



**CITY OF FAIRFAX ECONOMIC DEVELOPMENT AUTHORITY**  
**MEETING MINUTES**  
**Wednesday, May 5th, 2021 6:00 PM**  
**Via Electronic Participation**

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Virtual Meeting via Zoom, Fairfax City, VA 22030

**Commissioners Present:**

Chair Jeff Hermann  
Commissioner Soledad Portilla  
Commissioner Tom Ross  
Commissioner Kathleen Paley  
Commissioner Beth Young  
Commissioner Fred Cornett  
Commissioner Paula Sorrell

**Others Present:**

Christopher Bruno, Director for Fairfax City's Office of Economic Development  
Danette Nguyen, Assistant Director of Economic Development/Programs Manager, Fairfax City  
Patricia Lopez, Communications Fellow, Fairfax City  
Matthew Easley, Operations Manager, Fairfax City  
Ashley Ward-Willis, Legal Intern, Fairfax City  
Andrew Wilson, Project Manager

**1. Call to Order**

The meeting was called to order at 6:01 pm by Chair Hermann.

**2. Approval of April Meeting Minutes**

Commissioner Ross made a motion to approve the minutes from the April meeting. Commissioner Paley seconded the motion. A roll call vote was then initiated. Those who said aye were Commissioner Ross, Commissioner Young, Commissioner Portilla, Commissioner Paley and Chair Hermann.

**3. Economic Development Office/Exec. Director Update**

**a. Restaurant Week/May Programs**

EDO Assistant Director Danette Nguyen presents EDO updates to Commissioners. Restaurant Week (RW) program, in partnership with the Central Fairfax Chamber of Commerce, is set to begin on Monday, May 24, 2021 through Monday, May 31, 2021. Commissioner Ross and Commissioner Portilla are on the board for this year's RW and are assisting in building the program logistics. There are 32 participating restaurants/specialty shops in this year's program. Kickoff meeting for RW is on Monday, May 10 and will discuss the benefits of RW, how it works and how restaurants can get the most out of the program. 700 picnic blankets will be utilized in a giveaway component of the program to entice City patrons to participate in RW.

Beginning in June, the EDO will partner with Fairfax City's Parks and Recreation Department for a program called, "Sunday Sessions," where there will be outdoor acoustic music at Old Town Plaza to provide entertainment while patrons visit/dine at local Fairfax City businesses in that area. Event(s) will take place on the third Sunday of each month from June 2020 through October 2020 from 12 PM – 1:30 PM. Old Town Fairfax Crawl will occur again this year during June 2020 and will expand its focus of participation from just restaurants/bars to also include retail shops to help with economic relief for more Fairfax City businesses.

Three (3) ribbon cutting ceremonies are underway with the first one being for TPG Pediatrics on Wednesday, May 5. Event was livestreamed on the EDA's Facebook and Instagram and event postings (posted in a series prior to the event) had a total reach of 2500 from Facebook and Instagram. Next ribbon

cutting event will be for Organic Nails & Spa on Wednesday, May 19, 2021 at 4 PM EDT. Third ribbon cutting ceremony is for Office Evolution, scheduled to be on Thursday, June 10, 2021 at 4 PM EDT. Both events will also be livestreamed on Instagram and Facebook and have social posts advertising the events in a similar fashion to TPG Pediatrics' social postings.

"Find it in Fairfax City" guides have been finalized and will be distributed over the next few weeks. Guides include a map of activity centers in Fairfax City, brief information about centers/historical sites and a QR code on the back called "Fairfax City Perks" which grants customers a 10% off discount at participating businesses when a z-card is shown. Guides will be distributed to new residents, new employee orientations, historical sites, local hotels and more.

#### **b. Smart Cities Pilot Project(s) Update**

EDO Operations Manager, Matt Easley, provides a brief overview on the Smart Cities Challenge and proposed pilot projects for Fairfax City. 40 proposals were reviewed and only two (2) were chosen:

- 1.) WISE (Where Innovation Supports the Elderly) – student group from Virginia Tech and UMD that develop a mobile app to assist elderly community to exercise wellbeing and tracking physical/social goals. App will also help in connecting elderly with community for care/assistance as well as display special hours/discounts at local businesses. Contract has been signed and \$9,000 was provided by EDO to fund pilot.
- 2.) Engage Art – uses augmented reality to enhance City experiences to enable community to interact with significant spots around the City and to add creativity to City experiences. Plan is to create a digital mural that is interactive to connect community. Contract has not yet been signed and \$9,000 is proposed for funding of the pilot.

Data gathering will be conducted in the operation of these pilot projects' apps and with Find it in Fairfax City guide QR codes.

#### **4. Appoint Procurement Manager**

Patti Innocenti will be appointed the position of procurement manager. Innocenti has years of experience in this field and will provide the City's EDA/O with assistance/guidance in establishing procedures and adopting small purchase procedures; thus, provide the EDA/O with more flexibility. Commissioner Ross made a motion to adopt the resolution to appoint a procurement manager for Fairfax City EDA/O. Commissioner Paley seconded the motion. Commissioner Young noted that within the resolution, the title of "purchasing agent" must be modified to "procurement agent" in order to prevent any confusion in the records. A roll call vote was then initiated. Those who said aye were Commissioner Ross, Commissioner Young, Commissioner Portilla, Commissioner Paley, Commissioner Sorrell and Chair Hermann.

#### **5. MEC Updates**

Director Stolz provides a brief update on MEC's current operations. MEC is operating at 71% occupancy (vs 95% in April 2021) with 127 total clients (vs 136 clients in April 2021). There was an increase of four (4) virtual clients (total 64) since April 2021. Net operating income is (-) \$125,204.34 while current cash reserves in bank is \$500,000. New HR mentor has started at MEC, Adam Calli. Adam Calli assists in contracts, employee staffing/recruiting and payment solutions for clients. Additionally, MEC is looking into a partnership with Cybersecurity Initiative.

Commissioner Sorrell adds that although MEC's records indicate that it is at 71% occupancy, there are a number of new tenants (IT focused businesses) coming into the MEC during this time.

#### **6. Chair Comments**

#### **7. Public Comments**

#### **8. Other/New Business**

Project Manager Andrew Wilson states that construction of new Draper's restaurant is progressing along with resolving the Verizon easement. Material stocking for roof has begun so that roof construction can begin. Once roofs are installed, windows will be built. Fairfax City Mayor David Meyer, EDA Chair Jeff Hermann, EDO

Director Chris Bruno, Project Manager Andrew Wilson and EDO Communications Fellow Nikki Lopez visited the Draper's site on May 4, 2021 to tour construction site and to take photos for social media (@fairfaxcityeda).

**9. Closed Session**

**10. Adjourn**

The meeting was adjourned at 7:10 p.m.

**Next regular meeting of the EDA is scheduled for the 2, of June 2021.**