

Special Meeting Minutes of the Economic Development Authority of the County of  
Accomack, Virginia  
March 24, 2011

The Economic Development Authority met in the Conference Room of the Accomack County Airport Terminal Building, on Thursday, March 24, 2011 at 9:00 A.M.

Members Present:     John Arthur LeCato, Chairman  
                          Mary Jester, Vice Chairman  
                          Shirley Zamora  
                          Ira Ashby-Hope

**Call to Order**

The meeting was called to order at 9:00 A. M. by Chairman LeCato.

**Roll Call**

The following members were present: John LeCato, Chair, Mary Jester, Vice Chair, Shirley Zamora, and Ira Ashby-Hope

Chairman LeCato stated the meeting was a Special Meeting called for the purpose to respond to the contractors request for a present contract the EDA has to develop the EDA's internet connection to propose sale of the Park and no other business would be discussed at the meeting.

Items to be dealt with:

- How to design the internet for the contractor webpage
- Look at the review of the pictures and the design and format and slogan that the contractor proposed (three (3) designs were sent

Mr. LeCato asked the members if they had preferences. Mary Jester said one of her major concerns was the layout of the customers reviews and the third design was to bland.

Chairman LeCato stated when he looked at them all he saw was entertainment features for retirement communities. However, he continued and stated the brightness on the web once you were on the internet are nice and he felt the EDA needed to stay with the business look. The Chairman stated the first pictures should be pictures showing the entrance of the Park and businesses in the community. A lengthy discussion ensued concerning the business pictures.

Mary Jester stated she felt that a caption should be written telling people what the pictures were showing. Ira Ashby-Hope stated there were supposed to be five (5) pages not just one (1). She continued and said one page should have been a business directory, a contact page, available sites, and a map. Chairman LeCato stated a list should be compiled asking questions so that the contractor and the EDA are on the same page because as it stands they are not on the same page. A discussion ensued. Mary Jester said she felt a link should be included for the EDA realtor for the Park. She stated the bird picture should be taken off and the logo of Accomack County should be the one that is used on the site. It was the consensus of the EDA to redraw a sketch of how the layout of the design on the site should be. A lengthy discussion ensued.

Shirley Zamora contacted Marlene Murphy on the phone and asked her questions concerning the design. Mary Jester asked Marlene Murphy what she envisioned the information would be on the home page. The Ms. Murphy responded and said all of that information was encompassed in the proposal and the one page sheet was just a summary of the proposal. She asked what the concern was concerning the home page. Ms. Murphy stated the original proposal showed the different pages of what was to be included on the web. She continued by saying she wanted the EDA to make a decision about the design of the home page. She told the EDA that on the wireframe for the homepage she has:

- Description of the area highlighted
- Opportunities page putting the video or slide show of the area (Industrial Park, Airport, etc.)

Mary Jester stated she would like a flow chart sent to the EDA. Chairman LeCato stated he would like to change the opportunities page to say business park. Shirley Zamora said the goal of the EDA was to market the Park and bring businesses to the Park and to the County.

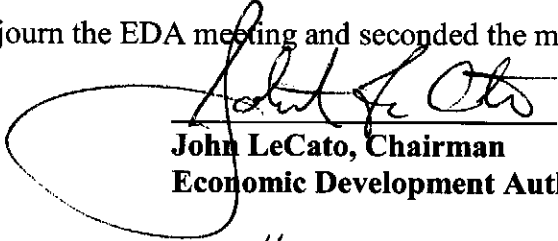
Chairman LeCato asked what did access and opportunities mean. Ms. Murphy said it meant give access to the area and opportunities that are in the Park and incentives would be what incentive someone would have to come to the EDA's Park. Another question Chairman LeCato asked was what were the resources. She answered by saying links to resources are important resources such as electric companies, zoning commission, schools in the area, and etc. She continued by saying that contact would be the Mission Statement, with the contact information, name, phone number, emails, realtor, etc. She said this was only the first step of reaching the final goal. Also, print out goal number 2 and write on it what the EDA does not want on the home page. A discussion ensued.

Chairman LeCato stated he would complete the meeting by making remarks and sending it back, and Shirley Zamora and Mary Jester would fax it back to her. 866.630.5937 was the correct fax number.

Mary Jester went over things she had proposed to change on the home page with the EDA members and Shirley Zamora stated she was taking notes with the changes to send to the contractor. A discussion ensued. *Shirley Zamora left the meeting.* Chairman Lecato stated after more pictures had been taken another work session would be held. The EDA picked out 10 pictures to put on the website.

**Adjournment**

Chairman LeCato made a motion to adjourn the EDA meeting and seconded the motion. The motion was approved.

  
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**John LeCato, Chairman**  
**Economic Development Authority**

4-12-11  
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**Date**