

Meeting Minutes
ECONOMIC DEVELOPMENT AUTHORITY
January 25, 2022

At a regular meeting of the Economic Development Authority of York County, Virginia, held on January 25, 2022, at 5:00 p.m. in the Board Room of York Hall, 301 Main Street, Yorktown, Virginia, those present were:

Steven A. Meade, Chairman
Harmon J. Coxton, Vice Chair
J. Mark Carter
Vern Lockwood
David Murray
Jeffrey Clemons

Others present:

Mark Bellamy, Deputy County Administrator
James Barnett, County Attorney
James W. Noel, Jr., Secretary/Treasurer and Director of Economic & Tourism Development
Kristi Olsen-Hayes, Deputy Director of Economic & Tourism Development
Matt Johnson, Assistant Director of Economic & Tourism Development

CALL TO ORDER

The meeting was called to order at 5:00 p.m. by Chairman Meade.

ROLL CALL

A quorum was established with six members present.

CITIZENS' COMMENT PERIOD

None.

PRESENTATIONS

Ms. Olsen-Hayes, Deputy Director, Department of Economic & Tourism Development presented a tourism development services overview. Topics for the presentation included:

- A brief background on Ms. Olsen-Hayes's career to her current position as Deputy Director, Department of Economic & Tourism Development.
- The three areas of Tourism:
 - Waterfront Operations and Events

- Overseeing the Fright Shed, trolley operations, year round events, the piers, Yorktown waterfront ambassador, and parking attendant program.
- Marketing and Communications
 - Marketing campaigns and investments within the Historic Triangle.
 - Using an integrated campaign comprised of print advertising, digital radio and social media to promote all the things Yorktown has to offer.
 - Public relations and generating free earned media.
- Visitors Services
- Economic Development and Tourism:
 - Both departments are running parallel as the departments educate each another.
 - Possible consideration of a Tourism Committee within the EDA or a formal process for updating EDA members on tourism activities and receiving input.

NEW BUSINESS

GRANT AMENDMENT, COLONIAL KM LLC, KINGSGATE GREEN SC RENOVATION

Mr. Noel reported that the meeting agenda memorandum provided all of the background information for the grant that was approved for the owners of the Kingsgate Green SC to assist with securing leases from Ollies and Ashley Furniture. Subsequent to the approval of the grant, a Performance Agreement was executed with the owner with two payment trigger dates. The first date related to achieving a Certificate of Occupancy (CO) for the build out for the two retail spaces. The second date was tied to achieving a minimum amount of taxable sales attributable to the two retailers, after one year of operation. The investment was about \$2.5 million in the build out and the façade improvements in the landscaping are about 99% complete.

Unfortunately, we were too aggressive in establishing those trigger dates. Therefore, we are requesting approval to amend the Performance Agreement with new dates. We originally had December 21, 2021, as the date for completing the build out and securing a CO for both spaces. The contactor received CO's for both spaces earlier this month, so we are requesting that we change that date to February 1, 2022. Ollies opened a couple of months ago and Ashley Furniture had a soft opening this week. We recommend that we adjust the second trigger date for calculating one year of taxable sales, for both establishments, to February 1, 2023. By establishing that as the second trigger date both stores will have been open for at least one year.

Mr. Lockwood motioned to approve the grant amendment for Kingsgate Green SC.

Mr. Clemons seconded the motion.

On roll call the vote was:

Yea: (6) Carter, Coxton, Lockwood, Clemons, Murray, Meade
Nay: (0)

OLD BUSINESS

EVRIVA UPDATE- FUEL FARM PROPERTY

Mr. Noel stated that there are still funds in a Go Virginia grant that have not been utilized for the property. The funds were originally earmarked for the architectural and engineering work to develop the property, but we were able to amend and extend through July 30, 2022. The funds can now be used to move the property forward on the development continuum. A firm will be potentially hired to set up the actual light industrial park on the 90 developable acres. The firm would lay out developable lots, utility layout and show where the interior roads would be placed. There is \$96,250 in remaining grant funds.

RETAIL STRATEGIES UPDATE

Mr. Noel reported that the Retail Strategies Company in Birmingham that is helping York County with retail recruitment, has just submitted their marketing plan. Once some corrections are made to the plan, it will be shared digitally with the EDA. Their ability to provide very specific demographic information has been impressive. They are very familiar with our product and our area.

