

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

A meeting of the Tourism Development Grant Review Committee was held on July 26, 2019 at 10:30 am in the Stryker Center Council Work Session Room.

- I. Call to Order
Committee Chairperson Christopher Caracci called the meeting to order at 10:30am.
- 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.

Virginia Gazette Reporter Rodrigo Arriaza and one gentleman in the audience also attended.

- III. Approval of Minutes from June 26, 2019 Meeting
A motion was made by Ms. Wolfe and seconded by Mr. Reeves to approve the minutes from the June 26, 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.
No one spoke.
Chairperson Caracci closed the open forum.

- V. Reports
 - A. Chairperson Report
Chairperson Caracci explained this meeting's role in the process to review the applications and recommend funding to City Council. Today, committee members will discuss the applications and how they address the goals of the Tourism Development Fund. The committee can consider this a time to discuss the applications as a group and provide input for staff to use as it develops a recommendation for the committee's August deliberations. Staff's funding recommendation is for the Committee to use as a starting point for its August

deliberations. The Committee is not obliged to follow the staff recommendations.

B. Economic Development Director Report

Mrs. DeWitt reported that the process to hire a Tourism Development Specialist is underway.

VI. Old Business

No old business was discussed at the meeting.

VII. New Business

The Committee discussed each application and provided staff with the following input for funding recommendations:

- A. Kiwanis Park 4th Softball Field Application – very strong consideration for funding
- B. Temporary Events Pavilion – not ready for funding
- C. Boundary St Plaza Placemaking and Event Venue Application – perhaps some funding. Two movie screens are already in use downtown, so that expense is not needed. A portable stage is needed downtown but should be owned by the City for all groups to use.
- D. Five applications from Colonial Williamsburg:
 - i. WiFi Enhancements – no funding
 - ii. Restroom Improvements – funding for Henry Street restrooms
 - iii. Parking Lot Improvements – funding needed, but need cooperative agreements about use and future maintenance
 - iv. Historic Streetscape Enhancements – no funding
 - v. Goodwin Plaza Construction – very strong consideration for funding
- E. Indoor Sports & Events Facility Application – This project will require regional support and funding. Some planning funds are appropriate to get the regional organization and specifics started.
- F. Prince George Street Wayfinding Signage Application – This project needs to be expanded to the entire downtown area and include parking signage for vehicles. Very strong consideration for funding at a level to allow this broader scope. Perhaps \$250,000.

VIII. Open Forum

Chairperson Caracci opened the floor for open forum.

A gentleman in the audience said he was there to observe.

Chairperson Caracci closed the floor for open forum.

IX. Adjourn

The meeting adjourned at XXX p.m.

APPROVED:

Christopher Caracci, Chairperson