

MINUTES OF THE ANNUAL 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, November 1, 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. Suttle, Jr.
Conway Sheild

Staff:

Kearston Milburn, Recording Secretary
Cherry Croushore, Assistant Secretary

Also present:

Anne Curtis Saunders, McGuireWoods LLP, Applicant Bond Counsel
Douglas L. Hornsby, Esq., CEO of Christopher Newport University Real Estate
Foundation
Rob Churchman, Partner, Cherry Bekaert, LLP
Greg Miller, Senior Manager, Cherry Bekaert, LLP

Also present (continued):

Jack Hession, Senior Vice President, Madison Government Affairs
Ralph Clayton, Assistant City Manager
Collins Owens, City Attorney
Robert Pealo, Deputy City Attorney

Mr. Bell opened the meeting by welcoming everyone.

Request by Christopher Newport University Real Estate Foundation for IDA Final Approval of the Issuance of its Revenue Bonds in an Amount Not to Exceed \$52,000,000 for the Benefit of Christopher Newport University Real Estate Foundation and Certain Affiliates

Mr. Bell called on Ms. Saunders, Applicant Bond Counsel, to provide an overview. Ms. Saunders reminded the Board that Resolution 19-2, providing initial approval of the issuance of its revenue bonds in an amount not to exceed \$52,000,000 for the benefit of Christopher Newport University Real Estate Foundation and certain affiliates, had been presented and approved at the IDA's October Board Meeting.

Ms. Saunders reported that she would be seeking approval of Resolution 19-4, which had been provided to Board Members in their Agenda packages, related to the request of Christopher Newport University Real Estate Foundation for IDA final approval of the issuance of its Revenue Bonds in an amount not to exceed \$52,000,000 for the benefit of Christopher Newport University Real Estate Foundation and certain affiliates. She said that there would be three series of bonds issued, one to be sold to each of the following banks: Bank of America, TowneBank and Atlantic Union Bank. She stated that the bonds would be issued and sold under three separate loan agreements with the respective Lender and Foundation, and that the Foundation would agree to make the debt-service payments on those bonds.

Ms. Saunders pointed out that the bonds had no recourse against the IDA and advised that Douglas L. Hornsby, CEO of Christopher Newport University Real Estate Foundation, was also present should there be any questions with regard to the projects.

There being no questions, Mr. Bell asked for a motion approving IDA Resolution 19-4, as presented. Mr. Minter so moved and Ms. Greene seconded the motion, which passed unanimously on a roll call vote.

Draft FY 2019 EDA/IDA Audit Presentation

Mr. Bell called on Mr. Churchman and Mr. Miller to present the Draft FY 2019 EDA/IDA Audit. Mr. Churchman provided an outline of the engagement services provided by Cherry Bekaert LLP, which included an Audit of the EDA/IDA FY 2019 financial statements using standards as required by the Government Auditing Standards, and compliance testing with the Auditor of Public Accounts' Specifications for Authorities, Boards and Commissions. Mr. Churchman explained that Cherry Bekaert utilized a four-phase, top-down risk-based audit approach that was highly automated and specifically tailored to the EDA/IDA.

Mr. Miller reported that there were no material weaknesses in internal controls or financial reporting. He advised that there was an adoption of a new accounting policy, Implementation of GASB 88, Certain Disclosures Related to Debt, including Direct Borrowings and Direct Placements. He noted that the application of existing policies was not changed during 2019 and that there were no difficulties encountered in performing the Audit. Mr. Churchman briefly summarized FY 2021 new accounting and reporting changes.

Mrs. Kingston noted that the continuing positive audit results were largely a function of the excellent work of Zoe Lumpkin and Keith Ferguson, Senior Budget Analyst in the City's Department of Budget and Evaluation.

Mrs. Kingston explained that the Draft FY 2019 EDA/IDA Audit required some minor revisions and stated that she felt it important for the Board to have more time than had been provided for review of the Audit document, and was therefore recommending that the Board delegate authority to the Executive Committee for approval of the FY2019 EDA/IDA Audit.

Mr. Bell asked if there were any questions for Mr. Churchman and Mr. Miller. There were none.

