

COUNTY OF YORK

MEMORANDUM

DATE: January 11, 2019

TO: York County Board of Supervisors

FROM: Neil A. Morgan, County Administrator 

SUBJECT: Background Information for Board of Supervisors Retreat,
January 25, 2019

The purpose of this memo is to transmit a few items I would appreciate your reading in advance of the January 25 retreat to be held at the American Revolution Museum, as well as providing you an overview of our plan for the day.

The attached items include the following:

1. A logistics sheet and map of event room and parking locations.
2. A brief narrative of what we are trying to accomplish.
3. The retreat day's agenda.

As we have done in past retreats, there will be some exercises that will include Board participation. We are looking forward to a very informative and engaging session this year. If you have any questions, please contact me.

NAM:mes

Attachments

Copies to: Mark Bellamy, Deputy County Administrator
Vivian McGettigan, Deputy County Administrator
James Barnett, County Attorney
Dave Gorwitz, Director of Human Resources
Theresa Owens, Director of Finance
Paula Hersh, Public Affairs Manager
Ellen Simmons, Senior Legislative Assistant

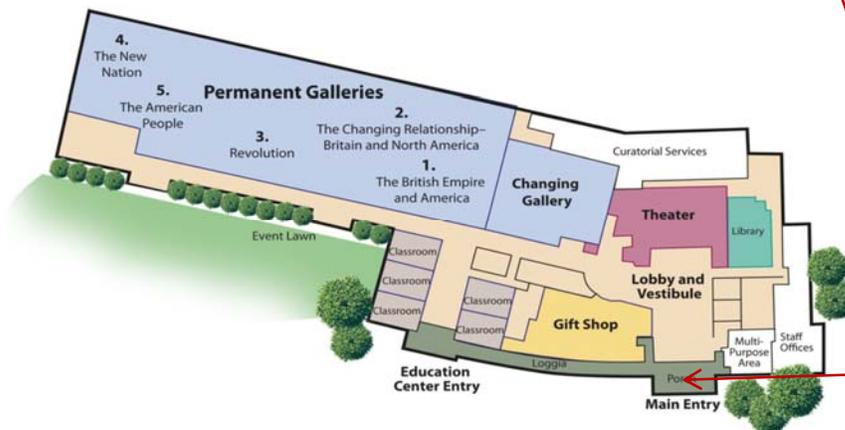
Logistics for January 25 Retreat at the American Revolution Museum

The Retreat will begin promptly at 8:30 a.m. at the American Revolution Museum at Yorktown in the Gerdelman Family Mezzanine. You will park in the Museum's parking lot and enter the Museum's main entry. Go directly to the elevator and take it to the upstairs floor which is the mezzanine (overlooks the lobby).

Breakfast will be served from 8:00 a.m. to 8:30 a.m., and lunch will be served at noon.



Park here



Enter museum here; go to right, and take elevator or steps up to the Gerdelman Family Mezzanine.

YORK COUNTY BOARD OF SUPERVISORS RETREAT

JANUARY 25, 2019

INTRODUCTION

Thank you for agreeing to devote an entire day for the sole purpose of reflecting on the future of our community and our organization.

MAXIMUM COOPERATION AND INDULGENCE

Recognizing the practical limits of our one-day activity, the organizing staff respectfully requests the following from all participants:

- Make every effort to be on time and stay engaged all day.
- Use your cell phone only during breaks.
- Make your comments and observations as efficiently and to the point as possible.
- Anticipate that many important topics and ideas may not be brought to closure due to time constraints, and be open to follow-up strategies.
- Remember that staff are not professional facilitators!

WHAT WE HOPE TO ACHIEVE

The day will be divided into morning and afternoon sessions. The morning segments will include an overview of the day by Neil and a mix of topics facilitated by Neil, Mark Bellamy, and Vivian McGettigan.

The afternoon will focus on the Comprehensive Plan with an exercise facilitated by Vivian McGettigan, and then ending the day with an overview of our Fiscal Year 2020 budget environment presented by Theresa Owens.

If all goes to plan, there should be some time at the end of the day for general discussion prior to adjournment.

