



**CITY OF FAIRFAX ECONOMIC DEVELOPMENT AUTHORITY
MEETING AGENDA**

**Wednesday, May 4, 2022 6:00 pm
In Person at Economic Development Facility**

10300 Eaton Place, Small Conference Room, Fairfax, VA 22030

Commissioners Present:

Chair Kathleen Paley
Vice-Chair Jeff Hermann
Commissioner Tom Ross
Commissioner Beth Young
Commissioner Fred Cornett

Others Present:

Christopher Bruno, Director for Fairfax City's Office of Economic Development
Danette Nguyen, Assistant Director of Economic Development/Programs Manager, Fairfax City
Tara Borwey, Program Manager
Andrew Wilson, Project Manager, Fairfax City
Crystal Kramer, EDA Counsel
Edgar Hill, MEC, Fairfax Director

1. Call to Order

- a. The meeting was called to order by Chair Paley

2. Adoption of March Meeting Minutes

- a. All Commissioners voted in favor to adopt the March Meeting Minutes

3. Fairfax City Citizens for Smarter Growth Update

- a. William Pitchford provides a quick update:
 - i. VA HB 1194 passed which Mr. Pitchford asks if the Commission is aware of it and if it will change funding for affordable housing in Fairfax City.
 1. Director Bruno says The City is aware of it and is tracking.
 - ii. Highlights opportunities for development in the context of Davies Property and Truist Bank Building.
 1. Commissioner Paley states that the Commission is aware, but this may be more under the purview of planning and development.
 - iii. Mr. Pitchford asks about development at WillowWood Plaza
 1. Director Bruno states that owners of both property owners have submitted plans and that there is nothing for The City to decide upon.

4. Draper's Update

- a. Project Manager Wilson provides a construction and completion update:
 - i. Construction has been completed for a month. Challenge is hiring qualified staff, which is required for a formal opening. Slated for May 11th.
- b. Property Management from Director Bruno and Commissioner Cornett
 - i. Director Bruno makes the point that considering a property manager is an important discussion to have. Chair Paley states she sees both sides given the change in type of tenant from last business that resided on property.
 - ii. Commissioner Cornett states that we need to extract from the lease who oversees maintenance and upkeep of the building.
 - iii. Director Bruno asks if there is a commissioner who would be willing to work with the Economic Development Office Staff on proposals for this and Chair Paley asks Commissioner Cornett if he would be willing to which he responds yes.

5. Discussion on Proposed EDA-ARPA Funded Programming

- a. Director Bruno states that he has spoken to all Commissioners regarding breakdown of ARPA funds and asks if there are any questions from Commissioners.
 - i. Commissioner Ross asks about relocation funding and if these funds can be used as leverage on landlords to which Director Bruno states that this would be a goal of these funds and that discussions can be had with landlords.

- ii. Distinguishment between retail and pop-up programs discussed.
- b. Request for \$50,000 to staff ARPA-Tourism Programs **[VOTE]**
 - i. Motion made by Chair Paley; 2nded by Commissioner Ross
 - 1. Director Bruno describes how staff will be funded and how programs will be run.
 - 2. Motion passed; all in favor.
 - a. Absent: Commissioner Portilla and Commissioner Sorrell.

6. Mason Enterprise Center

- a. Facility Relocation Update
 - i. Project Manager Wilson provides an update that things are going very well; at a pace that even surprises him. Construction is well underway, waiting on final pricing of data wiring. At this rate, the space should be ready in early August.
- b. Tenant Relocation Update
 - i. Incubator Manager Hill states that all discussions are involving the move-in date of November 1. He communicated that tenants are being told that the lease agreements are in process and are being reviewed by George Mason University and the Fairfax City Economic Development Authority.
 - ii. He highlights some examples that show that timeline can be an issue with even small changes to lease agreements.
 - iii. So far, only very positive feedback has been received.
- c. Marketing
 - i. Incubator Manager Hill highlights current marketing practices of expanding reach of social media, talking about successful tenants, the MEC's role in the community and overall mission statement.
 - ii. Incubator Hill states that he will release pricing next week and Commissioners state that they would need Treasurer Cornett to approve on the numbers before being released.
 - 1. Director Bruno asks why GMU must see the lease prior to being released to which Incubator Hill states they there are employees of the university housed in the MEC, so they've asked to see the lease.
 - 2. Counsel Kramer states that GMU is not a party to the lease and that they can see the lease, as it is a public document.

7. EDA/O Update

- a. Director Bruno begins by highlighting the elections of officers for next EDA meeting.
 - i. He requests Chair Paley to select a nominating committee that will select a slate of officers.
 - ii. Chair Paley asks about the forming of a nominating committee and if it is efficient. Consensus is yes – it would be more efficient.
 - iii. Director Bruno highlights process of electing officers in terms of two years.
 - 1. Commissioner Cornett states that he believes that it is his second year as an officer.
 - 2. Conversation ensued around organization of the nominating committee.
- b. Staffing Update
 - i. Director Bruno highlights various jobs the EDO is pursuing to post soon with proper authority.
 - 1. 2 ARPA funded positions, EDA support specialist and Business Investment Manager.
 - 2. Discusses difficulty in finding an account specialist.
 - 3. Assistant Director Nguyen introduces new employee Tara Borwey, Program Manager, and her role within the department.
 - a. Program Manager Borwey introduces herself.
- c. Economic Development Strategic Plan
 - i. Director Bruno provides high level overview, which he is very excited about. He states that plan will involve an advisory panel and set the framework for what the EDO does for the next 5 years.
- d. Marketing/ Website Development
 - i. Website RFP and Redevelopment – Director Bruno provides high level overview of the RFP and goals of website redevelopment.
- e. Programs Update
 - i. National Small Business Week

1. Assistant Director Nguyen highlights events going on during NSBW (this week).
 - ii. Rock the Block
 1. Assistant Director Nguyen highlights this year's plans for Rock the Block and incentives to participate in the program.
 - iii. Business Openings/Ribbon Cuttings
 1. Assistant Director Nguyen thanks all for participating in the many ribbon cuttings that have occurred and highlights upcoming events.
8. **Public Comment**
 - a. Jennifer Rose, Executive Director of the CFCC highlights collaboration with EDO/A and upcoming events.
 - b. Public member asks about posting of jobs.
 - i. Director Bruno states they are not live at this time, but likely in the next week.
9. **Adjourn**

*****Next Meeting: Wednesday June 1, 2022*****
THIS WILL BE AN IN-PERSON MEETING
10300 Eaton Place, Small Conference Room, Fairfax, VA 22030