

CITY OF VIRGINIA BEACH DEVELOPMENT AUTHORITY
December 10, 2024, MINUTES

The City of Virginia Beach Development Authority (“VBDA” or “Authority”) held its regular meeting on Tuesday, December 10, 2024, at 8:30 a.m. in the Economic Development Town Center Boardroom at 4525 Main Street, Suite 700, Virginia Beach, VA, pursuant to notice given by the Chair.

Full video of each item presented and discussed at this meeting can be viewed on the Economic Development website at the following link – <https://www.yesvirginiabeach.com/vbda>

MEMBERS PRESENT: Lisa M. Murphy, Chair
W. Taylor Franklin, Vice-Chair
Guenter H. Weissenseel, Secretary
William Brunke, Treasurer
Donald Horsley, Commissioner
Eric Keplinger, Assistant Secretary
Penny Morgan, Commissioner
Ronnie L. Parker, Commissioner
Michael J. Standing, Commissioner
David Weiner, Commissioner

MEMBERS ABSENT: Linda Garris-Bright, Commissioner

CITY COUNCIL: Vice Mayor Rosemary Wilson
Council Member Worth Remick

ADVISORS PRESENT: Amanda Jarratt, Deputy City Manager
Kathy M. Warren, Director, Planning & Community Development
Alexander W. Stiles, Senior City Attorney
Emily L. Archer, Deputy Director, Economic Development
Natalie Guilmeus, Deputy Director, Economic Development
Henry W. Cobb, Business Development Manager II
Kayla Dotson, Administrative Technician
Madison Eichholz, Development Liaison Planner
Jadon Gayle, Business Development Representative II
Roosevelt Grandberry, Town Center Planning Coordinator
Paige M. Fox, Business Development Manager II
Letitia E. Langaster, Business Development Manager II
Howie McEntee, Accountant II
Ihsane Mouak, Business Development Coordinator
Devin Rondeau, Economic Development Intern
Annagid Walker, Administrative Technician
Pamela D. Witham, Project Development Planner III

REPORTED BY: Amanda Jarratt

RECORDED BY: Kayla B. Dotson

Chair Lisa Murphy began the meeting at 8:30 a.m. and opened the floor for public comment.

OPEN FLOOR

No public speakers.

REGULAR MEETING

MEETING MINUTES

1. Approval of Meeting Minutes, November 12, 2024

MOTION: William Brunke

SECOND: Taylor Franklin

APPROVED: 9-0-0

Commissioner Mike Standing arrived after the November 12, 2024 meeting minutes were voted on.

FINANCIALS

2. Review of Financial Statements for November 2024 presented by Howie McEntee.

Operating Account Summary: November 2024

Adjusted Beginning Cash – November 1, 2024 **\$8,080,619**

Cash Receipts Detail

- Grand Total of Cash Receipts
\$ 10,706 Interest Income

Cash Disbursements Detail

- Grand Total of Significant Cash Disbursements
\$ 49,227 Atlantic Park Construction and support services through 9/30/2024 – MBP
\$ 15,070 Monthly Conduit Management November 15th – December 15th -
Globalinx
\$ 9,000 Utility Marking Request for Corporate Landing Data Center – MidAtlantic
Surveying

Ending Cash – November 30, 2024 **\$8,005,072**

- Amounts Paid and Reimbursed by City of VB – November 2024
\$ 2,030,750 Atlantic Park -Venture Waves Draw #21– Entertainment Venue
\$ 943,028 Atlantic Park -Venture Waves Draw #21 – Offsite Infrastructure (City
Asset)
\$ 7,667 Innovation Park – Geotechnical Testing Services - VHB
\$ 9,015 Innovation Park -Construction Phase Services – Kimley Horn
\$ 77,158 Corporate Landing – Utility Construction (offsite Infrastructure Phase 0
– Seabreezy Enterprises
\$ 2,731 Corporate Landing - New Roadway & Pond C Final Design – VHB

Capital Maintenance: November 30, 2024

- Amphitheater - \$777,626*

*Amphitheater Capital Maintenance funds are being held by the City and are reimbursed to the VBDA as Capital Maintenance expenses are incurred.