BOARD OF SUPERVISORS
COUNTY OF YORK
YORKTOWN, VIRGINIA

Agenda

Adjourned Meeting
January 25, 2019

Gerdelman Family Mezzanine
American Revolution Museum in Yorktown
8:30 a.m.

Call to Order

Roll Call

ANNUAL RETREAT

Overview of Day

- Group Dynamic Refresher
- Qualities of Place
- Confirm Strategic Priorities

Infrastructure – Sewer System

Financial Planning Focused on the Future

Comprehensive Plan Activity

FY 2020 Budget Preview

Discussion

Adjournment.

Regular Meetings and Work Sessions of the Board of Supervisors that are held in York Hall air live on WYCG-TV Cox Cable Channel 46, Verizon Channel 38, and live on-line at www.yorkcounty.gov/tv.

The next Regular Meeting of the York County Board of Supervisors will be held at 6:00 p.m., Tuesday, February 5, 2019, in the East Room, York Hall.

*CAPITAL LETTERS INDICATE NO WRITTEN MATERIAL.

COUNTY OF YORK

MEMORANDUM

DATE: January 18, 2019

TO: York County Board of Supervisors

FROM: Neil A Morgan, County Administrator



SUBJECT: Smart Scale Update

Background

Conceived in 2014 and named Smart Scale in 2016, VDOT implemented a new statewide prioritization process to guide the allocation of transportation funds through the VDOT Six Year Improvement Program. The process, Smart Scale, is a data driven process in which applications for funding are ranked against one another on the basis of numerical scores derived from quantifiable measures of effectiveness and efficiency related to safety, congestion mitigation, accessibility, environmental quality, economic development, and in larger regions such as Hampton Roads, land use.

Update

As outlined in my May 24, 2018, memorandum on this topic, we submitted three alternatives for improvements along Victory Boulevard. It appears we have received preliminary approval for our second option, which would include upgrades at the following intersections; North and South Bowman and Big Bethel Road and Heavens Way. Also included with these improvements would be shoulder upgrades and a 10-foot shared use path. The revised estimate for this alternative is \$3.6 million, originally \$4.4 million. Components of this estimate include the Smart Scale request, \$2.42 million, an additional \$640,000 pledge from the County, and the proffer from the Smith Farms project to make improvements to the Big Bethel/Victory Boulevard intersection. The next step is an approval from the Commonwealth Transportation Board, which we expect in June of this year.

We will continue to provide updates as they become available.

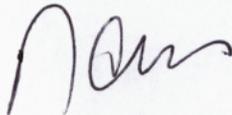
Bellamy/3309

COUNTY OF YORK

MEMORANDUM

DATE: January 17, 2019

TO: York County Board of Supervisors

FROM: Neil A. Morgan, County Administrator 

SUBJECT: Proposed Structure for the Greater Williamsburg Partnership

As the Board is aware, there have been ongoing discussions regarding the mission, funding, and structure of the Greater Williamsburg Partnership (GWP). The GWP recently formed a Policy Advisory Committee (PAC) consisting of the three localities CAOs, Economic Development Directors, GWP Chairman, and Interim Executive Director to help insure that the GWP is in sync with local government objectives. The last PAC meeting resulted in a decision to explore the concept of moving the GWP under the Business Council of the Greater Williamsburg Chamber and Tourism Alliance (GWCTA). There is significant national precedent for successfully operating regional economic development entities under Chambers of Commerce. In our case, this structure would solve multiple challenges, including limited private sector funding opportunities and a lack of organizational support services. Adding the GWP to the GWCTA service portfolio would also enhance its value proposition to potential members.

Andrew Trivette, Williamsburg City Manager, with input from the PAC, produced the attached white paper, budget, and organizational chart for a proposed GWP merger with the GWCTA. The proposal includes separating our regional business incubator, Launchpad, from the GWP. The GWP is a 501(c)6, and the Launchpad is a LLC underneath it. There have been very positive current discussions regarding moving the Launchpad to space owned by the College of William & Mary and potentially tightening that organizational relationship. From a legal perspective, separating the GWP and Launchpad is a relatively simple process. As noted in the white paper, work still needs to be done to clarify the GWP mission definition and performance metrics acceptable to all three communities. This proposed new structure would reduce overhead, take advantage of shared services, and decrease each locality's annual contribution. The PAC held a meeting this week with the GWCTA Board Chairman and the Business Council Interim Executive Director to review this proposal, and they were favorably disposed. If this concept is ultimately embraced by all parties, full implementation would be planned to coincide with the start of FY2020.

