

MINUTES OF THE REGULAR MEETING OF THE
ECONOMIC DEVELOPMENT AUTHORITY OF THE CITY OF NEWPORT NEWS,
VIRGINIA AND THE INDUSTRIAL DEVELOPMENT AUTHORITY OF THE
CITY OF NEWPORT NEWS, VIRGINIA

Ms. Greene called the meeting to order at 8:00 a.m. on Friday, March 3, 2017, in the EDA/IDA Board Room at Two City Center, 11820 Fountain Way, Suite 301, Newport News, Virginia.

Those members present were:

Cassandra P. Greene, Vice Chair
Mary Aldrich
Alonzo R. Bell, Jr.
Cary B. Epes
Jennifer S. Smith-Brown
Jeffrey Verhoef
James M. Bourey, City Manager, ex-officio
Florence G. Kingston, Secretary/Treasurer, ex-officio

Absent:

C. Gary Minter, Excused

Legal Counsel:

Raymond H. Suttle, Jr.

Staff:

Janice Jones, Recording Secretary
Cherry Croushore, Assistant Secretary

Also present:

Kathy Howell, President & Creative Director, Howell Creative Group
Tiffany Reaves, Account Director, Howell Creative Group
Gary Hunter, Assistant Vice President, Langley Federal Credit Union
Collins Owens, City Attorney

Ms. Greene opened the meeting by welcoming everyone.

Presentation of Redesigned EDA/IDA Website

Ms. Greene asked for the presentation of the redesigned website. Ms. Boyd introduced Ms. Howell and Ms. Reaves of Howell Creative Group. Ms. Howell and Ms. Reaves showed a visual presentation of the website pages upgraded to include more graphic content, infographics and a responsive, flexible design which accommodates any device or computer being used to view the website. Ms. Howell said that the improvements made were a result of their research of marketing trends and best practices. She noted that goals for the updated website included new business attraction and retention, promotion of Newport News revitalization, and attraction and retention of young professionals. Ms. Reaves noted that Howell Creative had worked collaboratively with the Marketing Committee to create a crisp and innovative site, completely reengineered, with cutting-edge technology.

Ms. Greene asked if there were any questions. Ms. Howell and Ms. Reaves answered several questions and Ms. Greene thanked them for their efforts.

Secretary/Treasurer's Report

Ms. Greene asked for the Secretary/Treasurer's Report. Mrs. Kingston congratulated Alonzo Bell, Jr., who had received one of this year's Peninsula Humanitarian Awards from the Peninsula Chapter of the Virginia Center for Inclusive Communities on February 23rd. She said that the main ballroom at the Marriott was filled, with strong applause for Alonzo coming from the EDA-sponsored table during the standing ovation he received. She noted that current and former EDA Board Members and Chairs had been present, as were the Mayor, City Manager and a number of City Council members. She reminded the Board that the focus of this group had historically been in honoring those who had distinguished themselves as promoting and participating in volunteer services which foster inclusiveness, social justice and diversity. She also noted that Bill Ermatinger (HII / Newport News Shipbuilding), Guy Levy (DDS / Soluble Solutions), Ray Walsh (Metro Productions) and George and Mary Wallace were also award recipients. She said that it was good to have Alonzo back on the Board, and to see that his many years of community-centered contributions were recognized and appreciated.

Mrs. Kingston offered congratulations on the publication of another successful Annual Report and noted that hard copies of the Report had been distributed at recent committee meetings, with additional copies available upon request. She said that a "PDF" version had

been posted on the EDA/IDA website, and that a more dynamic interactive version (called a "microsite") was nearing completion, with a promotional insert scheduled to run in Inside Business' "Power" issue in May.

She stated that reminder postcards were sent in mid-February to Newport News property owners and businesses that may qualify for Virginia Enterprise Zone incentives, with the application deadline being April 1, 2017. She noted that each year, many Newport News businesses benefit from the Virginia Enterprise Zone Program, a critical tool utilized to support our business community. She stated that Newport News Now had featured this information in the previous Friday's edition.

Mrs. Kingston advised that Dilon Technologies currently leased a total of 7,589 square feet of office and lab space in the ARC Building and had been a tenant in the building since 2008. She said that Dilon's existing lease was due to expire at the end of February and that a three-year extension to the lease had been negotiated, at \$18.00 per square foot, which would expire on February 29, 2020.

Mrs. Kingston noted that as a part of Paragon City Center's ongoing series of engagements with area high school students, Jared Midkiff and Shakir Johnson had been invited to speak to a group of thirty Menchville High School students who were currently taking a class on business marketing techniques. She said that the program brought the students to the theater where they were given a presentation on the importance of business marketing using real world examples as illustrations, and that students were then treated to a complimentary movie afterwards.