- Human Services Building - \$3,579,323
 - \$ 47,910 Monthly Lease – November
 - \$ (5,862) Roof Cooling Tower Replacement – HBA Architecture

- VB National Golf Course - \$2,185,567
 - \$ 24,090 Monthly Revenue Share Agreement
 - \$ (4,216) Roof replacement design phase - HBA Architecture
 - \$ (5,546) Pond 1 Maintenance Plan – VHB

Incentive & Initiative Account Summary: November 2024

Beginning Cash – November 1, 2024 **\$1,145,887**

Cash Receipts Detail

- No Significant Receipts

Cash Disbursements Detail -

- FIG Grant – Replace window, Exterior Painting, and New Signage – MPN Group, LLC **\$10,000**
- FIG Grant – Parking Lot Resurfacing – Chamboard Commons **\$10,000**

Ending Cash – November 30, 2024 **\$1,129,267**

Beginning EDIP appropriations as of November 1, 2024 **\$11,285,201**

- Powertrain Industries – created 28 of 95 qualified new jobs and total Capital investment award **\$73,693**
- Eastern Data, Inc. – 10 new jobs created at \$2k per job **\$20,000**

Total EDIP appropriations as of 11/30/2024* **\$11,191,508**

EDIP Part A – Encumbered as of 11/30/2024 **\$4,628,392**

EDIP Part B Encumbered as of 11/30/2024 **\$ 795,900**

EDIP Grant Funds Available as of October 31, 2024, **\$5,767,216**

** Actual EDIP Cash received from the City and held by the VBDA on November 30, 2024, is \$1,098,289. The remaining \$10,254,972 is being held by the City and will be transferred to the VBDA as needed for payment of approved EDIP awards.*

No Discussion

VBDA ASSETS

3. Review and request approval of Bid(s) for Virginia Beach National Golf Course HVAC repairs presented by Economic Development Deputy Director, Emily Archer

Presentation: Deputy Director Emily Archer shared a request for approval for the apparent lowest responsive bid for the Virginia Beach National Golf Course HVAC repairs. The bid was submitted by Adrian Builders Group at \$219,822 with an expected completion date of May 2025. Full Presentation located at minute [7:27 of the meeting video](#).

Discussion: Chair Lisa Murphy asked if any of the other recommended repairs discussed earlier in the year had been completed. Ms. Archer responded that the HVAC system was the highest priority and additional project bids would be coming for Authority approval in the coming months. The VBDA previously approved the funding for the repairs but noted each project bid will be presented for approval. Vice Chair Taylor Franklin asked if the bids were compared side by side and what the gap was between the bids. Ms. Archer advised that there was roughly a \$100,000 difference between the highest and lowest bid, however, the lowest bid of \$195,000 did not meet SWAM requirements, the recommended bid was the second lowest.

MOTION: Guenter Weissenseel

SECOND: Eric Keplinger

APPROVED: 10-0-0

4. Atlantic Park Major Entertainment Venue Sign Application and Updates presented by Economic Development Deputy Director, Emily Archer

Presentation: Deputy Director, Emily Archer, presented an update on the Atlantic Park project as well as a Major Entertainment Venue Sign Application. Ms. Archer highlighted the current progress of the Atlantic Park project which includes VBDA assets of a 3,500-Person (5,000 with Outdoor Amphitheater) Entertainment Venue and 2 Parking Garages (1,475 Spaces). Garages are 83% complete and the Entertainment Venue is 61% complete. Ms. Archer wanted to make the VBDA aware that the “THE DOME” letters facing the oceanfront were overlooked during the first Major Entertainment Venue (MEV) Sign Application for the project in 2022. Since the Entertainment Venue is a VBDA asset, the VBDA is the applicant and owner for this sign application. The application is to be heard by the Planning Commission on Dec. 11, 2024, and Council on January 7, 2025.

Full Presentation located at minute [10:58 of the meeting video](#).

Discussion: Chair Murphy asked if the parking garages will open before the rest of the park. Ms. Archer noted that that is still to be determined. There is still some operational hardware to be installed and tested within the garages before an exact opening date is given. The current opening goal is Spring 2025. Vice Mayor Rosemary Wilson asked if the mixed-use residential living would be leased or sold, Ms. Archer stated that the development would be leased apartments. Chair Murphy noted that the VBDA often gets updates from Live Nation, the operator of the amphitheater on upcoming shows for the season and asked if they could also provide information on “The Dome” since they will be operating that site as well. Ms. Archer agreed to pass on this request.

FACADE IMPROVEMENT GRANT (FIG) PROGRAM

5. Façade Improvement Grant (FIG) 2024 Updates Presented by Town Center Planning Coordinator Roosevelt Grandberry

Presentation: Town Center Planning Coordinator, Roosevelt Grandberry, presented an update on the 16 approved awardees of the 2024 Façade Improvement Grant Program (FIG), 15 of the 16

applicants have completed their renovations and have been fully paid out. Grants paid out total \$116,543 with private investment totaling \$416,943, the return of interest calculated at 358%. Mr. Grandberry reviewed the eligibility criteria for applicants, there was discussion earlier in 2024 amongst Commissioners regarding some of the outlined requirements and approved enhancements. Mr. Grandberry presented the following items for Authority feedback: Should power washing be excluded from eligible improvements, should nonprofit organizations be eligible, and should applicants who have been awarded and fully received a FIG grant within the past three years be eligible.

