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. Bell called the meeting to order at 8:00 a.m. on Friday, July 12, 2019, in the EDA/IDA
Board Room at Two City Center, 11820 Fountain Way, Suite 301, Newport News, Virginia.

Those members present were:

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

Absent:

None

Legal Counsel:

- Raymond H. Sutle, Jr.
- Conway Sheild

Staff:

- Kearston Milburn, Recording Secretary
- Cherry Croushore, Assistant Secretary
- Robin Boyd, Senior Marketing Coordinator

Also present:

- Amy Jordan, Vice President of Business Development & Customer Relationship
  Management, Hampton Roads Economic Development Alliance
- William Mann, Executive Director, Greater Peninsula Workforce Board
- Kathy Howell, President & Creative Director, Howell Creative Group
- Victoria Revell, Group Account Manager, Howell Creative Group
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Kevin Knapp, Director of Strategic Initiatives and Government Relations, Newport News/Williamsburg International Airport  
Collins Owens, City Attorney

Mr. Bell opened the meeting by welcoming everyone.

Quarterly Hampton Roads Economic Development Alliance Report

Mr. Bell called for the Quarterly Hampton Roads Economic Development Alliance (HREDA) Report. Ms. Jordan reported that HREDA had 21 prospect visits over the last three months, 27 year-to-date prospect visits and 77 appointments. She stated that HREDA and PM & Partner Marketing Consulting (PM&P), HREDA’s European consultant, had recently hosted a joint Foreign Direct Investment (FDI) training session, which Mr. Workman and other local economic developers had attended. She noted that a panel discussion on workforce development with STIHL and Liebherr was part of the session.

Ms. Jordan reported that she had recently joined HREDA and that part of her position was to develop a Regional Business Retention/Expansion Program, which would be the first of its kind in the Commonwealth. She stated that as a part of the program, she and other colleagues would meet and work collaboratively with each locality, and that Newport News would be one of the first.

Ms. Jordan shared that HREDA had hired Steve Harrison as the Vice President of Business Intelligence. She said that Mr. Harrison would lead HREDA’s Business Intelligence division and serve as a liaison between state and local partners in providing research and assisting businesses seeking information. She noted that Mr. Harrison previously served as the Business Development and Research Manager for the City of Virginia Beach’s Economic Development Department. Ms. Jordan noted that she was pleased to report that Douglas Smith, Norfolk’s current City Manager, had been named the President & CEO of HREDA, effective September 2019. She also added that Laura Hayes had left HREDA to join the City of Virginia Beach’s Department of Economic Development.

Mr. Bell asked if there were any questions of Ms. Jordan, there were none. Mr. Bell thanked Ms. Jordan for her report.
Quarterly Workforce Development Report

Mr. Bell called for the Quarterly Workforce Development Report. Mr. Mann stated he was pleased to report that Virginia had recently been announced as the Top State for Business by CNBC, noting the educational attainment of the state’s workforce, the number of available employees, and net migration of college-educated workers. He shared that the designation further emphasized the importance of collaborative initiatives in order to build an inclusive and diversified economy with high-quality jobs and career opportunities.

Mr. Mann stated that July was the start of a new program year and he was pleased to report that the Greater Peninsula Workforce Board (GPWB) had exceeded its targets set for 10 of 11 of the Workforce Innovation and Opportunity Act (WIOA) Youth, Adult and Dislocated Worker goals. He said that the goals included measures of unsubsidized employment, median earnings and credential attainment, and that based upon their 3rd quarter performance, they expect to meet or exceed all 11 goals for the program year.

Mr. Mann reported that the Comprehensive One-Stop Center on the main campus at Thomas Nelson Community College (TNCC) had met all federal and state certification requirements and was approved for full, unconditional certification at the June meeting of the Virginia Board of Workforce Development. The WIOA regulations require that each local workforce development area have at least one certified Comprehensive One-Stop Center and that the center be recertified once every two years.

