022:** Micro Pitch #1, Thursday, March 24 at 6 p.m. via Zoom.
- **VEDA:** 2022 Spring Conference, March 23-25, Hilton Richmond Hotel & Spa/Short Pump.

CMJ/ap

DirRptFeb-Mar22-mem