

**ECONOMIC DEVELOPMENT AUTHORITY  
of the  
CITY OF HAMPTON, VIRGINIA**

Minutes -- EDA Retreat

January 24, 2020 – 10:20 a.m.

Old Point National Bank Meeting Room

The EDA Annual meeting concluded at 10:15 a.m. and the retreat began at 10:20 a.m. Chair Ferebee welcomed everyone and thanked them for taking time out of their schedules to attend the retreat.

**DIRECTORS PRESENT** Richard M. Bagley, Jr., Carlton M. Campbell, Sr., Michelle T. Ferebee, James A. "Pete" Peterson, Laura S. Sandford, L. Scott Seymour and George E. Wallace. Also present was Secretary/Treasurer Charles E. Rigney, Sr.

**STAFF PRESENT** Mary Bunting, Brian DeProfio, Terry O'Neill, Patricia Melochick, Steven Lynch, Susan Borland, Daniel Girouard, Michael Yaskowsky, Sybil Ellsworth, Taylor Tharrington and Teresa Hudgins

**FACILITATOR:** Cathy Lewis

Mr. Rigney introduced the facilitator, Cathy Lewis, and she gave a brief overview of her experience and work history. She then asked everyone to introduce themselves and answer the following questions: Why are you here today? What do you expect to get out of today's retreat? The answers were: Sense of clarity on projects, measurements and good communication between the City, Community Development and the EDA. Mr. Rigney said four (4) projects are currently consuming staff time: Hampton Roads Center North, Crossroads, the Virginia School site and the WVS project in downtown.

Ms. Ellsworth reviewed the financial statements ending December 31, 2019. Mr. Lynch provided an overview of accounts and said he will be meeting with Finance on a quarterly basis to review the financial statements.

Ms. Lewis split the attendees up into groups of four (4) to determine what is critical to the success of these projects. She presented the following questions to consider: What issues need to be addressed? How will we measure progress? What do you need to support these projects in the City?

The groups were as follows:

Group #1: Mr. Campbell, Ms. Borland, Vice Chair Seymour and Mr. Rigney  
Group #2: Mr. Wallace, Ms. Sandford, Mr. Yaskowsky and Mr. Peterson  
Group #3: Mr. Bagley, Mr. DeProfio, Ms. Hudgins and Ms. Melochick  
Group #4: Chair Ferebee, Mr. Lynch, Ms. Bunting and Mr. O'Neill

Group #1: Issues are road right-of-way, community impact to support project, review jobs impact and is the proposed product the right one for the site.

Group #2: Virginia School and other project issues are neighborhoods, citizens concerned about preserving the history, communication for the best outcome and measuring progress for good results.

Group #3: Jobs, improve curb appeal, reinvest in infrastructure, our return on investment, tax revenues, maintain momentum and repeat success, measure jobs and tax base, internal resolution to move developments forward and vacant positions need to be filled.

Group #4: Communication, measure progress, jobs, revenue, capital investment, support staff resources and e-mail internal reports to EDA board members.

The group took a lunch break and resumed discussions at 12:40 p.m.

Mr. Rigney reviewed the points discussed above and said this is a lot of work with limited resources; however, we can get project based assistance from outside resources, such as HRHA. Mr. DeProfio said the City has a good working relationship with HRHA. Ms. Melochick said staff utilizes the best political vehicle to move projects forward. Mr. Rigney asked: What is next? Where are our large tracts of property?

Ms. Lewis split the attendees up into the following groups:

- Group #1: Ms. Borland, Mr. Campbell, Mr. O'Neill and Ms. Sandford
- Group #2: Mr. Wallace, Mr. Yaskowsky and Vice Chair Seymour
- Group #3: Mr. Bagley, Ms. Melochick, Mr. Peterson and Mr. Rigney
- Group #4: Chair Ferebee, Mr. Lynch, Mr. DeProfio and Mr. Girouard

Points for discussion: Community impact, measurement and new business development and any project specific concerns that we need to address.

The following comments were noted from the discussion:

Community Impact:

- Dialogue with BIDS
- Just do it when we know it needs to be done
- New tenant orientation
- Economic Development incentive programs
- Virginia School site sensitivity
- Economic Development and HRHA (move ahead to a joint meeting)
- Diligence with schools and universities

Measurement/New Business Development:

- See what is already being reported; EDA project results will not be quickly available
- Development Services Center weekly report shared with EDA
- Strategic project updates
- Quarterly news report
- Report out at EDA meeting of other board meetings EDA members serve on

Project Specific Concerns:

- Perception of Development Services; need to be “Ambassadors” to get the word out
- Information already available to leverage; do not spend resources to recreate
- Get to “yes/no” faster
- Stand up special project team
- Challenges with legal documents; not enough staff
- One point of contact for project management “Business Ambassador”

The group spent a few minutes discussing how board members can be helpful to staff and what the board members need from staff. The board can be an advocate for staff with City Council and City Manager but they need to understand issues facing staff. They would also like to have talking points to articulate to City Council, City Manager and the community. Staff would like to have clear direction from the board and for board members to come too staff first with any questions/concerns.

Mr. Girouard provided an update on the Start Peninsula event.

Chair Ferebee thanked everyone for their input and the time spent today.

ADJOURNMENT     There being no further business, the meeting was adjourned at 3:15 p.m.

Respectfully submitted,



Charles E. Rigney, Sr.  
Secretary/Treasurer

CER/tbh