Mr. Bell asked for a motion to delegate authority to the Executive Committee to approve the FY 2019 EDA/IDA Audit. Ms. Smith-Brown so moved and Mr. Minter seconded the motion, which passed unanimously on a roll call vote.

Secretary/Treasurer's Report

Mrs. Kingston stated that she was pleased to report that the City of Newport News' State of the City event, themed "Our Story Continues... BELIEVE With Us", was very well-received by the sold-out audience of over 700. She stated that Ms. Smith-Brown was one of the speakers, and commended her for an outstanding job. She gave kudos to City Council and

the City Manager for their performances in the opening video and stated that it was rewarding to hear of the City's accomplishments, personal "stories" of how those accomplishments impacted citizens and businesses, as well as new and exciting endeavors on the horizon. She said that the event continued to get better each year, and she looked forward to another great story to tell in 2020.

Mrs. Kingston stated that the Hampton Roads Sanitation District (HRSD) was working on a project entitled "Patrick Henry Force Main" and that the project was fully-funded and owned by HRSD. She said that HRSD was undertaking replacement, repair and relocation of its infrastructure in the Patrick Henry area of Newport News, and due to the proposed improvements the IDA's property located at 2381 G Avenue would be affected. She stated that HRSD was proposing the acquisition of a 37,152-square-foot permanent utility easement, and provided Board members with an aerial of the property and the easement location. Mrs. Kingston reported that the property to be conveyed from the IDA to HRSD included a 37,152-square-foot easement and conditions requiring that installation of HRSD's infrastructure be designed and installed to allow any prospective future road crossing over the granted easement area to be positioned deep enough to avoid proposed mast arm foundations or any other accommodation that would normally be required by the City of Newport News, and that if such facilities require relocation or replacement in order to accommodate City needs in the future, HRSD would be responsible for adjustments at its own expense. She noted that the compensation for the permanent utility easement acquisition would be \$67,774, and that she would be seeking Board approval at the conclusion of her report.

Mrs. Kingston said that in order to allow construction of the fourth public parking garage in City Center to continue moving forward there were existing electrical service lines and equipment that needed to be relocated to no longer lie in conflict with the garage piles and foundation. She stated that in order to facilitate relocation of the electrical service lines and equipment, Dominion Energy Virginia had requested an approximately 19-foot by 15-foot easement on the EDA-owned parcel located at 11829 Canon Boulevard, and an aerial of the property and easement location was provided. She said that in conversations with Dominion and Ferguson, the location had been identified as the only viable location for relocating an existing electrical switch box, and that she would be seeking Board approval at the conclusion of her report.

Mrs. Kingston reported that she and Lisa Wornom-Zahraiddin had attended a Science, Technology, Engineering, and Mathematics (STEM) Ecosystem Conference in Cleveland, Ohio as guests of the Teaching Institute for Excellence in STEM (TIES), the entity that led the design of the Brooks Crossing Innovation and Fabrication Lab. She said that it was

impressive to see the variety of ways communities, regions and states were creating impactful STEM Ecosystems and that she and Lisa have a follow-up call to explore further how they might build on current initiatives to broaden the ecosystem.

Mrs. Kingston informed the Board that over the past month, she was honored to be a guest lecturer at two institutions of higher learning – Virginia Tech and Christopher Newport University. She said that on October 16th, she lectured Virginia Tech's PAPA 5785 fall class in Local Economic Development Planning, which was her first foray into e-learning as it was conducted via video conference. She thanked staff for ensuring that the technology went off without a hitch, and the case study of the evolution and development of Oyster Point and City Center generated a great deal of interest and some good follow-up questions from the students who were located at about 10 different locations. She reported that on October 28th, she lectured a CNU Urban Economics Class, which was a more traditional classroom setting, and that her presentation covered a comprehensive view of economic development opportunities and challenges throughout the City. She stated that she was impressed with the seriousness and inquisitiveness of the young people enrolled in the courses and thoroughly enjoyed these opportunities when they come about.

