

Meeting Minutes
ECONOMIC DEVELOPMENT AUTHORITY
July 26, 2022

At a regular meeting of the Economic Development Authority of York County, Virginia, held on July 26, 2022, at 5:00 p.m. in the Board Room of York Hall, 301 Main Street, Yorktown, Virginia, those present were:

J. Mark Carter, Vice Chairman
Harmon J. Coxton
Jeffrey Clemons
Leslie Henderson-Schultz
David Murray

Mr. Meade and Mr. Lockwood were absent.

Others present:

Neil A. Morgan, County Administrator
James Barnett, County Attorney
Richard Hill, Deputy County Attorney
Kristi Olsen-Hayes, Secretary/Treasurer and Acting Director of Economic & Tourism Development
Matt Johnson, Assistant Director of Economic Development
Darren Williams, Waterfront Operations & Event Manager, Economic & Tourism Development
Captain James Scruggs, Waterfront Operations Supervisor & Dockmaster, Economic & Tourism Development

CALL TO ORDER

The meeting was called to order at 5:00 p.m. by Mr. Carter.

ROLL CALL

A quorum was established with five members present.

CITIZENS' COMMENT PERIOD

None.

NEW BUSINESS

PRESENTATION OF WATERFRONT OPERATIONS AND EVENTS

Ms. Olsen-Hayes introduced Darren Williams and Captain James Scruggs and turned the meeting over to them to provide an overview of the County's waterfront operations and events.

Mr. Williams thanked the Economic Development Authority for the opportunity to explain waterfront operations and events. Mr. Williams stated that spring is the season in which our events and operations start ramping up, and one of the strongest indicators that spring has arrived is the return of the Yorktown Trolley service. He noted that there has been a sharp increase in ridership over the last two years, which he attributed partly to COVID, but also because the Trolley has evolved from a regular transportation service into a Historic Yorktown attraction. Spring also sees the return of Waterfront Ambassadors and Parking Attendants who serve as mobile Guest Services to provide visitors with information and keep traffic moving while maintaining the lower level of the Riverwalk Landing Parking Terrace for shoppers and diners. Mr. Williams reported a stellar year of revenue for Freight Shed rentals, which were 25% more than the best year recorded. He then provided an overview of annual events that take place in Historic Yorktown. He finished his remarks by informing members that we now have permanent LOVEworks letters at Riverwalk Landing that are decorated in themes to coordinate with special events and holidays. Waterfront Operations Supervisor & Dockmaster Captain James Scruggs personally executes the designs and brings them to fruition. Mr. Williams introduced the members to Captain James Scruggs.

Captain Scruggs showed members a short video about tall ships that visit Riverwalk Landing Piers and the process of getting them there. After the video concluded, Captain Scruggs informed members that the Piers also receive a growing number of visits from cruise ships with 27 scheduled for this season and over 30 confirmed for next season. Docking fees in general are up 78% over the previous fiscal year. He spoke about Historic Yorktown's homeported tall ship, the Alliance, and their daily sails, sunset cruises, and pirate adventure cruises for the kids. The Piers offer free docking to research and military vessels from a variety of organizations. He concluded his remarks with an overview of the community outreach events he had participated in, such as speaking to elementary school students and yacht clubs.

Ms. Olsen-Hayes spoke about the planned new Dockmaster building, included in the County's CIP, and how it would serve as a hub for the various waterfront operations just discussed as well as a Visitor Information Center. She mentioned several recent magazine articles that featured Historic Yorktown and the Yorktown Waterfront and informed members of ongoing marketing efforts, as well as our collaboration with the Williamsburg Tourism Council and Visit Williamsburg, which is the destination marketing arm for the Historic Triangle. She finished with remarks about the gains seen in our various social media platforms by utilizing influencers to generate interest.

Mr. Carter thanked the presenters and asked if the Board had any questions. Receiving none, he moved on to the next item on the Agenda.

FINANCIAL REPORTS

Mr. Carter indicated that there was no update on this item and asked the Board if there were any questions. Receiving none, he moved on to the next item on the Agenda.

APPROVAL OF MINUTES

The minutes of the June 14, 2022, meeting of the Economic Development Authority of York County were approved by vote as follows:

Mr. Clemons motioned to approve the June 14, 2022, meeting minutes.

Mr. Coxtan seconded the motion.

On roll call the vote was:

Yea: (5) Schultz, Coxtan, Clemons, Murray, Carter
Nay: (0)

CLOSED MEETING

The Vice 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 discussion of possible investment of public funds under section 2.2-3711(A)(6) and deemed it necessary as specified by the Virginia Freedom of Information Act that non-members Jim Barnett, Kristi Olsen-Hayes, Neil Morgan, Mark Bellamy, Richard Hill, Darren Williams, James Scruggs, and Matt Johnson, be present during the closed meeting.

