

APPROVED MINUTES OF THE JOINT WORK SESSION MEETING OF  
THE BOARD OF SUPERVISORS, THE ECONOMIC DEVELOPMENT AUTHORITY  
AND THE PLANNING COMMISSION ON MAY 20, 2025

A joint meeting of the Board of Supervisors, the Economic Development Authority and the Planning Commission was held on the 20<sup>th</sup> day of May in person at the King William County Parks & Recreation Building in King William, Virginia

**1 Call to Order**

The joint workshop with the Board of Supervisors, Economic Development Authority and the Planning Commission was called to order.

**2 Roll Call**

Present at this meeting:

Lindsay Robinson, Vice Chair, Board of Supervisors, Mary Sue Bancroft, Board of Supervisors  
Straughan Robinson, Chair, EDA; Robert Hardwick, Vice Chair, EDA, Meade Rhodes, EDA;  
Jennifer Broyles, EDA, Kathy Holliday, EDA; Kenny Holderied, EDA.  
Otto Williams, PC, Mathew Sluder, PC, Mike Henrich, PC, Darrell Kellum, PC

**3 Review and Adoption of Meeting Agenda**

David Bryan led the meeting on the topics of economic and land development, and to establish a collaborative framework to guide the Route 360 Corridors future growth. The members of the meeting did not vote on this.

**4 Workshop**

**Session Welcome**

David Bryan from the Weldon Cooper Center for Public Service, University of Virginia welcomed the members of the Board of Supervisors, Planning Commission and the Economic Development Authority. He provided a brief resume to the Board's and his insights for today's meeting.

**Profile of Economic and Demographic Trends**

- reviewed Economic Base Theory with distinction between base and non-basic business.
- provided an overview of the rationale for the local governments to undertake and manage economic development programs to promote and support the private sector in creating a healthy economy.
- presented popular myths about economic development.
- reviewed trends prepared by the Cooper Center Demographics Group, which compare and contrast King William County's socio-economic data to the region, state, and nation.
- reviewed trends and forecasts prepared by the Cooper Center Economic Policy Research Center, which compare King William County's economic-related data to the region, state, and nation. Additional data was presented concerning the impacts of employment reductions by the Federal Government.

## **Strategic Considerations for Economic Development**

- small and large group exercises to brainstorm for strategic planning.
- SOAR focuses on positive, forward-looking elements.
- SWAT addresses challenges and positive needs.
- workgroup participants identified issues, ideas, or actions for the following items: Strengths  
Internal Positives  
Weaknesses Internal Challenges  
Opportunities External Positives Threats  
External Challenges  
Aspirations Vision Elements  
Results Success Metrics  
Summarized highlights of the results from brainstorming exercises:

## **The Land Development Process for Retail, Commercial Services and Light Industrial**

- large group exercise to identify the complete sequence of stages to develop land for business use along the Route 360 Corridor and to identify those individuals, groups, businesses, and the like who are involved in each stage.
- discussed the five (5) major stages of land development:  
Stage 1 - Site Identification and Planning  
Stage 2 - Site Acquisition  
Stage 3 - Government Review and Approval  
Stage 4 - Land Development and Building Construction  
Stage 5 - Identifying, Marketing, and Selling to End User

## **Target Market Assessment**

- need a strategic vision to capitalize on the county's economic development strengths and assets
- state mandates and regulations, particularly those in the transportation and environmental areas
- the stress on services and fiscal resources from in-migration by new residents
- lack of incentives to induce business expansion and new business recruitment
- the interpersonal dynamics of the group decision-making process in local government among elected and appointed officials
- ensuring informed public participation in the public decision-making process
- providing accurate and timely information about county affairs via social media channels and the resources and staffing needed to do so
- limited diversity of local tax revenue sources
- the localized impacts realized by a downturn in the national economy
- fiscal resources and engineering limitations for the orderly expansion of locally provided water and wastewater services
- structural deficiencies and conflicting provisions of the county land use ordinance requiring immediate attention and resolution

### **Economic Development Incentives in Virginia**

- established an incentive definition: "A strategic policy framework designed to enhance a location's appeal to investment decision-makers by offering targeted advantages that encourage business growth, job creation, and economic expansion."
- presented a state-level incentive program and an example of a local performance-based incentive policy (Orange County).

### **Recap and Next Steps**

- provided an overview of workshop activities

### **5 Adjourn or Recess**

The meeting adjourned at 1pm