Mr. Mann stated that the Comprehensive One-Stop Center provided a strong foundation from which to extend the One-Stop Service Delivery System. He said he had been working closely with Development staff and the City Manager’s office to provide for the management and delivery of workforce development services at the Brooks Crossing Innovation and Opportunity Center (BCIOC). Efforts have been focused on establishing a contract with the One-Stop operator, The WorkPlace, to manage the delivery of workforce services within the BCIOC. He reported that a conference call was previously held in June with Mr. Carbone, President and CEO of The WorkPlace and Ms. Parkmond, Chief Operating Officer of The WorkPlace, to discuss the workforce programs and services envisioned to be provided at the BCIOC. He shared that Mr. Carbone and Ms. Parkmond expressed their enthusiasm for the project and indicated that they were very interested in being part of such a unique undertaking. He stated that on June 10th, Ms. Parkmond came to Newport News, toured BCIOC, and met with the Workforce Board and City staff to discuss the project in more detail, including the responsibilities of the team that would manage the utilization of the workforce space.
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Mr. Mann indicated that he had provided City staff with a copy of the job description for the One-Stop Operator, and Ms. Parkmond had submitted a proposal with an accompanying budget for the delivery of management services at the BCIQC. He stated that the proposal and budget were being reviewed, and he anticipated a decision would be forthcoming as to how the management team would be organized.

Mr. Mann reported that he and staff were in the process of establishing an affiliate One-Stop Center at the upper end of the Peninsula. He stated that TNCC had generously offered to provide space at its Historic Triangle Campus to house a satellite One-Stop Center to serve the residents and employers in the Williamsburg, James City County and upper York County area. He said that he had spoken with their One-Stop partners to formulate an action plan that would lead to a soft opening of a center at that location in January 2020.

Mr. Mann pointed out that at a recent community forum, hosted by the Hampton Roads Workforce Council (HRWC), a new workforce analysis report titled the “Hampton Roads Talent Alignment Strategy” was unveiled. He said that the report, commissioned by the Hampton Roads Community Foundation in partnership with the region’s two Workforce Boards and Re-Invent Hampton Roads, laid out the challenges today’s workers, employers, educators and industry leaders must address to expand businesses and promote economic development. He stated that the event included a presentation by the report’s authors, the Chicago-based Council for Adult and Experiential Learning (CAEL) and Avalanche Consulting, and was followed by a panel discussion on the report’s key findings that included regional business executives, college educators and workforce development officials. He distributed the Hampton Roads Talent Alignment Strategy article and pointed out that the official document included three reports, the first of which focused on a regional workforce analysis, the second highlighted the supply-demand worker gap and the third outlined a strategy for aligning talent and training to meet workforce needs. He concluded his report by noting that the HRWC would organize work groups to implement various recommended strategies to achieve the talent alignment goals.

Mr. Bell asked if there were any further questions of Mr. Mann and there were none. Mr. Bell thanked Mr. Mann for his report.

Small Business Dashboard Presentation

Mr. Bell called for the Small Business Dashboard Presentation. Mrs. Kingston reminded the Board that she and staff had been charged with increasing their efforts and focus on small business development and further encouraging the creation and growth of entrepreneurial pursuits. She stated that following a period of planning, engaging with businesses and
entrepreneurs and compiling useful data, she was pleased to give Ms. Boyd the opportunity to present the EDA’s Small Business Dashboard.

Ms. Boyd reported that staff and Ms. Greene, as their EDA advisor, had been actively engaging with the small business community, as well as those wishing to start a business. She said that an internal team had been formed to discuss all objectives, lessons learned, current activities, new initiatives, measuring success and communications. She stated that she had worked with Howell Creative Group to develop a creative, eye-catching resource that would summarize all of the ways in which we assist small and start-up businesses. She said that the team conceptualized and designed a tool called the Small Business Dashboard that highlights areas of emphasis, which include direct financial investment, education and training, and networking and innovation. She added that users could view activities by three categories – Finance, Projects and Marketing, with data available for 2019 as well as 2018. Ms. Boyd demonstrated aspects of the Small Business Dashboard for Board Members.

