

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

Mr. Minter called the meeting to order at 8:00 a.m. on Friday, September 7, 2018, in the EDA/IDA Board Room at Two City Center, 11820 Fountain Way, Suite 301, Newport News, Virginia.

Those members present were:

C. Gary Minter, Chair  
Cassandra P. Greene, Vice Chair  
Mary Aldrich  
Alonzo R. Bell, Jr.  
Jonathan Skinner  
Cynthia D. Rohlf, City Manager, ex-officio  
Florence G. Kingston, Secretary/Treasurer, ex-officio

Absent:

Jennifer Smith-Brown, Excused  
Jeffrey Verhoef, Excused

Legal Counsel:

Raymond H. Suttle, Jr.

Staff:

Kearston Milburn, Recording Secretary  
Cherry Croushore, Assistant Secretary

Also present:

Alan Diamonstein, Commissioner, Board of Commissioners, Port of Virginia  
Jim Stevenson, Director of Operations, Printpack  
Chris Gullickson, Director, Economic Development, Virginia Port Authority  
Melissa Fularon, Manager, Grant Administration, Port of Virginia  
Collins Owens, City Attorney

Also present (continued):

Robert Pealo, Deputy City Attorney  
Jerri Wilson, Legislative Analyst, City Manager's Office

Mr. Minter opened the meeting by introducing visitors and welcoming everyone.

Port of Virginia Economic and Infrastructure Development Grant Program Presentation to Printpack

Mrs. Kingston welcomed Mr. Alan Diamonstein, Commissioner, Board of Commissioners, Port of Virginia.

Mr. Diamonstein greeted the Board, stating he was pleased to deliver a check from the Port of Virginia's Economic and Infrastructure Development Grant Program to Printpack. He recalled that just 11 months ago, he had presented a check to another growing Newport News business, Continental Automotive Systems, and noted that this was an impressive trend demonstrating the pro-business environment that the City of Newport News has created. He stated that Printpack was an innovative food packaging company with an impressive track record of organizational excellence, quality products and overall success. He said that the Port has worked to mirror those same attributes as they invest over \$700 million at the Port with the goal of growing capacity to one million containers by 2020.

Mr. Diamonstein presented Mr. Stevenson, Director of Operations at Printpack, with a check for \$31,000. Mr. Stevenson expressed appreciation to the City, EDA and Port of Virginia. Mr. Minter thanked Mr. Diamonstein for his presentation.

Secretary/Treasurer's Report

Mrs. Kingston stated that planning for the regional START Core Team was in high gear for this year's START Peninsula Event Weekend, to be held Friday, November 2<sup>nd</sup> through Sunday, November 4<sup>th</sup> at the Applied Research Center. She said that now in Year 7, START Peninsula continued to grow in success and had evolved to help create a vibrant entrepreneurial ecosystem within the region. She stated that staff was working with 757 Accelerate and 757 Angels in joint promotion and collaboration, and noted that START Peninsula offered an excellent vehicle to help companies progress to a level of competitiveness for an Accelerator and for angel and other capital funding.

Mrs. Kingston reported that Jason Calacanis would be the keynote speaker on Friday, November 2<sup>nd</sup>. She said that Mr. Calacanis was considered to be the most successful angel investor of our time, and was the author of the book *Angel: How to Invest in Technology Startups*. She stated that he was an original investor in Uber, Thumbtack and numerous other successful companies, had created a popular podcast and was a frequent guest commentator on MSNBC. She noted that the highlights of the weekend would be a reception and the initial speed pitch competition by 20-30 teams, along with our keynote speaker presentation Friday evening, with the final pitches of the Top 10 Sunday evening. She advised that more information could be found at [www.startpeninsula.com](http://www.startpeninsula.com), and added that if any Board Members were interested in attending or in learning more to please contact Kearston.

Mrs. Kingston noted that in 2019, there would be a number of smaller START events planned throughout the year to continue momentum, offering a platform for educational subject matter and for convergence of current and potential entrepreneurs.

