

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. Smith-Brown called the meeting to order at 9:00 a.m. on Friday, March 4, 2022, in the Pearl Ballroom of the Newport News Marriott Conference Center at 740 Town Center Drive, Newport News, Virginia.

Those members present were:

Jennifer Smith-Brown, Chair  
Alonzo R. Bell, Jr.  
Faye P. Gargiulo  
Howard H. Hoege, III  
Jameka R. Johnson  
Cathy T. Williams  
Cynthia D. Rohlf, City Manager, ex-officio  
Florence G. Kingston, Secretary/Treasurer, ex-officio

Absent:

Jonathan P. Skinner (Excused)

Legal Counsel:

Raymond H. Suttle, Jr.  
Conway Sheild  
Matthew Meadows

Staff:

Cherry Croushore, Assistant Secretary  
Jessica Jacobs, Recording Secretary

Also present:

Shawn Avery, President and CEO, Hampton Roads Workforce Council  
Steve Cook, Chief Innovation Officer, Hampton Roads Workforce Council  
Bo Clayton, Assistant City Manager  
Robert Pealo, Chief Deputy City Attorney

Call to Order

Ms. Smith-Brown opened the meeting and welcomed everyone.

Overview of the Hampton Roads Workforce Council

Ms. Smith-Brown welcomed Mr. Avery. Mr. Avery explained that over the course of the past eight years, the workforce system in Hampton Roads had undergone numerous changes. He informed the Board that Mr. Hoege serves on the Hampton Roads Workforce Council Board, representing the EDA/IDA, and introduced Mr. Cook to Board Members.

Mr. Avery stated that prior to July of 2021, the Hampton Roads Workforce Council represented the Southside of Hampton Roads and the Greater Peninsula Workforce Board represented the Peninsula. He reported that on July 1<sup>st</sup>, 2021, both entities merged into the Hampton Roads Workforce Council in support of one region, one workforce and one economy, which represented all fifteen localities. He stated that the merger also made the Hampton Roads Workforce Council the largest workforce organization in the Commonwealth, and the recipient of 25% of all Workforce Innovation and Opportunity Act funds distributed by the Commonwealth. Mr. Avery advised that Hampton Roads Workforce Council worked closely with targeted industries in the region including advanced manufacturing, ship repair and ship building, offshore wind, food and beverage manufacturing, port operations, logistics and warehousing, healthcare, business and consulting services, information analytics and security, and tourism and recreation.

Mr. Avery noted that the Workforce Council works with, and provides services to, both employers and employees. He provided a comprehensive overview of the full range of initiatives, programs, services and centers offered. He highlighted examples such as the Hampton Roads Veterans Employment Center, NextGen, Network 2 Work, Virginia Career Works, Campus 757, and Bridge 757. He noted that an additional program, the Let's Go to Work campaign, would launch during the second week of March. He explained that the goal of the Hampton Roads Workforce Council was to provide career opportunities to residents of the Hampton Roads region as well to recruit talent from outside communities.

Ms. Smith-Brown thanked Mr. Avery for his presentation and asked for insight into why people were not returning to work. Mr. Avery explained that generally, there was still concern about the pandemic and that childcare was still limited. He stated that fewer people were in the workforce, with some employees having taken early retirement, as well as dual-income households having realized they could sustain themselves on one income. He pointed out that many people were underemployed and working two jobs, and either don't

want to go back to that kind of situation, or continue in it, and have sought greater education or training to improve their prospects for other employment opportunities.

Ms. Gargiulo asked for further clarification as to how the new initiatives would be targeted to communities. Mr. Avery described advertisement efforts and communications strategies to inform response to community needs, such as affordable childcare.

Ms. Gargiulo asked if efforts had been made to work with non-traditional educators to provide career services, and noted that healthcare had experienced higher levels of success for individuals changing careers and graduating from colleges and health-career institutions, likening them to apprenticeship programs. Mr. Avery stated that the Hampton Roads Workforce Council was working with Medical Careers Institute, Riverside and Sentara. Mr. Hoege expounded that Hampton Roads Workforce Council had so many new initiatives because relationships were built with and targeted to specific segments of the potential workforce, referencing the Veterans Employment Center as an example.

Ms. Smith-Brown again thanked Mr. Avery for his very well-received presentation, and thanked Mr. Hoege for his service representing the EDA/IDA on the Hampton Roads Workforce Council.

#### Secretary/Treasurer's Report

Mrs. Kingston began her report with excitement about our newly-hired Administrative Specialist and Board Recording Secretary, Jessica Jacobs. Mrs. Kingston explained that Ms. Jacobs had prior experience from 1st Advantage Federal Credit Union in Yorktown, was accustomed to working in fast-paced environments, and stood out during the hiring process for her professionalism and strong administrative background and skills. Mrs. Kingston noted that as a Newport News native, Ms. Jacobs was extremely enthusiastic and had long-harbored a desire to work for the City.