Mrs. Kingston stated that on February 27th, she provided an economic development update at the North District Town Hall meeting hosted by Councilwoman Scott, held at the Denbigh Community Center with over fifty attendees. She noted that the presentation highlighted efforts related to the Upper Warwick Boulevard Strategic Property Acquisition program, the recent purchase of the Sherwood Properties, business expansions and investments in Oakland Industrial Park and other economic development projects throughout the City. She said that she was also able to provide a refresher on the various business incentive programs, and gave an early introduction to the Joint Land Use Study taking place in conjunction with Ft. Eustis.

Mrs. Kingston advised that efforts relating to the Choice Neighborhood Initiative (CNI) continued to move forward. She noted that she had accompanied City staff, Housing Authority staff, stakeholders and residents (2 buses with over 75 people) on a trip to

Charlotte, NC on March 2nd to meet with staff there, tour several neighborhoods and meet with many stakeholders who helped to successfully transform the neighborhoods. She reported that Charlotte representatives shared with the group their 10-year revitalization and transformation experience, with mutually-beneficial interaction. She noted that the Newport News team gained much insight into some of the challenges involved, and also were provided concrete examples of the change that is possible with this type of initiative.

Mrs. Kingston also noted that the CNI Steering Committee and the three CNI Taskforces continued to meet on a regular monthly basis and that the consultant contractor working on the market analysis and feasibility study had been making progress. She told the Board that some members would soon be asked to participate in interviews to assess their perceptions regarding the target neighborhood.

Mrs. Kingston informed the Board that the Monthly Financial Statements were in their packages, noting a few highlights and offering to answer any questions. There were no questions.

Mrs. Kingston offered the City Manager an opportunity to comment. Mr. Bourey noted the One City Marathon, scheduled on March 12th, had experienced increased hotel bookings and race participation. He invited Mr. Matt Johnson of the Development staff to describe an upcoming initiative to attract more engineers to the City. Mr. Johnson reported that a pilot program was being held the weekend of March 24th – 26th in conjunction with Canon Virginia that would host college students from Virginia, North Carolina and Maryland, with a focus on electrical, mechanical, and systems engineers. Mr. Johnson stated that the program would provide students a chance to come and experience the community and the company at no charge. He stated that after reviewing the success and lessons learned from this first program, future weekends would be planned and would feature other companies as well.

Mr. Bourey advised that the City budget would be presented to City Council on March 28th. Mr. Bourey answered several questions, and Ms. Greene thanked him for his comments.

Assistant Secretary's Report

Ms. Greene asked for the Assistant Secretary's Report. Ms. Croushore advised the Board that the Committee Meeting Schedule was in their package and noted relevant details.

Madison Government Affairs Consultant Report

Ms. Greene advised the Board that the Madison Government Affairs Report was in written format and asked if there were any comments or questions. There were none.

At 8:51 a.m., Mr. Verhoef moved for the Authority to go into a closed meeting pursuant to VA Code Section §2.2-3711.A: Real Estate (3), Prospective Business (5), for the following purposes and subjects: (3) Discussion or consideration of the acquisition of real property for a public purpose or of the disposition of publicly held real property where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body, the subject of which is proposed property dispositions located in the central section of the City; and (5) Discussion concerning a prospective business or industry or the expansion of an existing business or industry where no previous announcement has been made of the business or industry's interest in locating or expanding its facilities in the community, the subject of which is the expansion of an existing business located in the central section of the City, and prospective businesses interested in locating in the central section of the City. Mr. Bell seconded the motion, which passed unanimously on a roll call vote.

At 9:04 a.m., the EDA/IDA Board returned to open session following a certification motion by Mr. Verhoef in accordance with VA Code Section §2.2-3712(D) that to the best of each member's knowledge: (D) (i) only public business matters lawfully exempted from open meeting requirements under this chapter; and (ii) only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed or considered in the meeting by the public body. Mr. Bell seconded the motion, which passed unanimously on a roll call vote.

Committee Chair's Reports

Ms. Greene called for the Committee Reports. Ms. Meredith presented the Conference Center Marketing Report, which did not require Board ratification. Mr. Epes presented the Design Review Committee Report, which passed unanimously on a roll call vote. Ms. Aldrich presented the Marketing Committee Report, which did not require Board ratification. Ms. Smith-Brown presented the Revolving Loan Fund Committee Report, which passed unanimously on a roll call vote.

Approval of Minutes of the Regular Meeting of February 3, 2017

Ms. Greene asked for a motion that the Minutes of the Regular Meeting of February 3, 2017 be approved. Mr. Bell so moved and Ms. Smith-Brown seconded the motion, which passed unanimously on a roll call vote.

Unfinished Business

Ms. Greene asked for any unfinished business. There was none.

New Business

Ms. Greene asked for any new business. There was none.

There being no further business to come before the Board, Ms. Greene adjourned the meeting at 9:15 a.m.