Mrs. Kingston stated that she was happy to report that Piggly Wiggly, in collaboration with the City's public safety divisions, local resource partners and Newport News Public Schools, hosted two days of events to promote community pride, build relationships, create awareness of support services and offer much-needed school supplies for students. She stated that the community enjoyed the food and camaraderie of Piggly Wiggly's Public Safety Partnership Night on August 28<sup>th</sup>. She said that accompanied by a live broadcast by 95.7 R&B FM, members of City Council and leadership of the City's first responder organizations made heartfelt appeals for support of neighborhood resources. She noted that in addition to music and refreshments, visitors also enjoyed exhibits and prizes from Piggly Wiggly, BayPort Credit Union and Hornsby Tire. She said that the very next day, Piggly Wiggly staff was wowed by the overwhelming support of its "Stuff the Bus" school supply drive. She stated that students from Eagles Nest Learning Center, with help from NNPS Superintendent Dr. George Parker, III, filled a school bus parked in front of the store and noted that shoppers and others continued to bring donations throughout the day.

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

Mrs. Kingston offered the City Manager an opportunity to comment. Ms. Rohlf stated that she had had the opportunity to participate in a discussion with other City Managers and County Administrators focused on the future of economic development and ways leaders of the community can be more engaged.

Ms. Rohlf announced that the City Council Retreat would be held on October 12<sup>th</sup>. She said the purpose of the Retreat would be to discuss the financial condition of the City, and speak with City Council Members to ensure they know not only what the projects are, but also understand the impact the projects have on the capital and operating budgets.

Ms. Rohlf reminded Board Members that the State of the City Luncheon would be held on October 30<sup>th</sup> from 12:00 p.m. – 1:30 p.m. at the Newport News Marriott at City Center, and encouraged their attendance.

Ms. Rohlf stated that staff was one week away from submitting the second Choice Neighborhoods Initiatives (CNI) Implementation Grant application and she felt confident about the success of the reapplication. She also noted that the City was making preparations in anticipation for Hurricane Florence.

Mrs. Kingston and Ms. Rohlf answered several questions and Mr. Minter thanked them for their reports.

#### Assistant Secretary's Report

Mr. Minter 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

Mr. Minter 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 8:18 a.m., Mr. Bell moved for the Authority to go into a closed meeting pursuant to VA Code Section §2.2-3711.A: Real Estate (3) and 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 acquisitions in the southern section of the City and a proposed property disposition 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 an unannounced prospective business interested in locating in the southern section of the City. Ms. Greene seconded the motion, which passed unanimously on a roll call vote.

At 8:40 a.m., the EDA/IDA Board returned to open session following a certification motion by Mr. Bell, 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. Ms. Greene seconded the motion, which passed unanimously on a roll call vote.

#### Choice Neighborhoods Initiatives Implementation Grant Actions

Mrs. Kingston distributed a letter from Jones, Blechman, Woltz & Kelly (JBWK) which requested a conflict of interest waiver from both the Newport News Redevelopment and Housing Authority (NNRHA) and the Economic Development Authority of the City of Newport News (EDA) in connection with the firm's representation of both Authorities related to the application for a grant under the Choice Neighborhoods Initiatives (CNI). She noted that JBWK did not believe any conflict of interest would arise based on the fact that the EDA was fully supportive of the joint application between the NNRHA and the City.

Mr. Minter asked for a motion that the EDA consent to waiving any potential conflict of interest to allow its legal counsel, Jones, Blechman, Woltz & Kelly, to continue representation of the EDA, as well as to continue representation of the Newport News Redevelopment and Housing Authority, in connection with, to facilitate and to implement and meet requirements of the Transformation Plan for the Marshall-Ridley Choice Neighborhood and CNI Implementation Grant Application. Mr. Bell so moved and Ms. Greene seconded the motion, which passed unanimously on a roll call vote.

Mrs. Kingston then referred to Resolution 18-3, which Board Members had before them, noting that it was similar in many respects to Resolution 17-6 previously approved by the Board at its November 3, 2017 Board Meeting prior to submission of the initial CNI Implementation Grant Application. She highlighted updated and new paragraphs in the Resolution before them today.

Mrs. Kingston stated that the Transformation Plan for the Marshall-Ridley Choice Neighborhood had been submitted to Housing and Urban Development (HUD) and had been accepted. She said that the Plan consisted of eight Critical Community Improvements and that the EDA had made a substantial commitment to, and taken multiple actions to advance, the establishment of a co-working space identified as a Critical Community Improvement. She also advised that the EDA that would play a key role in the design,

development and construction of a seafood/farmers market and commercial community kitchen, also identified as a Critical Community Improvement in the Plan.