Mrs. Kingston reported that on October 22nd, Derek Perry attended the Opportunity Virginia Launch Summit at the University of Virginia's Darden School of Business. She said that the event was the official launch of the Commonwealth's Opportunity Zone initiative, which was led by Virginia Community Capital and LOCUS Impact Investing. She pointed out that at the Summit, Derek participated as a speaker on the practitioner workshop panel, entitled "Marketing a Community: Best Practices in Prospectus Building" and while on the panel Derek showcased our InvestNewportNewsOppZone.com website and resources we have created for prospective investors, and shared some of the lessons learned from the development of our marketing tool. She stated that the event and panel discussion were well-attended by investors, practitioners and other interested stakeholders from across the Commonwealth.

Mrs. Kingston reminded the Board that it was 2019 START Main Event "Shark Tank" Weekend. She said that the 2019 event would be held at Hampton University in the McGrew Towers Conference Center, beginning November 1st at 4:30 p.m. with networking and dinner, followed by 30 ninety-second pitches to a panel of judges. She stated that the keynote speaker was Warren Haber, a successful entrepreneur, angel investor and Managing Director of New York based Exoventure. She said that Saturday would feature a legal and a marketing workshop along with a START alumni panel, and on Sunday the top 10 pitch teams would give their final presentations at 5:30 p.m., following a full work day. The crowd would then hear from Erica McMannes, Co-founder and COO of Instant Teams,

a 2017 START winner. She stated that the three winning teams would each receive a cash prize of \$5,000 and a Chamber of Commerce membership, and all would benefit from tremendous learning and networking opportunities. She encouraged the Board to come to any part of the weekend event.

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 Carol Meredith an opportunity to brief the Board on her marketing trip to Germany with the Hampton Roads Economic Development Alliance (HREDA). Ms. Meredith reported that she participated in a marketing mission trip to Germany with Chris Lemmon, Executive Vice President & Chief Marketing Officer of HREDA; Charles Bauman, Business Development Manager of Virginia Beach Economic Development; and Michael Haas, Sebastian Haas and Markus Wellman, PM&Partner Marketing Consulting GmbH (PM&P), European consultant for lead generation.

Ms. Meredith stated that the marketing trip provided the opportunity for the team to highlight the many assets Hampton Roads had to offer. She reported that the lead generation consultant had an in-depth understanding of Hampton Roads and represented it robustly. She stated that during the trip she was able to meet with a variety of businesses, varying in sizes and stages in corporate life cycle, from all over the country including Frankfurt, Freiburg, Hamburg and Hannover.

Ms. Meredith stated that the team had followed up with prospects and sent thank you notes along with any additional information that was promised. The team is formulating a plan and mapping out specifics needed to advance with each of the prospects. She noted that all prospects were valid and the frequency and nature of ongoing communications with each was dictated by the information learned when meeting with them. She also expressed the importance for the City of Newport News to continue to be an active participant in all HREDA activities.

While in Germany, Ms. Meredith reported that she traveled to Stuttgart to visit Andreas Emmerich, Owner/Managing Director of Solo Kleinmotoren, parent of the Newport News company Solo, which is located on Chestnut Avenue in the Copeland Industrial Park. She highlighted that the privately-owned company was a worldwide leader and innovator in the production of backpack and hand-held blowers and sprayers, compression sprayers, mist blowers and cut-off saws. She informed the Board that staff had been working with Solo's local management in developing a plan for Solo to expand in Newport News, so the timing

of the visit was superb. She noted that the company has production facilities in Newport News, Germany, Austria, New Zealand and Chile.

Mr. Bell asked if there were any questions for Ms. Meredith. Ms. Smith-Brown expressed her appreciation for the initiative of the trip and asked to be kept informed, and commended the work of the Marketing Committee for the development of the Authority's online presence.

Mrs. Kingston offered the City Manager an opportunity to comment. Ms. Rohlf thanked Board Members for their attendance at the Newport News State of the City luncheon, which was a very successful event. She stated that she had received numerous follow-up comments and felt the phrase "Our Story Continues... BELIEVE With Us" set the right tone. She said that the attendees were engaged and some even wanted to share their "story".