Mr. Bell expressed that he was very pleased with this useful information being readily available on the website, and commended staff and Ms. Greene on a job well-done. Ms. Greene also agreed with Mr. Bell on the quality of the resulting product.

Mrs. Kingston commented that she and staff had worked diligently to ensure resources for small businesses and start-ups were easily accessible in Newport News, many developed by collaboratively working with the State and other partner resources. She reminded Board Members that office space was provided on a monthly basis to representatives from the State Small Business and Supplier Diversity (SBSD) group and Service Corps of Retired Executives (SCORE) to assist in providing resources to the Newport News community. She said that our Office Hour events and regional Home-Based Business initiatives had also been well-received and pointed out that she and staff were working to launch a Micro-Grant Program in addition to the Micro-Loan Program.

Mr. Bell asked if there were any questions of Ms. Boyd and there were none. Mr. Bell thanked Ms. Boyd for her report.

Secretary/Treasurer’s Report

Mrs. Kingston reported that the City had leased what was known as the Coats & Clark Building from the IDA since August 1999 and that in addition to Purchasing’s use of space for warehouse purposes, the City utilized the building for personnel space for the Police Department, the Fire Department and file storage space for a number of other departments including the City Manager’s Office and the City Attorney’s Office. She stated that the
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original lease would expire on July 31, 2019 and that the City wished to continue the leasing arrangement with a new 10-year lease, with two five-year renewal options.

Mrs. Kingston stated that the new lease would reflect changes associated with the site and facility since the original commencement date in 1999, including the IDA’s satisfaction of associated bonds, demolition of a paint storage warehouse and subdivision of a 2.612-acre sub-parcel in 2012 in support of the City’s Peninsula Regional Animal Shelter site. She said that the new lease would reflect only an annual $55,000 maintenance reserve and $20,000 administration fee. At each five-year increment of the term and renewal periods, the maintenance reserve would escalate $10,000 and the administrative fee would escalate $2,500. She noted that any repairs to the building costing in excess of $25,000 may be paid from the maintenance reserve, to the extent such funds were available. She added that the new lease was otherwise substantially the same as the original lease in place since 1999, and that City Council formally approved execution of the proposed new lease, which was reviewed and approved by IDA Legal Counsel prior to its consideration by City Council, at the July 9, 2019 City Council Meeting. Mrs. Kingston advised that she would be seeking Board approval of the lease at the conclusion of her report.

Mrs. Kingston reported that Hampton Roads Sanitation District (HRSD) was preparing to conduct a sewer pipeline rehabilitation project in the Lower Jefferson Avenue Corridor, and had approached EDA staff regarding the provision of temporary construction and access easements for bypass piping that would be placed around and across portions of the Brooks Crossing Development project for approximately six months. She said that HRSD had been coordinating with the City’s Engineering Department to facilitate this project. She said that she and staff had participated in a number of meetings with members from the HRSD team and the City’s Engineering Department to examine the areas where bypass piping would cross the Brooks Crossing project, and believed they had reached an agreement on the least impactful route that would allow HRSD to conduct its rehabilitation project within the Jefferson Avenue Corridor. She provided Board Members with a schematic to give some reference of the affected areas.

Mrs. Kingston explained that a Temporary Construction and Access Easement was requested over the rear portion of the South Police Precinct parcel at 3303 Jefferson Avenue, a Temporary Construction and Access Easement was requested over a portion of the undeveloped parcel, addressed as 481 34th Street, north and adjacent to the South Police Precinct parcel, and a Temporary Access Easement was requested over a small remnant parcel that was a portion of former 29th Street. Mrs. Kingston advised that she would be seeking Board approval of the requested easements at the conclusion of her report.
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Mrs. Kingston pointed out that one of Newport News’ most important tools to support business growth in the City was the Virginia Enterprise Zone Program. She said that the Newport News’ Enterprise Zones were among the most utilized zones in the state, and each year many Newport News businesses and property owners benefit from the program. She noted that the application deadline for state incentives for investments made and jobs created during 2018 was April 1st and grants would be disbursed in mid-July. She said that state grants totaling $1,341,075 would be awarded to 22 Newport News applicants - 17 for the state’s Real Property Investment Grant and five for the state’s Job Creation Grant. She said that the 22 applicants represented private capital investment of $18,323,609 and 474 new qualifying jobs.

