



Location: Stryker Building,
City Council Chambers
412 N. Boundary St,
Williamsburg, Virginia 23185

📅 Date: Friday, September 27, 2019
🕒 Time: 10:30 am

Tourism Development Grant Review Committee Meeting Minutes

A meeting of the Tourism Development Grant Review Committee was held on September 27, 2019 at 10:31am in the Stryker Center, 412 N. Boundary Street, Room 127.

I. Call to order

- a) The meeting was called to order by Chairperson Caracci at 10:30am.

II. Roll call

- a) The following members were present:
Chairperson Chris Caracci, Vice-Chairperson Andrew Voss, Craig Reeves, Sally Wolfe, Scott Foster, and Ex-Officio Planning Commission member Elaine McBeth
Also present were Parks & Recreation Director Robbi Hutton, Finance Director Barbara Dameron, Economic Development Director Michele Mixner DeWitt, Economic Development Specialist Yuri Adams, Tourism Development Specialist Joanna Skrabala, and VA Gazette Reporter Rodrigo Arriaza.
Ex-Officio Economic Development Authority member Adam Steely arrived at 11:04am.

III. Approval of minutes from last meeting

- a) Minutes from August 23, 2019 TDGRC Meeting
Moved by Wolfe and seconded by Voss approval of the August 23, 2019 minutes carried by a roll call vote:
Ayes: Caracci, Voss, Reeves and Wolfe

IV. Open forum

- a) No comments during Open Forum

V. Reports

- Chairperson Report – Chairperson Caracci reported that he provided the committee’s recommendation to City Council at its September work session. Council will vote on the recommendation at their regular meeting next month. They were originally going to vote this month, but the Goodwin Square parking lot conversion project was postponed until next month

as Colonial Williamsburg works on parking concerns. There was a robust discussion around the parking lot issues downtown.

- Economic Development Director Report – There was no report from the Economic Development Office. EDD DeWitt opened the floor for questions from the committee. There were none.

VI. Old business

- a) There was no old business discussed at the meeting.

VII. New business

- a) Evaluation of first year Tourism Development Grant Review Committee Process

Committee member Reeves commended Chairperson Caracci on his efforts providing the recommendation to City Council. He asked for clarification on how the committee voted to fund the Indoor Sports Complex project. He also asked that next year, there be more communication to the committee prior to the official recommendation to Council regarding what the recommendation with projections will be. McBeth recommended adding a meeting between the July and August meeting so that after the staff committee creates a recommendation based off committee discussion, the committee has a chance to review the staff recommendation before voting on it at the August meeting. All agreed.

EDD DeWitt proposed the following timeline. In January 2020, the committee will review an updated Phase I application to be released after the January meeting. In March, the committee will meet to review staff's recommendation for which Phase I applications to invite to Phase II. The committee will also review the Phase II application and the scorecard guidelines at the March meeting. Phase II applications will be due in June. The TDGRC will meet to hear presentations from all Phase II applications also in June. The committee will meet in July to discuss all the applications and provide input to staff on funding recommendations. In August, staff will present its funding recommendations. As requested by the committee, another meeting will be added in August to review the committee's final recommendations to City Council. The TDGRC Chairperson will present the recommendations to City Council at the Monday, September 7, 2020, City Council work session.

The committee expressed willingness to add additional meetings as needed throughout the year.

- b) Items for next year's Tourism Development Grant Review Committee Process

Staff discussed advertising and promotion for the 2020 TDF grant process and will investigate an ad with the International Association of Amusement Parks and Attractions (IAAPA) to promote the grant internationally.

Mr. Voss shared that he would like the program to target more authentic and crafted experiences versus commercialized experiences. Mr. Foster suggested reaching out to existing businesses about this idea.

VIII. Open forum

No comments.

IX. Adjourn – Meeting adjourned at 11:50 a.m.

APPROVED:

Christopher Caracci, Chairperson