Florence G. Kingston
Secretary/Treasurer



ECONOMIC DEVELOPMENT AUTHORITY
INDUSTRIAL DEVELOPMENT AUTHORITY

TO: Board of Directors
FROM: Chair, Conference Center Marketing Committee
SUBJECT: Chair's Report
DATE: March 3, 2017

The Conference Center Marketing Committee met on February 22nd. Lori Coyne, Marriott Director of Sales and Marketing, and Mark Butcher, General Manager, provided an overview of completed marketing efforts, including group highlights, social catering and e-commerce. They also provided information about Marriott Corporate and Crestline Hotels and Resorts sales initiatives in which the Newport News Marriott team participated.

The Committee reviewed recent regional marketing initiatives and was provided an overview of 2017 bookings, along with information on a new search engine optimization focus.

The next Committee meeting is scheduled for Wednesday, May 17, 2017.


for Gary Minter, Chair

GM:cum

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Date, Time and Location: February 22, 2017, at 8:00 a.m., Executive Board Room, Newport News Marriott at City Center

Members Present: Gary Minter, Cindy Brouillard, Mark Butcher, Steven Meade, Elizabeth Parker

Members Absent: None



ECONOMIC DEVELOPMENT AUTHORITY
INDUSTRIAL DEVELOPMENT AUTHORITY

TO: Board of Directors
FROM: Chair, Design Review Committee
SUBJECT: Chair's Report
DATE: March 3, 2017

The Design Review Committee met on February 16th. The Committee considered a request by YES! Clean Energy Group and USA Yick Shun High Tech Investment, Inc., for approval of a digitally enhanced photograph of a proposed building-mounted sign at 12670 Patrick Henry Drive in Patrick Henry CommerCenter. Upon review, the Committee voted unanimously to recommend approval of the request, subject to all applicable City codes and regulations.

Next, the Committee considered a request by W.M. Jordan Development, LLC, on behalf of Commonwealth of Virginia for approval of a site plan, landscape plan, digital product samples, elevation drawings and digital renderings of a proposed new building at 628 Hofstadter Drive under the Master Plan and Design Guidelines for Building One at Tech Center. Upon review, the Committee voted unanimously to recommend approval of the request, subject to all applicable City codes and regulations.

The Committee also considered an additional request by W.M. Jordan Development, LLC, on behalf of the City of Newport News, for approval of a site plan and digital renderings of proposed signage associated with the Master Plan and Design Guidelines for Building One at Tech Center. Upon review, the Committee voted unanimously to recommend approval of the request, subject to all applicable City codes and regulations.

The items in this Report require Board ratification.



Cary B. Epes

CBE:kpw

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Date, Time and Location: February 16, 2017, at 8:00 a.m. at 11820 Fountain Way, Suite 301, Newport News, VA

Members Present: Cary Epes, Mary Aldrich, Jeff Verhoef, Thomas Herbert, Robert Mann, Teresa Nettles, Bryan Trainum, Elizabeth Willis

Members Absent: Alex Delgado, Randy Carnell, Sylvia Weinstein



ECONOMIC DEVELOPMENT AUTHORITY
INDUSTRIAL DEVELOPMENT AUTHORITY

TO: Board of Directors
FROM: Chair, Marketing Committee
SUBJECT: Chair's Report
DATE: March 3, 2017

The Marketing Committee met on February 16th. Staff distributed copies of the 2016 EDA/IDA Annual Report. Committee members commented that the Report was well-organized with an excellent layout and great quality.

Howell Creative Group gave a progress update on the redesign of the EDA Website. Committee members were invited to attend the March EDA/IDA Board meeting, where the site will be presented.

This report does not require Board ratification.


Mary Aldrich, Chair

MA:sdj

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Date, Time and Location: February 16, 2017 at 10:30 a.m., 11820 Fountain Way, Suite 301, Newport News, VA 23606

Members Present: Cassandra Greene, Mary Aldrich, Don Blankenship, Faye Gargiulo, Gary Hunter

Members Absent: Wendy Drucker, Gary Minter



ECONOMIC DEVELOPMENT AUTHORITY
INDUSTRIAL DEVELOPMENT AUTHORITY

TO: Board of Directors
FROM: Chair, Revolving Loan Fund Committee
SUBJECT: Chair's Report
DATE: March 3, 2017

The Revolving Loan Fund Committee met on February 28th. Staff shared some history and background on the original purpose of the Committee for the benefit of the new members. Committee members were provided financial statements for the Newport News Capital Fund (NNCF) for the period ending December 31, 2016. Staff presented one Façade Improvement Grant (FIG) Program request:

- FIG request for \$30,000 from LTD Oyster Point, LLC for exterior painting, including prep at 1000 Omni Boulevard.

This FIG request was unanimously approved.

This report requires Board ratification.



Jennifer Smith-Brown

JSB:tfw

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Date, Time and Location: February 28, 2017, at 12:30 p.m. at 11820 Fountain Way, Suite 301, Newport News, VA

Members Present: Jennifer Smith-Brown, Alonzo Bell, Jr., Jeffrey Verhoef, Arthur Henderson, George Knight, John Lunsford

Members Absent: Susan Harris