We will provide you with updates as they become available.

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Attachment

**A Proposed Structure for the
Greater Williamsburg Partnership
of the
Greater Williamsburg Chamber and Tourism Alliance**

Background:

With the restructure of the Greater Williamsburg Chamber and Tourism Alliance (GWCTA) pursuant to 2017 SB942 the opportunity to revise regional approaches is ripe. One such opportunity not to be missed is the operation of regional economic development. In recent months the regional economic development entity for the City of Williamsburg, James City County and York County known as the Greater Williamsburg Partnership (GWP) has been engaged in a reorganization. This began as an effort to attract a new executive director but with concerns over continued funding turned into a discussion of purpose and intent. The GWP is composed of two arms one a regional economic development agency and the other a small business incubator which operates within the GWP. At present the incubator, Launchpad, is in the process of relocating to a shared space owned and operated by the College of William and Mary. This will provide the synergy for incubator operations along with the College's entrepreneurial efforts. The sum of these reorganizations is the opportunity to discuss merging the GWP into the GWCTA and separating the Launchpad.

Objective:

The intent of this white paper proposal is to inspire additional conversation and place context around the idea of merging the GWP with the GWCTA as a part of the traditional regional chamber function. The most important component to the success of such a change will be shared agreement from the GWP Advisory Committee including the three localities on the measurable outcomes indicating success. Additional effort must be placed on separating the incubator with hopes of its merger with the larger College of William and Mary effort. Next steps for the GWP will include:

1. Refinement with the policy advisory committee
2. Review and adoption by the existing GWP Board of Directors
3. MOU executed by GWP Board and Localities requesting merger with GWCTA
4. Review and acceptance by the GWCTA Board
5. Review and acceptance by the Business Council

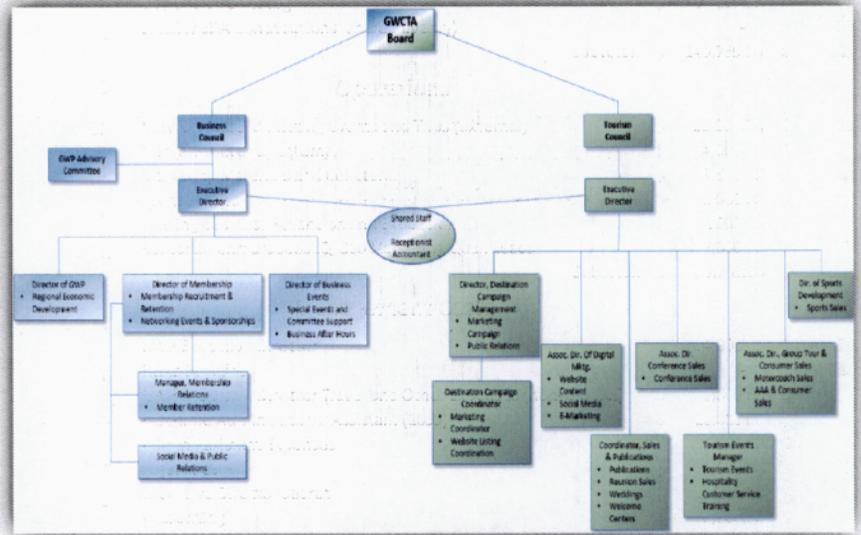
A proposed timeline would include this change being completed prior to the start of the FY20 fiscal year occurring on July 1, 2019. This would allow for the easiest transition in the locality budgeting process.