Mrs. Kingston referred to several paragraphs that continued commitments previously outlined in Resolution 17-6, noting the EDA's commitment related to EDA-owned property in the 2800 block of Washington Avenue as a site for replacement, as well as non-replacement affordable and/or non-replacement market housing, facilitating initiatives including, but not limited to, business and economic incentives, job training/apprenticeship programs and mentorships for the Ridley Place and Marshall-Ridley Choice Neighborhood residents and facilitating certain recommendations of the EDA-funded CNI Market Analysis which would serve to strengthen the Marshall-Ridley Choice Neighborhood.

Finally, Mrs. Kingston pointed out that a new EDA commitment to resources to support the People Plan priorities for Ridley Place residents to leverage other service providers and address areas of need for transportation, workforce training and entrepreneurship was added.

Mr. Minter asked for a motion that the EDA approve Resolution No. 18-3, as presented. Mr. Bell so moved and Ms. Greene seconded the motion, which passed unanimously on a roll call vote.

Authorization for EDA Issuance of a Request for Qualifications Seeking a Highly Experienced Design/Development/Build Team to Plan, Design, Build and Market a Premier, Predominantly Residential Community at the EDA-Owned Endview Tract Located at 350 Yorktown Road

Mrs. Kingston referenced the Summary that Board Members had at their places and outlined its contents. She stated that the purpose of the Request for Qualifications (RFQ) would be to solicit a highly experienced design/development/build team to plan, design, build and market a premier, residential community at the Endview tract, as well as establish a distinctive, high-quality, vibrant residential community that leverages the place-making opportunities afforded by the site in a manner that is attractive to business executives, professionals and entrepreneurs. She noted that the development of Endview was an excellent opportunity to add unique character to one of the last remaining large-scale residential community sites in the City.

Mrs. Kingston stated that Endview was a 285-acre parcel owned by the EDA, located at 350 Yorktown Road and surrounding the 25-acre City-owned parcel containing the Endview House and outbuildings. She noted that the EDA RFQ anticipates that additional acreage

adjacent to the Endview House property would be reserved as a buffer area for the historic property, and that development complements the historic Endview House. She said that the property was part of the Lee Hall Corridor Overlay District and was subject to Newport News Reservoir Protection Regulations, to which any development at Endview would need to conform.

Mrs. Kingston stated that the selected responder would be expected to present a conceptual development plan to the EDA and ultimately to City Council, sign a performance-based development agreement with the EDA, purchase the Endview property from the EDA at or near its fair market value, conduct a traffic study, provide internal infrastructure on the Endview property, develop all phases of the Endview Development, put in place mechanisms to ensure and maintain quality of project's built environment and market the development.

Mrs. Kingston said that the submittals would include a description of the design/development/build team, including evidence of internal capacity and financial capacity to complete the project, description of a development concept, broad-brush and indicative in nature, description of the proposed development process and the marketing effort, including examples of how the marketing effort had been successfully applied elsewhere.

Mrs. Kingston advised that the evaluation criteria included the developer's demonstrated capacities (financial, planning, project management, marketing and execution), level of development quality, vision, imagination and creativity that the developer has demonstrated in the development concept with respect to creating a community complementing Endview and the greater Lee Hall area, and the degree to which this vision fulfilled the City's/EDA's goals, sensitivity of the developer and the development concept to community and environmental factors, impact and feasibility of the development concept as it related to the City's capacity and ability to provide adequate public facilities.

Mrs. Kingston stated that qualifications would be evaluated by a Special Committee of the EDA that would include two EDA Board Members, the Secretary/Treasurer of the EDA, Director of Planning, Director of Engineering, Director of Parks, Recreation and Tourism, Director of Waterworks, Director of Budget and Evaluation and a representative of the City Manager. She said that the Special Committee may recommend one or more responders to the EDA Board for further consideration, and that the EDA would then transmit its recommendation to City Council. Any final selection of a developer would subsequently be authorized at an EDA Board Meeting.

Mrs. Kingston noted that a public posting of the RFQ solicitation to eVA would be live for 45 days from the date of posting. She said the solicitation would also be posted with the Daily Press, Urban Land Institute and American Planning Association.

