

**MINUTES**  
**City of Williamsburg Tourism Development Grant Review Committee Meeting**  
**June 26, 2019**

A meeting of the Tourism Development Grant Review Committee was held on June 26, 2019 at 9:00 am in the Stryker Center Room 127.

- I. Call to Order  
Committee Chairperson Christopher Caracci called the meeting to order at 9:03am.

- II. Roll Call  
Present in addition to Chairperson Caracci were Committee Members Vice-Chairperson Andrew Voss, Scott Foster, Sally Wolfe, Craig Reeves, Ex-Officio Economic Development Authority Member Adam Steely, Ex-Officio Planning Commission Member Elaine McBeth and Economic Development Director Michele Mixner DeWitt. Also in attendance were City Manager Andrew Trivette, Parks & Recreation Director Robbi Hutton, Finance Director Barbara Dameron, Economic Development Specialist Yuri Adams, Economic Development Intern Rylie Baum, and Tourism Development Intern Shelley Harris.

Phase II Applicants who attended the meeting throughout the day were Steve Rose of Culturefix; Ron Kirkland from the Williamsburg Area Hotel Motel Association; Jeff Duncan, Robert Underwood, and Sam Rucker of the Colonial Williamsburg Foundation; Rick Overy and David Trichler of the Williamsburg Economic Development Authority; Deputy Parks & Recreation Director Tyler Cobb of the City of Williamsburg; and Director Betsy Fowler of the Williamsburg Regional Library;

*Virginia Gazette* Reporter Rodrigo Arriaza also attended.

- III. Approval of Minutes from March 22, 2019 Meeting  
A motion was made by Ms. Wolfe and seconded by Mr. Reeves to approve the minutes from the March 22, 2019 meeting.

Mr. Caracci: Aye

Mr. Foster: Aye

Mr. Reeves: Aye

Mr. Voss: Aye

Ms. Wolfe: Aye

- IV. Open Forum  
Chairperson Caracci opened the floor for open forum.  
Mr. Reeves congratulated Mr. Voss on the successful opening of Precarious Beer Hall; the sentiment was echoed by all in the room.  
Chairperson Caracci closed the open forum.

V. Reports

A. Chairperson Report

Chairperson Caracci explained the process to review the applications and recommend funding to City Council. Today, all phase II applicants were invited to present their projects to the committee and answer questions from the committee. Committee members will use the scoring matrix for an initial analysis of the proposals, but detailed discussions of the applications will occur at the July meeting. Between the July and the August meetings, staff will review the scoring matrix and the discussion of the committee to develop a funding recommendation for the Committee to use as a starting point for its August deliberations. The Committee is not obliged to follow the staff recommendations.

Committee members agreed that scorecards and committee discussions in July are both important elements of the deliberation. The members also agreed that it would like the staff recommendation as a starting point for the August meeting.

B. Economic Development Director Report

Mrs. DeWitt explained that the Oak Island decided not to submit the Phase II application for PopUp Placemaking.

VI. Old Business

No old business was discussed at the meeting.

VII. New Business

A. Deputy Parks & Recreation Director Tyler Cobb presented an overview of the Kiwanis Park 4<sup>th</sup> Softball Field Application

Discussion included the physical differences between adult and youth ball fields, local vs. visitor use of the field, the ability to partner with the counties to hosts tournaments at multiple venues throughout the region, the City Parks & Recreation Department will absorb the operational cost of the field, adequate parking exists and can include James Blair Middle School, and that Sports Tourism will provide marketing of the field for “tournaments.”

B. Steve Rose of Culturefix presented an overview of the Temporary Events Pavilion  
Discussion included the need for fencing, the timing of the project, the need for lighting, the city zoning requirements, and the flexibility of design.

C. Williamsburg Regional Library Director Betsy Fowler presented an overview of the Boundary St Plaza Placemaking and Event Venue Application

Discussion include that the purpose is to take a stagnant space and turn it into a vibrant City Green. The estimated visitation is 200,000+.

D. Colonial Williamsburg Vice President of Real Estate Jeff Duncan presented the five applications from Colonial Williamsburg.

- i. WiFi Enhancements
- ii. Restroom Improvements

- iii. Parking Lot Improvements
- iv. Historic Streetscape Enhancements
- v. Goodwin Plaza Construction

Discussion included whether some of these projects are deferred maintenance vs. tourism investment, the strength of the WiFi, details of the restrooms and streetscapes, and the timelines for improvements.

- E. Director of the Williamsburg Hotel Motel Association Ron Kirkland presented the Indoor Sports & Events Facility application

Discussion included operational costs, the existence of competition, how the committee can help with regional participation, whether the market is already saturated, and the potential impact when using 95 percent of the fund for this project.

- F. EDA Vice Chairman Rick Overy and EDA Member David Trichler presented the: Prince George Street Wayfinding Signage Application from the Williamsburg EDA  
Discussion included the use of electronic signage, the need for a bigger wayfinding study area, and the need for future funding.

#### VIII. Open Forum

Chairperson Caracci opened the floor for open forum at 2:19pm.

No one spoke.

Chairperson Caracci closed the floor for open forum.

#### IX. Adjourn

The meeting adjourned at 2:20 p.m.

APPROVED:

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Christopher Caracci, Chairperson