Ms. Rohlf stated that the City Council Retreat was scheduled for November 14th and 15th to discuss the City's strategic plan, vision, mission, future endeavors and Capital Improvement Plan (CIP) projects. She said that City Council would review recommended CIP projects to determine if the projects are necessary to pursue, indicating that City Council priorities may change somewhat over time. She advised that a guest speaker to be at City Council's Retreat, Peter Kageyama, would repeat his presentation called "For the Love of Newport News" on Friday, November 15th at the Marriott, and encouraged Board members to attend. She noted that Mr. Kageyama was an author and nationally recognized speaker.

Ms. Rohlf stated that she looked forward to strategic planning with City Council and moving forward with the CIP and Operating Budget. She reported that Newport News Public Schools had started a strategic planning process themselves, and that she had recently been invited to participate.

Mr. Bell asked if there were any questions of Mrs. Kingston or Ms. Rohlf. There were none. Mr. Bell thanked them for their reports and comments.

Mr. Bell asked for a motion to authorize conveyance of a 37,152-square-foot permanent utility easement on IDA-owned property located at 2381 G Avenue, to Hampton Roads Sanitation District (HRSD), for the purpose of repairing and relocating its infrastructure as part of the Patrick Henry Force Main Project, subject to the conditions that the infrastructure is designed and installed to allow any prospective, future road crossing over the granted easement area to be positioned deep enough to avoid proposed mast arm foundations or any other accommodation that would normally be required by the City of Newport News, and if any adjustments or relocation need to be made in the future for City needs, the adjustments will be at the expense of HRSD, subject to all documentation being reviewed

and approved by IDA Legal Counsel. Ms. Greene so moved and Ms. Smith-Brown seconded the motion, which passed unanimously on a roll call vote.

Mr. Bell asked for a motion to authorize execution of a non-exclusive utility easement with Virginia Electric and Power Company, doing business in Virginia as Dominion Energy Virginia, on an approximately 19-foot by 15-foot portion of EDA-owned parcel #184000309, located at 11829 Canon Boulevard, to facilitate relocation of existing electrical services lines and equipment in order to allow construction of a fourth public parking garage at City Center, subject to review and approval by EDA Legal Counsel. Mr. Minter so moved and Ms. Greene 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 asked for the Madison Government Affairs' Consultant Report. Mr. Hession reported that Lawmakers appeared to be resigned to another stopgap spending bill to avoid a government shutdown. Congress would be forced to enact another continuing resolution, the second of fiscal 2020. The current stopgap bill was funding agencies at their fiscal 2019 levels only through November 21st.

Mr. Hession reported that between funding the government and an impeachment inquiry and potential Senate trial, the prospects for a vote to implement the U.S.-Mexico-Canada Agreement (USMCA) trade deal were unlikely. He said that the House Speaker had said that they were making progress, but would not give a timeline on a deal.

Mr. Hession stated that negotiations over the defense-policy bill were over the President's signature campaign issue, the border wall. He said that the impact on Ft. Eustis included the Advanced Individual Training Barracks. The Phase IV military construction project appeared to be on its way once the FY 2020 Authorization and Appropriations bills were signed into law, but that was held up by the Continuing Resolution as well as Congress' inability to advance voting and sending bills to the President. The \$55 million project completed the four Phases and placed almost all of the Fort Eustis Advanced Integrated Technologies (AIT) soldiers in 21st century work and barracks environments.

Mr. Hession reported that on October 7th, Congressman Bobby Scott visited Fort Eustis at the request of the Eustis Civic Leaders Association (ECLA) and in close coordination with the 733rd Mission Support Group at Joint Base Langley-Eustis (JBLE). He said that the briefing was conducted by Colonel Jennifer Walkawicz, Garrison Commander. The briefing covered important current and near-term projects and programs important to the continuing role of Fort Eustis. He said that Congressman Scott heard about the upcoming military construction request for recapitalization of the Front Gate, which would require some minor land acquisition and upgrading by replacement of a major sub-station serving Fort Eustis, two critical projects (FY 2019 & 2020) for the 128th Aviation Brigade, which was formerly the U.S. Army Aviation Logistics School (USAALS), and the 3rd Port Area home to the 7th Group and the essence of the Army's Watercraft Fleet. He noted that the original plan was to have Congressman Scott accompanied by Congresswoman Luria, freshman Member from the area, but she was unavailable until December. The ECLA has been in contact with Congresswoman Luria's staff about a visit to Fort Eustis and hoped to have it scheduled and accomplished before the end of the calendar year. He pointed out that in addition to Mr. Hirsch and himself, the City was represented by Mrs. Kingston and Mr. Clayton, Assistant City Manager, and noted that Mr. Clayton was the former Garrison Commander at Fort Eustis.