Mrs. Kingston reminded Board Members that the InvestNewportNewsOppZone.com site had debuted last month promoting the basics of this new federal Tax Program and detailing each of Newport News’ seven Opportunity Zones. She said that on July 25th, she and staff would continue the promotion of the new investment vehicle by hosting two informational sessions at the Holiday Inn at City Center. She stated that the sessions would target the investment, finance and real estate communities, and that she and staff would promote the sessions via targeted invitations and e-blasts, as well as through social media outlets. She said to accommodate attendees’ schedules, one session would be in the morning at 8:00 a.m. and the other at 5:30 p.m., and both sessions would feature speakers who were recognized Opportunity Zone experts. She noted that each session would conclude with information on the new website and City’s seven Opportunity Zones.

Mrs. Kingston stated that on June 10th, she along with Carol, Matt and Mallory hosted 20 interns from the Hampton Roads Association for Commercial Real Estate (HRACRE) at Jefferson Lab for a program titled “A Taste of Technology”. She said that a diverse range of speakers from the Department of Development, Jefferson Lab, Newport News Shipyard and Tech Center Research Park engaged the audience through live demonstrations, Q&A and virtual tours, providing insight on how technology, economic development and business interconnect. She stated that the interns gained an understanding of how technology would affect their futures, and noted that HRACRE sponsored the intern program annually, offering students an opportunity to learn about roles that various professions play in commercial real estate. She reminded the Board that HRACRE was an association of professionals from all areas of commercial real estate including developers, contractors, architects, engineers, attorneys, appraisers, bankers and brokers.

Mrs. Kingston reported that on June 11th, she presented an overview of both new and ongoing economic development projects in Newport News to the Virginia Peninsula Association Realtors Executive Committee. She said that the presentation was a follow-up
to a panel presentation by several local economic development leaders last fall. She stated that she was pleased to be able to continue to strengthen her relationship with this group of professionals and identify ways in which she and staff could work in a collaborative fashion to help positively shape the future of Newport News and the Peninsula.

Mrs. Kingston informed the Board that the Monthly Financial Statements were in their packages, noting a few highlights and offering to answer questions.

Mrs. Kingston offered Ms. Meredith an opportunity to comment related to the Air Service Development Conference she attended in Nashville in June. Ms. Meredith reported that in June she joined Mr. Giardino, Executive Director, Newport News/Williamsburg International Airport (PHF), a team of Newport News/Williamsburg International Airport’s air service consultants and Vickie Cimino, CEO of Visit Williamsburg, at the Airports Council International North America Jumpstart 2019 Air Service Development Conference. She said that it was a well-organized three-day event attended by representatives from many airlines and representatives from more than 200 airports across North America.

Ms. Meredith advised that the first day was filled with speakers and panels on industry hot topics, including How Airlines Evaluate New Service Routes and Building and Maintaining Air Service through Incentive Programs. She commented on the quality of engagement among conference attendees and that the structure of the conference made it very easy to initiate dialogue with airline representatives.

Ms. Meredith stated that days two and three were what the conference was most known for— a “speed dating” program designed to bring airports and airlines together for brief strategic meetings. She said that the airports could request a private, 20-minute meeting with up to 10 airlines and the airlines also made their own wish lists of communities with which they wanted to meet. She stated that with the assistance of a matching software program, conference staff then crafted a meeting schedule for each airport with airlines that requested to meet them.