Full Presentation located at minute [17:24 of the meeting video](#).

Discussion: Chair Murphy opened the discussion by asking if there were many applicants that fell into the category of fully receiving a grant and continuously reapplying. Mr. Grandberry noted that he was only aware of two businesses that had previously been awarded and reapplied in the following year. Commissioner Mike Standing asked if the staff reviewing applications were able to determine if awarded applicants were reapplying in order to break down the cost of a larger project, Mr. Grandberry was unsure of this result but offered to find additional information. Ms. Archer provided an example of a business that applied and was approved but had issues completing their project and was ultimately not awarded in 2023 but successfully applied and was rewarded in 2024. Commissioner Ronnie Parker, who serves on the FIG review committee, noted that this is a factor that should be reviewed so businesses do not continuously reapply and not complete the updates and take a slot of award from another potentially eligible business. Commissioners agreed that power washing was to be excluded because it is a maintenance issue rather than an improvement. Historically, nonprofits have been excluded because they do not pay taxes. Mr. Parker asked if many non-profits reach out with interest in the Facade Improvement Grants. Ms. Archer shared she could not recall more than a few possible interested parties. Treasurer William Brunke made a point to say that he feels the Facade Improvement Grant may benefit from considering non-profit businesses because the cosmetic upgrades benefit all members of the community. Based on feedback from Commissioners Chair Murphy gave direction that nonprofits could be considered for the FIG program in 2025. The Authority consensus regarding reapplication was that businesses may reapply if they are working on separate improvement projects rather than breaking up a larger project over several years to get assistance from the grant programs. Mr. Parker noted that this can be reviewed with discretion by the FIG review panel prior to the request coming before the VBDA. Mr. Brunke asked how it is communicated with businesses that do not make progress that the grant has expired. Mr. Grandberry stated most applicants are in constant communication with the FIG coordinator once they are approved for reward, but staff can add an official notice letter to businesses that have expiring applications in addition to the email outreach. Secretary Guenter Weissenseel recommended asking City Council for an additional \$50,000 per year in order to help more business annually. All agreed this would be a favorable ask. The 2025 Façade Improvement Grant Application will likely launch on January 14, 2025.

ADMINISTRATIVE INFORMATION

6. VBDA Priorities: *VBDA Members*

Discussion: Commissioner David Weiner, who serves on the Parks and Recreation Commission made a comment that the December 3, 2024, special roundtable event was very insightful and wishes that the Parks and Recreation department could have been in attendance to clear up any misunderstanding regarding their plans for development around the Innovation Park within the newest Comprehensive Plan draft. He noted that any discussion of Parks and Recreation

development was only a discussion and not an executed plan. Mr. Weiner also referred to the conversations at the Special Meeting. Mr. Weiner is in favor of expanding Hudome Way and reviewing the zoning ordinance limiting 60% development on lots of land.

7. VBDA Members: *L. Murphy*

Discussion:

- Chair Murphy asked for Authority approval to draft a letter to share these concerns with City Council, including recommendations for the expansion of Hudome Way and expanding the Innovation Park. Many businesses in attendance at the Business Retention and Expansion event expressed interest in future expansion. Chair Murphy agreed the event was successful and would like to have a meeting twice annually. Two large topics to be discussed further are developing training programs for high school students to get education on a trade and workforce and affordable housing. Mr. Weissenseel noted resources seem to be more of a limitation for a training program than funding is. Vice Mayor Rosemary Wilson shared the Council School Board Committee is in the works of getting students interested in working in a trade. Mr. Brunke shared concern that students who move onto secondary education are celebrated but students moving into the workforce are often underrecognized. Mr. Brunke noted this is not specifically a role of the Authority but is something that needs to be addressed culturally. Ihsane Mouak with The HIVE shared that she is on the general advisory committee with the Virginia Beach Technical and Career Education Center and they are working towards a “Letter of Intent” day to show appreciation of students graduating and going into the workforce. Mr. Parker made a note that there is an untapped highly skilled veteran population that could be utilized for training and development of these skills. Ms. Mouak pointed out that there are current veteran retention programs in place such as Skillbridge, a great transitional program for military members. Mr. Standing noted that leadership programs could also be part of the discussion for those already employed but looking to move up. Mr. Keplinger shared that as a liaison to the Virginia Beach Military Economic Development Advisory Committee (MEDAC), there was a presentation given on the lack of affordable housing and the incorrect assumption that junior military members are often housed on base. Mr. Keplinger shared that many of these enlisted members have an incredibly difficult time finding housing in Virginia Beach even with housing allowance given by the military. Chair Murphy agreed with all point of discussion and added that the conversation will be continued in 2025 to see what role the VBDA can have in improving business retention and expansion. Deputy City Manager shared that the VBDA will likely receive an update on affordable housing from the Housing Department in early 2025.
- Chair Murphy shared that the Museum of Contemporary Art (MOCA) in Virginia Beach was interested in providing a briefing to the VBDA in January 2025.
- Chair Murphy shared that the VBDA holiday party RSVP link closes end of the day on December 11, 2024, and encouraged members to submit their RSVP.