Mission:

The mission of the GWP is essential to the success of the proposed merger. The Commonwealth of Virginia has designed its statewide economic development engine to work with and through regional economic development entities. Localities who are not a part of such a regional partnership often complain of losing opportunities to those that are. This would serve as the primary role of the GWP under the direction of the GWCTA. Money is still needed for recruitment efforts as this is a primary interest of the local government funders. However, rather than the capital programed (\$25,000) for travel associated with recruitment this would be used to pay lead generators in sectors of interest who would bring those leads to the GWP Director. The GWP director would funnel those leads to the Executive Director of Business Council and as a team a recruitment strategy will be developed using the GWP Advisory Committee. It is important that all involved recognize this represents a significant change from an independent GWP with an Executive Director and requires additional support from the locality economic development offices.

Proposed Structure:

The proposal to merge the GWP as a component unit of the GWCTA is best illustrated in the organizational chart. The newly approved GWCTA organizational structure divides the functions of the group into that of Tourism Council and a Business Council (traditional chamber role). The proposed chart at right demonstrates the migration of the existing GWP Board to an advisory committee for the Business Council Executive Director who will manage the actions of a GWP Director serving in a similar capacity as other director inside the Business Council branch.



Budget:

The current GWP budget totals \$246,948. This includes \$149,748 (60%) in local government contributions. The remainder is funded by \$78,300 (31%) in private sector funding and additional income from project funding pass through, interest, and carryover funds. Merging the GWP with the GWCTA will significantly alter this budget stream. It is likely that the private sector would no longer contribute to the GWP operations directly but may be inclined to support the larger mission of the GWCTA if regional economic development is added as a focus area of operation. Additionally, the merged operation allows for shared services and reduced overhead. It is likely that a budget for expenses may reflect the table shown here. Revenues are reflected as being 100% funded by locality contributions with the traditional formula of support (\$.95 per capita) for each locality but reducing each governing body participation with new support shared evenly by each Economic Development Authority totaling \$30,000. Alternatively, this new support could be provided by the maintenance of effort funds retained by the GWCTA pursuant to 2017 SB942. This would increase the overall funding available to the effort and allow for additional mission definition.

GWP of the GWCTA Budget Simulation

Function	FY19 Approved	Merged Proposed
Revenues		
James City County	\$ 69,659.00	\$ 59,659.00
York County	\$ 65,993.00	\$ 55,993.00
City of Williamsburg	\$ 14,117.00	\$ 4,117.00
Locality EDA Contributions (shared evenly)	\$ -	\$ 30,000.00
Subtotal:	\$ 149,769.00	\$ 149,769.00
Operations		
New Business Marketing events and Trips (external)	\$ 35,205.00	\$ 25,000.00
Marketing Events (internal)	\$ 4,000.00	\$ -
Marketing Materials and Collateral	\$ 9,500.00	\$ 10,000.00
Sponsorships	\$ 3,000.00	\$ -
Existing Business Retention and Expansion	\$ 1,000.00	\$ -
Research: Chmura JobsEQ, 310 Marketing Qual. Leads	\$ 7,000.00	\$ 7,000.00
Subtotal:	\$ 59,705.00	\$ 42,000.00
Management Costs		
GWP Executive Director	\$ 54,000.00	\$ 70,000.00
ExDir Benefits	\$ -	\$ 28,000.00
GWP Executive Director Travel and Other Expenses (non-project)	\$ 5,868.00	\$ -
Part-time Administrative Assistant (1099)	\$ 16,016.00	\$ -
Admin Assistant Expenses	\$ 500.00	\$ -
Legal Fees	\$ 4,000.00	\$ 2,000.00
Executive Director Search	\$ 5,000.00	\$ -
Accounting	\$ 2,200.00	\$ -
Audit - (Review)	\$ 4,000.00	\$ 3,000.00
GWP Board Expenses	\$ 2,400.00	\$ -
Postage and Shipping	\$ 500.00	\$ 500.00
Insurance (Director's and E&O)	\$ 1,750.00	\$ 1,750.00
Subscriptions and Software Fees	\$ 2,400.00	\$ -
Miscellaneous	\$ 2,500.00	\$ -
Reserve Funding	\$ 4,000.00	\$ -
Office Supplies and Materials	\$ 2,409.00	\$ 2,500.00
Contingency	\$ -	\$ -
Subtotal:	\$ 107,543.00	\$ 107,750.00
Total Budget:	\$ 167,248.00	\$ 149,750.00