Ms. Meredith stated that her team knew they had an important story to tell in a very limited time. She reported that industry professionals were familiar with the past extraordinary success with AirTran, the excellent current load factors and recent challenges. She said her team had a carefully crafted message, tailored for each airline and a strategic role for each member of their team. She stated that they used a presentation with great supporting graphics on iPads and concluded each meeting by sending the airline route planners a link to the presentation.
Ms. Meredith said what distinguished their team was that they had a regional tourism and an economic development person present. She stated the team was able to engage with each route planner about local economic climate, business demand, international companies and where business travelers want to go. She said there was value in first-hand knowledge and industry engagement, and felt it was time well-spent that would help support PHF in an informed and knowledgeable manner.

Mr. Bell asked if there were any questions of Ms. Meredith, and she responded to several. Mr. Bell thanked Ms. Meredith for her comments.

Mrs. Kingston offered the City Manager an opportunity to comment. Ms. Rohlf reminded the Board of their Joint Special Meeting with City Council and the Planning Commission on July 16th and noted that the meeting would include a bus tour of the Plan area, followed by a presentation of the final proposed Denbigh-Warwick Area Plan and an opportunity to ask questions and/or provide input. She stated that preparation of the plan had been very community driven and she hoped to implement some early initiatives and opportunities to enhance the community. She stated that the day following the Joint Special Meeting, the U.S. Department of Housing and Urban Development (HUD) was scheduled to visit with regard to the Choice Neighborhood Initiatives (CNI) and commended staff on working persistently to juggle all the tasks. She said that she was still working with City Council on the Capital Improvements Plan (CIP).

Ms. Rohlf stated that the Mayor had created an Advisory Committee on Education, which consisted of about 13 members from the City, Newport News Public Schools and citizens, to discuss education initiatives and to assist in providing awareness on the many positive things taking place throughout the City. She noted that EDA Board Member, Mr. Verhoef, was serving on the Committee, and Mr. Verhoef commented that he thought it was a very useful exercise, opening communication and dialogue.

Mr. Bell asked if there were any questions of Ms. Rohlf. Mr. Bell thanked Mrs. Kingston and Ms. Rohlf for their reports and comments.

Mr. Bell asked for a motion to authorize IDA approval and execution of that certain Deed of Lease by and between the IDA and the City, providing for the City’s continued lease of the Coats & Clark Site and Building for a 10-year term, with two five-year renewal options, commencing August 1, 2019, for use by the City for various City functions, subject to IDA Legal Counsel final review and approval of all necessary documentation, and acknowledging the City’s agreement to the terms and conditions of such Deed of Lease as evidenced by City Council’s approval action at its July 9th City Council Meeting. Ms. Smith-
Brown so moved and Ms. Greene seconded the motion, which passed unanimously on a roll call vote.

Mr. Bell asked for a motion to authorize the EDA's grant of the two Temporary Construction and Access Easements and Temporary Access Easement requested by HRSD, as outlined, subject to all necessary documentation being reviewed and approved by EDA Legal Counsel. Ms. Greene so moved and Mr. Minter seconded the motion, which passed unanimously on a roll call vote.

**Assistant Secretary’s Report**

Mr. Bell 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. Bell 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 9:04 a.m., Mr. Skinner moved for the Authority to go into a closed meeting pursuant to VA Code Section §2.2-3711.A: Prospective Business (5) for the following purpose and subjects: (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 unannounced prospective businesses interested in locating in the central section of the City and an unannounced expansion of an existing business located in the southern district of the City. Mr. Minter seconded the motion, which passed unanimously on a roll call vote.