Mr. Hession advised that on October 8th, Colonel Walkawicz conducted the 1st Annual State of the Fort presentation to a cross-section of Fort personnel and leadership, as well as invited guests from the community. He said that the presentation created a baseline for future annual presentations.

Mr. Bell asked if there were any questions of Mr. Hession. There were none. Mr. Bell thanked him for his report.

At 8:59 a.m., Mr. Skinner moved for the Authority to go into a closed meeting pursuant to VA Code Section §2.2-3711.A: Real Estate (3) and Legal Counsel (7) 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 a proposed property acquisition in the southern section of the City; and (7) Consultation with legal counsel and briefings by staff or consultants pertaining to actual or probable litigation, where such consultation or briefing in open meeting would adversely affect the negotiating or litigating posture of the public body; and consultation with legal counsel employed or retained by a public body regarding specific legal matters requiring the provision of legal advice by such counsel, the subject of which is litigation

arising from an incident on EDA property in the central section of the City. Ms. Smith-Brown seconded the motion, which passed unanimously on a roll call vote.

At 9:49 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 stated there was an action coming out of Closed Session.

Mrs. Kingston reported that the owner of 856 25th Street reached out to determine if the City/EDA would be interested in purchasing his property. She said that the City had been interested in cleaning up and controlling the property for years. She stated that 856 25th Street was located directly across Wickham Avenue from Downing-Gross Cultural Arts Center and was diagonally across the intersection of 25th Street and Wickham Avenue from the Pearl Bailey Library. She said that City Administration was desirous of having the EDA acquire the property to better control the aesthetics of this important, prominent corner in the Southeast Community, and that the acquisition of the property would help eliminate a source of blight within the community and provide a strategic property that could be used to support revitalization efforts.

Mrs. Kingston stated that she and staff had negotiated with the owner and reached an agreed upon purchase price of \$175,000, and that she and the City Manager recommended that the EDA acquire the property at the agreed upon price.

Mr. Bell asked if there were any questions of Mrs. Kingston. There were none.

Mr. Bell asked for a motion to authorize the acquisition of 856 25th Street at an agreed upon purchase price of \$175,000, from record owner Jonathan S. Ung, to support strategic redevelopment efforts in the Southeast Community, subject to the review and approval of all documentation by EDA Legal Counsel. Mr. Minter so moved and Ms. Greene seconded the motion, which passed unanimously on a roll call vote.

Authorization of Letter of Intent by and between the EDA and WeldenField Development, LLC Related to the Proposed Development of the Endview Tract

Mrs. Kingston reported that staff had been working with WeldenField Development, LLC to advance discussions on the development of the Endview tract at 350 Yorktown Road. She pointed out that in July, a public engagement session was held at which public feedback on the proposed development concept for Endview was sought. She stated that many of the comments revolved around preservation of certain areas of trees, complementing the existing Endview house, having high architectural standards and ensuring compatibility with the overall Lee Hall area.

Mrs. Kingston said that through conversations with WeldenField Development, LLC it was determined that it was necessary to advance the master plan/design of the proposed development prior to being able to discuss any terms and conditions that would be in a memorandum of understanding or a development agreement. She stated that in order to advance design and to keep the project moving forward, she and staff worked with WeldenField Development, LLC to produce a Letter of Intent (LOI) that would give WeldenField Development, LLC comfort as they move forward.

Mrs. Kingston explained that the LOI outlined the project, including exclusivity and confidentiality on the project, as well as responsibilities on due diligence and public input. She said that the key component of the LOI is that the EDA and WeldenField Development, LLC agree to split costs to develop a Land Development Plan in order to get enough information to advance discussions on a development agreement or memorandum of understanding. She stated that the Land Development Plan would include a concept and phasing plan, preliminary utility and stormwater plans and an engineer's estimate for the project, and that having such information was essential to begin negotiating the development agreement.