COUNTY OF YORK

MEMORANDUM

DATE: January 18, 2019
TO: York County Board of Supervisors
FROM: Neil A. Morgan, County Administrator 
SUBJECT: Victory Boulevard Limited Access Break

At your August 15, 2017, meeting, the Board approved concurrent rezoning and Special Use Permit applications to authorize a 170-unit age-restricted senior housing development (The Phoenix at Yorktown) to be located on the south side of Victory Boulevard (Route 171) between Kiln Creek Parkway/Village Avenue and Route 17. This project, which will include units for independent living, assisted living, and memory care, was contingent on the developer's ability to secure Commonwealth Transportation Board (CTB) approval of a break in the limited access along Victory Boulevard. This was necessary to allow construction of an entrance to the development across from the Walmart entrance that would function as the fourth leg of this signalized intersection. The Board formally supported the developer's request for a limited access break through the adoption of Resolution R17-115, which also occurred at the August 15 meeting. Since that meeting, the developer, Landbridge Acquisitions, LLC, has been working with VDOT staff at the Hampton Roads District to prepare the plans, traffic analyses, and other documentation required for submittal to the CTB.

I am now able to report that the CTB unanimously approved the developer's request at its January 16, 2019, meeting based on VDOT's findings that the proposed limited access break will have minimal impact on the operation of Victory Boulevard and is appropriate from a safety and traffic control standpoint. The developer will be required to pay compensation to VDOT for the limited access break. In addition, as a condition of approval, the CTB is requiring the developer to extend the existing eastbound left turn lane into Walmart one hundred feet (100') to the west, thereby increasing the left-turn storage capacity and reducing traffic delays caused by vehicles turning left into Walmart. As the Board will recall, other improvements to Victory Boulevard that the developer will be required to make as conditions of rezoning and/or use permit approval include construction of a 100-foot eastbound right turn lane with a 100-foot taper into the development, a 100-foot westbound left turn lane with a 100-foot taper into the development, and a second westbound left turn lane (250 feet of storage with a 250-foot taper) from Victory Boulevard onto southbound Route 17.

Based on staff's discussions with the developer, a rough schedule from this point forward would be for the site plan to be submitted within the next two to three months, with construction tentatively expected to begin this September, depending on how long it takes to secure the necessary approvals from the County, and be completed by March 2021.

Cross/3496

Attachment

COUNTY OF YORK

MEMORANDUM

DATE: January 17, 2019

TO: York County Board of Supervisors

FROM: Neil A. Morgan, County Administrator 

SUBJECT: York County Resources for Impacted Federal Employees

As the federal shutdown approaches the 30-day mark, we are painfully aware of the impact that it is having on our residents and neighbors. The Coast Guard, Colonial National Park operations, NASA employees, contractors, and many others who live and work in our community are affected. At this time we hope federal employees in financial distress due to the shutdown who reside in York County consider using existing programs and agencies. The York-Poquoson Department of Social Services can be reached by calling 890-3787 for help with food stamps, health care, housing, and other emergency assistance. The Treasurer has the authority to work out payment plans regarding bills owed directly to the County. Also, there is a major non-profit infrastructure in the community, partially supported by York County taxpayers, that could be helpful. Among those that come to mind are the Lackey Free Clinic and Old Towne Medical Center. Additionally, within the County is a very robust food pantry system. In most cases, all you have to do is prove you are a York County resident, and you can obtain free groceries sufficient to sustain a family. The Virginia Peninsula Foodbank has opened a community food pantry every Friday through the shutdown. The [United Way of the Greater Peninsula](#) is actively connecting those in need with agencies and resources available. We have the United Way resource page linked to our [website](#) homepage which also includes how to apply for unemployment benefits, as described in today's cover story in the [Daily Press](#).

Staff has reached out to the York County School Division to see what they may be doing to assist families, and we will keep you updated.

This is not the definitive list of the efforts underway in the area, both public and private, but may serve as a starting point.

NAM:ph