Mrs. Kingston reported that since 1958, Davis Boat Works, now doing business as Fairlead Boatworks, had been a premier east coast marine vessel repair facility that provided invaluable services to commercial and military organizations on Newport News' waterfront. She explained that the company had two operations in the Seafood Industrial Park— the South Yard at 99 Jefferson Avenue and the North Yard at 601 Jefferson Avenue. Mrs. Kingston communicated that Fairlead had announced plans to invest millions of dollars in the yards in 2016 through 2018, and that both projects qualified for the Enterprise Zone Expansion/Relocation Cost Reduction Incentive Grant (ERCR) program. She noted that an ERCR Agreement was put in place for each yard.

Mrs. Kingston advised that in mid-2021, Fairlead completed construction at the South Yard and met the requirements of that ERCR Agreement, which included job creation, and received that grant. She reported that while substantial site work at the North Yard was performed, vertical construction had been delayed. She advised that since the COVID-19 pandemic began, staff continued to monitor Fairlead's progress, and the worldwide pandemic-related supply chain disruptions and subsequent construction delays. Mrs. Kingston stated that Fairlead had requested an extension to its North Yard ERCR performance timeline, specifically through the end of 2023. She noted that Fairlead had already met its minimum job requirements and were close to meeting its minimum investments, further explaining that the extension would allow further investments under the ERCR Agreement. She explained that given the company's satisfactory performance at the South Yard, combined with the COVID-induced delays, staff was supportive of the company's extension request. Mrs. Kingston advised that she would be seeking a Motion at the end of her Report to extend the date.

Mrs. Kingston noted that the EDA often served as a partner in support of City strategic efforts, with one being the branding for the "Yard District" in Downtown Newport News. She reported that the Yard District included much of the Downtown area, but that most of the recent momentum that has been built was along 23<sup>rd</sup> Street, which was envisioned as a "Restaurant Row" in the City's Downtown Reimagined Plan. Mrs. Kingston explained that recent investments included the renovation of existing buildings to create Coastal Fermentory, office space for Provost Construction, as well as new apartments and ground-level retail units that would feature Benny's Pizza and Gastro at 23<sup>rd</sup>, both expected to open later this spring.

Mrs. Kingston advised that the City coordinated with Railhouse, LLC, the owner of the Coastal Fermentory/Provost building and parking lot, on a concept for placemaking amenity improvements that would be located on Railhouse's property and in City right-of-way. She noted that the amenity improvements would advance the Yard District brand established by the City. Mrs. Kingston explained that last September, City Council entered into an encroachment agreement with Railhouse, LLC to permit the encroachment into the right-of-way and was supportive of the amenity improvements. She advised that in consideration of Railhouse's investment on 23<sup>rd</sup> Street, and in support of the City's efforts to brand the Yard District, she was recommending that the EDA approve a Memorandum of Agreement with Railhouse, LLC, providing a \$65,000 contribution in support of the placemaking amenity improvements. Mrs. Kingston noted that funding for the contribution would be provided by the City. She advised the Board that she would be seeking a Motion at the end of her Report to memorialize the contribution from the EDA.

Mrs. Kingston stated that she was excited to report that on February 14<sup>th</sup>, the EDA began accepting applications for the Micro Enterprise Grant Program, and that it had been marketed utilizing Newport News Now, social media platforms, EDA and Development webpages and email distribution to the EDA Constant Contact email list, as well as other specialized lists and staff contacts. She noted that information was also distributed to the Peninsula Chamber of Commerce, SCORE, Hampton Roads Small Business Development Center and Small Business and Supplier Diversity, as well as shared through a report on WVEC Local News and an article in the *Daily Press*.

Mrs. Kingston informed the Board that on February 17<sup>th</sup>, Ms. Green, Ms. Wilson and Mr. Perry had the opportunity to highlight Newport News' business loan and matching grant programs as presenters at a virtual workshop hosted by The Offices @ Two Five and J entitled "Access to Capital Workshop". She explained that the workshop was an informational session to educate businesses on the EDA's financial products, as well as other resources available regarding technical assistance and training opportunities. Mrs. Kingston noted that the team was also able to share information on the flexible terms offered on our revolving loan products, and introduced the Micro Enterprise Grant Program.

Mrs. Kingston stated that the Monthly Financial Statements were in Board Members' packages and noted a few highlights. She asked if there were any questions. There were none.