Mr. Coxtan motioned to enter into closed meeting for the aforesaid purpose.

Mr. Murray seconded the motion.

On roll call the vote was:

Yea: (5) Coxtan, Clemons, Murray, Schultz, Carter
Nay: (0)

The Authority entered into closed meeting at 5:25 p.m.

The Authority re-entered into open meeting at 5:59 p.m.

ROLL CALL VOTE CERTIFYING COMPLIANCE WITH SECTION 2.2-3711(B) OF THE CODE OF VIRGINIA

After returning from closed meeting, the Vice Chairman requested a motion 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 the closed meeting.

Ms. Schultz motioned to confirm the same.

Mr. Murray seconded the motion.

The Vice Chairman stated that if a member of the Authority believed that there was a departure from the requirements of the Virginia Freedom of Information Act, they are required by law to state their objection prior to the vote indicating the substance of the departure that, in their judgment, had taken place.

On roll call the vote was:

Yea: (5) Clemons, Murray, Schultz, Coxton, Carter

Nay: (0)

COUNTY ADMINISTRATOR COMMENTS

Mr. Morgan began his remarks by inviting members to watch part of the next Board of Supervisors work session which would include a briefing on the Water Street Grille renovation design plans. He noted that the financing and lease are in place and the construction contracts have been sent out to bid, but the Board had requested a deep dive on the design details. The next item he spoke about was a new regional entity formed a few months ago by James City County, the City of Williamsburg, and York County called the Historic Triangle Recreational Facilities Authority (HTRFA). Its principal purpose is to see if, through regional collaboration, we can build an indoor sports facility to attract parents with teams of competitive kids playing indoor sports at this facility who would then do all the other things that tourists do. Although this project has been talked about for a decade, a couple of things have happened that make it more practical. The first is that the City of Williamsburg committed an amount of funding to basically pay for 50% of the cost of construction. The second thing that happened was the identification of a consensus site when Colonial Williamsburg proposed using part of their Visitor Center property, which has a lot of appeal due to its existing utilities and parking space, as well as its easy access to the interstate. And the third thing is an excess in the revenue generated by SB942 which, as a result of recent legislation, will go directly to the HTRFA. From this point forward, they will be getting several hundred thousand dollars a year directly from the sales tax. The final aspect to work out is how much each regional entity will be contributing to subsidize the operating costs of the facility. Mr. Morgan noted that James City is interested in using it for Parks and Rec operations during the week and the location isn't that convenient for 80% of our population, so that will need to be worked out. York County is more interested in the tourism support aspect, as eight of our thirteen largest real estate taxpayers in the County are tourism related. If they do 10% better as a result of this facility, that's a lot of money. We are using the Public-Private Educational Act provision that allows for solicitation to build and/or operate such a facility. This entity has six voting members -- two from each of the three communities. Mr. Morgan and Assistant County Administrator Brian Fuller serve as York County's representatives. A solicitation for proposals has been issued and two have been received.

**ACTING DIRECTOR OF ECONOMIC & TOURISM DEVELOPMENT
COMMENTS**

Ms. Olsen-Hayes noted that the Riverwalk Landing upper-level parking deck will be closed for anticipated cosmetic repairs starting Thursday, July 28, through Saturday, August 6.

Ms. Olsen Hayes reminded the members of the York County Chamber of Commerce Business After Hours to be held on Monday, August 8 at the Yorktown Freight Shed. This annual event is hosted by the York County Economic Development Authority.

ASSISTANT DIRECTOR OF ECONOMIC DEVELOPMENT COMMENTS

Mr. Johnson shared information on Avelo Airlines' recent announcement that it would begin service from Newport News-Williamsburg International Airport to Orlando and Ft. Lauderdale this fall. The airline began in 2021. It currently has three hubs throughout the United States with a ten-plane fleet and another five planes expected to join the fleet in the next year.

COUNTY ATTORNEY'S OFFICE

None

MEMBERS' COMMENTS

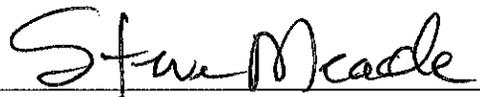
None

CHAIRMAN'S COMMENTS

Mr. Carter thanked Ms. Olsen-Hayes, Mr. Williams and Mr. Scruggs, for their presentation on Yorktown Waterfront Operations and recognized their incredible work in making Yorktown a special place.

ADJOURN

There being no further business, the Vice Chairman adjourned the meeting at 6:18 p.m.



Steven A. Meade, Chairman

A Copy Teste:



Kristi Olsen-Hayes, Secretary/Treasurer