At 9:51 a.m., the EDA/IDA Board returned to open session following a certification motion by Mr. Skinner, 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. Minter seconded the motion, which passed unanimously on a roll call vote.
Action Coming Out of Closed Session

Mr. Bell asked for a motion that the EDA authorize funding in an amount not to exceed $600,000 to be utilized as matching funds for Newport News/Williamsburg International Airport’s (PHF) funding request from the U.S. Department of Transportation through the Small Community Air Service Development Program (SCASDP) to expand air service from PHF, with expenditure of such funding subject to PHF’s receipt of the SCASDP grant, agreed-upon performance measures for the proposed air service and concurrence on necessary documentation. Ms. Smith-Brown so moved and Mr. Minter seconded the motion, which passed unanimously on a roll call vote.

Committee Reports

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

Approval of Minutes of the Regular Meeting of June 7, 2019

Mr. Bell asked for a motion that the Minutes of the Regular Meeting of June 7, 2019 be approved. Mr. Minter so moved and Ms. Smith-Brown seconded the motion, which passed unanimously on a roll call vote.

Unfinished Business

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

New Business

Mr. Bell asked for any new business. Mrs. Kingston reported that Vedeat had officially opened in City Center at the previous Lunch Bell location, serving breakfast and lunch. She also pointed out that Gallina Grasso had ceased operations.
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There being no further business to come before the Board, Mr. Bell adjourned the meeting at 10:04 a.m.

Florence G. Kingston
Secretary/Treasurer

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ECONOMIC DEVELOPMENT AUTHORITY
INDUSTRIAL DEVELOPMENT AUTHORITY

TO:        Board of Directors
FROM:      Chair, Design Review Committee
SUBJECT:   Chair’s Report
DATE:      July 12, 2019

The Design Review Committee met on June 20th. The Committee considered a request by Sign Media, on behalf of 11835 Fishing Point, LLC, for approval of a digital rendering of a proposed internally-illuminated monument sign at 11835 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.

This Report requires Board ratification.

Mary C. Aldrich

MCA:kpw
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Date, Time and Location: June 20, 2019, at 8:00 a.m. at 11820 Fountain Way, Suite 301, Newport News, VA

Members Present: Mary C. Aldrich, Alonzo R. Bell, Jr., Jonathan P. Skinner, Carl Breiner, Thomas Herbert, Robert Mann, Bryan Trainum, Sylvia Weinstein, Elizabeth Willis

Members Absent: Teresa Nettles
TO:        Board of Directors  
FROM:       Chair, Marketing Committee  
SUBJECT:    Chair’s Report  
DATE:       July 12, 2019

The Marketing Committee met on June 20th. Staff presented an overview of the recent series of Office Hours workshops. Howell Creative Group updated Committee members on the performance of the EDA website and social media outlets, with emphasis on the success of the recently-launched Opportunity Zone site, InvestNewportNewsOppZone.com. Staff also highlighted upcoming ribbon-cutting events, as well as entrepreneurial and small business sponsorships.

This Report does not require Board ratification.

Jeffrey C. Verhoef

Date, Time and Location:  June 20, 2019 at 10:30 a.m., 11820 Fountain Way, Suite 303, Newport News, VA 23606

Members Present:  Jeff Verhoef, Don Blankenship, Faye Gargiulo, Gary Hunter, Dan Powell

Members Absent:  Cassandra Greene, Jennifer Smith-Brown
The Revolving Loan Fund Committee met on June 26th.

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

- FIG request for $20,000 from Event Central, LLC for roofing, exterior lighting and exterior painting, including prep at 9910 Hosier Street;

- FIG request for $13,366 from Event Central, LLC for roofing, exterior lighting, and exterior painting, including prep at 9912 Hosier Street; and

- FIG request for $20,000 from Outback Media, LLC for exterior finishes and materials, exterior lighting, fencing, paving, and windows/doors at 9601 Warwick Boulevard.

These FIG requests were unanimously approved.

This Report requires Board ratification.

Cassandra P. Greene

Date, Time and Location: June 26, 2019, at 12:30 p.m. at 11820 Fountain Way, Suite 301, Newport News, VA

Members Present: Cassandra Greene, C. Gary Minter, George Knight and Sharon Owens

Members Absent: Jonathan Skinner, Susan Harris and John Lunsford