8. Interim Directors Report: *A. Jarratt*

Discussion:

- Deputy City Manager Amanda Jarratt shared her appreciation for the robust conversation held at the meeting as it ties in nicely into the developing work plan Economic Development is drafting and made the following additional comments:

- Ms. Jarratt formally introduced Ms. Natalie Guilmeus the Co-Deputy Director of Economic Development.
- The City of Virginia Beach signed a memorandum of understanding with 3 cities in England, including Norfolk County, Suffolk County, and Essex County, which is alone close to 2 million people, The city is looking forward to making the memorandum actionable, as the City of Virginia Beach has a fairly large UK business population.
- The Economic Development office hosted a successful Norwegian Delegation event in October.
- An International Wind conference is being held in Virginia Beach in April 2025; this event will host over 2500 guests from all over the world.
- The Economic Development Newsletter has been re-launched.
- GrowSmart Director Barb Lito will be retiring end of December 2024, her position will be posted soon.
- Comprehensive Plan work session December 19th to review Chapters 4: Inland Context Area and 5: Coastal Context Areas. The Planning Commission is publicly reviewing 2 chapters at a time, once all chapters are reviewed there will be an opportunity for public input.
- City Council Capital Improvement Project (CIP) briefings are underway, Council CIP Retreat will be held January 27th and 28th. Ms. Jarratt noted that regarding the Commissioners comments on expanding Hudome Way this advancement would need to be added into the CIP budget, Ms. Jarratt shared that any recommendation put in writing by the Authority can also be communicated to the City Manager for awareness but encourages prompt input by the VBDA.
- Ms. Jarratt shared they hope to welcome a new Economic Development Director in the first quarter of 2025.

Chair Lisa Murphy moved to recess into a closed session.

RECESS TO CLOSED SESSION

The VBDA moved to recess into a closed session pursuant to the exemptions from open meeting allowed by Section 2.2-3711(A) of the Code of Virginia (1950), as amended, for the following purposes:

PUBLICLY-HELD PROPERTY: Discussion or consideration of the acquisition of real property for a public purpose, or of the disposition of publicly held real property, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body, pursuant to Va. Code § 2.2-3711(A)(3). (District 2) (District 3)

PROSPECTIVE BUSINESS OR INDUSTRY: Discussion concerning a prospective business or industry or the expansion of an existing business or industry where no previous announcement has been made of the business' or industry's interest in locating or expanding its facilities in the community, pursuant to Va. Code § 2.2-3711(A)(5). (District 5)

CONTRACTS: Discussion of the award of a public contract involving the expenditure of public funds, including interviews of bidders or offerors, and discussion of the terms

or scope of such contract, where discussion in an open session would adversely affect the bargaining position or negotiating strategy of the public body, pursuant to Va. Code § 2.2-3711(A)(30). (District 2) (District 3) (District 5)

MOTION: Taylor Franklin
SECOND: Mike Standing
APPROVED: 10-0-0

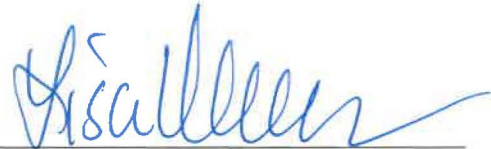
RECONVENED INTO OPEN SESSION

CERTIFIED CLOSED SESSION

MOTION: Taylor Franklin
SECOND: Eric Keplinger
APPROVED: 9-0-0

Mr. Mike Standing left the meeting prior to the certification of closed session.

Chair Lisa Murphy adjourned the meeting at 10:45 a.m.



Lisa M. Murphy, Chair