

## **THE HISTORIC TRIANGLE COLLABORATIVE**

8:00 to 9:00 a.m. May 16, 2016

Williamsburg Lodge, Governor Jefferson Board Room

### **Members present:**

Marvin Collins, David Cromwell, Phil Emerson, Clyde Haulman, Bryan Hill, Ruth Larson, Neil Morgan, Mitchell Reiss, Taylor Reveley, Karen Riordan, Jeff Wassmer. Sandy Wanner and Susan Dickerson also attended.

**Guests:** Michele DeWitt, Jim Noel and Russ Seymour

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### **Discussion**

Sandy opened the meeting and welcomed everyone.

### **Host Update**

Mitchell told the group that Colonial Williamsburg had a very successful first quarter, which was helped tremendously by an early Easter. The Inn is on track to getting its 5<sup>th</sup> star back, and it is evaluating the best of its programming to accommodate ticketed guests – 90% of which only come for one day.

### **Update on Economic Diversification Study Recommendations**

The three Economic Development directors, Michele DeWitt, Jim Noel and Russ Seymour, discussed what recommendations from the Study that they have accomplished. The [www.GWPVA.com](http://www.GWPVA.com) is launched and is a regional economic development portal. A consultant is managing the site and its marketing. The three have held meetings with VEDP introducing the regional partnership – which the VEDP views as highly desirable.

A targeted industry is to be completed in the fall of 2016, and initial outreach has been conducted to those who work as potential site selectors for commercial businesses. Launchpad has opened with a new location and website. Also, the group has been operating under an MOU, and it is developing a 503c6 to include Launchpad.

All three have recognized their work has been conducted on an ad hoc basis, and progress has been made. However, if more progress is to be made toward a regional economic development program, the group would need additional resources. The members questioned allocating funds toward marketing. Neil said if more funding was to be provided, he would allocate it to site development. Ruth said the localities need to spend some time on educating the citizens. The localities aren't ready to go with a site, and to get that done, education is required.

The group will continue the conversation with the addition of Jim Golden and Julie Summs at its next meeting.

**Next Meetings:**

June 20 (8 to 10 a.m.) – City of Williamsburg

July – no meeting