

THE HISTORIC TRIANGLE COLLABORATIVE

8:00 to 9:00 a.m. June 20, 2016

The City of Williamsburg, 2nd Floor City Manager Conference Room
(401 Lafayette Street)

Members present:

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

Members not present:

Ruth Larson, Mitchell Reiss and Taylor Reveley

Guests: Michele DeWitt, Jim Noel and Jim Golden

Discussion

Sandy opened the meeting and welcomed everyone.

Host Update

Marvin told everyone that the City was going through a time of change with the transition of City Council. He and the City appreciate the long service of retiring members, include Mayor Clyde Haulman. Marvin thanked Clyde for his long-time service.

He also said the City was undergoing a pay and classification study as well as a downtown parking study. An on-site assessment will be conducted around the week of July 4th. The City also is selecting a consultant for a downtown design and vibrancy study to ensure the downtown spaces are pre-thought and planned, which will give the City a guidebook. The City is considering some additional studies of commercial corridors that need to be revisited like the Capitol Landing Corridor. City Council also approved staff to conduct a Parks, Recreation & Culture master plan. The newly elected City Council will be seated on July 1 and will hold a retreat in early September.

Clyde told the group that it had been a real privilege to work with the HTC, and that he looked forward to seeing its future activities.

Economic Diversification Study Recommendations Discussion Continued

Sandy introduced Jim Golden, retired Vice President of Strategic Initiatives for William & Mary. Jim gave the group some history on Economic Diversification Study 2015 update in which the committee continued to wrestle with what kinds of businesses to target to bring to the area to diversify the area's economy. Some targets considered were healthcare, technology, professional services and port related companies.

Clyde observed that he didn't think the area helped itself by using Historic Triangle as its name. Tourism is going to have to be important, he said, but it's not going to be as important in the future as it was in the past. It's time to rethink the business brand.

Michele said the targeted industry study being conducted by the Greater Williamsburg Partnership, a newly formed 501(c)(6) between the three localities economic development offices – will help the area nail down what people are looking for with locating new or growing businesses. The survey for the study goes live by the end of June, and she encouraged everyone in the room to take the survey.

As the HTC moves into its retreat, Karen asked if the retreat would be limited to HTC membership or would other former HTC members be included, and what should the group cover? She said she didn't feel like the HTC was able to delve into members' top two priorities from the 2015 study during an hour-long meeting. She recommended an outside retreat facilitator that can help us find common priorities and a work plan to accomplish goals. Jeff recommended that retreat outcomes should nail down the HTC's purpose.

Sandy reminded members to send in their top two priorities each person wanted to pursue from the Economic Diversification Study's 2015 findings.

Next Meetings:

July – no meeting

August 15 - TBA