APPROVAL OF MINUTES

The minutes of the December 16, 2021, meeting of the Economic Development Authority of York County were approved by vote as follows:

Mr. Coxton motioned to approve the December 16, 2021 meeting minutes.

Mr. Carter seconded the motion.

On roll call the vote was:

Yea: (6) Coxton, Lockwood, Clemons, Murray, Carter, Meade
Nay: (0)

CLOSED MEETING

The Chairman noted it was in his judgment appropriate for the Authority to enter into closed meeting as authorized by the Freedom of Information Act for the purpose of public property under Section 2.2-3711(A)(3) and public contract under Section 2.2-3711(A)(29).

Mr. Coxton moved that the Authority enter into a closed meeting for the aforesaid purpose and that the Authority deemed it necessary, as specified by the Virginia Freedom of Information Act, that non-members Mark Bellamy, Jim Barnett, Richard Hill, Jim Noel, Matt Johnson, and Krisi Olsen be present during the closed meeting.

Mr. Murray seconded the motion.

On roll call the vote was:

Yea: (6) Lockwood, Clemons, Murray, Carter, Coxton, Meade
Nay: (0)

The Authority entered into closed meeting at 5:38 p.m.

RETURN FROM CLOSED MEETING

The Authority returned to open meeting at 6:12 p.m.

ROLL CALL VOTE CERTIFYING COMPLIANCE WITH SECTION 2.2-3711.1 OF THE CODE OF VIRGINIA

Mr. Meade moved that, to the best of each member's knowledge, only public business matters lawfully exempted from the open meeting requirements specified under the Virginia Freedom of Information Act were discussed in closed meeting, and that only such public business matters related to public property under Section 2.2-3711(A)(3) and public contract under Section 2.2-3711(A)(29) were discussed during closed meeting.

The Chairman stated if any member of the Authority believed that there was a departure from the requirements of the Virginia Freedom of Information Act, that the member was required by law to state his objection prior to the vote, indicating the substance of the departure that in his judgment had taken place. No such objection being raised, the roll call was as follows:

Yea: (6) Clemons, Murray, Carter, Coxton, Lockwood, Meade
Nay: (0)

NEW MATTERS

None.

COUNTY ADMINISTRATOR COMMENTS

None.

DEPUTY COUNTY ADMINISTRATOR COMMENTS

Mr. Bellamy reported that he recently attended a York County Chamber meeting and explained the reasons for Economic Development. He highlighted place making and what the County was doing to make it a great place to live, work and play. There are three sidewalks that will be going to the Board of Supervisors for contract approval. The sidewalk on Bypass Road will be a great connector in conjunction with the planned Multi-Purpose Sports facility. There will also be a sidewalk from Ft. Eustis Boulevard to the library and one on Hampton Highway near the YMCA and library. The sidewalk construction will cost about \$2 million.

Mr. Bellamy mentioned that the library renovation is underway and is about a month behind due to weather and supply chain issues. It is anticipated to be done in late summer. Construction of Fire Station #7 is slated to begin in the spring. The site work has started on the new law enforcement building and building construction will begin July 1.

Mr. Bellamy stated that they are starting to work on the FY 2023 budget. Mr. Morgan will present his proposed budget to the Board of Supervisors on March 15.

DIRECTOR OF ECONOMIC DEVELOPMENT COMMENTS

Mr. Noel reported that there is progress being made at Beale's. They have started putting down stone to improve soil conditions. There is a layer of clay underneath the site and every time it rains, it holds water on the site, which has been a major reason for construction delays. They are hoping the stone will help with this issue.

Mr. Noel stated that the Edge District is continuing to make progress. There will be an update from some of the businesses at the February EDA meeting.

ASSISTANT DIRECTOR OF ECONOMIC DEVELOPMENT COMMENTS

None.

MEMBERS' COMMENTS

None.

CHAIRMAN'S COMMENTS

January 25, 2022

None.


ADJOURN

There being no further business, the Chairman adjourned the meeting at 6:25 p.m.



Steven A. Meade, Chairman

A Copy Teste:



James W. Noel, Jr., Secretary/Treasurer