Mrs. Kingston reported that she had agreed to costs up to \$60,000 with a 50/50 split of up to \$30,000 each, with the EDA's share to be reimbursed by WeldenField Development, LLC through terms in the development agreement, and that if they fail to execute a memorandum of understanding or development agreement, the EDA would reimburse WeldenField Development, LLC its share of the costs. Mrs. Kingston stated that she was seeking Board authorization of the LOI, which would be signed and sent to WeldenField for execution.

Mr. Bell asked for a motion to authorize a Letter of Intent between the EDA and WeldenField Development, LLC in connection with the development of the EDA's Endview tract located at 350 Yorktown Road, subject to review and approval by EDA Legal Counsel. Ms. Greene

so moved and Ms. Smith-Brown seconded the motion, which passed unanimously on a roll call vote.

Committee Reports

Mr. Bell called for the Committee Reports. Mr. Verhoef presented the Marketing Report, which did not require Board ratification.

Election of Officers

Chair Bell called for nominations from the floor for Chair of the EDA/IDA for 2020. Mr. Minter moved to nominate Alonzo Bell for Chair. Mr. Skinner seconded the motion. Ms. Smith-Brown moved to close nominations for Chair. Mr. Verhoef seconded the motion, which passed unanimously on a roll call vote. Chair Bell called for nominations from the floor for Vice-Chair of the EDA/IDA for 2020. Ms. Greene moved to nominate Ms. Smith-Brown for Vice-Chair. Ms. Aldrich seconded the motion. Mr. Skinner moved to close nominations for Vice-Chair. Mr. Minter seconded the motion, which passed unanimously on a roll call vote. Mr. Verhoef moved to elect Mr. Bell as Chair and Ms. Smith-Brown as Vice-Chair of the EDA/IDA for Calendar Year 2020. Ms. Aldrich seconded the motion, which passed unanimously on a roll call vote.

Approval of Minutes of the Regular Meeting of October 4, 2019

Mr. Bell asked for a motion that the Minutes of the Regular Meeting of October 4, 2019 be approved. Mr. Minter so moved and Ms. Greene 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 the Eastern Virginia Regional Industrial Facility Authority (EVRIFA) would host its next meeting on Tuesday, November 5th at 11:30 a.m. in the EDA Board Room. She reminded the Board that Mayor Price and Chair Bell were Board members and that she and Ms. Rohlf were alternates. She advised that she would keep Board members updated as more information evolved.

Mr. Bell asked if there were any questions of Mrs. Kingston. There were none.

There being no further business to come before the Board, Mr. Bell adjourned the meeting at 9:30 a.m.



Florence G. Kingston
Secretary/Treasurer



ECONOMIC DEVELOPMENT AUTHORITY
INDUSTRIAL DEVELOPMENT AUTHORITY

TO: Board of Directors
FROM: Chair, Marketing Committee
SUBJECT: Chair's Report
DATE: November 1, 2019

The Marketing Committee met on October 17th. Staff encouraged the Committee to attend the upcoming State of the City luncheon, and offered a hint about the upcoming collaboratively-themed holiday programming to be revealed during the luncheon.

Howell Creative Group reviewed social media performance including audience, industry benchmarks and competitive landscape. It was noted that the EDA's social performance was in line with other EDAs in the region, as well as similarly-sized markets outside of Hampton Roads. Future reports will be given on a quarterly and annual basis.

Planning for the 2019 EDA/IDA Annual Report is underway. The theme will feature messaging consistent with some of the City's recent branding efforts.

The Committee was briefed on the HREDA-sponsored marketing mission to Germany.

This Report does not require Board ratification.



Jeffrey C. Verhoef

JCV:rnb

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Date, Time and Location: October 17, 2019 at 10:30 a.m., 11820 Fountain Way, Suite 301, Newport News, VA 23606

Members Present: Jeff Verhoef, Cassandra Greene, Faye Gargiulo, Gary Hunter, Dan Powell

Members Absent: Don Blankenship, Jennifer Smith-Brown