Mr. Suttle, EDA Legal Counsel, reminded Board Members of the need to be mindful of potential conflicts of interest or perceived conflicts of interest, particularly with respect to teams formed to respond to the RFQ. He advised that if any Board Member at any time felt that he or she may have a conflict, they should alert him and staff, to ensure they properly recuse themselves from any discussions or votes related to the project.

Mr. Minter asked for a motion to authorize EDA issuance of a Request for Qualifications seeking a highly experienced design/development/build team to plan, design, build and market a premier, predominantly residential community at the EDA-owned Endview tract located at 350 Yorktown Road, subject to review and approval by EDA Legal Counsel. Mr. Bell so moved and Ms. Aldrich seconded the motion, which passed unanimously on a roll call vote.

#### Committee Reports

Mr. Minter called for the Committee Reports. Mr. Skinner presented the Design Review Committee Report, which passed unanimously on a roll call vote. Ms. Greene presented the Executive Committee Report, which passed unanimously on a roll call vote. Ms. Greene presented the Marketing Committee Report, which did not require Board ratification. Mr. Bell presented the Revolving Loan Fund Committee Report, which passed unanimously on a roll call vote.

#### Approval of Minutes of the Regular Meeting of August 10, 2018

Mr. Minter asked for a motion that the Minutes of the Regular Meeting of August 10, 2018 be approved. Mr. Bell so moved and Ms. Greene seconded the motion, which passed unanimously on a roll call vote.

#### Unfinished Business

Mr. Minter asked for any unfinished business. There was none.

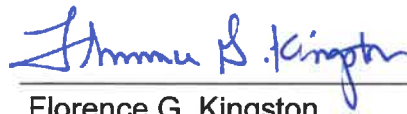
#### New Business

Mr. Minter asked for any new business. There was none.



EDA/IDA Board Meeting  
September 7, 2018  
Page 9

There being no further business to come before the Board, Mr. Minter adjourned the meeting at 9:16 a.m.



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Florence G. Kingston  
Secretary/Treasurer



ECONOMIC DEVELOPMENT AUTHORITY  
INDUSTRIAL DEVELOPMENT AUTHORITY

TO: Board of Directors  
FROM: Chair, Design Review Committee  
SUBJECT: Chair's Report  
DATE: September 7, 2018

The Design Review Committee met on August 16<sup>th</sup>. The Committee considered a request by Scotty Signs, on behalf of DF Lucy, LLC, and Drucker & Falk, for approval of a digital rendering and digitally-enhanced photograph of a proposed internally-illuminated monument sign located at 11824 Fishing Point Drive in Oyster Point of Newport News. Upon review, the Committee voted unanimously to recommend approval of the request, subject to all applicable City codes and regulations.

The next item considered by the Committee was a request by Scotty Signs, on behalf of the Industrial Development Authority, for approval of digital renderings and digitally-enhanced photographs of proposed monument signage at the entrances to Oakland Industrial Park. Upon review, the Committee voted unanimously to recommend approval of the request, subject to all applicable City codes and regulations.

The Committee also considered a request by Clark Nexsen, on behalf of Building One @ Tech Center, LLC, for approval of building elevations and digital renderings of proposed exterior modifications at 630 Hofstadter Road in Jefferson Center for Research and Technology. Upon review, the Committee voted unanimously to recommend approval of the request, subject to all applicable City codes and regulations.

Design Review Committee Chair's Report  
September 7, 2018  
Page 2

The Committee was briefed by staff regarding administrative approval actions granted for signage located at 724 City Center Boulevard, 704 Mariners Row, Suite #108, and 11820 Fountain Way.

Items in this Report voted on by the Committee require Board ratification.

