

**MINUTES**  
**JAMES CITY COUNTY COMMUNITY PARTICIATION TEAM REGULAR**  
**MEETING**  
**Building D Large Conference Room**  
**101 Mounts Bay Road, Williamsburg, VA 23185**  
**August 19, 2019**  
**4:00 P.M.**

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**A. CALL TO ORDER**

Ms. Tammy Rosario called the meeting to order at 4:00 p.m.

**B. ROLL CALL**

**Present:**

Rachel Becke  
Glen Carter  
Thomas Hitchens  
Philip Piper  
Ginny Wertman  
Jack Haldeman  
Rich Krapf  
Julie Leverenz

**Absent:**

Rebecca Bruhl  
Tim O'Connor

**Staff in Attendance:**

Christy Parrish, Zoning Administrator  
Tammy Rosario, Principal Planner  
Alex Baruch, Senior Planner  
Brett Meadows, Planner  
Katie Pelletier, Community Development Assistant  
Leigh Anne King, Clarion Associates  
David Henning, Clarion Associates  
Vlad Gavrilovic, EPR  
Will Cockrell, EPR

**C. NEW BUSINESS**

Ms. Tammy Rosario welcomed the Community Participation Team (CPT) and consultants from Clarion Associates, LLC and EPR, P.C.

Ms. King reviewed the meeting agenda and asked the consultants, County staff, and members of the CPT to introduce themselves. The CPT members mentioned how long they have lived in the James City County (JCC), what brought them to the County, important work or volunteer affiliations, and their favorite experiences in JCC.

Ms. Leigh Anne King then gave an overview of the planning process. This included basics of a Comprehensive Plan, the JCC planning process, and the relationship to the Strategic Plan. She described the Comprehensive Plan as the community's vision; its goals, policies and actions; and a branding or messaging tool. Ms. King told the CPT the plan will address population, natural resources, land use, transportation, housing, community facilities, community character, and economic

development among other topics. She explained reasons the Comprehensive Plan is updated every five years, including a state mandate as well as forces of change.

Ms. King noted this Comprehensive Plan update will be different than others done before because of the use of modeling. She said they will then share the results of the modeling with the public for their reactions about impacts in the future. Ms. King stated there are four components to the plan update: visioning, scenario planning, comprehensive planning, and implementation. She noted the modeling tools will be kept to allow continued evaluation.

Mr. Jack Haldeman asked about the recent citizen survey and public input.

Ms. King said they will discuss how public input is integrated into the process and the CPT's role. She described the timeline for the update, with the current kick-off meetings in summer 2019 and adoption of a final plan by fall 2021. Besides the scheduled CPT meetings, larger community forums are planned in November 2019 to discuss vision and goals, summer 2020 to discuss future scenarios, and spring 2021 to preview the draft plan. The CPT will plan additional opportunities to engage the public.

Ms. King then reviewed roles and responsibilities in the process for the Board of Supervisors (BOS), Planning Commission Working Group (PCWG), and CPT. She described the CPT's role as providing a range of perspectives and reflecting citizen interests, providing information on interests of affiliated organizations, encouraging citizen participation in the process, and acting as ambassadors to the planning process in the community. Ms. King noted County staff and consultants have a role to advise, develop and facilitate the process, conduct analysis and develop project briefings and deliverables.

Ms. King noted the PCWG leads the plan development, reviews community input, and guides the scenario planning and modeling process. The BOS monitors and supports the development of the plan, and at the end of the update adopts and directs implementation of the plan.

Ms. King elaborated that the CPT engagement responsibilities are the following: implement the communications plan and public engagement plan; advise staff on plans for public input opportunities; make public appearances on behalf of the Comprehensive Plan update; actively encourage participation and engage residents and business members; participate in and observe public meetings; collect and synthesize input from the community; review and approve written summaries of public input for the County Planning Commission and BOS; and attend CPT meetings.

Mr. Philip Piper asked what would happen if the BOS does not approve the Comprehensive Plan, considering future elections and changes in leadership.

Ms. King replied there are milestones along the way in the process to check in and keep the BOS updated and involved, so it would be unlikely to have a drastic change in policy direction after so much public engagement.

Mr. Vlad Gavrilovic stated the CPT acts as ambassadors for the process and public, and the PCWG will bring this forward to the BOS.

Ms. King told the CPT they hope for a respectful, supportive atmosphere and participatory culture where everyone participates and opposing viewpoints are allowed to co-exist. She then described the first CPT sharing exercise for defining public engagement success. She asked the members to envision they are at the end of the process with the comprehensive plan adopted. She asked them, relative to public engagement, what would make them feel most satisfied that they have led a successful planning process.

CPT members then wrote down ideas and shared their answers.

Mr. David Henning wrote down their ideas to identify themes. These included: public input heard,

understood, and incorporated; community informed and educated about process and understand final plan; willingness to consider new ideas; explanation of how arrived; controlled growth voices heard; long-time residents heard; input from adequate number and representative sample of community; record-breaking turn-out and engagement through new channels; inspired trust; active dialogue; different points-of-view and minority opinions expressed; and support of community.

Ms. King stressed they will incorporate different activities to engage the public. She briefed that public engagement experiences should leave residents feeling that time spent was productive and fun, they have been heard, and their opinions count, are respected, and well-documented. Ms. King noted opinions shared should be representative of the community and its diversity of residents, and decisions made during the process should be democratic and based on community inputs. She said residents should feel a new excitement for the County's future.

Ms. King then led a second exercise for branding the process, to define the messages and perception of the process and enhance visibility. She showed the CPT examples of branding in other localities.

Mr. Baruch passed around images from previous JCC Comprehensive Plan updates.

Ms. King then asked the CPT members to envision speaking with a new JCC resident who does not know anything about the community or planning process. She asked them, what is the most important impression they want to leave about the comprehensive planning process?

CPT members used index cards to write down single words that expressed the impressions they would like to leave with residents. They placed them on a branding word wall to look at the ideas together.

Ms. King grouped the words and clarified their meaning. Words included were: shape, future, beyond, listening, open, inclusion, inclusive, access, opportunity, participate, connect, involvement, trust, educate, actionable, realistic, and workable. Ms. King said the words would be used to help shape the brand for the project.

Ms. King then discussed the next steps of the process with the CPT members. She said for the next meeting on August 26, the CPT would brainstorm ideas for public engagement and select a Chair and Vice Chair for the CPT.

Ms. Rosario noted the CPT Chair will serve as a member of the PCWG in order to convey public sentiment, in addition to running meetings and serving as liaison to the public and staff. She said the first PCWG meeting will be held on September 26 at 6 p.m.

Ms. King said the CPT meeting on September 17 will include discussion of branding options and the public engagement plan. She said they will also approach ideas for the public forum in November and community survey in the fall. Ms. King explained the survey format will be questions online for developing goals and vision. In addition to these planned events and activities, Ms. King said the CPT may also plan smaller public intercept events or smaller meetings for engagement.

#### **D. ADJOURNMENT**

Ms. King thanked everyone for attending the meeting and asked for any additional comments.

Ms. Rosario adjourned the meeting at 5:50 p.m.