Mrs. Kingston offered Ms. Rohlf the opportunity to provide comments. Ms. Rohlf reported that the event held last weekend at the CNI Ridley Place next phase of housing site was well-attended with an enthusiastic crowd. She stated that at the event a video compilation of Ridley residents was shown. Mrs. Kingston interjected that a link to the video would be forwarded to Board Members. Ms. Rohlf noted that she anticipated a ground-breaking ceremony in the summer. Ms. Rohlf expressed excitement about the City's re-branding effort. She stated that she was also enthused about revisiting how we approach tourism, in light of what we are learning from the rebranding initiative.

Ms. Rohlf pointed out that the One City Marathon would take place during the coming Saturday and Sunday. She explained that the short races would take place on Saturday, in City Center, while the main race was on Sunday, and that it would follow the usual path through the length of the City and end at Victory Landing. Ms. Rohlf noted Coastal Fermentory would be hosting the after-party on Sunday. She said that early indications were that this year's event would achieve the highest numbers to date in regard to participation and registration.

Ms. Smith-Brown thanked Ms. Rohlf for her comments.

Ms. Smith-Brown introduced a motion to authorize an Amendment to that certain ERCR Enterprise Zone Incentive Agreement, dated May 4, 2018, by and between the EDA and Fairlead Boatworks, Inc., a Virginia corporation, in connection with Fairlead's request to extend its North Yard ERCR Minimum Qualification Criteria date through the end of 2023, subject to all documentation being reviewed and approved by EDA Legal Counsel. Mr. Bell so moved and Ms. Williams seconded the motion, which passed unanimously on a roll call vote.

Ms. Smith-Brown introduced a motion to authorize that certain Memorandum of Agreement, between Railhouse, LLC and the EDA, in connection with a \$65,000 contribution toward the installation of placemaking amenity improvements supporting Railhouse's investment on 23<sup>rd</sup> Street and branding for the Yard District, subject to review and approval by EDA Legal Counsel. Mr. Bell so moved and Ms. Gargiulo seconded the motion, which passed unanimously on a roll call vote.

#### Assistant Secretary's Report

Ms. Smith-Brown asked for the Assistant Secretary's Report, and Ms. Croushore advised the Board that the Committee Meeting Schedule was in their packages and noted relevant details.

#### Madison Government Affairs' Consultant Report

Ms. Smith-Brown 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.

#### Committee Reports

Ms. Smith-Brown called for the Committee Reports, and Ms. Johnson presented the Revolving Loan Fund Committee Report, which passed unanimously on a roll call vote.

#### Approval of Minutes of the Regular Meeting of February 4, 2022

Ms. Smith-Brown asked for approval of the Minutes of the Regular Meeting of February 4, 2022. Mr. Bell so moved, and Mr. Hoege seconded the motion, which passed unanimously on a roll call vote.

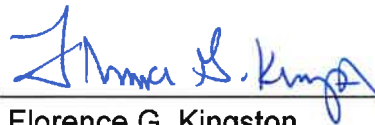
Unfinished Business

Ms. Smith-Brown asked for any unfinished business. There was none.

New Business

Ms. Smith-Brown asked for any new business. There was none.

There being no further business to come before the Board, Ms. Smith-Brown adjourned the meeting at 9:49 a.m.



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Florence G. Kingston  
Secretary/Treasurer



**ECONOMIC DEVELOPMENT AUTHORITY  
INDUSTRIAL DEVELOPMENT AUTHORITY**

**TO:** Board of Directors  
**FROM:** Chair, Revolving Loan Fund Committee  
**SUBJECT:** Chair's Report  
**DATE:** March 4, 2022

The Revolving Loan Fund Committee met on February 25<sup>th</sup>.

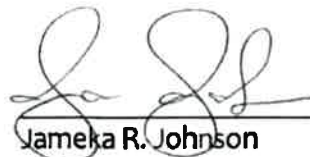
Committee members were provided financial statements for the Newport News Capital Fund (NNCF) as of December 31, 2021.

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

- FIG request for \$10,700 from RAD Real Estate, LLC for installation of a patio and paving and striping of parking lot at 11815 Rock Landing Drive; and
- FIG request for \$20,000 from Clifford Goodhope for installation of shrubbery and paving and striping of parking lot at 14838 Warwick Boulevard.

The FIG requests were unanimously approved.

This Report requires Board ratification.



Jameka R. Johnson

JRJ:tfw

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**Date, Time and Location:** February 25, 2022, at 12:30 p.m. at 11820 Fountain Way, Suite 301, Newport News, VA  
**Members Present:** Jameka Johnson, Alonzo Bell, Jr., George Knight, John Lunsford and Sharon Owens-Clark  
**Members Absent:** Cathy Williams