  
ON Behalf of Jeffrey C. Verhoef

JCV:mej

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Date, Time and Location: August 16, 2018, at 8:00 a.m. at 11820 Fountain Way, Suite 301, Newport News, VA

Members Present: Alonzo Bell, Jr., Jonathan Skinner, Carl Breiner, Thomas Herbert, Robert Mann, Teresa Nettles, Bryan Trainum, Sylvia Weinstein, Elizabeth Willis

Members Absent: Jeffrey C. Verhoef



ECONOMIC DEVELOPMENT AUTHORITY  
INDUSTRIAL DEVELOPMENT AUTHORITY

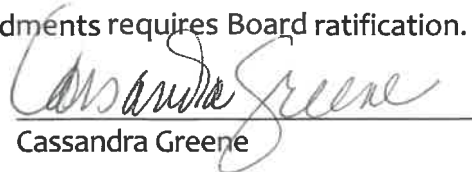
TO: Board of Directors  
FROM: Chair, Executive Committee  
SUBJECT: Chair's Report  
DATE: September 7, 2018

The Executive Committee met on August 28<sup>th</sup>. Following a briefing, the Committee approved two Lease Amendments between the IDA and Ferguson Enterprises, Inc., to acknowledge the exercise of existing Lease renewal options for space located in the Sherwood Shopping Center and the former Kazis site and provide an option for termination exercisable upon 120 days' notice, subject to review and approval by IDA Legal Counsel.

The Committee was given an update on upcoming dates & topics for Office Hours to be conducted by staff in locations throughout the City as a component of small business initiatives and outreach, as well as an update on progress being made on the co-working space planned for 2506 Jefferson Avenue. During discussion of small business outreach efforts, Committee Members stressed the importance of a comprehensive package of initiatives with measurable outcomes.

Finally, the Committee received an update on ongoing efforts related to the CNI Implementation Grant re-application.

The Committee's remaining items were handled in Closed Session. The item in this report related to the Ferguson Lease Amendments requires Board ratification.



Cassandra Greene

CG:clc

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Date, Time and Location: August 28, 2018, at 3:30 p.m. at 11820 Fountain Way, Suite 301, Newport News, VA

Members Present: Cassandra Greene, Gary Minter, Jennifer Smith-Brown

Members Absent: Jeff Verhoef



ECONOMIC DEVELOPMENT AUTHORITY  
INDUSTRIAL DEVELOPMENT AUTHORITY

TO: Board of Directors  
FROM: Chair, Marketing Committee  
SUBJECT: Chair's Report  
DATE: September 7, 2018

The Marketing Committee met on August 16<sup>th</sup>. Howell Creative Group provided the Committee with website and social media updates. Howell also presented the newly-redesigned business start-up site "YesNewportNews.com". The site serves as a "Launch and Grow Roadmap" with information and resources for those interested in starting or growing a business.

Staff offered information about upcoming events, including Piggly Wiggly Public Safety Partnership Night, Piggly Wiggly Stuff the Bus school supply drive and the Newport News State of the City.

This report does not require Board ratification.



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Jennifer Smith-Brown

JSB:sdj

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Date, Time and Location: August 16, 2018 at 10:30 a.m., 11820 Fountain Way, Suite 301, Newport News, VA 23606

Members Present: Jennifer Smith-Brown, Cassandra Greene, Faye Gargiulo, Gary Hunter, Dan Powell

Members Absent: Mary Aldrich, Don Blankenship



ECONOMIC DEVELOPMENT AUTHORITY  
INDUSTRIAL DEVELOPMENT AUTHORITY

TO: Board of Directors  
FROM: Chair, Revolving Loan Fund Committee  
SUBJECT: Chair's Report  
DATE: September 7, 2018

The Revolving Loan Fund Committee met on August 22<sup>nd</sup>.

Staff presented two Façade Improvement Grant (FIG) Program requests:

- FIG request for \$20,000 from The Abbitt Group, Inc. for windows/doors at 11009-11011 Warwick Boulevard & 98 Nelson Drive; and
- FIG request for \$20,000 from Thistlewitch, LLC. for roofing and windows/doors at 14798 Warwick Boulevard.

These FIG requests were unanimously approved.

Staff presented the newly-redesigned YesNewportNews.com website. The site serves as a “Launch & Grow Roadmap” which guides customers through the process of starting and expanding a business.

Items in this Report voted on by the Committee require Board ratification.



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Alonzo R. Bell, Jr.

ARB:tfw

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Date, Time and Location: August 22, 2018, at 12:30 p.m. at 11820 Fountain Way, Suite 301, Newport News, VA

Members Present: Alonzo Bell, Jr., Gary Minter, Jonathan Skinner, Susan Harris, George Knight and John Lunsford

Members Absent: Sharon Owens